# Evana Luxe

BRAND STYLE GUIDE

*A premium maternity,baby&children'slifestyle brand*

BAMENDA · CAMEROON

# Introduction

Evana Luxe is more than a retail brand. It is a promise of care, beauty, comfort, and trust for mothers, babies, and growing families.

This brand guide exists to protect that promise.

As Evana Luxe grows across packaging, social media, customer experience, store design, product presentation, and communication, consistency becomes essential. A strong brand is not only defined by its logo or colours, but by the way it is experienced, visually, verbally, and emotionally.

This guide outlines the core identity of Evana Luxe and provides the standards needed to present the brand with clarity, elegance, and consistency at every touchpoint.

## THIS GUIDE IS DESIGNED FOR

- Designers
- Social Media Managers
- Content Teams
- Printers & Packaging Vendors
- Website Developers
- Retail Staff
- Future Partners & Collaborators

*Every decision made around Evana Luxe should reinforce one thing: a premium, thoughtful, and trusted experience for mothers, babies, and children.*

# Our Beginning

EvanaLuxewasbornfromarealand deeply personal experience.

During pregnancy and the preparation for motherhood, our founder's wife experienced firsthand how difficult it was to find the right maternity clothing, baby clothing, and trusted essentials in Bamenda, Cameroon. What should have been a beautiful and supported journey often felt stressful, frustrating, and uncertain.

The challenge was not simply availability. It was the absence of a place that offered quality, comfort, beauty, and trust in one experience — products practical enough for real life, beautiful enough to feel special, and reliable enough to support one of the most important seasons of their lives.

> *"What if mothers in Bamenda didn't have to struggle this much to find what they truly need?"*
> *"What if there was a brand built with empathy for that journey?"*

That question became Evana Luxe — a brand built from lived experience, shaped by empathy, and driven by the desire to create a trusted destination for mothers, babies, and children.

# Who We Are

EvanaLuxe is apremiummaternity, baby, and children's lifestyle brand created to serve mothers And families with elegance, comfort, and confidence.

Our world is built around the needs of growing families, offering beautiful baby clothing, maternity essentials, children's fashion, and lifestyle products that combine practicality with premium quality.

At its core, Evana Luxe exists to make motherhood and early childhood feel better supported. We are building a brand that helps women prepare for motherhood with more ease, shop for their children with more confidence, and experience care through products that are both useful and beautiful.

*Evana Luxe is not simply about selling clothing. It is about creating a trusted destination where motherhood, babyhood, and childhood are met with thoughtfulness, style, and care.*



**Maternity**



**Baby**



**Children**



**Accessories**

*"Serving mothers, babies, and children with thoughtfulness, style, and care."*

# Vision & Mission

VISION

## WhereBamenda'sfamilies find trust, beauty & care.

Tobecome themost trusted premium destination inBamenda andbeyondfor maternity, Baby and children's lifestyle essentials, serving families with beauty, comfort, care, and confidence.

MISSION

## Supporting every step of the journey.

EvanaLuxeexiststo support expecting mothers,new mothers, babies, and children through thoughtfully curated products that combine elegance, comfort, quality, and practicality.

We are committed to building a brand experience that makes pregnancy, motherhood, and early childhood feel more supported, more beautiful, and more dignified, while creating a trusted retail ecosystem for families in our community.

# Our Brand Values

*01*

## Care

Care is the heart of Evana Luxe. Every product, message, and interaction should make mothers and families feel supported, understood, and valued.

*02*

## Quality

Products that serve mothers, babies, and children should be dependable, comfortable, and thoughtfully chosen. Quality is not a luxury extra — it is a standard.

*03*

## Trust

Motherhood requires confidence in the things you buy. Evana Luxe is committed to becoming a brand families can rely on for consistency, honesty, and integrity.

*04*

## Elegance

We believe essentials can still be beautiful. Evana Luxe brings refinement and softness into the maternity and children's retail experience without sacrificing function.

*05*

## Comfort

Comfort is central to our promise — whether in maternity wear, baby clothing, children's products, or the shopping experience itself.

