

BLOOMELLE

DEEP IN CARE

B R A N D D U I D E L I N E S



Velmora
P R E S E N T S

WELCOME

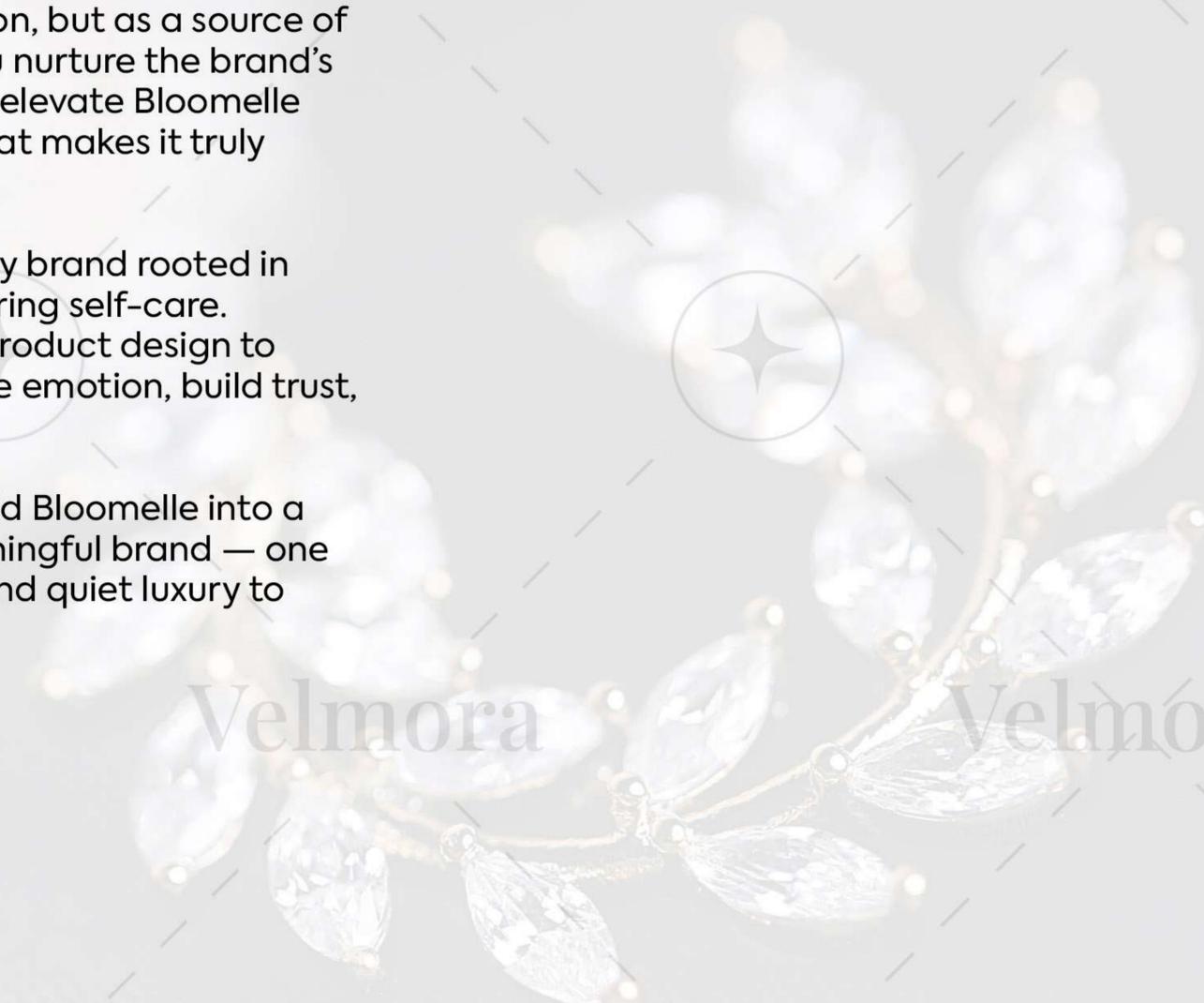
The Bloomelle brand guidelines are crafted to help you understand the heart and soul of our brand.

This guide is an essential blueprint — a foundation for shaping, refining, and expanding Bloomelle while remaining true to its core. It ensures that every expression of the brand, from the smallest detail to the grandest gesture, reflects the grace, elegance, and quiet power that define Bloomelle.

Use this guide not as a restriction, but as a source of inspiration. It is here to help you nurture the brand's identity, so you can evolve and elevate Bloomelle without ever compromising what makes it truly special.

Bloomelle is a beauty and luxury brand rooted in refined simplicity and empowering self-care. Everything we create — from product design to storytelling — is meant to evoke emotion, build trust, and leave a lasting impression.

Consider this your base to mould Bloomelle into a beautiful, consistent, and meaningful brand — one that brings confidence, care, and quiet luxury to people's lives.



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Visual Identity



The Brand Logo

The Bloomelle logo blends modernelegance with natural beauty. At its core is a custom icon shaped like the letter “O”, designed to resemble a blooming flower — symbolizing growth, softness, and transformation.

Paired with a clean, elegant wordmark, the logo reflects Bloomelle’s commitment to refined luxury and confident femininity. The icon stands strong on its own or alongside the name, creating a timeless signature for a beauty brand rooted in grace and self-care.



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Logo Stacking

The Bloomelle logo has 3 variations

1. Primary Logo

Icon + Wordmark + Tagline

Used for main branding and high-visibility placements.

2. Secondary Logo

Wordmark + Tagline

Ideal for clean, minimal layouts where space is limited.

3. Submark

Icon only

Used for small formats, product stamps, or subtle branding.



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Logo Architecture

The Bloomelle logo is crafted to balance elegance and softness, reflecting the brand's philosophy of beauty rooted in both refinement and emotion.

While the structure follows a clean, modern layout, subtle curves and proportions give the logo a natural, graceful flow — never harsh or overly geometric. The floral-inspired “O” icon is seamlessly integrated with the wordmark, maintaining visual harmony and enhancing recognition without sacrificing clarity.

This thoughtful balance ensures that the logo feels timeless, luxurious, and distinctly Bloomelle across all applications.



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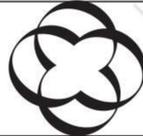
Logo Padding

To maintain the clarity and elegance of the Bloomelle logo, a consistent padding rule must be followed across all applications.

Logo padding refers to the clear space surrounding the logo that must remain free of text, images, or other graphic elements. This space ensures the logo remains recognizable, legible, and visually balanced.

The minimum required padding is defined by the height of the Bloomelle logo icon marked as X in layout schemes. This spacing should be applied on all sides of the logo in any format or placement.

Respecting this clear space helps preserve the brand's premium and refined presentation.

X		X
		
	BLOOMELLE	
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X		X

Logo Scaling

Proper logo scaling ensures the Bloomelle logo remains clear, elegant, and impactful across all sizes and mediums.

Scaling must be done proportionally to preserve the logo's shape, legibility, and visual integrity. Avoid stretching, compressing, or altering its proportions in any way.

A minimum size should be maintained to ensure readability, especially for the wordmark and tagline. The icon-only version (submark) may be used at smaller sizes where the full logo would lose clarity.

Following scaling guidelines helps maintain a consistent and premium brand presence across all applications.

The minimum 64x24 mm



The minimum 46x12 mm



The minimum 12x12 mm



Logo Don'ts

The Bloomelle logo must never be altered and should always be used in its original, approved forms. Below are common examples of misuse that must be avoided to maintain brand consistency and integrity.

The only acceptable adjustment is removing or modifying the tagline when needed to ensure the logo remains clear and legible across different media sizes.



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Brand Colors

The Bloomelle palette is a graceful blend of warmth and elegance, reflecting a brand that is feminine, refined, and timeless.

Rose Gold (#B76E79)

This signature hue—used for the logo icon—evokes luxury, softness, and a sense of renewal. It captures the heart of Bloomelle’s beauty and empowers every application with subtle radiance.

Charcoal Gray (#333333)

As the primary text color, this deep gray ensures clarity and readability while maintaining a refined, softer alternative to pure black. It represents confidence and sophistication without overwhelming the delicate palette.

Anti Flash White

RGB: 255, 243, 245

CMYK: 0, 5, 1, 0

HEX: #FFF3F5

Rose Gold

RGB: 185, 112, 122

CMYK: 26, 64, 41, 2

HEX: #B76E79

Charcoal Gray

RGB: 51, 51, 51

CMYK: 69, 63, 62, 58

HEX: #333333

Brand Typography

The Bloomelle uses a combination of serif and sans-serif typefaces which makes it versatile, easy to scale and maintain proper hierarchy in layouts.

