

Sacred Wild – Brand Guide

Brand Name: Sacred Wild

Tagline: Plant wisdom, in its highest form

Secondary Quote: The medicine remembers

1. Brand Vision

To honor the ancient tradition of spagyrics by crafting high-frequency tinctures and quintessence sourced from the untouched wild and processed in ritualistic alignment with the elements and celestial timing.

2. Brand Essence

- Reverent
- Ancestral
- Elemental
- Potent
- Pure

3. Target Audience

Seekers, healers, herbalists, alchemists, holistic practitioners, and wellness-focused individuals attuned to ancient traditions and high-vibrational products.

4. Tone of Voice

Spiritual, poetic, elemental, grounded in sacred science. Minimal, intentional language with layered meaning.

5. Logo Usage

- The logo is a golden square divided into four elemental segments (Air, Water, Earth, Fire) with a luminous green circle in the center (representing Ether, the Human, or Spirit).
- Always use on dark green or deep natural-toned backgrounds.
- Maintain gold and green hues for authenticity.

6. Colors

- Forest Green (#0C2E1C)
- Gold Leaf (#D4AF37)
- Emerald Light (#2ECC71)
- Off-White (#F9F5EC)

7. Fonts

- Title/Logo: Trajan Pro or Cormorant Garamond
- Body: Source Serif Pro or EB Garamond
- Accents: Cinzel or Playfair Display SC

Feel free to bring another input/ideas

8. Imagery & Style

- Macro nature photography (leaves, bark, moss, flowers)
- Alchemical symbols, sacred geometry
- Wild landscapes, ceremonial scenes, tincture making

9. Product Packaging

- Amber or violet glass bottles
- Embossed labels with logo
- Gold foil highlights
- Minimalist, sacred design

10. Website & Social Media

- Earthy, sacred ambiance
- Storytelling scroll structure
- Highlight ritual, preparation, and plant spirit lore

11. Brand Application Keywords Spagyric tincture, alchemy, sacred plants, elemental medicine, spiritual apothecary, wildcrafted, bioenergetics, ceremonial herbs

Design Contest Brief (Intro & Guidelines)

Title: Design the Next Sacred Brand: "Sacred Wild "

Context:

Sacred Wild is a new line of spagyric tinctures made in alignment with real ancient tradition. We are launching a design contest to develop a series of visual assets that reflect the sacred, alchemical, and elemental spirit of the brand.

Design Objective:

We are looking for packaging label designs, visual storytelling elements (icons, borders, illustrations), and brand motifs inspired by:

- The Four Elements + Fifth Essence
- Ancient alchemical symbology
- Sacred geometry
- Forest, plant, and wilderness aesthetics

Deliverables:

1. Label design for 10, 30 and 50ml spagyric tincture
2. Social media post layout example (for Instagram)
3. Expanded logo variations (square, horizontal, icon)
4. Moodboard and typography suggestions

Tone & Aesthetic:

- Mystical and grounded
- Elegant and minimal
- Ancient and futuristic

Color Range: Stay within our brand palette (deep green, gold, earth tones)

Submission Deadline: [Insert Date]

Winner Prize: [Insert Prize - can be financial or product-based]

Usage Rights: All selected designs will be used commercially with appropriate credits where agreed.

To Enter: Submit your portfolio or initial concept sketches to [Insert Email or Platform].

We look forward to co-creating magic.

Sacred Wild – Creative Direction & Brand Inspiration

1. Moodboard & Visual Direction

Create a visual moodboard that draws on the following themes:

- Textures: forest layers, golden leaves, aged parchment, starry skies
- Symbols: alchemical glyphs and sacred geometry
- Colors: forest green, antique gold, cream, copper, midnight blue
- Botanical elements: roots, flowers, mushrooms, medicinal herbs
- Typography: inspired by antique, runic, or alchemical scripts

2. Brand Poetic Essence

Sacred Wild is an offering.

An ancient medicine distilled under the rhythm of moons and stars,
whispering the memory of plants, bodies, and the elements.

Each elixir is a talisman, a bridge between realms. A medicine that remembers.

We are seeking a visual identity that unveils the raw beauty of nature,
the mystical elegance of the unseen,
and the alchemical power of ritual.

3. Iconography & Symbolic Language

Designers are encouraged to explore:

- The elemental square divided into four with a glowing center (representing the quintessence)
- Sacred shapes: circle, triangle, spiral, star
- The five elements: Earth ☐, Water ☐, Fire ☐, Air ☐, Ether (☉ or radiant center)
- Alchemical glyphs: Salt ☐, Sulfur ☐, Mercury ☿
- (Planetary symbols: ☉ (Sun), ☾ (Moon), ♀ (Venus), ♂ (Mars), ♃ (Jupiter), ♄ (Saturn))
- Custom or ancient-inspired glyphs that resemble sigils or ritual symbols

4. Creative Questions to Spark the Soul

- What would this brand look like as a constellation?
- As an ancient tattoo? As a forest temple?
- What does a sacred formula sound like? Smell like? Feel like?
- How do you translate 'plant wisdom' into visual language?

