

LOGO IDENTITY GLOW STUDIO

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Normal Feelings To Have About Great Logos

- *You've seen the logo before
(Normal human brain function)*
- *You don't like the logo, you may
even hate it (Give it a 48hours)*
- *The logo doesn't communicate
your activities (Logo is an
identifier)*

About The Project

Glow Studio is a private 30 m² beauty and wellness space where self-care meets lifestyle. Combining advanced treatments, LashLift, BrowLift, HeadSpa, PediSpa russe, nail artistry, with a curated corner of healthy drinks and pâtisseries, Glow is designed as an urban refuge where women reconnect with themselves and with each other.

Project Scope

These are the essential phases that we have done to create this comprehensive logo identity:

Stratigic Thinking



Creative Direction



Logo Design



Logo Application



Purpose: To create a timeless, elegant retreat for holistic beauty and inner balance.

Mission: To deliver refined care experiences that blend precision, simplicity, and relaxation.

Vision: To embody a lifestyle of grace and wellness, where every woman feels centered and luminous.

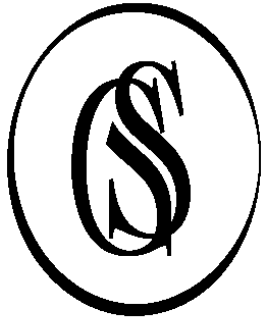
A Sanctuary For *Self-Care.*

Glow Studio



✦
TUNIS
EL MANAR

EST 2018

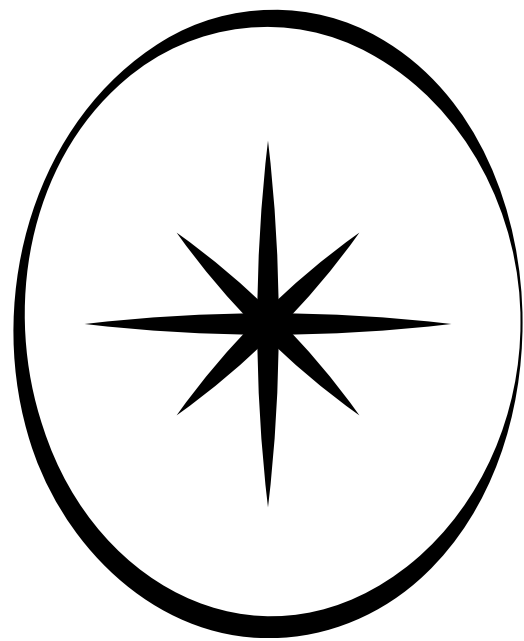


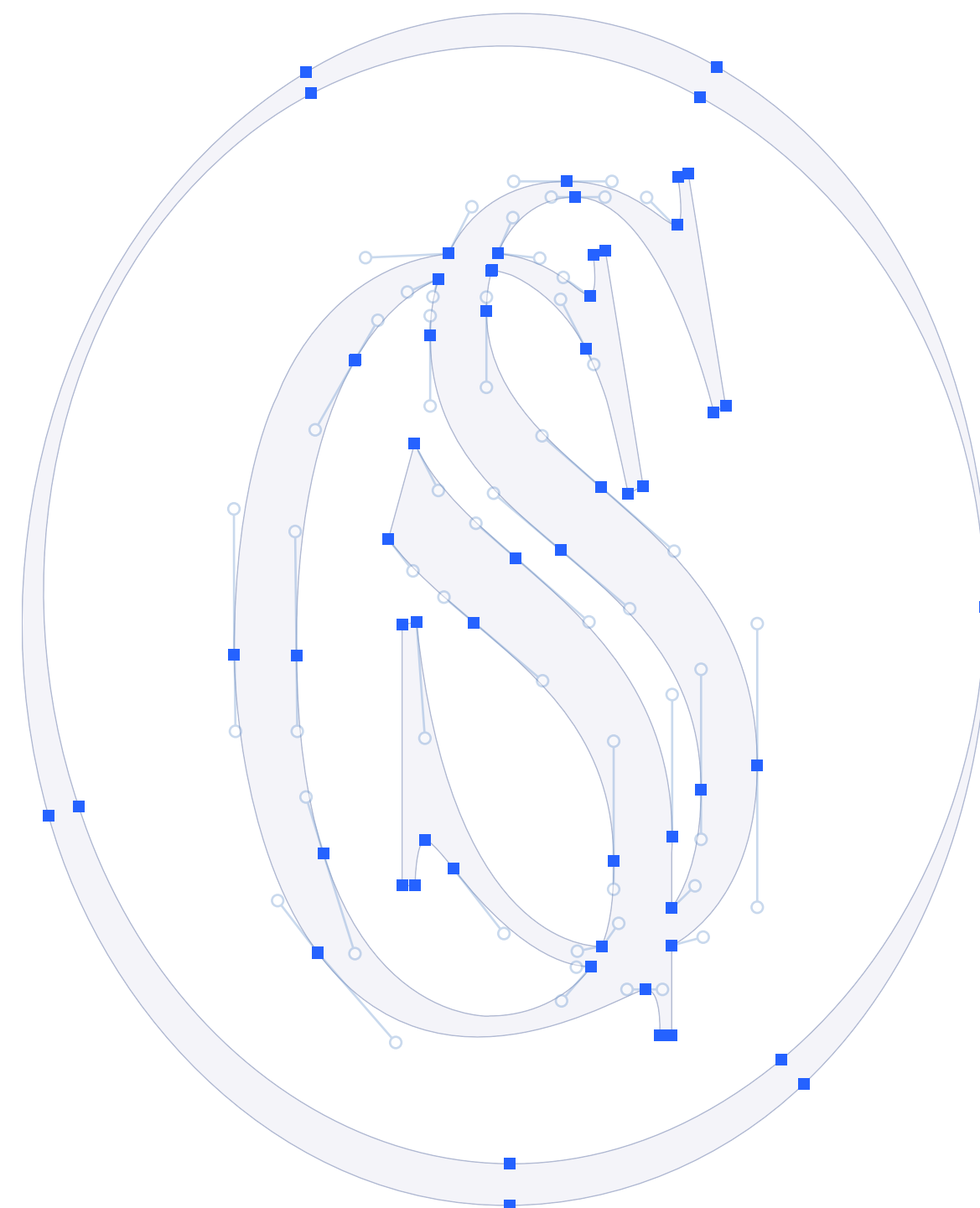
Glow Studio

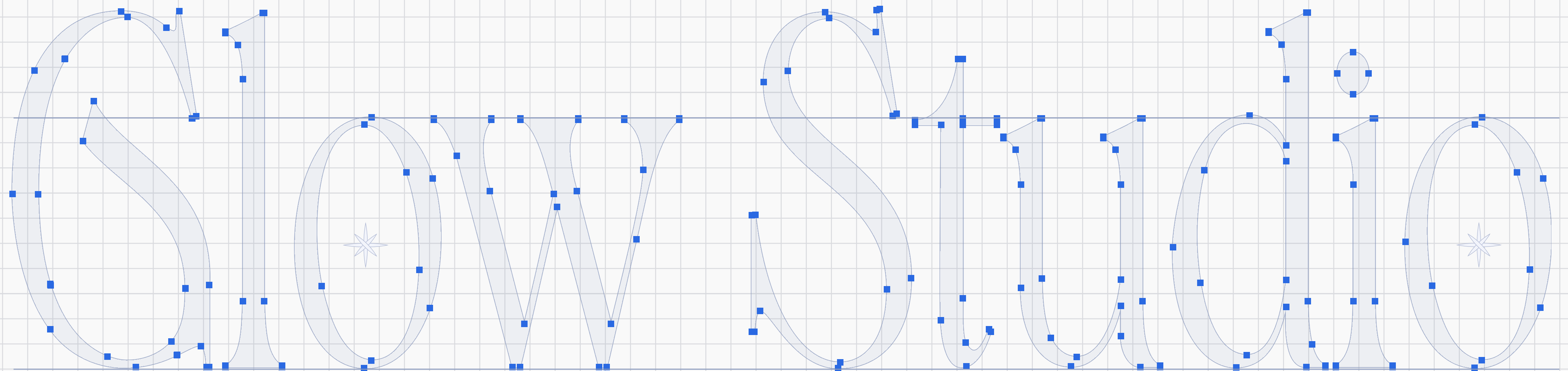
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Colour Palette

Section 3

Glow With *Grace*.

