LUMEN

REVEAL YOUR
NATURAL RADIANCE

Premium skincare rooted in
science, simplicity, and confidence.

BRAND IDENTITY SYSTEM | 2026



BRAND OVERVIEW

About The Brand

LUMEN is a modern skincare company focused on effective, science-backed formulations designed for busy professionals who want healthy skin without complicated routines.

The brand bridges clinical credibility with premium aesthetics, creating products that feel luxurious while delivering measurable results.

INDUSTRY

Beauty & Personal Care

AUDIENCE

25 – 40 Years Old

MARKET

Premium Skincare

LUMEN BRAND IDENTITY SYSTEM



MISSION

To simplify skincare through effective, transparent, and scientifically proven products.

VISION

To become the most trusted skincare companion for modern lifestyles.

VALUES

- Simplicity
- Transparency
- Innovation
- Confidence
- Sustainability



TARGET AUDIENCE

Meet Emma

AGE

31

OCCUPATION

Marketing Manager

LIFESTYLE

Urban professional, health conscious, values quality, limited time.

NEEDS

- Easy skincare routines
- Proven ingredients
- Premium experience

PAIN POINTS

- Overwhelming product choices
- Misleading marketing claims
- Inconsistent results



“I want skincare that is effective, safe, and easy to understand—so I can feel confident in my skin every single day.”

LUMEN
SKINCARE

BRAND PERSONALITY

Who We Are

ARCHETYPE

PRIMARY

The Sage

SECONDARY

The Caregiver

PERSONALITY TRAITS

- Intelligent
- Trustworthy
- Modern
- Calm
- Refined

BRAND KEYWORDS

Clinical | Minimal | Premium | Honest | Elevated

We combine scientific expertise with genuine care to help you feel confident in your skin.

MOODBOARD DIRECTION

The visual direction blends the purity of science with the warmth of nature. Clean, calm and sophisticated imagery that reflects trust, transparency and effectiveness.

CREATIVE DIRECTION

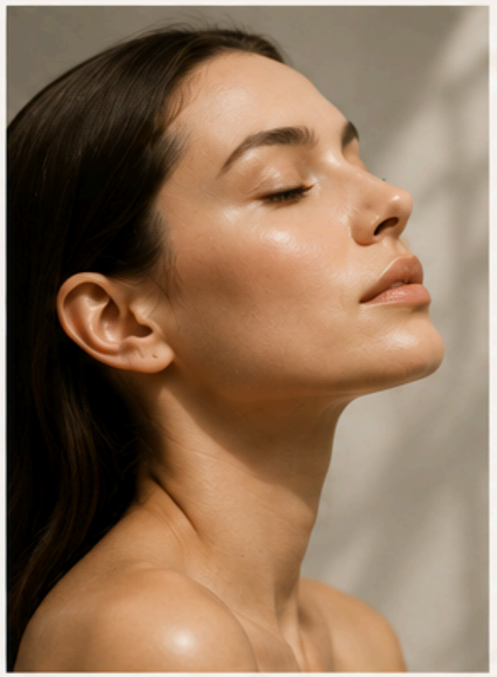
“ Luxury through simplicity.”





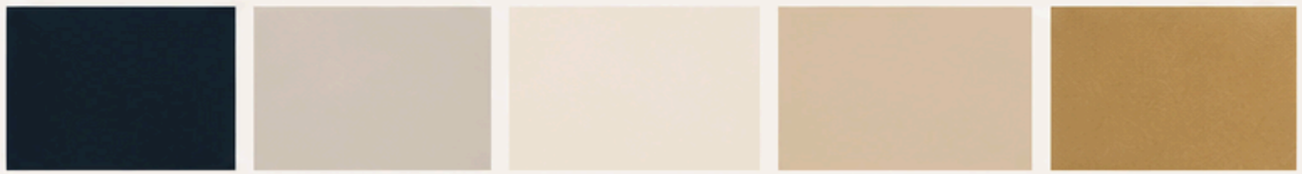












LOGO CONCEPT

The Meaning Behind LUMEN

The LUMEN logo is inspired by the essence of light and the science of skin renewal.

It symbolizes transformation, clarity, and confidence—helping you reveal your natural radiance.



RISING LIGHT

Represents illumination, renewal, and new beginnings.



CELL RENEWAL

Inspired by the natural cycle of skin regeneration.



CIRCULAR HARMONY

Reflected in balance, wholeness, and healthy skin.



