

LANERM BEAUTY is a premium personal care brand blending science and nature to deliver effective, high-quality products with a refined, luxurious experience.

Brand Guidelines

What's The Purpose of *This Guide*?

01. Consistency

At LANERM BEAUTY, consistency is essential to maintaining a refined and trustworthy presence. This guide ensures that every visual and verbal expression reflects the brand's core identity—where scientific precision meets luxurious care.

Across all platforms, from digital to physical, the brand should always appear unified, polished, and unmistakably premium.

02. Identity & Recognition

Our identity is built on the harmony between advanced science and natural beauty. These guidelines define how this balance is visually and verbally expressed, creating a distinctive presence that is both elegant and credible.

By maintaining this clarity, LANERM BEAUTY becomes instantly recognizable—standing out as a brand rooted in innovation, purity, and sophistication.

03. Communication

LANERM BEAUTY communicates with confidence, clarity, and purpose. Every message reflects our commitment to scientific excellence, natural integrity, and luxurious experiences.

Through a refined and consistent tone, we build trust, inspire confidence, and create a meaningful connection with individuals seeking elevated, results-driven care.



Brand Identity *Strategy*

LANERM BEAUTY is built on the fusion of scientific innovation and natural purity, delivering high-performance personal care through a refined, luxurious experience.

The brand positions itself as a scientifically driven beauty authority, offering therapeutic solutions that combine proven results with premium quality and aesthetic sophistication.

Brand *Purpose*



LANERM BEAUTY exists to redefine personal care by merging scientific precision with natural purity, creating advanced solutions that go beyond surface-level beauty.

The brand is driven by a clear purpose: to empower individuals with effective, safe, and luxurious care that enhances natural beauty, supports long-term skin and hair health, and builds lasting self-confidence.

Brand *Values*

01. Scientific Integrity

We rely on research, precision, and proven results in every formulation.

02. Natural Purity

We carefully select safe, effective ingredients derived from nature.

03. Luxury Experience

We deliver elegance through simplicity, quality, and attention to detail.

04. Transparency & Trust

We communicate clearly and honestly to build long-term credibility.

Brand *Vision*

LANERM BEAUTY envisions a future where beauty care is fully transformed into a science-driven discipline, where every product is designed based on biological understanding rather than trends or aesthetics alone. The brand aims to become a global reference in scientific luxury skincare and haircare, setting a new standard that merges clinical precision with refined elegance.

It aspires to lead a shift in the beauty industry toward transparency, education, and long-term results, where individuals worldwide understand their skin and hair at a deeper level and trust formulations built on evidence, not marketing.

Ultimately, LANERM BEAUTY seeks to shape a future where care is intelligent, intentional, and universal — redefining luxury as knowledge, science, and lasting impact.

Brand *Mission*

LANERM BEAUTY is committed to developing advanced formulations rooted in scientific research and a deep biological understanding of skin and hair health, with a consistent focus on efficacy, safety, and long-term sustainability across every product.

The brand works to translate scientific knowledge into practical solutions that can be seamlessly integrated into daily care routines, through precisely engineered products that address root causes and support the biological system over time.

It also seeks to enhance individual awareness of skin and hair biology, empowering conscious, knowledge-based decisions within an experience that blends scientific precision with refined luxury.

At its core, LANERM BEAUTY aims to deliver effective and intentional care that redefines beauty as an integrated scientific system rather than a purely external appearance.

Core *Values*

Scientific Integrity

We base every formulation and decision on scientific evidence, research, and biological understanding, ensuring that innovation is always grounded in truth and precision.

Efficacy & Performance

We prioritize real, measurable results over trends or marketing claims, focusing on solutions that deliver meaningful and lasting improvements to skin and hair health.

Safety & Responsibility

We are committed to creating formulations that respect the biological system, ensuring safety, tolerance, and long-term well-being in every product.

Root-Cause Thinking

We believe in addressing the underlying biological causes rather than masking symptoms, designing solutions that restore balance instead of providing temporary fixes.

