

BRAND GUIDELINES

These brand guidelines have been created to ensure Aterra presents a cohesive and authentic identity. Rooted in balance and renewal, the visual system blends elegance with calm to reflect the serene, welcoming nature of the spa and wellness experience.



This guide brings together the elements that tell the story of Aterra. From the logo to the colors and typography, each piece reflects balance, serenity, and natural beauty, creating a brand identity that feels consistent, calming, and true to its mission of wellness and renewal.

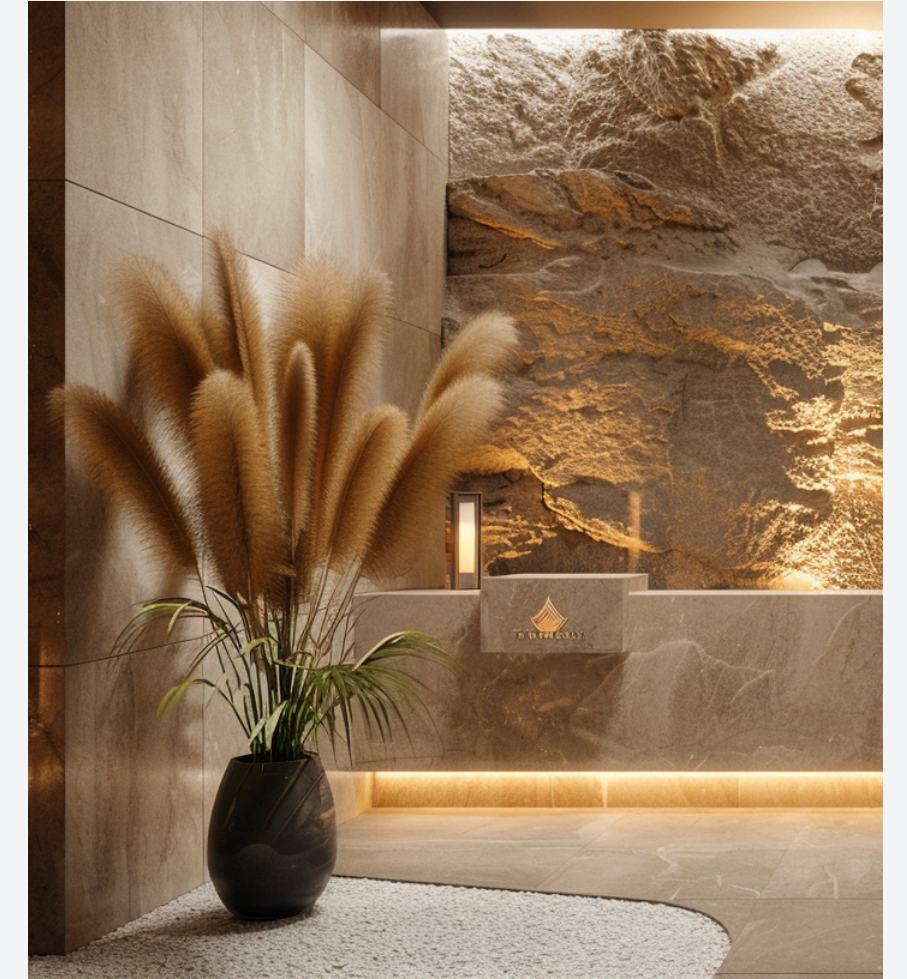


TABLE OF CONTENT

01. Mood Board

02. Logo Reveal

03. Logo Explained

04. Logo Variations

05. Color Palette

06. Business Card



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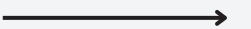
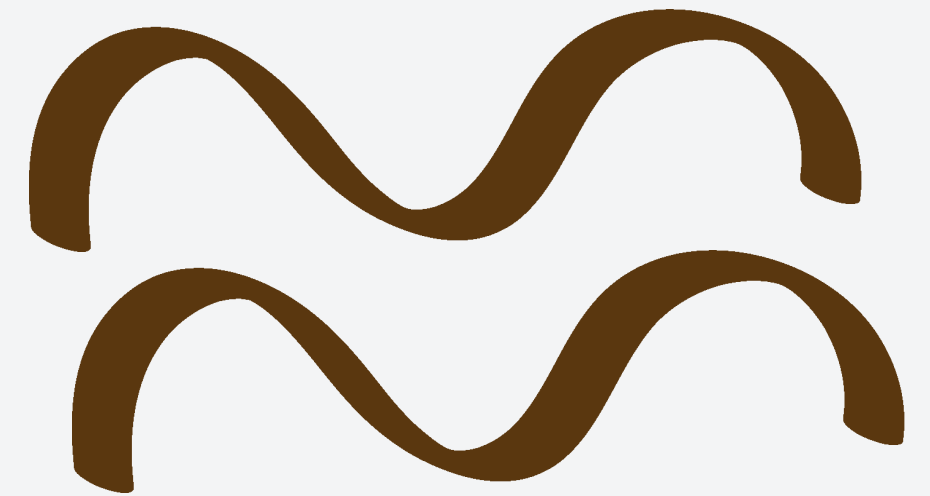
Logo Explained.

