

Brand Identity Overview

Lumière Skin Consulting

Presented by Noyi

Brand Introduction

Lumière Skin Consulting is built on the belief that confidence begins with clarity. The brand blends gentle sophistication with expert care, offering guidance that helps clients understand their skin and choose what truly supports their natural glow.

Rooted in calm elegance, Lumière represents purity, intention, and a refined approach to beauty. Every touchpoint reflects a soft, minimal aesthetic designed to make clients feel seen, supported, and elevated.

Brand Essence:

Elegant • Pure • Warm • Minimal • Trustworthy

Color Palette



Lumière
Cream

HEX: #F8F1E6

RGB: 248, 241, 230



Soft Clay

HEX: #D8COA6

RGB: 216, 192, 166



Deep Sage
(Wordmark)

HEX: #394A3D

RGB: 248, 241, 230



Rose Dust

#C9A6A0

For subtle highlights, buttons, borders.

Typography Styles

LUMIÈRE

Playfair Display

The Playfair Display font conveys sophistication and timelessness, enhancing the brand's identity. Its graceful curves and refined details evoke a sense of luxury, perfect for a high-end skincare line.

Uses

- Logo wordmark
- Headers
- Luxury elements

Skin consulting

Inter Sans–Serif

The **Inter sans–serif** font offers modernity and clarity, ensuring readability across various platforms. Its simplicity complements the serif typography, creating a harmonious balance that reflects the brand's minimal aesthetic.

Uses

- Body text
- Website UI
- Labels & descriptions

Logo Application



Elegant Notebook

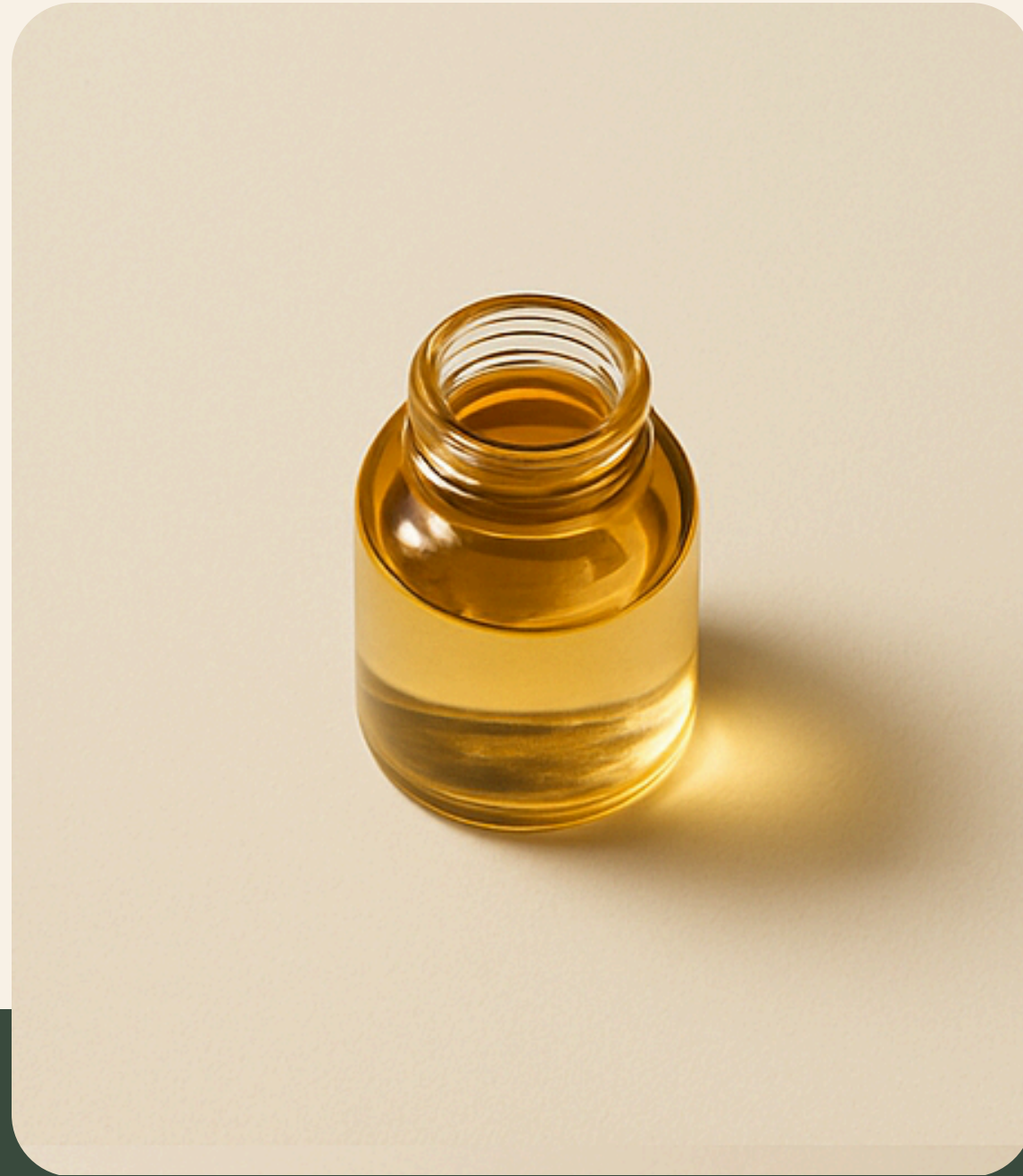
Embossed logo creates a **sophisticated appearance** and feel.



Chic Packaging

Soft tones emphasize the brand's **feminine elegance** and style.

Brand Imagery



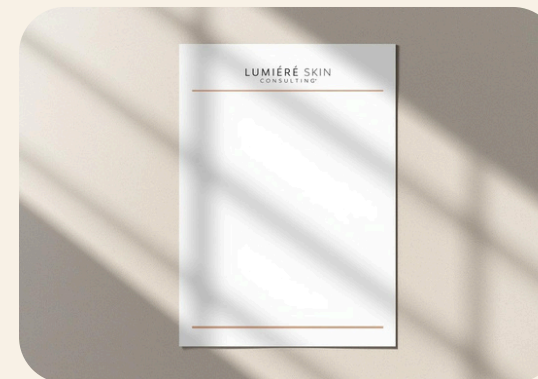
Stationery Mockups

Elegant Brand Presentation



Business Card Design

The business card design reflects **elegance and simplicity**, perfectly aligning with the brand identity of Lumière Skin Consulting.



Letterhead Design

This letterhead design embodies **professionalism and warmth**, setting a refined tone for all brand communications and correspondence.



Envelope Design

The envelope design captures **elegance and continuity**, ensuring a cohesive branding experience for clients of Lumière Skin Consulting.

Packaging Concepts



Tube Packaging

Soft-touch squeeze tube ideal for cleansers or creams. Minimal layout highlights the brand's elegance and purity.

Pump Bottle

Matte pump bottle with a frosted base, giving the product a luxurious, clinical, spa-grade feel.

Tall Product Box

Rigid carton designed for premium shelf presence. Clean typography and generous spacing reinforce brand refinement.



Contact Us

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