



DIGITAL BRAND BOOK · VERSION 2.0

Quiet Renewal

A premium wellbeing identity designed to begin from within.





BRAND THESIS

Renewal does not need to announce itself.

MANTRA creates room for care, protection and renewal to feel calm, precise and quietly premium. Every expression should offer clarity before decoration.

Wellbeing from Within

[OPEN WEBSITE](#) ↗

MANAS + TRA

MANAS + TRA

A mindful tool for returning attention within.

MANTRA can be read through manas - mind or attention - and tra - a tool or means. Together, the name suggests a thoughtful path back to balance without making medical or spiritual claims.

MANAS

Mind · attention · inner awareness

TRA

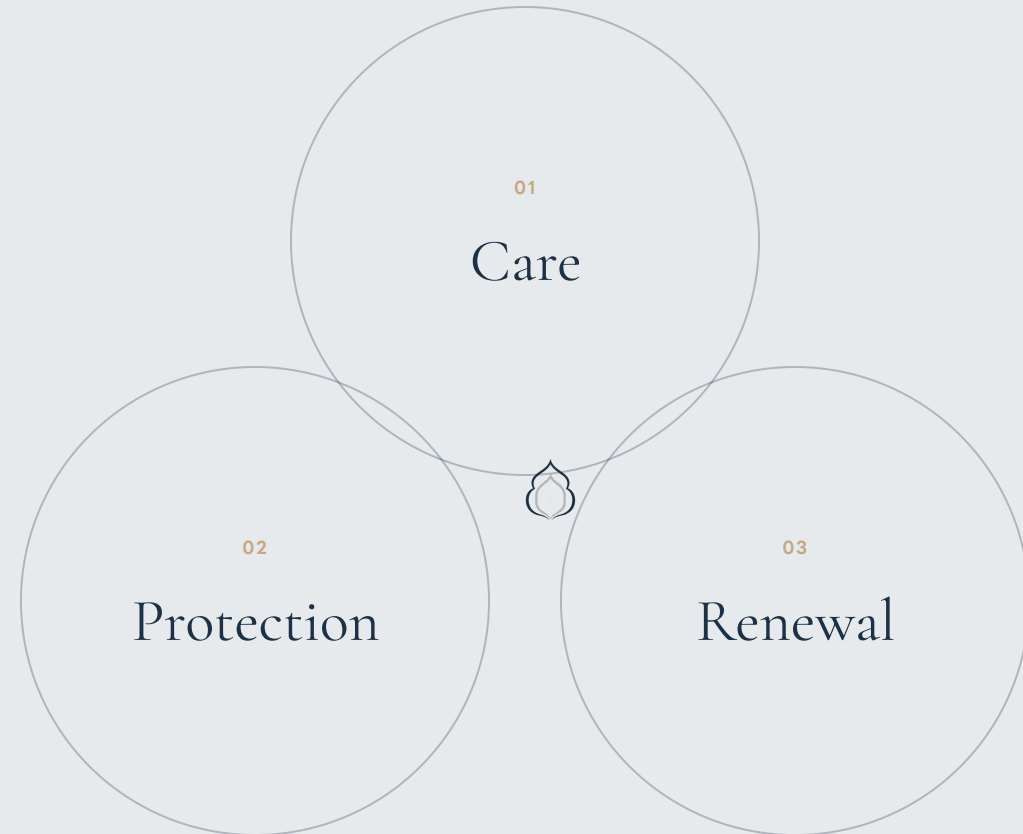
Tool · means · a path of support

[OPEN WEBSITE ↗](#)

WELLBEING FROM WITHIN

Care. Protection. Renewal.

Three principles guide the brand experience. Care feels attentive. Protection feels trustworthy. Renewal feels possible, gradual and grounded.





ONE UMBRELLA · FIVE WORLDS

One identity, ready to hold a wider wellbeing universe.

Personal Care, Skin & Hair, Herbal Wellbeing, Tea & Ritual and Wellness Spaces share one quiet identity while retaining their own material and sensory expression.

01 Personal Care

02 Skin & Hair

03 Herbal Wellbeing

04 Tea & Ritual

05 Wellness Spaces

OPEN WEBSITE ↗

LOGO FAMILY OVERVIEW

A complete family,
not interchangeable
artwork.

Use the vertical lockup as the primary expression, the horizontal lockup where width is limited, the symbol for compact recognition and the wordmark only when the symbol is already established nearby.



01 · PRIMARY VERTICAL



02 · HORIZONTAL



03 · SYMBOL



04 · WORDMARK

PRIMARY LOCKUPS

Choose the lockup by context, never by convenience alone.