*06*

## Intentionality

We do not believe in random retail. Evana Luxe is built with intention — from the products we offer to the way we communicate, package, and serve.

*07*

## Dignity

Motherhood and family life deserve respect. Evana Luxe exists to make women and families feel seen, valued, and cared for with dignity at every stage.

# Our Brand Promise

*Evana Luxe promises every mother and family a shopping experience rooted in care, quality, comfort, and trust.*

We are committed to providing products that are thoughtfully selected, beautifully presented, and genuinely useful for pregnancy, babyhood, and childhood — so that every customer feels supported, confident, and proud of what they choose for themselves and their children.

## BRAND POSITIONING

Evana Luxe is positioned as a premium yet emotionally accessible maternity, baby, and children's lifestyle brand.

*We are not built on excess or status. We are built on thoughtful quality, elegant presentation, practical value, and emotional trust.*

| | | |
|---|---|---|
| *Style & Comfort* | *Premium Quality & Real-Life Usefulness* | *Soft Luxury & Family-Centered Care* |

PREMIUM · CARING · ELEGANT · TRUSTED · PRACTICAL · FAMILY-CENTERED

# Target Audience

PRIMARY

## Expecting Mothers & New Mothers

Women preparing for motherhood or navigating early motherhood who need trusted, comfortable, and beautiful maternity and baby essentials. They value quality, convenience, guidance, and confidence in what they buy — products that feel soft, beautiful, and worth the investment.

- Comfort
- Safety
- Presentation
- Reliability
- Ease of Shopping
- Emotional Reassurance

SECONDARY

## Parents & Families Shopping for Babies & Children

Parents, guardians, and relatives looking for quality clothing and lifestyle products for babies and children aged 0–12 — seeking durability, style, and comfort they can rely on.

- Durable & Stylish
- Gift-Worthy
- A Trusted Place to Return To

EXTENDED

## Gift Buyers & Support Networks

Friends, spouses, relatives, and loved ones buying for expecting mothers, newborns, and young children — often seeking something beautiful and meaningful to give.

- Shops with Trust in Mind
- Wants Quality

# Personality & Tone of Voice

*Warm · Elegant · Nurturing · Trustworthy · Refined · Gentle · Thoughtful · Modern*

| | | |
|---|---|---|
| **Warm** | *not* Casual | Human, caring, and welcoming — without becoming too loose or informal. |
| **Premium** | *not* Arrogant | Confident and refined, but never distant or intimidating. |
| **Nurturing** | *not* Childish | We speak to mothers, parents, and families with maturity and grace. |
| **Reassuring** | *not* Clinical | Supported and informed, without sounding medical or cold. |
| **Elegant** | *not* Cold | Beauty matters to Evana Luxe, but warmth matters just as much. |

SOCIAL MEDIA

Soft, relatable, inspiring, and product-aware.

WEBSITE COPY

Clear, polished, emotionally intelligent, confidence-building.

PACKAGING

Short, beautiful, warm, and memorable.

CUSTOMER SUPPORT

Helpful, respectful, calm, and solution-oriented.

# Messaging Pillars

01

## Thoughtful Care for Mothers

Evana Luxe understands that motherhood begins before the baby arrives. We speak to the emotional, practical, and physical realities of pregnancy and early motherhood.

02

## Beautiful Essentials for Growing Families

Our products are not only functional — they are thoughtfully chosen to feel beautiful, comforting, and worthy of the moments they support.

03

## Comfort Meets Elegance

Evana Luxe stands for the idea that maternity and children's essentials can be soft, practical, and refined at the same time.

04

## Trusted Choices for Babyhood and Childhood

We help families shop with confidence by offering products that feel dependable, intentional, and family-centered.

05

## A Better Retail Experience for Mothers in Bamenda

Evana Luxe is helping redefine what maternity, baby, and children's shopping can feel like in our local environment — more curated, more elegant, and more supportive.

