

LUMIÈRE

Royalty At Your Reach

APM 2001 BRAND MANAGEMNT
ASSESSMENT 2 : BRAND GUIDELINES
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ABOUT US



"At Lumière, we believe in bringing the essence of luxury within reach of every individual. Our brand is a celebration of opulence and sophistication, inspired by the grandeur of royalty. Through meticulous attention to detail and a commitment to quality, we offer a range of exquisite makeup products designed to elevate your beauty routine. While our packaging exudes regal charm with its rich, royal theme colors, our mission remains rooted in inclusivity and accessibility. We are dedicated to ensuring that everyone can experience the indulgence of luxury without compromise.

At Lumière, luxury isn't just a privilege—it's a right for all."



OUR STORY

Lumière was born out of a passion for democratizing luxury in the world of makeup. Our journey began with a simple yet powerful idea: to make high-quality, luxurious beauty products accessible to everyone, regardless of budget. Inspired by the timeless elegance of royalty and the allure of luxury, we set out to create a brand that transcends barriers. Founded by a team of dedicated beauty enthusiasts, Lumière is more than just a makeup brand, it's a movement. We believe that every individual deserves to feel like royalty, to bask in the glow of confidence and sophistication that comes from using premium cosmetics.

From our carefully curated product range to our commitment to affordability, every aspect of Lumière is infused with our ethos of inclusivity and empowerment. We source the finest ingredients, prioritize sustainability, and never compromise on quality, ensuring that each product delivers exceptional results without breaking the bank.

But Lumière is not just about makeup—it's about celebrating individuality, embracing diversity, and empowering self-expression. We invite you to join us on this journey as we illuminate beauty for all. Together, let's redefine luxury, one radiant face at a time."

PROMISE

Deliver premium luxury
that's accessible to all,
embodying quality and
inclusivity.

VISION

Lumière leads in
democratizing luxury beauty,
globally inspiring self-love
and creativity.

MISSION

We empower with
affordable, top-tier makeup,
fostering confidence and
self-expression.

OUR VALUES

QUALITY EXCELLENCE:

We are committed to upholding the highest standards of quality in every product we offer, ensuring excellence in formulation, performance, and presentation.

ACCESSIBILITY:

We believe that luxury should be accessible to all, and we strive to make our premium beauty products affordable without compromising on quality.

EMPOWERMENT:

We believe in the transformative power of makeup to boost confidence and self-esteem, and we are dedicated to empowering individuals to express their unique beauty with pride and authenticity.

INCLUSIVITY:

We celebrate diversity in all its forms and are dedicated to creating a brand that embraces and empowers individuals of every age, ethnicity, gender, and background.

INNOVATION:

We are passionate about innovation and continuously strive to push boundaries, explore new ideas, and develop cutting-edge beauty solutions that inspire creativity and self-expression.

SUSTAINABILITY:

We are committed to minimizing our environmental footprint and promoting sustainable practices throughout our supply chain, packaging, and operations.

TARGET AUDIENCE

MODERN CAREER
PROFESSIONALS
AGE RANGE : 25-40

Motivated and aspirational people who respect achievement and professionalism. They lead hectic lives juggling personal and professional obligations, looking for cost-effective beauty treatments to improve their looks and self-esteem. When it comes to their beauty regimens, they value quality and luxury but also practicality and ease of use.

BEAUTY ENTHUSIASTS AND
TRENDSETTERS
Age RANGE: 18-30

People who are passionate about makeup and beauty and are fashion forward and trend-conscious. To show their creativity and uniqueness, they are always experimenting with different appearances and aggressively seeking out new goods, techniques, and trends. They are avid users of social media, where they share their personal beauty journeys with others and look for inspiration.

EVERYDAY GLAM SEEKERS
AGE RANGE : 30-50

People who want to feel and look their best on a daily basis, not only for special occasions. They value beauty products that are easy to use, sophisticated, and glamorous without taking a lot of time or work. They look for goods that accentuate their inherent beauty and add a little elegance to their daily existence, giving them a sense of self-worth and empowerment.

