PACKAGING-LED BRAND SYSTEM

TULIA

The Flow of Rebirth

A luxury personal-care collection built around one unforgettable crimson — a wordmark, a packaging system and a shelf presence that reads as one ritual, from body butter to lip balm.

PERSONAL CARE | 8 SKUS | WORDMARK + PACKAGING



BAPTIST DIGITEK (P) LTD.

01 — AT A GLANCE

One colour.
One ritual.
Eight products.

CLIENT	TULIA Cosmetics, a Baptist Healthcare brand — luxury personal-care collection
SECTOR	Beauty · skincare · haircare
BRIEF	Launch a new range that feels premium on the shelf and unmistakable on a phone screen — without a luxury print budget
SCOPE	Brand wordmark · colour & typography rules · packaging system across 8 SKUs · product art direction · brand board
DELIVERABLES	Print-ready dielines for every pack format, product renders for e-commerce and social, and a one-page brand board



BODY BUTTER — THE HERO SKU AND THE FIRST PACK DESIGNED

02 — THE CHALLENGE

Eight shapes. One family.

A jar, four squeeze tubes of different sizes, a pump bottle and two slim lip tubes. Every format has a different printable area, a different curve and a different place for the label to sit — and they all had to be recognised as the same brand from across a pharmacy aisle.

The category made it harder. Most "clean beauty" launches default to pastel palettes and thin sans-serifs, which means they disappear next to each other. TULIA needed to look expensive and be impossible to confuse with anything else on the shelf.

8

SKUS ACROSS SKIN, HAIR AND LIP CARE

5

PACK FORMATS — JAR, TUBE, BOTTLE, SLIM TUBE, MINI TUBE

1

COLOUR THE WHOLE BRAND WOULD HAVE TO CARRY

2S

THE TIME A SHOPPER GIVES A SHELF BEFORE MOVING ON

What the brand had to say without words: nourish, restore, radiate — and a confidence that this is a product worth paying more for.



HAIR CARE SERUM — THE DEEPEST CRIMSON IN THE RANGE, WITH THE ONLY TOUCH OF GOLD

03 — THE IDEA

One unforgettable crimson.

Instead of a palette, TULIA got a *single colour* — a deep, saturated crimson that owns the shelf and photographs beautifully on a phone. Red is the colour of vitality and rebirth; it is also the colour nobody else in the category dares to use.

Everything else is restraint. White type only. A tall, elegant serif wordmark with a single flourish in the "A". Product names in a clean Montserrat so the pack still reads like skincare, not fashion. The pack itself is matte; the cap is gloss — a small, expensive-feeling contrast that costs nothing to print.

Positioning line: "The Flow of Rebirth" — nourish, restore, radiate, always.

04 — THE WORDMARK

Built to run vertical as well as horizontal.

The TULIA wordmark is a high-contrast serif with a looped terminal on the "A" — the one decorative gesture in the whole system. Letter-spacing was set wide enough that the mark still reads when rotated 90° down a 9 g lip-balm tube, which is the smallest surface in the range.

"The Flow of Rebirth" sits underneath in tracked-out capitals and is dropped entirely on the slim tubes, where there is no room for it — a rule written into the guidelines rather than left to chance.





LIP BALM SPF 15 — THE VERTICAL LOCKUP ON THE SMALLEST PACK

05 — COLOUR & TYPOGRAPHY

Four reds, one white

Deep Crimson for depth, Ruby for energy, Burgundy for luxury and Soft White for every word on the pack. The range is tonal, not multicoloured — which is what makes eight different products look like one brand.

