

OBI

A Perfumeria Brand



01 - BRAND IDENTITY & PACKAGING

# From the earth.

OBI is a fine fragrance house composed exclusively from minerals, plants, and resins - sourced and produced using cutting-edge extraction technology. Grounding and ethereal at once. Like something ancient, made new.

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



# Where others manufacture, OBI discovers.

OBI was built on a single conviction: that the finest fragrance can only come from the earth itself. Every ingredient is traced to its source - mineral, plant, or resin - and extracted using proprietary technology that preserves molecular integrity from harvest to bottle.

The result is fragrance that doesn't simply smell extraordinary. It feels elemental. Grounding and ethereal at once.

## ORIGIN

Minerals, plants, and resins sourced exclusively from the earth.

## TECHNOLOGY

Cutting-edge extraction preserving raw ingredient integrity.

## FEELING

Grounded yet ethereal - ancient materials, made new.

## FORMAT

Extrait de Parfum - the highest concentration in fine fragrance.



*"Minerals. Plants.  
Resins. Nothing else."*

"Fragrance born from the earth - elemental, ancient, and alive."

I.

ORIGIN

Every ingredient traces back to the earth. No synthetics. No shortcuts. Only what the ground, plant, and stone already contain.

II.

INTEGRITY

Cutting-edge extraction honors each raw material - preserving what makes it extraordinary from source to skin.

III.

DUALITY

Grounded yet ethereal. Heavy with the earth's memory. Light enough to feel like the sky. Both, always.

IV.

RESTRAINT

Nothing decorative without purpose. Nothing added that the earth didn't first offer. Minerals. Plants. Resins. Nothing else.

"The earth has always known how to make something beautiful. We learned to listen."

# Color & Typography

The OBI palette is drawn from the materials themselves - the black of obsidian, the grey of quartz, the cool sheen of platinum. Nothing borrowed. Everything earned.

BLACK BEAR

ASH

STONE

SILVER

PLATINUM

## TYPOGRAPHY

# OBI

A Perfumeria Brand

Space Mono - used throughout for body copy, ingredient listings, labels, and navigation. Set at 14-16px with generous 1.9 leading for maximum legibility.

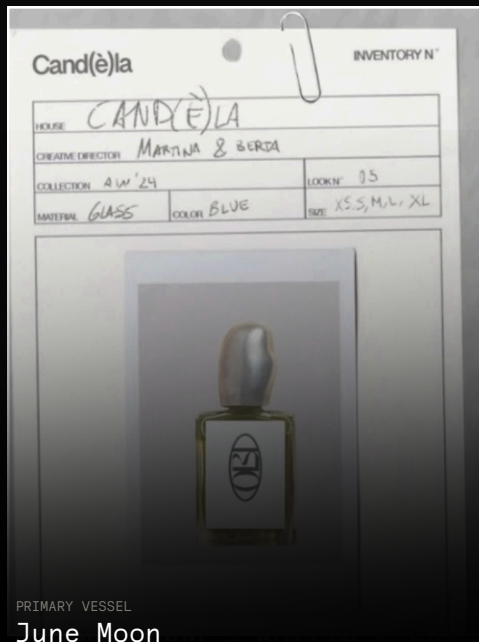
SPACE MONO - ONE TYPEFACE. TOTAL CONSISTENCY.

## LOGO & MARK



The OBI mark uses a double-oval form - a lens, a portal, a contained world. The wordmark sits inside, held by two rules. Designed to emboss, stamp, engrave, and scale from bottle cap to billboard.

