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The Grounded Earth *Collection*



Thoughtfully designed social media templates
inspired by earth textures, meaningful
storytelling and beautifully cohesive branding.



Moonroot
Apothecary



The Starlit
Path



Solstice &
Stone



The Velvet
Fox

FOUR WORLDS . ENDLESS STORIES



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Welcome *to* The Quiet Magic Collection



This collection was designed to feel like more
than just a set of templates.

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templates.

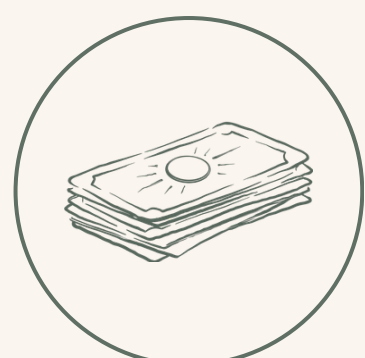
Each theme within the pack has been carefully created as its own
miniature brand world, complete with cohesive visuals, thoughtful
messaging and content designed to feel intentional, atmospheric and
beautifully connected.

Each one created to help inspire storytelling-led content for creative
and lifestyle businesses.

INSIDE THE COLLECTION, YOU'LL FIND FOUR UNIQUE THEMED BRANDS



**Moonroot
Apothecary**
“Botanical Lore”
Apothecary
branding



**The Starlit
Path**
“Quiet Arcana”
Tarot storytelling
branding



**Solstice &
Stone**
“Midnight Ritual”
Crystal business
branding



**The Velvet
Fox**
“Gilded Wonder”
Magic shop
branding

Designed to inspire thoughtful, cohesive and emotionally connected content.



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Inside the *Collection*

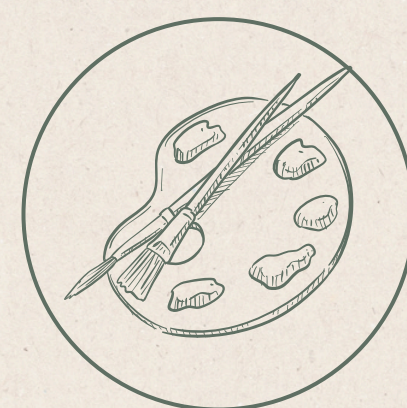


Everything you need to create thoughtful,
cohesive and storytelling-led content.



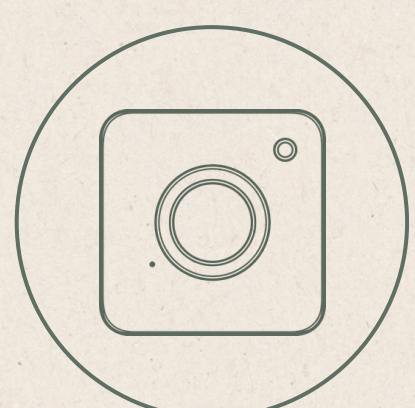
Editable Canva Templates

Fully customisable templates
designed for easy editing
and creative flexibility.



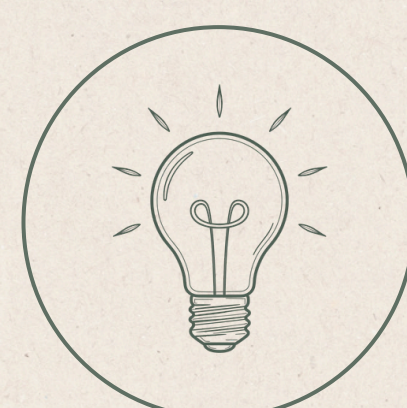
Colour Palettes & Typography

Carefully curated fonts,
colours and textures designed
to work beautifully together.



Social Media Content

Carousel posts, graphics &
storytelling-led layouts
designed to feel intentional &
cohesive.



Brand Inspiration

Four immersive themed
brands designed to inspire
storytelling-led content.



Email Marketing Templates

Beautifully designed email
templates created to
complement each miniature
brand world.



Aesthetic Guidance

Creative direction and visual
consistency tips to help your
content feel connected and
refined.

Designed for

Spiritual brands, tarot readers, crystal shops, apothecaries,
candle makers and magical small businesses wanting to create
beautifully cohesive content.



