katharsis

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Brand Campaign & Development



Katharsis Studio is a brand that reflects the Founder's persona, Katharina. The brand was inspired by her journey to find peace within herself and accept herself as a whole.

Katharsis Studio aims to bring empowerment to women and as a companion to each individual's journey in being comfortable with themselves. Reflects confidence, independence, equality, elegance and rebellion through ethically made relaxed workwear, casual business pieces, accessories and self-care goods.

We are created to challenge beauty ideologies and as a platform to voice human rights.

We support in every community that was based on love.

We do not support any community that promotes hate.

We won't hesistate to raise our voice towards any social issue.

MINDFULLNESS

Being in the industry for over years, Katharsis Studio doesn't overlook her responsibility as the earth inhabitants by practice in maximizing the use of fabric prevent any fabric waste and use of biodegradable packaging. Also to not contribute as a part of capital consumerism, we innovate a purchasing system which only allows consumers to buy in exclusive bundles which we will launch once in every four months. This was aimed to be in control of the consumerism.



Logo Development



05







KATHARSIS

katharsis

BEHIND THE LOGO

Catharsis/Katharsis, in Greek, means the purification and purgation of emotions through art or any extreme change in emotion that results in renewal and restoration.

Swords from the ancient times until the recent past, were used as a weapon and thus stood for bravery, courage and defense to name a few. However, in the alchemical realm.

swords were used to symbolize purification.

Typeface used in Logo Development Process:

Cinzel

Chapaza

Chapaza Italic

Garamond

QUEEN INLINE GRUNGE

Chosen Logo



PRIMARY LOGO

Katharsis Studio's primary logo is a simple wordmark which reflects elegance. mysterious, classic and timeless, and somewhat intimidating yet inviting.

This is the main logo that will be used across primary brand applications. This trademark helps audiences easily identify Katharsis Studio's products, web presence, ads and others, enhances the professionalism of the brand.



SECONDARY LOGO

Katharsis Studio's secondary logos can be used in replace of the primary logo and should never be used directly next to the primary logo.

The symbol can be used when the full primary logo is not necessary or in cases where the brand name is already displayed in plain text.

Typography

CHAPAZA

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456789 !@#\$%^&*()

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456789 !@#\$%^&*()

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456789 !@#\$%^&*()

SECONDARY TYPEFACE MONTSERRAT

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456789 !@#\$%^&*()

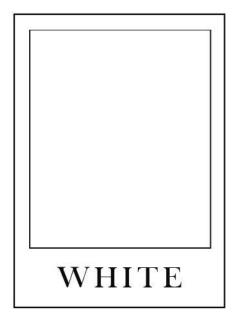
Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456789 !@#\$%^&*()

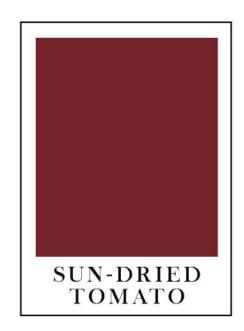
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456789 !@#\$%^&*()

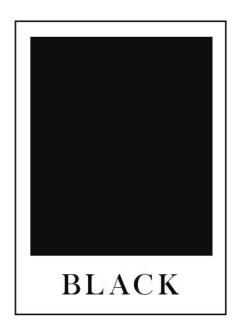
Color Scheme



CMYK 0, 0, 0, 0 RGB 255, 255, 255 HEX #ffffff



CMYK 33, 91, 70, 46 RGB 117, 35, 41 HEX #752329



CMYK 83, 72, 62, 91 RGB 12, 12, 12 HEX #0c0c0c katharsis

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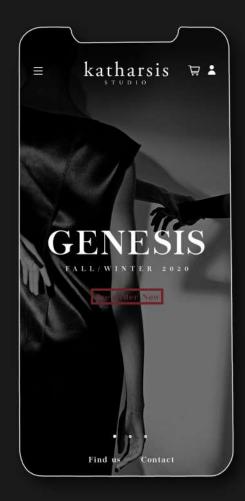
www.katharsis-studio.com





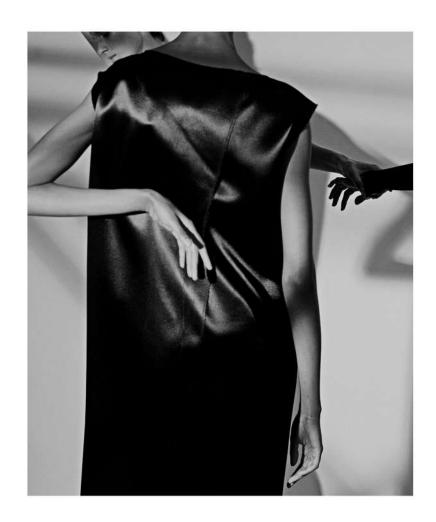












GENESIS FALL/WINTER 2020



katharsis







GENESIS F/W 2021 LOOKBOOK



GENESIS BUNDLE PACK

The Deal:

- Genesis Collection of YOUR choice (pick 3 items)
- Recorder and its tape
- Disposable film camera with 25 available films
- Sculpture scented candle

Exclusive only til April 2022 Items won't be available for restocks

Product Catalog

Tape Recorder





Take your time and record yourself talking about things that kept you going this far.

Might be things you're passionate about, your loved ones, or simply count your blessings.

Play it when you feel like giving up or demotivated.

This was aimed to help you find a Katharsis.

Product Catalog

Disposable Film Camera



Find the most nostalgic way on keeping your memories forever.

Bring this as a companion to your everyday journey, and capture moments you cherish most.

This might be one way of achieving a Katharsis.



Product Catalog

Sculpture Scent Candle

Stop. Take a break and recover yourself from your hard work.

Take deep breaths and close your eyes. Things can wait.

The scent might support your body and mind to a better state, hopefully supports you to a Katharsis.

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