



Brand *Guidelines*

luxuriousbeautyboutique.co.uk

January 2026

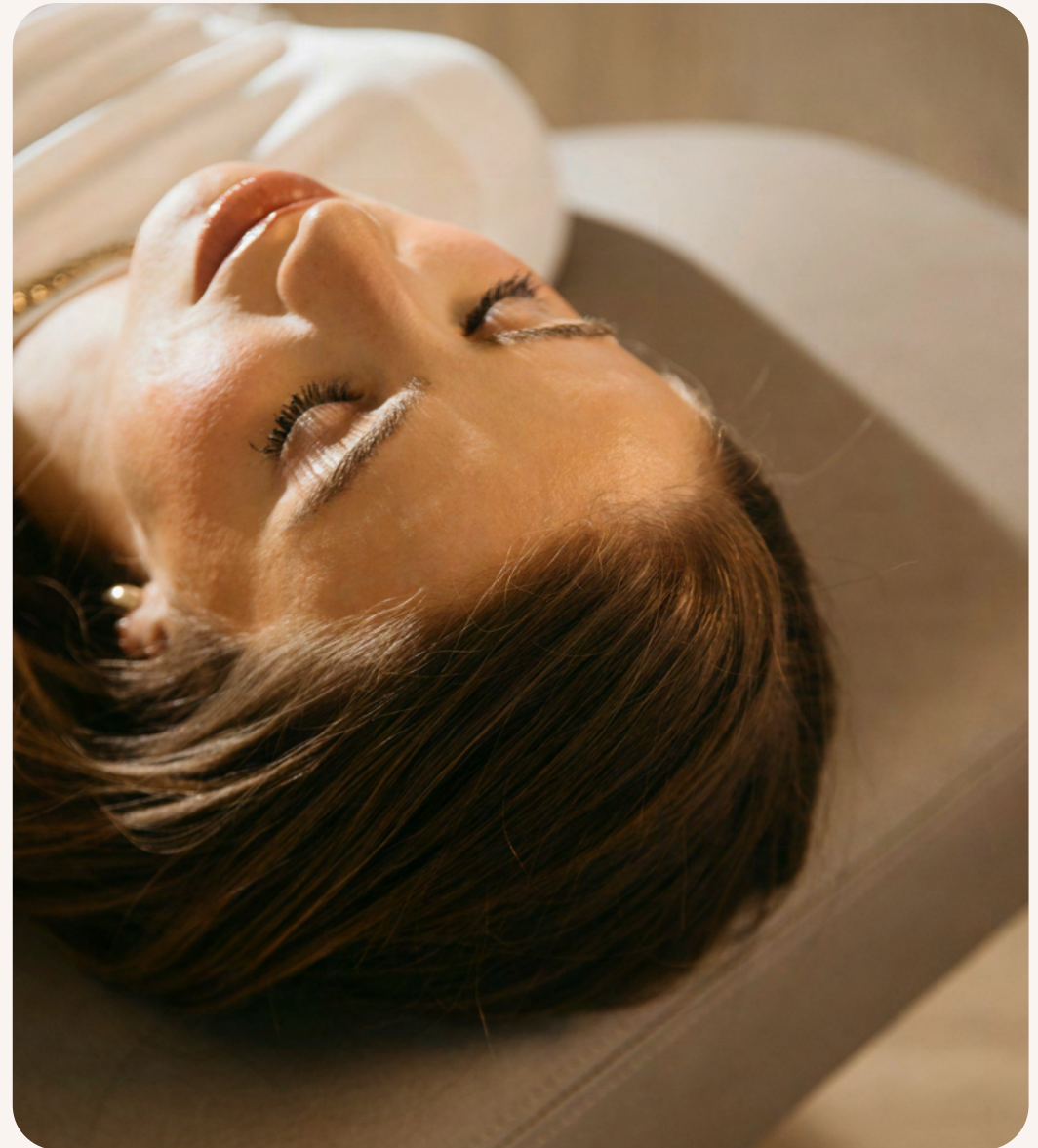
- Introduction

About Company

Luxurious Beauty Boutique Laser & Skin Aesthetics Clinic is a premium destination for advanced beauty and aesthetic treatments. We specialise in non-invasive, results-driven procedures designed to enhance natural beauty, confidence, and wellbeing.

Our services include Plasma Pen soft-surgery skin lifting, Soprano Platinum pain-free laser hair removal, tattoo removal, scar reduction, semi-permanent makeup, Russian volume eyelash extensions, and advanced medical-grade skincare using Environ and ZO® Skin Health by Dr. Zein Obagi.

As a Soprano-approved clinic working with technology distributed by ABC Lasers, the UK partner of global aesthetic innovator Alma, we are committed to the highest standards of safety, innovation, and excellence.