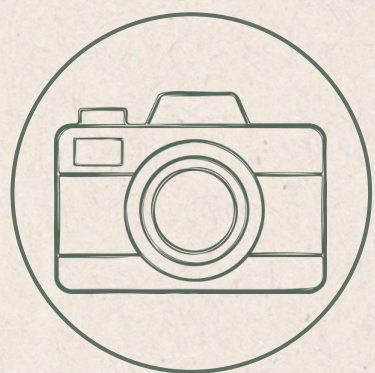


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Editing *your templates*



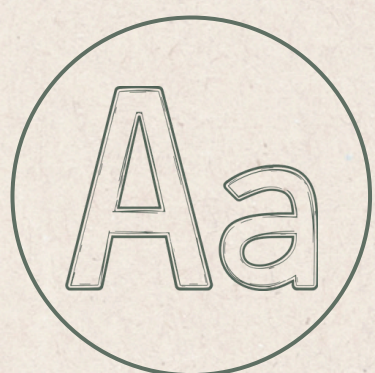
All templates included within
The Quiet Magic Collection
are fully editable in Canva.



01

Replace images

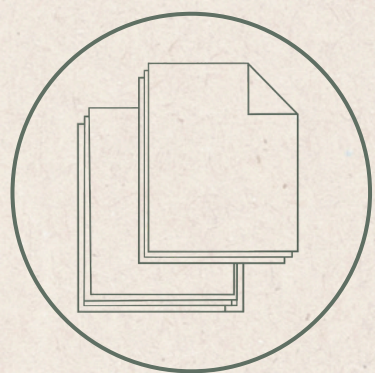
Replace images with your own photography.



02

Edit fonts & colours

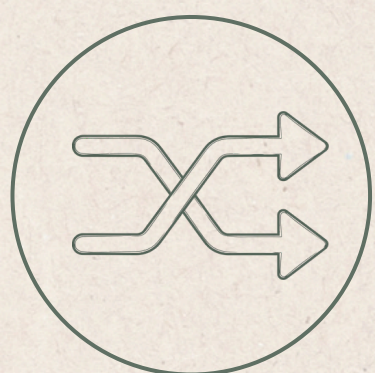
Edit fonts, colours and wording.



03

Duplicate & resize

Duplicate and resize templates.



04

Rearrange layouts

Rearrange layouts to suit your content.



05

Personalise your brand

Personalise designs to reflect your brand.

Simple & Flexible

Simply open the Canva link provided and begin customising your templates.
No advanced design experience needed



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Tips For Cohesive *Branding*



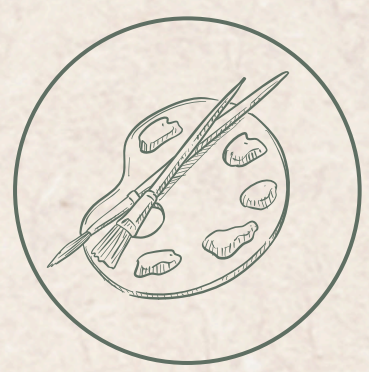
A strong visual identity is about more than matching colours.
It's about consistency, atmosphere and storytelling.

A FEW SIMPLE WAYS TO CREATE A BEAUTIFULLY
COHESIVE BRAND PRESENCE:



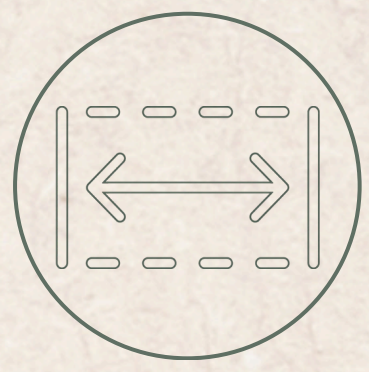
**Keep lighting and tones
visually consistent**

Consistency in lighting and tones helps your content feel connected and instantly recognisable.



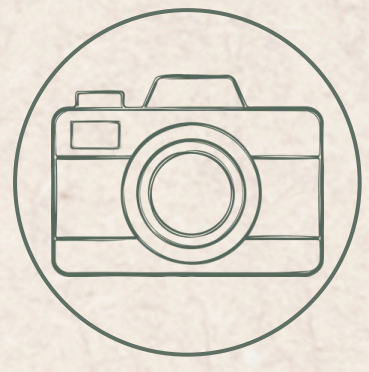
**Repeat key colours
throughout your content**

Repetition of your core colours creates harmony and strengthens your visual identity.



