BrandBook

About Lilac

Lilac is a modern floral brand inspired by the symbolism of lilac — a flower that represents first love, lightness, and new beginnings.
It evokes simple, genuine emotions and the beauty of fleeting moments.
We create bouquets that speak for you — with style, simplicity, and attention to every detail.

The essence of Lilac is pure aesthetics, natural color palettes, minimalism, and effortless elegance.
Our clients value a contemporary approach, sincere emotions, and thoughtful presentation.

Lilac is a place where flowers express more than words.

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The main version of logo

Lilac

Lilac

Lilac

–horizontal logo version

Inspiration and Meaning:

1. Lilac Symbolism: The lilac flower is associated with spring, new beginnings, and purity, making it a perfect symbol for the brand.
2. Color Palette: The lilac color, blending cool and warm tones, represents balance and tranquility, creating a soothing atmosphere.
3. Refined Style: The brand targets those who appreciate natural beauty and seek inner peace, offering products that highlight elegance and delicate taste.

The short version of logo

Lilac Logo ("L" + flower)
The short logo combines the capital letter "L" — a strong visual anchor of the brand name — with a lilac flower, symbolizing softness, natural beauty, and harmony. This minimalist mark is memorable, versatile across packaging and digital media, and conveys an emotional, elegant feel.

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Options for using the logo and colors

Lilac

The logo is permitted for use on horizontal formats, in contexts with unlimited space.

The symbol may be used separately from the typographic part, provided that the brand name is already present on the medium.

#9966CC
RGB: 153, 102, 204
CMYK: 25, 50, 0, 20

#333333
RGB: 51, 51, 51
CMYK: 0, 0, 0, 80

#FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

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Branded font

Latin alphabet (uppercase and lowercase):

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Numbers:
0123456789

Punctuation marks and special characters:
! " # $ % & ' ( ) * + , - . / : ; < = > ? @ [\ ] ^ _ { | } ~

Additional symbols:
< > ° ' ' ' ' ' " " " " ¶ § ...

Russian alphabet (uppercase and lowercase):
АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ
абвгдеёжзийклмнопрстуфхцчшщъыьэюя

NAME
Lofty Chic

Mock Up

Mock Up

Mock Up

Mock Up