

Design of a Retail Brand

Prithvi Crafts (“Earth Crafts”) is a small retail brand I founded to celebrate handmade goods and curated home and body accessories inspired by nature, Indian art, and culture. I led both the creative and operational sides of the business, designing the brand identity, products, packaging, and digital presence while also managing e-commerce, social media, and vendor partnerships.

Beyond design, I coordinated production and logistics for pop-up events, creating cohesive booth experiences and promotional campaigns. Running Prithvi Crafts strengthened my entrepreneurial, operational, and design leadership skills, while reinforcing the importance of building a consistent brand experience across every touchpoint.

Projects

2

Logo and Tagline

3

Brand Guidelines

5

Print and Digital Media

13

Events and Booths

18

Product Design and Curation

Prithvi Crafts

Logo + Tagline

Deliverables:

- Logo
- Tagline
- Logo variations and usage guidance

Overview:

I designed the Prithvi Crafts logo and tagline to reflect the brand's connection to nature, craftsmanship, and Indian cultural heritage. The identity needed to feel grounded and timeless, while remaining flexible enough to work across packaging, digital platforms, and physical spaces.

prithvi crafts
Earthly treasures for conscious living

HORIZONTAL

prithvi crafts

TAGLINE PLACEMENT Follow this format in all cases when tagline is present with logo

prithvi
crafts Earthly treasures for
conscious living *prithvi crafts*
Earthly treasures for conscious living

VERTICAL

prithvi
crafts

BACKGROUNDS The logo should be white on darker backgrounds and black on lighter backgrounds.

prithvi crafts
prithvi crafts
prithvi crafts
prithvi crafts

Prithvi Crafts

Brand Guide

Deliverables:

- Comprehensive brand guide
- Messaging framework and brand narrative
- Core identity system documentation

Overview:

I created the brand guide to define Prithvi Crafts' strategy, messaging, and visual identity. The guide outlined brand foundations, tone, and a core identity system covering logo usage, color, typography, graphics, photography, and composition. It served as a single reference to ensure consistency across digital, print, packaging, and events as the brand evolved.



P/01

PRITHVI CRAFTS

Prithvi Story // 03

Mission, Values, Target Market, Brand Influencers

P/02

MESSAGING

Tagline, Value Propositions, Messaging Pillars

P/03

BRAND

Personality, Tone, Characteristics, Style

TABLE OF CONTENTS

P/04

CORE IDENTITY SYSTEM

- 1 // Logo
- 2 // Color
- 3 // Typography
- 4 // Graphics
- 5 // Photography
- 6 // Composition

prithvi crafts

Earthly treasures for
conscious living

To live consciously is to bring awareness to the little things in life that impact our mental, physical and emotional wellness. We can consciously choose products that are safer for our body and the earth. We can incorporate rituals in our day-to-day routines that nurture, honor and protect us. We can consciously live in our homes and all the spaces we occupy by surrounding ourselves with beauty, art, nature and objects that inspire and uplift us.



CORE VALUES

Guiding Principles

Quality

Simplicity

Passion

Creativity

Inspiration

Integrity

Trust

Collaboration

- Natural earth-based materials
- Conscious-centered ideas and solutions
- Earth and human friendly
- Fairtrade, humanitarian—supporting woman, men, children and families (ie. collaborating with NGOs, charities and humanitarian initiatives)

CORE IDENTITY SYSTEM

Color

PRIMARY



CMYK 9-6-15-0
RGB 230-229-214
#e9e5d6



CMYK 41-34-44-2
RGB 155-152-139
#9b988b



CMYK 35-60-60-100
RGB 0-0-0
#000000

SECONDARY



CMYK 23-31-84-1
RGB 201-166-74
#c9a64a



CMYK 90-50-54-30
RGB 18-86-91
#12565b

CORE IDENTITY SYSTEM

Typography

Calendas

Can be used alternately for headers, subheaders and body copy.

Home Decor

To live consciously is to bring awareness to the little things in life that impact our mental, physical and emotional wellness. We can consciously choose products that are safer for our body and the earth. We can incorporate rituals in our day-to-day routines that nurture, honor and protect us. We can consciously live in our homes and all the spaces we occupy by surrounding ourselves with beauty, art, nature and objects that inspire and motivate us.

Proxima Nova

Can be used alternately for headers, subheaders and body copy.

