

Brand Guidelines

LoveLab Antwerp — Brand Style Guide for Catalogue

BRAND COLORS

Primary Brand Colors

Color Name	HEX Code	HSL	Usage
Ink Plum	#5D3A5E	hsl(299, 20%, 31%)	Primary brand purple — headings, buttons, CTAs, logo text
Luxe Gold	#C9A665	hsl(40, 43%, 59%)	Accent gold — taglines, dividers, icons, luxury accents
Lumière Ivory	#F8F5F2	hsl(35, 32%, 97%)	Global canvas/background
Charcoal	#4F4F4F	hsl(0, 0%, 31%)	Body text color

Secondary / UI Colors

Color Name	HEX Code	Usage
Porcelain	#FFFFFF	Cards, panels, header/footer backgrounds
Soft Rose	#F0B5C0	hsl(343, 53%, 86%) — Accent, highlights
Lavender	#D1B3E0	hsl(270, 50%, 85%) — Subtle backgrounds
Soft Pink	#F5C0D8	hsl(340, 60%, 88%) — Gradient overlays
Ice	#EFF5F7	hsl(200, 20%, 95%) — Cool backgrounds
Line Gray	#E3E3E3	hsl(0, 0%, 89%) — Borders, dividers
LoveLab Background	#FDF7FA	Site body background (warm pink-tinted white)

Brand Gradient Colors (from logo)

Position	Color	HEX	HSL
Left (Deep)	Brand Deep Purple	#8957AF	hsl(269, 48%, 52%)
Center	Brand Medium Purple	#C987C7	hsl(295, 45%, 65%)
Light	Brand Light Pink	#E09BC0	hsl(320, 55%, 75%)
Right	Brand Pink	#EDA5B8	hsl(335, 70%, 78%)

Custom Page Colors (About page)

Name	HEX	Usage
lovelab-bg	#FDF7FA	Page background
lovelab-dark	#4A2545	Dark text/elements
lovelab-muted	#8A6A7D	Muted text
lovelab-accent	#C4A084	Warm accent
lovelab-pink	#D486C3	Vibrant pink accent
lovelab-border	#DCC5D5	Soft border color

TYPOGRAPHY

Font Families

Font	Usage	Google Fonts Link
Playfair Display	Headings (H1, H2, H3), Collection names, Taglines	Playfair Display:wght@400;500;600;700
Inter	Body text, UI elements, Buttons	Inter:wght@400;500;600;700;800
Montserrat	Product names, Labels, Navigation	Montserrat:wght@300;400;500;600

Heading Styles

H1 — Playfair Display

- Size: 3rem (48px) mobile → 3.75rem (60px) desktop
- Weight: 600 (Semibold)
- Letter-spacing: -0.01em
- Color: Ink Plum (#5D3A5E)

H2 — Playfair Display

- Size: 2.25rem (36px) mobile → 3rem (48px) desktop
- Weight: 600 (Semibold)
- Letter-spacing: -0.01em
- Color: Ink Plum (#5D3A5E)

H3 — Playfair Display

- Size: 1.5rem (24px) mobile → 1.875rem (30px) desktop
- Weight: 600 (Semibold)
- Letter-spacing: -0.01em
- Color: Ink Plum (#5D3A5E)

Body Text

Body — Inter

- Size: 16px (base)
- Line-height: 1.6
- Color: Charcoal (#4F4F4F) at 70% opacity for softer appearance

Taglines & Labels

Taglines — Luxe Gold (#C9A665)

- Size: 10-12px
- Weight: 500 (Medium)
- Letter-spacing: 0.3em (tracking-[0.3em])
- Transform: UPPERCASE
- Often paired with a small gold divider line beneath

Product Names (Card Titles)

Product Name — Montserrat

- Size: 16px
- Weight: 500 (Medium)

- Color: Ink Plum (#5D3A5E)

Product Subtitle — Montserrat

- Size: 13px
- Weight: 400 (Regular)
- Color: #888888

PAGE BACKGROUND GRADIENTS

Main Site Background

```
background: #FDF7FA;  
/* Or gradient version: */  
background: linear-gradient(to bottom-right,  
  rgba(245, 192, 216, 0.14) /* soft-pink/14 */,  
  rgba(209, 179, 224, 0.11) /* lavender/11 */,  
  rgba(239, 245, 247, 0.14) /* ice/14 */  
);
```

Hero Overlay (Text on Images)

```
background: linear-gradient(to top, rgba(0,0,0,0.6) 0%, rgba(0,0,0,0.2) 50%, transparent 100%);
```

BUTTON STYLES

Primary Button

Background: Ink Plum (#5D3A5E)
Text: White (#FFFFFF)
Border-radius: 9999px (rounded-full)
Font: 14-16px, Semibold

Hover: Ink Plum at 90% opacity
Shadow: Large shadow on hover

Secondary/Ghost Button

Background: Transparent
Border: 1px solid Ink Plum at 40% opacity
Text: Ink Plum (#5D3A5E)
Border-radius: 9999px (rounded-full)
Hover: Background Ink Plum at 5%, border becomes solid Ink Plum

COLLECTIONS SUMMARY

1. CUTY

- **Tagline:** "Your First Lumière — For beginnings"
- **Product:** Round lab-grown diamond bracelet
- **Cord Types:** 20 nylon colors
- **Price Range:** Starting €65 (0.05ct) to €436 (0.30ct)
- **Style:** Entry-level, everyday elegance

2. TRIPLY

- **Tagline:** "Triple Lumière — Past, present, future"
- **Product:** Three-diamond bracelet
- **Cord Colors:** 5 colors (Black, Bordeaux, Red, Silver, Gold)
- **Price:** ~€380
- **Style:** Grounding, symbolic meaning

3. MATCHY

- **Tagline:** "Dual Lumière — Connection & bonds"

- **Product:** Two-diamond matching bracelets
- **Style:** Connection, relationships, pairs

4. SHAPY (Two Sub-Collections)

Shapy Sparkle

- Silk cord, 9 pastel colors
- 9 diamond shapes
- Prong setting
- Larger stones

Shapy Shine

- Nylon cord, 20 vibrant colors
- 7 diamond shapes
- Bezel setting
- Everyday elegance

Shapes Available: Heart, Pear, Emerald, Cushion, Oval, Marquise, Radiant, Princess, Long Cushion

5. CLASSY

- **Tagline:** "Timeless Lumière — Eternal elegance"
- **Style:** Classic, timeless designs

6. CUBIX / CUBE

- **Tagline:** "Modern Lumière — Bold geometry"
- **Style:** Modern, geometric cube setting

7. HOLY

- **Tagline:** "Sacred Lumière — Unity across faiths"
- **Product:** Religious symbol charms (Cross, Hamsa, Star of David)

- **Style:** Spiritual, meaningful symbols

CORD COLOR PALETTES

Nylon Cord Colors (20 colors - Cuty & Shapy Shine)

Color	HEX	Meaning
Red	#E5010B	For first love
Bordeaux	#A52A4A	For deep passion
Dark Pink	#E388A1	For gentle warmth
Light Pink	#F9C8D5	For new beginnings
Fluo Pink	#FF1583	For bold energy
Orange	#FF8C00	For creative spark
Gold	#CFA962	For celebrating success
Yellow	#FFDD00	For joyful moments
Fluo Yellow	#FDFD2A	For bright optimism
Green	#008447	For growth and renewal
Turquoise	#008B8B	For inner peace
Light Blue	#A3D5E4	For calm transitions
Navy Blue	#000080	For quiet strength
Lilac	#C4A5D1	For dreaming forward
Purple	#5F3C96	For wisdom gained
Brown	#442E2D	For grounding
Black	#000000	For timeless elegance
Silver Grey	#C4C4C4	For modern clarity
White	#FFFFFF	For pure intentions
Ivory	#FCF8ED	For soft starts

Silk Cord Colors (9 colors - Shapy Sparkle)

Color	HEX	Meaning
Pink	#F8C8DC	Soft romance
Mauve	#C8A2C8	Gentle elegance
Lavender	#D8BFD8	Peaceful dreams
Mint	#98D8C8	Fresh beginnings
Sky Blue	#87CEEB	Calm horizons
Pale Yellow	#F0E68C	Sunny days
Cream	#FFE4C4	Warm comfort
Powder Teal	#B0E0E6	Serene waters
Peach	#FFDAB9	Sweet moments

DESIGN ELEMENTS

Dividers

- Gold line: 1px height, 16px width, Luxe Gold (#C9A665)
- Often placed under taglines

Border Radius

- Cards & Buttons: 0.75rem (12px) or 9999px (full round)
- Product images: Often no radius (sharp edges)

Shadows

- Cards: Subtle shadow on hover
- Buttons: Large shadow on hover for depth

Trust Badges Icons

- IGI Certified (Award icon)
- Free Shipping (Truck icon)
- Gift Ready (Gift icon)

- All in Luxe Gold color
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BRAND VOICE / COPY STYLE

- **Tagline:** "Carry La Lumière Every Day"
 - Poetic, emotional language
 - Short sentences on separate lines for emphasis
 - Italian phrases for collection names (focusing on light: "La Lumière")
 - Italicized final statements in Playfair for emotional closure
 - Example closing: *"Because true brilliance comes in many shapes — just like you."*
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This should give you everything you need to create a cohesive catalogue in Canva that matches your website's branding! 💎