Education & Awareness

We aim to elevate understanding, empowering individuals to make informed, conscious decisions about their care based on knowledge rather than influence .

Refined Luxury

We combine scientific precision with elegance, creating an experience that reflects both intellectual depth and sensory refinement.

Consistency & Trust

We build trust through transparency, reliability, and continuous commitment to quality across all stages of development and delivery.

Brand *Personality*

LANERM BEAUTY embodies a unique blend of sophistication, scientific credibility, and natural elegance. The brand communicates with confidence and clarity, reflecting a premium, modern, and trustworthy persona. Its personality is calm and approachable, yet authoritative, ensuring every interaction feels refined, deliberate, and inspiring. Through its luxurious yet minimalist aesthetic, LANERM BEAUTY conveys precision, quality, and holistic care, connecting with individuals who value both effectiveness and elegance in their personal care rituals. The brand is forward-thinking and empowering, encouraging self-confidence and the pursuit of natural beauty through science-backed solutions.

keywords

Elegant

Scientific

Trustworthy

Calm

Confident

Brand *Voice*

LANERM BEAUTY speaks with clarity, confidence, and refinement.

Tone: Professional yet approachable

Style: Clear, concise, and purposeful

Language: Simple, science-backed, and elegant

playful

Serious

Casual

Formal

Academic

Friendly

Inspiring

matter
of fact

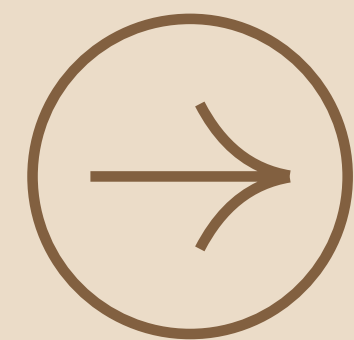
Voice Guidelines:

Speak with authority, not complexity

Be informative without overwhelming

Keep it minimal, refined, and confident

Brand *Logo*





Scalable *Identity*

It’s more than just a logo; it’s a comprehensive, scalable identity system designed with flexibility and versatility in mind. It can adapt to various formats and design requirements, ensuring consistent brand representation across different mediums and touchpoints.



Vertical
Lockup



Horizontal
Lockup



Only
Icon

Logo

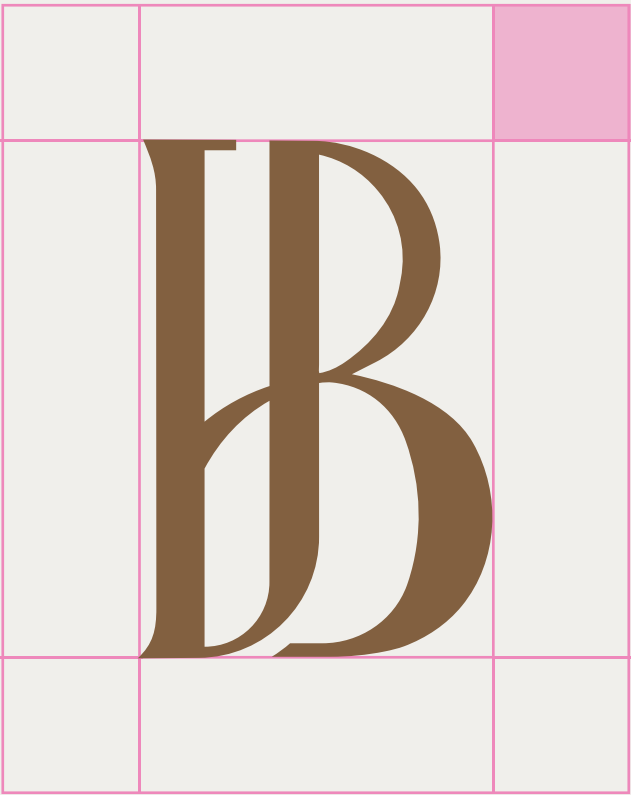
Safe Area



=50 px



=25 * 50 px



Logo *Size*

Horizontal Lockup
Minimum Size



H: 150PX (.75 IN)



H: 100PX



H: 75PX

Vertical Lockup
Minimum Size



H: 150 PX



H: 100 PX



H: 75PX

Wordmark & Icon
Minimum Size



H: 150PX



H:100 PX



H: 50 PX

On Social Media

When you use the logo on social media, make sure you use enough white space on all sides.

