

Brand Presentation

# calmix



# Introduction

Calmix is a modern wellness relief balm created to provide quick comfort and relaxation from everyday stress, tension, and fatigue.

With its portable design and soothing herbal-inspired formula, CALMIX helps users stay refreshed and balanced wherever they go. Guided by the tagline "Carry your calm," the brand promotes simple, effective self-care for a healthier and more relaxed lifestyle.



## Primary Logo



**calmix**

Carry your calm



**calmix**

Carry your calm

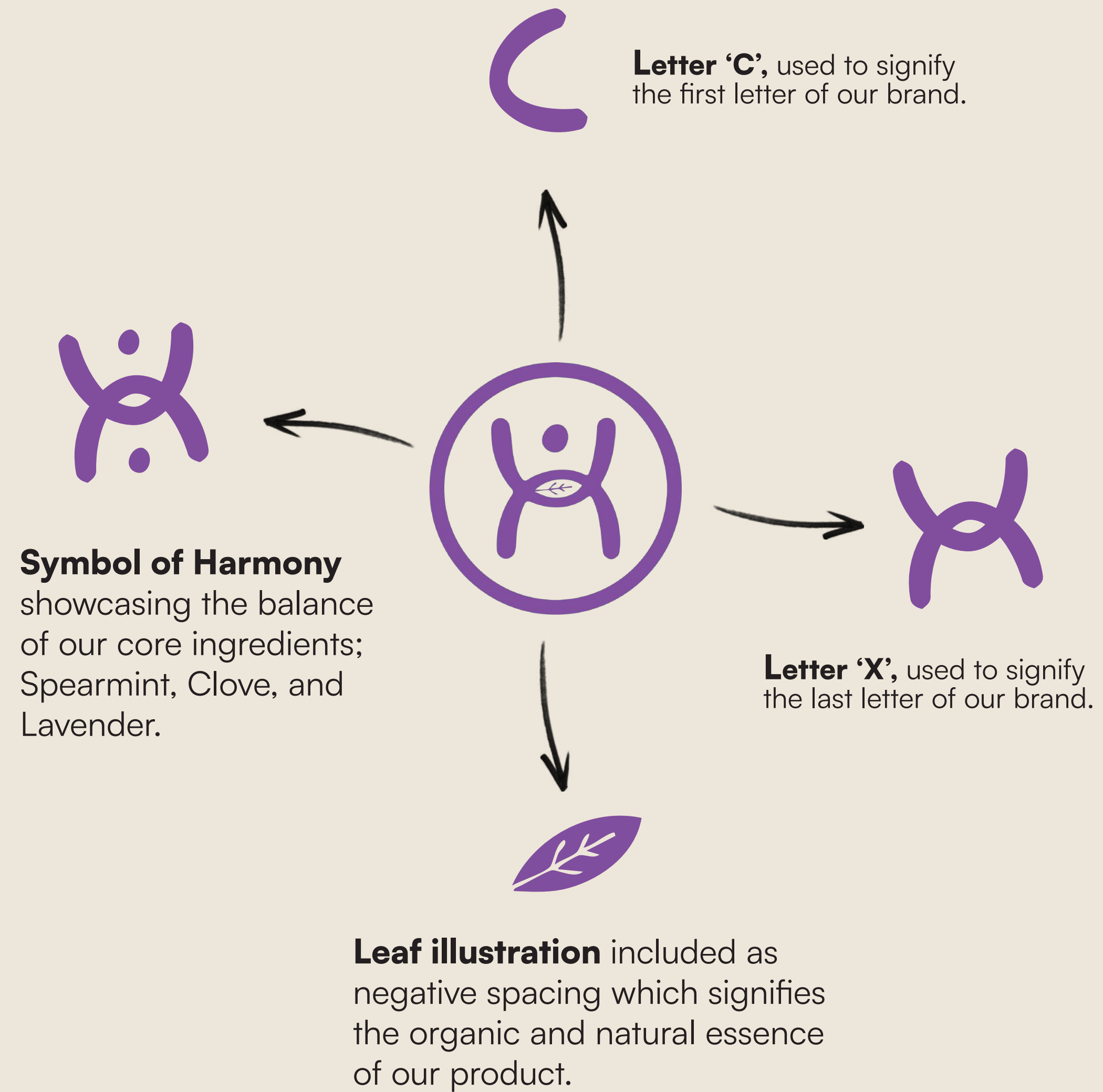
Submark



Secondary Logo

**calmix**

# Logo Anatomy



Tagline

Carry your *calm*.