Primary Colours

These are the core colours that define Arqos' visual identity. They reflect our core values of clarity, strength, and balance. These colours should be used consistently across all touchpoints to maintain brand recognition and visual harmony.

Best Practices

- Use dark base tones like Jet Black and Steel Gray for 70% of the visual system. This includes backgrounds, typography, and layout foundations.
- Use Arqos Blue and Arqos Red for 25% of the design: ideal for buttons, icons, call-to-actions, and key highlights.
- Reserve Snow White for the remaining 5% to bring clarity, spacing, and minimalism to the layout.
- Maintain strong colour contrast for optimal legibility, especially when placing Blue or Red over dark backgrounds.
- Avoid excessive use of gradients or light tones in body text to ensure readability and preserve brand strength.

Sandstone		Ivory Cream	
HEX	#BB9C70	RGB	187, 156, 112
PANTONE	465 C	CMYK	0%, 17%, 40%, 27%
Linen White			
HEX	#F6EEE3	RGB	246, 238, 227
PANTONE	7527 C	CMYK	0%, 3%, 8%, 4%
Pale Blush			
HEX	#B6654A	RGB	238, 208, 197
PANTONE	4755 C	CMYK	0%, 13%, 17%, 7%
Cedar Chest			
HEX	#B6654A	RGB	182, 101, 74
PANTONE	7594 C	CMYK	0%, 45%, 59%, 29%
Umber			
HEX	#833322	RGB	131, 51, 34
PANTONE	7596 C	CMYK	0%, 61%, 74%, 49%
Pure Black			
HEX	#000000	RGB	R0 G0 B0
PANTONE	BLACK 6 C	CMYK	C0% M0% Y0% K100%

Typefaces

Section 4

Elegance In
Every *Ritual.*

Heading Font Family

KOMRILE

REGULAR

ITALIC

This font should represent the brand's tone and personality. It's used for headlines, subheadings, and prominent text to grab attention.

Usage: Titles, headings, and primary visual hierarchy elements.

Purpose: Reflects the brand's bold, modern, or timeless identity.

Example Sizes:

- H1: 96px
- H2: 64px
- H3: 48px

Aa

Body Text Font Family

OPTIMA

REGULAR
MEDIUM

This font should prioritize readability and work well across digital and print materials. It is used for paragraphs, captions, and any longer-form content.

Usage: Body text, captions, and small print.

Purpose: Supports a clean and professional look for easy reading.

Example Sizes:

- Paragraphs: 16px
- Captions: 12px

Bb

Heading Specimen

Headline

KOMRILE

Regular/Italic
96pt

Line Height 90%
Kerning 0%

Glow With *Grace*.

Headline 2

KOMRILE

Regular
48pt

Line Height 100%
Kerning 0%

Step into Glow Studio

Body Text

OPTIMA

Regular
16p

Line Height 120%
Kerning 0%

Glow Studio is a refined sanctuary where beauty rituals and minimalist elegance meet. it offers women a serene escape in the heart of the city. Our rituals combine precision and softness, offering a serene escape that restores balance and confidence.

