

MOJAVE PURE

BRAND + DIGITAL DESIGN

A single-ingredient skincare brand translated into a complete visual ecosystem — identity, e-commerce, and campaign, built to feel as clean as the product itself.

ROLE: Brand & Digital Design SCOPE: Identity · Web · Campaign YEAR: 2026



WEB FIRST

IDENTITY

E-COMMERCE

SOCIAL & EMAIL

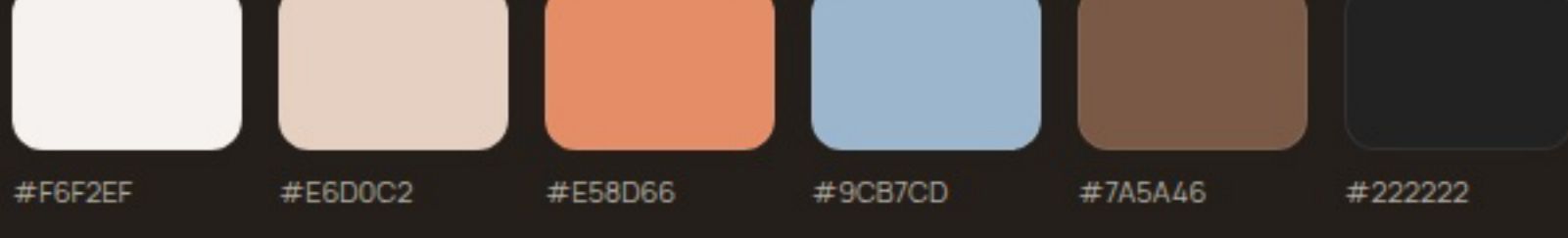
STATIONERY

01 — BRAND KIT

CLEAN, EARTHY, SPECIFIC.

A restrained palette and a confident geometric wordmark, built as a specified system — color, type, icon, and texture — so it holds up from a business card to a product page.

COLOR PALETTE



TYPOGRAPHY

MOJAVE PURE

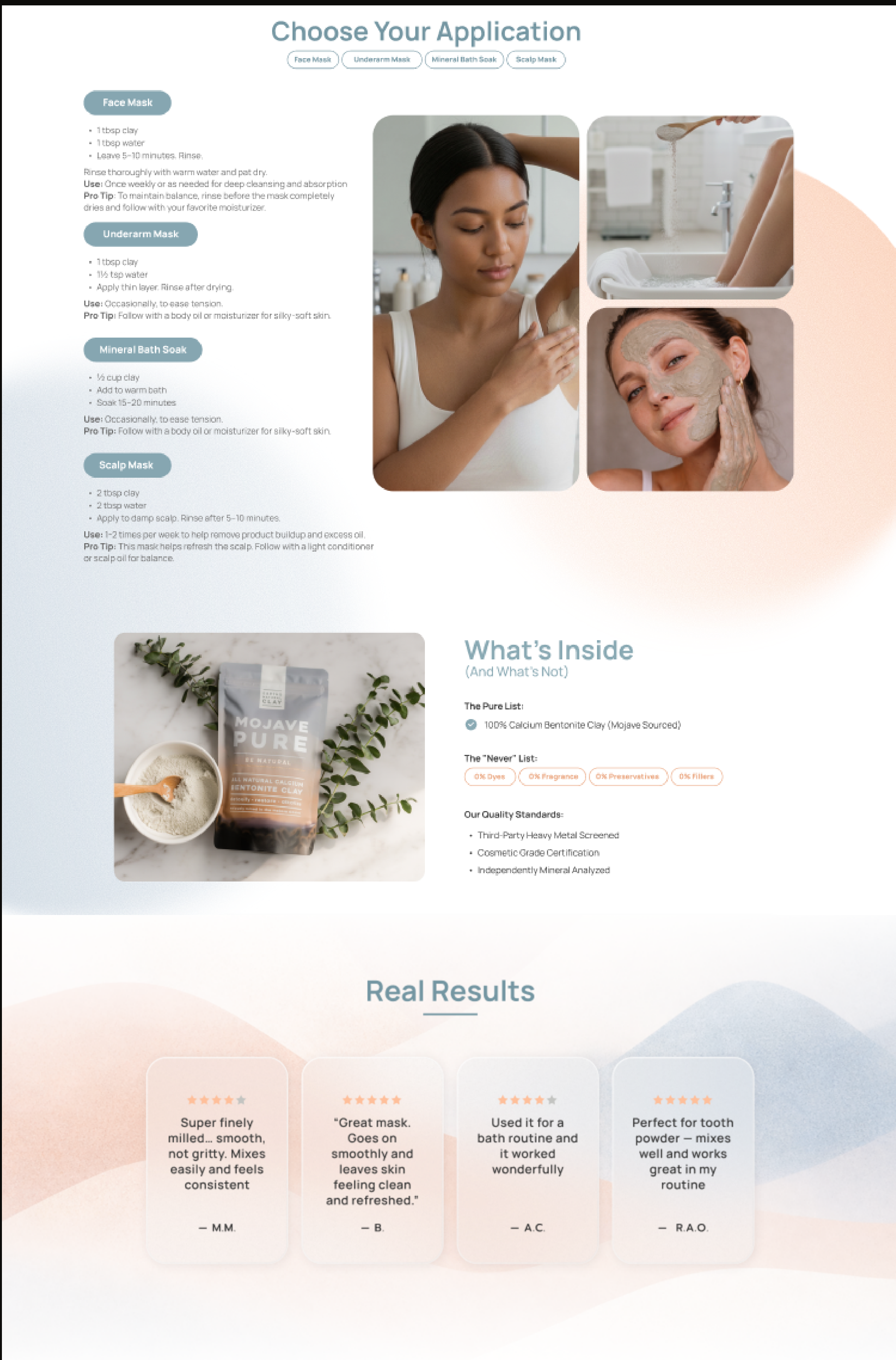
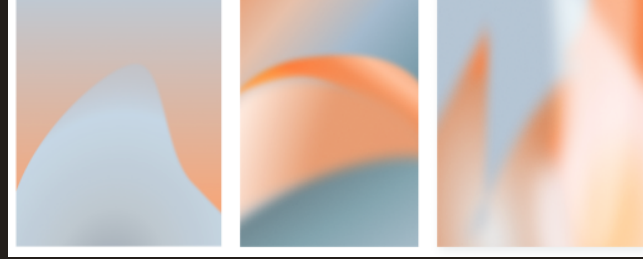
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

