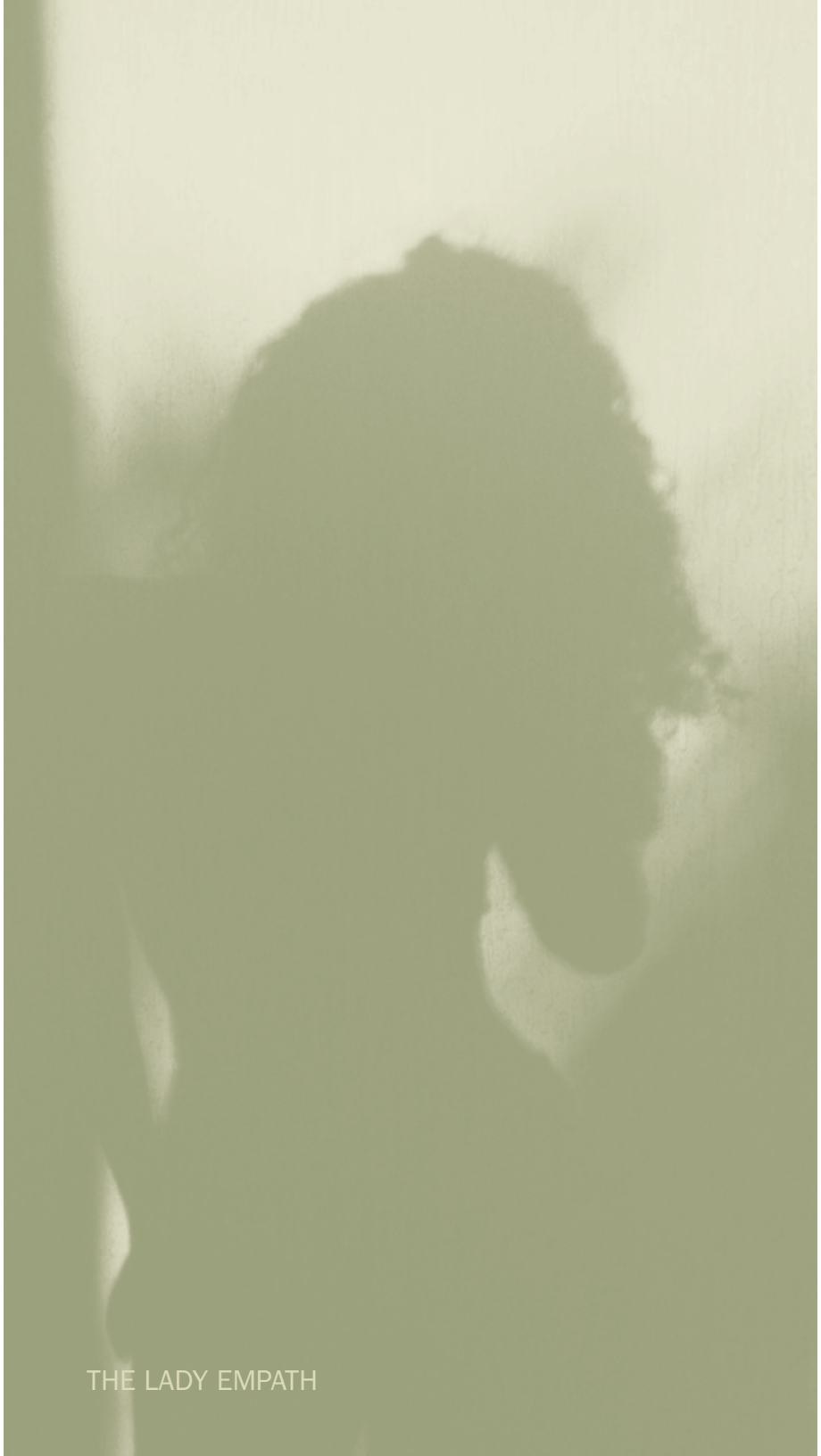


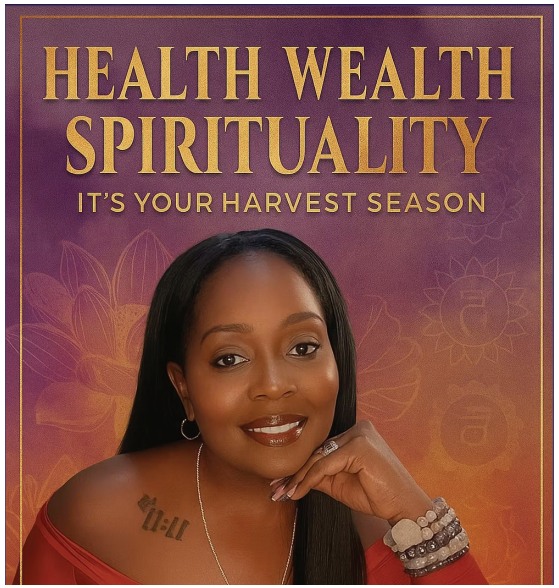
Annika Hart

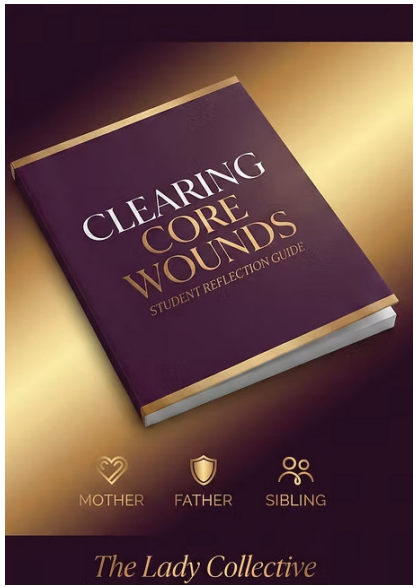
OCTOBER 2025



About

Brand marks and product design for an astrological tarot reader branching into skincare. Emphasizing cleanliness, care, and divinity.







Research

The Lady Empath 11:11 is a small owned online retailer who offers tarot readings and spiritual guidance prefers a soft and elegant approach. With the *Naked Bar Soap Co.*, this mark will be used exclusively to identify the collaboration. The visual language needs to combine minimalism and comfort to best represent both brands.

Sketches

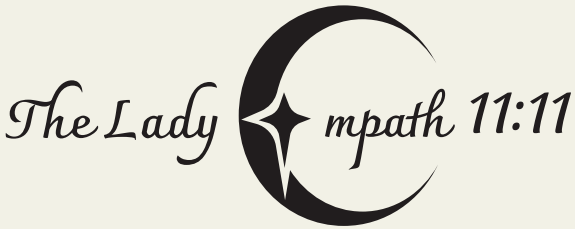

The Lady Empath
The Lady Empath 11:11
THE LADY Empath 11:11
The Lady Empath 11:11
The Lady Empath
The Lady Empath


The Lady EMPATH 11:11
The Lady Empath
THE LADY Empath 11:11
The Lady Empath 11:11

Construction



short format



long format





Applications

Products include bar soaps, pump dispensers and bottles. Various mark types are to be used dependent on the size and scale of each soap. Patterns may also be applied for smaller sample uses and packaging.

Applications










THE LADY
mpath
II:II