PRECISION & SCIENCE

Clean geometry reflects our scientific approach and trust.

CORE IDEA

Light becomes a symbol of healthy, confident skin.



PRIMARY LOGO



Horizontal lockup for websites, packaging, and print.

SECONDARY LOGO



Stacked lockup for limited space applications.

BRAND MARK



Icon mark for app, social media and small scale uses.

A Cohesive Logo System

The LUMEN logo system is designed for flexibility and consistency across all brand touchpoints.

Each variation maintains the core identity while adapting to different applications and contexts.

PRIMARY LOGO

LUMEN
SKINCARE

Horizontal lockup for primary use. Ideal for websites, packaging, advertising, and print.

SECONDARY LOGO

LUMEN
SKINCARE

Stacked lockup for applications with limited horizontal space.

BRAND MARK



Icon mark for app icons, social media avatars, product stamps, and small-scale applications.



ALTERNATE VERSIONS

LUMEN
SKINCARE

ON DARK BACKGROUND

LUMEN
SKINCARE

BLACK & WHITE VERSION

LUMEN
SKINCARE

SINGLE COLOR VERSION

CLEAR SPACE & MINIMUM SIZE



Clear space = height of the sun icon (X) on all sides.

Minimum Size

LUMEN
SKINCARE

25mm

LUMEN
SKINCARE

15mm

Words that *Reflect Our Essence*

Our typography blends elegance with clarity — reflecting the balance of science, simplicity, and sophistication.



LUMEN
SKINCARE

PRIMARY TYPEFACE

Aa

Cormorant Garamond

Used for headings, logo, and premium brand expressions.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghjjklmnopqrstuvwxyz
1234567890

SECONDARY TYPEFACE

Aa

Inter

Used for body text, captions, and everyday communication.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklnmopqrstuvwxyz
1234567890

TYPOGRAPHY HIERARCHY

H1
Elegant & Impactful
Cormorant Garamond
Bold / 64pt

H2
Refined & Modern
Cormorant Garamond
Medium / 36pt

Body
Clean & Readable
Inter Regular
16pt / 24pt

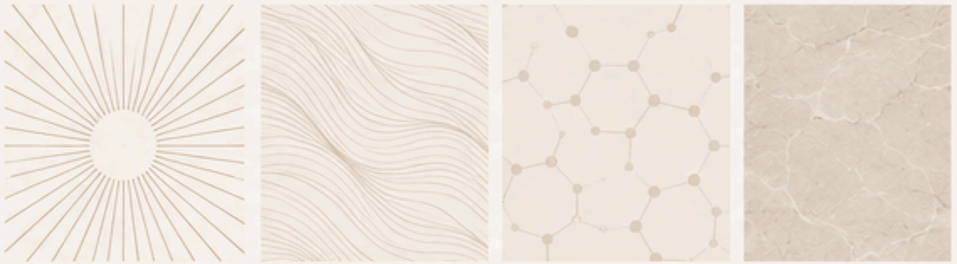
Caption
Subtle & Supportive
Inter Regular
12pt / 16pt

CLEAR. CONFIDENT. TIMELESS.

Graphic Elements & Visual Language System

Our visual language blends scientific precision with natural beauty. Every element is designed to communicate trust, purity, and transformation.

PATTERNS & TEXTURES



LIGHT & RADIANCE | FLOW & BALANCE | SCIENCE & INNOVATION | NATURAL TEXTURE

Subtle patterns and textures add depth and sophistication while maintaining a clean and minimal feel.

DATA VISUALS STYLE



Clean, minimal charts and infographics communicate results with clarity and credibility.