Posters



Carry your calm

# Instant relief. anytime, anywhere

A natural blend that helps ease tension, fatigue & mental overload.



10g



**SPEARMINT**  
Cools & refreshes the body



**CLOVE**  
Helps reduce tension & body discomfort



**LAVENDER**  
Calms the mind & promotes relaxation



NATURAL INGREDIENTS



NON-GREASY & QUICK ABSORBING



POCKET-SIZE EASY TO CARRY



SAFE & SUITABLE FOR DAILY USE

BREATHE DEEP. RELAX. GET BACK TO YOU.



Carry your calm

## Relief Balm



10g



**Natural Ingredients**  
Made with spearmint, clove & lavender essential oils



**Instant Relief**  
Eases tension, headaches & body discomfort



**Soothing Comfort**  
Provides a calming sensation for body and mind



**Reduces Stress**  
Helps relax muscles & ease everyday stress



**Calms the Mind**  
Promotes relaxation & mental well-being



**Safe & Gentle**  
Suitable for daily use on temples, neck & shoulders



**Pocket-Size**  
Easy to carry relief, anytime anywhere



Carry your calm

# INSTANT RELIEF. ANYTIME, ANYWHERE.

Calmix Relief Balm is your on-the-go solution for tension, fatigue, and mental overload.



Apply on forehead. Feel the relief. Instantly.



