



BRAND STYLE GUIDE

Visual Identity & Brand Guidelines

Contents

Illumera Life represents a new standard in wellness branding — where botanical heritage meets modern luxury. This guide defines our visual identity, ensuring consistency across all touchpoints while maintaining the elegance and warmth that sets us apart.

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Brand Purpose

Affordable Luxury. Elevated Wellness.

Illumera Life is a premium wellness ecosystem built on the belief that true wellness extends beyond supplements. Our brand connects health, beauty, and transformative experiences through nature's most powerful fermented botanicals.

The name 'Illumera' evokes illumination — the light that guides every woman toward her most vibrant, elevated self. Our visual identity reflects this: warm, botanical, sophisticated, and never loud.

Key Brand Traits

- **Premium & Botanical**
Earthy luxury rooted in herbal wellness heritage. Warm tones, natural textures, and organic sophistication.
- **Warm & Approachable**
Elegance that invites — never cold or clinical. The brand speaks softly but with authority.
- **Sophisticated & Clean**
Minimal design that lets the product and message breathe. White space is intentional.
- **Community-Focused**
Building genuine connections around shared wellness values without aggressive sales tactics.
- **Scientifically Grounded**
Fermentation science meets traditional botanicals. Credibility through Dr. Aswin's research.

PRODUCT CATEGORIES

Elevated Health

PluriActiv fermented supplements & Pluri Patches

Beauty

Premium wellness skincare collection

Experience

Life coaching & transformative journeys

Logo

Landscape Logo

Primary mark for website headers, email banners, business cards, and promotional materials.



Landscape Alternate

Includes IL monogram. Use when brand recognition needs reinforcement.



Stacked Logo

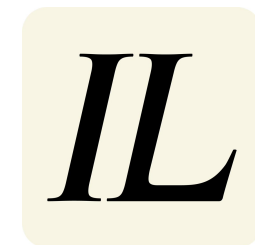
For social media profiles, vertical banners, and applications where vertical space exceeds horizontal.

Our logo combines a bold serif wordmark 'ILLUMERA' with a handwritten script 'Life', flanked by decorative horizontal lines. The IL monogram provides a compact brand mark.



Favicon / App Icon

IL monogram on warm cream background with rounded corners.



Logo on Dark Backgrounds

When placing the logo on dark backgrounds, use the white (reversed) versions.
The white logo should only be placed on Deep Forest (#1C3F2C) or darker backgrounds.



Landscape



Landscape Alternate

Logo Usage Rules

- ✗ Do not change proportions or arrangement
- ✗ Do not rotate, distort, or skew the logo
- ✗ Do not modify the logo colors
- ✗ Do not enclose the logo in shapes
- ✗ Do not add effects, shadows, or outlines
- ✗ Do not use the logo in sentences or as text
- ✗ Do not place on busy or low-contrast backgrounds
- ✗ Do not remove or add elements to the logo
- ✗ Maintain minimum clear space equal to the height of the 'I' in ILLUMERA on all sides



Stacked

Color Palette

Derived from the Illumera Life product packaging. The mustard-gold and botanical greens create a premium herbal wellness aesthetic that feels fresh, natural, and sophisticated.

Primary Colors



Illumera Gold

#C4A84D

CTAs, highlights, hover states, links



Botanical Green

#52753A

Badges, icons, success states, dividers



Deep Forest

#1C3F2C

Headings, dark UI, footer

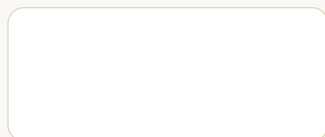
Neutral Palette



Black

#000000

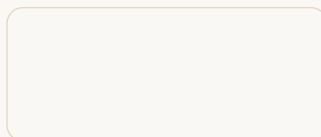
Logo, high-contrast text



White

#FFFFFF

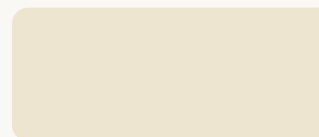
Card backgrounds, inputs



Ivory

#FAF8F4

Page background



Parchment

#EDE5D0

Section backgrounds, dividers



Pewter

#6B6560

Body text, captions

ACCENT USAGE

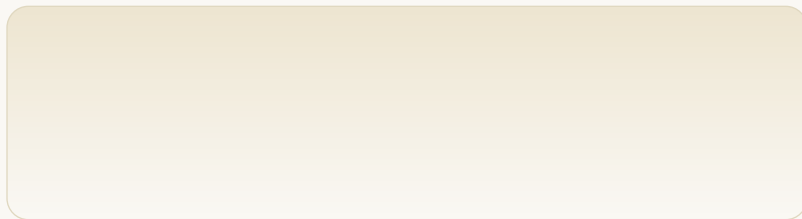
Illumera Gold and Botanical Green double as accent colors — Gold for CTAs, highlights, and hover states; Green for badges, success indicators, and section dividers. No additional accent colors are needed.

Gradients

Primary Background Gradient

Hero sections and top-of-page transitions.
Creates a warm-to-light fade.

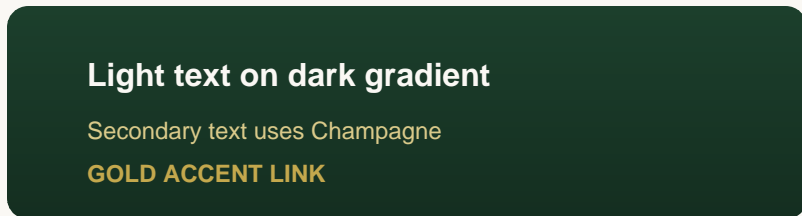
#EDE5D0 → #FAF8F4 | 180° vertical



Dark Section Gradient

Footer, dark contrast sections.
Use with light/gold text on top.

#1C3F2C → #142E20 | 180° vertical



Gold Accent Gradient

Premium elements: featured cards,
promotional banners. Use sparingly.

#C4A84D → #DACA8A | 135° diagonal



Typography

Typography Colors

●	Headings	#1C3F2C (Deep Forest)
●	Body Text	#6B6560 (Pewter)
●	Links / Accents	#C4A84D (Illumera Gold)
○	Text on dark bg	#FFFFFF (White)

Recommended Typefaces

The Illumera Life brand uses a combination of serif and sans-serif typefaces:

HEADINGS — Serif typeface (Playfair Display, Cormorant Garamond, or similar) for elegance and premium feel.

BODY TEXT — Clean sans-serif (Inter, DM Sans, or similar) for readability and modern balance.

SCRIPT ACCENT — The 'Life' in our logo uses a handwritten script. This style should NOT be replicated in body copy or headings — it is exclusive to the logo mark.

SPACING — Use generous letter-spacing (0.05em) for uppercase labels and CTAs. Standard spacing for body text and headings.

Elevate Your Wellness

Nature's Harmony, Science's Promise

A wellness ecosystem designed to nourish body, mind, and spirit through nature's most powerful fermented botanicals.

Button Styles

Primary Button (CTA)

Gold background with white text. Use for main actions.



Default



Hover (#A89030)



Active (#8E7420)

border-radius: 6px | padding: 14px 32px | font-weight: 600 | text-transform: uppercase | letter-spacing: 0.05em

Secondary Button

Transparent with Deep Forest border. Fills on hover.



Default



Hover (filled)

Tertiary / Text Button

Gold text with underline. For inline links and subtle actions.

Explore More

Default

Explore More

Hover (#A89030)

Component Color Mapping

Navigation

Background	#FAF8F4 (Ivory)
Border	1px solid #E0D8C0
Nav links	#1C3F2C
Nav links hover	#C4A84D

Hero Section

Background	Gradient #EDE5D0 → #FAF8F4
Headline	#1C3F2C
Subtext	#6B6560
CTA	Primary gold button

Product Cards

Card bg	#FFFFFF
Shadow	rgba(58,42,16,0.06)
Product name	#1C3F2C
Price	#C4A84D

Testimonials

Background	#1C3F2C (dark)
Quote text	#FFFFFF
Attribution	#DACA8A
Accent marks	#C4A84D

Footer

Background	#1C3F2C
Primary text	#FFFFFF
Links	#DACA8A
Links hover	#C4A84D

Form Inputs

Background	#FFFFFF
Border	1.5px solid #E0D8C0
Focus border	1.5px solid #C4A84D
Placeholder	#6B6560

Photography Style

Our photography emphasizes warm, natural imagery with soft lighting and an organic, unhurried quality. Subjects should feel authentic and aspirational — real women living well.

Every image should evoke the warmth and purity of botanical wellness. Avoid clinical or overly processed aesthetics.

Product Photography

- ✓ Clean backgrounds (ivory/cream)
- ✓ Soft, natural lighting
- ✓ Botanical elements as props
- ✓ Show packaging details clearly
- ✓ Warm color temperature

Lifestyle / People

- ✓ Women ~40, diverse and natural
- ✓ Genuine expressions (not posed)
- ✓ Warm, sunlit environments
- ✓ Wellness activities: yoga, nature
- ✓ Never clinical or corporate

Background Images

- ✓ Very low opacity with overlays
- ✓ Sage green or cream tinting
- ✓ Subtle — support text, not compete
- ✓ Botanical/nature textures
- ✓ Avoid busy or high-contrast

Community / Social

- ✓ Casual, authentic group settings
- ✓ Mixed demographics, inclusive
- ✓ Outdoor or relaxed environments
- ✓ Not overly styled or editorial
- ✓ Warmth and genuine connection

Avoid:

- ✗ Harsh or cool-toned lighting
- ✗ Overly retouched or artificial imagery
- ✗ Cluttered or busy backgrounds
- ✗ Stock photo clichés
- ✗ Imagery that feels like traditional MLM marketing



The Experience Company