TABLE OF CONTENTS

World travel, arts and crafts, home decorating, personal development, yoga, meditation, conscious/ethical living (already buys natural/safe/healthy products).

Prithvi Crafts

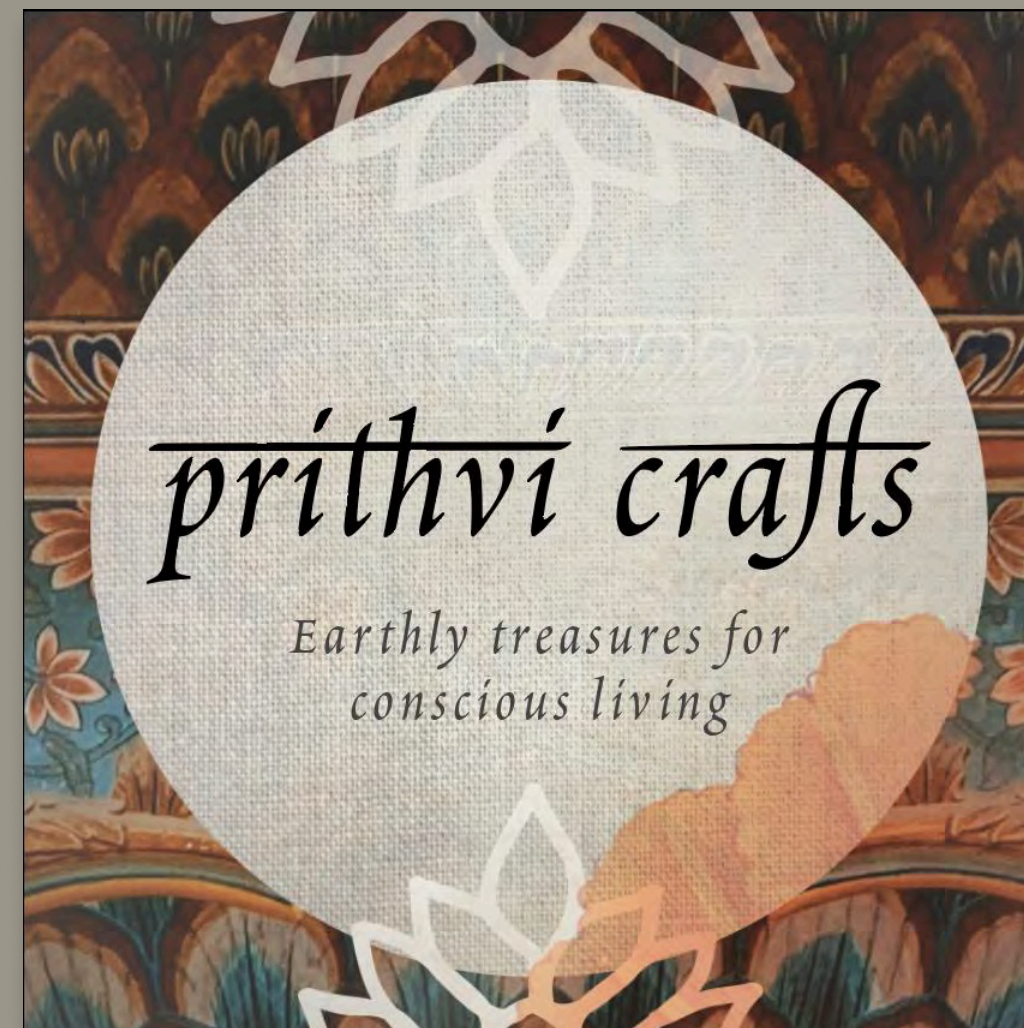
Print & Digital Design

Deliverables:

- Marketing collateral
- Social media assets
- Website and digital content
- Print materials
- Packaging and Labeling

Overview:

I designed a range of print and digital assets to support events, marketing, online sales, and product packaging. This included social media content, promotional materials, and digital content that reflected the brand's handcrafted, nature-inspired aesthetic. The design was created to be adaptable, allowing it to be scaled across platforms while maintaining a consistent look and feel.





Business Cards



Postcard



Product Labels



Packaging







PrithviCrafts "Earth Crafts" San Francisco, California 53 Sales ★★★★★

Top shop for gifts. A buyer bought a gift from this shop and gave it a 5-star review!



