

LOUTRA

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About Us

At Loutra, we believe in the pillars of skincare: ritual, consistency, and efficacy. Our brand embodies quiet luxury, expressed through thoughtful design and purposeful formulation. Think deep navy, crisp tailoring, and the understated confidence of old-world refinement. Drawing from the artistry of ancient calligraphy and the intricate beauty of historic Greek coins, each detail is a testament to our commitment to craft. Inspired by Greece, powered by nature, Loutra is heritage reimagined for the modern world.

Visual Overview

LOGO

LOUTRA

ICON



COLOR



TYPOGRAPHY

Season Sans Medium
ABCDEFGHIJKLMNO
PQRSTUVWXYZabcd
efghijklmnopqrstuvwxyz
yz0123456789

Season Serif Regular
ABCDEFGHIJKLMN
OPQRSTUVWXYZab
cdefghijklmnopqrstuvwxyz
wxyz0123456789

Season Serif Reg. Italic
ABCDEFGHIJKLMN
OPQRSTUVWXYZab
cdefghijklmnopqrstuvwxyz
wxyz0123456789

LOGO



Logo

The logo serves as the visual embodiment of our brand, capturing our essence and values in a single, impactful design. The logo should be prominently featured on every brand touchpoint, ensuring it becomes the viewer's first interaction with our brand.

The logo requires clear-space around all four sides to let it breathe, maintain its legibility and brand presence. The logo has a clear-space frame created from the 'L'. The space is scalable and should be scaled using the same exact proportions as the logo itself.

Do not place any other logos, typography or graphic elements within the clear-space boundaries as shown.



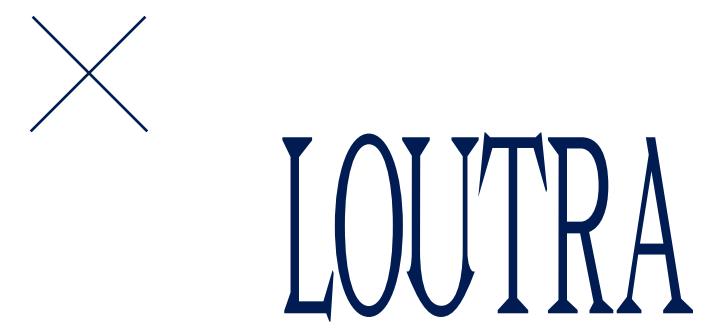
Logo Dont's

The logo should not be adjusted, altered or placed inappropriately such that it affects its original purpose.

The following are a few examples of potential slip-ups. These rules apply to all iterations of the logo.



ADJUST THE TYPESETTING



SKEW OR STRETCH OR ROTATE



REARRANGE THE ELEMENTS



SCALE DISPROPORTIONATELY



APPLY AN EFFECT



OUTLINE TYPE



APPLY DIFFERENT COLOURS



ALTER FONT, WEIGHT OR CASE



LAYER ON TOP OF A GRAPHIC

ICON



Icon

The icon functions as a secondary brand touchpoint to maintain a cohesive visual identity across various brand interactions.

Like the logo, the icon requires clear space around all four sides. The clear space is defined by a frame that is 30% larger than the icon. To create this frame, scale the icon to 130%. The clear space should be scaled proportionally to the icon, with no minimum size requirement.

Please ensure that no other logos, typography, or graphic elements are placed within the clear space boundaries, as illustrated.



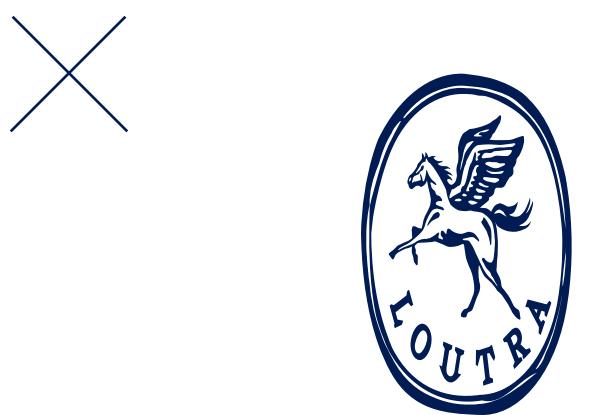
Icon Don't's

The icon follows the same rules as the logo and should not be adjusted, altered or placed inappropriately such that it affects its original purpose.