# The object before the scent.



PRIMARY VESSEL

June Moon

\$285



OBJECT

Molten Scent

\$185

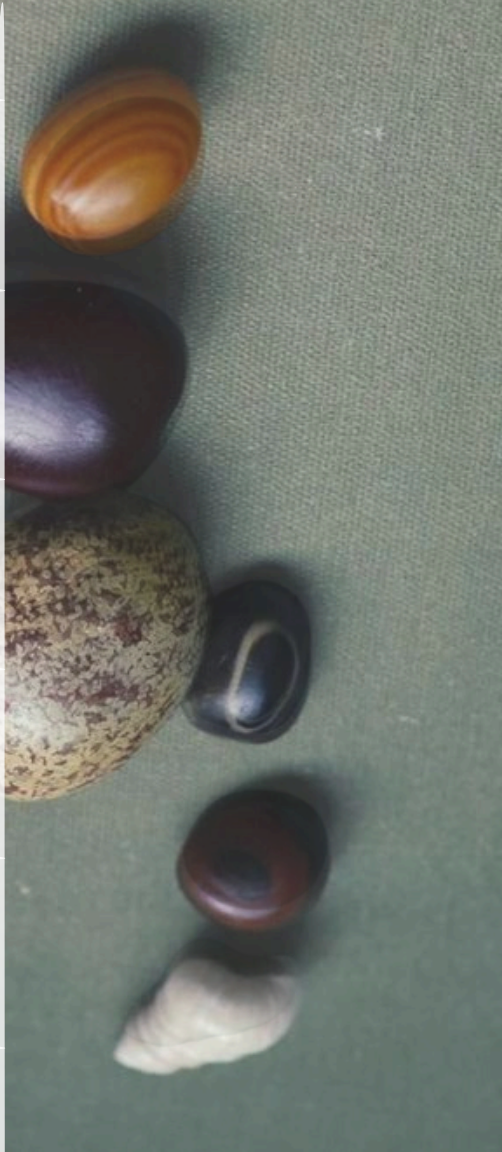


BOTTLE & BOX

Set

\$385

|  |            |                                                                                    |          |
|--|------------|------------------------------------------------------------------------------------|----------|
|  |            |                                                                                    |          |
|  | CITRUS     |   | CITRINE  |
|  | PALO SANTO |   | OBSIDIAN |
|  | LAVENDER   |   | AMETHYST |
|  | NEROLI     |   | ONYX     |
|  | OSMANTHUS  |  | JASPER   |
|  |            |                                                                                    |          |



06 - INGREDIENTS

# From the Earth.

Every note is mineral, botanical, or resin-derived. Nothing synthetic. Sourced using cutting-edge extraction that preserves molecular integrity from ground to skin.

## MINERALS

CITRINE

OBSIDIAN

AMETHYST

ONYX

JASPER

## BOTANICALS & RESINS

CITRUS

PALO SANTO

LAVENDER

NEROLI

OSMANTHUS

"Minerals. Plants. Resins. Nothing else."

# Four Objects. One Earth.

Minerals. plants, and resins.  
Nothing else.



No. 01  
JUNE MOON

QUARTZ

NEROLI

SAGE



No. 02  
PLUTO

BARK

OBSIDIAN

MINERAL



No. 03  
ASCENSION

CITRINE

RESIN

YLANG



No. 04  
MINERAL HAND CREAM

LAVA

STONE

ABSINTH

# The Shop

Dark. Mineral. Unhurried.  
A shop that moves like the  
scent it sells.



OBIPERFUMERIA.COM



## The Collection

[SHOP](#)[ABOUT](#)[CONTACT](#)[MY CART \(1\)](#)

PRIMARY VESSEL

June Moon

\$285



OBJECT

Molten Scent

\$185



BOTTLE & BOX

Mineral Hand Cream

\$105

### 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, Space Mono on every screen, obsidian as the default state.

# What Meridian Haus built for OBI.

01

## Brand Identity

Logo design, brand mark, visual language, color system, and typography - built from the mineral world of OBI's ingredients.

01

## Packaging Design

Bottle, box, label, and brand object system - including the June Moon vessel, molten silver compact, and mineral hand cream packaging.

01

## Brand Concept

Positioning, naming architecture, manifesto, and brand world - grounding OBI's identity in earth, mineral, and extraction technology.

01

## Website Design

E-commerce site design for obiperfumeria.com - dark editorial aesthetic, product-first layout, and brand-aligned digital experience.



A PERFUMERIA BRAND

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Where others manufacture, OBI discovers. The result is fragrance that doesn't just smell extraordinary – it feels elemental. Grounding and ethereal at once. Like something ancient, made new.

Minerals. Plants. Resins. Nothing else.

Cand(è)la

INVENTORY N°

|                                              |                   |                             |
|----------------------------------------------|-------------------|-----------------------------|
| HOUSE <b>CAND(E)LA</b>                       |                   |                             |
| CREATIVE DIRECTOR <b>MARTINA &amp; BERTA</b> |                   |                             |
| COLLECTION <b>AW'24</b>                      | LOOK N° <b>05</b> |                             |
| MATERIAL <b>GLASS</b>                        | COLOR <b>BLUE</b> | SIZE <b>XS, S, M, L, XL</b> |