ICONOGRAPHY

NATURAL
Inspired by nature, pure and gentle

PURE
Clean, transparent, and safe

SCIENTIFIC
Backed by research and innovation

RADIANCE
Reveal your natural glow

RENEWAL
Support skin regeneration

TRUST
Reliable, effective, and honest

PHOTOGRAPHY DIRECTION



CLEAN
Minimal, uncluttered compositions

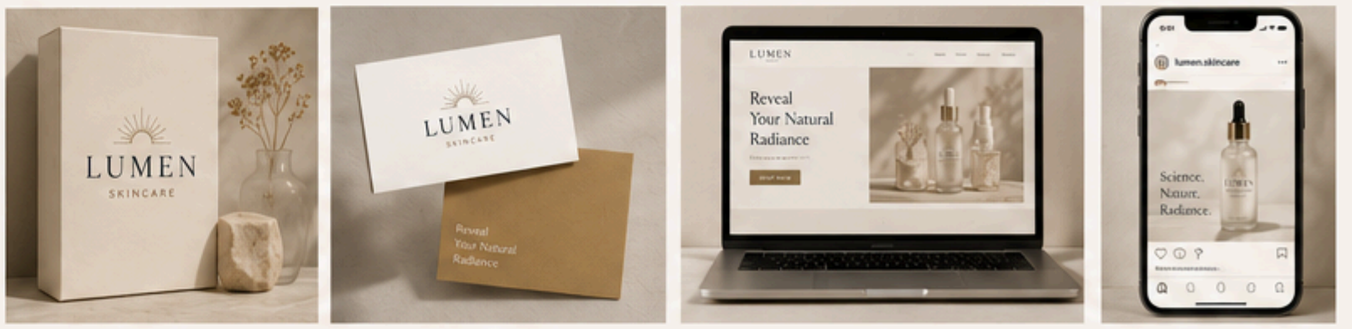
RADIANT
Healthy, glowing skin focus

NATURAL
Elements from nature with intention

PRODUCT FOCUS
Simple, elegant product styling

LIGHT & SHADOW
Natural light to create depth and warmth

BRAND APPLICATION EXAMPLES



PACKAGING | STATIONERY | WEBSITE | SOCIAL MEDIA

LUMEN BRAND IDENTITY SYSTEM

Bringing the Brand to Life

Consistent application builds recognition, strengthens trust, and creates meaningful connections at every touchpoint.

These examples demonstrate how the LUMEN identity comes together across different mediums while maintaining elegance and clarity.



PRINT APPLICATIONS



BUSINESS CARD
Clean, minimal, and refined for a memorable impression.



STATIONERY
Elegant layouts that communicate professionalism and attention to detail.

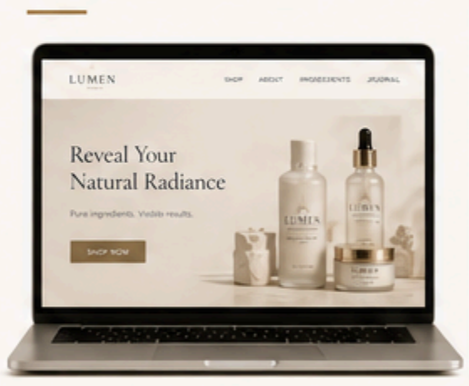


PACKAGING
Sophisticated and timeless design that reflects quality and care.

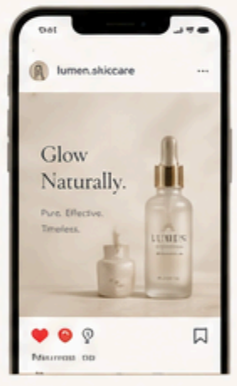


BROCHURE
Thoughtful design that informs, inspires, and builds customer confidence.

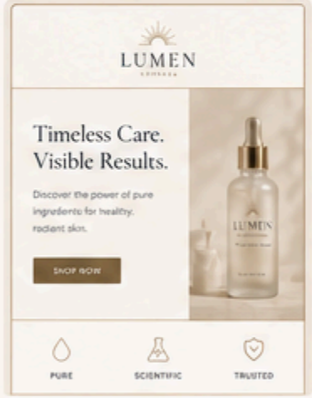
DIGITAL APPLICATIONS



WEBSITE
Clean, intuitive, and elevated to enhance the user experience.



SOCIAL MEDIA
Consistent visuals and messaging that engage and build community.



EMAIL NEWSLETTER
Beautiful, cohesive emails that inform and convert.



PRESENTATIONS
Professional and polished materials that inspire trust and credibility.

