

THE BRAND GUIDE



Your home, handled.

The identity system, asset library, and standards that define LuxeLife.

Brand Story

LuxeLife is a luxury home concierge service for high-net-worth homeowners who want their property and vehicles maintained at the highest standard — without lifting a finger.

LuxeLife exists for homeowners who have better things to do than manage their home. We handle the technicians, the systems, the vendors, and the vehicles, so everything runs the way it should and nothing lands on your plate.

Across every service line, the standard is the same: discreet, reliable, and done right the first time.

The feeling is quiet confidence — the sense that your home is in expert hands, and you never have to wonder if it's being taken care of.

Logo System

The LuxeLife identity is built around a refined wordmark, a circular seal, and a stacked monogram. Variants are organized by color family. Use the primary gold mark wherever possible.



VARIANTS

All Gold

Signature mark. Dark or warm-neutral surfaces.

Gold + White Lettering

For dark backgrounds.

Gold + Black Lettering

For light backgrounds.

All White

Reversed mark for dark surfaces and photography.

All Black

Mono mark for light surfaces and print.

CLEARSPACE & MINIMUM SIZE

Maintain clearspace equal to the height of the "L" on all sides. Minimum web display: 24px height. Minimum print: 0.5 in.

Color

The palette is intentionally narrow. Signature Gold leads. Onyx grounds. Champagne carries the long-form. Bronze and Sable are reserved for accents and structure.

<p>PRIMARY</p> <p>Signature Gold</p> <p>#C9A961</p>	<p>BACKGROUND</p> <p>Onyx</p> <p>#0A0A0A</p>	<p>SURFACE</p> <p>Graphite</p> <p>#1A1916</p>
<p>FOREGROUND</p> <p>Champagne</p> <p>#F2EBDC</p>	<p>ACCENT</p> <p>Bronze</p> <p>#8C6F3A</p>	<p>BORDER</p> <p>Sable</p> <p>#2A2620</p>

Typography

DISPLAY

Cormorant Garamond

AaAa

"A home maintained with intention, so the day belongs to you."

BODY

Inter

Aa

Inter carries the long-form: service detail, captions, fine print. 16px body, generous line-height.

PAIRING

Cormorant Garamond / Inter

Imagery

Photography should feel refined and unhurried. Favor warm, low-key lighting and deep shadow, with gold highlights against black. Generous negative space.



Arrival

The branded service van as the first impression.



The handoff

Uniformed and warm. The brand as a person first.



Crew, on site

Matching apparel and clean vehicles, every visit.



Leave Behind

Small touches that carry the standard.

Voice & Tone

DO

- + Discreet. Speak with quiet authority.
- + Specific. Name the service, standard, outcome.
- + Confident. State plainly; trust the reader.
- + Warm. Premium does not mean cold.

DON'T

- Never showy. No exclamation points.
- Never busy. Avoid jargon and buzzwords.
- Never slang. Refined, not stiff.
- Never compare to competitors by name.

IN PRACTICE

"We're the #1 luxury home service — call now for amazing savings!"

"Your home, kept the way you'd keep it — if you had the time."



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