



Brand design

Lichtyam® is a brand created by Andreashof farm in southern Germany. Their vision is to provide health, well-being and spiritual development through their organic yam products that are produced in a holistic biodynamic way.

Workfields: Strategy, CI, branding, product design



Live, experience, and learn – Andreashof brings people into an inevitable connection with nature and with themselves. They achieve this by creating points of contact in all levels of life.

The **Lichtyam® product line**, ranging from skin care products to food and nutritional supplements, has an extensive effect on the well-being and inner human force. Through nourishment from both outside and inside, people receive the clarity and inner strength that is so important today.

The **unique location** of the farm brings people together, creates experiences, and enables immediate relaxation and recovery. The experiences of the farm with its cafe, the rose and herb garden, the butterfly house, and other highlights are mainly used by recreational guests and holidaymakers.

Culture and science come full circle. They support the spiritual as well as the inner development of the human being. The cultural and scientific program is of particular interest to people from the region who are already involved with the topics on offer.

Values and Virtues



Sustainability



Authenticity



Quality



Mindfulness



Commitment

The magic lies within

Light plays an essential role for the well-being, resilience, and mental condition of people.

The yam creates up to 12 meter high tendrils, catching the sunlight, and storing it deep underground in its bright white root.

Thousands of years ago this powerful plant was discovered and ever since it has been cultivated all over the world.