10g



POCKET-SIZE 10g TIN



**LONG STUDY SESSIONS**  
Stay focused and mentally fresh.



**EXTENDED SCREEN TIME**  
Ease screen strain and relieve tension.



**TRAVEL FATIGUE**  
Stay refreshed, wherever you go.



**TENSION BUILDUP**  
Melt stress away, instantly.



**GREASE-FREE FINISH**



**POWERED BY NATURE**  
Spearmint • Clove • Lavender



**EASY TO CARRY EVERYWHERE**



NATURAL INGREDIENTS



GREASE-FREE & NON-STICKY



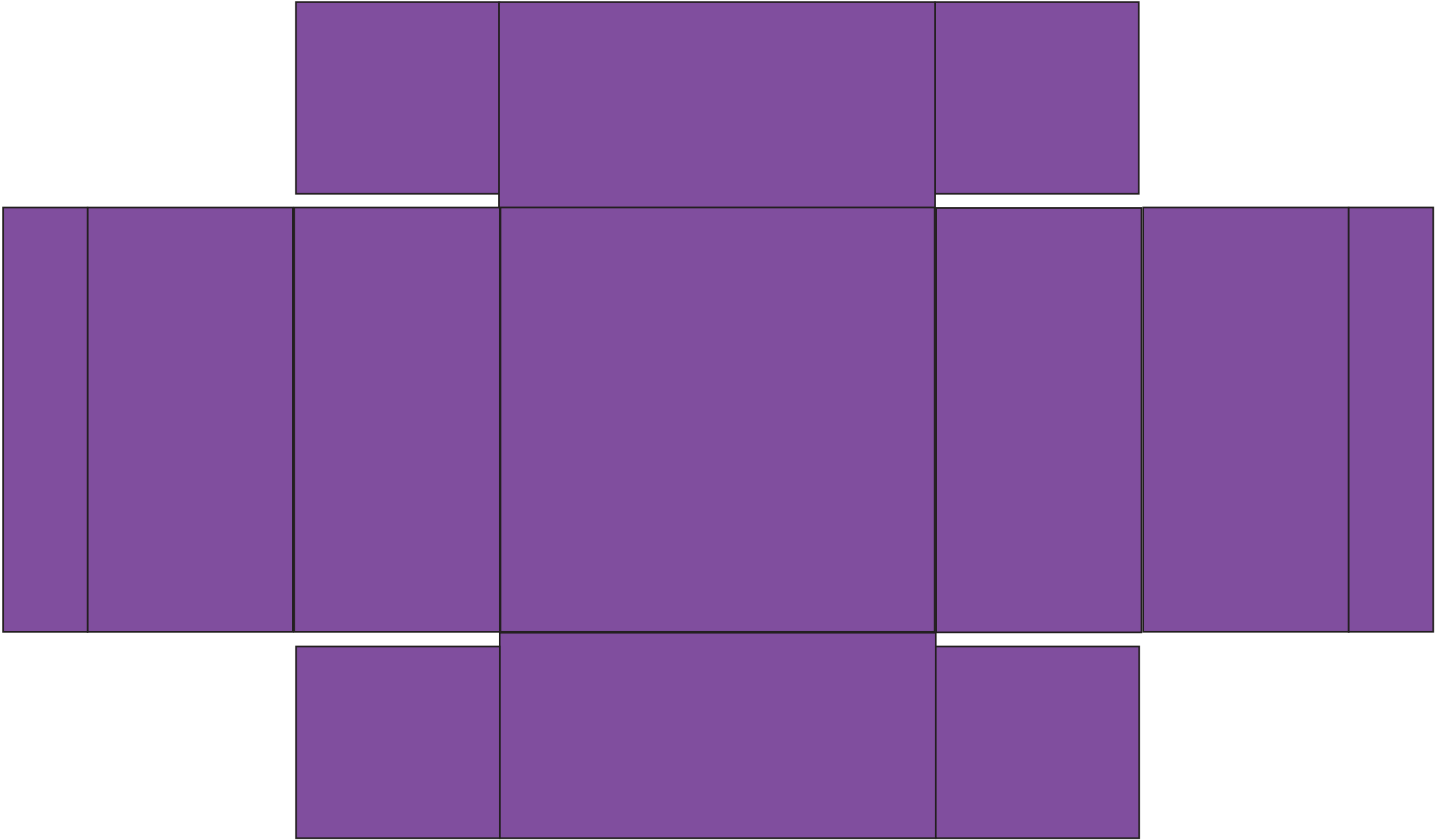
EASY TO CARRY EVERYWHERE



SUITABLE FOR DAILY USE

BREATHE DEEP. RELAX. GET BACK TO YOU.

# Package Die



Carry  
your  
calm



# Product Image Set



# Product Photography



# Target Audience

- Students & teenagers.
- Office workers and professionals.
- Users with high screen-time.
- Teachers and tutors.
- Working adults across all industries.
- People experiencing headaches or migraines.
- Drivers and frequent travelers.

# Brand Positioning

Calmix is a natural relief balm designed to help ease tension, fatigue, and mental overload. While many alternatives rely on synthetic ingredients, Calmix uses a carefully selected blend of natural ingredients to deliver convenient, everyday relief.

Our logo itself carries a unique illustration which is inspired from the symbol of Harmony.

# Platform Strategy

- Instagram — Students, teenagers, and young adults.
- Facebook — Adults, professionals, and parents.
- YouTube — Broad audience across all age groups and lifestyles

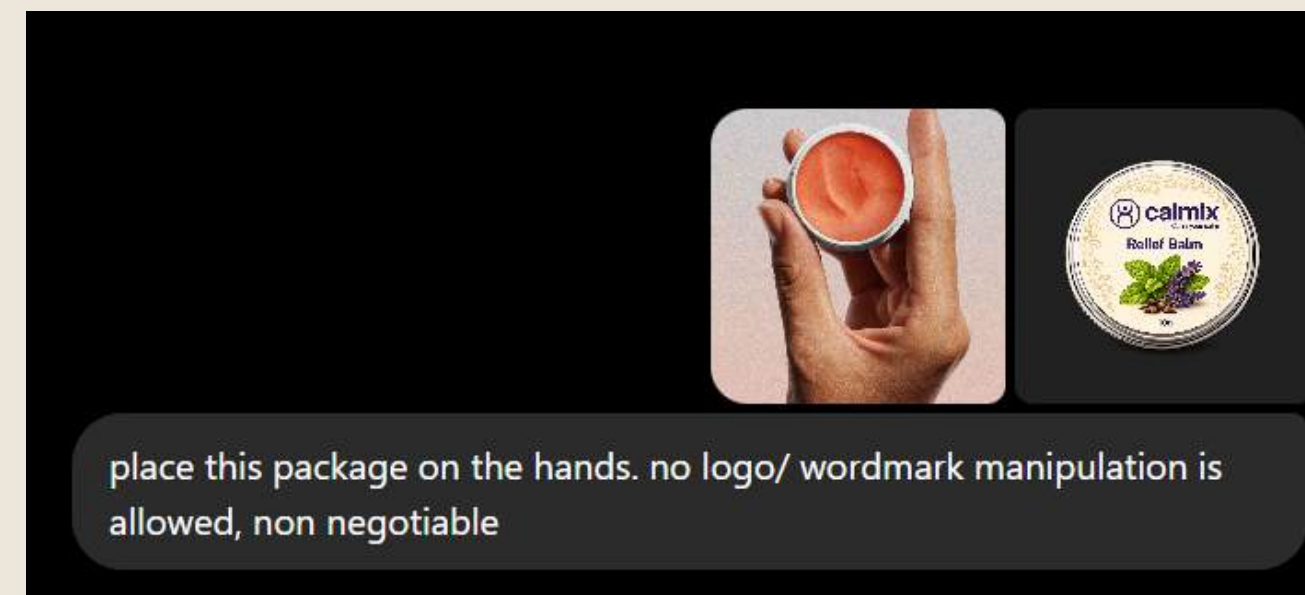
# Social Media Strategy

| Sun                                                     | Mon                                                    | Tue                                                     | Wed                                                      | Thu                                                      | Fri                                                     | Sat                                                      |
|---------------------------------------------------------|--------------------------------------------------------|---------------------------------------------------------|----------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------------|----------------------------------------------------------|
| 31                                                      | Jun 1                                                  | 2                                                       | 3<br><input checked="" type="checkbox"/> CON-14 Poster   | 4<br><input checked="" type="checkbox"/> CON-15 CAROUSEL | 5<br><input checked="" type="checkbox"/> CON-16 REEL    | 6<br><input checked="" type="checkbox"/> CON-17 POSTER   |
| 7<br><input checked="" type="checkbox"/> CON-18 REELS   | 8<br><input checked="" type="checkbox"/> CON-19 POSTER | 9<br><input checked="" type="checkbox"/> CON-20 REEL    | 10<br><input checked="" type="checkbox"/> CON-21 AI REEL | 11<br><input checked="" type="checkbox"/> CON-22 REEL    | 12<br><input checked="" type="checkbox"/> CON-23 POSTER | 13<br><input checked="" type="checkbox"/> CON-24 AI REEL |
| 14<br><input checked="" type="checkbox"/> CON-25 POSTER | 15<br><input checked="" type="checkbox"/> CON-26 REEL  | 16<br><input checked="" type="checkbox"/> CON-27 POSTER | 17<br><input checked="" type="checkbox"/> CON-28 POSTER  | 18                                                       | 19                                                      | 20                                                       |
| 21                                                      | 22                                                     | 23                                                      | 24                                                       | 25                                                       | 26                                                      | 27                                                       |