Juliana

Contact

Follow shop

Items Reviews About Shop Policies

Search all 65 items

- All 65 Rugs 23 Jewelry 16 Home Goods 26

Contact shop owner

Items

Sort: Most Recent

Grid of product listings including Block Printed Dhurrie Accent Rugs, Hanging Macrame Planter, Hand braided jute and cotton baskets, Handwoven Cotton Placemats, and more.



\$40.00

Block Printed Dhurrie Accent Rug - Handmade 100% Natural Cotton - 2x3 - Geo Pattern 4

PrithviCrafts ★★★★★

- Ships from California Arrives soon! Get it by Aug 15-19 if you order today Returns & exchanges accepted

Primary color *

Select a color dropdown menu

Add to cart

Add to collection

Item details

Highlights

are kinder to the planet

Materials: Cotton

Width: 2 inches Length: 3 inches

About this item

Our Dhurrie rugs are handmade using 100% pure cotton and plant-based eco-friendly dyes. The subtle variations in the color, texture and patterns are signature of the handcraft and hand-block printing tradition used over thousands of years in India. Because of the natural dye, colors will fade over time but in a beautiful and organic way.

These versatile rugs can be used as an accent rug, a meditation mat, wall hanging--adding a unique bohemian look to your home, office or sanctuary.

PRODUCT DETAILS

- * Size: 2'x3' * Indoor use only * Please note that all handmade artisanal products are subject to imperfections and minor variations in color, patterns and textures. Imperfections add charm and uniqueness to your purchase, making it one-of-a-kind. Colors might transfer onto lighter textiles Actual Product may differ slightly in color than the photographs on screen.

WASHING INSTRUCTIONS

- *Spot wash or hand wash in cold water *Hang dry (do not machine dry)

22 reviews ★★★★★

Reviews for this item 9 Reviews for this shop 22

★★★★★

Thank you. I like it.

Lucycary Jan 14, 2024

★★★★★

Rug looks beautiful in my kitchen.

Nicolaysla Apr 28, 2023

★★★★★

I love this rug! Tip: needs a rug pad to prevent slipping & bunching. Beautiful!

ksaeley Jul 18, 2022

★★★★★

So stunning! The indigo blue is gorgeous in person. It is more saturated than I was expecting but in the best way. I felt like it was shipped and delivered almost instantly, and packaged s...

Amy Bell Jun 30, 2022

Sort by: Suggested

Recommends this item

Item quality 5 stars Shipping 5 stars

Item quality 5 stars Shipping 5 stars

Item quality 5 stars Shipping 5 stars

Item quality 5 stars Shipping 5 stars

Grateful Customers


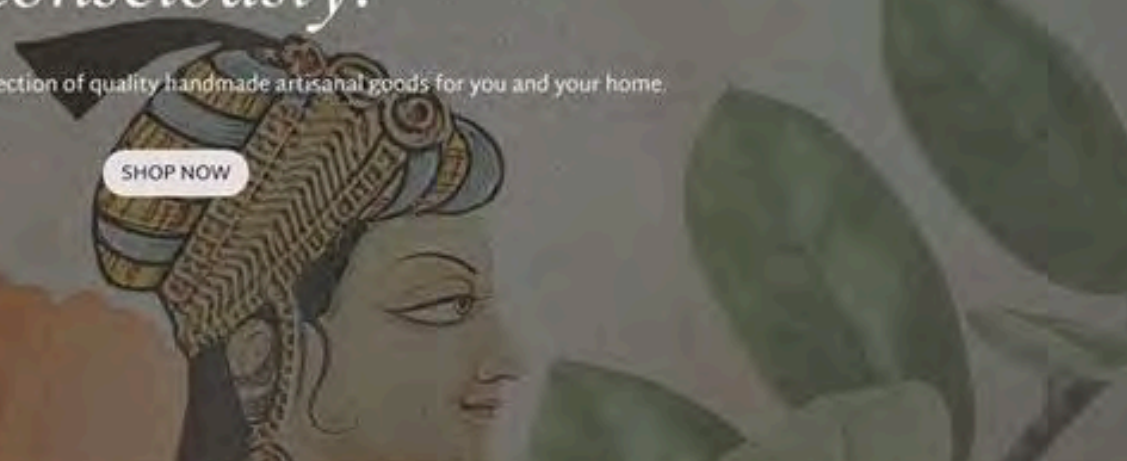
- ★★★★★ So stunning! The Indigo blue is gorgeous in person. It is saturated than I was expecting but in the best way. I love it was shipped and delivered almost instantly, and sped so thoughtfully. You can really sense the shop's pride in their work through those little details. I forward to shipping here again in the future. [View photo](#)
- ★★★★★ Beautifully made. High quality rug! Easy to wash, too. Purchased from: [Black Thread Threads, Austin, Tex., 10/26/2018, 12:28 PM, 2018](#) [View photo](#)
- ★★★★★ Very practical and also pretty! Use them everyday. Purchased from: [Black Thread Threads, Austin, Tex., 10/26/2018, 12:28 PM, 2018](#) [View photo](#)
- ★★★★★ Good quality, arrived quick, exactly what I wanted. Purchased from: [Black Thread Threads, Austin, Tex., 10/26/2018, 12:28 PM, 2018](#) [View photo](#)

