AELUNA BRAND GUIDELINES

AELUNA BRAND IDENTITY.

2025 /2026

AELUNA BRAND GUIDELINES

CONTENT

02 **OUR STORY**

How it all started

Objectives

03 **BRAND MARK**

Logo

Logo Concept

Signature / Emblem

Logo / Signature Usage

Graphic Elements

Pattern

04 **BRAND COLORS**

Color Palette

Logo Color Variation

Color Combination

05 **TYPOGRAPHY**

Typeface

Type in use

06 **Brand Mouckup**

OUR STORY

How it all Started.

At AELUNA, beauty is more than a service it's an experience thoughtfully crafted.
With a team of skilled professionals and a strong commitment to sustainability, we offer tailored services that blend aesthetic precision with environmental awareness.

Driven by innovation, elegance, and a client first philosophy, we create results that boost confidence and leave a lasting, graceful impression

Objectives.

AELUNA aims to deliver high-quality, customized beauty services while ensuring an exceptional client experience rooted in elegance and care. With a focus on sustainability, innovation, and aesthetic precision, we strive to empower confidence, embrace natural beauty, and establish a lasting, graceful brand presence.

BRAND MARK

Logo Design.

The presented logo is the primary logo
and should be used in most istances. Avoid
using at small sizes, as ill can become illegible.
Always use the logo files provided.
Do not re-create

AELUNA

BEAUTY CLINIC

Logo Concept.

Just like a compass finds its true north, guiding you steadily toward your destintion, AELUNA represents the inner light that leads you to your authentic beauty and cdence. Our logo symbolizes this guiding force a blend of elegance and clarity that pulls you forward on your personal journey.

True north is more than a direction it is your purpose, your values, and the essence of who you are. At AELUNA, we believe that beauty is your calling, a reflection of your inner self aligned with your aspirations. The logo's design draws inspiration from the moon a timeless symbol of femininity, intuition, and transformation combined with clean, graceful lines to express harmony and balance.

This emblem is your personal guide, reminding you to stay true to yourself and your path, empowering you to become the best version of you confident, radiant, and resilient. Just as ancient travelers trusted the stars to find their way, AELUNA guides you toward your inner light and outward glow.

Discover your authentic self.

Brand Mark

Brand Identity

AELUNA

BEAUTY CLINIC

Signature.

From our creative concept, we designed a distinctive logo inspired by elegance and harmony. The design features an abstract shape symbolizing the moon a timeless icon of femininity and intuition while the subtle upward curve represents guidance and progress, like a compass arrow pointing toward your true north.

Logo Usage.

- Safe Space

In order to ensure that the logo does not get crowded, 1x height should be left around the logo itself.

Logo Usage.

- Incorrect Use

Keep our logo consistent throughout communications. Here are ways they shouldn't appear.

Do not apply effects to the wordmark

Do not distort or wrap the logo in any way.

Do not rotate the logo.

Do not reproduce the logo in low resolution.

Do not change the typeface nor recreate the wordmark.

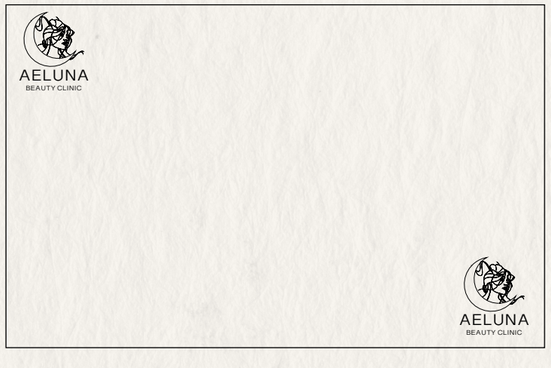
Do not outline or create a keyline around the logo.

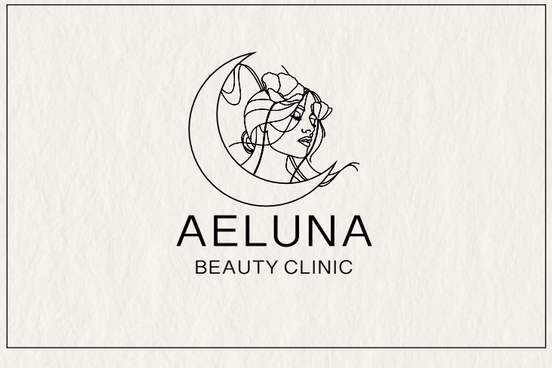
Logo Usage.

- Logo Placement

{ Landscape}

The main logo can be placed in all areas left, right, bottom, top, center.