Use the pre-approved profile designs you can find on this page on all of your social media channels. Do not alter the layouts! You can edit the colors (as long as they match the color guide!)



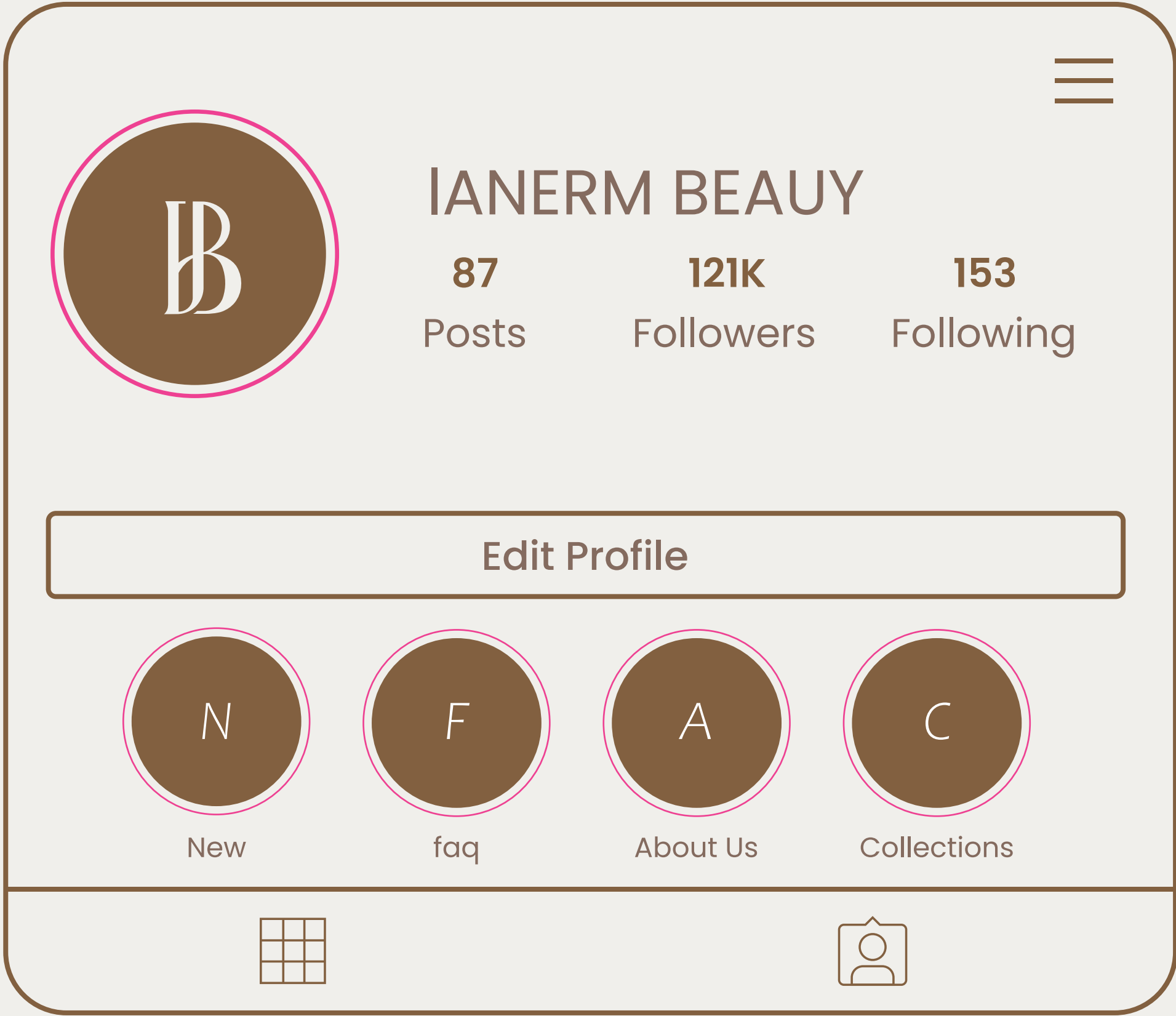
Profile V.1



Profile V.2



Profile V.3



Brand *Colors*



Using the right colors helps us invoke emotions and differentiate from our competitors.