# Tagline Options

01 Made for Motherhood. Styled for Life.

02 Beautiful Beginnings, Thoughtfully Made.

03 For Mothers, Babies, and the Moments That Matter.

04 Soft Luxury for Growing Families.

05 Thoughtful Essentials for Motherhood and Beyond.

06 Premium Care for Every Little Beginning.

07 Comfort, Care, and Style for Every Stage.

08 For the Journey into Motherhood and Childhood.

09 Elegance for Mothers. Comfort for Little Ones.

RECOMMENDED PRIMARY TAGLINE

***"Where Motherhood Meets Elegance."***

# Logo Overview

The Evana Luxe logo is the signature of the brand. It represents our identity across every customer touchpoint — from packaging and social media to tags, signage, and printed materials.

Its role is not simply to identify the brand, but to communicate the qualities Evana Luxe stands for: softness, elegance, trust, and premium care. It should always be used with clarity and consistency, preserving its proportions, spacing, and visual integrity.

RECOGNISABLE · REFINED · VERSATILE · SCALABLE · RETAIL & LUXURY READY

MONOGRAM — ALTERNATE MARK

# Primary Logo, Alternate Logo & Wordmark




## PRIMARY LOGO

The main identifier of the brand, used wherever full brand recognition is needed — packaging, website headers, social profiles, marketing materials, and formal brand communication.




## ALTERNATE LOGO

A single-colour configuration used where space, layout, or format requires it — provided it remains faithful to the official Evana Luxe identity.




## WORDMARK

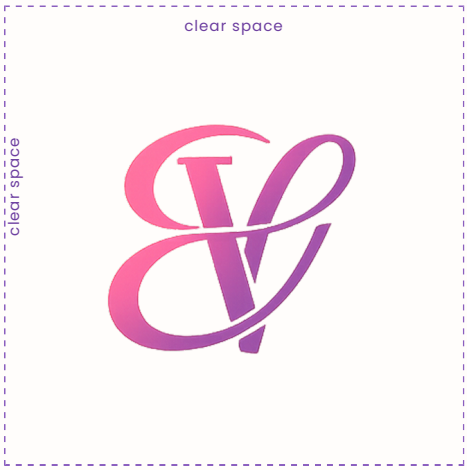
A refined typographic expression of Evana Luxe, used for a more editorial, elegant, or space-efficient brand presence — ideal for packaging, website headings, stationery, and labels.

*Only approved logo files should be used. No manual recreation, retyping, or modification of the wordmark is permitted.*

# Monogram, Clear Space & Minimum Size

The Evana Luxe monogram is a compact signature of the brand — ideal for clothing tags, buttons and embroidery, the favicon / app icon, sticker seals, social profile icons, and packaging details. It should always be used from approved brand assets only.






## CLEAR SPACE

The logo and monogram must always be surrounded by sufficient clear space — no text, graphic elements, or other logos should crowd the mark. As a rule, maintain clear space equal to at least the height of the most prominent letterform in the logo, on all sides.

## MINIMUM SIZE




WORDMARK · MIN 1.2IN WIDE



MONOGRAM · MIN 0.4IN




FULL LOGO · MIN 1.6IN WIDE

# Logo Misuse

To preserve the integrity of the Evana Luxe brand, the logo system must never be altered or used in ways that compromise its clarity, elegance, or recognisability.



Do not stretch or compress the logo



Do not rotate the logo or monogram



Do not recolour outside the approved palette



Do not add shadows or unofficial effects



Do not place on low-contrast backgrounds



Do not crowd the logo with other elements

## ALSO AVOID

- Rearranging the wordmark or symbol manually
- Recreating the logo using other fonts
- Using low-resolution or distorted files
- Inconsistent spacing around the mark

*Consistency protects recognition. Use only approved brand files at all times.*

# Typography System

Typography helps Evana Luxe communicate with elegance, softness, and clarity. The type system feels premium, modern, and feminine without losing readability.

PRIMARY DISPLAY TYPEFACE

## Aa Bb Cc

Playfair Display · headlines, campaign titles, quote statements, section openers

Adds sophistication, femininity, and premium character.

