



ÉLYSÉE

LUXURY PERFUME BRAND IDENTITY

BRAND IDENTITY

PACKAGING

ART DIRECTION

ADVERTISING



2026
CONCEPT PROJECT

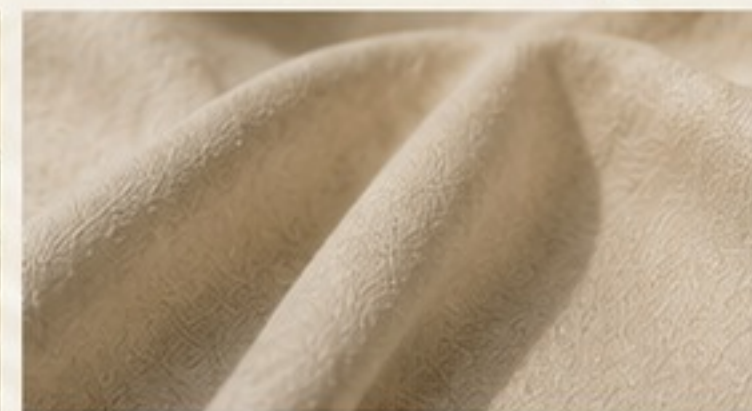
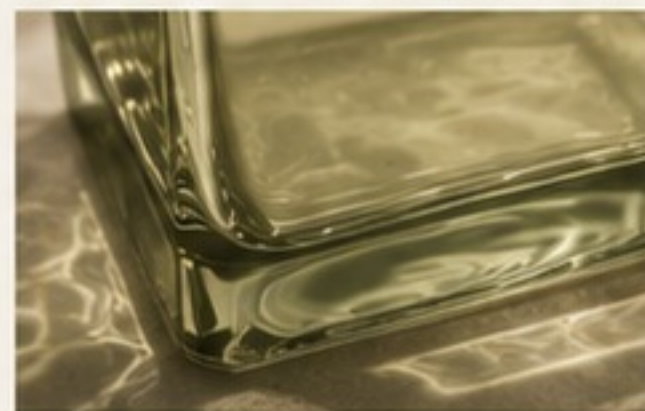
MOODBOARD

NATURE. ELEGANCE. TIMELESS.

ÉLYSÉE is inspired by the quiet beauty of nature and the refinement of timeless luxury. Every element reflects a sense of calm, depth, and understated opulence — where nature meets artistry.



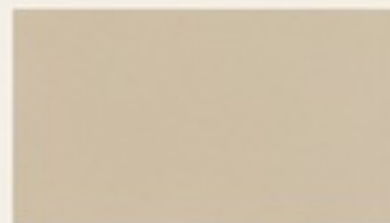
BOTANICAL INSPIRATION
REFINED MATERIALS
SOFT LIGHT & SHADOW
MINIMAL LUXURY
TIMELESS EMOTIONS



OLIVE GREEN
#6F7B5D



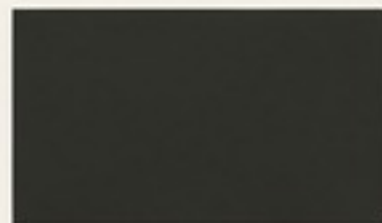
WARM CREAM
#F7F3EC



STONE BEIGE
#D8CCBA



SOFT GOLD
#C7A56A



CHARCOAL
#2F2F2F

“
Fragrances fade.
Memories remain.”