BRAND PERSONALITY

PRIMARY

Our main brand identity at Lumière is one of empowerment, sophistication, and elegance. We are known for providing opulent beauty products that enhance each person's inherent attractiveness. Our brand reflects a timeless elegance that appeals to our discriminating audience, embodying class and refinement. We enable people to confidently express themselves and appreciate their own attractiveness, which promotes self-assurance and empowerment.

SECONDARY

Lumière's secondary brand identity encompasses warmth, inclusion, and sincerity in addition to our primary traits. We foster an environment that is kind and inclusive, making everyone feel appreciated and celebrated. Sincerity is the foundation of our business, and we establish real connections with our audience by being open with our communication and providing realistic experiences. We extend a warm and welcoming invitation to anyone to become a part of our community and share their path towards beauty with us.

OUR TONE OF VOICE

Welcoming:

We greet our audience with warmth and openness, making them feel valued and appreciated from the moment they engage with our brand.

Confident:

We speak with authority and assurance, instilling confidence in our audience about the quality and effectiveness of our products and services.

Authentic:

We communicate with sincerity and transparency, building trust with our audience by being genuine and honest in our messaging.

Engaging:

We strive to captivate and hold the attention of our audience through compelling storytelling, creative language, and interactive content.

Inspirational:

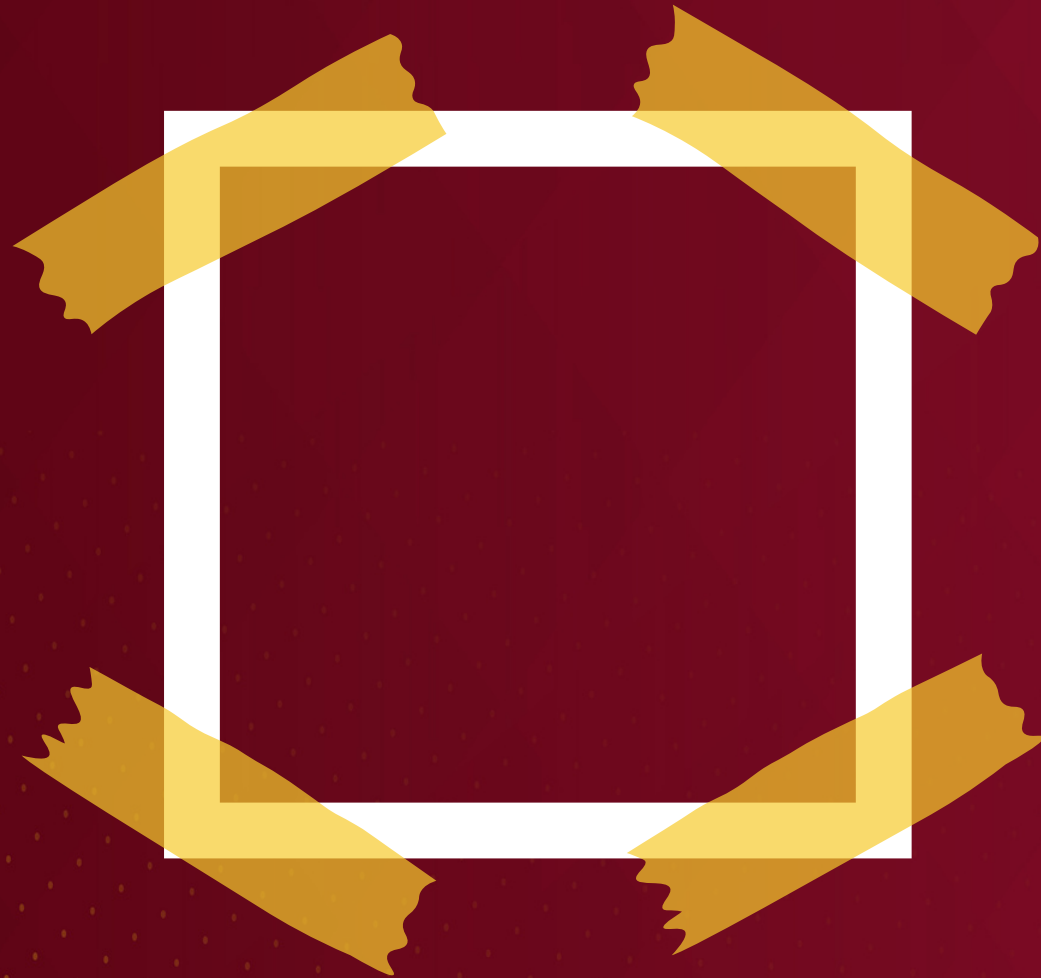
We inspire and empower our audience to embrace their unique beauty and express themselves boldly, using uplifting and motivational language.

