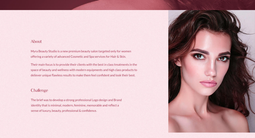


About

Myra Beauty Studio is a new premium beauty salon targeted only for women offering a variety of advanced Cosmetic and Spa services for Hair & Skin.

Their main focus is to provide their clients with the best in class treatments in the space of beauty and wellness with modern equipment and high value products to deliver unique flawless results to make them feel confident and look their best.

Challenge

The brief was to develop a strong professional Logo design and Brand identity that is minimal, modern, feminine, memorable and reflect a sense of luxury, beauty, professionalism & confidence.

Moodboard

Colors

Shades of Pink in combination of Gold pro chosen for the color palette of the brand.

Pink is considered as a feminine color as it tends to evoke The feeling of softness and whereas white the Gold product is used to represent success, class and luxury.

Fonts

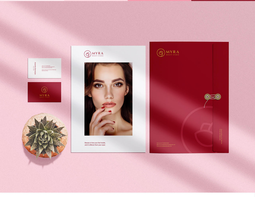
The Primary font chosen is Luxia. It is a modern serif with balance between sophisticated and thin contrasting lines of the characters that gives it a premium and elegant look.

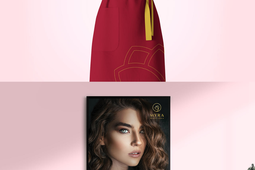
LUXIA Regular

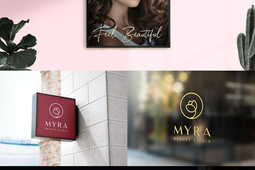
GOTHAM Medium

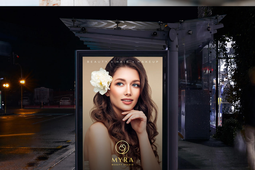
The secondary font is Gotham. It is a sans-serif geometric sans-serifs typeface which an honest tone that is assertive, friendly and confident.

Logo verified concept









Thank you!