



E L U X X

brand identity

establishing the brand

AUG , 2023

ELUXX

contents

ESTABLISHING THE BRAND

Company Overview	4
Elevator Pitch	6
Brand Attributes	8
Vision & Mission	10
Client Personas	12

THE LOGO MARK

Typography	26
Primary Colors	28
Supporting Colors	30
Accent Colors	31
Final Logo	32

BRAND STANDARDS

Brand Color Palette	34
Logo Size Restrictions	38
Incorrect Usage	40
Additional Product Lines	42
Brand Extras	44

THE PRODUCT

ELUXX Mobile App	48
------------------	----

company overview



ELUXX aims to be an innovative platform that solves for the evolving needs of customers seeking convenient beauty services. This comprehensive solution will cater to both customers and providers by offering seamless bookings and personalized experiences.

With the recent shift towards remote work, ELUXX acknowledges the desire for providers to have more flexibility in their schedules and the freedom from traditional 4-wall establishments. The platform aims to empower independent providers to work on their own terms while also offering a reliable and convenient option for customers seeking beauty services.

ELUXX strives to create a platform that bridges the gap in the fragmented market of beauty services and fulfills the needs of both customers and providers. The focus is on creating a seamless and user-friendly experience, enhancing convenience, and fostering connections between customers and providers in the beauty industry.

elevator pitch

There is currently an opportunity to serve a need for customers seeking more convenient options for beauty services. Secondly, there is a paradigm shift for providers to work on their own schedules and be free of the four-wall establishment inconveniences. The opportunity provides a dual facing platform fulfilling the needs and wants of the evolving American lifestyle.

Due to the fragmented market of primarily single location operators within hair, nails and medspas, there has been a lack of technology invested to provide seamless bookings for customers. ELUXX provides a solution that works for the customers, wandering providers, and the traditional four-wall establishment.

CURATED FOR YOUR SCHEDULE

Pick the provider, location, and service that align with your vision, making your beauty experience truly yours.

SEAMLESS FLEXIBILITY

Enjoy the luxury of beauty services delivered to your doorstep or opt for a nearby salon experience, all at your fingertips.

EMPOWERED CHOICE

Take the reins of your beauty journey. Choose the provider who understands your needs, the location that suits your schedule, and the service that matches your desires.

QUALITY ASSURANCE

Skilled professionals ensure exceptional service, giving you confidence in your beauty experience.

brand attributes

vision & mission

CORE VALUES

APPRECIATION

We will treat all of our clients, colleagues and associates with appreciation, enthusiasm and respect, while communicating with them in a forthright manner.

GREATER GOOD

We enthusiastically do what is best for the greater good in this order: Client, Company, Team and Self, and the individual will be successful and prosper as a result.

INVESTIGATION

We seek to clearly understand the objective and parameters of a project or challenge before offering a solution.

RELATIONSHIPS

We foster longstanding and valued relationships by providing win-win solutions for our clients and consultants.

At ELUXX, our vision is to redefine the landscape of beauty services by pioneering a transformative platform that celebrates individuality, flexibility, and empowerment. In a world where time is of the essence and personal expression is paramount, our platform is designed to seamlessly blend into your life, offering a spectrum of providers, locations, and services that resonate with your unique vision.

Within the fragmented beauty industry, ELUXX is dedicated to being the ultimate destination for seamless and convenient beauty services. Our mission is to empower both customers and providers by offering flexible scheduling options and personalized experiences. We believe in the power of choice - from selecting providers who resonate with your vision to choosing the perfect location and service that align with your unique preferences."

personas

Client Persona 1:
Busy Mom

Name:
Sara J.

Age:
35

Occupation:
Stay at home mom

Demographic:
*Suburban area, married
with three children*

Sarah is a busy mom juggling her family responsibilities with her own life. She values convenience and efficiency in managing her daily tasks. With limited free time, she relies on technology to simplify her life and seeks beauty and med spa services that can accommodate her busy schedule.