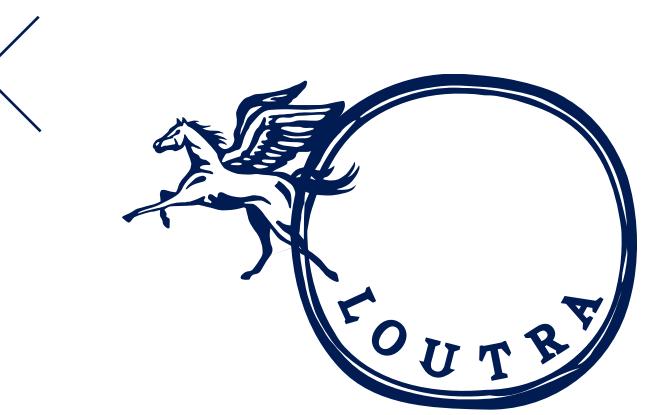
The following are a few examples of potential slip-ups. These rules apply to all iterations of the icon.



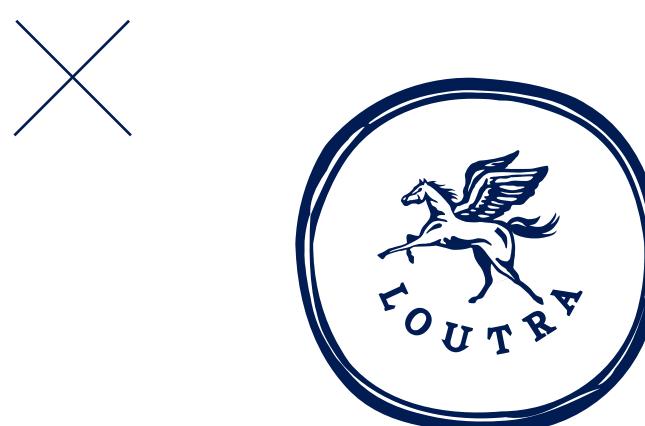
REMOVE THE TEXT



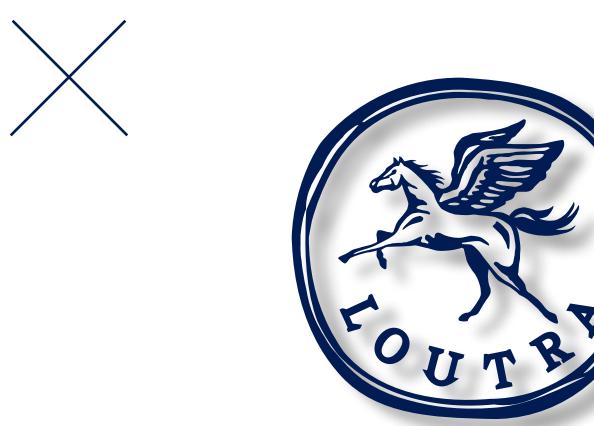
SKEW OR STRETCH OR ROTATE



REARRANGE THE ELEMENTS



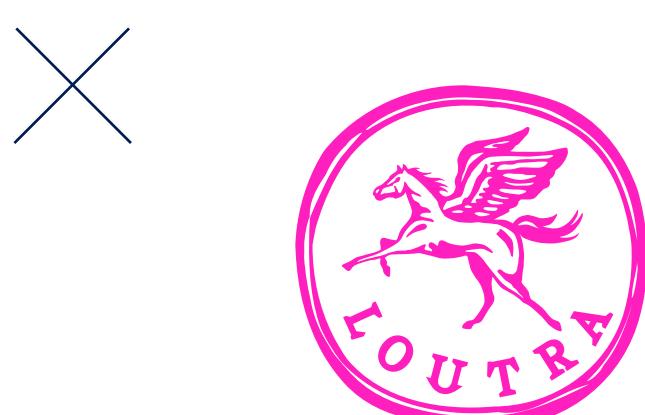
SCALE DISPROPORTIONATELY



APPLY AN EFFECT



USE A STROKE



APPLY DIFFERENT COLOURS



ALTER FONT, WEIGHT OR CASE



LAYER ON TOP OF A GRAPHIC

PILLAR MOTIF



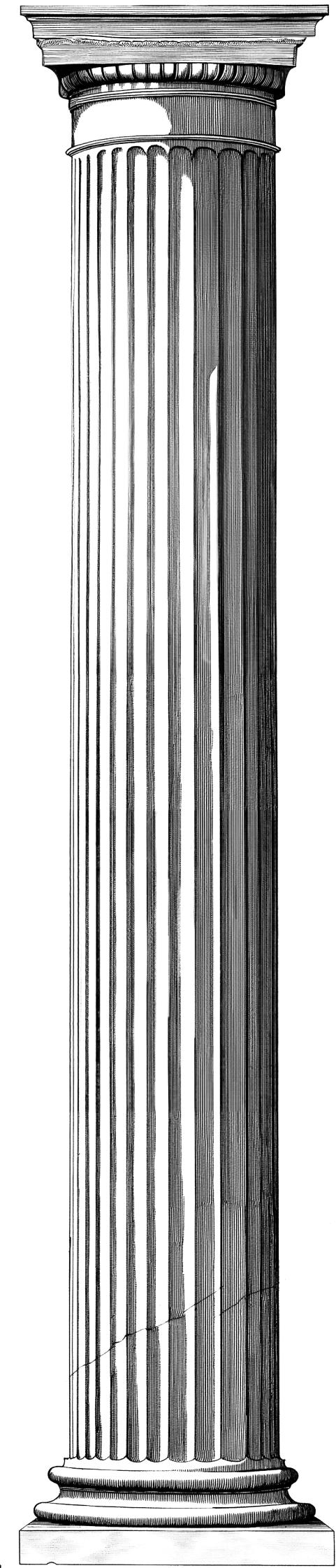
The Pillar