Comments

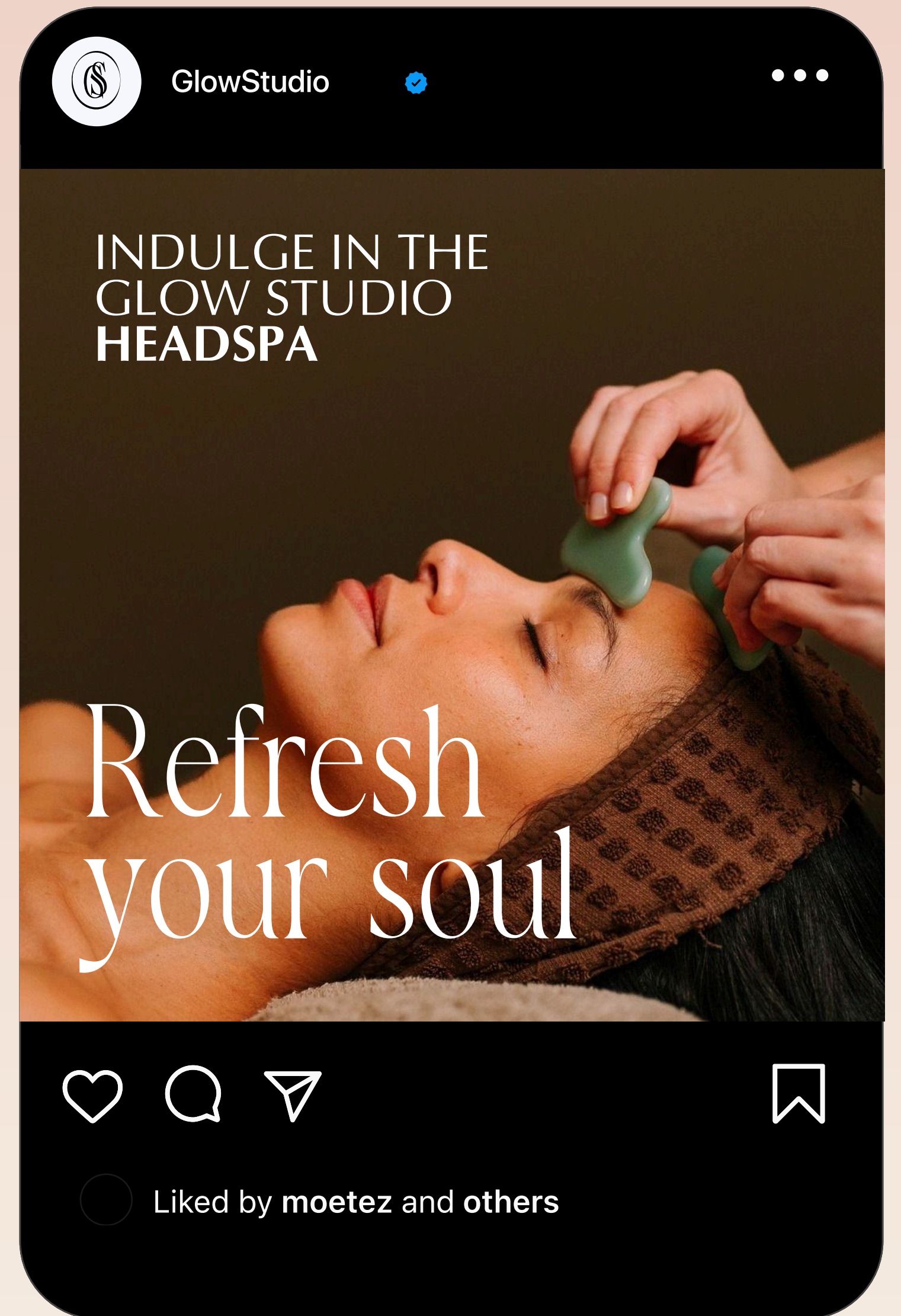