Two typefaces, strict roles

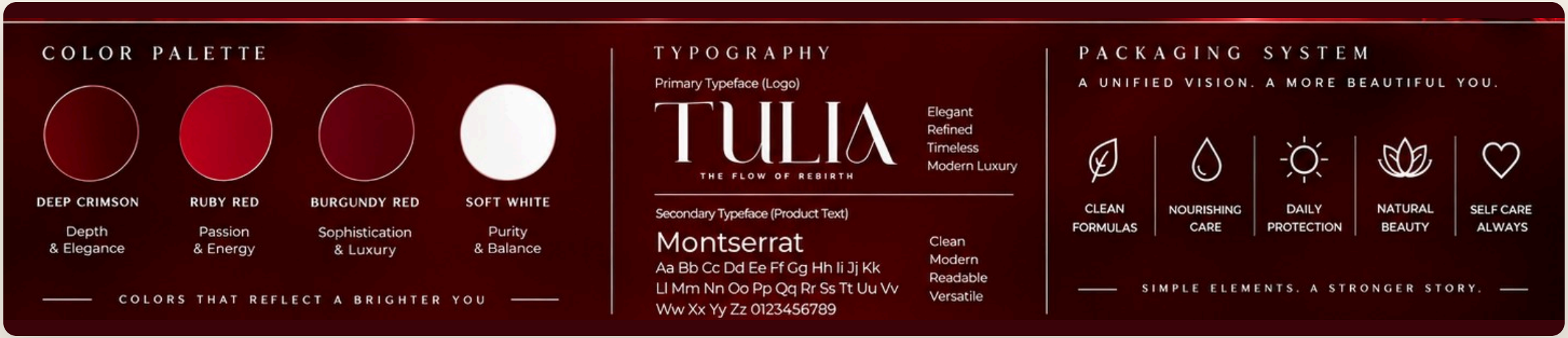
The custom serif is reserved for the wordmark and nothing else. Montserrat carries every product name, claim and ingredient list — clean, modern, readable at 6 pt on a tube.

DEEP CRIMSON
Depth & Elegance

RUBY RED
Passion & Energy

BURGUNDY RED
Sophistication & Luxury

SOFT WHITE
Purity & Balance





06 — THE PACKAGING SYSTEM

One layout rule, adapted to every shape.

Wordmark at the top third, product name in a white label block, claim below, volume at the base. The same hierarchy on a 200 ml jar and a 9 g tube — so a shopper who has seen one TULIA pack recognises all eight.

07 — HAIR & FACE

The tube family.

Three sizes of the same tube, three different products — told apart by the label block and the volume line, never by changing the colour.



All-in-One Shampoo · 200 ml

Cleanses · Nourishes · Strengthens



Protecting Conditioner · 150 ml

Moisturising & Nourishing



Skin Lightening Face Wash · 100 ml

Cleanses · Brightens · Evens tone

08 — SUN, SERUM & LIP

Shot to sell before it's touched.

Every SKU rendered on the same crimson set with a single raking light — ready for the website, Instagram and marketplace listings on launch day, no photoshoot required.



Physical Sunscreen Gel · SPF 50+ · 50 g

Non-oily · Paraben-free · Water-resistant



Hair Care Serum · 50 ml

The pump bottle — the one format with a gold accent



Lip Lightening Cream · 15 g

Brightens · Nourishes · Softens

09 — THE BRAND BOARD

The whole brand on one page.

Lineup, palette, typography and packaging principles on a single board the client can hand to a printer, a photographer or a new marketing hire. If it isn't on the board, it isn't TULIA.



10 — THE OUTCOME

Launch-ready across eight products at once.

TULIA went from a name to a complete, shelf-ready range in one engagement: dielines for every format, renders for every listing, and a brand board that keeps future products in line. The crimson does the work a marketing budget would otherwise have to — it is recognised before it is read.

8	5	1	0
SKUS DESIGNED	PACK FORMATS	BRAND COLOUR	PHOTOSHOOTS NEEDED

“ We came in with a product list and a feeling. Baptist Digitek gave us a brand — one colour that is unmistakably ours, packaging that looks like one family on the shelf, and launch images ready before the first batch was even bottled. Buyers remember the red before they remember the name, and that was exactly the point. ”

— Angelin Celena, Co-founder, TULIA Cosmetics

What this means for your brand

If you are launching a product range or a private label, this is the system we would build for you: one colour that is yours, one layout rule for every pack, and product images ready for your website and catalogue on day one.

READY TO LOOK UNFORGETTABLE?

Brands that look as good as the care they *give.*

Tell us about your clinic or brand. We reply with a scope and a quote within one working day.

WhatsApp +91 78458 34708

Email support@baptistdigitek.com

Web baptistdigitek.com/branding

01

Discover

We learn your practice, patients and positioning.

02

Concepts

Two to three identity directions, shown in real contexts.

03

Refine

Your direction becomes a full system — colours, type, stationery, digital.

04

Handover

Print-ready files, source files and a guidelines board your team can follow.

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