

BRAND IDENTITY BOOK

LUUX CARE



LUUX CARE

business vision

Enable European women to achieve greater balance & inner strength in seasons of change, by creating simple yet powerful routines relying on nature's wisdom.





MOODBOARD

Plus d'images : <https://unsplash.com/collections/3951346/luux>

LUUX CARE

brand features

NATURE WISDOM

INNER STRENGTH

SELF-CARE

POWER

SELF-CONFIDENCE

BEAUTY FROM WITHIN

RITUALS

RELIABILITY

FRENCH ELEGANCE

TECHNICALITY

LIGHT

COLOR PALETTE

Primary

#DAC5A2

RGB

R 218

G 197

B 162

Main color of your brand. Your logo should primarily use this color

Secondary

#620E00

RGB

R 98

G 14

B 0

If you need another color to complete the primary color

Accent

#F23E06

RGB

R 242

G 62

B 6

Used for your titles and buttons, to catch the attention

Text

#333333

RGB

R 51

G 51

B 51

Used for all your texts

TYPOGRAPHIES

Comfortaa

LOREM IPSUM DOLOR SIT AMET
CONSECTETUR ADIPISCING ELIT

Curabitur urna turpis, imperdiet ac vehicula vitae, aliquam et urna. Donec facilisis dolor ac tincidunt porttitor. Proin non placerat purus, in molestie urna. Nunc pretium, eros id commodo consectetur, urna ante porttitor turpis, ac accumsan ligula erat dignissim erat. Aliquam consectetur, felis a aliquet pellentesque, urna lectus vestibulum sapien, sed blandit diam mauris eu urna. Proin felis sem, elementum non ante sit amet, posuere volutpat nunc. Nullam id elit nisi. Praesent facilisis mattis erat ut dapibus. Vestibulum ullamcorper euismod lorem et fermentum. In posuere suscipit est, at efficitur sapien. Aenean magna enim, elementum at magna sit amet, accumsan rhoncus erat. Nullam ut magna eget justo pulvinar volutpat.

LOGO

principal



LOGO

déclinaison



LOGO

déclinaison



LOGO

brandmark



LOGO

minimum size of use

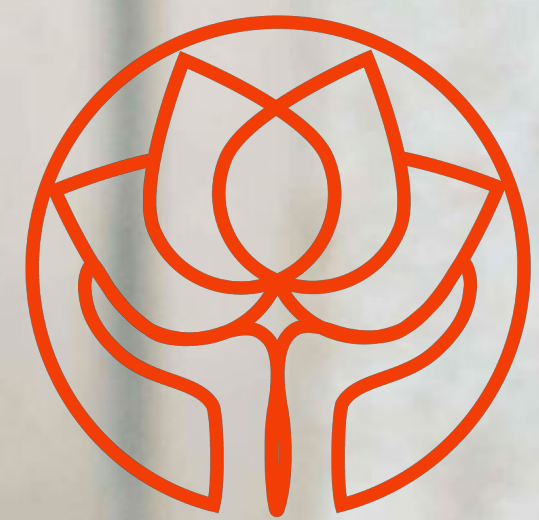






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care





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For further information:

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