

01 BRANDING DECK · CONCEPT STUDY

# rasa

*Feel is a language.*

A DESIGN OBJECT FOR PRIVATE PLEASURE · ADULT AUDIENCE

Strategized & Crafted by New Creative Design →

# A pleasure object, *designed like jewellery.*

Rasa is Sanskrit for essence, juice, aesthetic emotion.  
The object is made, lit and packaged the way a small  
piece of fine jewellery would be: a thing to keep, not to  
hide.

## The tone

Warm, bold, unembarrassed, adult. Sensual by implication  
only.

## The language

Texture, silk, fruit, light. Skin as landscape.

## The stance

Mine. Not for sharing.



### 03 THE PRODUCT

# A museum of *private things.*

An ember-red pebble on travertine, a halved fig, a silk ribbon, velvet and a single raking light. A design object lit like art.

04 IN LIFE

# Tuesday, 9:40 p.m. *Mine.*

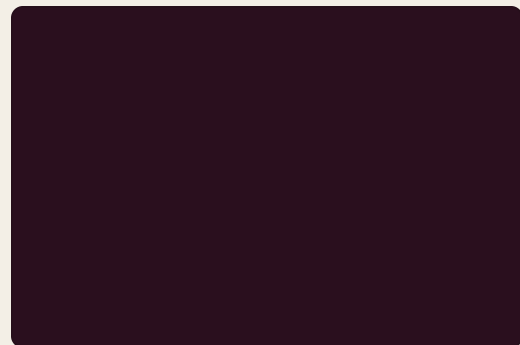
A silk robe, a glass of wine, a lamp, a fig. The object rests in an open palm, with nothing to explain and no one to explain it to.



# Ember, plum and *a little gold.*



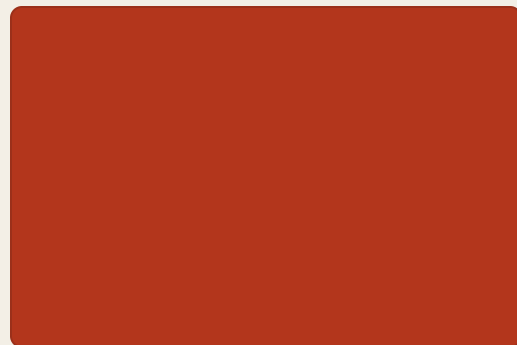
Typical share of a layout. Gold is a jewel, never a field.



## Deep plum

#2A0F1E

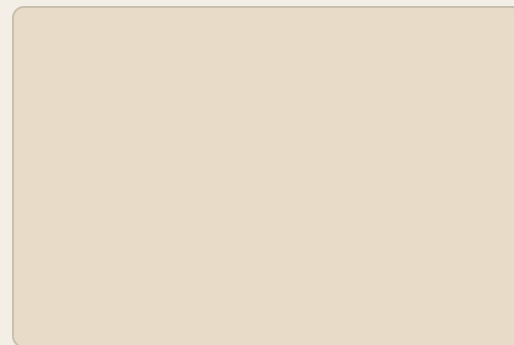
Velvet and evening. Backgrounds.



## Ember red

#B3361C

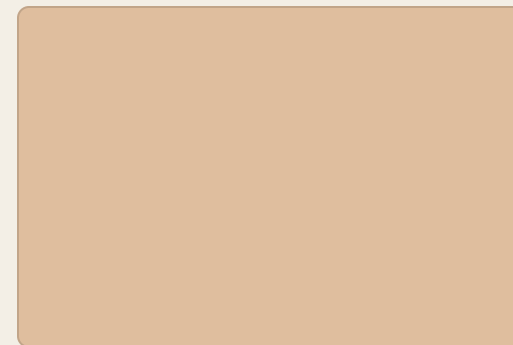
The object. The one hot colour.



## Bone

#E8DCC8

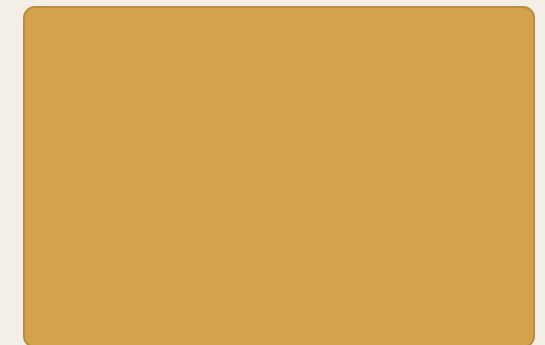
Paper, plinth, quiet space.



## Champagne

#DFBE9E

Silk and skin tones in light.



## Polished gold

#D4A24C

The thin ring and the details.

**A warm serif for the mark,** *a reading serif for the rest.*

WORDMARK AND DISPLAY

rasa

**Fraunces · Light, optical size 144, soft**

Open Font License. A high-contrast, softly cut serif. The wordmark is lowercase.

BODY

Aa

**Newsreader · Regular and Italic**

Open Font License. Body copy, captions and the first-person lines.

Not for sharing. Written in the first person, set like a good paperback.

**Warm, bold, unembarrassed, adult.** *First person.*

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Mine.

VOICE LINE

Warm

Bold

Unembarrassed

Adult

First person

Never explicit

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Tuesday, 9:40 p.m.

VOICE LINE

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Not for sharing.

VOICE LINE

# A pebble that is *made like fine goods.*

|          |                                                         |        |                                                                         |
|----------|---------------------------------------------------------|--------|-------------------------------------------------------------------------|
| Body     | Platinum-cured, body-safe silicone over a weighted core | Water  | IPX7                                                                    |
| Charging | Magnetic                                                | Motor  | Under 45 dB                                                             |
| Control  | One tactile dial. No app required.                      | Scores | Vibration patterns named like music: Slow Burn, Monsoon, Static, Encore |
| Privacy  | Scores stored on the device only                        | Case   | A leather clutch                                                        |
| Shipping | Discreet packaging, plain-label shipping                |        |                                                                         |

Fictional specification for a concept study. No product exists.

# Five colourways, *one initial on the base.*

|             |                           |           |                                     |
|-------------|---------------------------|-----------|-------------------------------------|
| Ember       | The signature. Ember red. | Saffron   | Warm and bright.                    |
| Plum        | Deep and quiet.           | Bone      | Soft and pale.                      |
| Gold-dipped | Limited edition.          | Engraving | Your initial, engraved on the base. |

# Feel is a language.

Concept study, AI-assisted imagery. Not a client project.

For adult audiences. Sensual by implication only.

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