Inspired by Greek architecture, the pillar serves as a visual homage to our history and foundation. This series of architectural illustrations only appears across packaging as a core visual device to distinguish SKUs within the Loutra brand. As additional illustrations are created, please follow these guidelines:

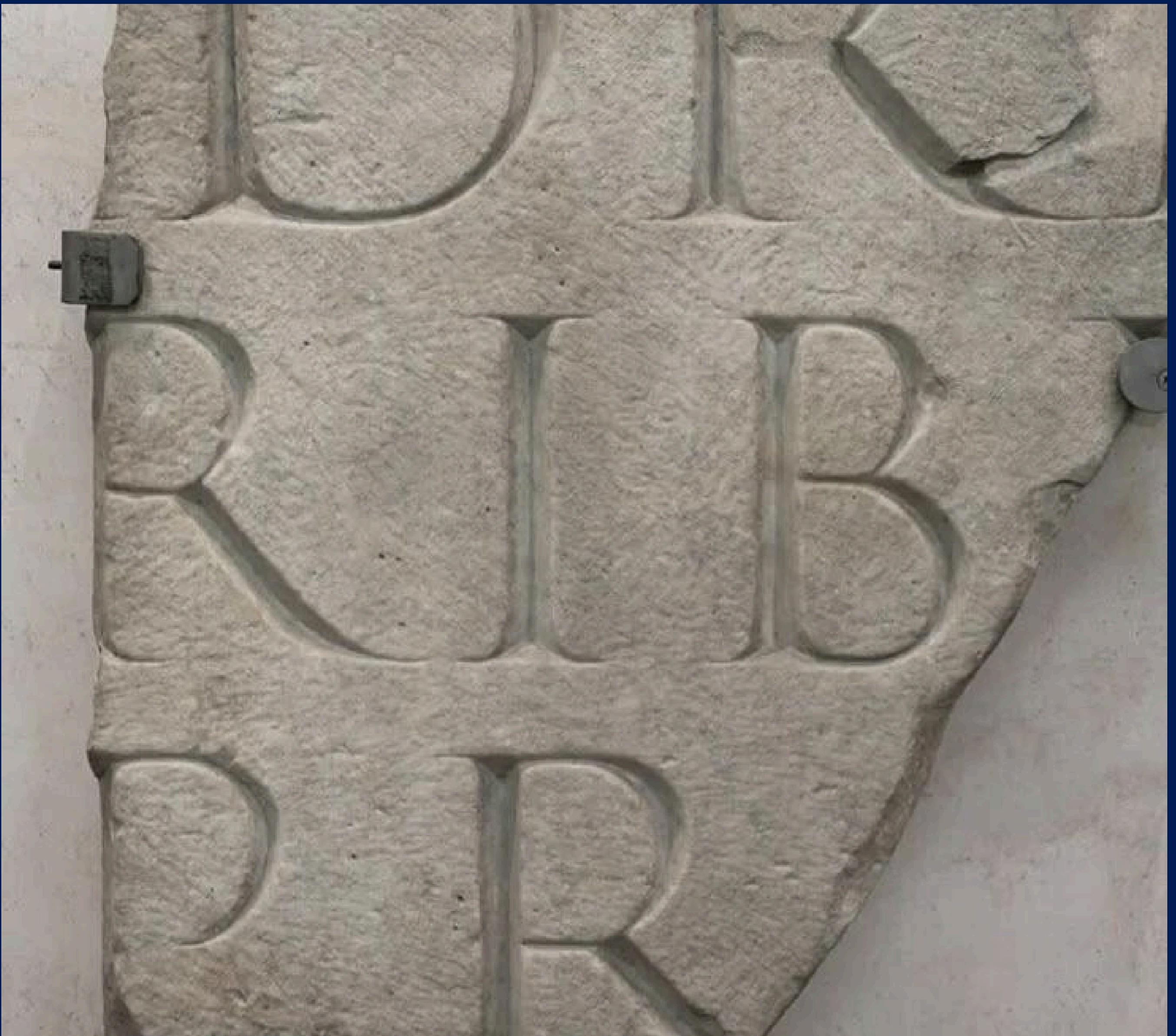
Our style draws from classical engravings. Finely hand-drawn with precise linework and a high level of detail. Referencing architectural etchings and historical prints, the emphasis is on clarity of form through clean lines and subtle shading. Use minimal texture and no color.