Challenges and Needs: Sarah struggles to find time for self-care and maintaining her appearance due to her hectic lifestyle. She needs a mobile app that offers flexible scheduling options, on-demand services, and trusted providers who can deliver quality services efficiently. She also values the ability to schedule appointments for her family members conveniently.

busy mom





professional female

Client Persona 2:
Professional Female

Name:
Diana R.

Age:
30

Occupation:
Lawyer

Demographic:
Urban area, single

Diana is a successful lawyer dedicated to her career. She values professionalism and personal presentation in her line of work. With a demanding schedule, she seeks beauty and med spa services that can seamlessly integrate with her professional lifestyle and provide top-notch experiences.

Challenges and Needs: Diana faces challenges in finding reliable providers who understand her specific preferences and can cater to her busy schedule. She seeks an app that offers personalized experiences, secure payment options, and trusted recommendations from other professionals. Convenient scheduling, appointment reminders, and confidentiality for med spa services are also essential for her.

professional male

Client Persona 3:
Professional Male

Name:
James N.

Age:
28

Occupation:
Entrepreneur

Demographic:
*Urban area,
single, entrepreneur*

James is a young professional entrepreneur who takes pride in his appearance. He wants to maintain a well-groomed image but struggles to find convenient and suitable services tailored to his needs. He values privacy and ease of use when accessing beauty and grooming services.

Challenges and Needs: James faces challenges in finding providers who offer services that align with his specific preferences and work with his unpredictable schedule. He seeks an app that offers discreet med spa services, easy booking options, and a diverse range of providers. He also values user reviews and recommendations to ensure quality services.



independent provider



User Persona 4:
Independent Provider

Name:
Sophie T.

Age:
40

Occupation:
Esthetician

Demographic:
*Suburban area,
self employed*

Sophie is a skilled esthetician running her own beauty and med spa services independently. She values autonomy and flexibility in managing her business and seeks opportunities to expand her client base and streamline her operations.

Challenges and Needs: Sophie faces challenges in finding reliable platforms that provide her with increased visibility, marketing opportunities, and a user-friendly interface for managing her appointments. She seeks an app that offers efficient appointment management, the ability to follow up with her clientele, and marketing to increase exposure to her services.

User Persona 5:
Brick and Mortar Provider

Name:
Michael A.

Age:
45

Occupation:
Salon owner

Demographic:
Urban area, entrepreneur

Michael is the owner of a successful beauty salon with a team of skilled professionals. He is focused on providing excellent services to his clients while managing the operations of his business efficiently.

Challenges and Needs: Michael faces challenges in marketing his newly opened salon effectively and attracting new customers. He needs an app that provides increased visibility for his salon, connects him with a wider client base, and offers tools for managing appointments and filling canceled slots, and tracking business performance. He also seeks features that help him maximize profitability and improve customer satisfaction.



**brick and mortar
provider**

**discovering the
brand feeling**

None of these typefaces are part of the logo which uses a custom made typeface that does not appear anywhere else in the brand in order to maintain the logo's integrity.

The ELUXX brand utilizes two typefaces from two contemporary font families, Abril Fatface and Poppins. **Abril Fatface** is a striking and elegant display font that exudes a sense of vintage charm and sophistication. This typeface draws inspiration from the high-contrast Didone style, known for its bold and thin strokes that create a dramatic visual impact. The distinctive feature of Abril Fatface lies in its exaggerated contrast between thick and thin lines, giving the letters a dynamic and luxurious appearance. The serifs are sharp and elongated, enhancing the font's regal and timeless feel. This font is particularly well-suited for attention-grabbing headlines, posters, and other large-scale design projects where its larger-than-life presence can shine. Despite its historical roots, Abril Fatface manages to blend tradition with a contemporary twist, making it a versatile choice for designers seeking to evoke a sense of elegance and grandeur in their projects.