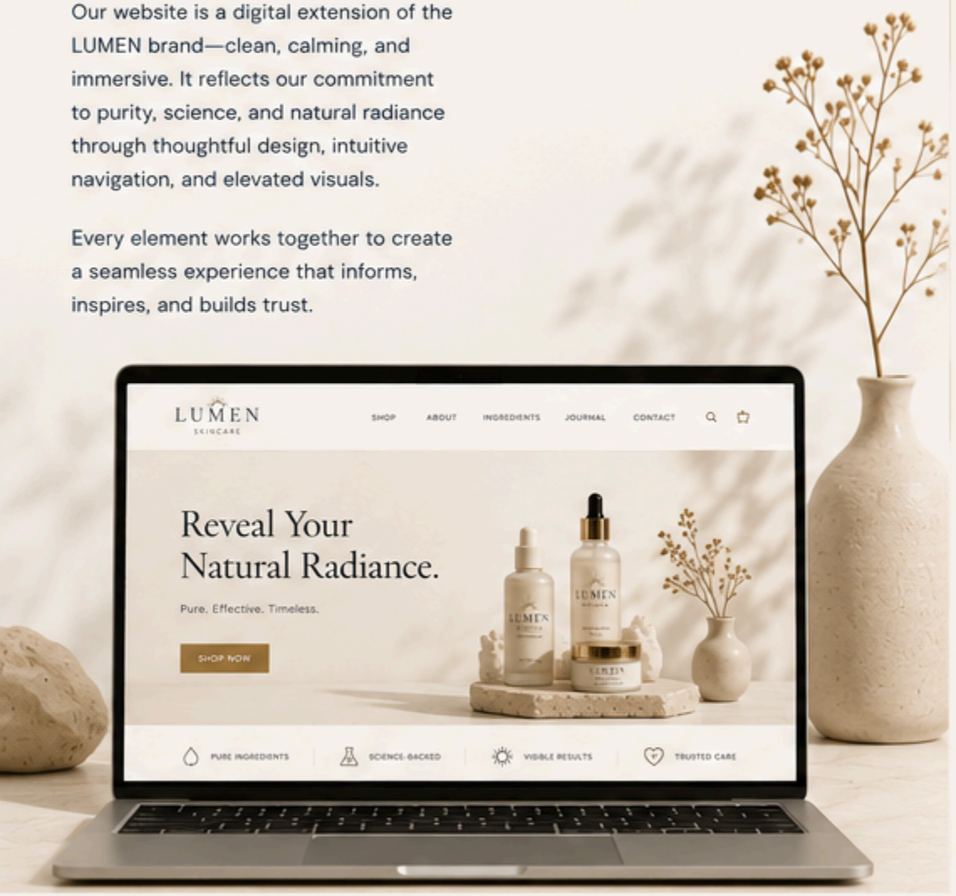
KEY REMINDERS

- Always use approved logos, colors, and typography.
- Maintain clarity, simplicity, and visual balance.
- Let natural light, space, and neutrals elevate every message.
- Ensure consistency across all platforms and touchpoints.
- Every detail should reflect the LUMEN promise.

Website Design

Our website is a digital extension of the LUMEN brand—clean, calming, and immersive. It reflects our commitment to purity, science, and natural radiance through thoughtful design, intuitive navigation, and elevated visuals.

Every element works together to create a seamless experience that informs, inspires, and builds trust.