Each SKU's pillar should represent a distinct classical order or stylistic variation (e.g., Doric, Ionic, Corinthian), highlighting unique elements like capitals, fluting, or base designs. Despite their differences, all pillars must feel part of the same visual family; unified in scale, proportion, line weight, shading, and rendering technique.

Maintain a consistent frontal elevation with no dramatic foreshortening or stylization. The result should feel refined, restrained, and architecturally precise.



TYPO- GRAPHY



Type Specimen

The use of type as part of a brand's identity is one of the most important elements to consider. Typography helps express the brand voice and establishes a hierarchy of information in layouts.

Our typefaces are Season Sans and Season Serif. The combination of typefaces ensures optimal performance within the digital and print landscape.

Season Sans Medium
ABCDEFGHIJKLMNO
PQRSTUVWXYZabcd
efghijklmnopqrstuvwxyz
yz0123456789

Season Serif Regular
ABCDEFGHIJKLMN
OPQRSTUVWXYZab
cdefghijklmnopqrstuvwxyz
wxyz0123456789

Season Serif Reg. Italic
ABCDEFGHIJKLMN
OPQRSTUVWXYZab
cdefghijklmnopqrstuvwxyz
wxyz0123456789

Type Hierarchy

HEADER 1
SEASON SERIF
REGULAR

The pillars of your skincare.

HEADER 2
SEASON SANS
MEDIUM

Inspired by Greece,
powered by nature.

SUBHEADER
SEASON SANS
MEDIUM

ABOUT LOUTRA

Think deep navy, crisp tailoring, and the understated confidence of old-world refinement. Drawing from the artistry of ancient calligraphy and the intricate beauty of historic Greek coins, each detail is a testament to our commitment to craft. *Loutra is heritage reimagined for the modern world.*

BODY 1
SEASON SERIF
REGULAR

BODY 2
SEASON SERIF
REGULAR ITALIC -
ONLY USED FOR
EMPHASIS

CALL TO ACTION
SEASON SANS
MEDIUM

[VISIT US ONLINE](#)

