

# Brand identity



## **Brand name meaning:**

Lunas shine combines two elements

Luna : symbolizing celestial beauty,  
simplicity

Shine : Radiance, brilliance

## **Brand identity:**

Illuminate your elegance

## **Core values:**

Elegance, Simplicity, Radiance

## **Brand personality:**

Refined, Sophisticated , Authentic

## **Logo:**

A crescent moon with a diamond and sparkle.

# Logo Look





