



BEAUTY & WELLNESS HOUSE

BRAND GUIDELINES

Beauty you feel on the way home. Light, air, and a room that does half the work before anyone touches you.

WHAT IT IS

An hour that belongs to the person on the bed

The same therapist, visit after visit

Technology named as the reason it is gentle

WHAT IT IS NOT

A results chart on the wall

Hard sell on packages

Cold, clinical or hurried

VOICE

Warm

Plain

Unpushy

WRITE LIKE THIS

One treatment a month, the same therapist each time, and your skin read again every quarter.

NEVER LIKE THIS

~~Transform your journey with our bespoke holistic wellness ecosystem.~~

THE LOCKUP



Monogram and wordmark, locked together. This is the default in every application.

lockup-primary.svg



Wordmark

Where the monogram would fall below its minimum.

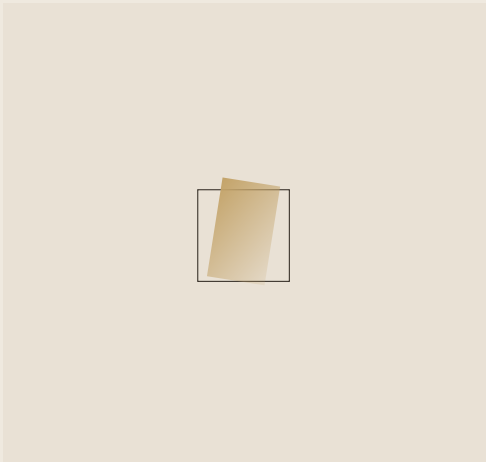
wordmark-primary.svg



Stacked

Square and portrait spaces. Menu covers, stamps.

wordmark-stacked.svg



Monogram

Favicon, app icon, embroidery, gift cards.

monogram.svg



Reversed

Dark surfaces and photography.

lockup-reversed.svg

RULE ONE

The lockup is the default. A variant is for when the space refuses it, never for variety.

RULE TWO

Monogram alone below the minimum, or anywhere the wordmark would stop being readable.

RULE THREE

Letterspacing, and the gap between mark and word, are part of the logo. Both are locked into the SVG.

CLEAR SPACE

Measure x as the cap height of the wordmark. Keep at least x clear on every side. Nothing enters that box, including page edges.



MINIMUM SIZE

Below these the letterspacing closes up and the mark stops reading. Shown here at actual size.

LUMÉ

150 px wide
Digital minimum

LUMÉ

40 mm wide
Print minimum



28 px / 8 mm
Monogram minimum

Under 28 px, use the monogram rather than shrinking the wordmark.

SIX THINGS THAT BREAK IT



Never stretch, condense or scale one axis.



Never recolour outside the palette.



Never rotate or arch the mark.



No shadows, bevels, glows or outlines.



Never sit it on a busy image with no scrim.



Never re-set it in another face or respace it.

If a placement needs the logo altered to fit, the placement is wrong. Use the monogram or move the mark.

FIVE COLOURS, FIXED RATIOS

Limewash

HEX #EFE9DF
RGB 239 233 223
CMYK 0 3 7 6

Walls, pages, everything by default.

Greige

HEX #D6CDBF
RGB 214 205 191
CMYK 0 4 11 16

Panels, cards and quiet separation.



Shadow

HEX #A99C8B
RGB 169 156 139
CMYK 0 8 18 34

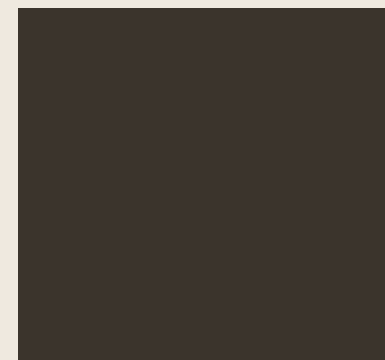
Secondary text, borders, the soft edge of light.



