



Brand Identity Guideline

2025

Lovebox

WHAT'S INSIDE

Introduction

01 What's inside

Brand Overview

02. Brand Essence

03. Mission and Vision

04. Core Values

Visual Identity

05 Logo Live

06 Primary Application

07. Logo Scalable

08. Clean Space

09. Logo usage

10. Logo misuses

11. Colour Pallete

12. Colour Usability

13. Clean Errors

14. Typography

Brand Applications

15. Brand Voice

16. Brand Tone

17. Messaging Strategy

18. Applications

Brand Overview



Brand Essence:

Lovebox transforms the way you express love, seamlessly connecting you to your loved ones through thoughtful gifts, shared experiences, bill payments, and timely reminders for special moments. With just a tap, make every occasion unforgettable and show how much you care.



Mission:

To make love and care tangible through small yet meaningful gestures.

Vision:

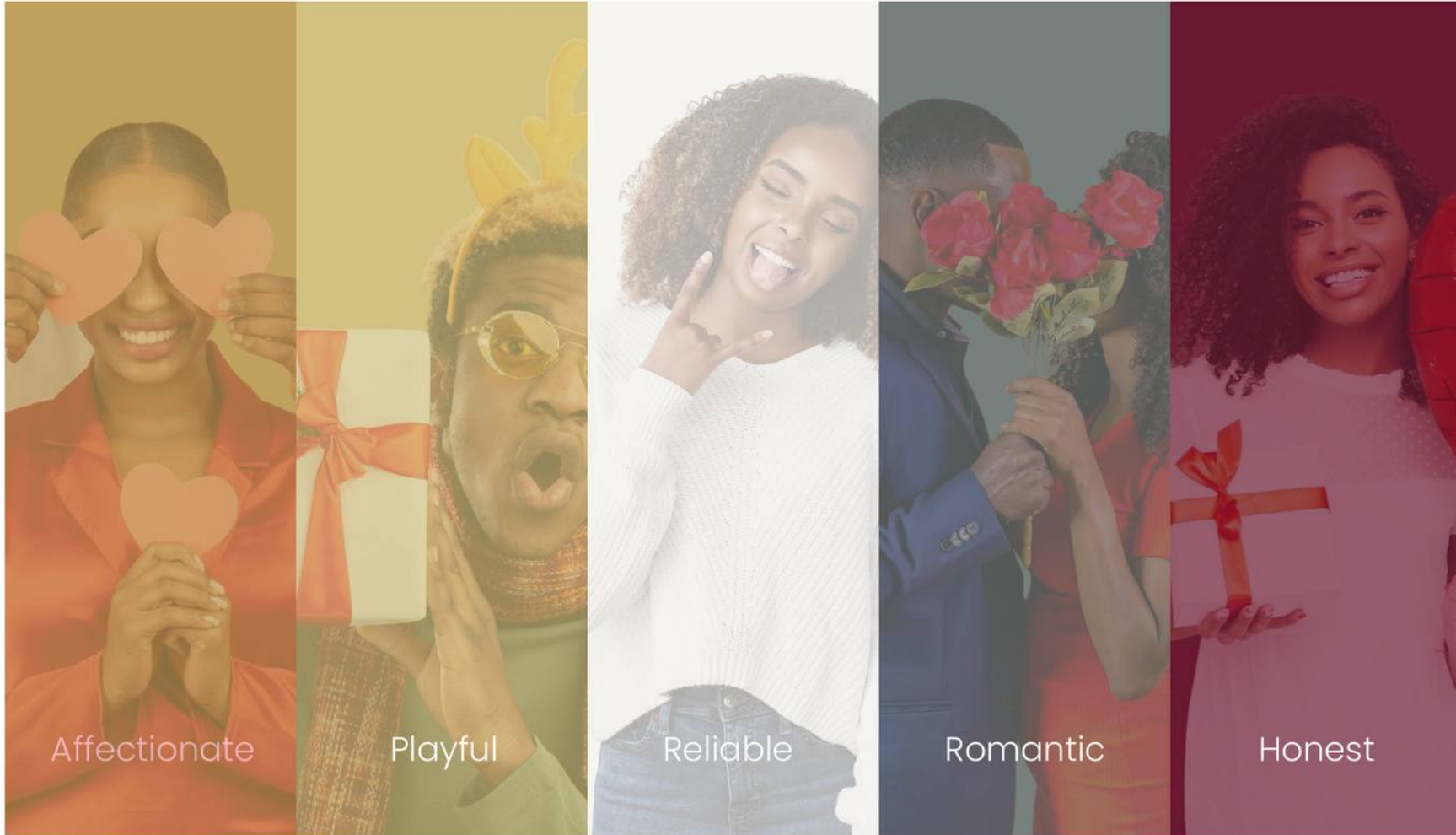
To be the most beloved digital companion for heartfelt connections.

Core Values:

- Intimacy
- Thoughtfulness
- Simplicity
- Connection
- Delight



Brand Personality and Voice



Lighthearted, intimate, and conversational.

Primary Logo

The logo describes a person's attempt at wrapping a gift with love. In the details, you would see how imperfect the "love" is at the top of the box. Initially, we went for the love being roughly placed on top of the box but after reviewing it, we decided to go with a properly placed one which was in truth, more optically aligned with the box beneath it.



Scaling



Image scaling is an important aspect in logo use.
Take account the logo size when placing the logo
on web layouts and print material.



Minimum Size

Digital: 32px / Print: 0.5 inch

Clear Space

The Lovebox logo should always be presented clearly and prominently. Maintain adequate clear space around the logo to preserve its integrity and impact. Clear space allows for better perception and maximizes the aesthetic effect on the viewer.



The letter "e" was used to define the clear space (1x)

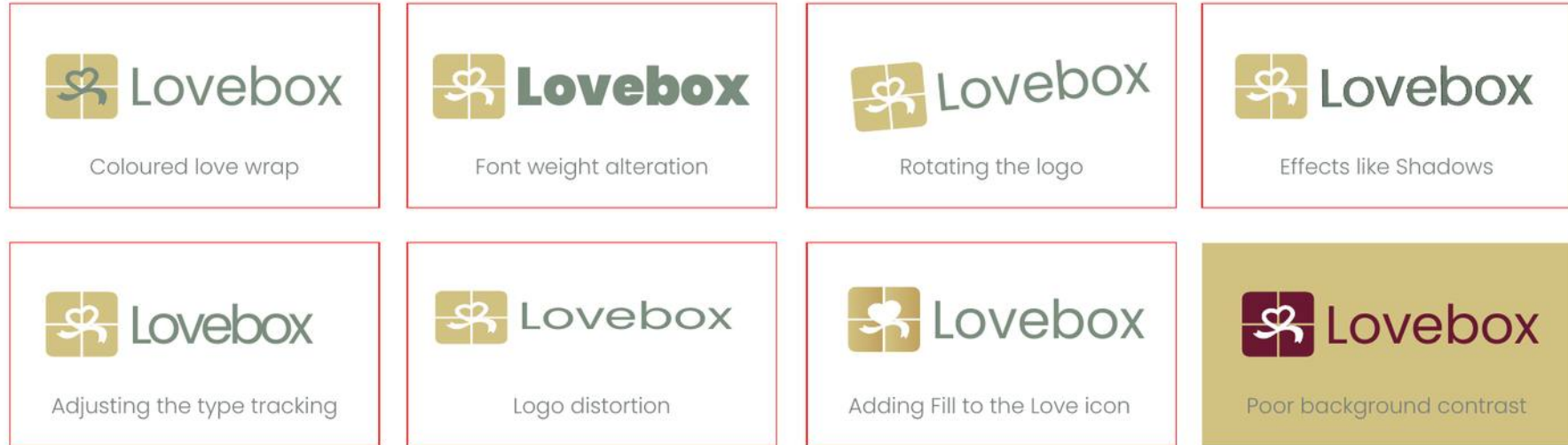
On Primary Colour with tagline

When the background is Soft Amber, we must use a white colour for the logo. The soft amber logo however can be used on the Persian Plum background .



Don'ts'

Logo Misuses



Same rules applies to the other variation of the Logo usage

Colour Palettes

Our color palette conveys a warm, vintage, yet luxurious brand tone. The colors work together to create a sense of opulence, trust, and affection while maintaining a sophisticated aesthetic. Our brand should always be represented in one of the colors on this page, aside from specific recommendations within the guide.