Poppins is a contemporary and versatile sans-serif typeface known for its balanced geometric design and high readability. Designed by Indian type designer Jonny Pinhorn and released by the Indian Type Foundry in 2014, Poppins features a clean and uniform appearance with rounded corners and open counters, making it suitable for various applications ranging from digital interfaces to print media. Its extensive range of weights and styles, along with its wide language support, enables Poppins to adapt effortlessly to both display and body text settings, embodying a harmonious blend of modern aesthetics and functional clarity.

Headline

Abril Fatface
1 weight

Aa

ABCDEFGHIJKLM-
NOPQRSTUVWXYZ
abcdefghijklmnpqrstuvwxyz
1234567890 ., - : | ? / () & % # *

HEADLINE GOES HERE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec vel suscipit quam. Nam sed turpis tempus, tempus purus in, laoreet ligula. Sed rutrum dolor sem, at auctor quam accumsan quis. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec in.

Headline goes here

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec vel suscipit quam. Nam sed turpis tempus, tempus purus in, laoreet ligula. Sed rutrum dolor sem, at auctor quam accumsan quis. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec in.

Secondary

Poppins
10 weights

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnpqrstuvwxyz
1234567890 ., - : | ? / () & % # *

HEADLINE GOES HERE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec vel suscipit quam. Nam sed turpis tempus, tempus purus in, laoreet ligula. Sed rutrum dolor sem, at auctor quam accumsan quis. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec in.

Headline Goes Here

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec vel suscipit quam. Nam sed turpis tempus, tempus purus in, laoreet ligula. Sed rutrum dolor sem, at auctor quam accumsan quis. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec in.