Key dualities to explore:

- Raw & Refined
- Shadow & Light

- Ancient & Futuristic

5. Designer Support Kit

We recommend preparing a downloadable resource folder with:

- Base logo (transparent, white, black)
 - Brand taglines and core essence statements
 - Pre-made alchemical icons
 - Pre-made 10, 30 and 50ml tincture bottle labels
 - Color palette references
 - AI-generated imagery from this project
 - This brief formatted as a beautiful PDF
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- Optional: references for sonic and olfactory branding

You wanna challenge the Name ? Please be free to

Absolutely — let's challenge **Sacred Wild** and see if we can find a name that keeps its raw, spiritual power but might feel even more **archetypal, evocative, or ownable**.

We're looking for something that is:

- **Short and punchy** (like Sacred Wild)
- **Elemental and spiritual**
- **Memorable and visually striking**
- **Unique enough for trademarking and domain purposes**

Challenger Name Concepts

1. Primal Grace

- Evokes a dance between raw wildness and divine elegance.
- Works well across sacred rituals, beauty, tinctures, and movement.

2. Holy Wild

- Slightly more provocative than Sacred Wild.
- The paradox is magnetic — like divine rebellion or raw devotion.

3. Wild Ether

- More cosmic, keeping the “wild” but adding the fifth element (aether).
- Unique visual feel and poetic punch.

4. Wilde Alchemy

- Uses “Wilde” (a nod to both nature and mysticism) + transformation.
- Could tie into spagyric processes beautifully.

5. The Wild Within

- Evocative of inner work, soul rituals, and plant medicine journeys.
- Strong narrative branding potential.

6. Untamed Light

- Combines the feral with the celestial.
- Ideal for a brand that balances deep plant medicine with high-frequency healing.

7. Feral Grace

- Similar tension to Primal Grace.
- Edgy, poetic, slightly dangerous — yet beautiful.

8. Wyrld Nature

- “Wyrld” as in the old Norse word for fate/spirit/mystery.
- Strong for a mystic or herbalist-aligned brand.

9. Savage Spirit

- Raw and bold. Speaks to the healing wildness we’ve forgotten.
- Could be too intense for some, but memorable.

10. Sacred Edge

- Keeps “Sacred” but plays on the cutting, untamed quality of the wild.

Why “Sacred Wild” still holds strong

- It has that **yin-yang polarity** — Sacred (soft, divine) vs Wild (raw, instinctual).
- It's **broad enough** to scale across products, media, and experiences.
- It's **minimalist and brandable**, which many of the poetic options above are not.

Spagyrics Elements

Spagyric alchemy, rooted in Hermetic and Paracelsian traditions, is rich with **symbolic elements** and **iconography** that can beautifully enhance your brand. Here are the core visual and symbolic components typically associated with spagyrics:

Core Spagyric Icons & Elements

🔥 The Three Philosophical Principles (Tria Prima)

1. **Salt** □ — the body / mineral / fixed essence (stability, crystallization, preservation)
2. **Sulfur** □ — the soul / oil / essence of individuality (vitality, combustion, volatility)
3. **Mercury** ☿ or □ — the spirit / alcohol / universal solvent (fluidity, transformation, bridge between realms)

These are often combined into a **trinity diagram** or represented through interlocked shapes (triangle, circle, square).

The Four Elements (Tetragrammaton Alchemy)

1. **Earth** □ — stability, nourishment, physical matter
2. **Water** □ — emotion, flow, purification
3. **Air** □ — thought, breath, movement
4. **Fire** □ — transformation, passion, purification

Often arranged in a **diamond or cross** formation with the fifth element in the center.

The Fifth Element (Quintessence / Ether)

- Represented by a **circle within a square**, a **star**, or simply **pure light**.
 - Also symbolized by a **dot in a circle** ☉ — the eternal return or divine center.
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Planetary Alchemical Symbols (Traditional Ingredients)

Used when tinctures are linked to celestial bodies or archetypes:

- ☉ Sun — gold, clarity, life force
 - ☾ Moon — silver, intuition, cycles
 - ♂ Mars — iron, courage, action
 - ♀ Venus — copper, beauty, balance
 - ☿ Mercury — transformation, mind
 - ♃ Jupiter — expansion, wisdom
 - ♄ Saturn — lead, grounding, time
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Other Sacred Icons

- □ Distillation (Retort or alembic flask)
 - □ Fermentation
 - ▲ Triangle upward — fire or masculine
 - ▼ Triangle downward — water or feminine
 - ✨ Sacred geometry — Flower of Life, hexagrams, spirals
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✅ I can now generate new

label mockups or symbols

incorporating:

- Tria Prima (Salt, Sulfur, Mercury)
- Four Elements + Quintessence
- Planetary symbols
- Sacred geometric overlays