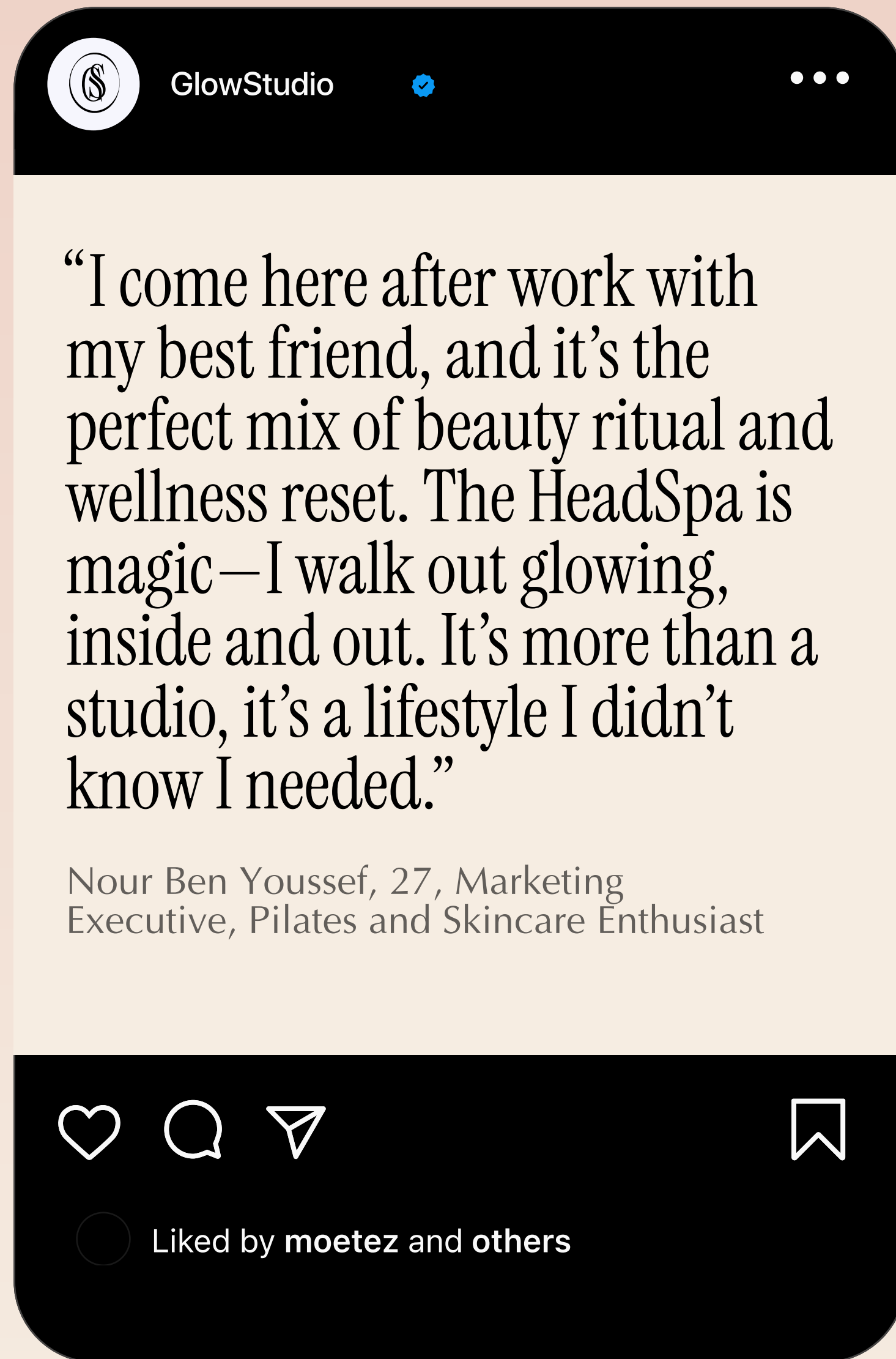