The Aterra logo combines elegant serif typography with organic curves, reflecting balance, serenity, and natural beauty. The soft accents and earthy tones convey a sense of grounded luxury, perfectly aligned with the spa and wellness experience.



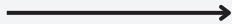
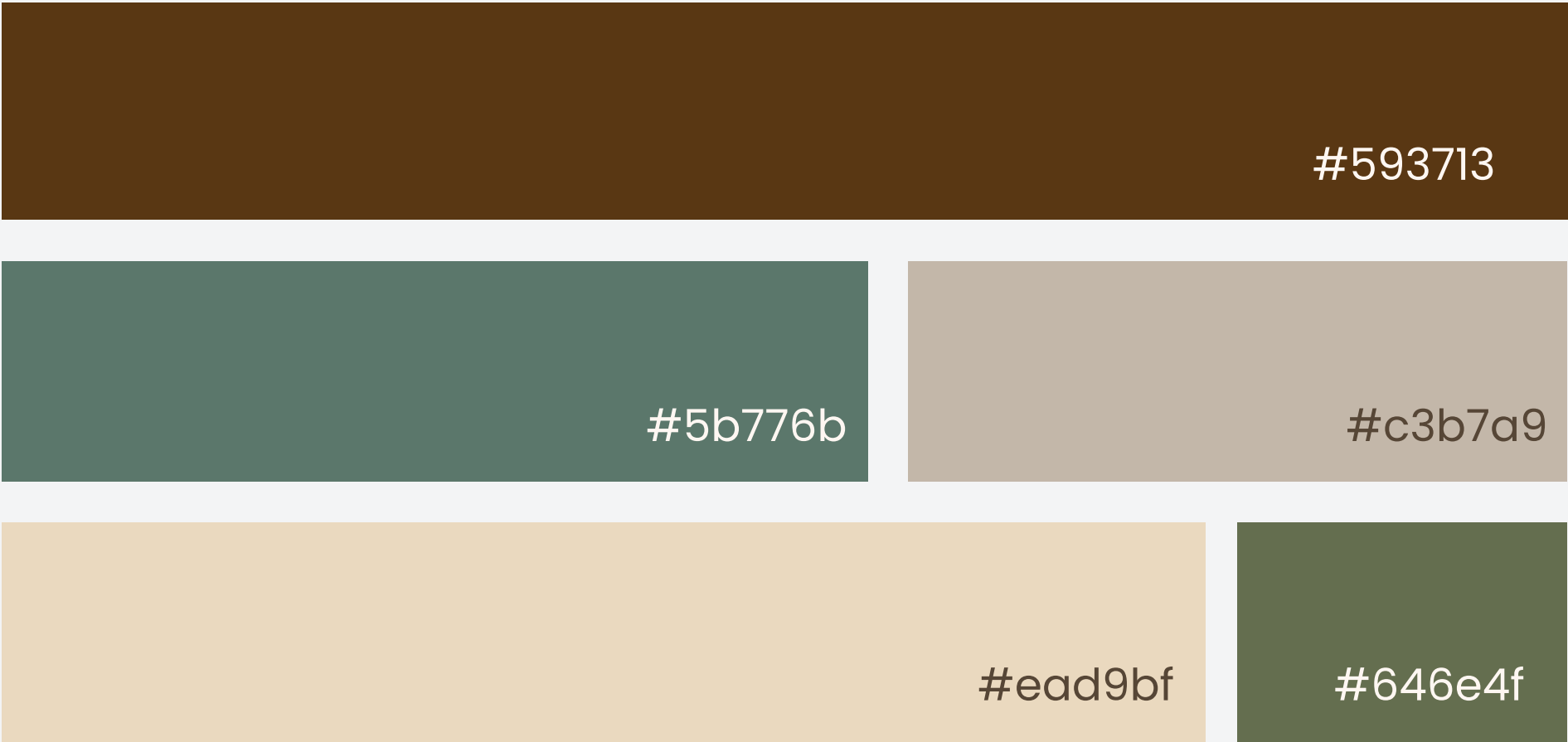
LOGO VARIATIONS

To ensure flexibility and consistency across all applications, the Aterra brand includes multiple logo variations. From the primary logo to simplified marks and alternate layouts, each version maintains the same sense of serenity and elegance while adapting seamlessly to different formats and touchpoints.



COLOR PALETTE

The Aterra color palette draws inspiration from the natural world, creating a sense of balance and calm. Deep brown provides grounding and stability, while muted greens symbolize renewal and wellness. Soft beige and taupe tones add warmth and serenity, bringing an overall feeling of harmony and approachable luxury to the brand.



TYPOGRAPHY

Aa

The Seasons

Aa

RALEWAY

Aterra’s typography combines elegance with clarity. The Seasons, a refined serif, is used for headlines and brand marks, bringing sophistication and a sense of timeless luxury. Raleway, a clean sans-serif, is used for body text and supporting copy, ensuring readability and a modern balance. Together, the pairing reflects Aterra’s harmony between relaxation and professionalism.



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PACKAGING

The packaging design translates Aterra's identity into an everyday experience, weaving the logo, earthy color palette, and refined typography into products that feel both luxurious and natural. Each element reinforces the brand's promise of balance, wellness, and renewal, creating a calming touchpoint for clients.



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