# Prompts of AI assets used

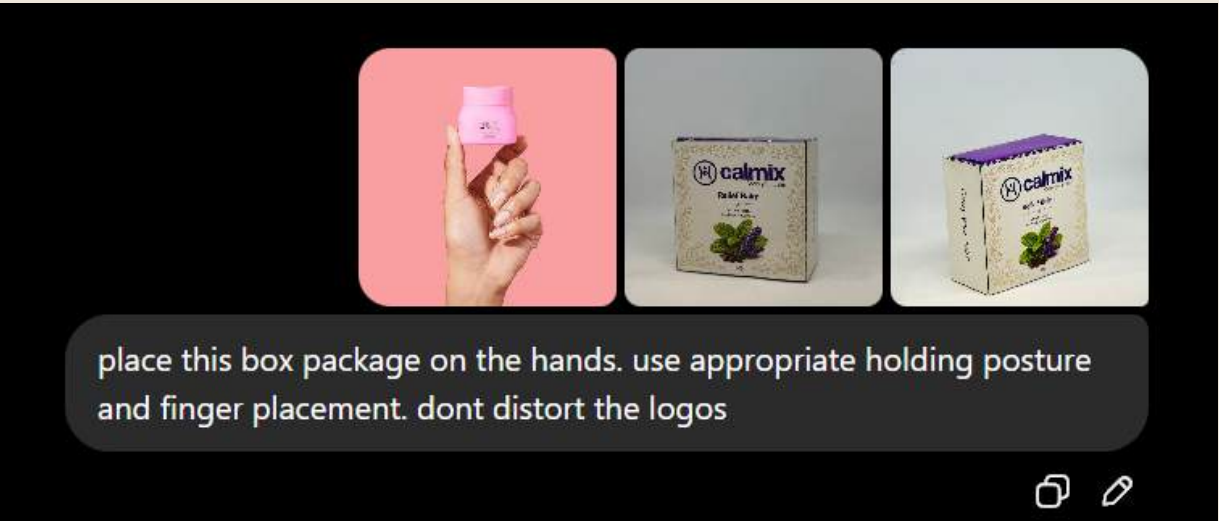