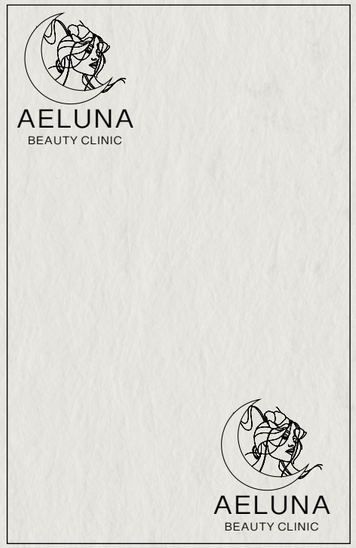


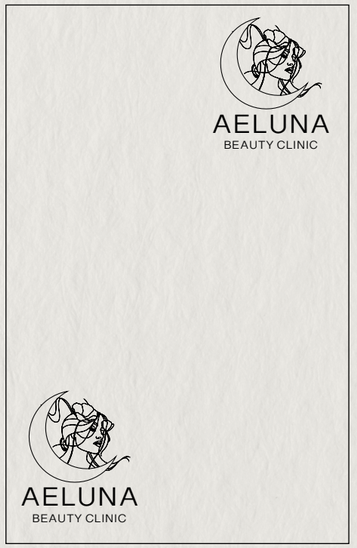
Logo Usage.

- Logo Placement

{ Portait}

The main logo can be placed in all areas left, right, bottom, top, center.



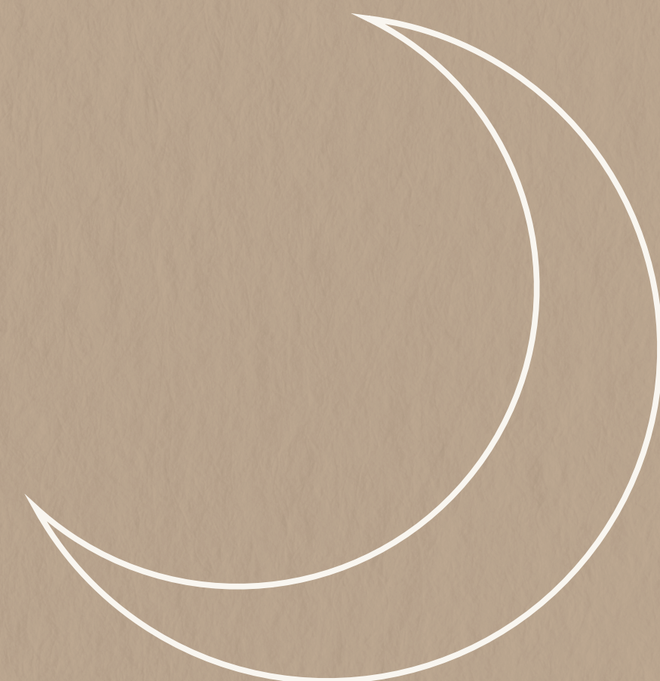


Graphic Elements.

Our concept draws inspiration from the delicate harmony of the moon, blooming roses, and flowing hair elements that appear to move gracefully around the stars. Just like the North Star, which remains almost perfectly fixed in the sky, symbolizing stability, direction, and purpose, these elements reflect guidance and inner strength.

