

# BRAND GUIDELINES



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# 01 BRAND STRATEGY

## WHO WE ARE

Luminosa Vida means bright life. Our candles represent hope and light.

You matter, you are worthy, powerful and beautiful!

Each candle is hand poured, vegan, environmentally conscious, uniquely scented and rooted in the importance of self-care and community. We donate a percentage of our proceeds to organizations that seek to empower and enrich women.



# OUR BRAND VALUES

We occupy a space in the quickly diversifying market that values the environment, health and wellness, self-care, quality and intentional goods. We cater to a community that is diverse and resounding in their values, morals and redefining the 'hustle culture' that has claimed the peace, mindfulness and creativity that gives life more value.

**1**

## **Sustainability**

We are intentional in the crafting of our goods. We utilize a vegan blend of natural apricot and coconut. Our candles provide a clean and slow burn, creamy and luxurious texture, and a strong scent. They are natural, non-toxic, skin safe and pet friendly.

**2**

## **Wellness**

Our goods are safe for people and animals, thoughtfully sourced and smell amazing. We know that when you log off from a long day, sit down and light the wick of your favorite candle as you take a deep breath, you want to feel a sense of relaxation and calmness. That's what we deliver.

**3**

## **Empowerment**

We donate a percentage of our proceeds to organizations that seek to empower and enrich women.



# OUR BRAND EXPLAINED

We value the earth, we value each other, we value health and well being.

We stand for the goodness in the world and work to propel the rights of people that have been disenfranchised and continue to fight for their equality around the world.



## VISION:

OUR VISION IS TO MAKE LIFE BETTER FOR EVERYONE, THROUGH EMPOWERING AND SUPPORTING WOMEN.

## MISSION:

TO PROVIDE THE BEST DAMN CANDLES WITH LOVE, INTENTION AND MEANING



OUR BRAND  
KEYWORDS,  
BRAND VOICE +  
BRAND TONE

Our brand seeks to celebrate you.

What we say {Our Voice} :  
passionate, authentic, and honest

How we say it {Our Tone} :  
simple, direct and supportive

UPLIFTING

LUXURY

LATINA-OWNED

& NOSTALGIC

# 02 THE LOGOS



## OVERVIEW

Our logo is a balance of strength and hope, luxury and consciousness, depth and light. The strong font exudes exclusivity while still expressing approachability through the thin lines and overlapping characters. The three level flame expresses the interconnectedness of people and community, as well as the levels within a person.

# LUMINGSA • VIDA

— HANDMADE CANDLES —

*with purpose and love*

LUMINGSA • VIDA



# PRIMARY LOGO

Luxury, strength, intention, light

The logo requires effective spacing of 2pt. around all sides.

The spacing provides clarity when utilized in different ways. The primary logo comes in two weights.

LUMINGSA • VIDA  
— HANDMADE CANDLES —  
*with purpose and love*

MINIMUM WIDTH:  
20MM, 75PX



## SECONDARY LOGO

Your secondary logo is also known as an alternate logo.

This logo should be utilized in secondary spaces. If the main logo has been utilized previously this

provides effective logo use without repetition.