prithvi crafts

Prithvi Crafts or "Earth Crafts" was born out of a love for nature, India culture and art and living consciously.

We strive to offer a unique collection of quality handmade artisanal goods for you and your home.

SHOP NOW

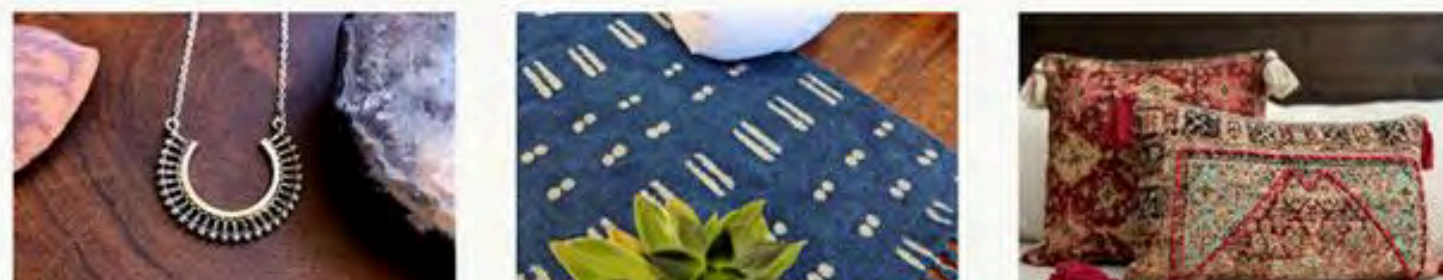


FOLLOW US ON INSTAGRAM

Earthly Treasures for Conscious Living

To live consciously is to bring awareness to the little things in life that impact our mental, physical and emotional wellness. We can consciously choose products that are safer for our body and the earth. We can incorporate rituals in our day-to-day routines that nurture, honor and protect us. We can consciously live in our homes and all the spaces we occupy by surrounding ourselves with beauty, art, nature and objects that inspire and uplift us.

Our Products



Come see us in-person



Instagram

- Home
- Search
- Explore
- Reels
- Messages
- Notifications
- Create
- Profile



prithvicrafts [Edit profile](#) [View archive](#) [Ad tools](#)

28 posts 104 followers 85 following

prithvi crafts
Shopping & retail
Earthy treasures for conscious living
www.etsy.com/shop/PrithviCrafts + 1

1 accounts reached in the last 30 days. [View insights](#)

POSTS REELS SAVED TAGGED



Prithvi Crafts

Events and Booths

Deliverables:

- Booth and display design
- Event signage
- Promotional materials
- Product presentations and layout

Overview:

Pop-up events were a key part of the Prithvi Crafts experience. I designed and produced booth environments that translated the brand into physical space, creating warm, inviting displays that showcased products effectively. In parallel, I coordinated with vendors and event organizers, managed timelines, and ensured each event delivered a cohesive and engaging brand experience from setup to close.