primary

COLORS

Clean
Crisp
High Fashion
Minimal Colors

Navy Blue

C 89
M 79
Y 53
K 68

R 16
G 25
B 43

Hex
#10192B

Tulle White

C 0
M 7
Y 6
K 0

R 254
G 238
B 231

Hex
#FEEEE7

Leather

C 45
M 50
Y 70
K 0

R 155
G 129
B 98

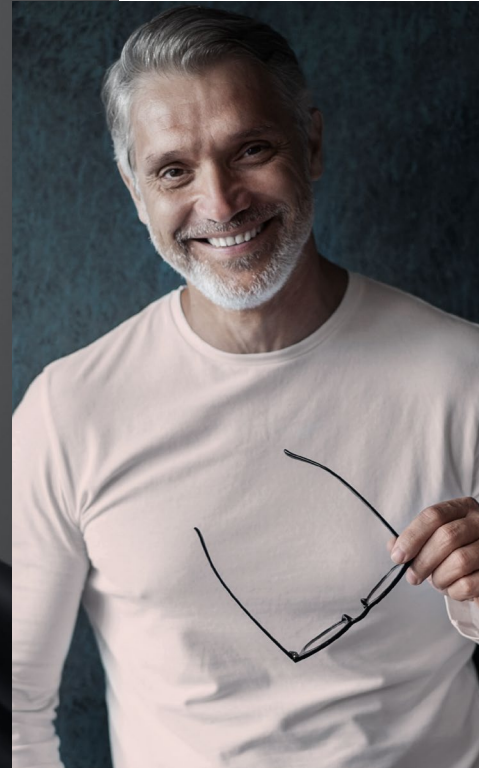
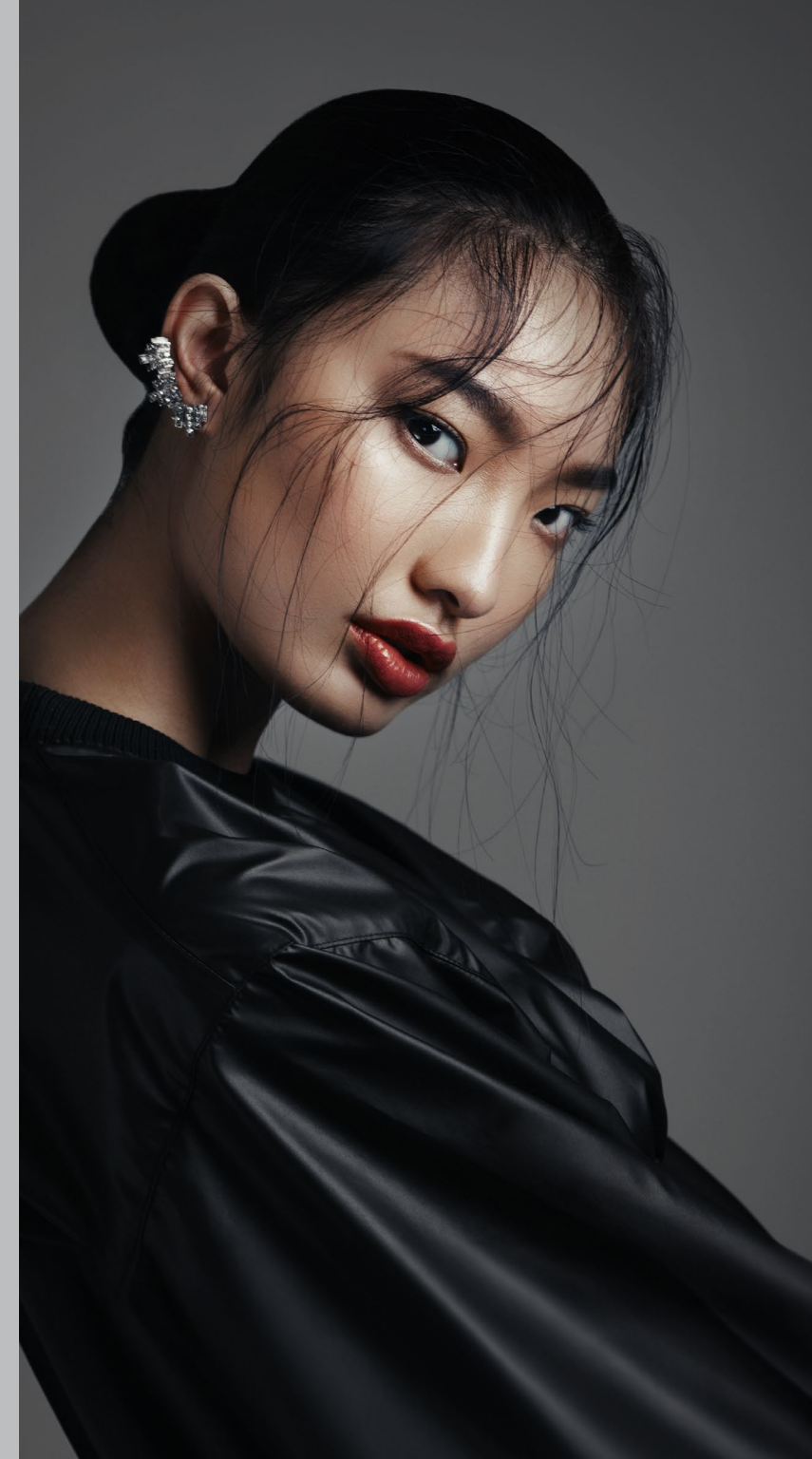
Hex
#9B8162

