

Take charge of your evolution.

A stationery brand leading the way in evolving through daily practices — intentional planners, insightful journals, and community-rooted experiences.

01 Brand Overview
02 Manifesto & Values
03 Brand Identity System
04 Product Collection
05 E-Commerce Experience
06 Packaging Design

02 — ABOUT THE BRAND

Built for those who evolve.

Evolve is a luxury stationery brand for people committed to growth — who believe that the tools you use to organize your thoughts, intentions, and days should be as considered as the life you're designing.

Focusing on intentional planners with insightful questions, community-based events, and everyday basics that support your evolution.



MISSION

Lead the way in evolving through daily practice and intentional tools.

COMMUNITY

Stationery, events, and connection rooted in shared transformation.

PRODUCTS

Planners, Journals, Calendars, Pens — objects worthy of daily ritual.

POSITIONING

Organizational empowerment through beautiful, strategic stationery.

"Beauty is in the eyes of the beholder — and your story deserves to be written."

I

CLARITY

We clear clutter from the mind and honest awareness in everything we make.

II

SIMPLICITY

We believe that less done beautifully, exquisitely, stands taller than more done carelessly.

III

INTEGRITY

We act with honesty, responsibility, and intentional purpose in every product.

IV

BALANCE

Thoughtful, measured design — function, intuition, and purpose in harmony.

Color & Typography

The Evolve identity is rooted in materials — crimson leather, parchment paper, burnished bone. Every color exists in the physical world of the product before it appears on screen: crimson leather, parchment paper, warm brass.

CRIMSON	PARCHMENT	BONE	TOBACCO	BARK
#8B1F1F	#F5F0E6	#D4CDB8	#6B5B45	#1E1712

TYPOGRAPHY

EVOLVE

Self Practice No.1

EB Garamond — Editorial serif — generous leading, maximum presence.

&

JOST EXTRALIGHT — ALL LABELS, CALLOUTS NAVIGATION

LOGO & MARK

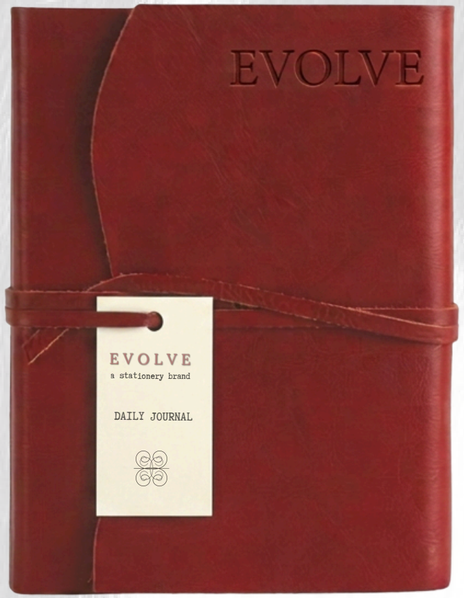
EVOLVE

A STATIONERY B R A N D

The mark uses an interlocking diamond form — a reference to growth, cardinal directions, and the continuous nature of personal evolution. Always paired with the wordmark at smaller scales.

Three Products.
One Practice.

Leather, emboss, and botanical detail — objects worthy of daily ritual.