DISPLAY: BOLD GEOMETRIC — BODY: MANROPE, CLEAN & NATURAL

ICON SYSTEM



GRADIENTS + PATTERNS



The full brand guidelines system — logo lockups, typography, color, brand elements, icon set, key visuals, social templates, and email.

FULL BRAND BOOK →

Option1- Desert



Option 2 - Minimal Clinical



option3-brand gradient



option4-website gradient



Brand guidelines cover — explored across four directions before landing on the desert-gradient identity.

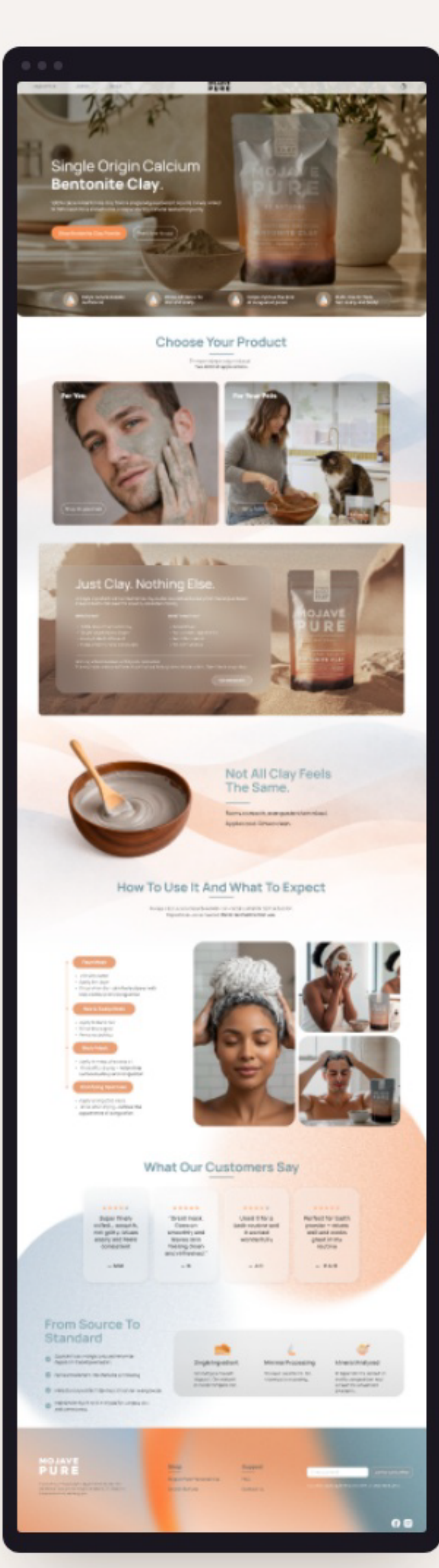
02 — WEBSITE + MOBILE

ONE INGREDIENT. ZERO CLUTTER.

