



Beauty line

CENTRO ESTETICO & SOLARIUM

BRAND GUIDELINES

Project:
Beauty Line
Brand Identity

Duration:
2019/2020

My role:
Branding, Ux /UI

Tools:
Figma, Sketch, Illustrator,
Photoshop, Blank Paper

Skills:
Html, CSS



01 ABOUT

BRAND GUIDELINES

Beauty Line

BEAUTY CENTER

Beauty line is a Tivoli (Rome) based beauty center that differentiates itself from the competitors in the area with its elegant but reachable style and with its unique services. As a new business, Beauty Line sought out a brand identity to establish innovation to have greater professional and personal impact.



01 MOODBOARD





02 LOGO



Designed to find harmony between lotus flower that signifies purity, beauty and prosperity, and woman that is soft, powerful, practical and spiritual.



Lotus
Symbol for Purity
Beauty



Leaves
Naturality & Health



Femininity
Ideal Beauty

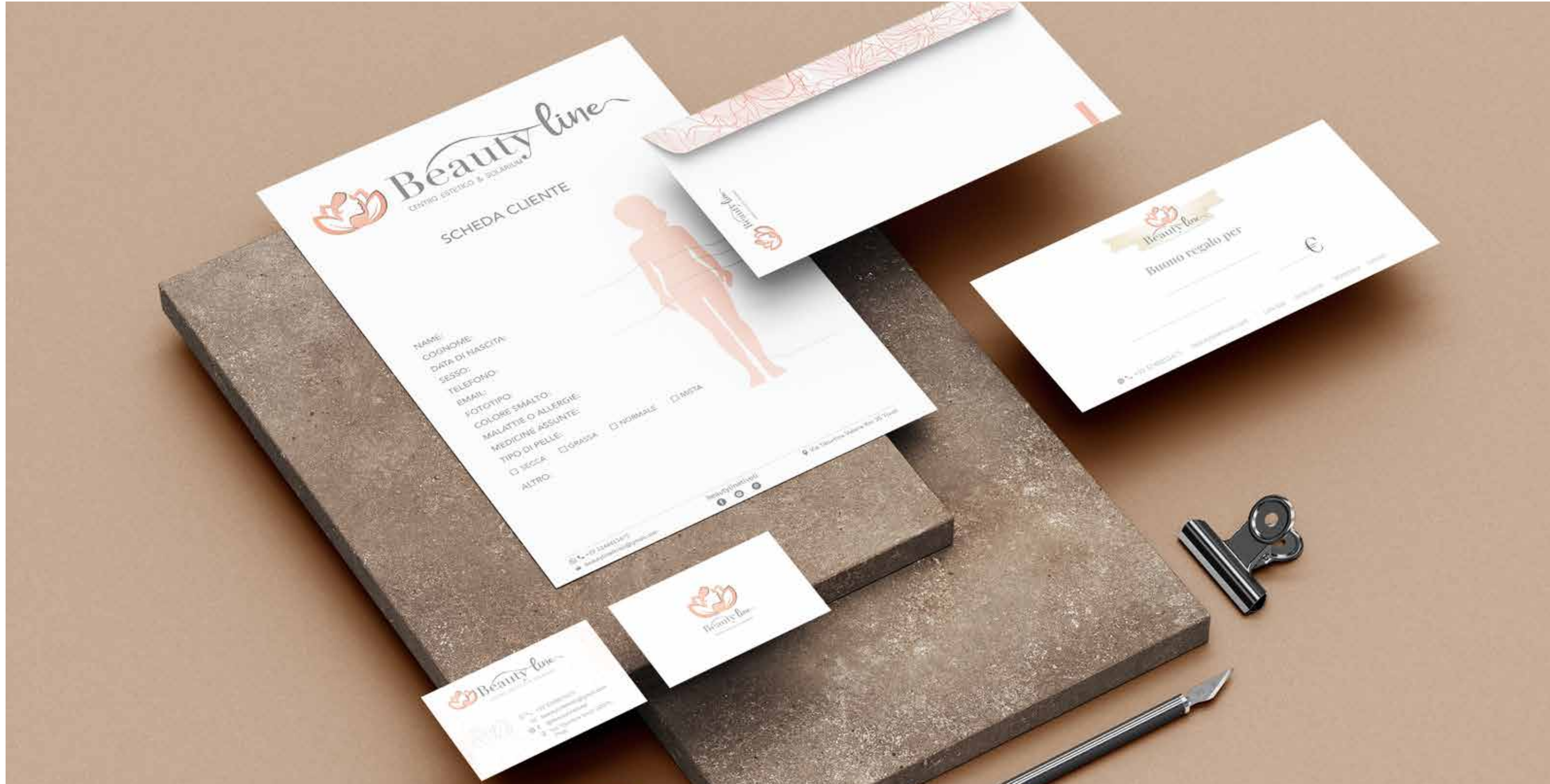




03 LOGO USAGE

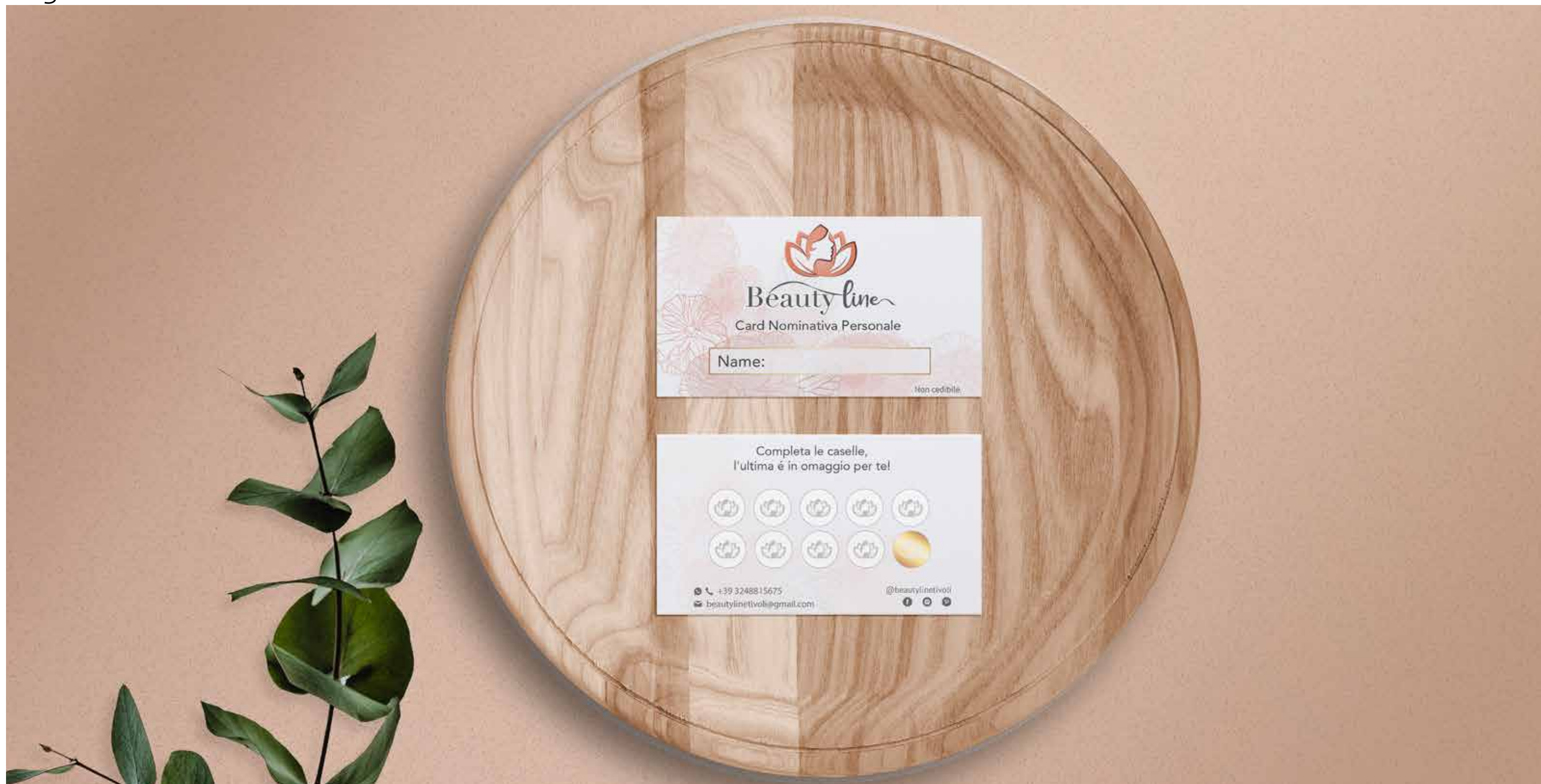


04 STATIONARY





05 STATIONARY





06 FLYERS





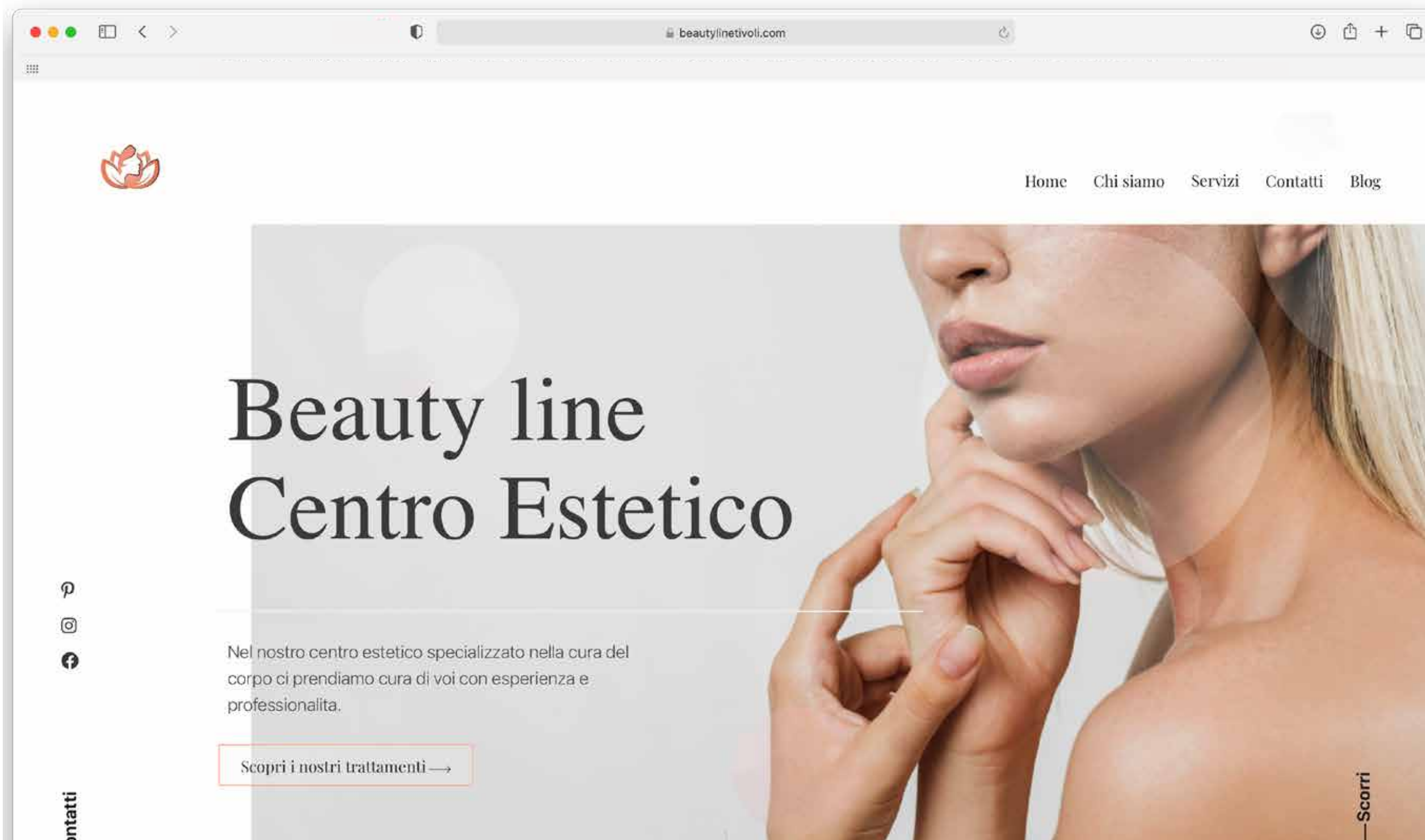
07 PATTERNS & VISUALS

We have realized that we have a lot of young adult clients. In order to reach out to that demographic target we have used cheerful and fun style on social media.