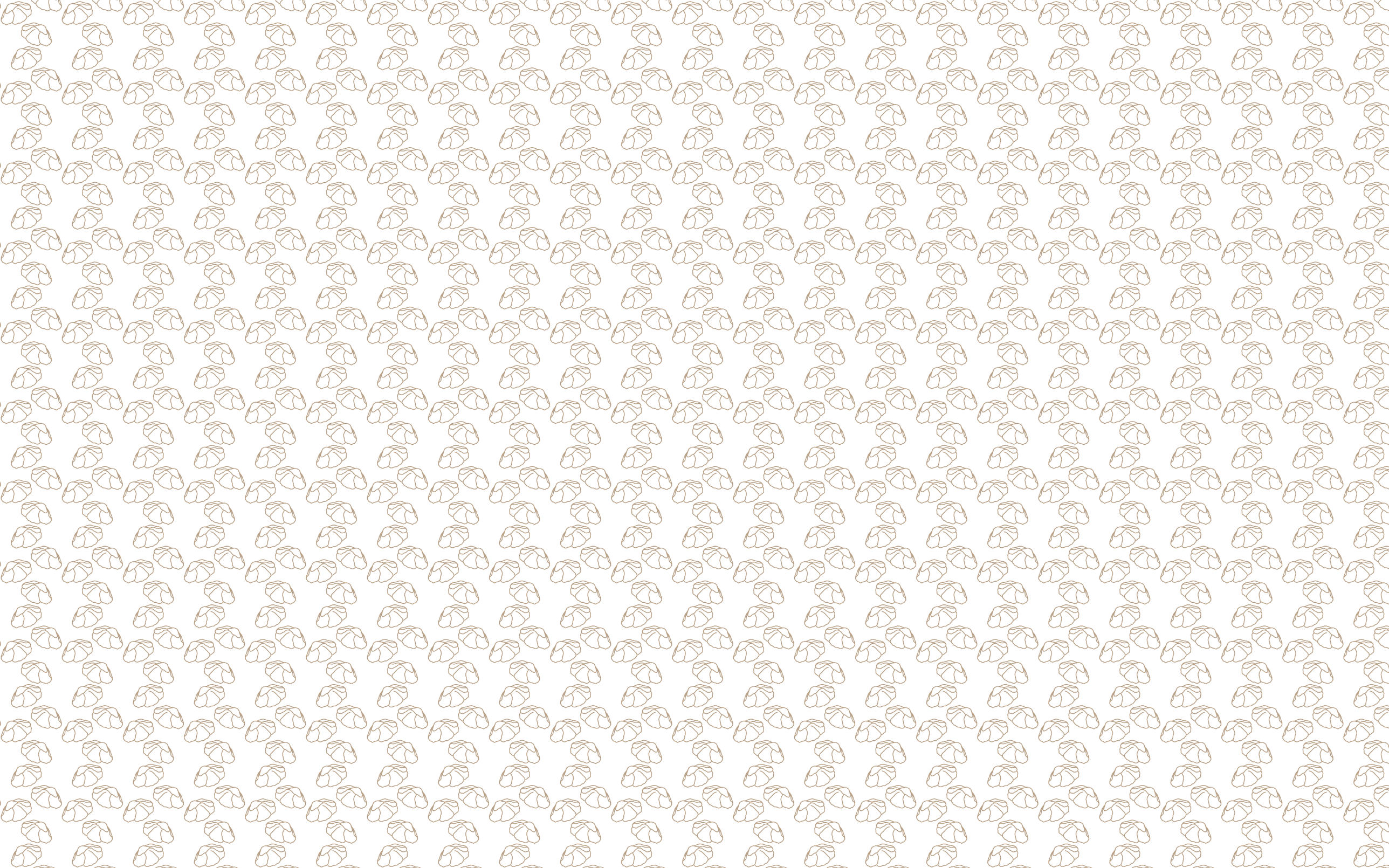
The moon represents intuition and femininity, the roses symbolize natural beauty and growth, and the flowing hair evokes freedom and elegance. Together, they create a visual narrative of continuous movement around a steady point your true north guiding you on your unique journey with grace and confidence.

Even in
darkness the
moon will lead
you
home"



Pattern.

AELUNA
BEAUTY CLINIC



BRAND COLORS

Primary Color Palette.

A set of colors have been identified for Aeluna conveying a bold and balanced brand identity accross all marketing material.

This chart shows list of Primary colors and, for each color, three other colors based on the original color but with higher and lighter values.

Moon Dust .

CMYK 0,12,26,27
RGB 186,163,138
HEX #BAA38A
80% 50%

Moonlight Glow CORE COLOR.

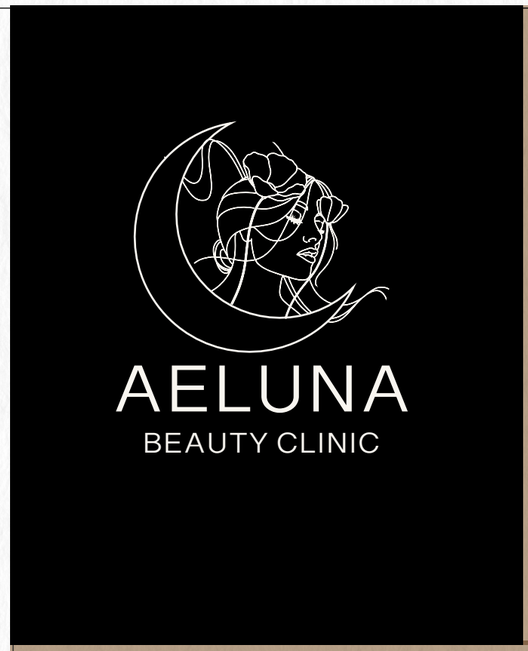
CMYK 0,1,4,2
RGB 249,246,240
EX #F9F6F0
80% 50%