**Use whitespace
intentionally**

Whitespace gives your content room to breathe and makes your message feel more intentional and elevated.



**Focus on imagery that
reflects your brand
atmosphere**

Use imagery that captures the feeling and story behind your brand for a stronger emotional connection.



**Let your content feel
thoughtful, not
overcrowded**

Quality over quantity. Thoughtful content always leaves the strongest impression.

Thoughtful Branding

The strongest brands feel intentional, recognisable and emotionally connected.





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A Peek *inside*

Just a few examples from
The Quiet Magic Collection



Brand Example

THE VELVET FOX

A thoughtfully curated shop inspired by old bookshops, collected treasures and the joy of discovering something unexpected.



BRAND PERSONALITY

- Curious
- Thoughtful
- Enchanting
- Atmospheric
- Refined

TONE OF VOICE

The Velvet Fox speaks with warmth, curiosity and quiet wonder. Its voice feels knowledgeable yet welcoming, inviting customers to explore, discover and linger a little longer. Every piece of content feels thoughtful, atmospheric and rich in story.

EXAMPLE MESSAGING

DISCOVER SOMETHING BEAUTIFUL
STORIES, CURIOSITIES & MAGICAL FINDS
COLLECTED WITH WONDER IN MIND

TARGET AUDIENCE

Adults drawn to books, meaningful gifting, magical aesthetics and thoughtfully curated spaces. They value craftsmanship, storytelling and finding objects that feel special, personal and full of character.

- Enjoys Candles, crystals and atmospheric interiors
- Collects beautiful and meaningful objects
- Loves thoughtful gifting and artisan makers
- Values unique and rare pieces

VISUAL DIRECTION

Warm candlelight.
Antique books and worn pages.
Rich burgundy, fox copper and gilded brass.
Curiosity cabinets, vintage treasures and velvet textures.
Editorial-style imagery inspired by old bookshops



PLEASE NOTE

The Velvet Fox is a fictional business designed to showcase the template and inspire ideas.

IDEAL FOR

Bookshops . Crystal Shops . Gift Stores
Candle Brands . Curiosity Shops . Artisan Retailers . Magical Lifestyle Brands



The Quiet Magic Brand Kit
FOUR COHESIVE THEMES FOR YOUR BRAND

Botanical Lore

Rooted in nature, inspired by tradition

Perfect for herbalists, apothecaries, botanical makers and nature-inspired businesses wanting a brand that feels knowledgeable, grounded and rich in natural tradition.



COLOUR PALETTE

#4D5644

#A8B09B

#A9A497

#7A6653

#F4EFE6

TEXTURE



AMBER GLASS
Inspired by traditional apothecary bottles.



WEATHERED BARK
Inspired by ancient trees and woodland trails.



DAWN LIGHT
Soft light inspired by woodland mornings.

FONTS

Heading
Subheading
Accent
Body

Bellefair

EB Garamond

Amsterdam Four

Nunito Sans

Inspired by herbarium collections, field journals and apothecary labels, this typography pairing creates a brand that feels trusted, welcoming and rich in story.

DESIGNED TO WORK TOGETHER

Mix textures colours and fonts from "The Quiet Magic Brand Kit" to create a brand that feels cohesive, natural and uniquely you.

“Gilded Wonder” brand example

The “Botanical Lore” brand theme

MORE THAN JUST TEMPLATES

Each brand world includes its own carefully curated aesthetic guide, helping you explore colours, typography, imagery and visual direction before you even begin creating content.

Designed to inspire rather than restrict, these guides are there to help you build a brand that feels cohesive, intentional and uniquely yours.

