

A COMPLETE BRAND IDENTITY KIT

INTRODUCTION:

Luxerosa a premium (imaginary) perfume brand that celebrates feminine elegance, sophistication, and confidence.

Our featured fragrance, ROSE PETAL, captures the timeless beauty of roses--soft, romantic and effortless graceful. Every element of this brand reflects the harmony of modern and classic charm. The Brand Identity Kit represents the visual essence of LUXEROSA-ROSE PETAL, ensuring a consistent and refined style across all brand assets.

DESIGN MOOD:

BOLD
ROMANTIC
LUXURIOUS

INCLUDES:

COLOR PALATTE
TYPOGRAPHY STYLE
LOGO DESIGN
BUSINESS CARD
LETTERHEAD
BRAND MOCKUP



COLOR PALETTE:

The chosen colors reflects elegance, warmth, and femininity:



F69FA2



B42F30



DB9AA1+FFFFFF
FOR BOTTLE



808282
FOR BOTTLE CAP



+ 000000 AND FFFFFF
FOR BACKGROUND

TYPOGRAPHY:

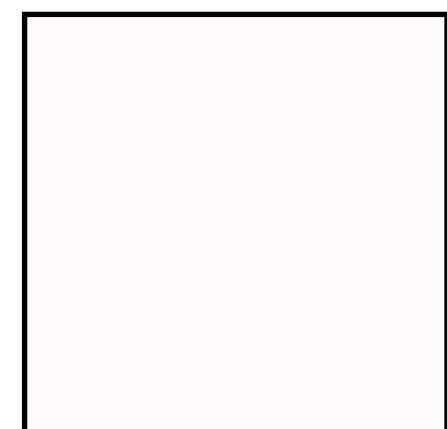
HEADING FONT: AN UNFORTUNATE EVENT DEWARPAD REGULAR

BODY FONT: Mongolian Balti

FONT COLOR:



D05E5B



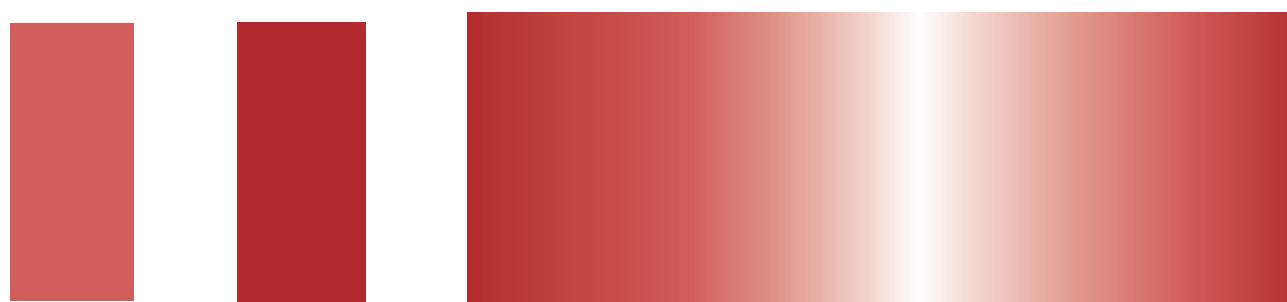
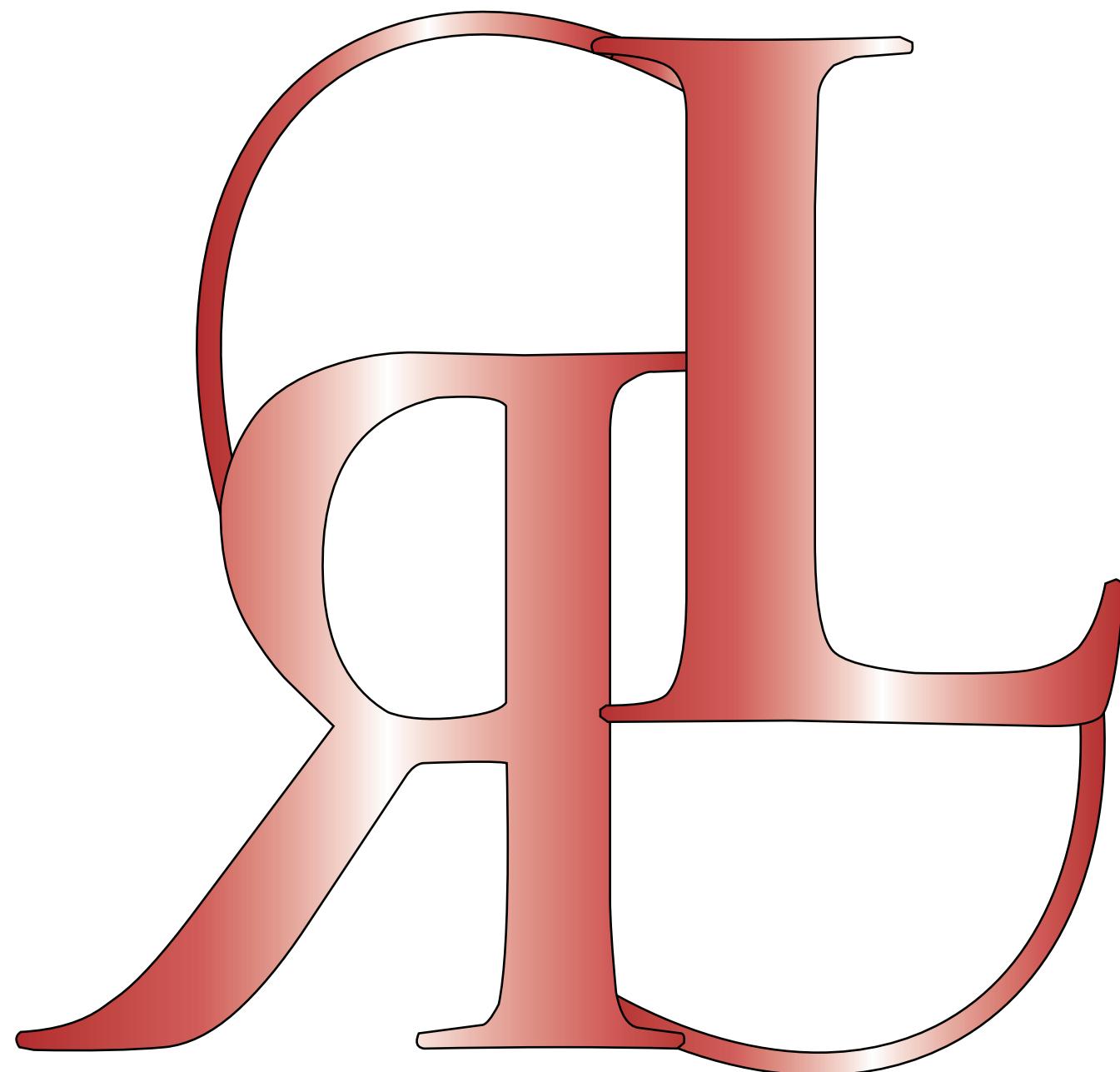
FFF8F8



For TEXT



LOGO DESIGN:



BUSINESS CARD:



LETTERHEAD:



Date: November 6, 2025
Ref No: LXR/25/011

To:
The Manager
XYZ Distributors
Karachi

Dear Sir/Madam,

We are pleased to introduce Luxerosa, a luxury perfume brand that celebrates feminine elegance through refined fragrances crafted with passion and precision. Our latest collection embodies timeless sophistication, perfect for modern women who value grace and individuality.

We would be delighted to collaborate with your company to expand Luxerosa's reach and share our signature scents with a wider audience.

Please find attached our product catalog and pricing details for your review. We look forward to your kind response.

Warm regards



Sidra Farhan
Marketing Executive
Luxerosa Fragrances

Address:
Luxerosa Fragrances
Shop #14, Ocean Mall, Clifton, Karachi, Pakistan
Contact:
+92 300 1234567
info@luxerosa.com
www.luxerosa.com
Instagram: @luxerosa.pk

BOTTLE MOCKUP:

