

# 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 femininty:

F69FA2

B42F30

DB9AA1+FFFFFF  
FOR BOTTLE

808282  
FOR BOTTLE CAP

+ 000000 AND FFFFFFFF  
FOR BACKGROUNF

# TYPOGRAPHY:

HEADING FONT: AN UNFORTUNATE EVENT DEWARPAD REGULAR

BODY FONT: Mongolian Balti

# FONT COLOR:

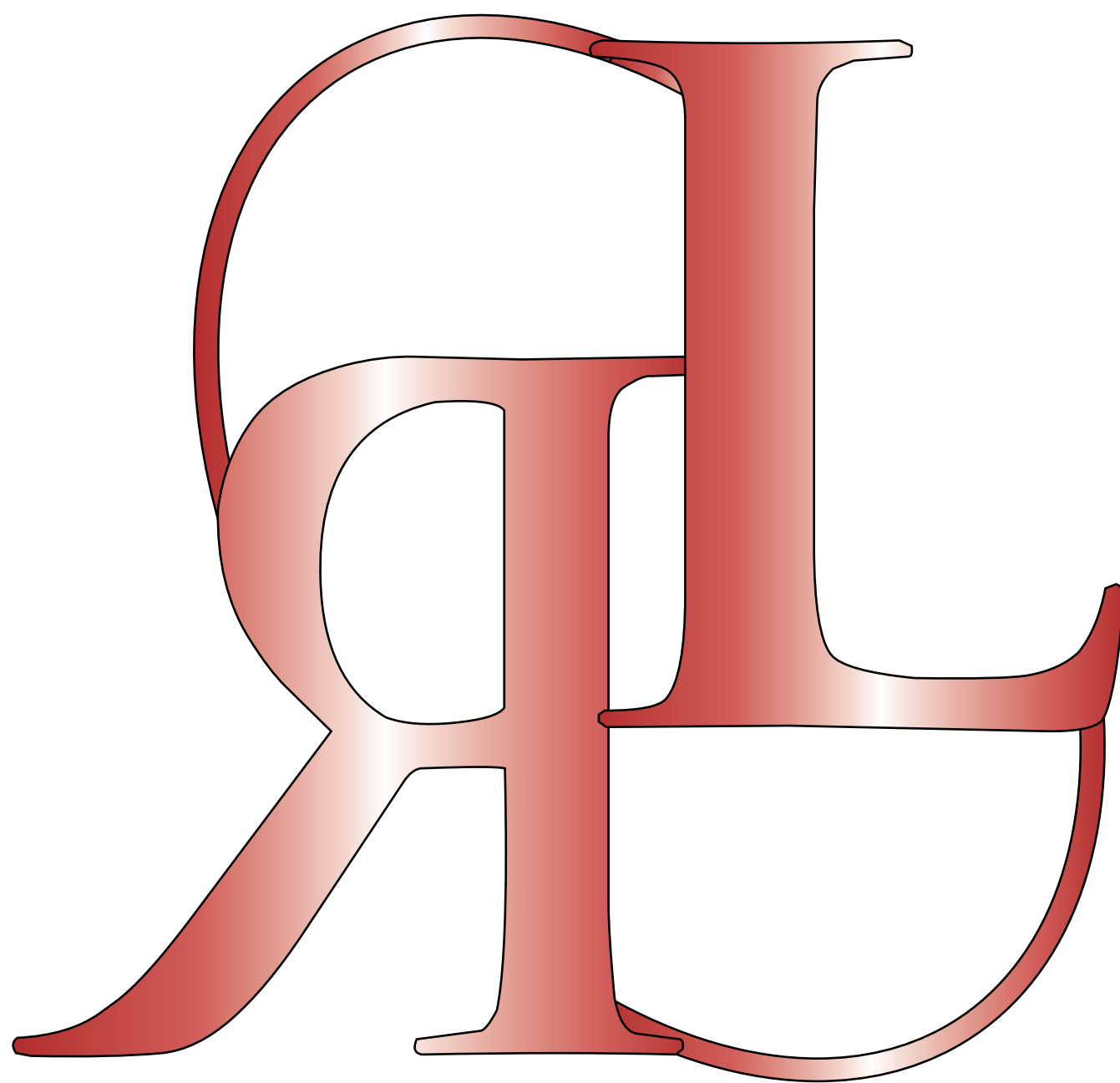
D05E5B

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

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# BOTTLE MOCKUP:

