BRAND GUIDELINES

VELLA PEAU

"The glow is intentional."

LUXURY BODY OIL — VOL. 01



OUR STORY

The ritual is the luxury.

VELLA PEAU was born from a singular belief — that the act of caring for your skin is not a routine. It is an expression of intention. A daily ritual that deserves only the finest botanicals, the most purposeful formulations, and a product that is as beautiful to hold as it is to use.

BRAND PILLARS

01

INTENTIONAL LUXURY

Every product decision — from ingredient sourcing to glass weight — is made with purpose. We do not follow trends. We set intention.

02

FRENCH HERITAGE

Peau — skin in French. Our name is our philosophy. Rooted in the French tradition of understated elegance and scientific precision in beauty.

03

SENSORIAL DEPTH

A product should be felt before it is described. Warmth, texture, scent, and sight — each dimension is considered as essential as efficacy.

04

THE GLOW STANDARD

Radiance is not a finish — it is a result of care. We believe visible glow is the truest signal of skin that has been truly nourished.

Logo System

PRIMARY & SECONDARY LOCKUPS

PRIMARY — LIGHT



PRIMARY — DARK



SINGLE LINE



MONOGRAM



CLEAR SPACE

Always maintain minimum clear space equal to the height of the "V" around all sides of the logo. This ensures legibility and presence across all applications.

NEVER DO

✗ Alter letterforms ✗ Add effects or shadows ✗ Place on busy backgrounds
✗ Stretch or condense ✗ Use unapproved color ✗ Rotate or tilt the logotype

MINIMUM SIZE

Print: 25mm wide minimum
Digital: 80px wide minimum
Monogram may be used below these thresholds.

Colour Palette

Warm. Intentional. Enduring.

Warm Ivory

#F7F3EE
RGB 247 243 238
CMYK 0 2 4 3

PRIMARY BG

Pale Stone

#EDE7DC
RGB 237 231 220
CMYK 0 3 7 7

SECONDARY BG



Espresso

#3B3228
RGB 59 50 40
CMYK 0 15 32 77

PRIMARY TYPE



Honey Gold

#C9A96E
RGB 201 169 110
CMYK 0 16 45 21

ACCENT / RULES



Muted Olive

#6B6347
RGB 107 99 71
CMYK 0 7 34 58

SHADOW / DEPTH



Warm Taupe

#9E8B72
RGB 158 139 114
CMYK 0 12 28 38

BODY TEXT

70% Ivory & Stone · 20% Olive & Taupe · 10% Honey Gold

DISPLAY TYPEFACE

Bodoni *Moda*

A B C D E F G H I J K

L M N O P Q R S T U V

W X Y Z 0 1 2 3 4 5 6 7 8 9

The glow is intentional.

USED FOR · HEADLINES · BRAND NAME · DISPLAY · PULL QUOTES · PAGE NUMBERS

BODY TYPEFACE

JOST

LIGHT · REGULAR · MEDIUM

H1 — PAGE TITLE

Luxury Body Oil

H2 — SECTION TITLE

Ingredients & Ritual

BODY — PRIMARY

A daily ritual that deserves the finest botanicals and the most purposeful formulations.

CAPTION / LABEL

JOJOBA · SQUALANE · NEROLI · AMBER

TAGLINE — ITALIC SERIF

"The glow is intentional."

VISUAL DIRECTION

Photography

Warm. Sculptural. Intentional.

WARM GOLDEN HOUR

All imagery is shot in warm, directional golden-hour light. No cool, clinical, or overhead lighting. Sunburst effects on glass are intentional and desirable.

NEGATIVE SPACE

Generous negative space is non-negotiable. The product must breathe. Busy compositions, crowded frames, or competing elements are never acceptable.

SCULPTURAL DEPTH

Layered foreground and background. The bottle is always the sharpest element. Bokeh and soft-focus botanical silhouettes create depth without distraction.

TACTILE DETAIL

Macro moments — a single oil drip, light refracting through amber liquid, the weight of the glass cap — create sensorial engagement that makes viewers want to touch the product.