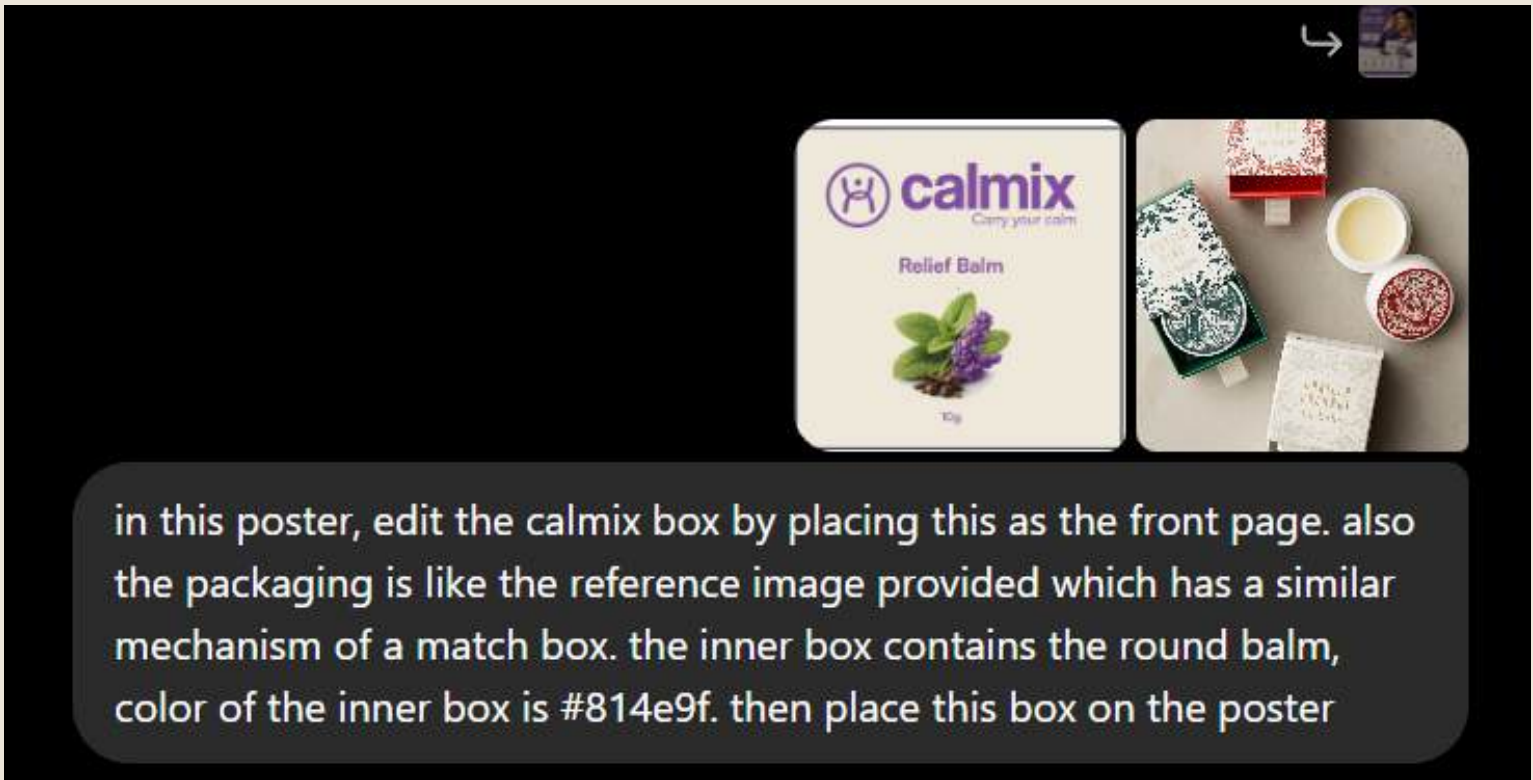