Primary Colours

Persian Plum

Hex #6A1832
RGB 106, 24, 50
CMYK 35, 95, 62, 37
Pantone 7421 C

Soft Amber

Hex #D2C282
RGB 210, 194, 130
CMYK 16, 14, 58, 0
Pantone 7502 C

Xanadu

Hex #78807D
RGB 120, 128, 125
CMYK 53, 40, 44, 6
Pantone 7539 C

Accent Colours

Golden Hue

Hex #C1A15E
RGB 193, 161, 94
CMYK 23, 32, 70, 2
Pantone 7503 C

Spring Wood

Hex #F7F5F0
RGB 247, 245, 240
CMYK 2, 2, 4, 0
Pantone 7499 C

Grey Colours

Dark Grey

Hex #3A3A3A
RGB 58, 58, 58
CMYK 0, 0, 0, 47
Pantone 447 C

Text Grey

Hex #606060
RGB 96, 96, 96
CMYK 0, 0, 0, 62
Pantone 417 C

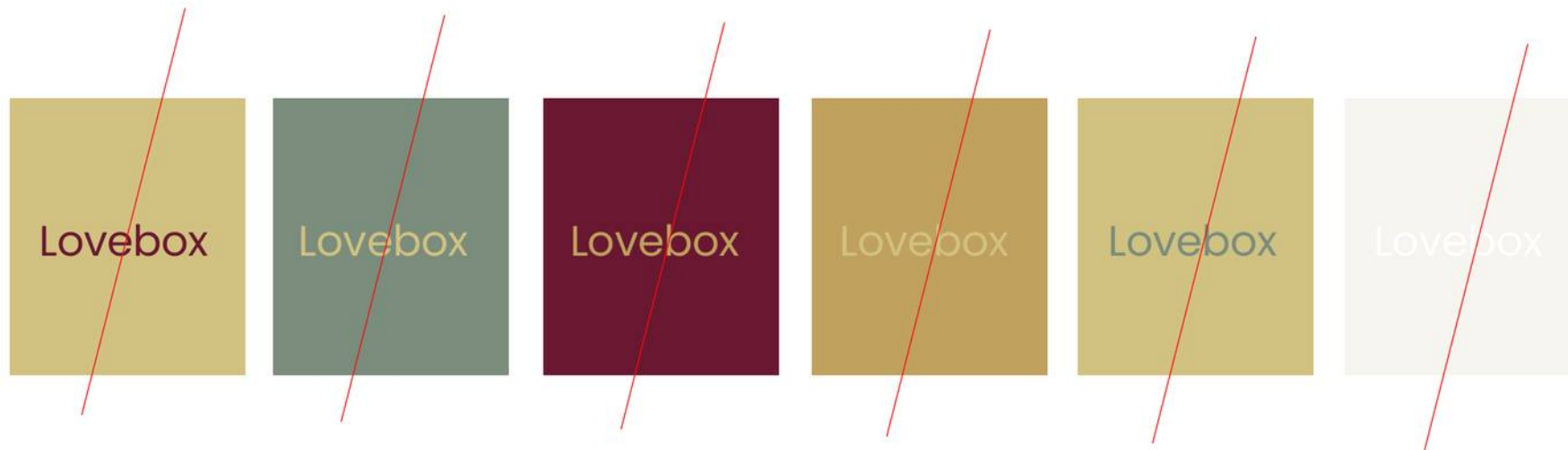
Colour Usability

Use this colour usability, so that the look & feel will be consistent. Also, we can use it if the contrast is ok but don't go outer of this colour.



Colour Error

Ensure you don't use colours that create low-contrast combinations. Avoid the overuse of accent colours.



Typography

Poppins

Poppins Regular

Poppins Medium

Poppins Bold

Poppins Italic

Used for body text, UI elements, and supporting content. Clean, modern, and highly legible.

Dream Avenue

Used for headings, display text, and accent elements.

Adds personality and warmth to the brand.

Font Usage Guidelines

Headings: Dream Avenue

Body: Poppins

P.S: No overuse of bolds or caps, keep it warm
and relaxed

Type Hierarchy

Dream Avenue 64px

Dream Avenue 48px

Dream Avenue 36px

Poppins Regular 16px

Poppins Regular 14px

Image Use

Minimal graphics. Maximize emotion through real-life images.

