



# LUNA WEAR

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## *Identity Showcase*

A refined, high-end visual identity for a contemporary fashion label.





# BRAND OVERVIEW

Luna Wear is a contemporary fashion label defined by understated elegance, premium craftsmanship, and a calm modern aesthetic.



## POSITIONING

Premium contemporary fashion.



## VISION

To create timeless wardrobe essentials with elevated detail.



## KEYWORDS

Minimal, refined, tactile, timeless, elegant.





# LOGO SYSTEM

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PRIMARY LOGO

LUNA WEAR

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MONOGRAM



SECONDARY MARK

LUNA  
WEAR

— EST. 2024 —

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USAGE PRINCIPLE

Use with generous spacing and  
high contrast surfaces.





# COLOR PALETTE

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A curated harmony of neutrals  
designed to evoke sophistication,  
balance, and timeless appeal.

*The palette is calm, tactile,  
and intentionally understated.*



Ivory

#F6F4EF

Warm Taupe

#C7B7A6

Stone

#B9B2A9

Charcoal

#2F2F2F

Soft Black

#141414



# TYPOGRAPHY & GRAPHIC ELEMENTS

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*Elegant typography balances  
fashion sophistication with clarity.*

## DISPLAY

# LUNA WEAR

*Playfair Display Regular*

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## HEADING

## Timeless by Design

*Playfair Display Medium*

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## BODY

Luna Wear is defined by understated elegance,  
premium craftsmanship, and a calm modern aesthetic.

*Montserrat Regular*

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## SMALL / CAPTION

DETAILS DEFINE QUALITY.

MONTSERRAT MEDIUM, LETTER-SPACED

## MONOGRAM



## EMBLEM



## DIVIDER



## ICON SYSTEM



## PATTERN





# VISUAL DIRECTION

The visual language is tactile,  
minimal, soft, and  
quietly elevated.



REFINED



TEXTURED



MINIMAL



TIMELESS





# BRAND APPLICATIONS

*Applications extend the brand with consistency across touchpoints.*



SHOPPING BAG



PACKAGING BOX



GARMENT LABEL



HANG TAG



BUSINESS CARD



ENVELOPE



TISSUE WRAP



PACKAGING SEAL



# DIGITAL PRESENCE

The digital experience translates the identity into a clean, immersive, and premium online presence.

— *End of Presentation* —