The Logo & Guidelines.

- The Logo

Logo Primary

The Primary Logo is the core visual representation of **Luxurious Beauty Boutique** and should be used whenever possible to ensure strong and consistent brand recognition. It combines the refined wordmark with the distinctive monogram symbol, creating a balanced expression of elegance, professionalism, and modern luxury.

The logo reflects the brand's commitment to advanced aesthetics, precision, and high-end beauty experiences. Its clean structure and sophisticated typography ensure clarity across both digital and print applications, while maintaining a premium and timeless presence.



- The Logo

Logo Secondary

The Secondary Logo is a simplified wordmark version of the **Luxurious Beauty Boutique** identity, designed for applications where clarity, flexibility, or space constraints require a more minimal approach. This version features the brand name in text form only, without the monogram symbol.

The wordmark maintains the brand's refined typography and elegant proportions, ensuring consistency with the Primary Logo while offering greater versatility across digital and print formats.

It is particularly suitable for smaller-scale applications, directional layouts, social media assets, editorial placements, and supporting brand materials.

LUXURIOUS
BEAUTY BOUTIQUE

- The Logo

Logomark

The Logomark is the standalone monogram of **Luxurious Beauty Boutique** and represents the brand in its most distilled and iconic form. Designed to be instantly recognisable, the monogram captures the essence of elegance, refinement, and modern luxury.

This mark is intended for use in compact or high-impact applications where the full logo is not required. It is ideal for social media avatars, favicons, stamps, packaging details, watermarks, uniforms, and branded accessories.

The Logomark may be used independently or in support of the Primary Logo, but it should never replace them in formal or large-scale applications.



- The Logo

Logo Primary Color Usage

The Primary Logo may be applied across a range of approved brand colors to ensure flexibility while maintaining a consistent and recognisable identity. Each color variation has been carefully selected to reflect the brand's refined, luxurious, and modern aesthetic.

The logo should always maintain strong contrast against its background to ensure clarity and legibility. Light and dark applications are equally valid when used within the approved brand color palette.



- The Logo

Logo Secondary Color Usage

The Secondary Logo may be applied across a range of approved brand colors to ensure flexibility while maintaining a consistent and recognisable identity. Each color variation has been carefully selected to reflect the brand's refined, luxurious, and modern aesthetic.

The logo should always maintain strong contrast against its background to ensure clarity and legibility. Light and dark applications are equally valid when used within the approved brand color palette.



- The Logo

Logomark Color Usage

The Logomark may be applied across a range of approved brand colors to ensure flexibility while maintaining a consistent and recognisable identity. Each color variation has been carefully selected to reflect the brand's refined, luxurious, and modern aesthetic.

The logomark should always maintain strong contrast against its background to ensure clarity and legibility. Light and dark applications are equally valid when used within the approved brand color palette.



- The Logo

Logo Safezone

A clear space must be maintained around the logo at all times to ensure visibility and visual impact. This safe zone protects the logo from being crowded by text, imagery, or other graphic elements.

No elements should enter this area under any circumstances. Maintaining adequate clear space ensures the logo remains legible, balanced, and consistent across all applications.



- The Logo

Incorrect Logo Usage

To maintain a consistent and professional brand identity, the logo must always be used correctly. Any alteration, distortion, or modification of the logo is not permitted.

Do not change the logo's proportions, typography, colors, or visual effects. The logo should never be placed on backgrounds that reduce legibility or compromise its clarity.

Correct usage protects the integrity, recognisability, and premium quality of the brand.

DON'T
Rotate or deform the logo →



DON'T
Change the logo typography →



DON'T
Add shadows or visual effects →



DON'T
Change the logo colors →



DON'T
Apply outlines to the logo →



DON'T
Place the logo on busy backgrounds →



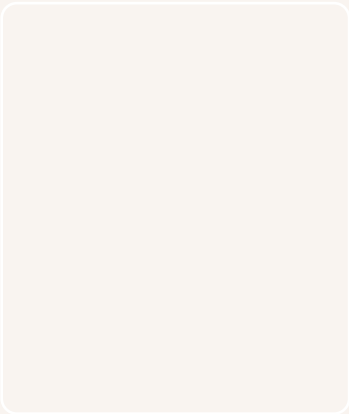
Color Scheme & Guidelines.

• Color Scheme

LBB Color Scheme

The brand color palette is designed to reflect elegance, warmth, and modern luxury. A balance of soft neutrals and deep accent tones creates a refined visual identity that feels timeless and sophisticated.