- Unfiltered photography
- Close-up moments (hands, hugs, shared looks)
- Soft shadows, warm lighting

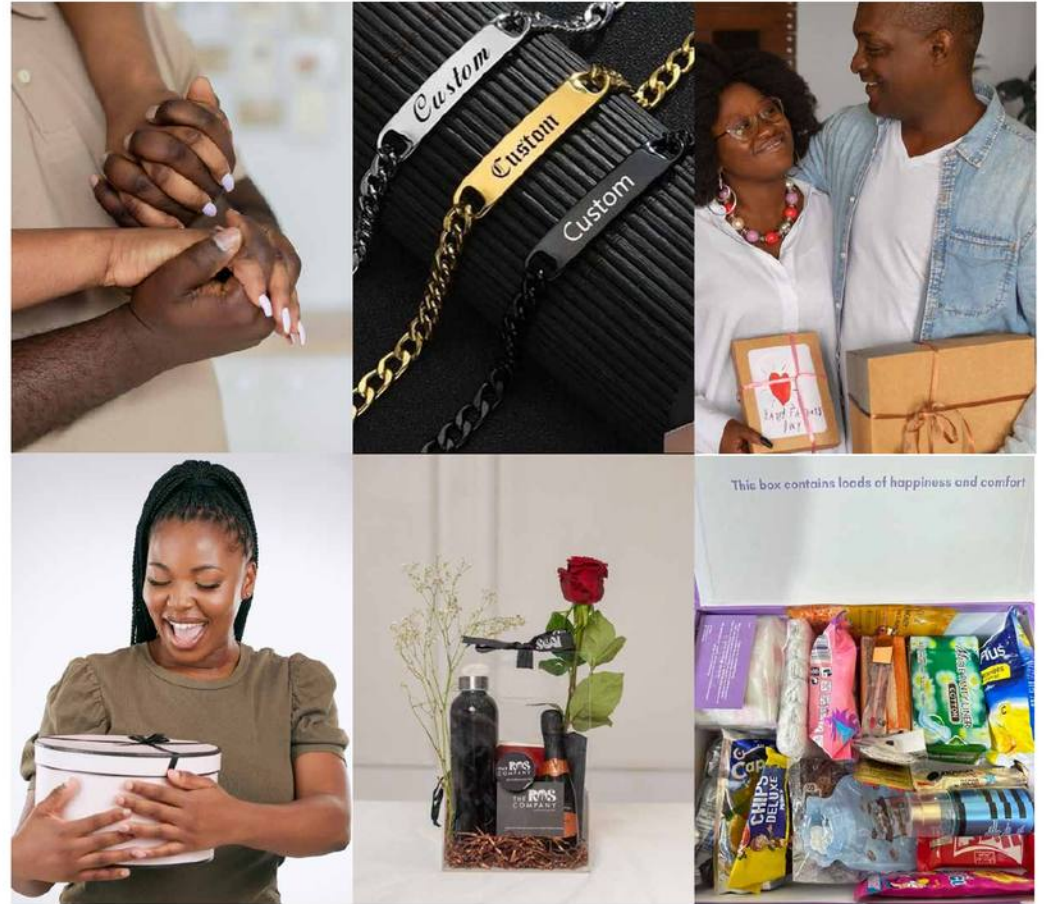


Image Error

Here are some examples of image type not to use. The goal is to ensure every image feels natural as possible



Brand Voice

Hey Ada, Lovebox is thinking about you. ❤️ Open up for a surprise!"

Lovebox misses you! Send a little joy today.

Messaging Strategy



Strengthen storytelling across every channel to reinforce Lovebox as a brand built on love and

Pillars

- Love stories (user-generated)
- Relationship advice & tips
- Celebrating little gestures

Content Ideas

- "Love Notes of the Week"
- "Small Acts of Love" (mini interviews or quotes)
- "Lovebox Letters" (fictional or real letters curated from the community)





 Lovebox
Hi dear - you've got a special
card from us.





Lovebox is how you say 'I'm thinking of you' even when you're miles away.