SECONDARY BRAND TYPEFACE

## Aa Bb Cc

Montserrat / Lato / Open Sans / Inter · subheadings, body copy, packaging details

Adds clarity, modernity, and functional readability.

| | |
|---|---|
| HEADLINES | **Elegant, spacious, premium** |
| SUBHEADINGS | CLEAN AND STRUCTURED |
| BODY COPY | Simple, readable, and warm — built for comfortable long-form reading. |
| CAPTIONS / DETAILS | MINIMAL AND CLEAR |

RECOMMENDED TYPEFACE PAIRING

***Display / Editorial***
Playfair Display, Cormorant Garamond, or DM Serif Display.

***Body / Sans***
Montserrat, Lato, Open Sans, or Inter.

# Brand Colour Palette

Evana Luxe uses a soft-luxury palette built around purple, pink, and blue, supported by refined neutrals — designed to feel warm, premium, elegant, and family-centered.

## PRIMARY COLOURS

### Evana Purple
HEX #9D4FA4
RGB 157, 79, 164
CMYK 4, 52, 0, 36

### Soft Blush Pink
HEX #F3C7D9
RGB 243, 199, 217
CMYK 0, 18, 11, 5

### Powder Blue
HEX #A9C7E8
RGB 169, 199, 232
CMYK 27, 14, 0, 9

## SUPPORTING COLOURS

### Ivory Cream
HEX #FAF7F2
RGB 250, 247, 242
CMYK 0, 1, 3, 2

### Soft Lilac
HEX #DCC9E8
RGB 220, 201, 232
CMYK 5, 13, 0, 9

## NEUTRAL COLOURS

### Warm White
HEX #FFFFFF
RGB 255, 255, 255
CMYK 0, 0, 0, 0

### Charcoal Text
HEX #2B2B2B
RGB 43, 43, 43
CMYK 0, 0, 0, 83

# Colour Usage System

To maintain a premium and consistent visual identity, Evana Luxe uses colour with discipline. The palette should feel balanced, soft, and intentional — not overly busy.




**Evana Purple**
The brand's main anchor colour across packaging details, headers, signature accents, and premium focal points.

**Soft Blush Pink**
Adds softness, femininity, and emotional warmth.

**Powder Blue**
A balancing tone that introduces freshness, calm, and modernity.

**Neutrals**
Ivory Cream / White create breathing room, luxury spacing, and clean presentation.

**Supporting Accents**
Soft Lilac and selective secondary accents for seasonal flexibility and layered visual interest.

## USAGE PRINCIPLES

- Let purple lead brand recognition
- Use pink to soften and humanise
- Use blue to create freshness and balance
- Use neutrals generously to maintain luxury
- Avoid using all colours at equal strength in one design

# Visual Identity & Photography Direction













### *Maternity Imagery*

Expecting mothers shown with dignity, elegance, and softness — focused on comfort, beauty, confidence, and care.

### *Baby Imagery*

Pure, warm, clean, and premium. Fabrics, textures, and close details matter.

### *Children's Imagery*

Joyful, well-styled, comfortable, and natural — never overly posed or artificial.

### *Composition Style*

Natural light or soft studio light · neutral or premium pastel backdrops · gentle expressions and relaxed poses · clean framing with breathing room · product styling that feels gift-worthy and intentional.

SOFT • PREMIUM • GENTLE • WARM • CLEAN • ELEGANT • FAMILY-CENTERED

# Packaging Direction

Packaging is one of the most tangible expressions of the Evana Luxe experience. It should feel elegant, warm, memorable, and gift-worthy — clean and refined rather than excessive, beautiful enough to keep.




### Shopping Bags

Structured, elegant, minimal branding, premium finish.



### Clothing Tags

Monogram or wordmark with soft tactile materials and clean typography.



### Product Boxes

Minimal outside, beautiful inside — refined colour placement and subtle messaging.



### Gift Packaging

Celebratory, soft, and premium — especially for baby gifting.



### Thank-You Cards

Short, warm, and personal — a moment of emotional connection.