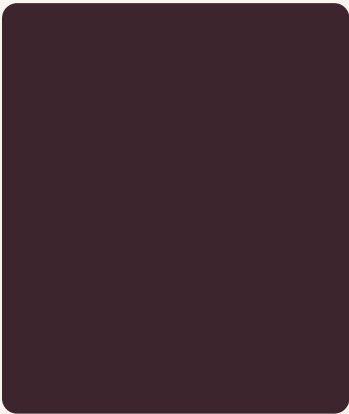
These colors work together to provide flexibility across digital and print applications while maintaining consistency and strong brand recognition. All brand materials should use only the approved color palette to ensure a cohesive and harmonious look.



● **IVORY VEIL** ↗
CMYK 0, 2, 4, 2
RGB 249, 244, 240
HEX #F9F4F0



● **WARM SAND** ↗
CMYK 0, 14, 27, 23
RGB 197, 170, 143
HEX #C5AA8F



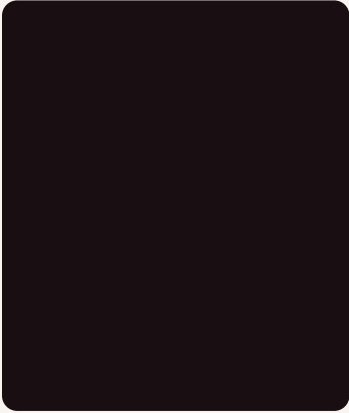
● **DEEP MULBERRY** ↗
CMYK #3C252D
RGB 60, 37, 45
HEX #6a9ed8



● **FOREST SHADOW** ↗
CMYK 29, 0, 26, 76
RGB 44, 62, 46
HEX #2C3E2E



● **CREAM WHISPER** ↗
CMYK 0, 6, 17, 5
RGB 243, 229, 202
HEX #F3E5CA



● **MIDNIGHT PLUM** ↗
CMYK 0, 42, 23, 90
RGB 26, 15, 20
HEX #1A0F14



• Color Scheme

Color Usage

Brand colors should be used consistently to maintain a cohesive and recognisable visual identity. Approved color combinations are designed to ensure clarity, balance, and a refined aesthetic across all applications.

Always use colors from the official palette and apply them in a way that preserves readability and visual harmony. Avoid unapproved colors or combinations that distract from the brand’s premium appearance.

DO

TEXT	TEXT	TEXT
TEXT	TEXT	TEXT
TEXT	TEXT	TEXT

DON'T

TEXT	TEXT	TEXT
TEXT	TEXT	TEXT
TEXT	TEXT	TEXT



Fonts Family & Guidelines.

• Fonts Family

Typography

The brand typography is designed to balance elegance with clarity. A refined primary typeface is paired with a clean, modern supporting font to ensure consistency and readability across all brand communications.

Typography should be used thoughtfully to maintain a polished, professional appearance while supporting the brand’s luxurious and contemporary identity.

Bold **Medium** Regular Light

Liberation Sans
DM Sans

A	B	C	D	E	F	G	H	I	J	K	L	M	N
O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b
c	d	e	f	g	h	i	j	k	l	m	n	o	p
q	r	s	t	u	v	w	x	y	z	1	2	3	4
5	6	7	8	9	0	‘	?	’	“	!	”	(	%
)	[	#	]	{	@	}	/	&	\	<	-	+	x
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• Fonts Family

Typography Hierarchy

A clear typographic hierarchy ensures consistency, readability, and visual flow across all brand communications. Defined text levels guide the reader and create structure while reinforcing the brand's refined and professional tone.

Typography hierarchy should be applied consistently to maintain clarity and a cohesive visual identity across digital and print materials.

Overline

Overline
DM Sans Medium

Luxurious Beauty Boutique Laser & Skin Aesthetics

Title
Sentient Regular

Luxurious Beauty Boutique is a premium destination for advanced beauty and aesthetic treatments.

Subtitle
Sentient Italic

We specialise in non-invasive, results-driven procedures designed to enhance natural beauty, confidence, and wellbeing.

Our services include Plasma Pen soft-surgery skin lifting, Soprano Platinum pain-free laser hair removal, tattoo removal, scar reduction, semi-permanent makeup, Russian volume eyelash extensions, and advanced medical-grade skincare using Environ and ZO® Skin Health by Dr. Zein Obagi.

Body
DM Sans Regular

- We specialise in non-invasive, results-driven procedures designed to enhance natural beauty, confidence, and wellbeing.
- Our services include Plasma Pen soft-surgery skin lifting,
- We specialise in non-invasive, results-driven procedures designed to enhance natural beauty, confidence, and wellbeing.
- Our services include Plasma Pen soft-surgery skin lifting,
- We specialise in non-invasive, results-driven procedures designed to enhance natural beauty, confidence, and wellbeing.
- Our services include Plasma Pen soft-surgery skin lifting,

Bullets
DM Sans Regular

CTA

CTA
DM Sans Medium

Visual Elements

- Visual Elements

Favicon

The favicon is a simplified visual element derived from the brand's logomark. It provides instant brand recognition in digital environments where space is limited.