COLOR



Loutra Navy

HEX
RGB
CMYK
PANTONE

#021C53
2, 28, 83
100, 93, 34, 38
286U

Loutra Navy

HEX
RGB
CMYK

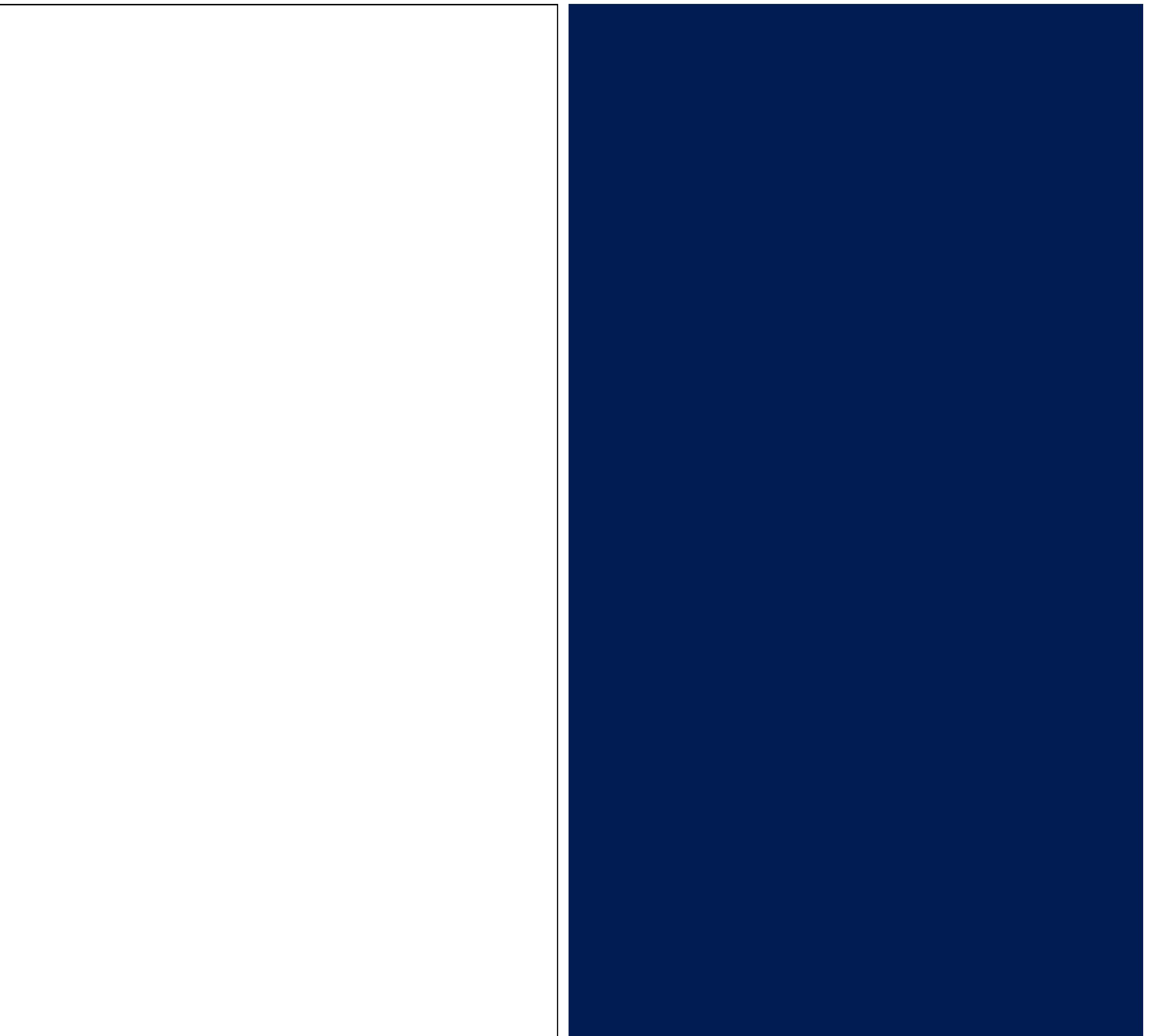
#FFFFFF
255, 255, 255
0, 0, 0, 0

Color Usage

Use Loutra White as primary, balanced with Loutra Navy for structure and contrast. Aim for a 70/30 white-to-navy ratio, using navy for headlines, logos, and key accents, while keeping body text on white for clarity.

When using Loutra White and Loutra Navy together, always consider accessibility and color sensitivity.

Ensure sufficient contrast between text and background for legibility, especially in digital applications and small print. Avoid white text on dark navy at small sizes, and always test colour pairings under various lighting conditions and with accessibility tools to maintain inclusivity for all users.