NEVER

Cool or clinical lighting · Multiple products in frame · Generic spa/wellness aesthetics · Busy or cluttered surfaces · Oversaturated colour grading · Stock photography



BRAND VOICE

What we say. How we say it.

INTENTIONAL

Every word earns its place. We do not fill space. We do not over-explain. Brevity signals confidence.

WARM

Approachable, never cold. Luxury without distance. We speak as a trusted confidante, not a brand lecturing from above.

REFINED

No superlatives. No exclamation marks. No urgency tactics. We let the quality speak — the words frame it.

SENSORIAL

We write so the reader can almost feel the oil, the warmth, the weight of the bottle. Language that makes the body respond.

VOICE IN PRACTICE

WRITE LIKE THIS

> *"One oil. Every ritual. The glow is not a finish — it is a result."*

> *"Warm jojoba and neroli, slow-pressed. Applied with intention. Worn with confidence."*

> *"Skin that glows because it was listened to."*

NEVER WRITE LIKE THIS

✗ "Our AMAZING body oil will TRANSFORM your skin!! Buy now before it sells out!"

✗ "Clinically proven to hydrate 10x better than leading competitors."

✗ "The perfect gift for any skincare lover this holiday season □□"

Packaging & Label

Vol. 01 — L'Huile de Corps

GLASS BOTTLE



Sculptural clear glass · gold metal cap · 100 ml

GIFT BOX



Espresso rigid box · gold foil emboss · magnetic closure

LABEL HIERARCHY

VELLA
PEAU

L'HUILE DE CORPS
BODY OIL

JOJOBA · SQUALANE · NEROLI · AMBER
100 ML / 3.4 FL OZ | VOL. 01

- Brand name: Bodoni Moda 300, white on espresso, wide tracked
- Descriptor: Jost 200, Honey Gold, 6px tracking, all caps
- Ingredients + size: Jost 200, 2px tracking, Warm Taupe
- Gold hairline rule dividers — 1px #C9A96E at 30% opacity

PACKAGING SPECIFICATIONS

BOTTLE MATERIAL	Sculptural Clear Glass
CAP	Brushed Burnished Gold Metal
VOLUME	100 ml / 3.4 fl oz
BOX MATERIAL	Rigid Matte Espresso Board
BOX CLOSURE	Magnetic Lid, Silk Ribbon Pull
LABEL BACKGROUND	Espresso #3B3228
LABEL FINISH	Matte with Gold Foil Accent
BOX EMBOSS	Gold Foil, Brand Name Only
KEY INGREDIENTS	Jojoba · Squalane · Neroli · Amber

Social & Digital

#VellaPeau · #TheGlowIsIntentional

INSTAGRAM / VISUAL GRID



Maintain visual rhythm: alternate product hero shots with typographic or texture tiles. Warm ivory and espresso tones only. Never post cluttered or brightly-lit imagery.

PLATFORM GUIDELINES

INSTAGRAM

Feed: Editorial product photography only. Stories: Behind-the-ritual, textures, close-ups. Reels: Campaign films, slow editorial. Grid ratio: 4:5 or 1:1.

TIKTOK

Slow-motion promo films only. No trending sounds. No fast edits. 9:16 at all times. Brand music or ambient silence. Luxury, not viral.

WEBSITE

Full-bleed editorial imagery. Generous white space. Bodoni headlines, Jost body. Warm ivory background. Minimal navigation. Product as the only hero.

EMAIL

Single-column layout. Ivory background. One product image. Short, intentional copy. No discount language or urgent CTAs. Sign-off: "With warmth, VELLA PEAU."

CAPTION STYLE

> *"Not every ritual needs a reason. Some are simply an act of care."*
>
> #VellaPeau #TheGlowIsIntentional
> #BodyOil #LuxurySkincare



CAPTION RULES

- 1–3 sentences maximum
- No exclamation marks, ever
- 3–5 hashtags only, lowercase preferred
- No emoji unless for brand-approved moments
- Always end on intention, never urgency

THE STANDARD

VELLA PEAU

"The glow is intentional."

BRAND ENQUIRIES & PRESS

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