This element should be used consistently across all digital platforms to ensure a cohesive and recognisable brand presence.

Favicon



Favicon Implemented



Luxurious Beauty Bo... | co.uk

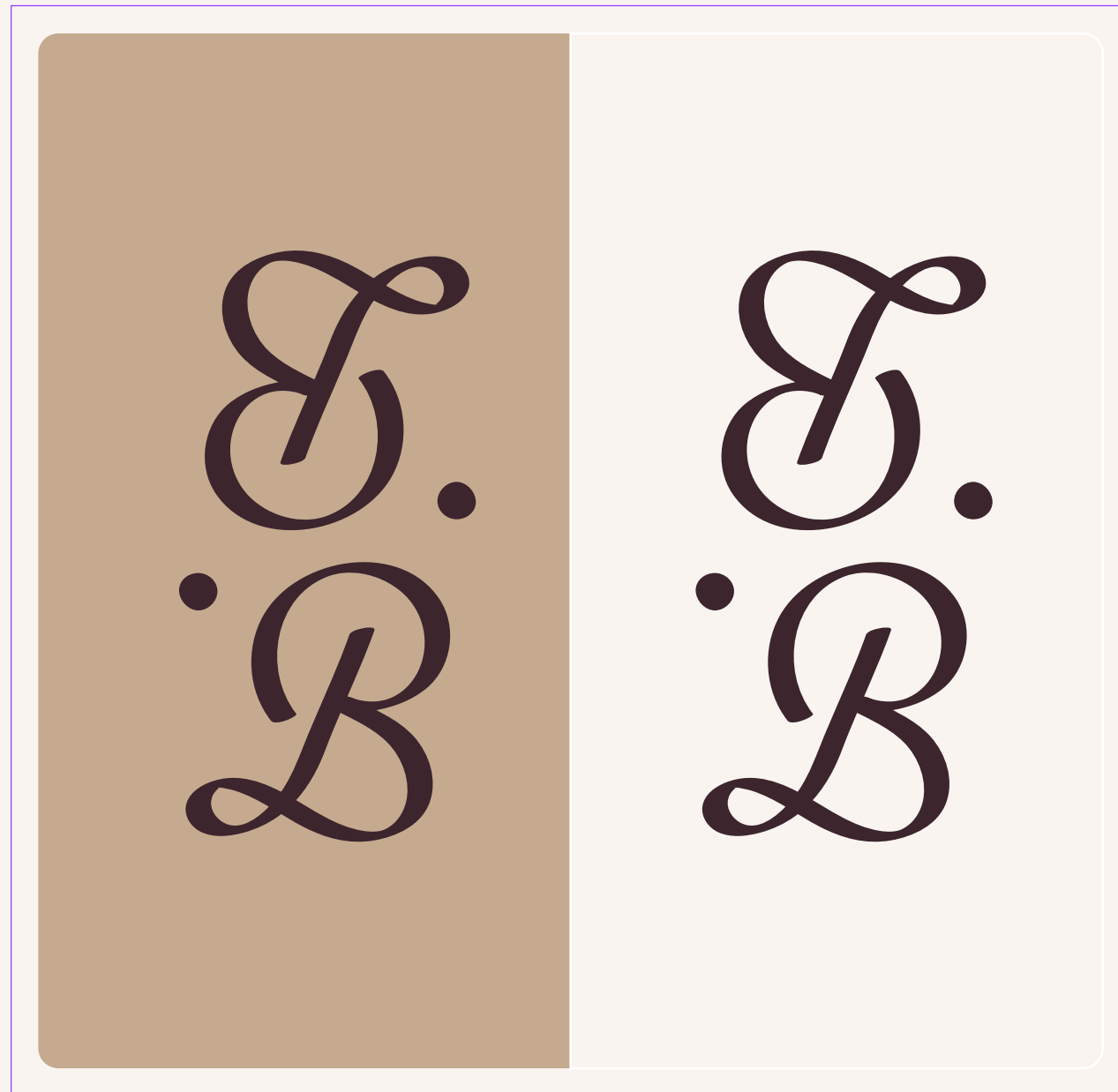


- Visual Elements

Super Symbol

The Super Symbol is an expressive visual element derived from the brand's monogram. It adds character and elegance while reinforcing brand recognition in a more decorative and flexible way.

This element may be used as a supporting graphic across brand materials to enhance visual interest while maintaining a cohesive and luxurious identity.