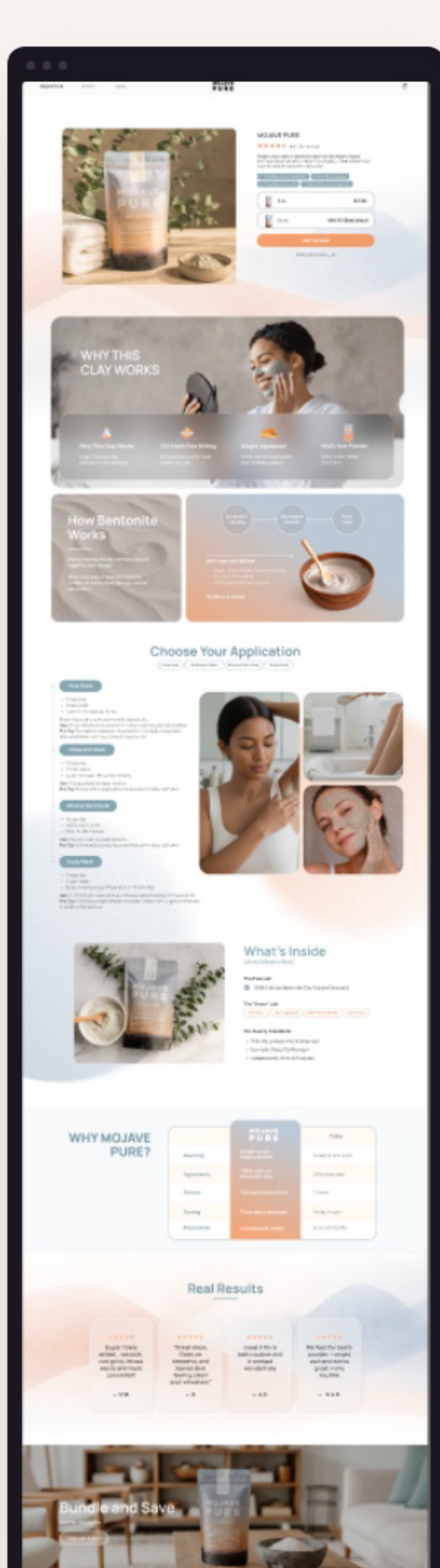
A responsive e-commerce experience that mirrors the product itself — simple, tactile, and easy to trust from the very first scroll.



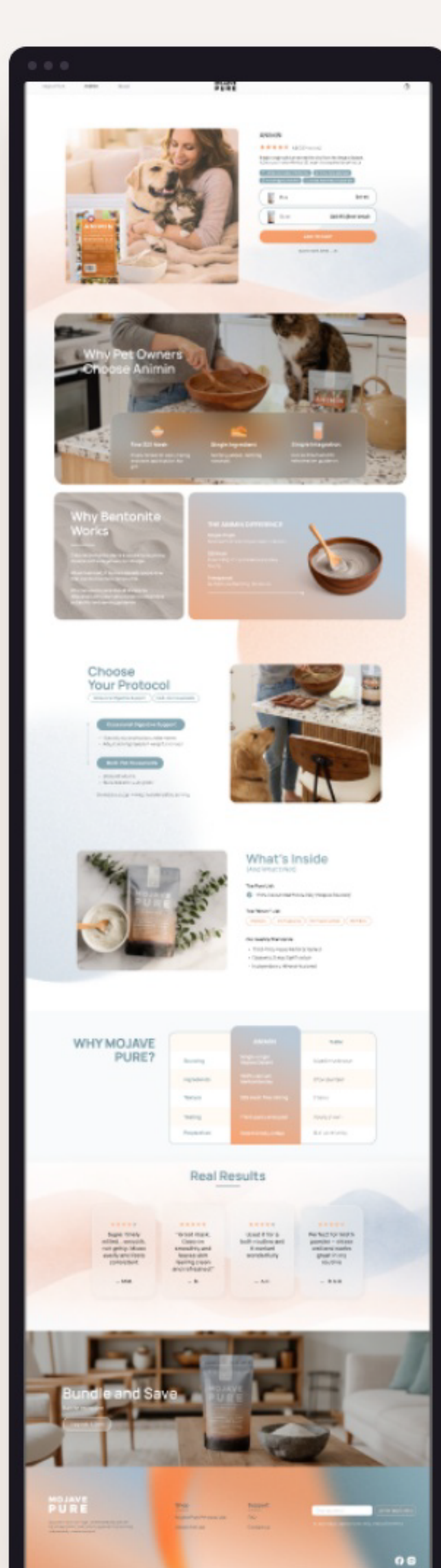
Desktop and mobile share one visual language — the same product photography, the same restraint, the same three-benefit promise above the fold.



Generic entry point — the full-routine story.



Ingredient-education, deep-dive landing page.



Re-targeted messaging & imagery for a second audience.