



JWANA SPA BRAND IDENTITY.

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OUR STORY

How it all Started.

At JWANA Spa & Wellness, wellness is treated as a refined experience of balance, relaxation, and renewal.

Created as a serene destination for modern self-care, JWANA offers a peaceful escape where every detail is designed to calm the senses and restore inner harmony. From the atmosphere to the treatment rituals, the brand reflects softness, elegance, and thoughtful care.

With a focus on professional service, sensory comfort, and natural beauty, JWANA provides a wellness experience that helps every guest feel refreshed, restored, and gracefully renewed.





Objectives.

JWANA aims to become a trusted spa and wellness destination known for quality, calmness, and refined care. Our objective is to deliver personalized treatments in a luxurious and peaceful environment, helping clients restore balance, relieve stress, and enhance their natural beauty. Through attention to detail, professional expertise, and a client-centered approach, JWANA seeks to create a memorable wellness experience that feels elegant, comforting, and deeply restorative.

BRAND MARK

BRAND CONCEPT

JWANA represents the art of quiet renewal. The brand is inspired by the gentle flow of water, the softness of natural textures, and the calm atmosphere of a spa ritual. These elements reflect balance, purity, comfort, and graceful transformation.

The identity is designed to communicate a sense of calm luxury minimal, feminine, warm, and refined. Every visual element should support the feeling of relaxation, softness, and elevated wellness.

The brand mark for JWANA is displayed in a brown, elegant serif font. The letters are slightly italicized, giving it a sense of movement and grace. The 'J' and 'A's have distinctive loops. The mark is centered within a grid of thin grey lines. Four small grey squares are positioned at the intersections of the grid lines, specifically at the intersections of the second and eighth vertical lines with the first and seventh horizontal lines. Additionally, several thin, light grey diagonal lines cross the entire grid, creating a complex geometric pattern.

Logo Concept.

The JWANA logo reflects elegance, fluidity, and calm sophistication.

The soft curves within the letterforms create a sense of movement inspired by water, steam, and the natural rhythm of relaxation. The refined typography gives the brand a luxurious character, while the Spa & Wellness descriptor clearly defines the brand's purpose.

Together, the logo communicates a premium wellness experience built on serenity, beauty, and balance.



*Discover your
authentic self.*

JWANA

Spa & Wellness



Signature.