SILK AND STONE
CHAKRA NECKLACE

natural semi-precious stones • adjustable length



CUSTOM
ARRANGEMENTS
for
office
plants



prithvi crafts



TERRARIUMS

TROPICAL OIL BLENDS

HAND-PRINTED LOUNGE PANTS

BLOCK-PRINTED TEXTILES

prithvi crafts

prithvi crafts

prithvi crafts



prithvi crafts



Prithvi Crafts

Product Design & Curation

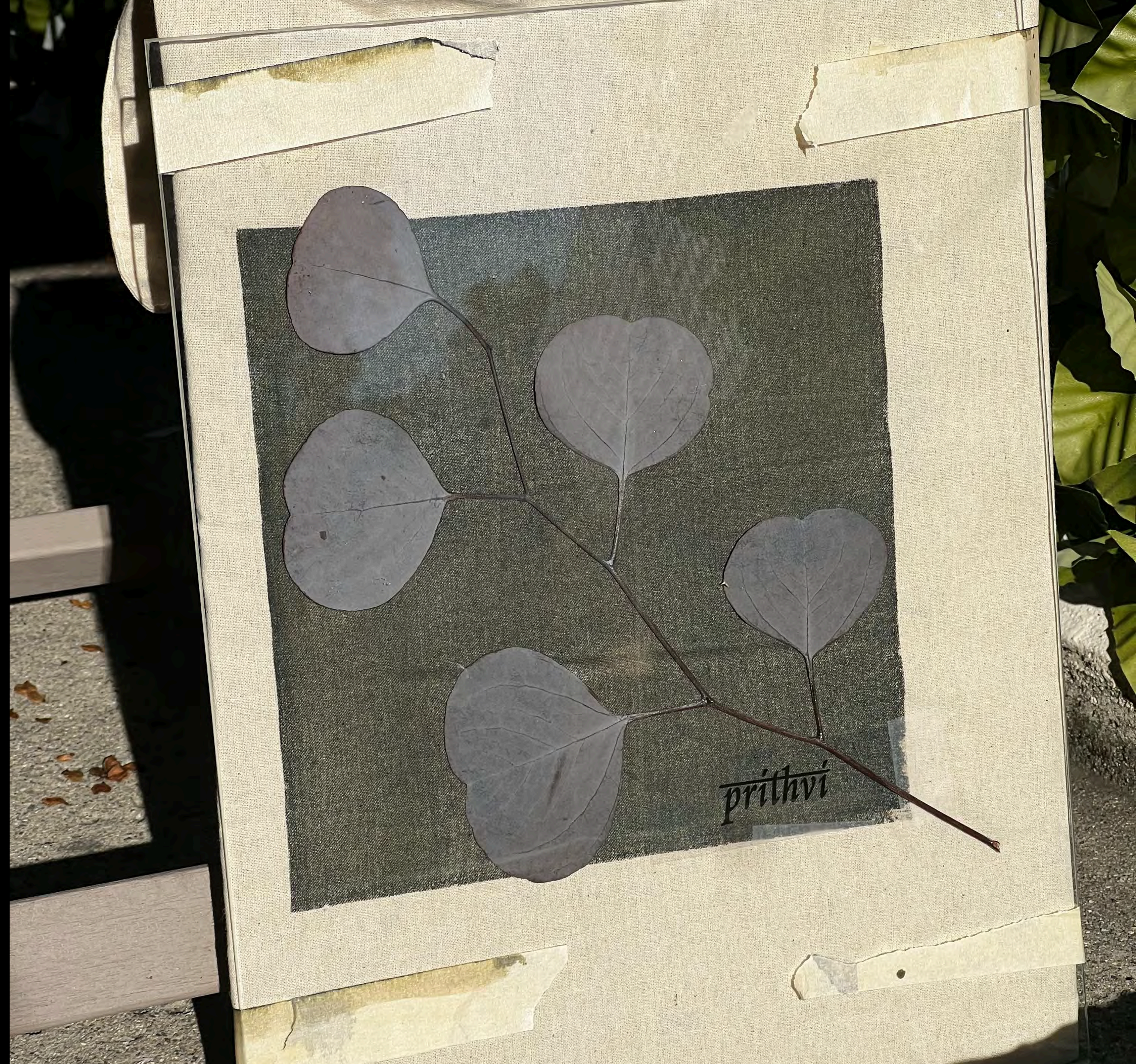
Deliverables:

- Original product designs
- Curated product collections
- Product photography
- Product descriptions and storytelling

Overview:

Product design and curation were central to the Prithvi Crafts brand experience. I designed a range of original products, including jewelry, handbags, wall art, and plant décor, ensuring each piece reflected the brand's handcrafted, natural, India-inspired aesthetic.