Gray

C 0
M 0
Y 0
K 30

R 188
G 190
B 92

Hex
#BCBEC0



supporting

COLORS

- Calm*
- Soft*
- Spa*
- Relaxing*
- Earth Tones*

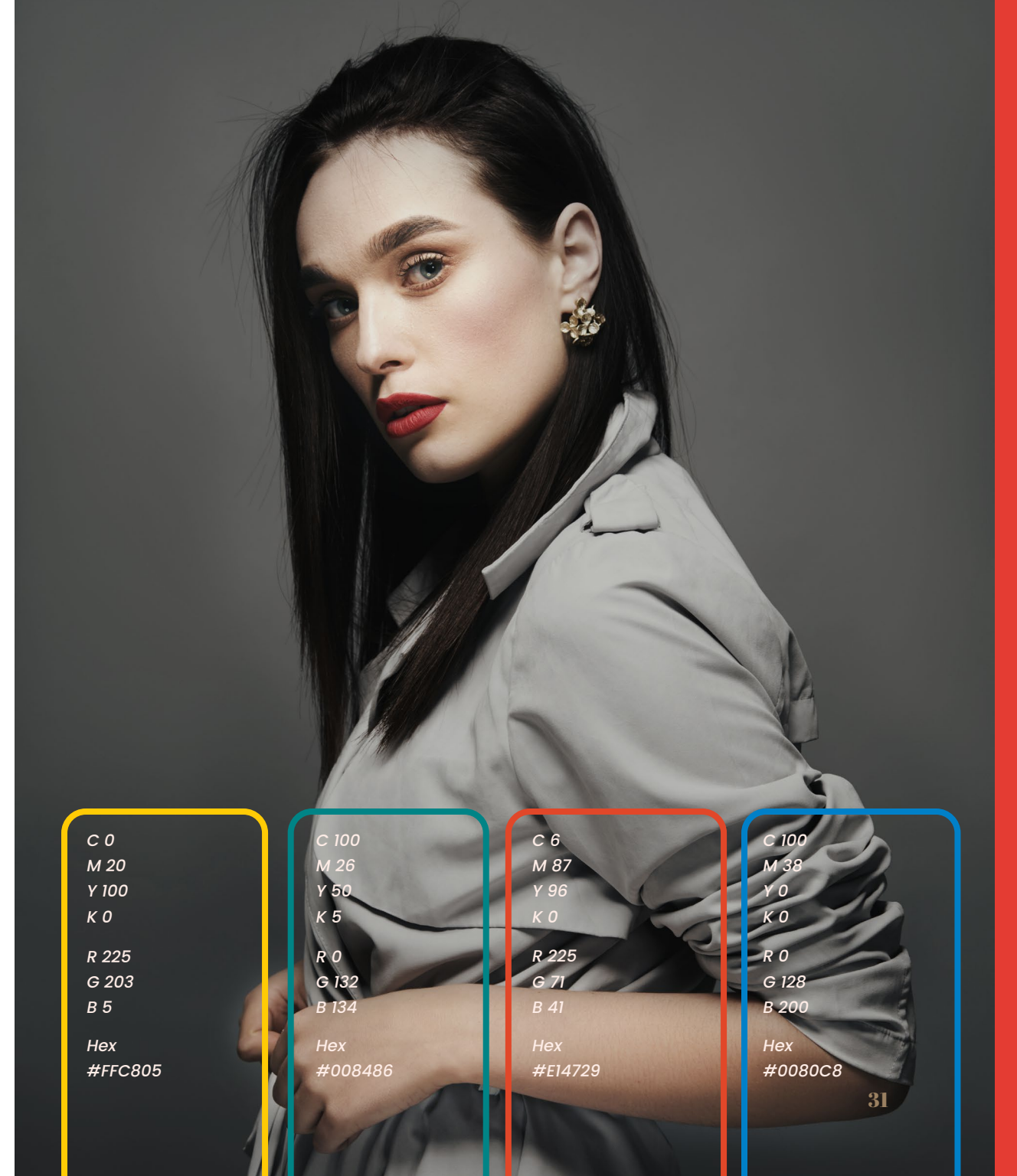


C 33 M 26 Y 40 K 0	C 55 M 48 Y 38 K 8	C 73 M 53 Y 37 K 13	C 60 M 52 Y 71 K 40	C 6 M 5 Y 12 K 0	C 0 M 11 Y 20 K 0
R 175 G 174 B 154	R 122 G 120 B 131	R 81 G 104 B 124	R 82 G 81 B 63	R 237 G 233 B 222	R 225 G 228 B 201
Hex #AFAE9A	Hex #7A7883	Hex #516B7C	Hex #52513F	Hex #EDE9DE	Hex #FFE4C9

accent

COLORS

- Bright*
- Colorful*
- Fun*
- Playful*
- Minimal Use*



C 0 M 20 Y 100 K 0	C 100 M 26 Y 50 K 5	C 6 M 87 Y 96 K 0	C 100 M 38 Y 0 K 0
R 225 G 203 B 5	R 0 G 132 B 134	R 225 G 71 B 41	R 0 G 128 B 200
Hex #FFC805	Hex #008486	Hex #E14729	Hex #0080C8

THE LOGO
primary

This is the primary version of the logo. It should be used in all cases possible, unless reproduction method or size cause an issue.