Protect the bilingual relationship, proportions and alignment exactly as supplied in the official files.

Never alter proportions, spacing or the bilingual relationship.

PRIMARY / VERTICAL



MANTRA

มนตรา

SYMBOL + WORDMARK

Recognition begins with the Sacred Petal M.

The symbol carries MANTRA into compact spaces. The wordmark carries the name with measured elegance. Neither element should be redrawn, retyped or recomposed.



SYMBOL

MANTRA
มนตรา

WORDMARK

CLEAR SPACE + MINIMUM SIZE

Give the mark enough room to remain itself.

Use the inner petal width as the clear-space unit. Recommended working minimums protect detail in ordinary production; always run a final legibility test for the actual material and process.



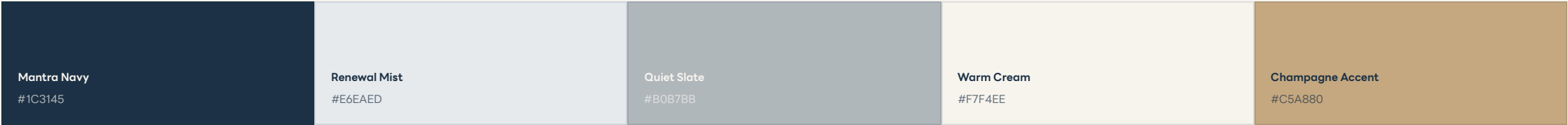
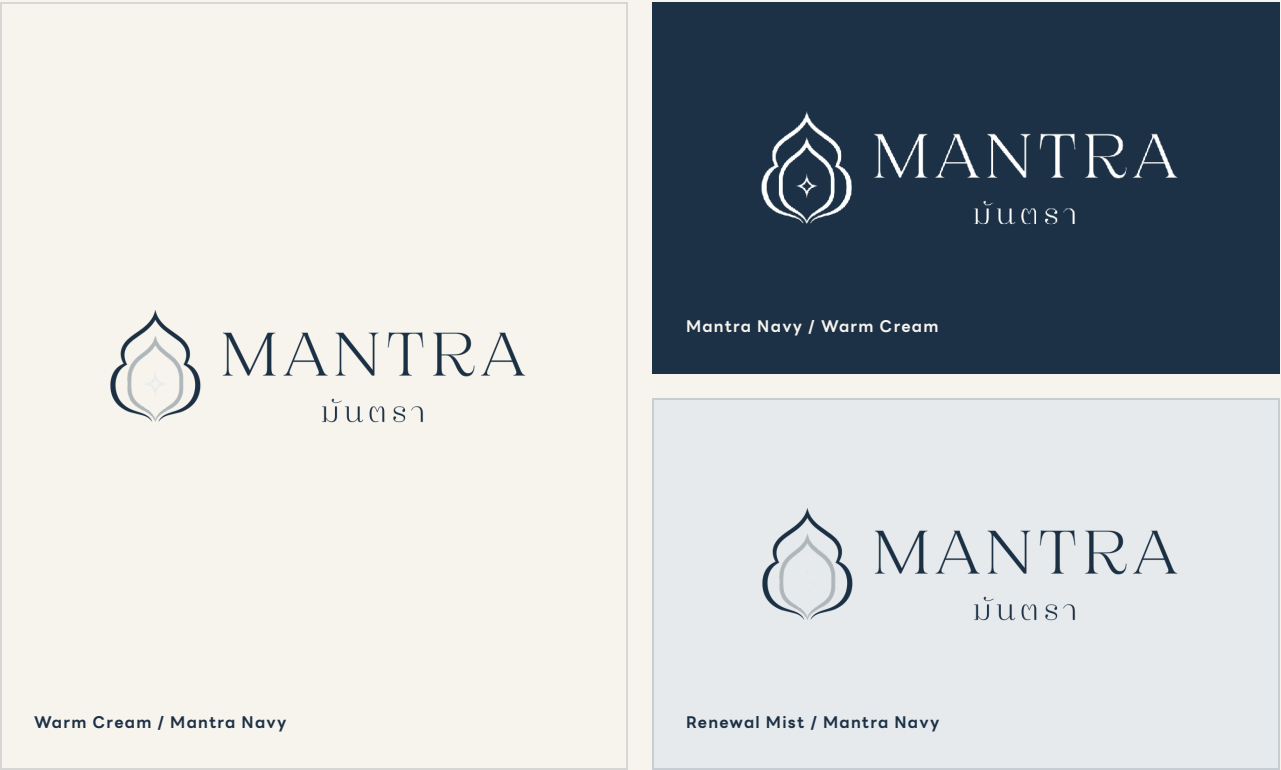
Clear space = 1 inner-petal width

Recommended working minimum	Symbol	Horizontal	Primary vertical
	24 px 8 mm	120 px 35 mm	96 px 28 mm

COLOR + BACKGROUND

Contrast should feel calm,
never uncertain.