Accessible:

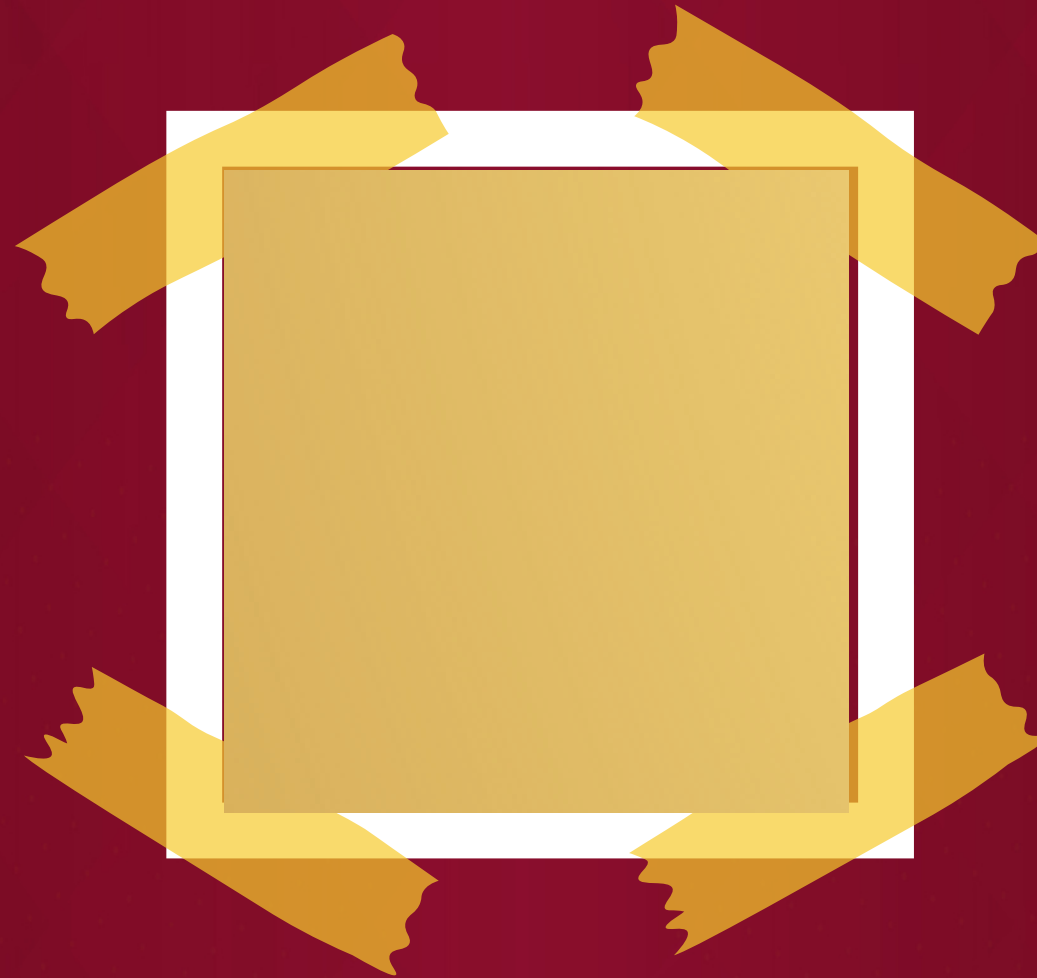
We communicate in a clear and straightforward manner, avoiding jargon and complexity to ensure that our message is easily understood by all.