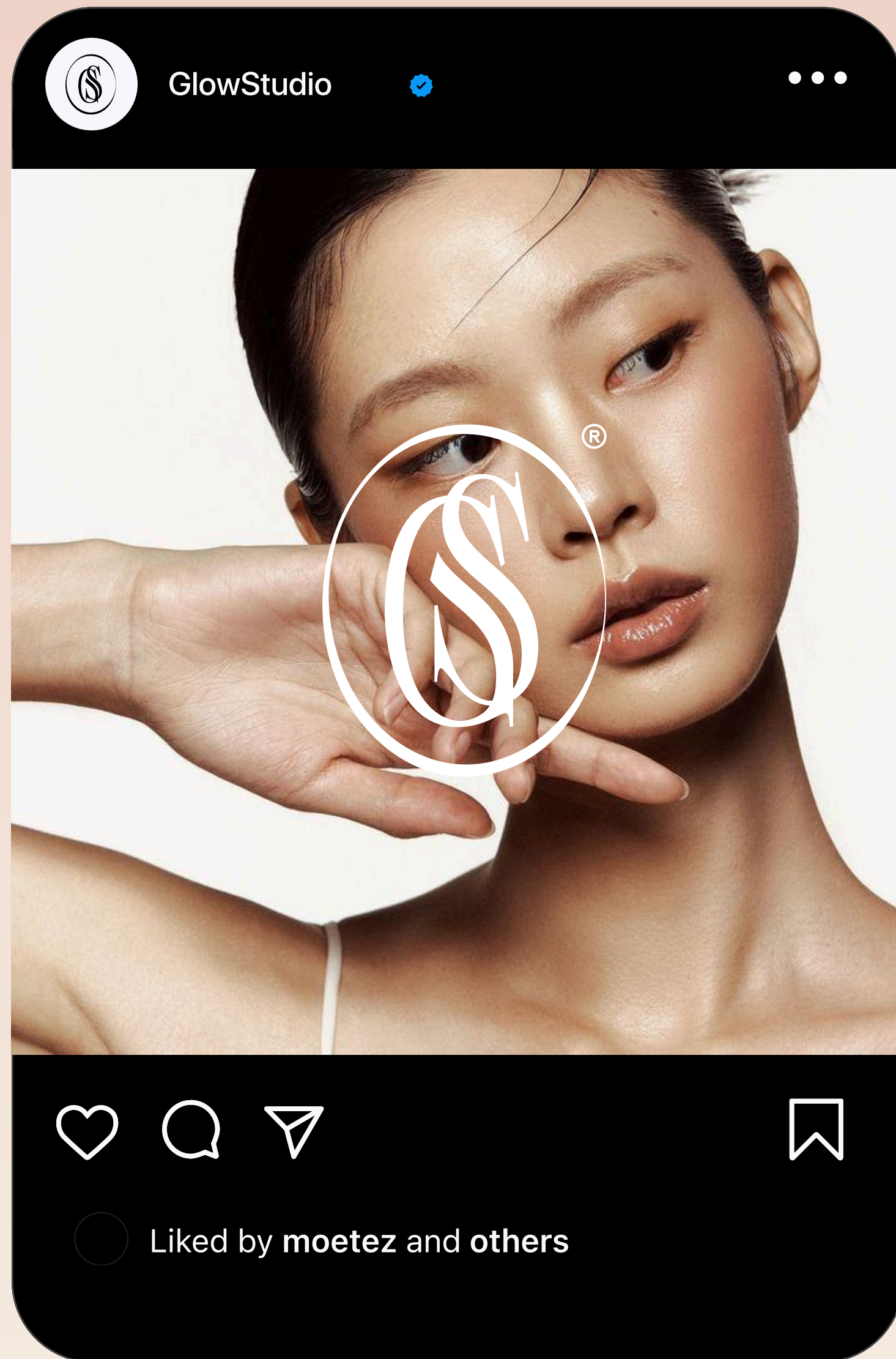
OMTIMA