### Sticker Seals & Tissue Wrap

Monogram-based details create a luxury boutique feel.

PACKAGING SHOULD COMMUNICATE

*Care* • *Elegance* • *Trust* • *Thoughtful Presentation*

# Social Media Brand Expression

Social media is where Evana Luxe becomes visible, relatable, and emotionally present in everyday life. Our digital expression should feel as intentional as our packaging and product selection.

### CONTENT MOOD

- Soft, elegant, and warm
- Family-centered
- Beautiful, never distant
- Helpful and inspiring

### CAPTION TONE

- Caring
- Polished
- Simple to understand
- Confident, never sales-heavy

### VISUAL CONSISTENCY

- Consistent brand palette
- Clean, uncrowded layouts
- Recognisable before the logo is seen

### CONTENT MIX

*Product Storytelling* | *Motherhood Support* | *Baby & Children's Lifestyle* | *Behind-the-Brand Warmth* | *Elegant Promotions*

### WHAT WE WANT PEOPLE TO FEEL ONLINE

*"This brand understands mothers."*

*"This looks beautiful and trustworthy."*

*"I would love to buy from them."*

*"This feels premium, calm, and thoughtful."*

# Customer Experience Principles

Evana Luxe should not only look premium, but it should feel supportive, calm, and trustworthy in every interaction.

### 01 Make Mothers Feel Understood

Every interaction should communicate empathy, patience, and respect.

### 02 Lead With Helpfulness

Customers should feel guided, not pressured.

### 03 Create Confidence in Every Purchase

Productknowledge,presentation,andcommunicationshouldreduce uncertainty and build trust.

### 04 Honour the Emotional Importance of the Purchase

Shoppingformaternityandchildren'sneedsisoftenemotional.Treat it with care.

### 05 Be Elegant in Service, Not Just in Design

Professionalism, responsiveness, and politeness are part of the brand.

### 06 Make Every Touchpoint Feel Intentional

FrompackagingtoWhatsAppreplies to in-store conversation, the experience should feel thoughtful.

### 07 Build Loyalty Through Trust, Not Noise

EvanaLuxeshouldbecomeabrandfamiliesreturntobecausetheyfeel safe, valued, and well served.

*“Every interaction should feel like care in action.”*

## THE FUTURE OF EVANA LUXE

What begins as a premium brand for maternity, babies, and children is intended to become something larger: a trusted destination for families, a beautiful retail experience for mothers in Bamenda, and a brand that raises the standard of care, comfort, and elegance in this category.

Our ambition is to create more than a store, a space, a reputation, and a customer experience that families can return to with confidence through the many stages of motherhood and childhood.

Evana Luxe exists because a gap was felt personally. Its future is to become the answer for many others.

*Where motherhood meets elegance.*
*Where families find thoughtful care.*
*Where beautiful beginnings are made easier.*

# Quick Brand Reference

### BRAND ESSENCE

Premiummaternity,baby, and children's lifestyle brand rooted in care, comfort, elegance, and trust.

### PRIMARY AUDIENCE

Expecting mothers, new mothers, parents, and families shopping for babies and children aged 0–12.

### BRAND PERSONALITY

Warm,elegant,nurturing, trustworthy, refined, modern.

### CORE PROMISE

Thoughtfully selected products and a premium experience that support motherhood, babyhood, and childhood with comfort, beauty, and care.

### PRIMARY TAGLINE

*“Where Motherhood Meets Elegance”*

### COLOUR DIRECTION

Evana Purple · Soft Blush Pink · Powder Blue · Ivory Cream · Warm White

### LOGO USE

Approvedlogo files only. Maintain clear space. Do not distort, recolour, or recreate the mark.

### TONE OF VOICE

Warm,premium,reassuring, polished, family-centered.

### VISUAL STYLE

Softluxury,clean layouts, premium product presentation, warm motherhood imagery, elegant children's styling.

# Evana Luxe

*Premium care for mothers, babies, and growing families.*

BAMENDA · CAMEROON