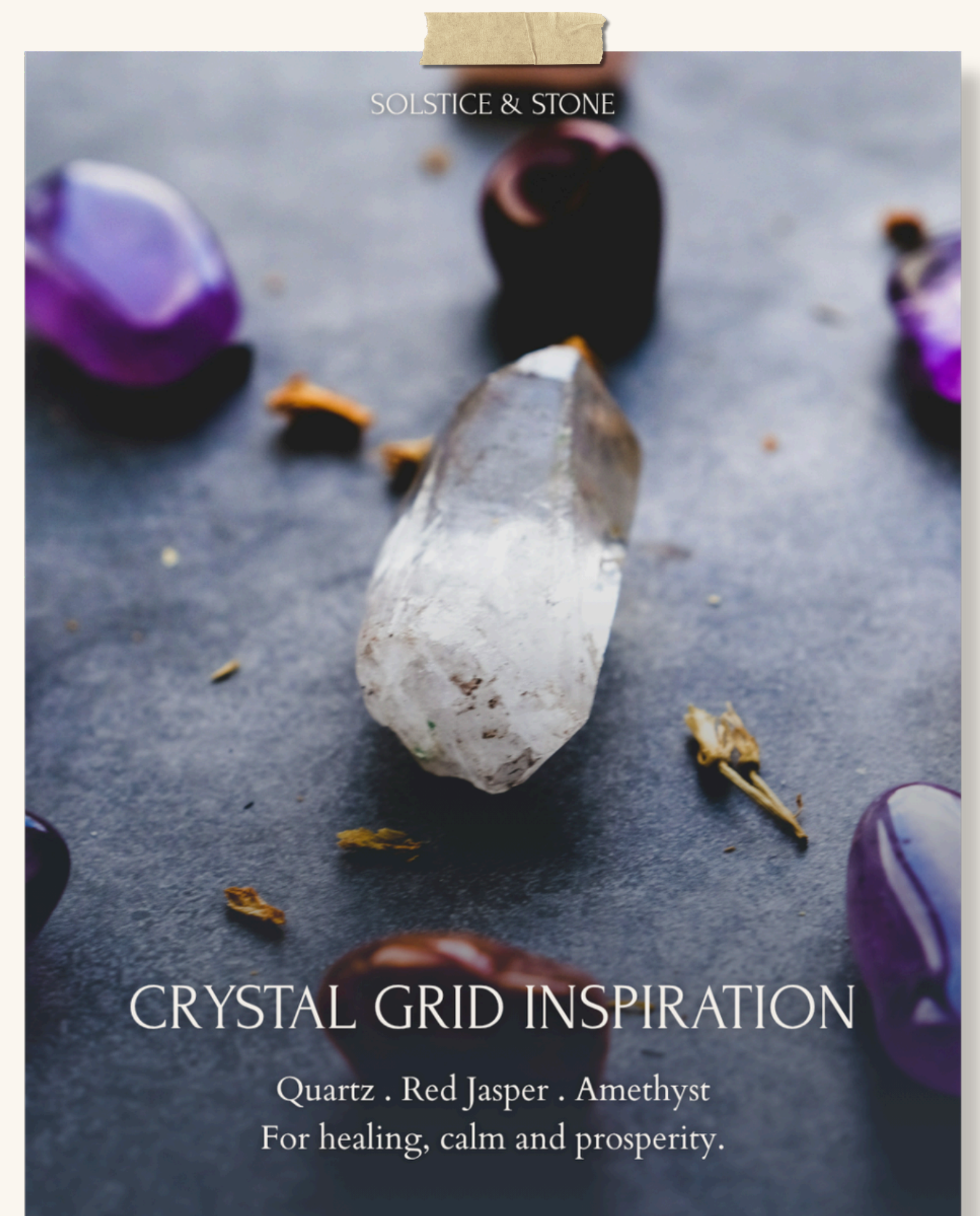