Aa

Kaftan

Open Font Lincense

Aa

Axiforma

Open Font Lincense

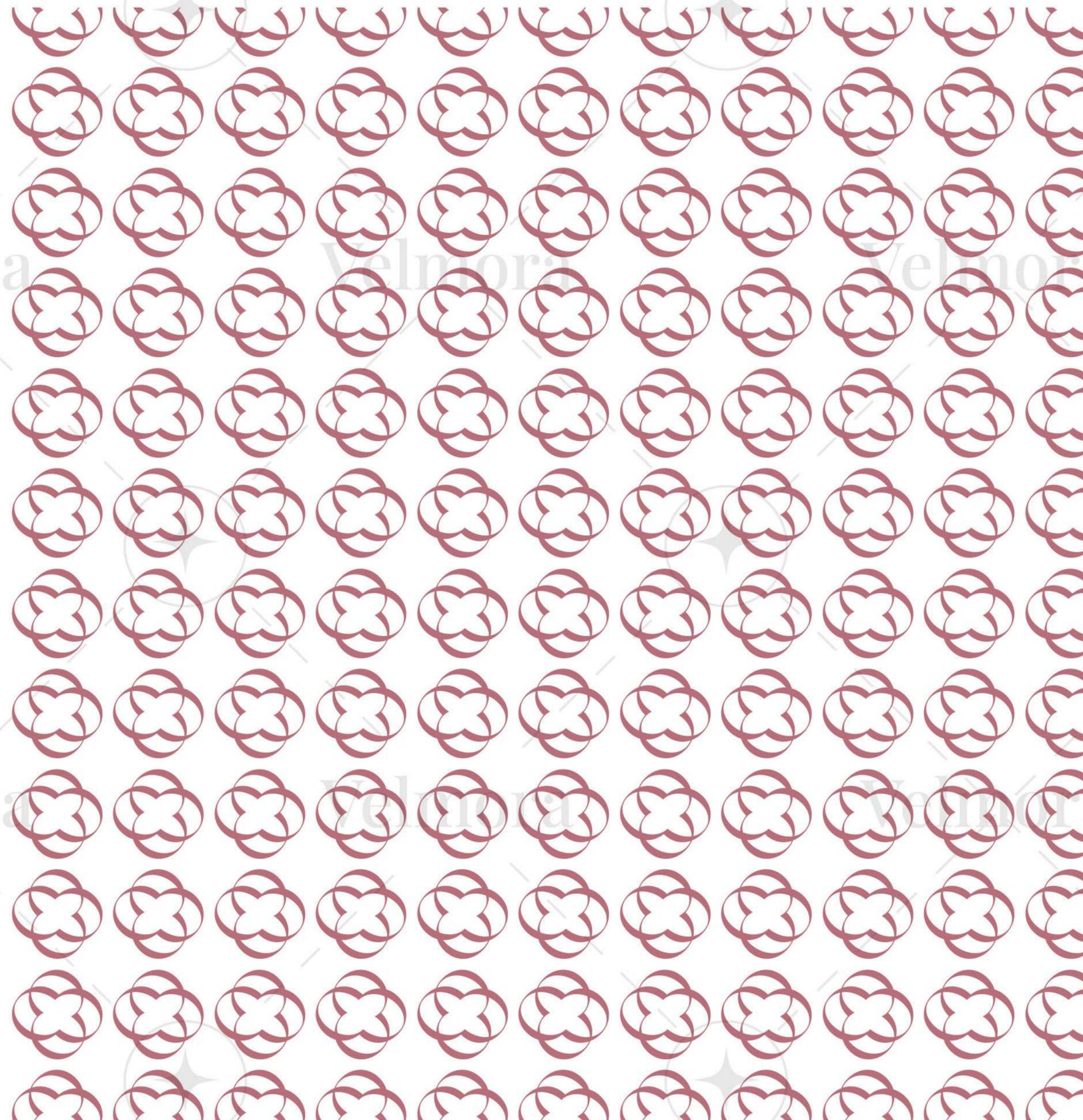
Size: Varies
Color: All brand color optional
Use: Headline, accents and short text

Size: Varies
Color: All brand color optional
Use: Body text and important information

Graphic Assets

Pattern & Texture Use

The Bloomelle icon and supporting design elements can be used to create elegant brand patterns that subtly extend the brand's visual identity. These patterns are an excellent tool for enhancing branded materials, whether filling large areas with a soft watermark effect, printing custom wrapping paper for luxury gift packaging, designing the cover of printed publications, or adding a refined texture to backgrounds across print and digital media. When applied with care, these patterns elevate the brand experience while maintaining Bloomelle's signature sense of softness, elegance, and timeless beauty.



Imagery

It is essential to use only high-quality, professionally curated images to preserve the elegance and premium feel of the Bloomelle brand. Every visual should reflect the brand's refined aesthetic, ensuring consistency, sophistication, and a sense of timeless beauty across all platforms.





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