IMAGERY



Imagery

Leisurely yet cinematic, our visual language captures spontaneity with a luxurious undertone. Natural light is preferred; in studio, recreate the warmth and softness of golden hour. Avoid stark white in favor of soft, lived-in neutrals. Beiges, warm tones, and rich blacks or blues add depth, contrast, and a grounded elegance.

On-figure photography should feel touchable and alive. Skin should glow, with a radiant finish that enhances natural texture rather than masking it.

Shooting on film is encouraged. Treatments may include subtle grain and saturated blue hues to evoke a nostalgic yet modern feel.



IN APP- LICATION



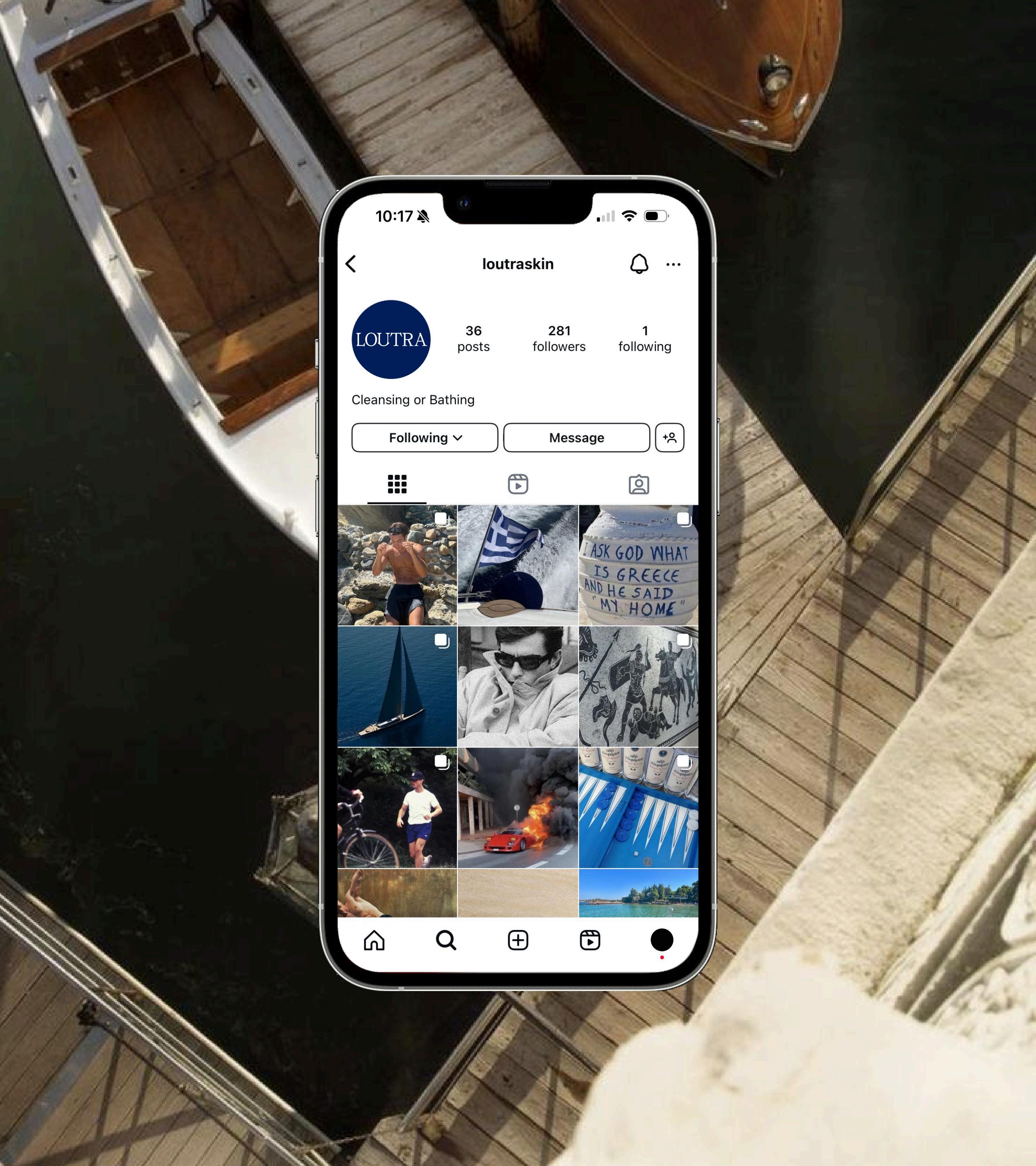


The pillars of your skincare.

