



BRAND MANUAL

Table of contents

2	Introduction	13	Color Pallet
	Luxia Mission		Logo Colors
	Product Purpose & Personality		Additional Colors
6	The Logo	16	Typography
	Full Logo		Titles
	Logo		Subtitles & Body text
	Logo usage on backgrounds	19	Imagery
	Logo Don'ts	21	Applications
	Logo Do's		Products
	Logo Offset		Merchandise
			Social Media

01

Introduction

Confidence through
results

Luxia Mission

Our mission

To empower people of all ages to feel confident and fresh in their skin by delivering results.

We achieve our mission through



We partner with experts and our clients to create personalized solutions



We are driven to remain at the forefront of the skincare industry



We aim to nurture your skin and the planet through climate conscious business practices

Product Purpose & Personality

Luxia was founded
based on our

Product

A **personalized skin care routine**, beginning with skin assessment. Our associate helps you select products, provides samples for you to test at home, and sends a reminder for reordering or reassessment

Purpose

To provide **high quality effective personalized skincare** products

Personality

Youthful, Genuine, Supportive and Refreshing

02

The Logo

Full Logo

The full logo includes the Luxia word mark

The capital L creates a stem for the left leaf nodding the to spa like experience customers have at Luxia.



Logo

The leaves convey freshness, and sustainable practices.

Additionally, the leaves form a heart highlighting the supportive and genuine nature of the brand.

Finally the right leaf has a hidden “L”, a nod to the brand name Luxia.



Logo usage on backgrounds

Only use the logo on approved brand colors



Primary background color

LOGO COLORS



SECONDARY COLORS



Logo Don'ts

This outlines what not to do when altering the Luxia logo.



Do not stretch the logo



Do not change the logo color



Luxia

Do not change the spacing between the logo and the brand name



Luxia

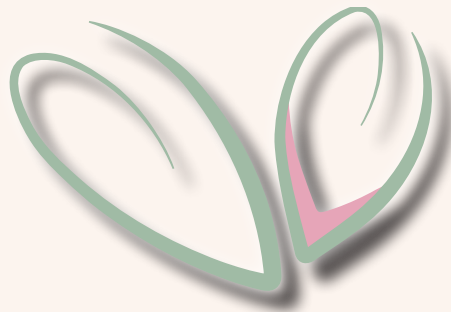
Do not change the font



Do not crop the logo



Do not add any patterns or illustrations to the logo



Do not add any effects to the logo



Do not change the placement of the leaves



Do not add anything inside the logo

Logo Do's

This outlines alterations that are allowed for the logo.



Do keep the original logo colors



Do rotate the symbol (without the text) by only 25 degrees



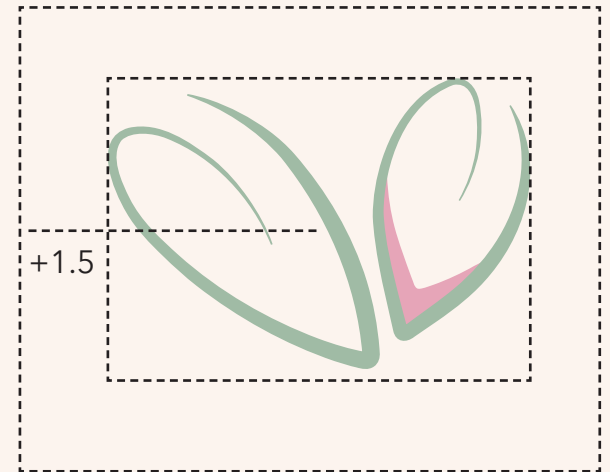
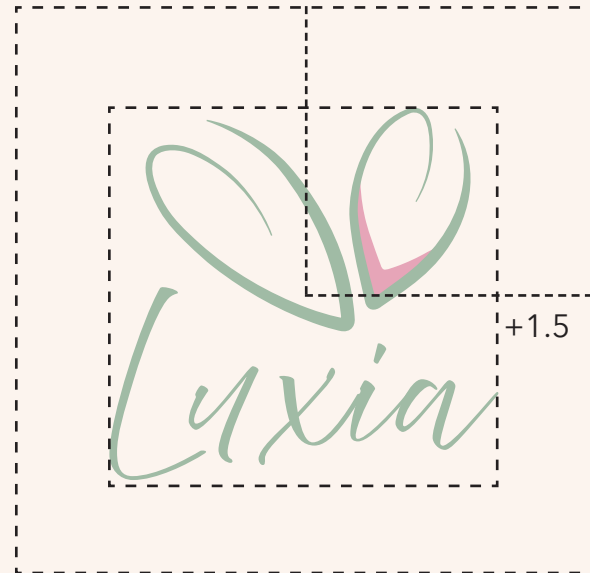
Do use a black and white logo when higher contrast is needed



Do use the black and white logo at thumbnail size

Logo Offset

The offset of Luxia's logo can be measured 1.5 inches from the center of the logo.



03

Color Palette

Luxia Logo Colors

The sage green of the logo symbolizes sincerity, harmony and freshness.

The pink highlights the youthfulness of the brand.



HEX

#e6a5b8

RGB

230 165 184

CMYK

0% 28% 20% 10%

HSL

342 57% 77%

HEX

#a0bba5

RGB

160 187 165

CMYK

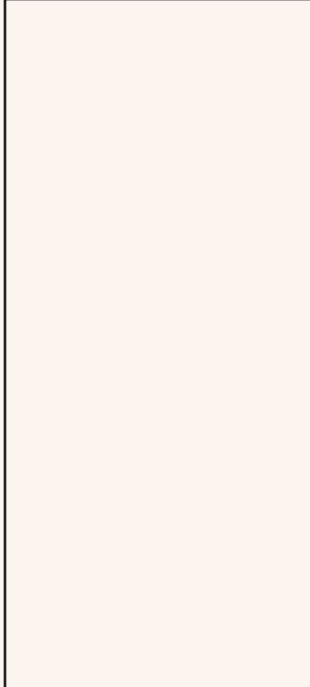
14% 0% 12% 27%

HSL

131 17% 68%

Additional Brand Colors

These colors are also support the overall personality of the brand with a calming blue, delicate pink, luxurious purple and a welcoming off white.

			
HEX #fcf4ee	HEX #54648c	HEX #f6dfe6	HEX #380525
RGB 252 244 238	RGB 84 100 140	RGB 246 223 230	RGB 56 5 37
CMYK 0% 3% 6% 1%	CMYK 40% 29% 0% 45%	CMYK 0% 9% 7% 4%	CMYK 0% 91% 34% 78%
HSL 26 70% 96%	HSL 223 25% 44%	HSL 342 56% 92%	HSL 322 84% 12%

04

Typography

Titles

Luxia's type, above the beyond script, has a hand written calligraphy look conveying the genuine and supportive nature of the brand.

Aa

Above the Beyond Script

ABCEDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&**()

Subtitles & Body text

Avenir Next Cyr is Luxia's secondary type because of its clear legibility, versatility and clean look.

Aa

Avenir Next Cyr

Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&^&*()

Aa

Avenir Next Cyr

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&^&*()

Aa

Avenir Next Cyr

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&^&*()

05

Imagery



*Confidence
through
results*



Luxia



06

Application

Products



Merchandise



Social Media





Thank you for helping to
spread Luxia's
mission