Flame | Light | Water



Ground

Tendrils

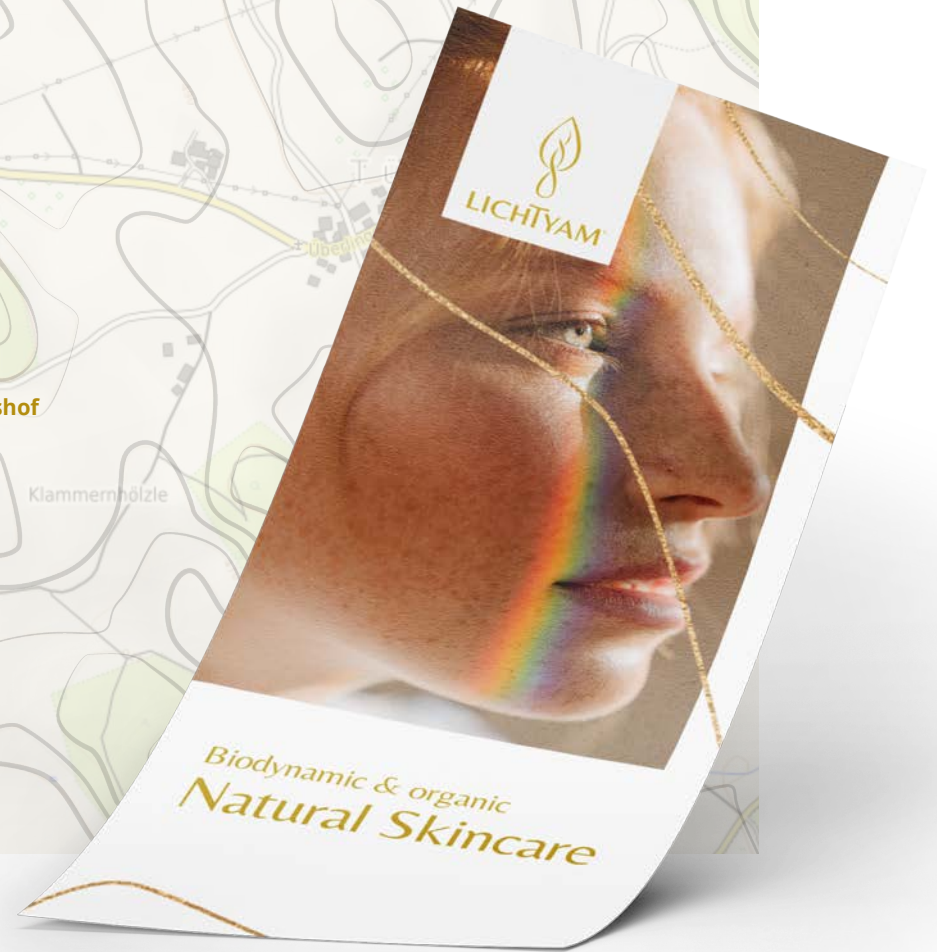
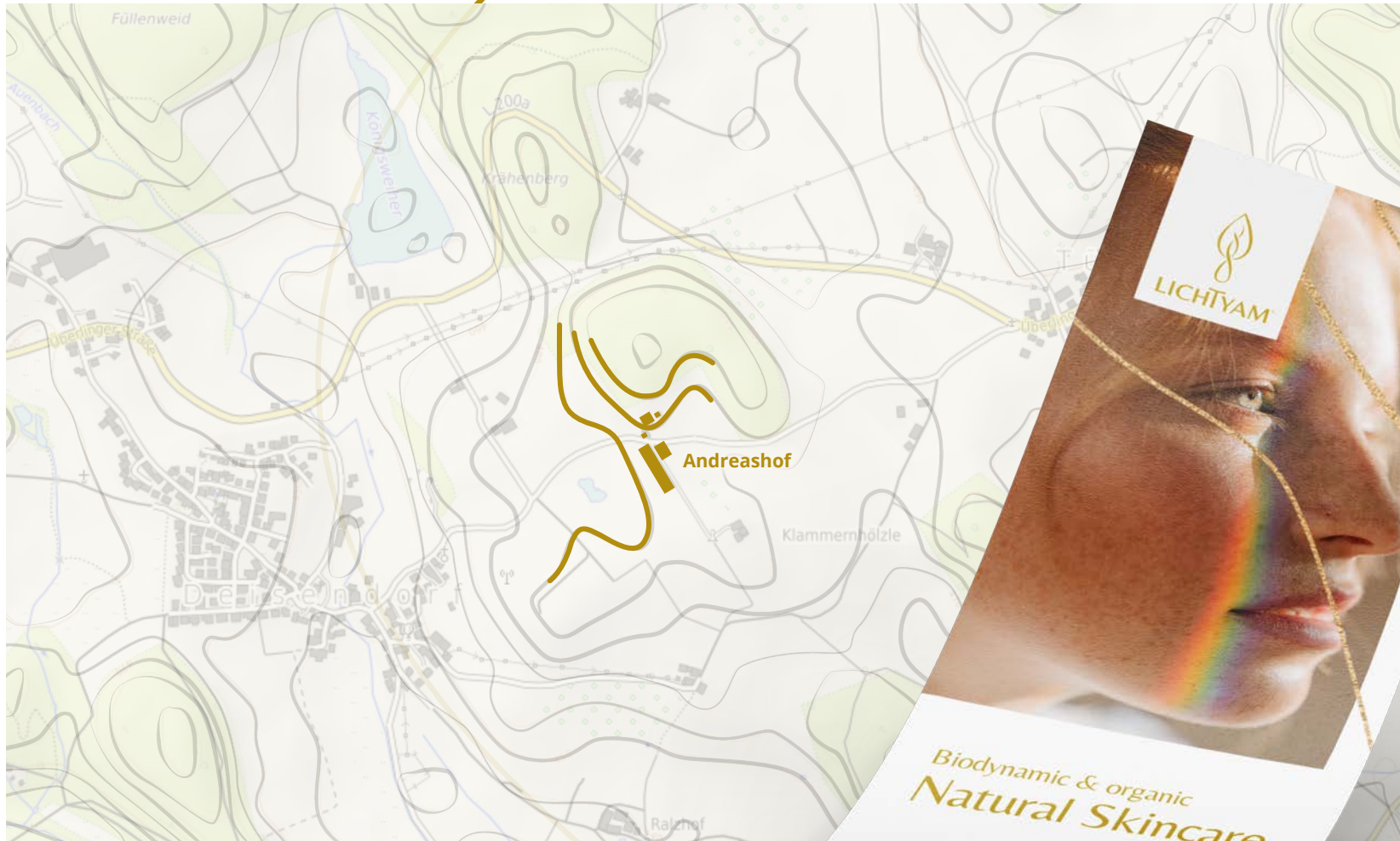