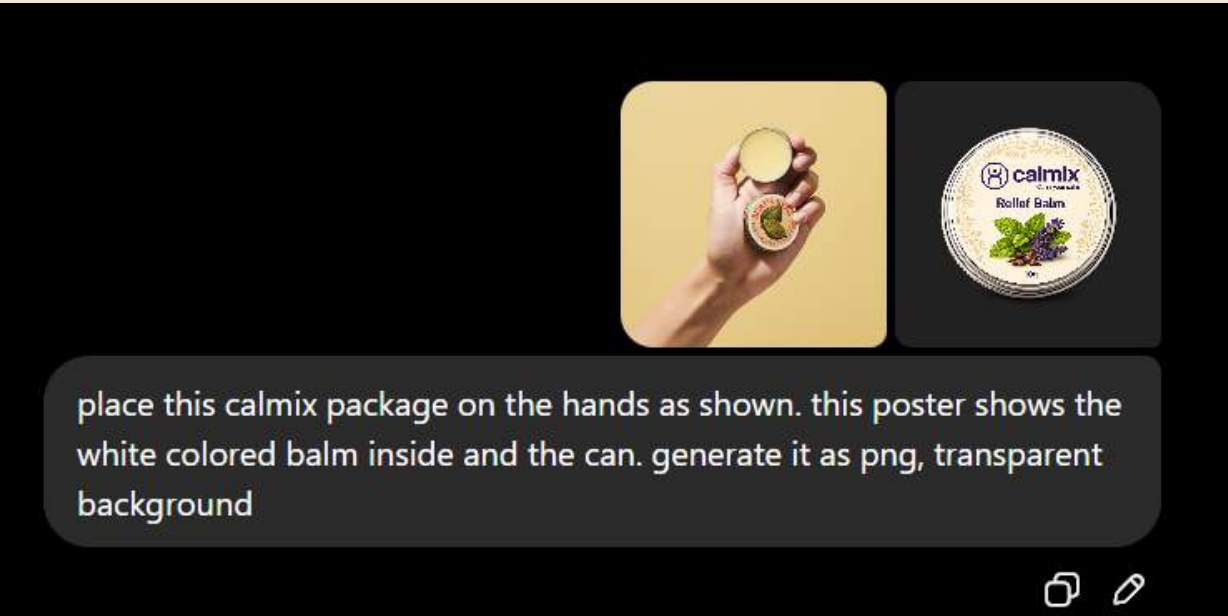
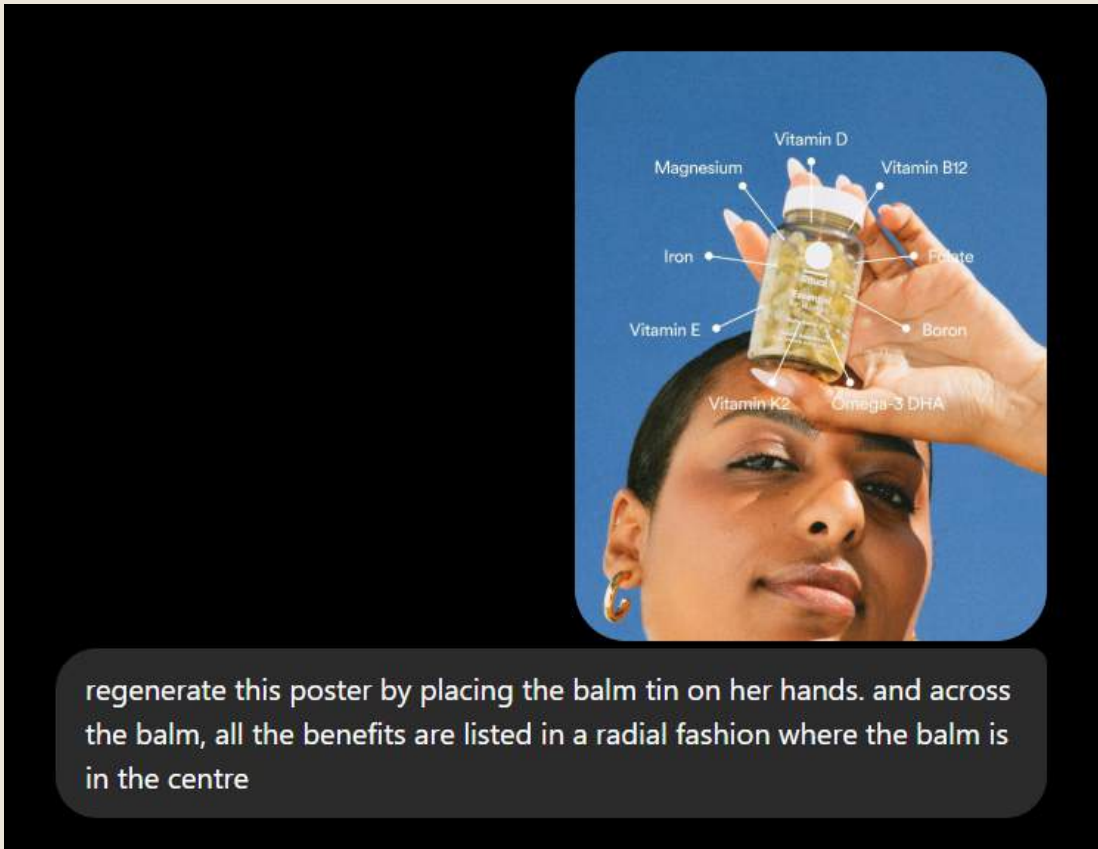