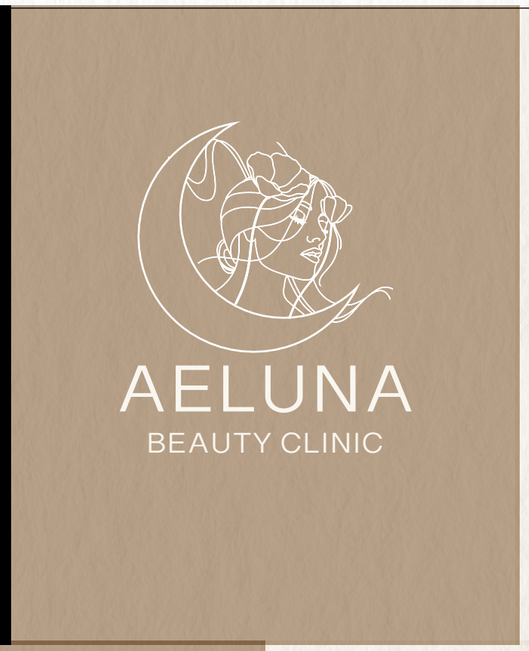
Moon Shadow .

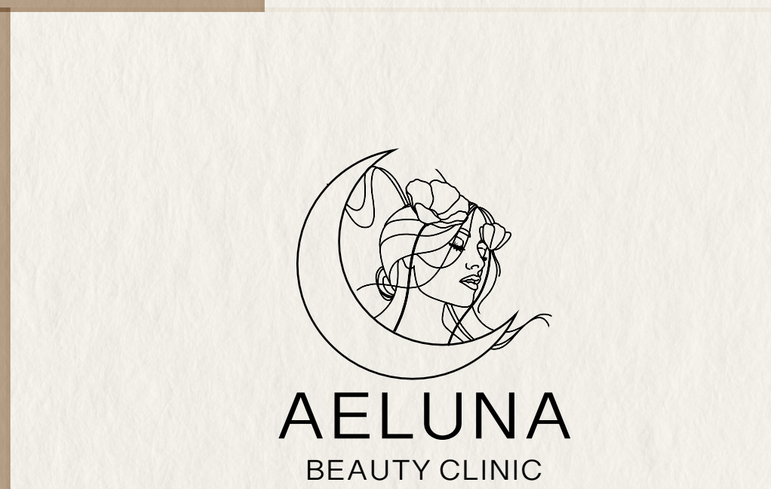
CMYK 0, 0, 0, 100
RGB 0, 0, 0
HEX #000000
80% 50%

Logo Color Variation.

To ensure our brandmark stands out and is clearly visible accross all communication, make sure it holds absolute contrast when placed against color backgrounds.







TYPOGRAPHY

Typeface.

All the presented typeface to be used throughout all our brand communication which includes, Social media, printed ads and collaterals.

KHARKIV TONE

Regular

MESSAPIA

Regular

NORM

Font Family

Antro Vectra

Regular / Bolder

KHARKIV TONE

Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

MESSAPIA

Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

NORM

Font Family

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Antro Vectra

Regular / Bolder

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Hierarchy.

H1 Headline.

H2 Subtitle.

H3 Body Text.

H4 Call to action .

HEADLINE STYLE

HEADLINE STYLE

*Social Media use only.

At North Finishing Company, we are more than just a construction company.

At North Finishing Company, we are more than just a construction company - we are a team of dedicated professionals who are passionate about creating exceptional buildings and spaces that exceed our clients' expectations. Founded in 2010 in Egypt.

Link in bio / Costumize now / follow us.

Type in use.

AELUNA
BEAUTY CLINIC

Kharkiv Tone / Regular
used only in uppercase
for titles.

TYPEFACE

MAIN HEADLINE

Subtitles

Norm / Regular used
only in Sentence case
for subtitles.

BODY COPY & PARAGRAPH

Norm / Light used in
Sentence case for
paragraphs.

At AELUNA, we are more than just a beauty destination we are a team of passionate professionals devoted to creating transformative experiences. Through expertise, elegance, and a deep understanding of individual needs, we go beyond expectations to deliver results that radiate confidence and lasting beauty.

Captions . Notes

Antro Vectra / Regular
used in Sentence case
for any notes or
Call to action.

Type in use.

Messapia / Regular
used only in uppercase
for titles.

Norm / Light used in
Sentence case for
paragraphs.

Antro Vectra / Regular
used in Sentence case
for any notes or
Call to action.

Brand Mockup

AELUNA
BEAUTY CLINIC

Brand Mouckups

Brand Identity

Dr. Abdul Hadi
+966 56 110 6119
Ceo@aeluna.com
Alkhobar , Alkornesh
AELUNA
BEAUTY CLINIC
AELUNA
BEAUTY CLINIC

Brand Mouckups

Brand Identity

Brand Mouckups

Brand Identity

Brand Mouckups

Brand Identity

Brand Mouckups

Brand Identity

AELUNA
BEAUTY CLINIC
AELUNA
BEAUTY CLINIC

AELUNA
BEAUTY CLINIC

AELUNA BRAND GUIDELINES

Thank you

AELUNA BRAND GUIDELINES