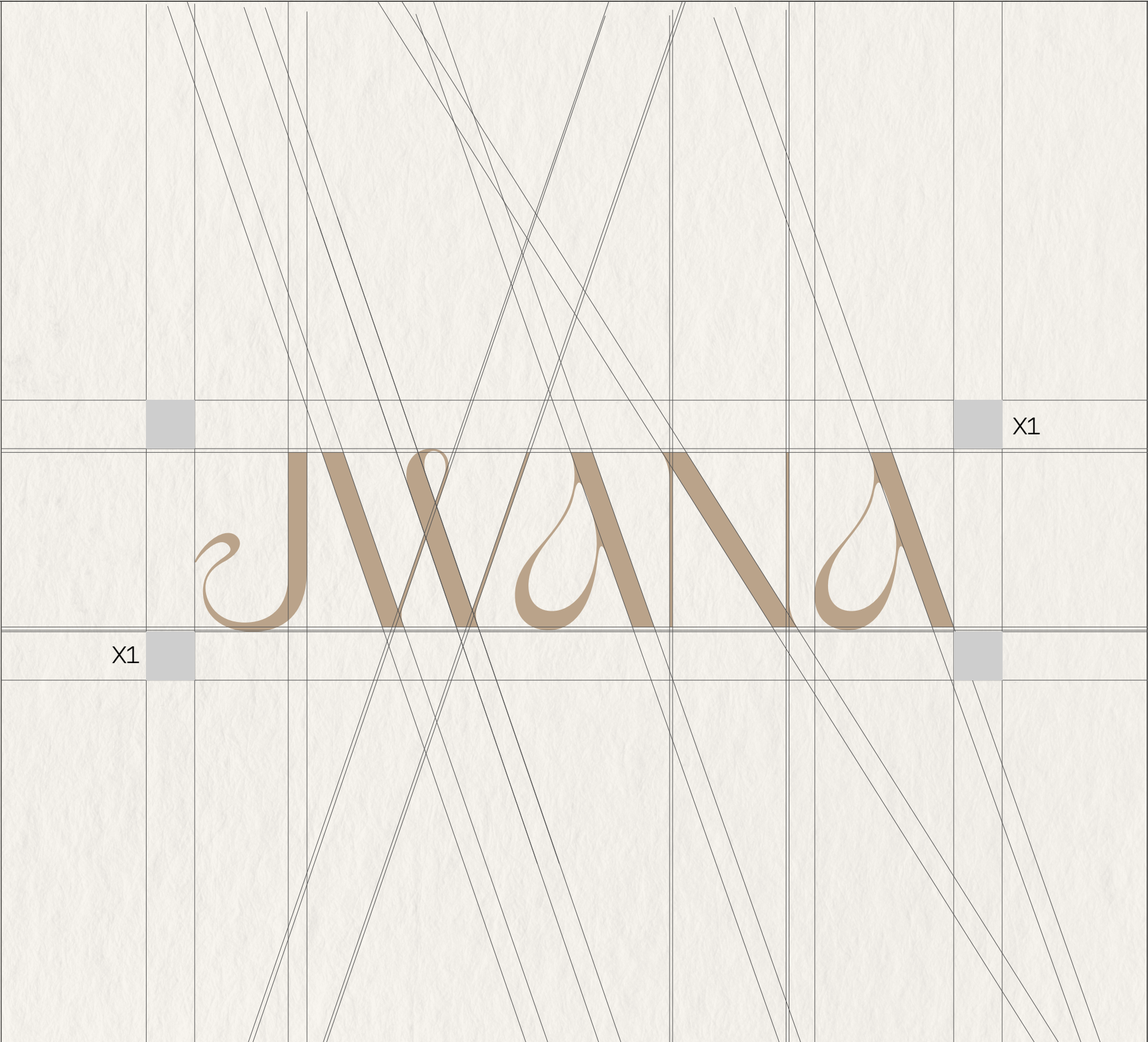
The JWANA signature should be used as a refined visual element that supports the main logo and strengthens brand recognition. Inspired by soft movement, water flow, and natural calmness, the signature can appear across packaging, printed materials, digital layouts, and spa applications. It should always remain minimal, elegant, and spacious, reflecting the quiet luxury of the JWANA experience.



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



Do not apply effects to the wordmark



Do not distort or wrap the logo in any way.



Do not rotate the logo.

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



Do not reproduce the logo in low resolution.



Do not change the typeface nor recreate the wordmark.

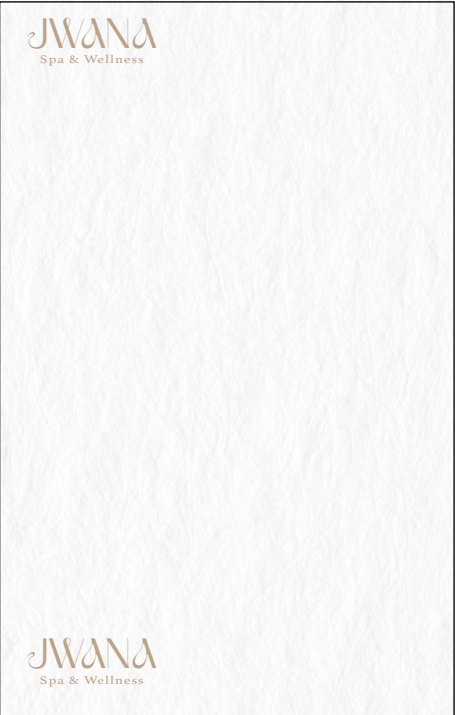


Do not outline or create a keyline around the logo.

Logo Usage.
- Logo Placement

{ Landscape , Portait }

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



Graphic Elements.

JWANA's graphic elements are inspired by softness, nature, and sensory relaxation. The visual system may include flowing curves, abstract water lines, botanical details, soft circular forms, and subtle steam-inspired shapes. These elements should be used lightly to add depth and elegance without distracting from the main identity. Each element should feel calm balanced, and refined, supporting the brand's premium spa and wellness positioning.