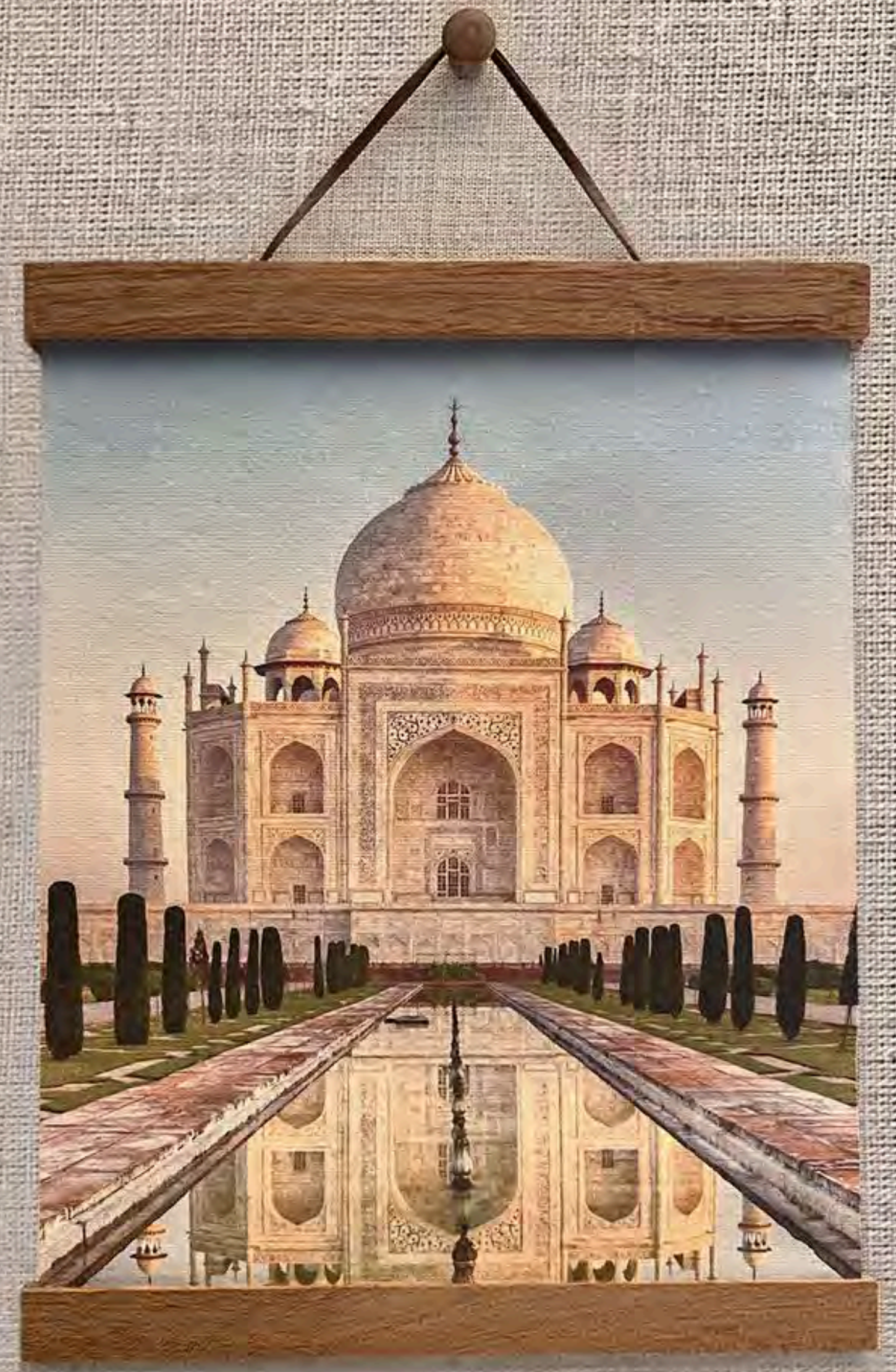
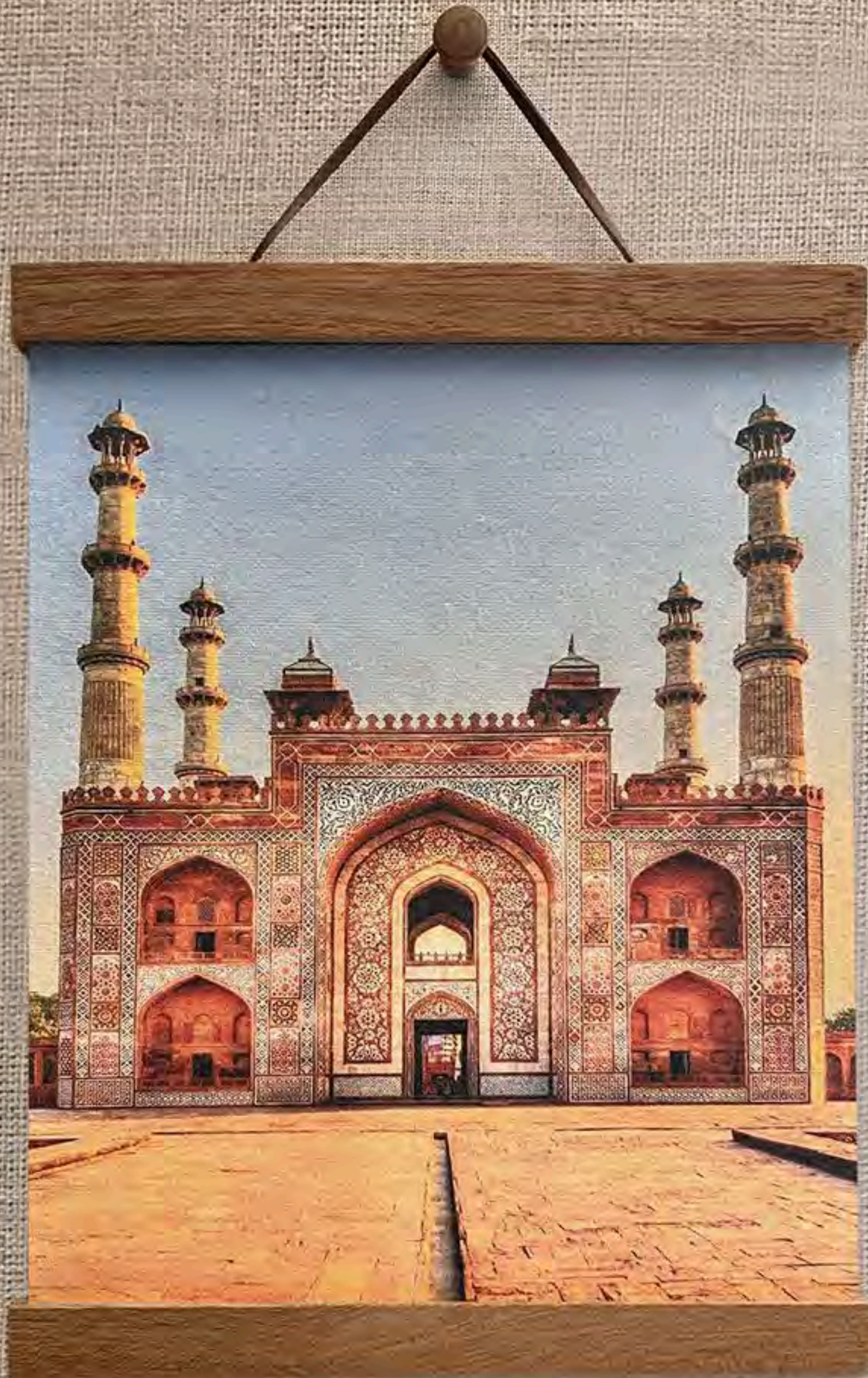
In parallel, I curated complementary product collections across home décor, home goods, jewelry, and clothing, selecting items that aligned with the brand's values and visual language. Together, design and curation created a cohesive product mix that felt intentional, balanced, and authentic.











Three glass terrariums are displayed on a wooden stand. The leftmost terrarium contains a layer of sand, several smooth stones, and a small air plant. The middle terrarium has a layer of white perlite, a layer of brown wood chips, and a mossy air plant. The rightmost terrarium features a layer of dark soil, a piece of wood, and a mossy air plant. A central sign provides information about the terrariums.

TERRARIUMS

*air plants, crystal geodes, moss, stone,
wood, and sand*

(ask for pricing)





prithvi *crafts*

*Earthly treasures for
conscious living*

To live consciously is to bring awareness to the little things in life that impact our mental, physical and emotional wellness. We can consciously choose products that are safer for our body and the earth. We can incorporate rituals in our day-to-day routines that nurture, honor and protect us. We can consciously live in our homes and all the spaces we occupy by surrounding ourselves with beauty, art, nature and objects that inspire and uplift us.





prithvi
crafts