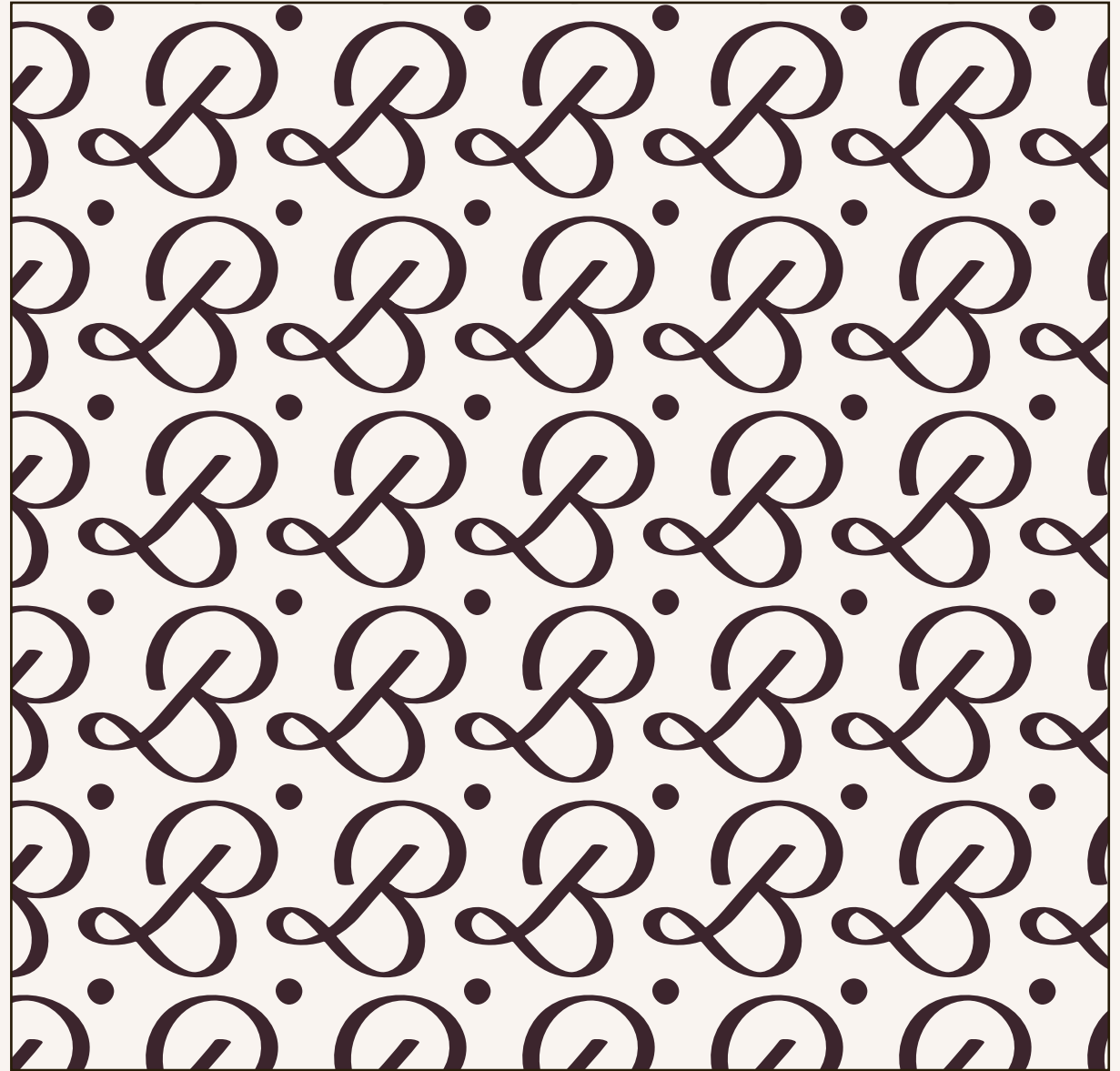


- Visual Elements

Pattern

The pattern is a decorative visual element derived from the brand's core symbol. It adds texture, rhythm, and visual depth while reinforcing brand recognition in a subtle and refined way.

This element should be used selectively as a background or supporting detail to enhance the brand's luxurious and cohesive visual identity.



Stationary

- Stationary

Business Cards

Business cards are a key brand touchpoint and should reflect the brand's refined, professional, and luxurious identity. The layout balances clarity with elegance, ensuring all information is presented clearly and consistently.

All business cards should follow the approved design, typography, and color palette to maintain a cohesive and recognisable brand presence.



- Stationary

Letterhead

The letterhead is a core stationery element that represents the brand in formal and professional communications. Its layout is designed to balance clarity, elegance, and functionality.