Because of that, it's essential that our brand colors are used correctly. The next section explains the rules on how the colors should be applied.

Primary Colors

Softness

Hex #ebdcc8

Nature

Hex #c2d3a7

Purity

Hex #efeeea

Trust

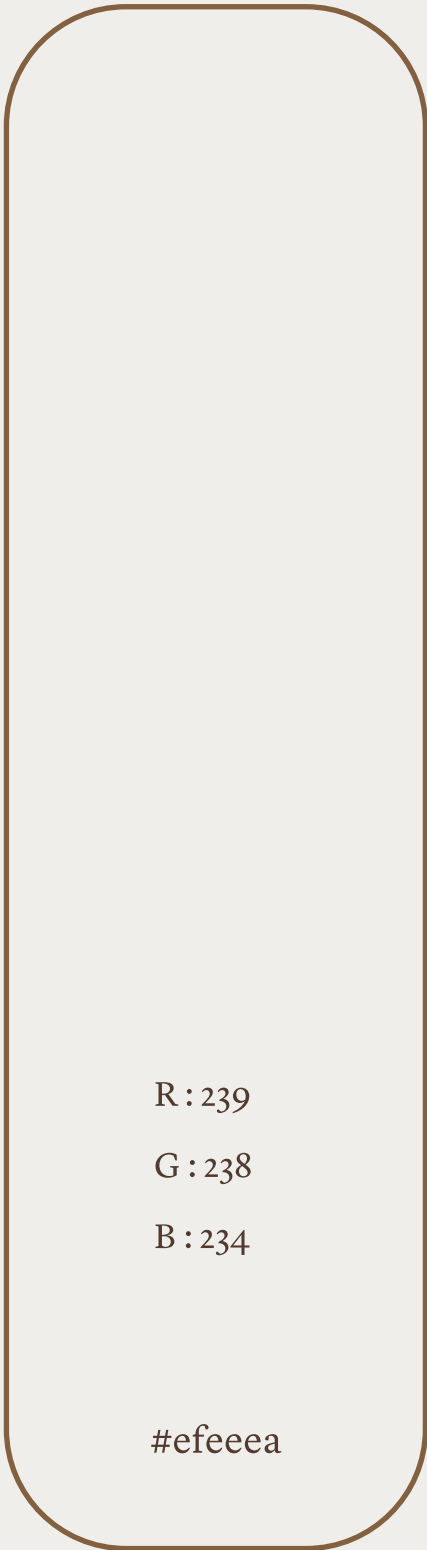
Hex #826040

The colors feel calm, refined, and clean
Strong balance between nature and luxury
Far from anything cheap or overly commercial
Very suitable for premium haircare & skincare

body care lineColors

 Soft Pink
A delicate blush pink that reflects skin sensitivity, softness, and natural radiance.
It adds a gentle, feminine touch to the skincare line.

  Consistent Colors to Maintain Brand Identity

		
R : 130 G : 96 B : 64	R : 247 G : 210 B : 220	R : 239 G : 238 B : 234
#826040	#f7d2dc	#efeeea

face care lineColors

baby blue

A soft baby blue that reflects purity, hydration, and clinical care.
It enhances the clean, scientific feel of the skincare line.

Consistent Colors to Maintain Brand Identity

R : 130
G : 96
B : 64

#826040

R : 192
G : 210
B : 226

#cod2e2

R : 239
G : 238
B : 234

#efeeea

hair care lineColors

Warm Brown

A warm, balanced brown that reflects stability, confidence, and refined elegance. It represents the brand’s credibility and premium, approachable identity.