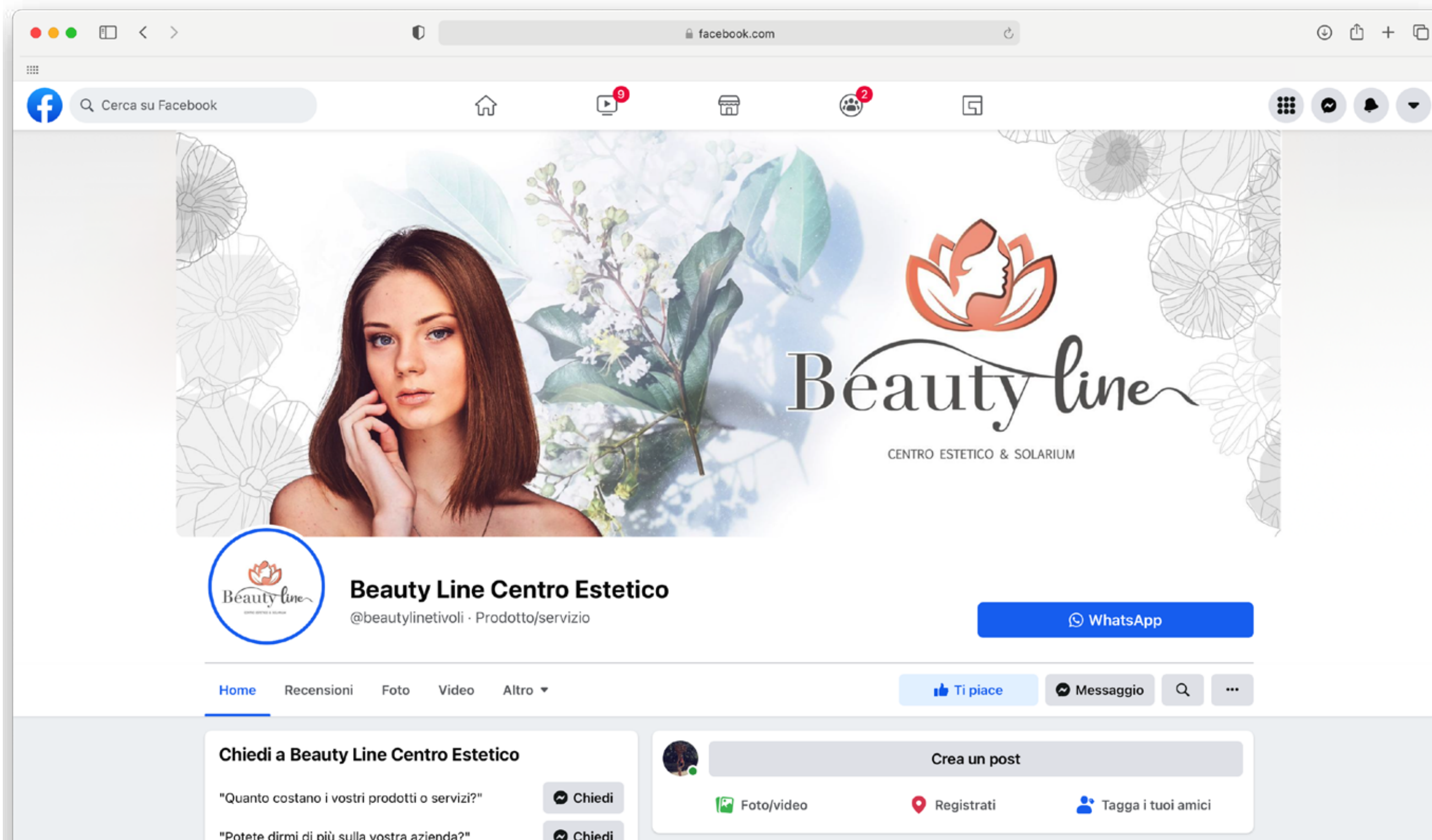


08 WEBSITE





08 WEBSITE



10 SOCIAL MEDIA