KEY FEATURES

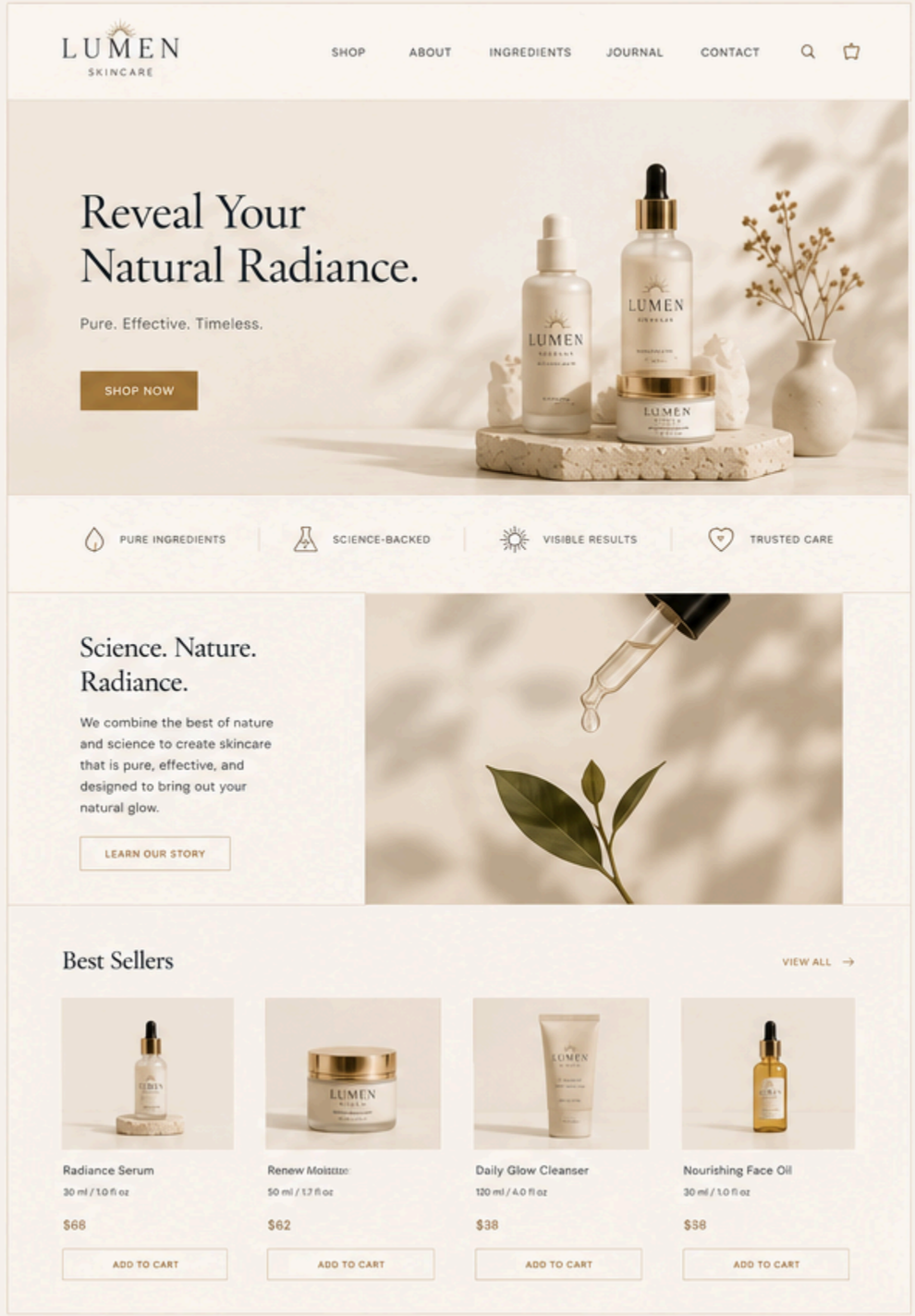
CLEAN LAYOUTS
Ample white space and balanced design create a calm, focused experience.

MOBILE OPTIMIZED
Fully responsive design ensures a seamless experience on all devices.

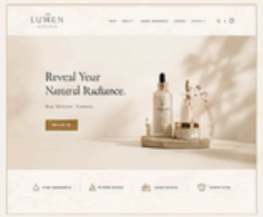
VISUAL STORYTELLING
High-quality imagery and soft tones communicate our brand essence.

INTUITIVE NAVIGATION
Simple menus and clear pathways help users explore with ease.

WEBSITE DESIGN OVERVIEW



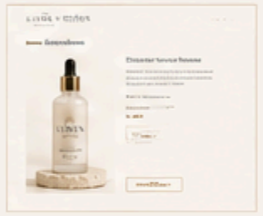
PAGE BREAKDOWN



01 HOME
A warm, inviting landing that communicates our promise and guides users to explore.



02 SHOP
Clean product listing with filters for an easy and enjoyable shopping experience.



03 PRODUCT PAGE
Detailed product information that builds confidence and encourages purchase.



04 OUR STORY
Shares our mission, values, and the science behind our formulations.



05 JOURNAL
Educational content that inspires and strengthens our community.



06 CONTACT
Simple and accessible ways for customers to connect with us.



Bringing the Brand to Life, Together.

Our brand is more than a visual identity—it's a promise.
A commitment to purity, science, and natural radiance.
Every interaction is an opportunity to build trust,
inspire confidence, and create meaningful connections.

By using this identity system consistently and
thoughtfully, we ensure that LUMEN remains
recognizable, relevant, and unforgettable.

STAY TRUE
Uphold our values
in every detail.

SHINE BRIGHT
Let our purpose
guide every decision.

GROW TOGETHER
Evolve with intention
and integrity.

INSPIRE ALWAYS
Create experiences
that leave a lasting
impression.

> Pure ingredients. Science-backed.
> Visible results. Timeless care.
> That's the LUMEN promise.

LUMEN
SKINCARE

Thank you for being a part of the LUMEN journey.

TOGETHER, WE BRING NATURAL RADIANCE TO THE WORLD.