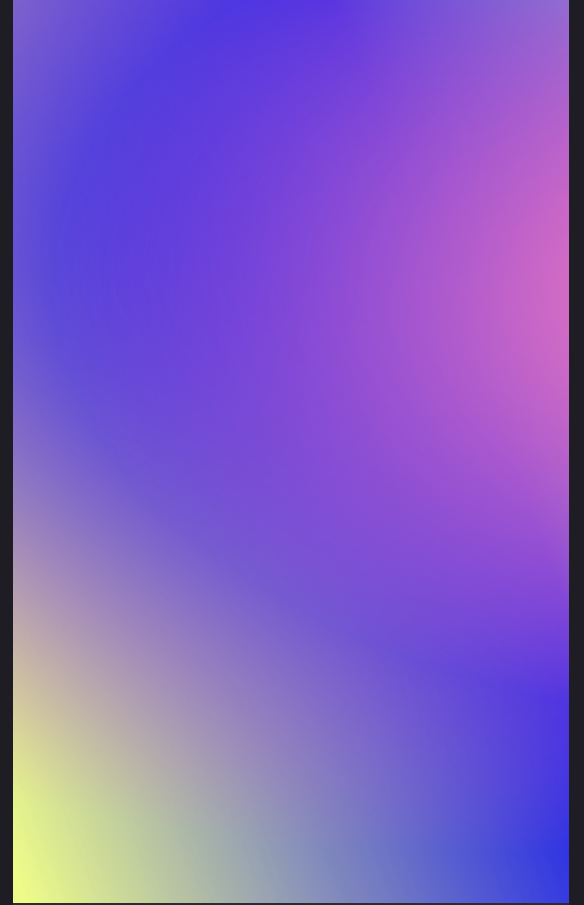


LUMINARA

# Brand Guidelines



# COMPLETE LOGO

Meaning: Inspired by "Luminous" (light, brilliance), conveying luxury, innovation, and digital excellence.





## LOGO DESIGN OVERVIEW

Luminara’s logo embodies the essence of luxury, innovation, and digital excellence. Crafted with a minimalist yet futuristic approach, the design integrates clean geometric lines with a luminous accent, symbolizing clarity and forward-thinking strategies. The typography features a sleek, modern sans-serif font that enhances the brand’s elegance, while the color palette—deep midnight blue and radiant gold—evokes sophistication and premium quality.

The icon, a stylized “L” with a subtle glow or abstract light wave, reinforces the brand’s commitment to high-end digital marketing. Designed for versatility, the logo seamlessly adapts across web, social media, and print, ensuring a striking visual presence.

# TYPOGRAPHY

Playfair Display

The image shows the letters 'A' and 'a' in the Playfair Display font. The 'A' is a large, outlined capital letter, and the 'a' is a smaller, outlined lowercase letter. Both letters are filled with a vertical rainbow gradient, transitioning from yellow at the top to purple at the bottom.

**Manage your work with patience**

H1 48–64px Plafair Display Bold

Manage your work with patience

H2 36–44px Plafair Display Semibold

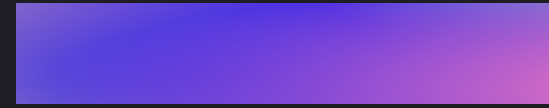
Manage your work with patience

H3 28–32px Plafair Display Medium

Manage your work with patience

Body Text 18–22px Plafair Display Regular

# COLOR SCHEME - PALETTE



#0A0F2C

#FFD700

#B0B0B0

#FFFFFF