Warm Beige

A soft, warm beige that conveys calmness, comfort, and understated elegance. It acts as a neutral base, creating harmony across all brand applications.

R : 235

G : 220

B : 200

#ebdcc8

R : 130

G : 96

B : 64

#826040

R : 239

G : 238

B : 234

#efeeea

color *Combinations*

Lorem
ipsum

Renew your radiance

Skincare rituals that
renew skin and reveal
your inner light.



Lorem
ipsum

Renew your radiance

Skincare rituals that renew skin
and reveal your inner light.



Lorem
ipsum

Please Note That...

You can use any color combination that
incorporates our brand colors. However,
these are all pre-approved combinations
that you can use for any brand touchpoint
When you choose to create a new
combination, please keep in mind the
legibility!



Typography



Our typography communicates the right feel and mood that we'd like to associate with our brand.

Because of that, it's essential that our chosen fonts are used correctly. The next section explains the rules on how the typography should be applied in all of our brand assets.

Primary *Typefaces*

Swear Display

This elegant serif typeface reflects a refined and luxurious feel. It is used as the primary font for headlines only.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#~\$%^&*

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#~\$%^&*

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#~\$%^&*

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#~\$%^&*

Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#~\$%^&*

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#~\$%^&*

Black Italic

secondary

Typefaces

Lyon Arabic Text

This secondary typeface is clean, balanced, and highly readable, designed to support the overall visual identity. It is used for body text and supporting content, ensuring clarity and consistency across all brand communications.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#~\$%^&*

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#~\$%^&*

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#~\$%^&*

SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#~\$%^&*

Black

Araic

Typefaces

Lyon Arabic Text

أ، ب، ت، ث، ج، ح، خ، د، ذ، ر، ز، س، ش، ص، ض،
ط، ظ، ع، غ، ف، ق، ك، ل، م، ن، هـ، و، ي
٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩
.,?!()#@“”*

Regular

أ، ب، ت، ث، ج، ح، خ، د، ذ، ر، ز، س، ش، ص،
ض، ط، ظ، ع، غ، ف، ق، ك، ل، م، ن، هـ، و، ي
٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩
.,?!()#@“”*

SemiBold

أ، ب، ت، ث، ج، ح، خ، د، ذ، ر، ز، س، ش، ص، ض،
ط، ظ، ع، غ، ف، ق، ك، ل، م، ن، هـ، و، ي
٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩
.,?!()#@“”*

Bold

أ، ب، ت، ث، ج، ح، خ، د، ذ، ر، ز، س، ش، ص،
ض، ط، ظ، ع، غ، ف، ق، ك، ل، م، ن، هـ، و، ي
٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩
.,?!()#@“”*

Black

Brand *Elements*



Brand elements are a collection of graphics that makes us easily recognizable.

Brand *Pattern*

“Our patterns can be applied to inner packaging for a refined unboxing experience.
or whenever we see the need to enhance the brand with a patterned touch.”