All official correspondence should use the approved letterhead design to ensure consistency and reinforce the brand's premium identity.



- Stationary

Email Signature

The email signature is an important digital brand element that ensures consistency and professionalism in all email communications. It reflects the brand's refined identity while clearly presenting essential contact information.

All team members should use the approved email signature design to maintain a cohesive and recognisable brand presence.



Apparel & Digital

- Apparel & Digital

Towels

Branded towels are an extension of the in-clinic experience and reflect the brand's commitment to comfort, quality, and attention to detail. Their design reinforces a sense of luxury and professionalism within the treatment environment.

All towels should follow the approved logo placement and color usage to maintain a consistent and elevated brand presence.



- Apparel & Digital

Headband

The branded headband is part of the client experience and reflects the brand's focus on comfort, care, and premium presentation. Its clean design reinforces the brand identity in a subtle and elegant way.

All headbands should follow the approved logo placement and color standards to ensure consistency across in-clinic use.

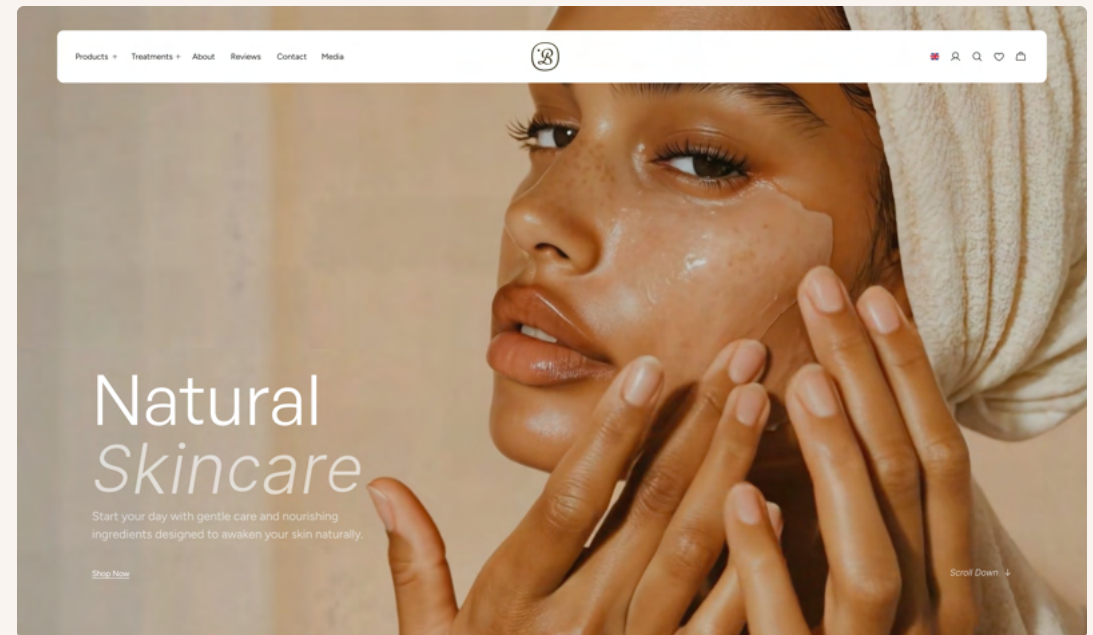


- Apparel & Digital

Website Mockup

The website reflects the brand's digital presence and translates the visual identity into a clean, modern, and engaging online experience. Design elements, typography, and color usage work together to create a refined and intuitive interface.

All digital applications should follow the established brand guidelines to ensure consistency, usability, and strong brand recognition.