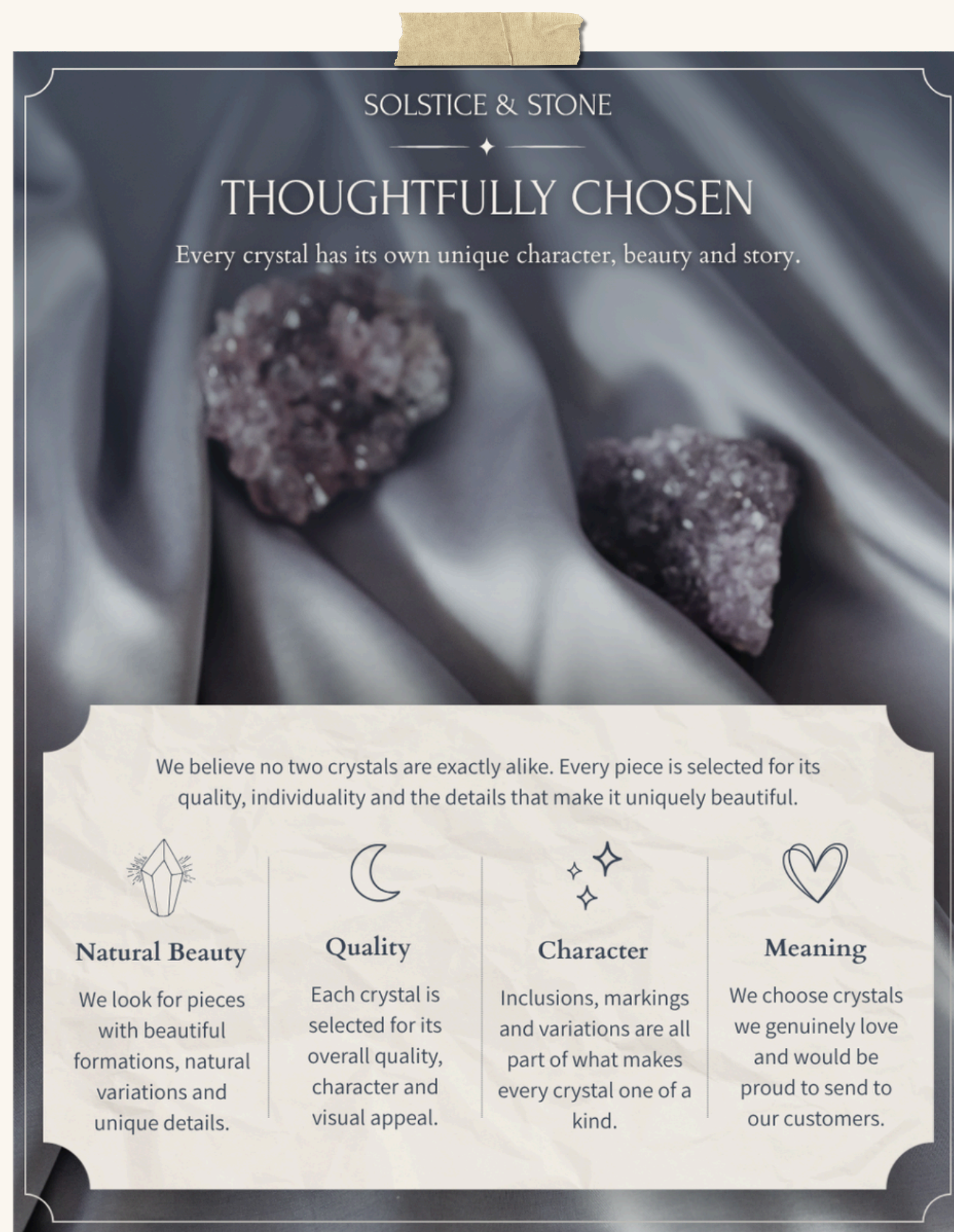