COLOR PALETTE

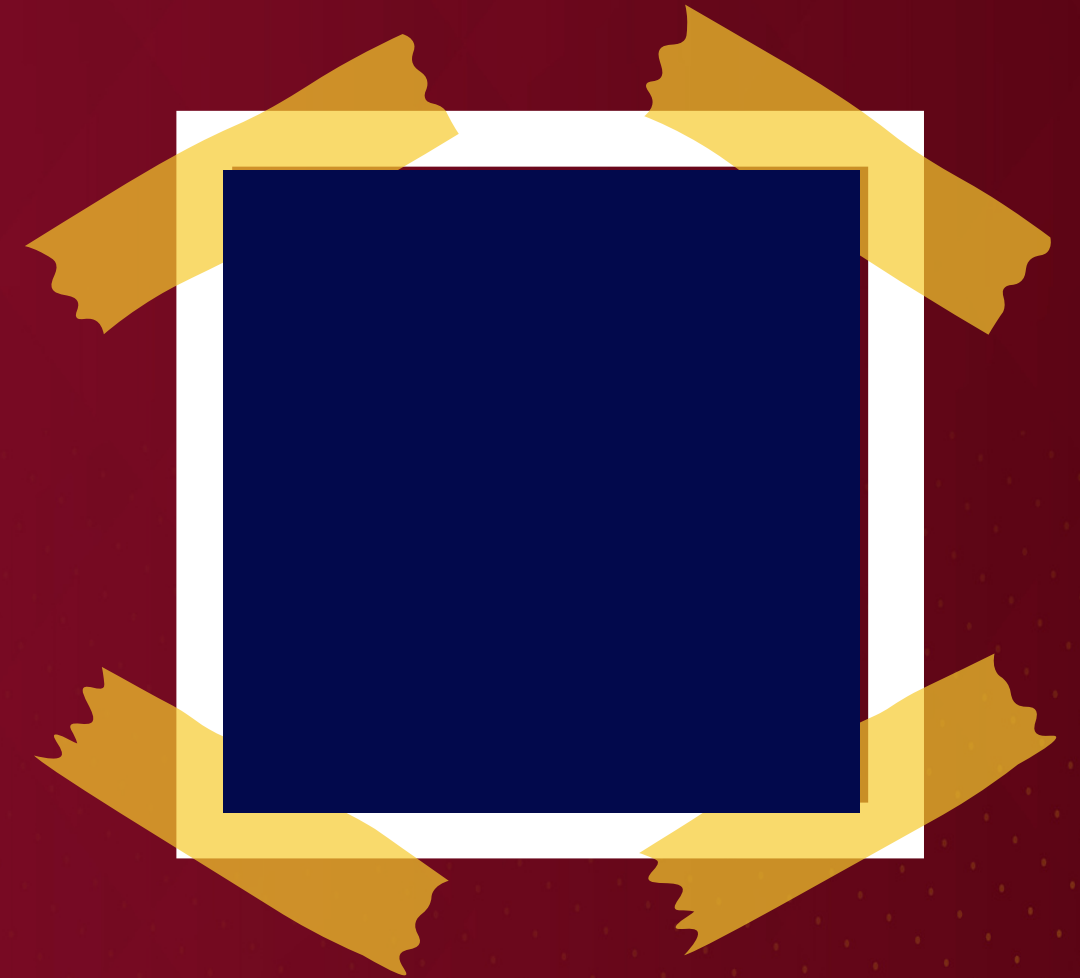
PRIMARY COLORS



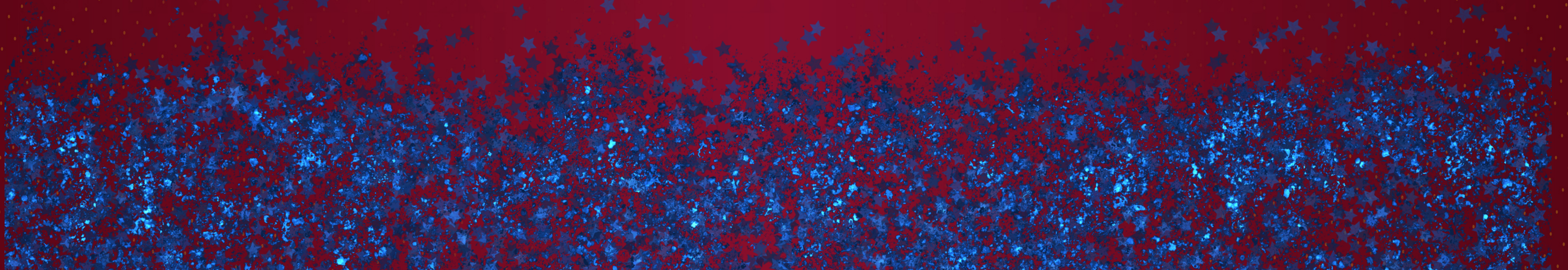
BURGUNDY/ DARK RED



GOLDEN/YELLOW



ROYAL/NAVY BLUE



OUR LOGO

Red represents passion and empowerment, embodying the confidence and boldness that Lumière instills in its customers.

The lipstick symbol in place of the "i" signifies Lumière's focus on makeup and beauty, serving as a distinctive and memorable element of the logo design. The lipstick flame symbolizes the transformative power of Lumière products, igniting confidence, beauty, and self-expression, enhancing the logo's energy and empowering individuals to shine brightly.



Gold symbolizes luxury and sophistication, reflecting Lumière's commitment to providing high-quality beauty products that exude opulence.

Navy Blue shadow accents add a touch of elegance and serenity, complementing the regal theme of the brand.

OUR TAGLINE

Royalty At Your Reach

The logo for the brand LUMIÈRE is displayed in a gold, ornate serif font. The letter 'I' is replaced by a detailed illustration of a lit candle with a bright yellow flame and a silver base. The entire logo is set against a dark red background with a subtle pattern of small gold dots.

Royalty At Your Reach

The tagline "Royalty at Your Reach" perfectly encapsulates Lumière's brand essence and values. By choosing this tagline, we aim to convey the luxurious and regal feel of our products while emphasizing their accessibility to everyone. At Lumière, we think that every person has the right to feel like royalty, to witness the transforming potential of cosmetics, and to confidently express their own beauty. Our tagline captures our dedication to offering premium quality products that are both elegant and sophisticated yet still remain within everyones reach. It represents our goal of democratising luxury so that anybody who wants to enhance their natural radiance can shine like royalty.