option 01



option 02



Packaging

Hair Line

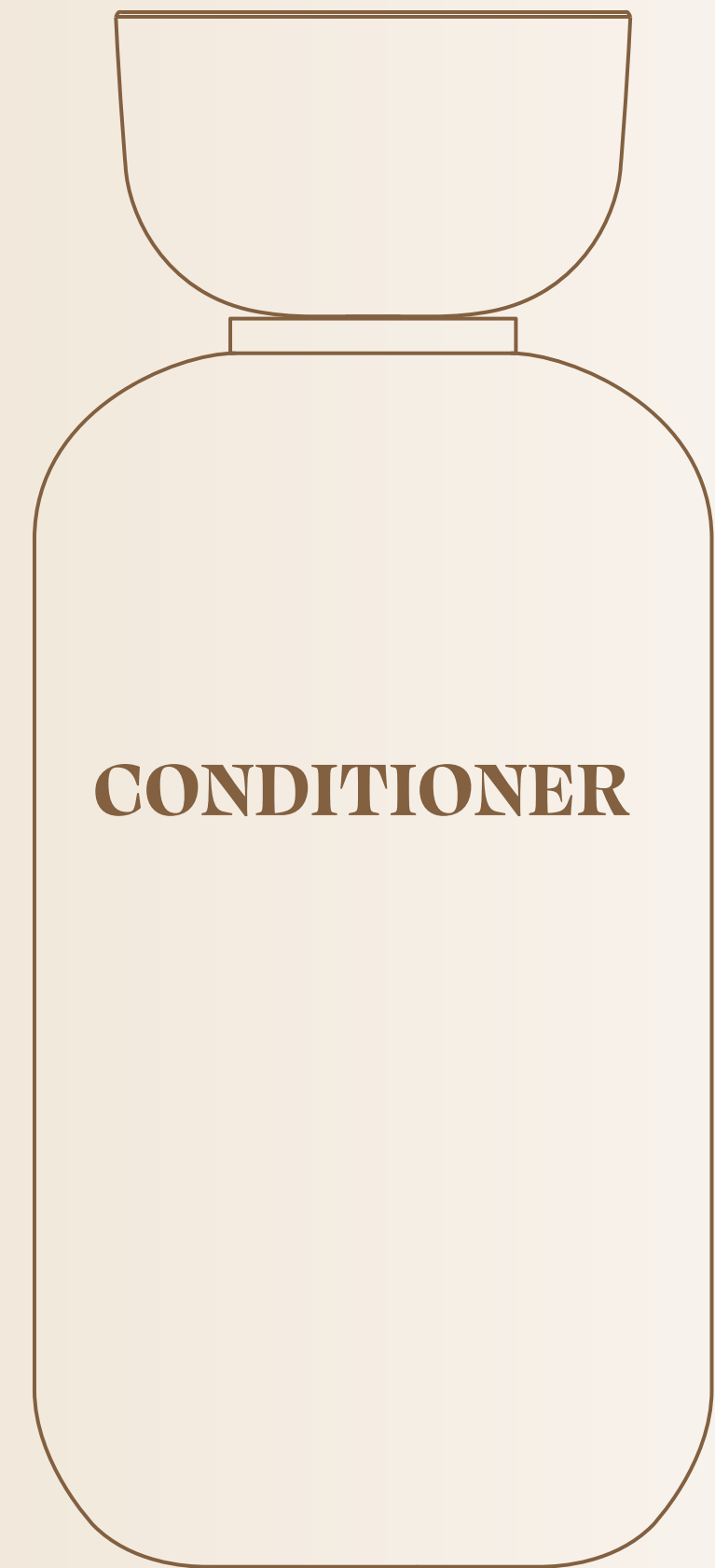


A sleek cylindrical bottle with a clean, minimal silhouette, designed for a modern and premium look. The bottle features a soft matte finish in a nude-beige tone, enhancing its elegant and calming aesthetic. Paired with a simple, functional cap, the overall form is practical yet refined, reflecting a balance between scientific precision and natural luxury.

1



2



1

Shampoo

opt . 2



front



back





2

Conditioner

opt .1



front



back





Packaging

Hair Line



A sleek cylindrical bottle with a clean, minimal silhouette, designed for a modern and premium look. The bottle features a soft matte finish in a nude-beige tone, enhancing its elegant and calming aesthetic. Paired with a simple, functional cap, the overall form is practical yet refined, reflecting a balance between scientific precision and natural luxury.