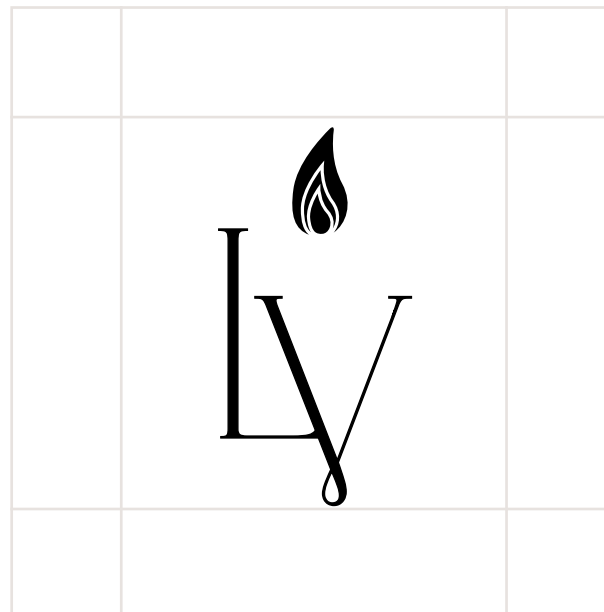
MINIMUM WIDTH:  
25MM, 95PX

## SUBMARK

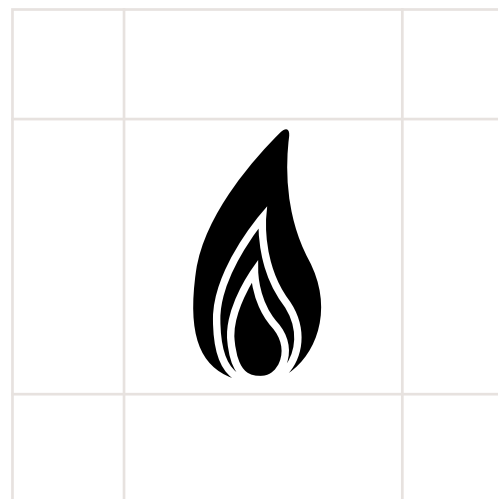
Submark logos are simple, small, but identifiable brand designs. Submarks fit in condensed spaces where the larger logo variations won't work.

## FAVICON

A favicon is usually your logo down to it's simplest form, and used mainly as the little icon next to your web address.



MINIMUM WIDTH:  
20MM, 75PX



MINIMUM WIDTH:  
8MM, 30PX

# LOGO MISUSE

These are the common logo misuse. To ensure consistency throughout your brand please make sure that you do not use the logo in the below variations.



**Do not** change the letter colors



**Do not** rotate the logo



**Do not** outline the logo



**Do not** add in a drop shadow



**Do not** add in any other text



**Do not** place the logo in a shape



**Do not** stretch or warp the logo

# 03 COLORS



## COLOR PALETTE

## Bright, bold and invigorated

The colors are uniquely chosen to elevate the light, encouraged, and generally joyous feeling that Luminosa Vida expresses. We want the happy memories and wonderful thoughts to flood in when you light our candles.

## COLOR

HEX #8E929B  
RGB 142, 146, 155  
CMYK (8, 6, 0, 39)

# COLOR

HEX #EAE5E2  
RGB 234, 229, 226  
CMYK 0, 2, 3, 8

# COLOR

## COLOR

# USING TINTS

Utilizing tinting is effective in brand color flexibility. You can utilize the various tints of the your brands colors to communicate while still staying on brand.

COLOR	COLOR	COLOR	COLOR
100%	100%	100%	100%
80%	80%	80%	80%
60%	60%	60%	60%
40%	40%	40%	40%
20%	20%	20%	20%

# LOGO USAGE

Here are the color variations  
for your logo.

LUMINGSA • VIDA  
— HANDMADE CANDLES —  
*with purpose and love*

LUMINGSA • VIDA  
— HANDMADE CANDLES —  
*with purpose and love*

LUMINGSA • VIDA  
— HANDMADE CANDLES —  
*with purpose and love*

LUMINGSA • VIDA  
— HANDMADE CANDLES —  
*with purpose and love*

# 04 TYPOGRAPHY

# PRIMARY TYPEFACE

Here is your primary typeface. Lumina Regular is a clean sans serif font that is flexible in various digital and printed spaces.

We occupy a space in the quickly diversifying market that values the environment, health and wellness, self-care, quality and intentional goods.

## Lumina Regular

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@#\$\$%\*?

Aa

# SECONDARY TYPEFACES

## QUICKSAND

Light  
Regular  
Medium  
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@#%\*?

Aa

## Milkshake Script

Regular  
Slant

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@#%\*?

Aa



# TYPOGRAPHIC HEIRACY

## Headline

LUMINA REGULAR  
Uppercase  
20pt Leading  
5pt Tracking

THIS IS THE  
HEADLINE FONT

## Sub-heading

MILKSHAKE SCRIPT REGULAR  
25pt Leading  
0 Tracking

*This font will be used for sub-headings.*

## Body Copy

QUICKSAND  
15pt Leading  
0 Tracking

This is the body font for your content. Whether digital or printed this font will reinforce your brand identity and help create the consistency that your clients can connect with immediately.

## Accents & Buttons

QUICKSAND  
Uppercase

BUTTON FONT

BUTTON FONT

# TYPOGRAPHIC LAYOUTS

Horizontal Layout

We occupy a space in the quickly diversifying market that values the environment, health and wellness, self-care, quality and intentional goods.

Vertical Layout

WE SMELL  
SOMETHING  
FABULOUS.

Candles light the world and we are so happy you are a part of our candle family! We love that you chose our collection to light your life and lighten the mood.

[CLICK HERE](#)

Square Layout

RELAXATION  
IS WHERE  
THE MAGIC  
HAPPENS

# THANK YOU!

Feel free to email or message us with any questions you may have. I look forward to hearing from you soon!

## EMAIL US

[hello@brimandbold.com](mailto:hello@brimandbold.com)

## FOLLOW US

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