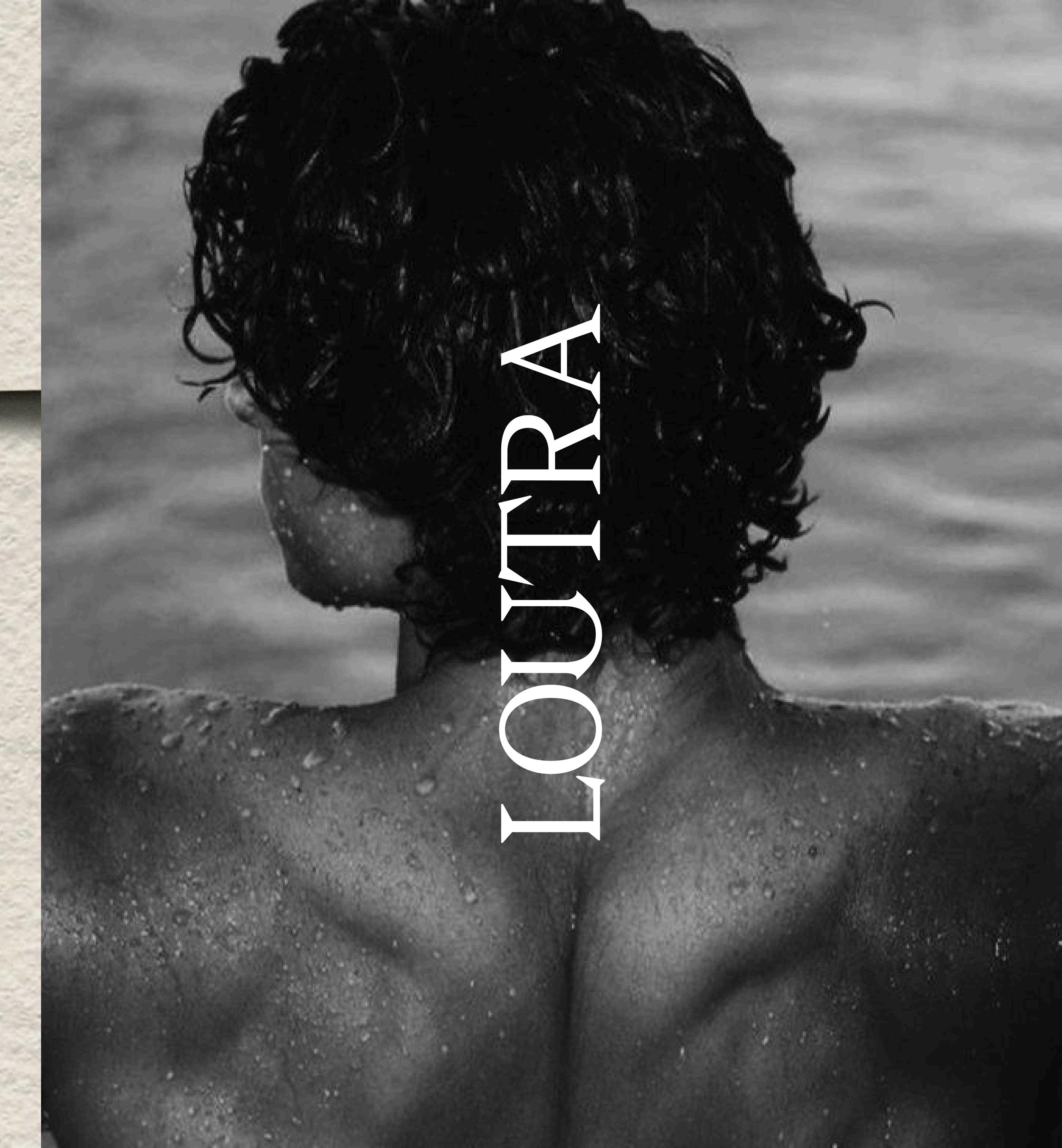


LOUTRA











THANK YOU