Daylight Gold

HEX #C4A46A
RGB 196 164 106
CMYK 0 16 46 23

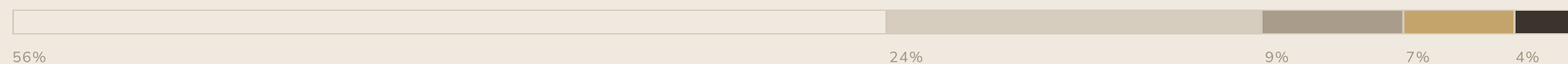
Only ever a gradient or a hairline.
Never a flat fill.



Umber

HEX #3B342C
RGB 59 52 44
CMYK 0 12 25 77

Text and the one dark surface. Does the job black usually does.



ACCENT TINTS AND SHADES



20%

base

+40% black

TEXT TINTS AND SHADES



20%

base

+40% black

CMYK is an uncoated-stock approximation. Confirm a Pantone match with the printer before anything goes to press.

APPROVED COMBINATIONS, MEASURED

Aa	Body text on the default page #EFE9DF on #3B342C	10.1:1 AAA	Aa	Text on panels and cards #D6CDBF on #3B342C	7.8:1 AAA
Aa	Reversed, dark surfaces #3B342C on #EFE9DF	10.1:1 AAA	Aa	Accent on dark #3B342C on #C4A46A	5.2:1 AA
Aa	Text on an accent fill #C4A46A on #3B342C	5.2:1 AA	Aa	Accent on the default page #EFE9DF on #C4A46A	2.0:1 NEVER

THE FLOOR

Body copy holds 4.5:1 or better. Headings above 24px may sit at 3:1.

THE ACCENT

Daylight Gold is a surface and a rule, not a text colour, unless the ratio above says otherwise.

ON PHOTOGRAPHY

Always a scrim behind text. Test on the darkest and lightest frame in the set.

Marcellus

SIL Open Font License 1.1, free for commercial use.

Aa Bb Cc

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 & é à £ \$ % () - . , : ;

Mulish

SIL Open Font License 1.1, free for commercial use.

Aa Bb Cc

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 & é à £ \$ % () - . , : ;

MARCELLUS DOES

The wordmark, page headlines, section openers and treatment names. Never below 18px, never bold.

MULISH DOES

Everything else. Body copy, navigation, labels, forms, buttons and the small print.

THE SCALE, AS SHIPPED IN TYPE-SCALE.CSS

Display	76px / 1.06 / -0.01em	The Signature Facial	Hero headline, one per page
H1	52px / 1.12 / -0.005em	The Signature Facial	Page titles
H2	36px / 1.2	The Signature Facial	Section openers
H3	25px / 1.3	The Signature Facial	Treatment names, card titles
Body large	19px / 1.7	The Signature Facial	Intros and standfirsts
Body	16px / 1.7	The Signature Facial	Default running text
Small	13.5px / 1.6	The Signature Facial	Captions, notes, fine print
Label	10.5px / 1.4 / 0.26em	MEMBERSHIP	Uppercase eyebrows and tags

MEASURE

Running text stops at 68 characters a line. Wider than that and it stops being read.

RHYTHM

Spacing steps in 4px: 8, 12, 16, 24, 32, 48, 64, 96. Nothing in between.

CASE

Only Label is uppercase. Headings are sentence case, always.

THE GRAPHIC DEVICE

The light field

A soft gold gradient falling across a panel from one corner, always at the same angle as real afternoon light. It replaces every place a lesser brand would put a gold box.