The logo is the key building block of our identity, the primary visual element that defines us. The symbol is a combination of the logomark and the logotype in a fixed relationship that should not be modified.

The logomark is a powerful image suggesting the term “Luxury” as well as the concept of communication and connections. The hard edges evoke stability, strength, and high class.

The logotype contrasts and balances the weight and angularity of the logomark, in a custom font carefully crafted to be modern, refined as well as highly legible.

E L U X X

*Clean
Crisp
High Fashion
Luxury
Just For You*

THE LOGO
colors

Clean
Crisp
High Fashion
Minimal Colors

Navy Blue

C 89
M 79
Y 53
K 68

R 16
G 25
B 43

Hex
#10192B

Tulle White

C 0
M 7
Y 6
K 0

R 254
G 238
B 231

Hex
#FEEEE7

Leather

C 45
M 50
Y 70
K 0

R 155
G 129
B 98

Hex
#9B8162

Gray

C 0
M 0
Y 0
K 30

R 188
G 190
B 92

Hex
#BCBEC0

Full Color

ELUXX

ELUXX

Gray

ELUXX

ELUXX

Black/White

ELUXX

ELUXX

THE LOGO
meaning

Electric

Online

Luxury

Express

Just for You

Multiple Services

A Friendly Parting Gesture



Logo spacing, often referred to as “clear space” is a crucial design aspect in graphic design where the precise adjustment of the distance around a logo is meticulously crafted.

This adjustment aims to achieve optimal visual balance, readability, and aesthetic harmony, ensuring that the logo’s overall composition is cohesive and impactful.

Proper logo spacing helps prevent the logo appearing too cramped or too widely spaced. It will enhance the logo’s legibility, brand recognition, and overall professional appeal across various applications and media.

THE LOGO restrictions

- 1 Spacing
- 2 Small sizes
- 3 Maximum and minimum sizes



THE LOGO don'ts

1

Do not add drop shadows or other effects to the logo

1

~~ELUXX~~

2

Do not stretch or distort the logo

2

2

~~ELUXX~~

3

Do not change the typeface used in the logo

3

~~ELUXX~~

4

Do not alter individual elements in the logo

4

4

~~ELUXX~~

5

Do not alter the colors in the logo.

5

~~ELUXX~~

6

Do not rotate the logo

6

6

~~ELUXX~~

7

Do not use the logo as part of a phrase or sentence

7

~~ELUXX provides project services to companies who targeted help with a specific initiatives where business and technology meet.~~

8

Do not use low-resolution versions of the logo

8

8

~~ELUXX~~

Be cautious when using the logo not to alter, tweak, mutilate, or take any personal creative freedom that breaks the specific rules set out in this book. The following are merely a few examples of practices that would violate the logo and ultimately the ELUXX brand.

ADITIONAL
product
LINES

When incorporating a new product line, the following choices are available to you:

You have the ability to modify the color of the U and additionally introduce the new product line beneath the logo.



ELUXX
PRODUCT LINE

COLOR CAN CHANGE FOR DIFFERENT PRODUCT LINES

ELUXX

PRODUCT LINE NAME **PRODUCT LINE**

FUTURA PT, MEDIUM

ELUXX ELUXX ELUXX
PRODUCT LINE PRODUCT LINE PRODUCT LINE

RECOMMENDED CLEAR SPACE

MINIMUM CLEAR SPACE

ELUXX
PRODUCT LINE

Icons are powerful symbols that encapsulate complex ideas, concepts, or entities in a visually concise manner. Often represented as simplified images, icons have become integral to modern communication, especially in digital interfaces and visual design. Whether found in software interfaces, signage, or even cultural representations, icons possess the remarkable ability to distill intricate meanings into compact, universally understandable forms.

