



# LUXEFLOW

HYDRATION & WELLNESS

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BRAND IDENTITY GUIDE · 2025

Confidential — For Internal & Partner Use

01 — BRAND ESSENCE

# The Foundation of Everything

LuxeFlow is a high-end mobile concierge wellness brand bringing elevated hydration and recovery services directly to clients — with a white-glove, spa-level feel.

<b>POSITIONING</b>	<b>BRAND PROMISE</b>
Luxury mobile hydration and concierge wellness, delivered with elegance.	Restorative wellness experiences with a premium, white-glove feel.
<b>MISSION</b>	<b>VISION</b>
To make hydration and wellness feel effortless, indulgent, and accessible wherever the client is.	To become the go-to name in luxury concierge hydration for clients seeking elevated wellness on demand.

02 — BRAND PERSONALITY

# How We Show Up

<b>Elegant</b> Refined in every detail, never fussy or overdone	<b>Glamorous</b> Aspirational, polished, and visually stunning	<b>Calm</b> Serene pacing and restorative energy throughout	<b>Refined</b> Understated confidence, never loud or promotional
<b>Trustworthy</b> Clinical credibility balanced with spa warmth	<b>High-Touch</b> Personalized, attentive concierge-level service	<b>Exclusive</b> Curated for clients who value the finest things	<b>Restorative</b> Healing, replenishing, and deeply renewing

# The Palette of Distinction

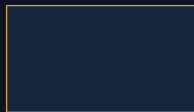
A premium palette built around midnight navy and champagne gold — commanding, elegant, and unmistakably LuxeFlow.



## Midnight Navy

#0D1321

Primary background, premium base



## Royal Navy

#18263D

Secondary dark background



## Champagne Gold

#C9A24A

Primary accent



## Soft Gold

#E2C36B

Highlight, linework, subtle glow



## Pearl White

#F7F4EF

Clean editorial backgrounds

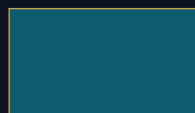


## Warm Sand

#D8C7B3

Secondary neutral

## ACCENT COLORS



## Deep Teal

#0F5B6E

Secondary wellness accent — use sparingly



## Mist Gray

#DDE3E8

Soft background support

- ◆ Use navy as the dominant brand field
- ◆ Use pearl white for spacious, editorial-style layouts
- ◆ Avoid bright neons, overly pink palettes, or harsh medical blues
- ◆ Use gold for logos, dividers, icons, and premium emphasis
- ◆ Use teal sparingly — never as a competing primary color
- ◆ Maintain navy-gold contrast as the core brand signal

# Letters That Speak Luxury

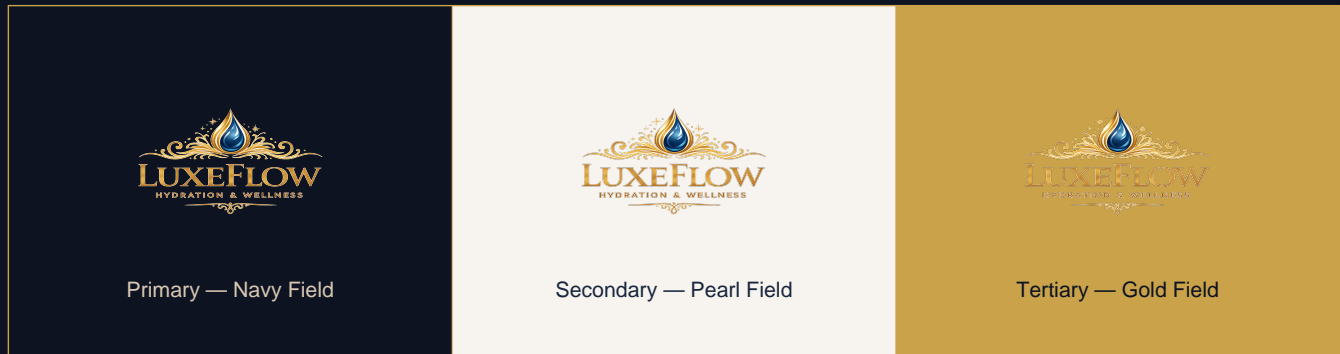
Elegant serif typography paired with clean sans-serif body text — timeless, sophisticated, and designed for both print and digital.