MOODBOARD

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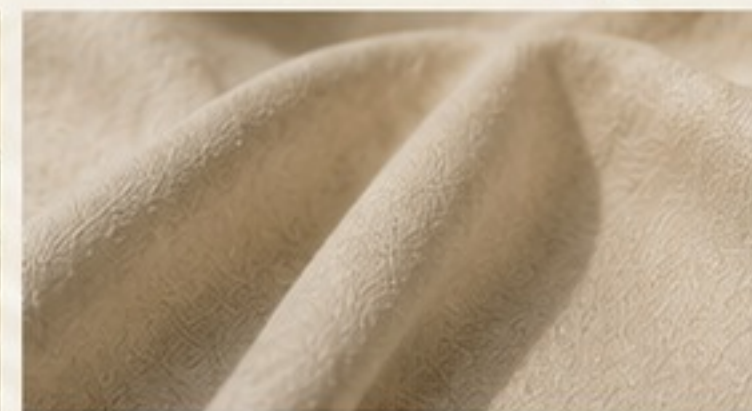
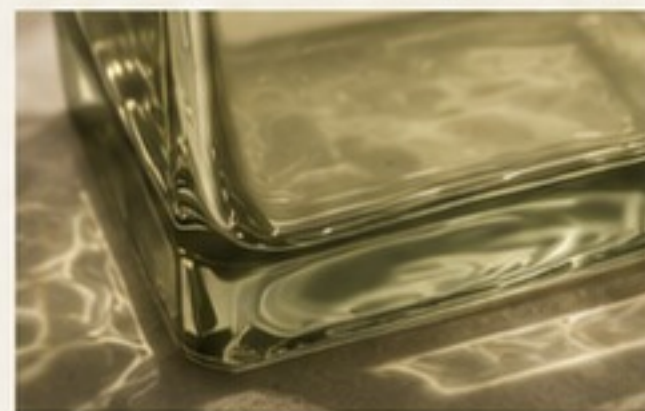
BOTANICAL INSPIRATION

REFINED MATERIALS

SOFT LIGHT & SHADOW

MINIMAL LUXURY

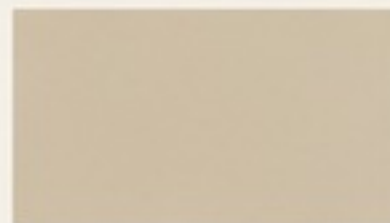
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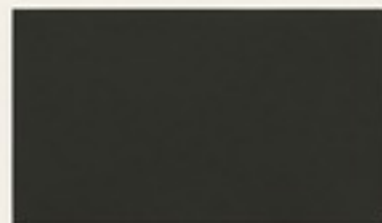
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CHARCOAL
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“
Fragrances fade.
Memories remain.”

THE LOGO

The ÉLYSÉE logo is crafted to reflect timeless elegance, natural inspiration, and the art of fine perfumery.

A refined wordmark paired with a botanical emblem creates a balance of sophistication and serenity — embodying the essence of luxury and nature.

