



RUSTLE

# CONCEPT

---

Rustle is a soothing ASMR sound app designed to reconnect people with the gentle whispers of nature. Focused on relaxation, mindfulness, and sensory calm, Rustle offers a curated collection of natural soundscapes — from rustling leaves and soft rain to distant waves and quiet winds — crafted to ease stress and enhance focus.

The project's goal was to position Rustle as a serene digital sanctuary — a place where sound breathes and silence speaks. The brand identity reflects this balance through an elegant green-on-black design: fluid, leaf-like shapes symbolize the organic flow of sound, while the minimal typography reinforces clarity and peace.

Every visual element conveys the essence of the name — Rustle — the soft movement of life itself.



It unites the forms of a sound wave and leaves, symbolizing the harmony between sound and nature. Flowing green lines convey calm movement — the gentle rustle of life — while the dark background evokes immersion and tranquility.

#009a46

#232323

#f7f7f7

# Marcellus

---

This font unites the forms of a sound wave and leaves, symbolizing the harmony between sound and nature. Flowing green lines convey calm movement — the gentle rustle of life — while the dark background evokes immersion and tranquility.



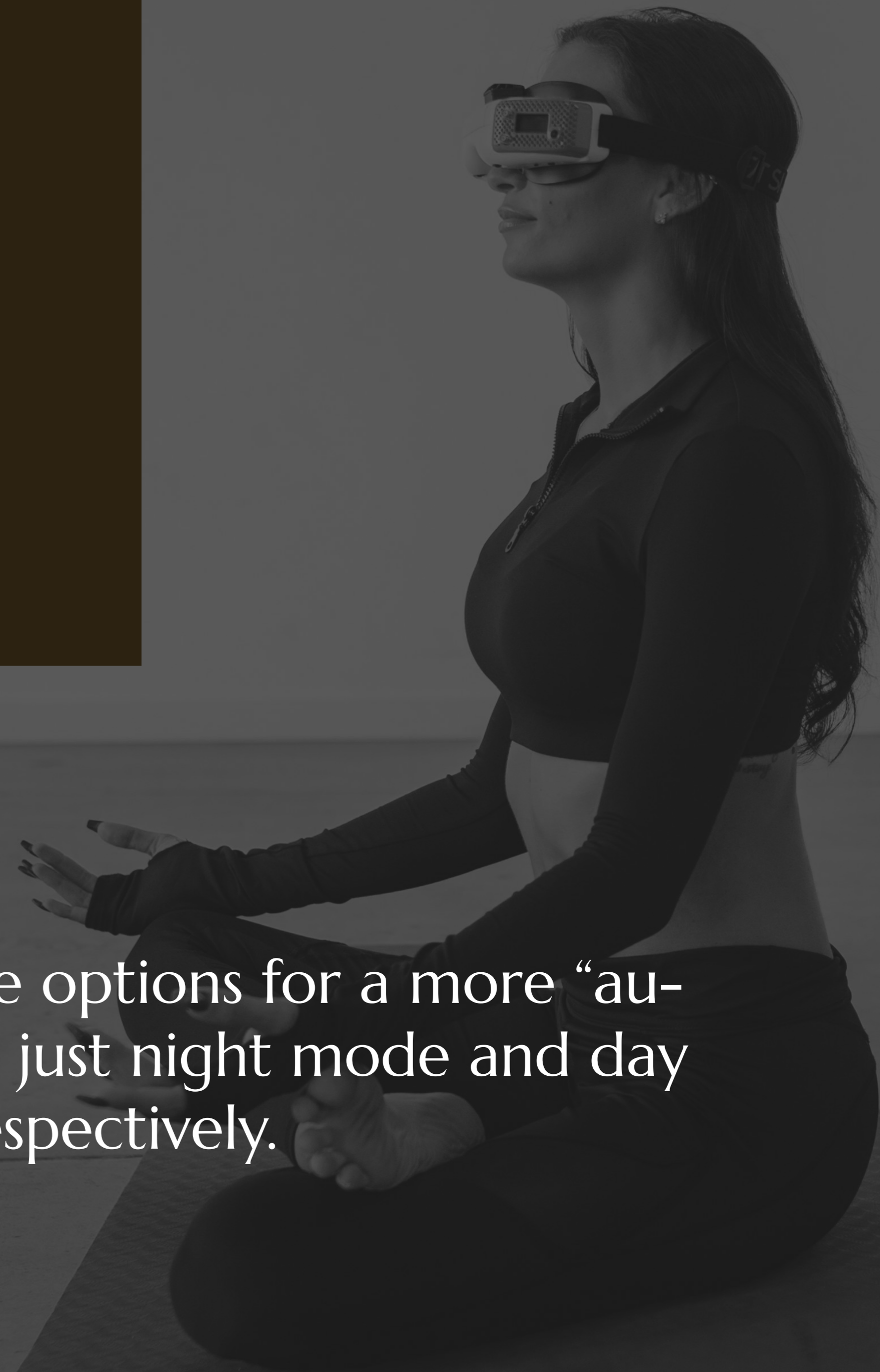
RUSTLE



RUSTLE



RUSTLE



There are options for a more “autumn” or just night mode and day mode, respectively.



*Rustle*  
RUSTLE





