Project Branding

Brand Identity
Luxbury

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Brand Attributes

Everyone deserves a little luxury.

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Brand Attributes

These are the key brand attributes identified as important to the brand experience:

Elegant, Curated, Luxury, Established

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Art of the bespoke

The language of Luxury

The Luxbury logo needs to reflect an understanding of the products it purports to be a (re)seller of. The identity should give the prospective buyer confidence in the the quality and provenance of any products being sold on its platform. This is achieved by the creating a premium brand that is visually similar to other luxury brands and retailers. Luxury is easily legible, uncomplicated and restrained. The logotype and the colours chosen must appeal to both men and women and can be easily applied to all manner of goods.

A lasting impression of quality

The identity needs to be classic, modern and bespoke. A logotype has been carefully crafted to tick these boxes. A mark that is up to date yet has an enduring quailty that transcends time and place, speaking to those who appreciate the abiding value that luxury goods offer.

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Logo

LUXBURY

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Brand

Logo

LUXBURY

LUXBURY

LUXBURY

LUXBURY

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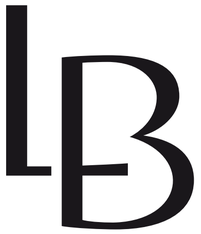
Formats

Primary brand assets are the Logotype and the Monogram they can appear in close proximity but never appear together as any form of lockup.

Logotype

LUXBURY

Monogram



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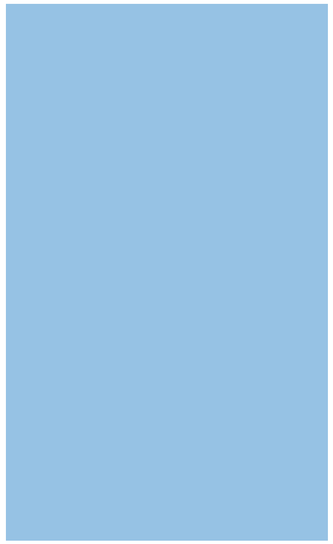
Colour Theory

These are the primary colours selected for use in all marketing and promotional applications. These colours should be used by all contractors and suppliers when working with the brand.



Oxford		**Wedgwood**	
Hex	#08213B	Hex	#96C2E4
RGB	8, 33, 59	RGB	150, 194, 228
CMYK	97, 63, 13, 41	CMYK	41, 9, 1, 0
PANTONE	289	PANTONE	278

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Fonts

The following fonts are to be used for all online and offline typography.

Basic Commercial

SUGGESTED WEIGHTS

Regular
Bold

RECOMMENDED USES

- Headings
- Sub Headings
- Body Copy

The home of luxury

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aa

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Application

Stationery

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Application

Stationery

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Application

Packaging

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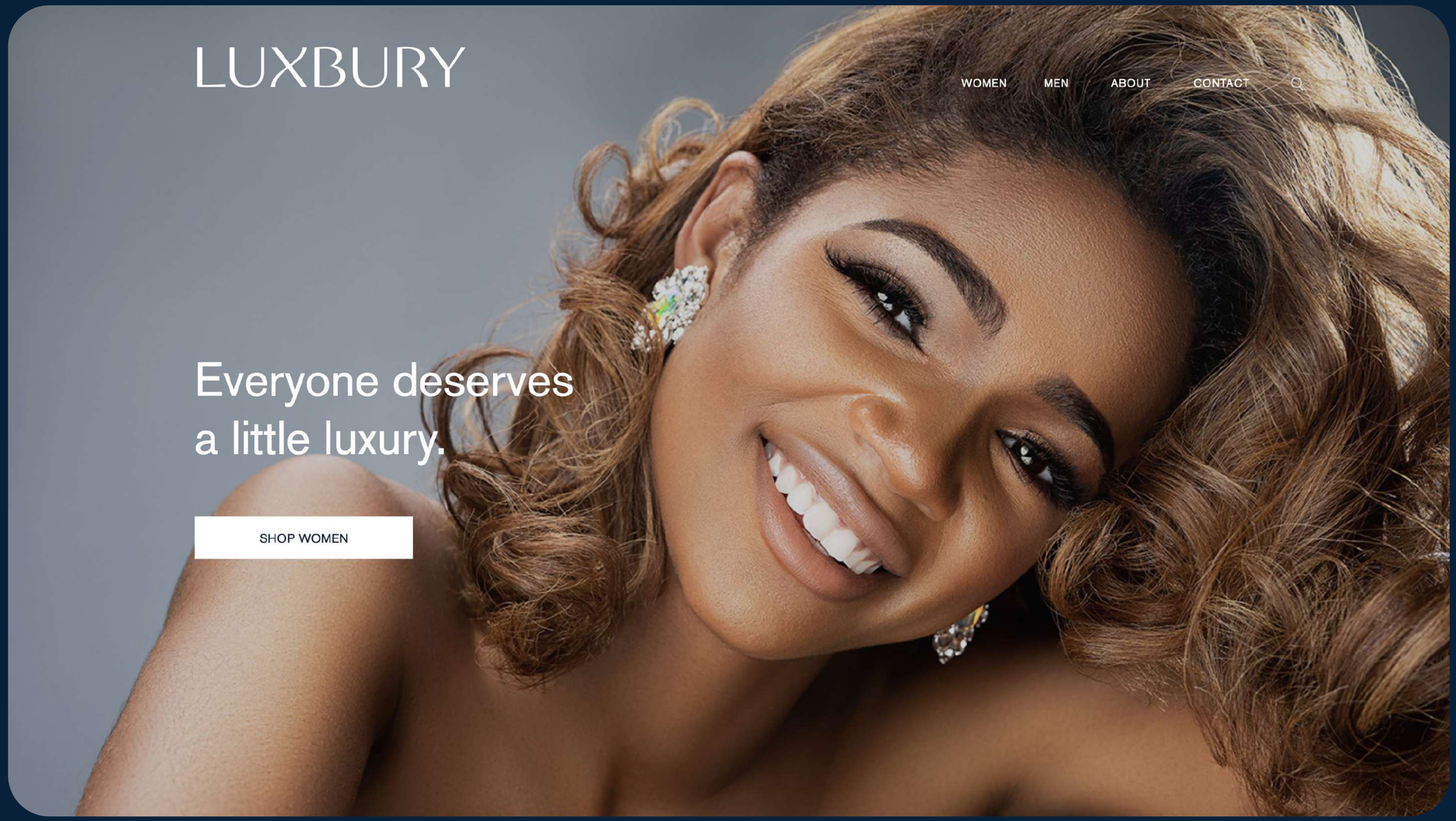
Application

Website

These examples shows how the fonts and brand assets can be translated online.



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Website

LUXBURY

WOMEN MEN ABOUT CONTACT

Hermès

2016 pre-owned Birkin 30 bag

Only 1 available

$20 629,06

ADD TO CART

DETAILS

There's no competing with this bag, not when the model Jane Birkin is its ambassador. Crafted from trench beige Togo leather, this Hermès Birkin handbag is finished with gold-toned hardware and a 30cm trapeze body. Beauty attracts beauty.

Made in France

SIZE

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Project Branding

Unleashing brands that demand attention

Building brands that refuse to be ignored is what we do.

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hello@projectbranding.io