RULES FOR LOGO USAGE

CORRECT LOGO USAGE



Original logo



Any background matching brand colors

INCORRECT LOGO USAGE



DO NOT change the logo font



DO NOT change the tagline font



DO NOT add the accents in the wrong place



DO NOT add the tagline above the logo



DO NOT use the same background as the content/accents colors



DO NOT place the logo symbol upside down

OUR TYPOGRAPHY

For our logo, we chose Monotype Corsiva, a font renowned for its elegance and sophistication, perfectly encapsulating the refined beauty that Lumière embodies. Its delicate flourishes add a touch of romance, making it the ideal choice to represent our brand name.

MONOTYPE CORSIVA
MONOTYPE CORSIVA

We employed Distillery Display for our headings, a font designed with clean lines and timeless elegance by Fort Foundry.

According to Fort Foundry's design philosophy, their fonts often draw inspiration from classic typography while incorporating innovative elements to meet the demands of modern design (Fort Foundry, n.d.). The Distillery Display's refined appearance exudes sophistication, perfectly complementing our brand's luxurious image, commanding attention with every glance.

DISTILLERY DISPLAY

Belleza, a font designed by Jeremy Dooley of Insigne Design, was utilized for subheadings and content, renowned for its balance of form and function. According to Insigne Design's design philosophy, their fonts are crafted with meticulous attention to detail to ensure both aesthetic appeal and functionality (Insigne Design, n.d.). Belleza's modern yet graceful style effortlessly captures the essence of Lumière, providing a harmonious balance between readability and style.