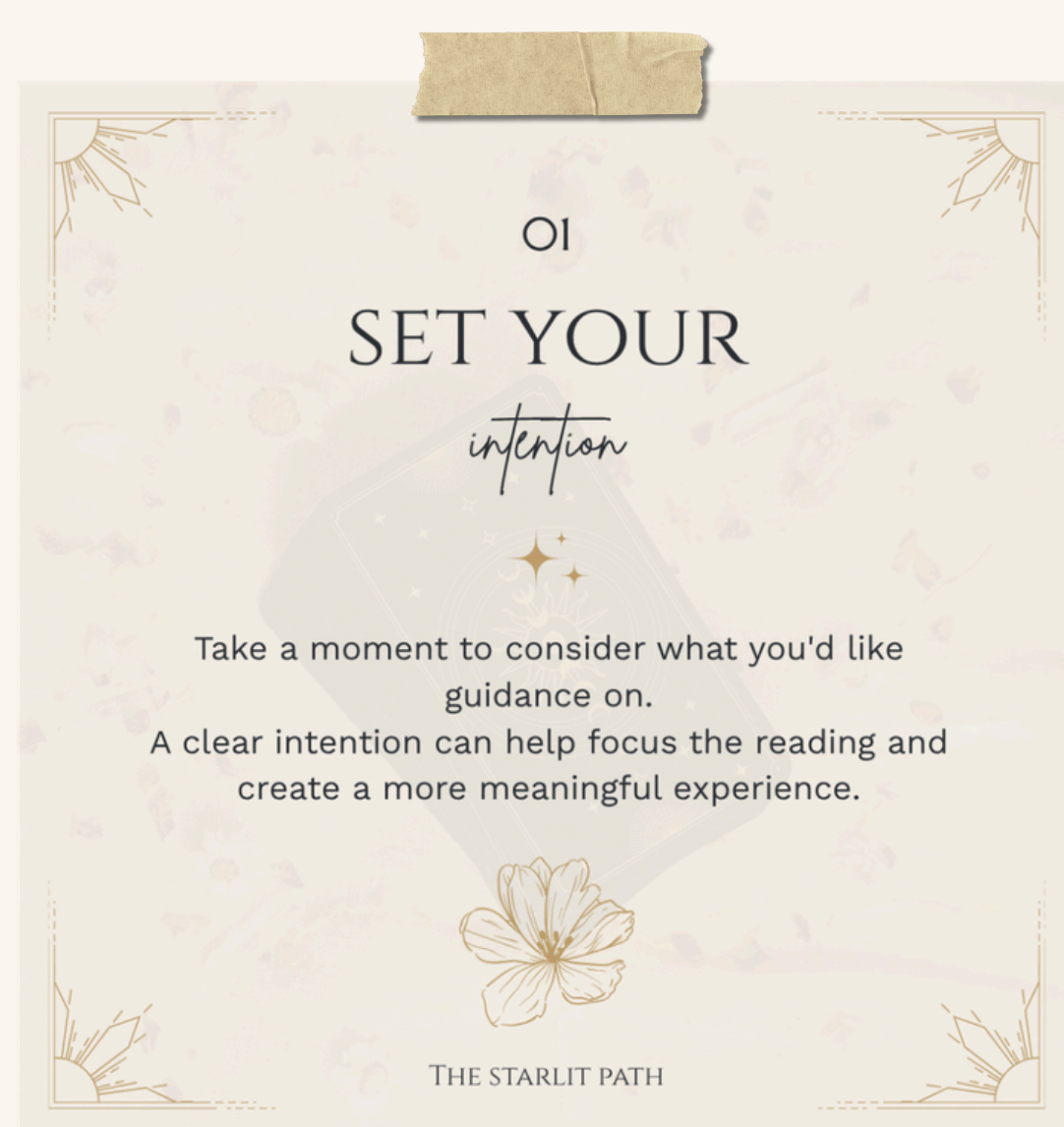
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A Peek *inside*

Just a few examples from The Quiet Magic Collection



Social media examples from the “Midnight Ritual” theme



Carosel example from the “Quiet Arcana” theme

The brand worlds featured throughout this collection have been created as examples of how the templates, palettes and creative direction can work together in practice. They are intended to inspire possibilities and help you visualise how the collection could work for your own business.

Feel free to adapt and experiment. A palette created with a crystal shop in mind could work just as beautifully for a tarot reader, apothecary or candle brand. Use these guides as a starting point, then shape them into something that feels entirely your own.



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Perfect
for



Designed for spiritual businesses wanting thoughtful,
atmospheric and cohesive branding.



Tarot
Readers

Crystal
Shops

Apothecaries

Spiritual
Brands

Candle
Makers

Mystical
Makers

Magical
Businesses

Small
Businesses



Terms of Use

You may

- Edit and customise the templates for your own business or client projects
- Use the designs across your social media and marketing content
- Personalise the templates to reflect your own brand
- Duplicate and adapt layouts to suit your content needs

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- Share download links publicly
- Claim the original designs as your own
- Use the templates to create competing digital template products

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THANK YOU FOR SUPPORTING INDEPENDENT CREATIVE WORK

Happy creating