Regular
12pt

Line Height 120%
Kerning 0%

Glow

A Serene *Escape* That
Restores *Balance* And
Confidence.





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2018

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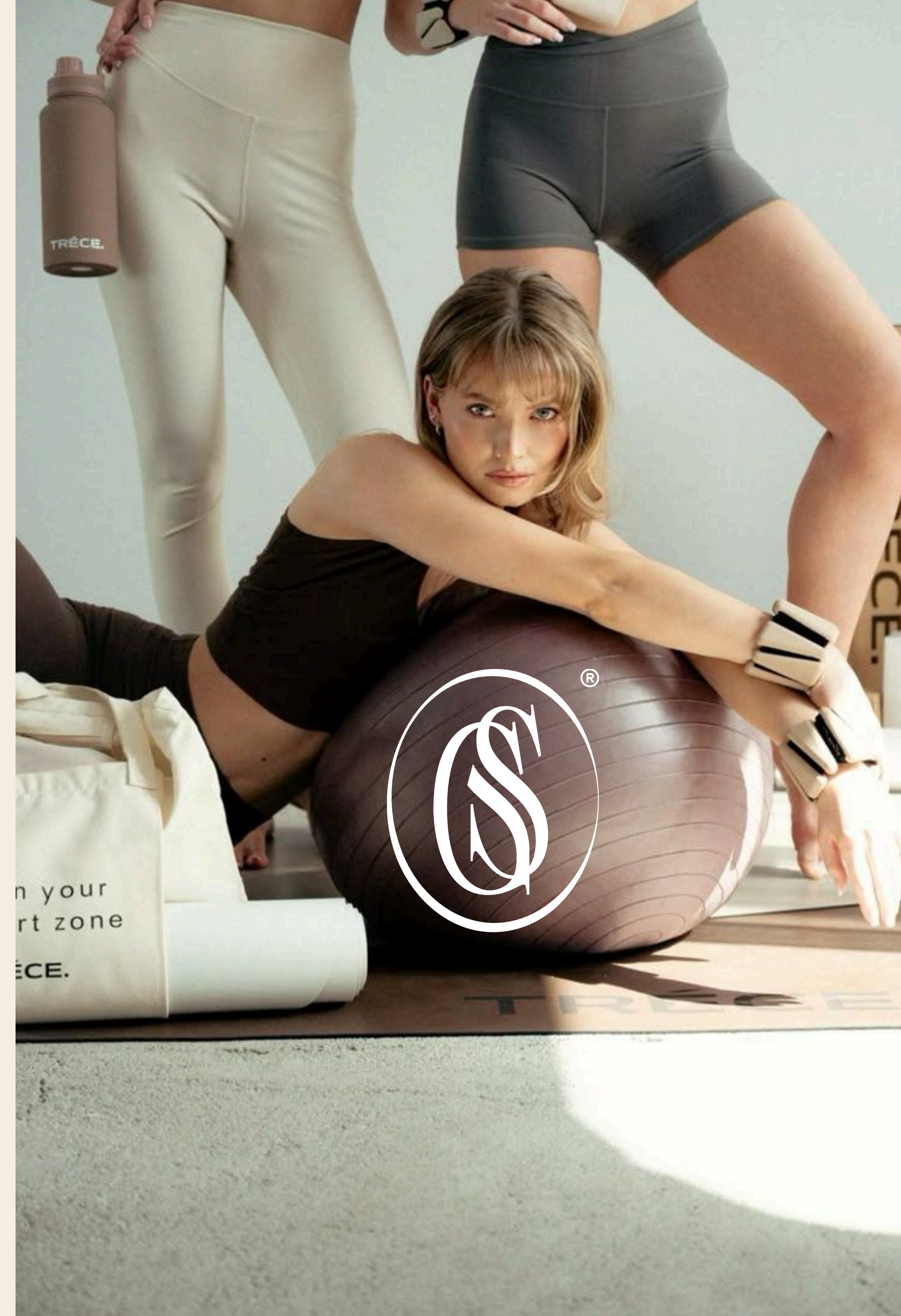
2018

✦ Slow Studio ✦

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“Glow isn’t just about looking good—it’s about feeling powerful, confident, and renewed. Our curated rituals blend sport chic energy with soft wellness, giving every woman the chance to glow from the inside out.”





Studio
Glow



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Self-care,
redefined.





Glow Studio



Studio
Now
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Beauty Rituals

LashLift & Tint	80 TND
BrowLift & Shaping	65 TND
Restructuring Brows	50 TND

HeadSpa Rituals

HeadSpa Express (30 min)	70 TND
HeadSpa Signature (60 min)	120 TND
HeadSpa Luxury (90 min + scalp treatment)	160 TND

Hand Care

Russian PédSpa	90 TND
Classic Manicure	45 TND
Gel Manicure	65 TND
Nail Art (per nail)	10-5 TND

MOETEZ GHARBI

moetezgh@gmail.com

+216 93 39 53 83