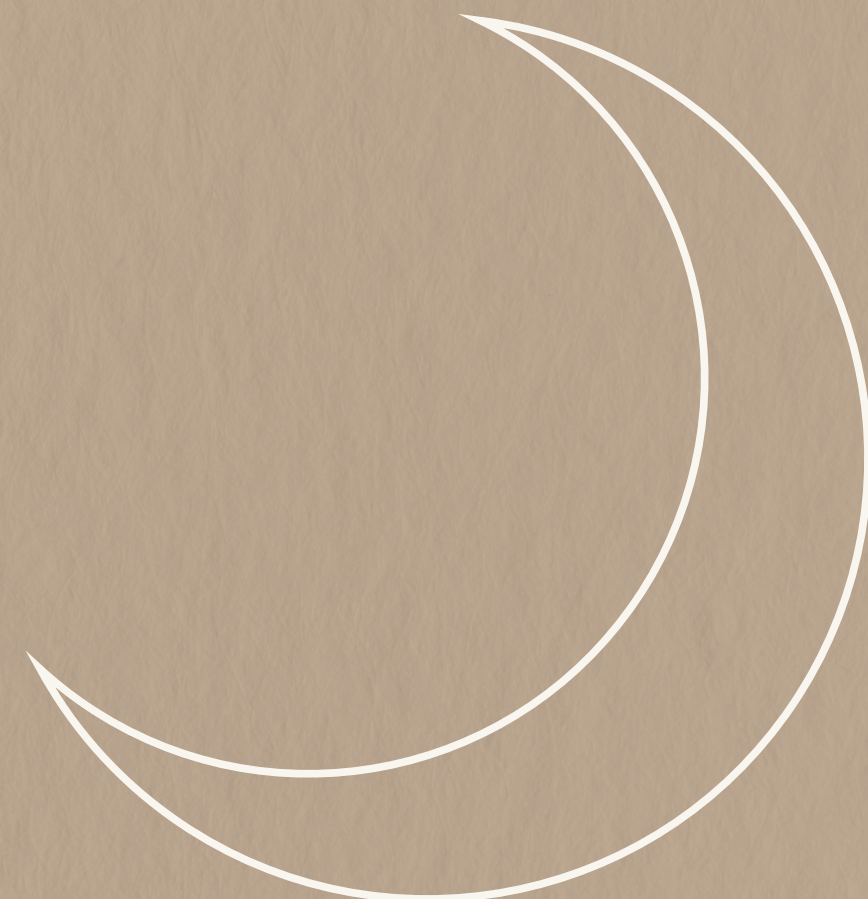




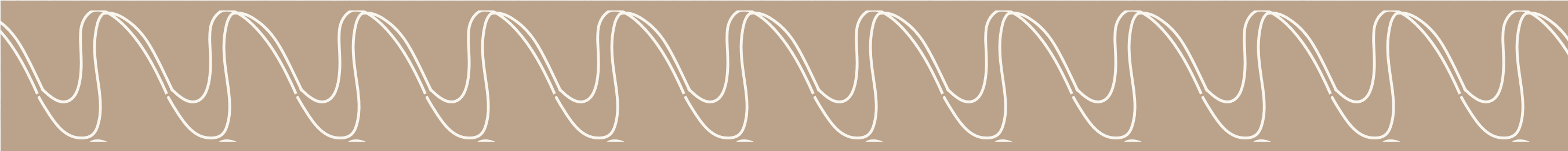
Let calm
guide yo back
to yourself



home



Pattern.



