



LUX

LASER &
AESTHETICS



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BRAND GUIDELINE

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INTRODUCTION

The following document has been designed as a guideline for the Lux Laser & Aesthetics visual and branding identity. It is essential for all persons involved to follow these brand guides strictly to maintain consistency.

The Lux Laser & Aesthetics logo must not be traced, redrawn, typeset or modified in any form by manual or electronic methods. The relationship between the monogram logo and logotype must not be altered in any way.

If you need any advice or help to clarify the branding guidelines, please contact White Key Marketing at 1300 577 419.



KEY WORDS

Opulent

Elegant

Professional

Inclusive

Classy

Luxury

Results-driven

High-end

Tranquility

Purity

Quality

Bespoke

Expert

Trustworthy

Confidence



MOODBOARD & KEY WORDS

BRAND IDENTITY

A collection of valuable design assets that come together to inform your clients about who you are, what you do and what you stand for.

PRIMARY LOGO



A contemporary logomark designed to be simple, classy yet professional. The primary logo is a stacked design, and may be used against a white or light background, or inverse on a dark background.



LOGO VARIATION



A horizontal design derived from the original primary logo. This variation may be used against a white or light background, or inverse on a dark background.

BRAND MARK



A simplified design derived from the original primary logo. This variation may be used against a white or light background, or inverse on a dark background, as shown.

The star must always be completely visible against the background.



LOGO PRINCIPLES

Clearspace around the logo allows for it to stand apart from other images, text and page edges. This enhances legibility and balance. Always surround logo with clearspace, as shown in the diagram.

Do not place any other elements within the clearspace zone specified.

Clearspace



Minimum Space



Print: 45 mm W
Digital: 128 px W



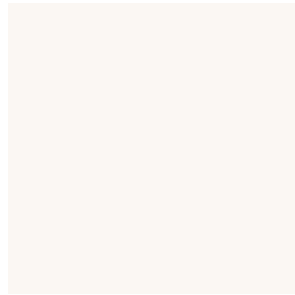
Print: 25 mm W
Digital: 71 px W

COLOUR PALETTE

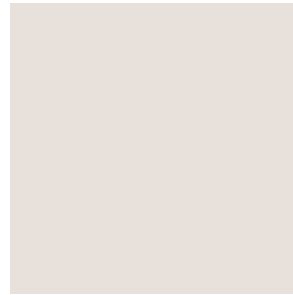
Colours set the mood for brand expression. This colour palette draws inspiration from the skin. The neutral tones convey tranquility and composure.

To achieve the highest impact with your colours, make sure to integrate this palette across all marketing outlets.

PRIMARY
COLOURS



RGB 251 246 243
CMYK 1 2 3 0
#fbf6f3



RGB 232 224 218
CMYK 8 9 11 0
#e8e0da



RGB 209 194 180
CMYK 18 21 27 0
#d1c2b4



RGB 0 0 0
CMYK 0 0 0 100
#000000

SECONDARY
COLOURS



RGB 245 220 191
CMYK 3 13 25 0
#f5dcbf



RGB 197 155 109
CMYK 23 39 63 1
#c59b6d



RGB 128 108 90
CMYK 46 51 63 19
#806c5a

TYPOGRAPHY

Typography serves many purposes in design. Not only does it promote legibility, it also helps communicate the messaging, tone and sentiment of a brand.

The typography chosen for your brand uses two font families. It is important to follow the guide for typographic hierarchy to ensure consistency within your branding.

Acumin Pro Semibold
Abcdefghijklmnopqrstuvwxyz
1234567890

Acumin Pro Light
Abcdefghijklmnopqrstuvwxyz
1234567890

Acumin Pro Light Italic
Abcdefghijklmnopqrstuvwxyz
1234567890

Orpheus Pro Medium
Abcdefghijklmnopqrstuvwxyz
1234567890

Orpheus Pro Regular
Abcdefghijklmnopqrstuvwxyz
1234567890

Orpheus Pro Italic
Abcdefghijklmnopqrstuvwxyz
1234567890

Headlines

Orpheus Pro Medium

Title Case

Tracking: Metrics 0

Body Copy

Acumin Pro Light

Sentence case

Tracking: Metrics 0

Subheaders

Orpheus Pro Regular

Title Case

Tracking Metrics 0

Call to Action

Acumin Pro Light

Sentence case

Tracking: Metrics 0

Headlines

Lux Laser & Aesthetics

Body Copy

Accum reptatia doluptat doloreribea vendi consedis aut ut plictemquiam consed quiat pliquist enimagn im. Officid ma simforeiur? Cillaut aut estionseque volupta quas expereptates essi offic temporibus, ut qui dis repratiusam sit acepers.

Subheaders

Contact Us

CTA

luxlaserandaesthetics.com.au

PATTERN & ICONOGRAPHY

Secondary design elements that are used to help make up and strengthen your brand identity.

BRAND PATTERN

The brand patterns have been designed to complement the brand and further extend its visual language. These patterns can be used on a range of marketing collateral, such as wrapping paper or business cards. They can also be used throughout your social media and on your website.



ICONS

These icons are derived from existing elements of your brand, and can be used to strengthen and enhance your visual identity. Colours can be paired using the colours of the palette.

Now taking bookings!



Head to the link in our bio or
call 02 6583 7047

Now taking bookings!

Head to the link in our bio or call
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BRAND APPLICATION

A representation of how your brand may look on different mediums of marketing collateral.



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This brand guideline was prepared by White Key Marketing. Should you have any queries regarding this guide, contact us at 1300 577 419 or team@whitekeymarketing.com.au