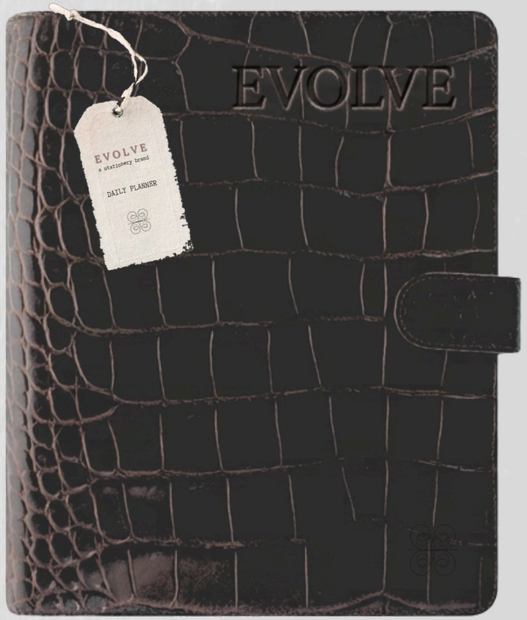


No. 01

Daily Journal

FULL-GRAIN LEATHER

LEATHER BLIND EMBOSS GUIDED PROMPTS



No. 02

Daily Planner

DAILY PRACTICE · CROC EMBOSS

CROC EMBOSS WEEKLY VIEW BRASS CLOSURE



No. 02

Weekly Planner

TIME · BOTANICAL EMBOSS

BOTANICAL EMBOSS MONTHLY VIEW EMBOSS

06 - E-COMMERCE EXPERIENCE

The Storefront

A digital home that mirrors the tactile world of the product - unhurried, considered, and designed to convert through atmosphere.



EXPERIENCE
A digital home that mirrors the tactile world of the product every scroll reveals the next step in your evolution.

CONVERSION
Designed to convert through atmosphere, not pressure. Friction is intentional; pace is part of the practice.

TECHNOLOGY
Custom Shopify build, full-grain product photography, EB Garamond on every screen, parchment as the default state.

SHOP PLANNERS JOURNALS COMMUNITY CART (0)

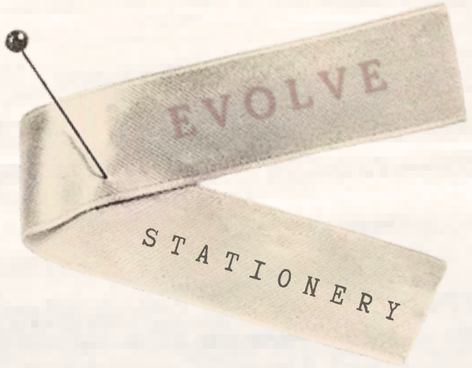
07 — PACKAGING DESIGN

The unboxing is part of the ritual.

The packaging system was designed to be unwrapped deliberately — a sequence of reveals that prepares the person to use what's inside. Nothing is wasted. Every material signals intention.

1.	Matte cream outer box	DEBOSSED WORDMARK
2.	Parchment tissue wrap	GOLD SEAL
3.	Leather journal	BLIND EMBOSS, BRASS BAND
4.	Tag + ribbon	LINEN, HAND-STAMPED





What Meridian Haus built for Evolve.

Four disciplines, one continuous practice — brand, mark, packaging, and storefront built as a single material world.

No 1

BRAND IDENTITY & STRATEGY

Positioned Evolve as a luxury daily-practice brand — not a stationery company. Defined the manifesto, voice, and the four founding principles: clarity, simplicity, integrity, balance.

POSITIONING · MANIFESTO · VOICE

No 2

LOGO & WORDMARK

Designed the interlocking diamond mark — a reference to growth and cardinal direction — paired with a custom wordmark built to emboss into leather, brass, and bone.

MARK · WORDMARK · EMBOSS-READY

No 3

PACKAGING DESIGN

Built the full unboxing sequence — A pale ivory box, parchment tissue wrap sealed in warm golden wax, and a hand-stamped tag tied with ribbon. — Every layer signals intention before the product is even used.

UNBOXING · MATERIALS · TAGS

No 4

WEBSITE DESIGN

Designed the digital storefront to mirror the tactile world of the product — parchment as the default state, full-grain product photography, unhurried pacing built to convert through atmosphere.

STOREFRONT · E-COMMERCE · UX

"Every detail is a decision. Every decision is a message."

E V O L V E

A stationery brand

On a pursuit to transform.
Introspection. Action.
Change.

PLANNERS
JOURNALS
CALENDARS
PENS

STATIONERY
COMMUNITY
EVENTS