3



3

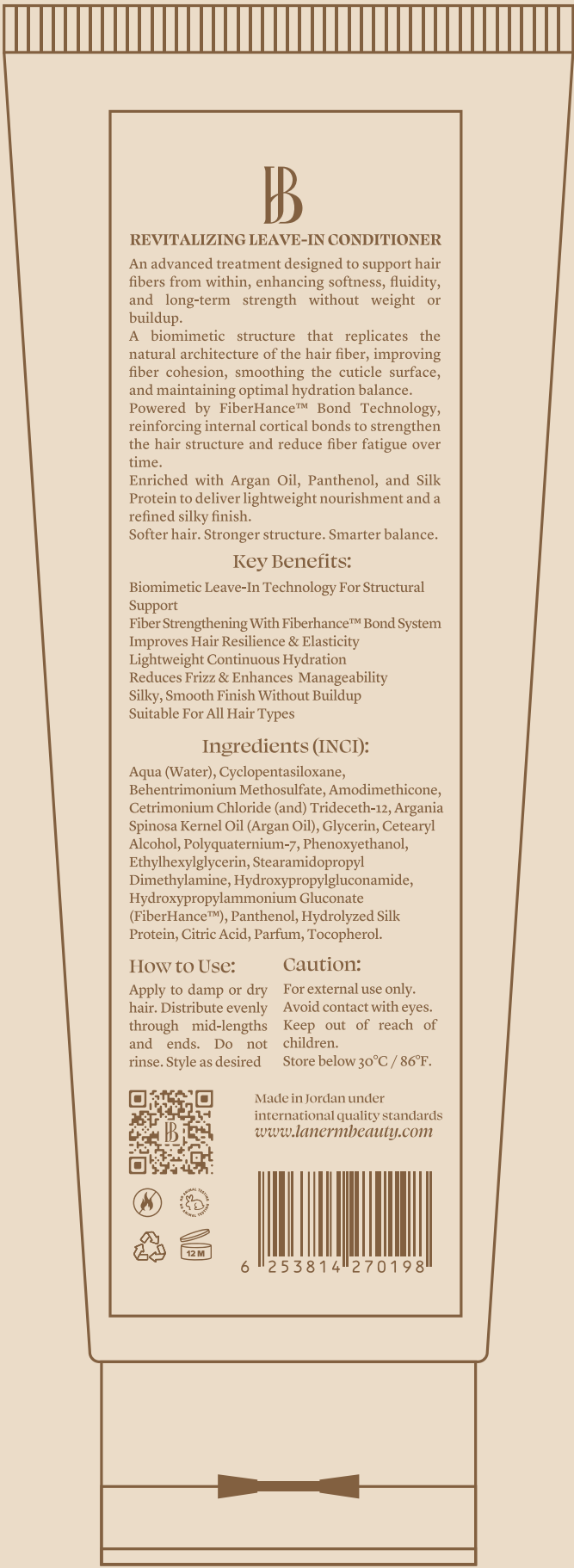
opt .1



front



back





Brand Applications



The LANERM BEAUTY visual identity is applied consistently across packaging, stationery, digital media, and corporate materials, ensuring a unified brand experience that reflects science, luxury, and precision.