in a 1920 \* 1080 px frame, generate a landscape flyer photo which will be placed as opacity-reduced background on the first page of our brand presentation. keep this round tin can of Calmix on the hands, high quality

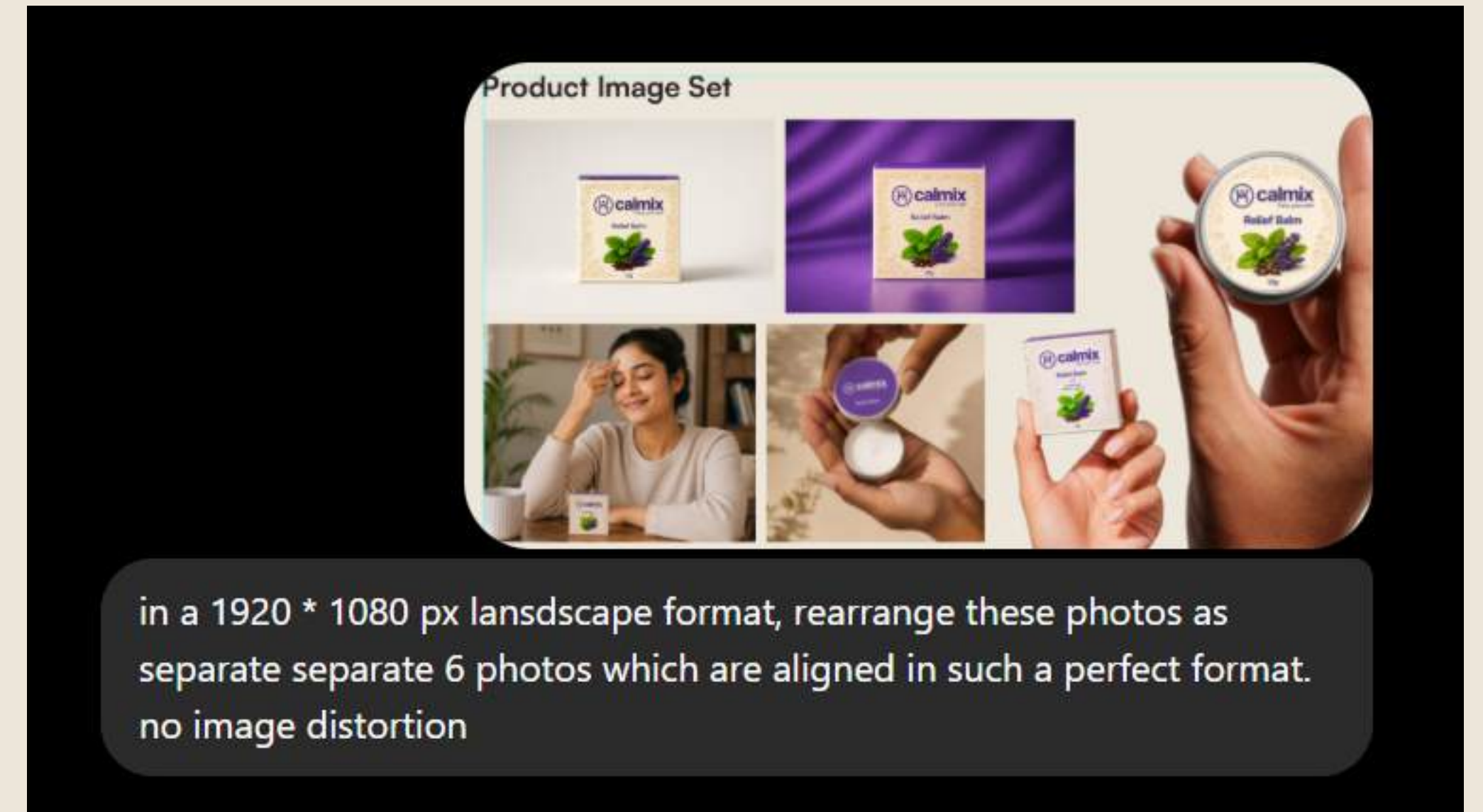


generate another campaign ready poster in the style as mentioned in the json description, of my balm brand "Calmix". Use the appropriate color combination and include visuals of clearmint, clove, and lavender in the post, signifying the ingredients and its naturality. include the caption "Instant relief. anytime, anywhere".

# Prompts of AI assets used



# Prompts of AI assets used



# Prompts of AI assets used



generate a landscape photoshoot poster of this package, placed in front view (only front part visible), placed on a premium purple background, product placed centrally. no texts, nothing else



generate a high quality mockup of this product with a crisp and minimal studio-esque background



generate a real use-case mockup of this product used by a person by applying the balm on their forehead and the person is feeling relief



Ultra-realistic premium skincare and wellness product photography of CALMIX Relief Balm. A pair of natural hands gently holding an open silver aluminum balm tin containing smooth white balm. One hand lifts the lid above the container, revealing a clean purple label featuring the CALMIX logo and the text "Relief Balm". Soft warm sunlight creates delicate shadows and highlights on the skin and packaging. Natural beige background with subtle dried botanical silhouettes softly blurred in the distance. Minimalist wellness branding aesthetic, luxurious yet approachable, clean composition, realistic metal reflections, detailed skin texture, shallow depth of field, creamy bokeh, high-end commercial advertising style, premium product marketing photography, natural color grading, ultra-sharp focus on product, 8K resolution, studio-quality lighting, photorealistic, magazine-worthy skincare campaign.

# Als used

- ChatGPT for Image, poster, and mockup generation.
- Gemini for video generation.

**Thank You**

## Color Palette

**#EDE6DA**

**#FFFFFF**

**#804E9E**