<p><b>PRIMARY SERIF</b></p> <p><b>Cormorant</b> <b>Garamond</b></p> <p>Light · Regular · Medium · Bold · Italic</p>	<p><b>LuxeFlow</b></p> <p><i>Hydration, Elevated.</i></p> <p>Use for: Headlines · Hero text · Brand statements · Taglines</p>
<p><b>SECONDARY SANS</b></p> <p><b>Montserrat</b></p> <p>Light · Regular · Medium · SemiBold</p>	<p>LuxeFlow brings elevated hydration and recovery services directly to you. Our concierge approach means premium care in the comfort of your own space.</p> <p>Use for: Body copy · Captions · Menus · Service descriptions · UI text</p>

- ◆ Serif fonts for headlines, hero text, and brand statements
- ◆ Keep letter-spacing generous on all caps labels (+0.3em)
- ◆ Maintain generous leading — luxury feel demands breathing room
- ◆ Sans-serif for body copy, captions, menus, and UI
- ◆ Avoid playful scripts as primary typefaces
- ◆ Limit decorative fonts to special event collateral only

# The Mark of LuxeFlow

The gold serif wordmark and ornamental crest convey opulence, while the blue droplet introduces clarity and hydration — a balance of glamour and wellness.



Do	Don't
<ul style="list-style-type: none"><li>◆ Use on navy, white, and quiet neutral backgrounds</li><li>◆ Maintain generous clear space on all sides</li><li>◆ Use the droplet icon for social profiles and favicons</li><li>◆ Keep size large enough for ornamental detail to remain visible</li></ul>	<ul style="list-style-type: none"><li>◆ Stretch, compress, recolor, or add drop shadows</li><li>◆ Place the full logo over complex photo backgrounds</li><li>◆ Reduce so small that ornamental detail is lost</li><li>◆ Mix the logo with unapproved colors or effects</li></ul>

# Words That Elevate

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*"Polished, warm, elevated, and reassuring — never clinical, never promotional."*

- ◆ Speak with calm confidence in every message
- ◆ Keep phrasing clean, concise, and purposeful
- ◆ Emphasize comfort, convenience, and elevated care
- ◆ Use luxury language sparingly — let design carry the premium feel
- ◆ Balance glamour with trust and clinical credibility
- ◆ Avoid discount-style or overly promotional language

## TAGLINE OPTIONS

*"Hydration, Elevated."*

*"Luxury Wellness Delivered."*

*"Concierge Care. Restorative Results."*

*"Wellness, Wherever You Are."*

*"Elevated Hydration. Refined Wellness."*

## SAMPLE CAPTIONS

- ◆ Wellness without the wait.
- ◆ Concierge hydration designed for your lifestyle.
- ◆ Restore, recover, and return to your day beautifully.
- ◆ Luxury wellness, wherever you are.

# Content That Captivates

Cohesive, editorial, and recognizable at a glance — consistent typography, strong spacing, and a controlled color palette.

## CONTENT PILLARS

- ◆ Service education and ingredient transparency
- ◆ Luxury client experience stories
- ◆ Hydration and recovery benefits
- ◆ Wellness rituals and self-care moments
- ◆ Concierge convenience and ease of booking
- ◆ Event, bridal, and group bookings

## HIGHLIGHT CATEGORIES

- Services
- Recovery
- Beauty
- Wellness
- FAQ
- Book Now
- Memberships

## POST TEMPLATE DIRECTION

- ◆ Navy background with gold serif headline
- ◆ Pearl background with centered gold linework
- ◆ Quote cards with minimal text and spacious margins
- ◆ Service cards: one offer, one benefit, one CTA

## PROFILE SETUP

ELEMENT	GUIDELINE
Profile Image	◆ Droplet icon only — never the full crest mark
Bio Tone	◆ Short, premium, benefit-led — under 150 characters
Link Destination	◆ Booking page or service menu — always actionable

# Where the Brand Lives

## 01

### Business Card

Soft-touch matte navy stock with gold foil stamping. 16pt card stock minimum. Centered logo on front; name, contact details, and QR code to booking page on back. Optional spot UV on the droplet icon as a premium enhancement.

## 02

### Website

Dark luxury hero sections combine with clean pearl-white service sections. Gold linework and serif headlines carry the brand feel. Body content in Montserrat. Booking CTA always visible in the navigation.

## 03

### Service Menu

Treatment menus on pearl or navy stock with gold dividers and Cormorant Garamond headlines. Generous margins throughout. Categorized by type with brief benefit descriptions in clean sans-serif body copy.

## 04

### Event Collateral

Bridal, corporate, and group materials use the full brand system. Gold-framed invitations, branded gift inserts, and aftercare instruction cards all maintain the premium impression at every client touchpoint.

#### BRAND DO'S & DON'TS

**Do**

**Don't**

- ◆ Lead with elegance and restraint in every design
- ◆ Use spacious layouts and premium contrast
- ◆ Keep messaging short and polished
- ◆ Maintain consistency in navy, gold, and neutral tones
- ◆ Prioritize a white-glove service impression

- ◆ Overcrowd designs with too much text or visual noise
- ◆ Use bright, cheap-looking promotional colors
- ◆ Make the brand feel too medical or too athletic
- ◆ Mix too many fonts or decorative elements
- ◆ Dilute the premium impression with discount-style messaging



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HYDRATION, ELEVATED.

This brand guide is the foundation of everything LuxeFlow creates. Apply it with intention, consistency, and the elevated spirit it represents.

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