CASE STUDY

Rimma's Naturals

A brand system as honest as the soap

CLIENT

Rimma's Naturals

SECTOR

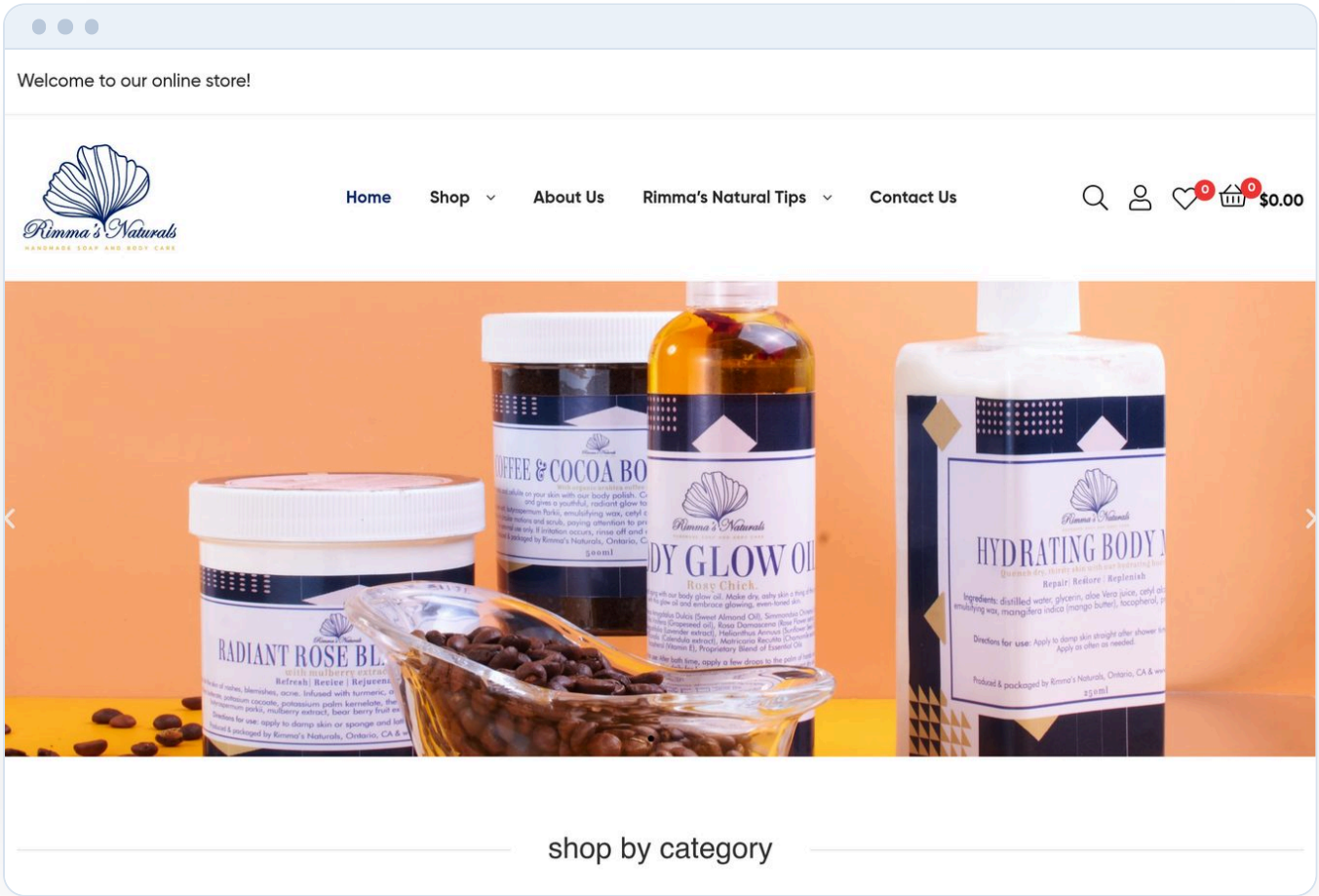
Handcrafted cold-process soap & body care

LOCATION

Ontario, Canada

STATUS

DELIVERED — LIVE STORE AT RIMMASNATURALS.COM



01 The client

Rimma's Naturals makes cold-process soaps and body care in small batches — naturally derived ingredients, fair-traded shea and cocoa butter from Ghana, nothing synthetic. *"Simple, Pure, Natural skin goodness."*

02 The challenge

Artisan skincare brands tend to fall into one of two traps: crunchy-homemade or faux-luxury. Rimma's needed a system that reads as what it actually is — an expert maker with premium standards — across a live WooCommerce store, packaging-adjacent materials, and product storytelling.

03 What we did

A palette from the logo and the products. Navy ink and gold from the wordmark, warm cream and marble grounds, and botanical accents — terracotta, sage, rose-clay, turmeric — drawn literally from the soaps themselves.

Typography with a hierarchy of ceremony. The script face appears in the wordmark only, never in copy; a high-contrast garamond carries display headings; a quiet geometric sans does the everyday work. No emoji anywhere — tracked-caps overlines and gold rules provide the accent instead.

A voice built on ingredient transparency. Product copy follows a strict structure: benefit first, then the hero ingredient and how it works, then tracked-caps `DIRECTIONS FOR USE` and a full INCI ingredient list. Even the brand's honesty is systematized — every product carries the maker's note that colour, texture and scent may vary, because it's handcrafted.

Category architecture across the full range: bar soap, body oils, body butters, facials, haircare, limited editions and gift sets — with the brand's four hallmarks (100% Natural · 100% Organic · Handmade in Canada · Never Tested on Animals) as recurring trust devices.

04 Results

- ✓ Complete design system governing the live WooCommerce store
- ✓ Product copy structure that turns ingredient transparency into a selling asset
- ✓ A brand that scales from soap wrapper to storefront without losing its voice