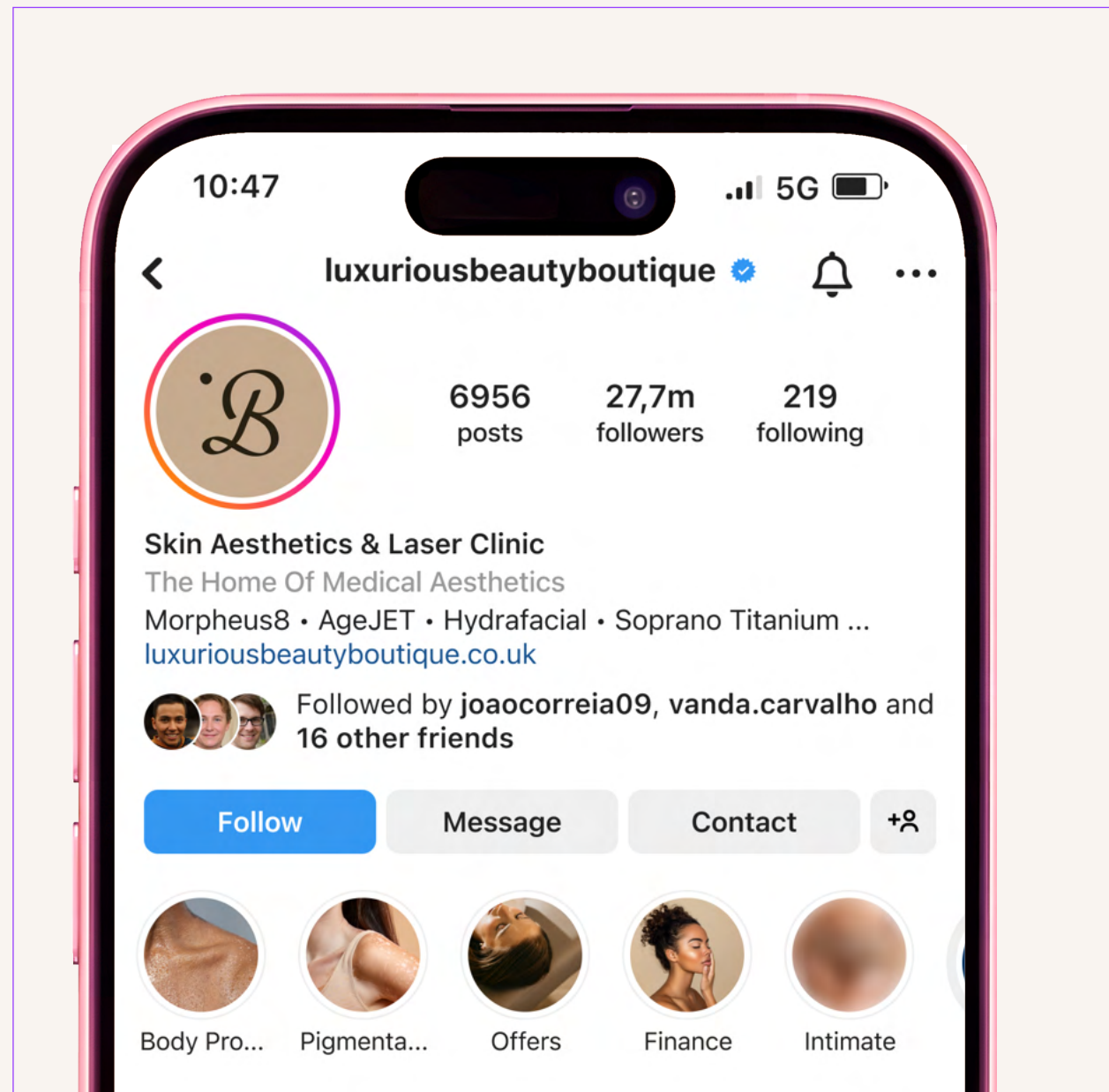
Social Media & Photography

- Social Media & Photography

Social Media

The social media avatar is a simplified representation of the brand, designed for instant recognition at small sizes. It uses the brand's logomark to maintain clarity, consistency, and visual impact across digital platforms.

The avatar should be used consistently across all social media channels to strengthen brand recognition and ensure a cohesive digital presence.