Belleza

TYPOGRAPHY GUIDELINES

MONOTYPE CORSIVA

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

- MUST ONLY be used in logo
- MUST only be in capitals
- Tagline MUST NOT be in capitals

BELLEZA

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

- MUST ONLY be used in subheadings and content
- Subheadings MUST ONLY be in capitals
- Content MUST NOT be in capitals

DISTILLERY DISPLAY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

123456789

- MUST ONLY be used in headings
- MUST ONLY be in Capitals

TYPOGRAPHY DO'S & DON'T'S

Do's:

- Do use appropriate font sizes for different types of content to ensure readability.
- Do maintain consistency in font choices throughout all brand materials.
- Do pay attention to spacing and alignment to create a polished and professional appearance.
- Do ensure sufficient color contrast between text and background for optimal legibility.
- Do experiment with font pairings to create visual interest while maintaining coherence.

Don'ts:

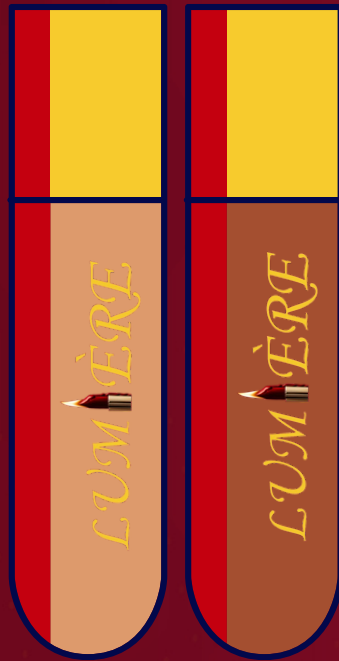
- Don't use too many different fonts in a single design, as it can lead to visual clutter.
- Don't use overly decorative or difficult-to-read fonts for body text.
- Don't neglect to proofread text for errors before finalizing designs.
- Don't ignore accessibility considerations when choosing fonts and colors.
- Don't stretch or distort fonts, as it can compromise legibility and readability.

