What should a little parcel from Lunira feel like?

A personal introduction for a roaming Dhaka pop-up.



A roaming shop in Dhaka.

Lunira’s customer note describes a neighbourhood pop-up for scented candles, soaps and beauty essentials. The brand would be seen on the things a customer picked up and in the note that came with them.

Give the parcel a signature that feels personal.

A small leaf, a clear name.

The extended curve of the L and the leaf detail give the lettering a recognisable shape. On cream, the deep-green wordmark has room to breathe.

ORIGINAL WORDMARK ON CREAM

Lunira

The leaf comes forward.

The pale-sage colourway repeats the small leaf at a larger scale behind the wordmark. The lettering stays deep green.

ORIGINAL PALE-SAGE COLOURWAY



One sheet, two forms.

Opened flat, the sheet carries a personal note. Folded in thirds, it becomes its own envelope, with a rounded tab that tucks into a slit.

3D MOCKUP BASED ON THE ORIGINAL LETTER ARTWORK



Stay happy, stay glowing.

That line from the original note gives the identity a personal sign-off. The same sheet becomes the envelope each customer opens.

VISUAL IDENTITY AND FOLDABLE CUSTOMER LETTER.

Connect the unconnected.



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Let's get connected!

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