Prefer Mantra Navy on Warm Cream or Renewal Mist, and the light identity on Mantra Navy. On photography, use only a quiet field with dependable contrast.



TYPOGRAPHY SYSTEM

Editorial warmth, everyday clarity.

Cormorant Garamond leads English display moments. Zahrah Thai leads Thai display moments with generous vertical rhythm. LINE Seed Sans TH supports body copy, captions and interface information.

Thai setting: avoid negative letter-spacing and preserve generous line-height for stacked marks.

DISPLAY / EN

Quiet Renewal

Cormorant Garamond · Regular / Medium

DISPLAY / TH

สุขภาวะที่เริ่มต้นจากภายใน

Zahrah Thai · Regular / Medium

BODY + UI

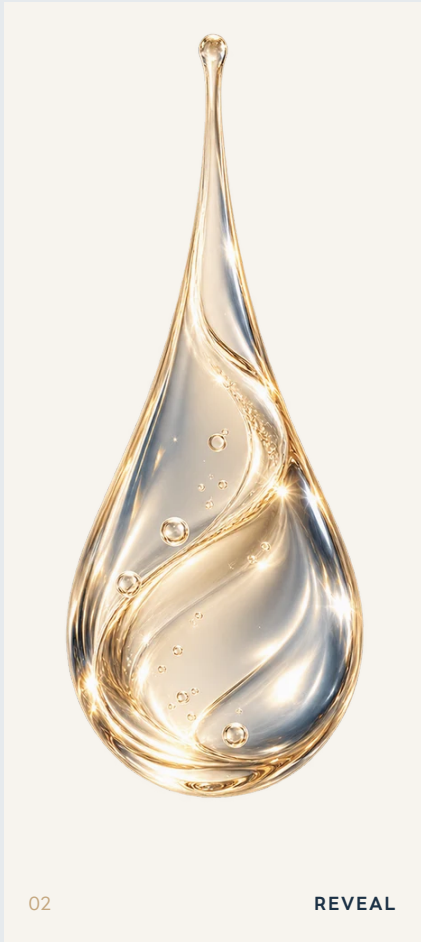
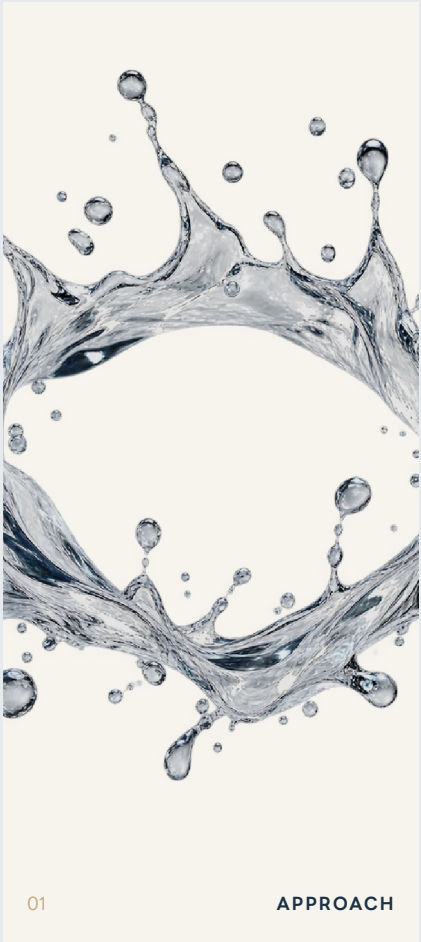
Clear, calm and systematic

LINE Seed Sans TH · Regular / Bold

VISUAL + MOTION LANGUAGE

Movement unfolds as a sequence of quiet decisions.

Use sequential static frames: approach, reveal, rest. Let light, material and scale change with purpose. Avoid decorative motion that competes with the identity.



WORLD 01 · PERSONAL CARE

Daily care, made tactile and considered.

Keep daily-use packaging direct, calm and materially precise. The identity should support the ritual, not overpower it.



MNT-MOCK-P02-C01

CURATED ILLUSTRATIVE APPLICATION · SOURCE-NATIVE IDENTITY ARTWORK



MNT-MOCK-P02-C04

CURATED ILLUSTRATIVE APPLICATION · SOURCE-NATIVE IDENTITY ARTWORK

EXPLORE GALLERY ↗

WORLD 02 · SKIN & HAIR

Refinement through restraint.