EXTRAS icons

Hand-drawn icons offer a refreshing and whimsical approach to visual communication. Crafted with care and personal touch, these icons break away from the rigidity of digital design, infusing warmth and uniqueness into every line and curve. Their imperfections become part of their charm, conveying a sense of authenticity and creativity.

1



*1
Hand drawn for
special Navigation*

*2
Standard for
navigation*

2



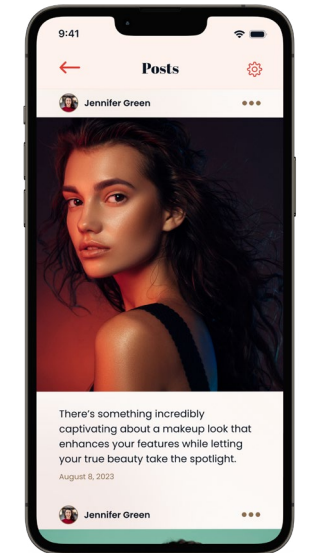
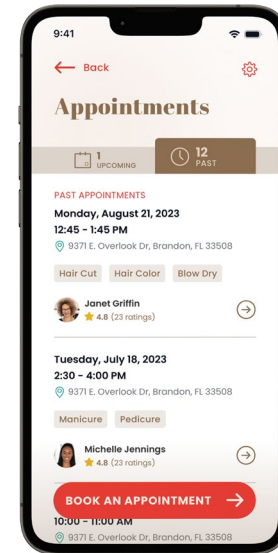
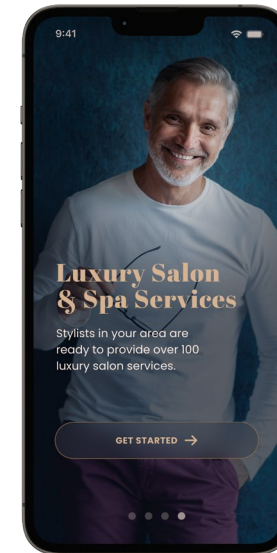
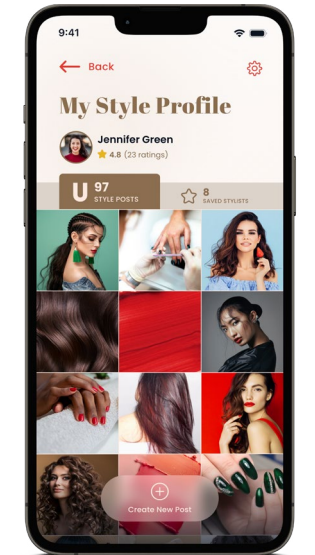
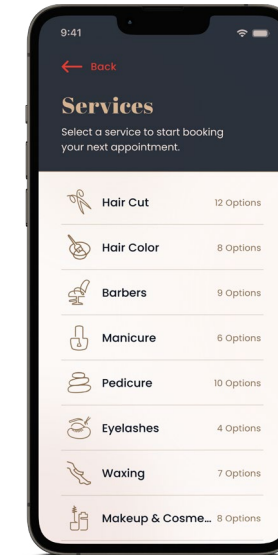
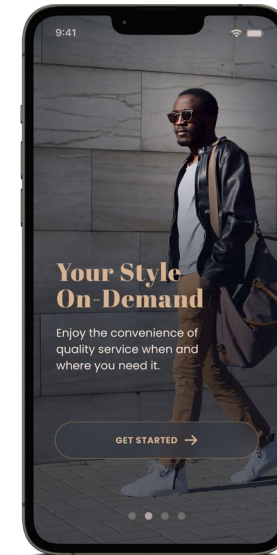
the product



ELUXX mobile app

Clients
Service Providers

App Icon
Suggestions





ELUXX
business Card
Letterhead

ELUXX