LUMI Scented Candle

Brand Identity Guidelines

Crafted candles for slow living.

ABOUT LUMI

LUMI IS A SCENTED CANDLE BRAND CREATED TO BRING CALM AND SOFTNESS INTO EVERYDAY LIFE.

THE BRAND FOCUSES ON MINIMAL DESIGN, SUBTLE FRAGRANCES, AND EMOTIONAL COMFORT.

EACH CANDLE IS DESIGNED NOT TO OVERPOWER THE SPACE, BUT TO GENTLY COMPLEMENT IT – THROUGH WARM LIGHT, CLEAN FORM, AND BALANCED SCENT.

LUMI REPRESENTS SLOW LIVING, QUIET RITUALS, AND MOMENTS OF PAUSE IN A FAST-PACED WORLD.

BRAND MISSION

TO CREATE CANDLES THAT HELP PEOPLE SLOW DOWN, RELAX, AND RECONNECT WITH THEMSELVES THROUGH LIGHT AND SCENT.

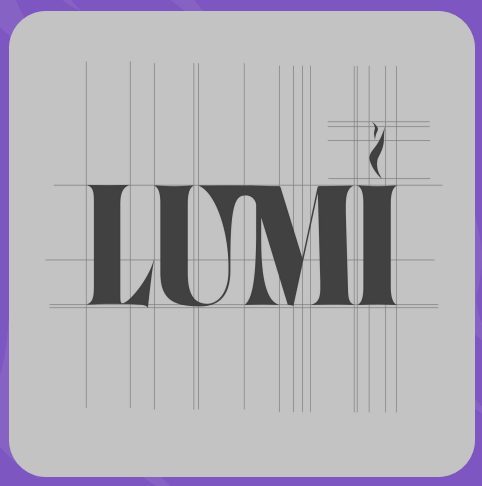
LUMI AIMS TO TRANSFORM EVERYDAY MOMENTS INTO CALM RITUALS BY COMBINING MINIMAL AESTHETICS WITH EMOTIONAL WARMTH.

LOGO CONCEPT

THE LUMI LOGO COMBINES STRONG TYPOGRAPHY WITH A SUBTLE FLAME SYMBOL.
THE FLAME REPRESENTS:

WARMTH
LIGHT
CALM PRESENCE
EMOTIONAL CONNECTION

THE LOGO REFLECTS SIMPLICITY AND BALANCE, REINFORCING THE BRAND'S MINIMAL AND ELEGANT CHARACTER.



LOGO TYPOGRAPHY

THE LUMI LOGOTYPE IS BASED ON THE Norman Fat SERIF TYPEFACE.

THE ORIGINAL FONT WAS CONVERTED INTO VECTOR OUTLINES AND FURTHER CUSTOMIZED TO CREATE A DISTINCTIVE BRAND MARK.

AS PART OF THE LOGOTYPE DESIGN, THE LETTERS U AND M WERE VISUALLY MERGED INTO A SINGLE CONNECTED FORM, ENHANCING CONTINUITY AND BALANCE WITHIN THE WORDMARK.

A CUSTOM FLAME SILHOUETTE WAS ADDED ABOVE THE LETTER “I”, REINFORCING THE BRAND’S CORE SYMBOLISM OF LIGHT, WARMTH, AND CALM PRESENCE.

THESE MODIFICATIONS TRANSFORM THE NORMAN FAT TYPEFACE INTO A UNIQUE, HANDCRAFTED LOGOTYPE WHILE PRESERVING ITS ELEGANT AND MINIMAL CHARACTER.

TYPOGRAPHY SYSTEM

PRIMARY TYPEFACE

Norman Fat

USED FOR LOGO AND BRAND HEADLINES.

EXPRESSIVE, ELEGANT, CALM.

SECONDARY TYPEFACE

Monument Extended

USED FOR CONTACT INFORMATION AND SUPPORTING TEXT.

CLEAR, STRUCTURED, MODERN.

LUMÍ

COLOR PALETTE

THE COLOR PALETTE IS BUILT AROUND SOFT LAVENDER AND LIGHT NEUTRAL TONES.

THESE COLORS EVOKE:

- CALMNESS
- SOFTNESS
- COMFORT
- CLEANLINESS

THE PALETTE SUPPORTS THE EMOTIONAL TONE OF THE BRAND AND ENHANCES ITS MINIMAL AESTHETIC.

SOFT LAVENDER	MORNING MIST	LAVENDER BLOOM	DEEP VIOLET
#F3E5F5	#D1C4E9	#BAA2DD	#7E57C2

BRAND IDENTITY MOCKUPS

THIS SECTION PRESENTS THE VISUAL APPLICATION OF THE LUMI BRAND IDENTITY ACROSS KEY TOUCHPOINTS.

BRAND ESSENCE

LUMI

IS MORE THAN A CANDLE.

IT IS A MOMENT OF CALM.

A QUIET FLAME.

A SOFT PRESENCE IN EVERYDAY LIFE.

lumi.com