Use controlled reflections, measured detail and generous negative space to express premium care without exaggerated efficacy language.



MNT-MOCK-P03-C02

CURATED ILLUSTRATIVE APPLICATION · SOURCE-NATIVE IDENTITY ARTWORK



MNT-MOCK-P03-C05

CURATED ILLUSTRATIVE APPLICATION · SOURCE-NATIVE IDENTITY ARTWORK

WORLD 03 · HERBAL WELLBEING

Botanical heritage, expressed with contemporary calm.

Let ingredients feel specific and sensory. Avoid generic green wellness cues; use material truth, disciplined crops and warm natural detail.



MNT-WEB-P13-C01

CURATED ILLUSTRATIVE APPLICATION · SOURCE-NATIVE IDENTITY ARTWORK



MNT-WEB-P13-C06

CURATED ILLUSTRATIVE APPLICATION · SOURCE-NATIVE IDENTITY ARTWORK

[EXPLORE GALLERY ↗](#)

WORLD 04 · TEA & RITUAL

A pause gathered into intentional rhythm.

Tea and ritual moments should feel slow enough to notice: fluid transitions, warm highlights and objects arranged with purpose.



MNT-WEB-P14-C01

CURATED ILLUSTRATIVE APPLICATION · SOURCE-NATIVE IDENTITY ARTWORK



MNT-WEB-P14-C04

CURATED ILLUSTRATIVE APPLICATION · SOURCE-NATIVE IDENTITY ARTWORK

[EXPLORE GALLERY ↗](#)

WORLD 05 · WELLNESS SPACES

The identity enters physical space quietly.

Signage should belong to the architecture through scale, material and light. Use source-native mock-ups only; never composite a logo onto an unrelated environment.

MNT-MOCK-P06-C02

CURATED ILLUSTRATIVE APPLICATION · SOURCE-NATIVE IDENTITY ARTWORK

MANTRA

มนตรา

PACKAGING APPLICATIONS

A considered arrival,
before the product is
touched.

Packaging carries trust through hierarchy, tactile material and restraint. Every opening step should feel deliberate and easy to understand.



MNT-MOCK-P08-C01

CURATED ILLUSTRATIVE APPLICATION · SOURCE-NATIVE IDENTITY ARTWORK



MNT-MOCK-P08-C07

CURATED ILLUSTRATIVE APPLICATION · SOURCE-NATIVE IDENTITY ARTWORK

STATIONERY + UNBOXING

Small touchpoints carry the same standard.

Correspondence, cards, labels and unboxing details should feel related through proportion, paper tone and disciplined identity placement.



MNT-MOCK-P07-C01

CURATED ILLUSTRATIVE APPLICATION · SOURCE-NATIVE IDENTITY ARTWORK



MNT-MOCK-P07-C04

CURATED ILLUSTRATIVE APPLICATION · SOURCE-NATIVE IDENTITY ARTWORK



SIGNAGE + ENVIRONMENTS

Material first. Mark second. Experience always.

Choose a surface and fabrication method that can carry fine detail. Test distance, lighting and contrast before production.

01 Test viewing distance

02 Test real lighting

03 Test material and detail

MNT-MOCK-P06-C02

CURATED ILLUSTRATIVE APPLICATION · SOURCE-NATIVE IDENTITY ARTWORK

DO / DO NOT + PUBLIC FILES

Use the system with care.

Official identity files are available through the Brand Assets page. Illustrative Gallery media remains view-only and should not be treated as production artwork.

Do

- Use supplied official artwork
- Protect clear space and contrast
- Describe visual studies as concepts

Do not

- Retype or redraw the wordmark
- Composite logos onto unrelated mock-ups
- Publish AI/EPS or working sources

PUBLIC FILES / v2.0

[Download Brand Assets ↗](#)

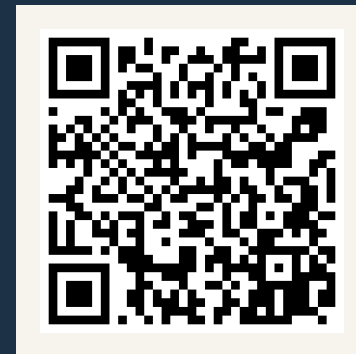
Digital Brand Book · SVG · PNG · ZIP



CONTINUE THE BRAND EXPERIENCE

Quiet renewal begins within.

Explore the live MANTRA brand experience, selected applications and official public downloads.



mantra-quiet-renewal.tillx4.chatgpt.site

OPEN WEBSITE ↗