PHOTOGRAPHY



ALWAYS

Diffused daylight, soft edges, no hard highlights

Half the library is rooms with nobody in them

One natural object per frame

Skin at rest, mid-treatment rather than posed

NEVER

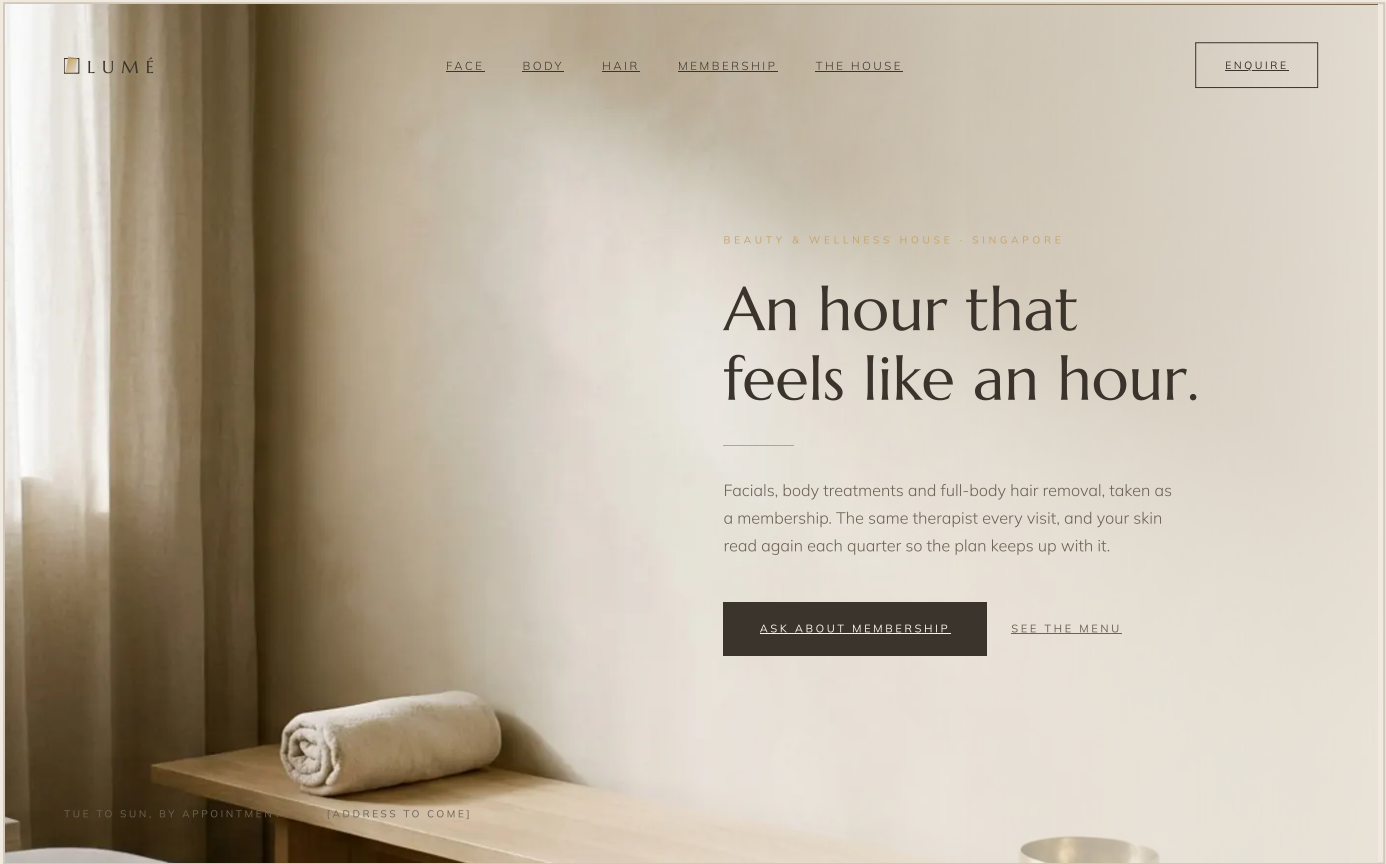
Hard shadows or direct sun

Styled flat-lays with five props

Before-and-after grids

Anything that looks like a stock spa

HOMEPAGE, MOBILE AND SIGNATURE



lumé.sg

Profile avatar · app icon · favicon

EMAIL SIGNATURE

[NAME]

[ROLE]

LUMÉ

[PHONE] · lumé.sg



An hour that feels like an hour.