PRODUCTS WE OFFER

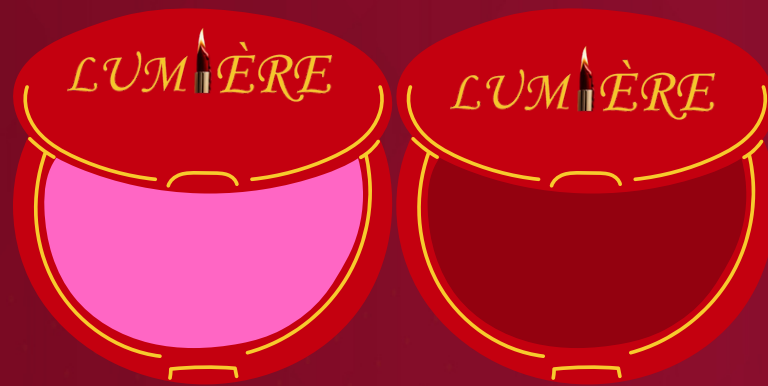
FOUNDATIONS



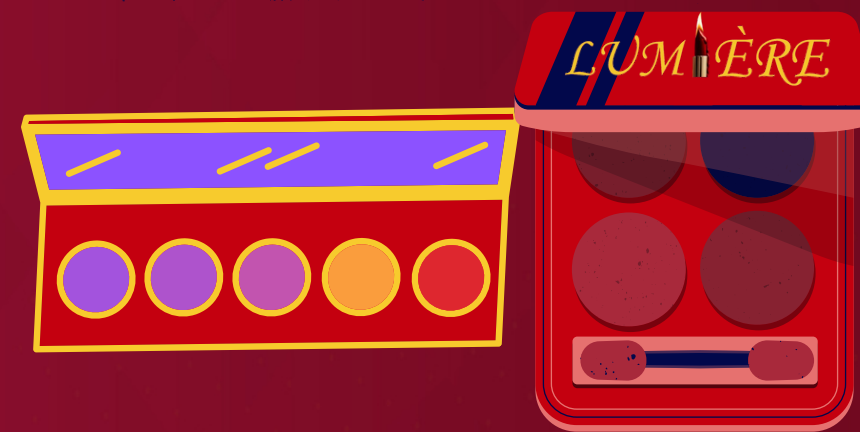
CONCEALERS



BLUSHES



EYESHADOW PALETTES



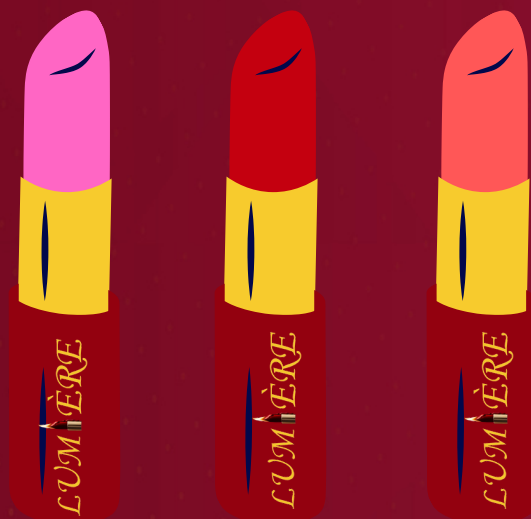
SETTING POWER



MASCARAS



LIPSTICKS



BEAUTY ACCESSORIES BRUSHES/SPONGES



IN STORE PACKAGING



PRODCUT PACKAGING



DELIVERY PACKAGING



PHOTOGRAPHY & ADVERTISING GUIDELINES

- All photography needs to have either red or gold elements.
- All the models for photography and advertising must showcase the brand colors.
- All photos must represent luxury, charm and attraction to the target audience.
- Logo and tagline must always be present and noticeable to audience.
- Photos must not be taken in loud backgrounds.
- Photos must not be blurry.
- Photos must have higher saturation of color palette to showcase the brand colors.

MAGAZINE



POSTER



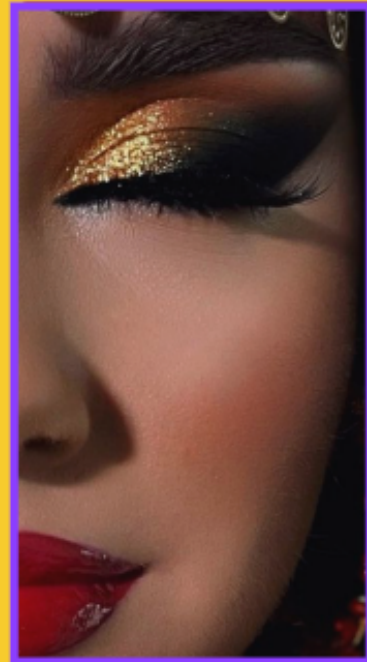
EXTERIOR & INTERIOR

INTERIOR

EXTERIOR



WEBSITE AND SOCIAL MEDIA



HOME SHOP PRESS ABOUT CONTACT



LUMÈRE
Royalty At Your Reach



Our main ways to attract our target audience is through our official brand website and instagram page. The website will be updating as per launching new products. Instagram will however be more active and posts will be uploaded at least 1-2 times a week with offers, promotions, discounts and sneak peaks of upcoming collections.



lumièreae



LUMÈRE
Royalty At Your Reach



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Pinterest. (n.d.). Sparkle in Red and Gold with Laura Mercier's New Lunar New Year Beauty Collection. [online] Available at: <https://in.pinterest.com/pin/687502699394735607/> [Accessed 3 Mar. 2024].

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[fromSearch=%3Ffilters.category%3D25%26freetext%3Dbrand%2520guideline%26last_filter%3Dcategory%26resultPosition%3D4](https://reports-mintel-com.ezproxy.mdx.ac.uk/trends/#/observation/1204241?fromSearch=%3Ffilters.category%3D25%26freetext%3Dbrand%2520guideline%26last_filter%3Dcategory%26resultPosition%3D4) [Accessed 5 Mar. 2024].

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