Aloura Communication

Official Brand Guidelines

Brand Colors|

Terracotta
Hex #7d4e4c

Clay
Hex #a2766a

Palm
Hex #525d43

Sap
Hex #8b9871

Official Gradient|

Typography|

Display Text - Essonnes Display Bold Italic
(Emphasized & Decorative) Call Attention, Style, Design, Titles, Headers

Primary Text - Essonnes Text Bold
(Clear & Emphasized) Titles, Headers, Center-of-Focus

Secondary Text - Seismic Latin VF Regular
(Clear & Accessible) Copy, Digital Writing, Print Writing

Logo Variations|

Aloura

Aloura | Skin in its Best Light

Aloura
Skin in its Best Light

Skin in its Best Light

Questions? Email Aloura's Design Team |
Aloura@Design.com

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Official Tagline|

Skin in its Best Light

Derived from the Greek word for 'shining light,' Aloura was built on a simple truth: your skin doesn't need to be covered up to be beautiful. We don't make products that mask or hide; we create essentials that nourish what's already there. Aloura is about helping you see your skin in its best, most honest light.

Brand Values|

- Authenticity
- Inclusivity
- Real Ingredients
- Science-Backed Formulas
- Community Collaboration
- Exploration
- Environmental Consideration

Brand Personality|

Nurturing | Candid | Grounded | Balanced | Aesthetically Minded

Common Vocabulary|

Glow | Authenticity | Grounding | Inclusivity | Sun-Synergy | Luminosity | Honest | Golden Hour | Radient Resilience | Inherent Glow | Dew-Drenched | Vitality | Self Care | Earth Derived | Bio-Compatible |

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