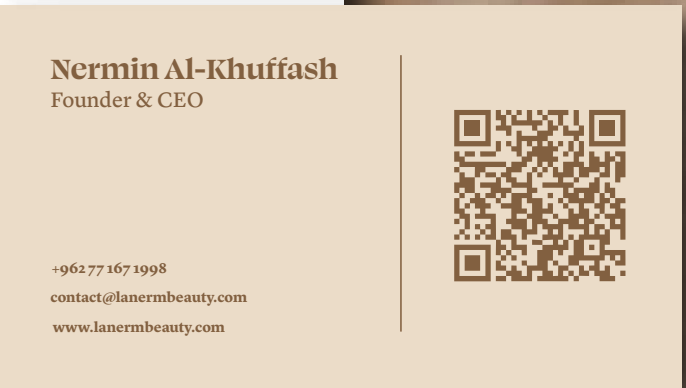




LANERM BEAUTY

Tax Number:
13775316

Date: / /

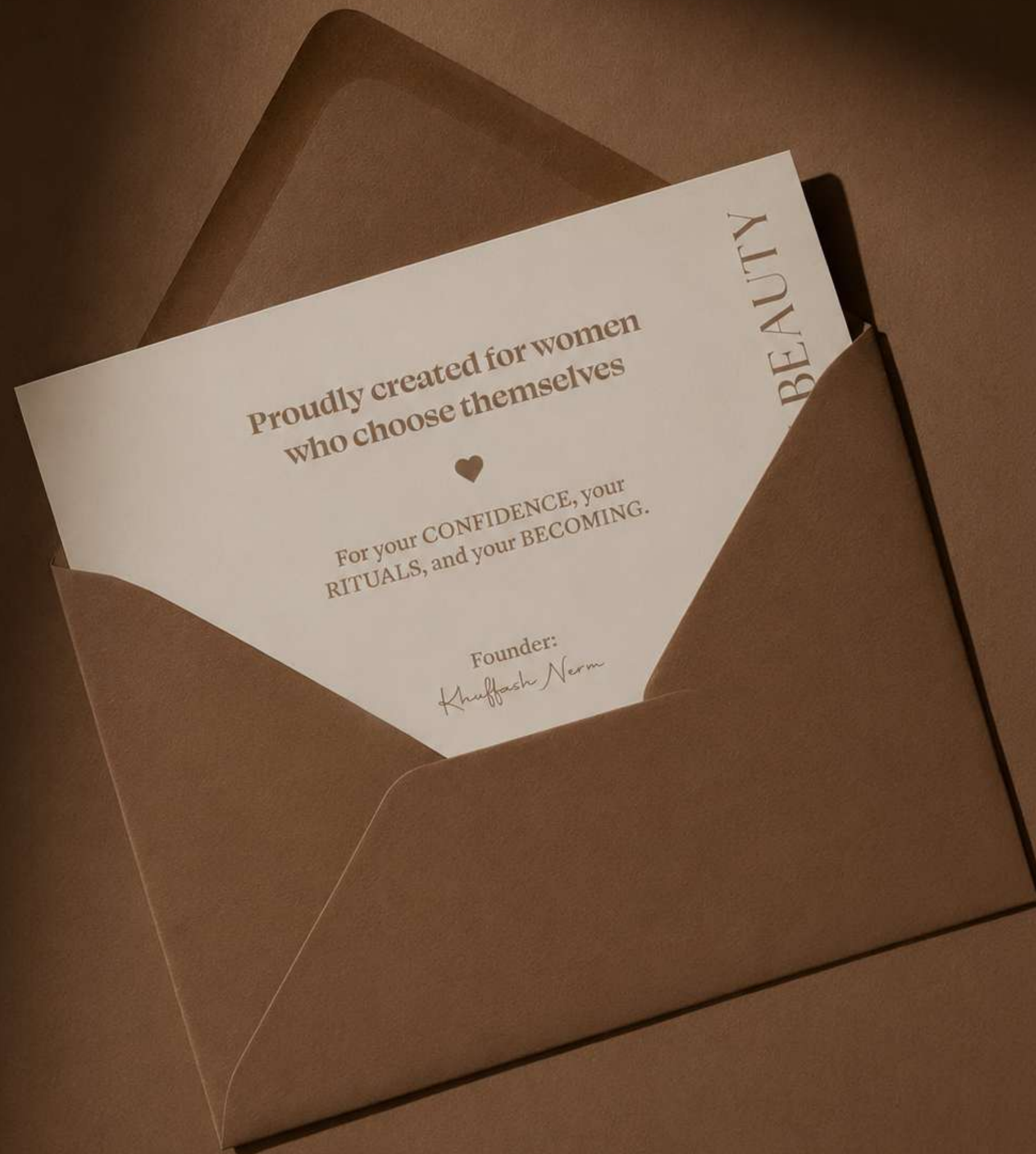


📍 Tla' Al-Ali, Amman, Jordan	✉️ contact@lanermbeauty.com	Registration Date:	
🌐 lanermbeauty.com	☎️ +962 77 167 1998	24/02/2025	















Thank — You —



Thank you for choosing us.

We truly appreciate your trust and support. Every order means a lot to us, and we're delighted to be part of your journey.

We hope you enjoy your purchase and look forward to serving you again.

With love,
The Lanerm Beauty Team



LANERM BEAUTY

LANERM BEAUTY



click here →

contact@lanermbeauty.com



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Instagram