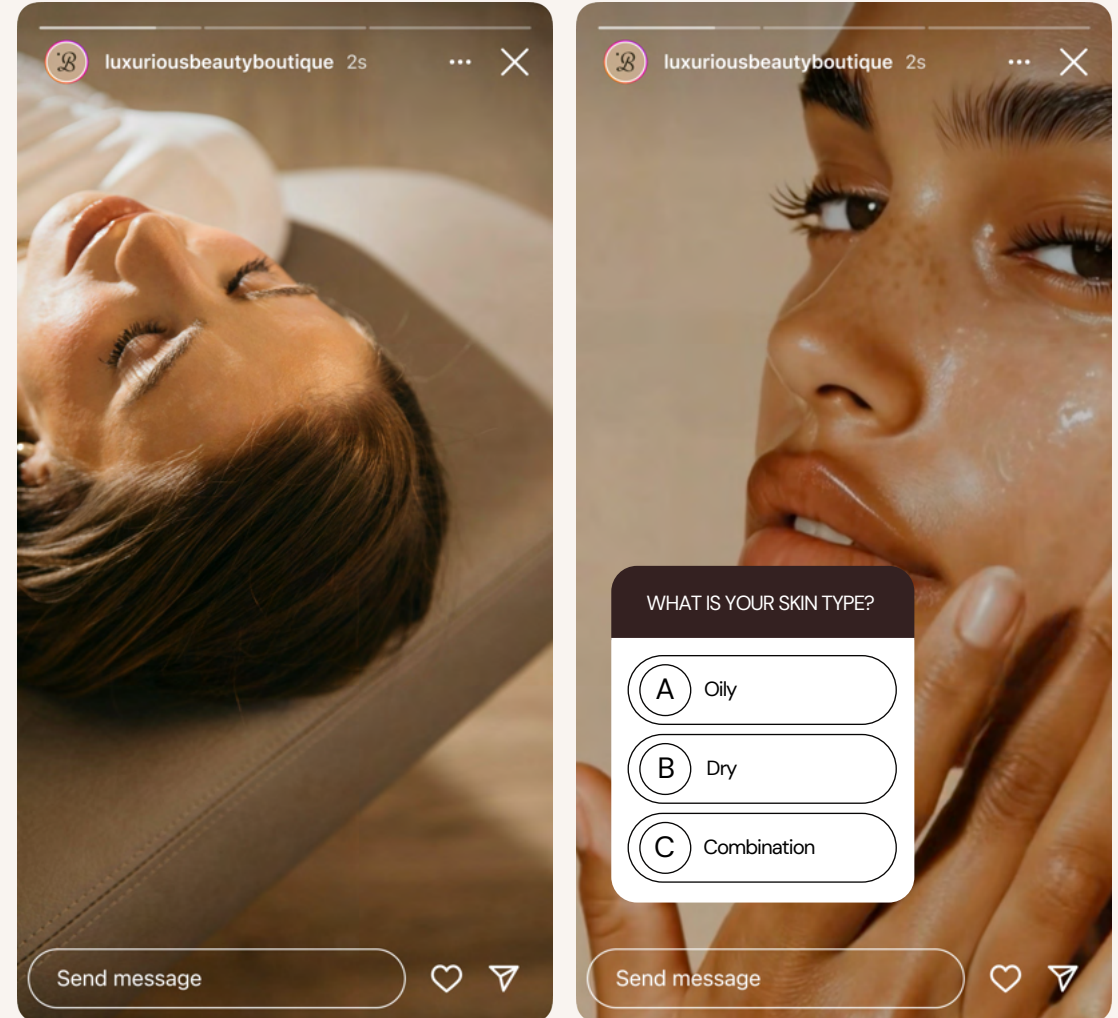


- Social Media & Photography

Social Media in Action

Social media visuals showcase the brand in a dynamic and engaging way while maintaining a refined and cohesive aesthetic. Imagery, typography, and color usage should align with the brand identity to create a consistent and recognisable presence across all platforms.

All content should reflect the brand's values of elegance, professionalism, and modern beauty, ensuring a polished and harmonious visual experience



- Social Media & Photography

Social Media Posts

Social media posts should reflect the brand's refined and modern aesthetic while communicating clearly and confidently. Visuals and messaging should remain consistent with the brand identity, using approved colors, typography, and imagery.

All posts should feel polished, balanced, and engaging, reinforcing brand recognition and maintaining a cohesive presence across social platforms.

RESULTS

95% have seen improvements



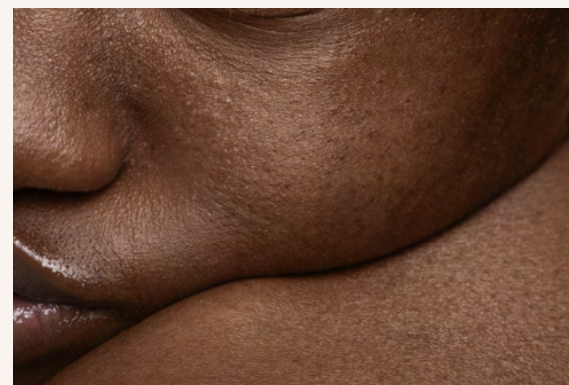
Simplify
the routine

- Social Media & Photography

Photography

Photography should convey a sense of luxury, authenticity, and natural beauty. Images should feel clean, soft, and refined, highlighting skin, texture, and detail in a flattering and realistic way.

All photography should align with the brand's visual identity, using consistent lighting, color tones, and composition to create a cohesive and recognisable look across all platforms.





Thank you!

This Brand Identity Guide serves as the definitive foundation for Luxurious Beauty Boutique. It establishes the core standards that ensure consistency across all brand touchpoints, including our logo system, color palette, typography, and visual language.

While these guidelines define the essence of the brand, they are not intended to be restrictive. A strong brand is a living expression of its values. As Luxurious Beauty Boutique evolves, embraces innovation, and connects with its audience in new ways, the visual identity may naturally expand and adapt.

This document is designed to grow alongside the brand. New applications, formats, and creative assets may be introduced, provided they remain aligned with the elegance, professionalism, and integrity of the core identity defined here.

Use these guidelines as a foundation—while allowing the brand the freedom to evolve with confidence and purpose.