Root



LICHTYAM®

Key Visual



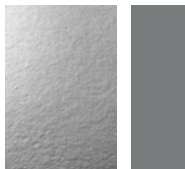
Color



Gold General, skin care
RGB 190 | 145 | 30
CMYK 10 | 30 | 90 | 25
Pantone Metallic 8642 C



Copper Food
RGB 170 | 100 | 80
CMYK 25 | 64 | 64 | 18
Pantone Metallic 8045 C



Silver Nutritional supplements
RGB 132 | 132 | 132
CMYK 0 | 0 | 0 | 60
Pantone Metallic 8421 C



Black Titles, body
RGB 0 | 0 | 0
CMYK 0 | 0 | 0 | 100



White Spacing, negative typo
RGB 255 | 255 | 255
CMYK 0 | 0 | 0 | 0



Paper Backgrounds
Texture element

natural
plant
energy

Belleza

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Lorem ipsum dolor sit amet

1234567890 ? ! ; € %

This beautiful typeface by Eduardo Tunni, with its classic proportions and high stroke contrasts, resembles the quality, dynamic, and upright nature of the Lichyam® brand.

Imagery



Challenge

Redesigning a product range of more than 50 items and all supporting marketing materials within only three months whilst ensuring consistency, high quality, and a tight brand fit.



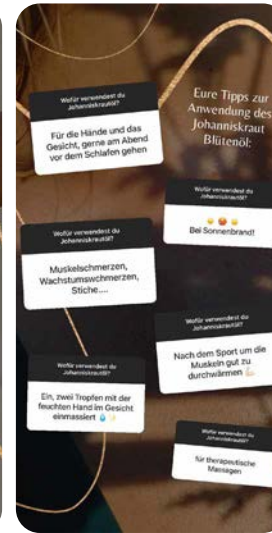
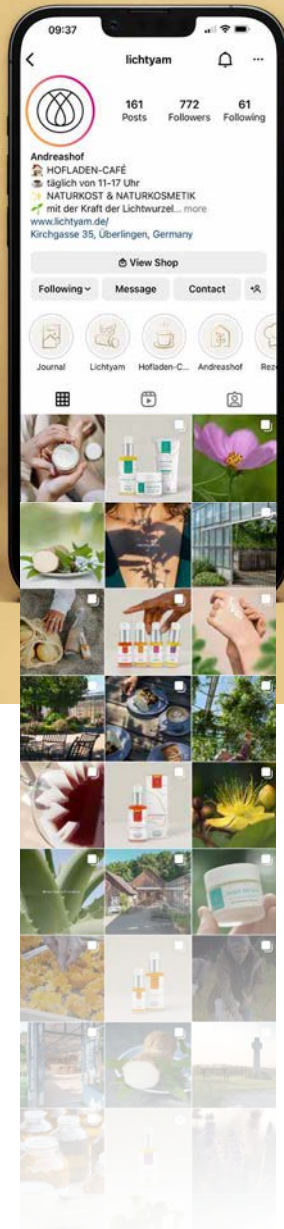
Approach

Having the brand values and goals set, we started off with a solid base. Agile project management through flexible client check-in meetings and feedback rounds enabled fast progress and delivery ahead of time.





Social Media



Meine Haut ist oft gereizt und entzündet. Kann ich das Calendula Blütenöl da verwenden?

Content Creation

Early on we established a specific tone and language for all social media channels and created an easy to use pack of design assets.

Hi, das balsamische, warme, schützende Wesen der Calendula ist wie geschaffen, um Hautreizungen zu lindern und empfindliche Haut zu pflegen. 🌻🌻 Das Lichtyam® Calendula Bio-Blütenöl ist also ideal für dich - und aktuell ist es im Lichtyam® Onlineshop sogar im Angebot! ✨

[ZUM SHOP +](#)



RISSMANN
RISSMANN



LICHTYAM®

Lebenskraft durch Licht