ASK ABOUT MEMBERSHIP

STATIONERY, MENU AND SIGNAGE



Business card

90 × 55 mm, letterpress on uncoated board.

LOCKUP



Treatment menu

A5 cover. The mark sits in the upper third, nothing else on it.

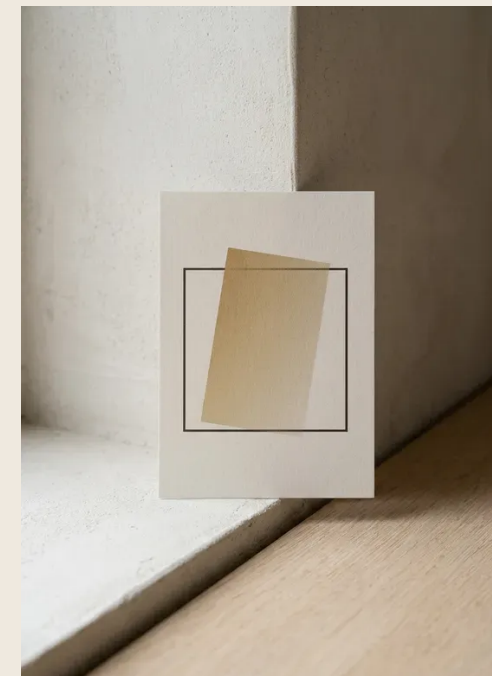
STACKED



Entrance sign

Etched brass plate, mounted flush. One plate, nothing else outside.

LOCKUP



Gift card

85 × 55 mm. Monogram only on the face, details on the back.

MONOGRAM

WHICH MARK GOES WHERE

Card and signage take the lockup. The menu cover takes the stacked mark. The gift card takes the monogram alone.

PRINT

Uncoated bone board, letterpress only. No foil, no varnish and no gloss anywhere.

ENVIRONMENT

One sign at the entrance and nothing else on the facade. Inside, the mark appears once per room at most.

PACKAGING



Front face. Stacked lockup, centred, nothing else on it.



Secondary range. Mark on the cap or omitted entirely.



Artwork flat. The mark holds 44% of the face width.

MATERIALS

Uncoated bone board, matte ceramic, pale oak. No foil and no varnish at all.

THE FRONT FACE

Mark only. Ingredients, volume, batch and every legal line go on the back.

RANGE

One carton size per treatment family. The colour never changes between products, only the back copy.

WHAT SHIPS IN LUME-BRAND-PACK.ZIP

FILE	FORMAT	USE
logo/lockup-primary.svg	SVG	The default mark. Monogram and wordmark, locked.
logo/lockup-reversed.svg	SVG	The same lockup for dark and photographic grounds.
logo/wordmark-primary.svg	SVG	Wordmark alone, outlined. Any size, screen or print.
logo/wordmark-reversed.svg	SVG	Wordmark alone, reversed out.
logo/wordmark-stacked.svg	SVG	Square and portrait spaces. Menu covers, stamps.
logo/monogram.svg + monogram-reversed.svg	SVG	Small sizes, embroidery, gift cards.
logo/*.png (1x / 2x / 3x)	PNG	Transparent raster for anything that will not take SVG.
logo/favicon.svg + favicon-512.png	SVG / PNG	Browser tab and home-screen icon.
colour/palette.ase	ASE	Adobe Swatch Exchange. Loads into Illustrator, InDesign, Photoshop.
colour/palette.json	JSON	For developers and design tokens.
colour/palette.css	CSS	Custom properties, ready to paste into the site.
colour/palette.scss	SCSS	Same values as Sass variables.
type/type-scale.css	CSS	The full hierarchy as classes, sizes and line-heights.
type/fonts.md	Markdown	Font names, weights, licence and where to get them.
photography/*.webp	WebP	The art-direction reference frames.
guide/brand-guidelines.pdf	PDF	This document, all 14 pages, print ready.

Both typefaces are open licence, so there is nothing to buy and nothing to renew. Logo SVGs are outlined, which means they render identically on a machine that has never seen the fonts.