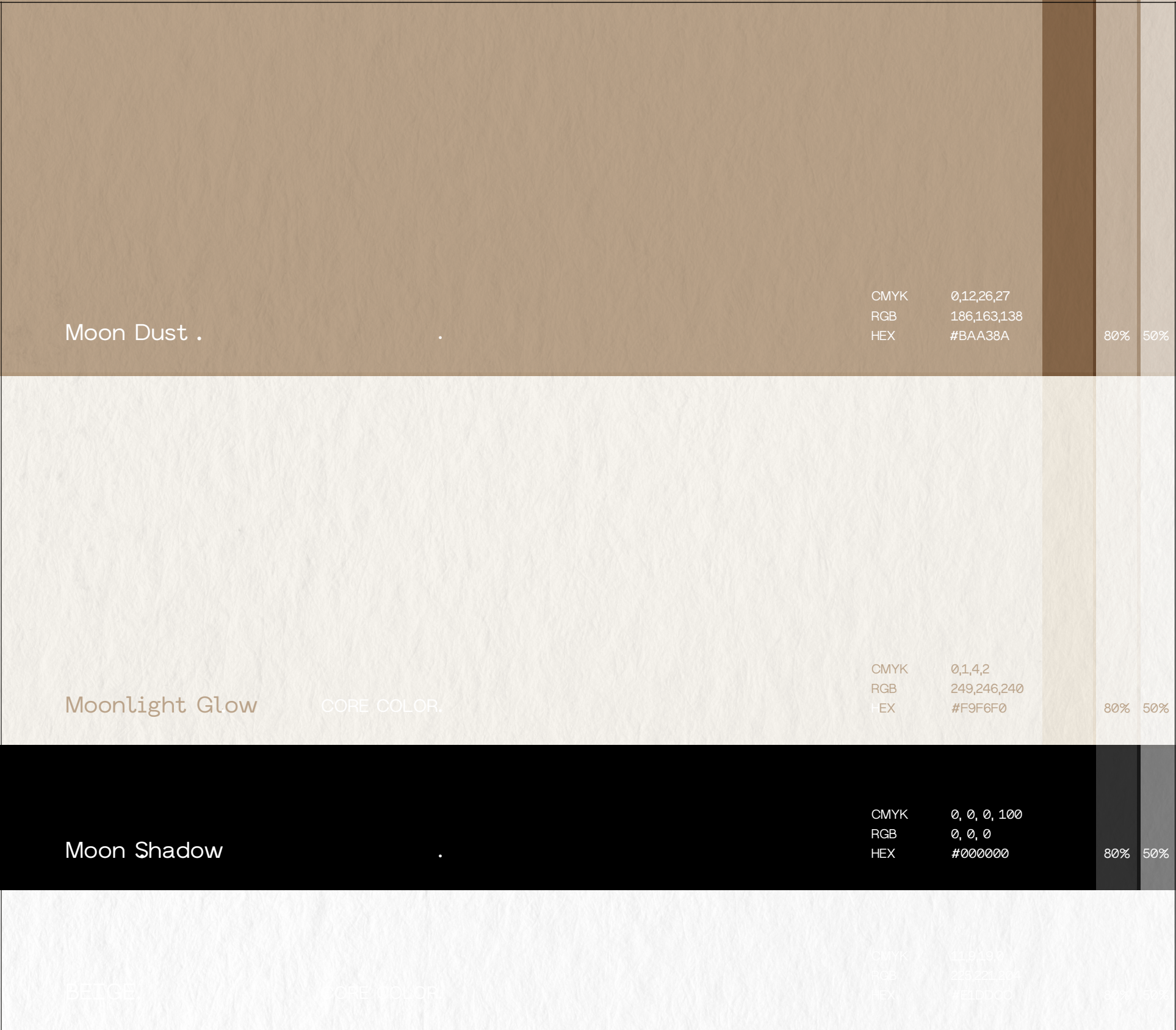


BRAND COLORS

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.



JWANA
Spa & Wellness

JWANA
Spa & Wellness

JWANA
Spa & Wellness

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.

JWANA
Spa & Wellness

JWANA
Spa & Wellness

TYPOGRAPHY

Typeface.

KHARKIV TONE
Regular

MESSAPIA
Regular

NORM
Font Family

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

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.

HEADLINE STYLE
HEADLINE STYLE _____ *Social Media use only.

H2

Subtitle.

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

H3

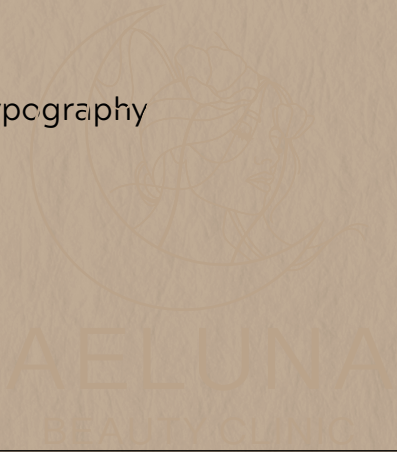
Body Text.

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.

H4

Call to action .

Link in bio / Costumize now / follow us.



Type in use.

JWANA
Spa & Wellness

Kharkiv Tone / Regular
used only in uppercase
for titles.

Norm / Light used in
Sentence case for
paragraphs.

TYPEFACE

MAIN
HEADLINE

Subtitles

Norm / Regular used
only in Sentence case
for subtitles.

BODY COPY & PARAGRAPH

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



































Thank you

By Mohammed almohammedy

<https://m-almohammedy.com>