LOGO CONCEPT



LOGO VARIATION



ALTERNATE LOGO



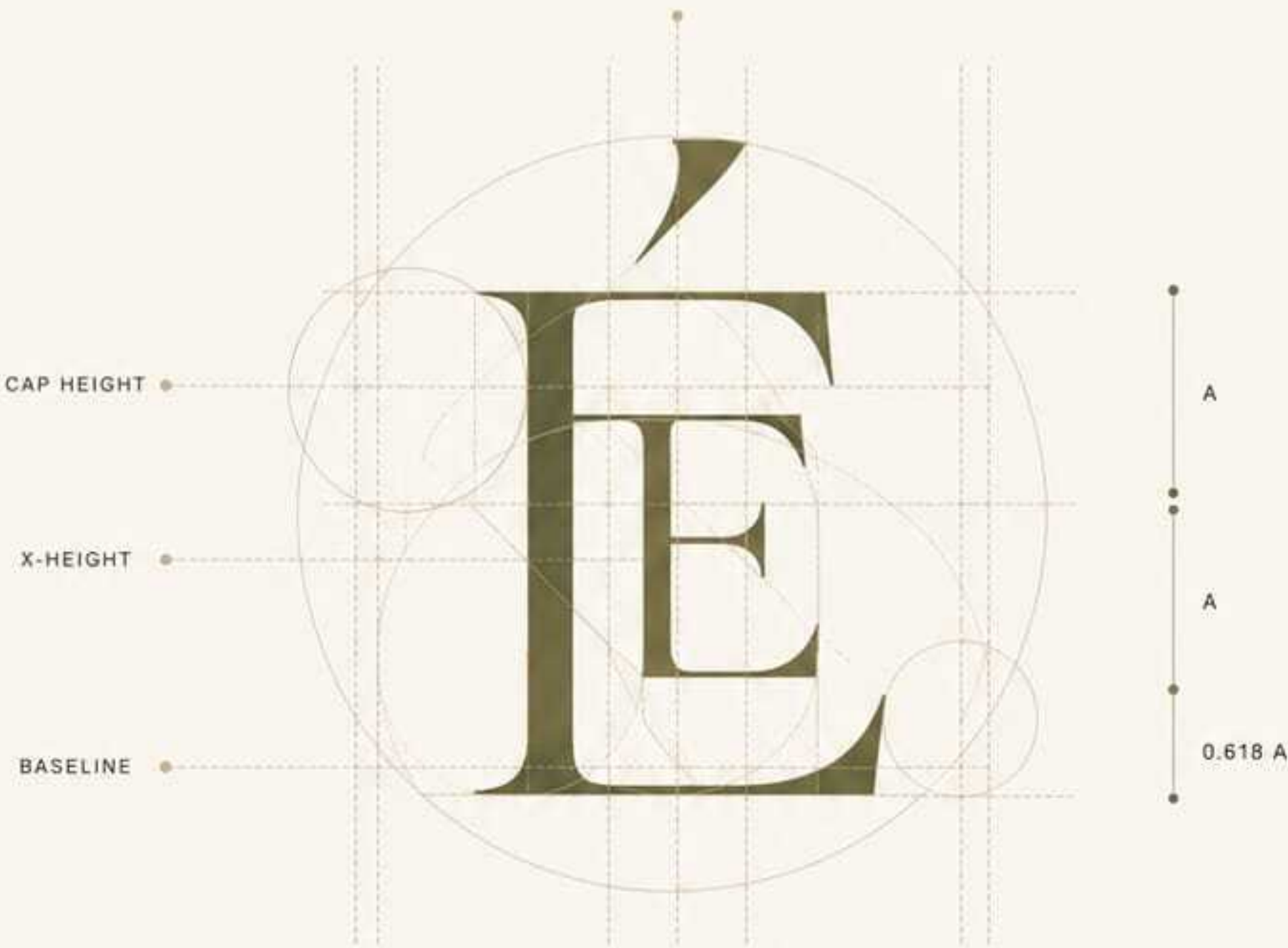
SUBMARK



*Inspired by nature.
Crafted with emotion.*

LOGO CONSTRUCTION

The ÉLYSÉE identity is built on balanced geometry and refined proportions. Every element is carefully aligned to ensure timeless elegance, perfect scalability, and visual consistency across all brand applications.



CLEAR SPACE

The logo requires generous surrounding space to maintain visibility, elegance, and premium brand recognition.



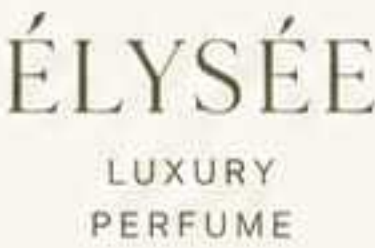
MINIMUM SIZE



PRIMARY LOGO



SECONDARY LOGO



MONOGRAM



ICON



LOGO SYSTEM

The ÉLYSÉE identity is designed as a flexible visual system. Each variation preserves elegance and recognizability while adapting seamlessly across digital, print, packaging, and environmental applications.

ÉLYSÉE
LUXURY PERFUME

PRIMARY LOGO

É
ÉLYSÉE
LUXURY PERFUME

SECONDARY LOGO

ÉLYSÉE | LUXURY
PERFUME

HORIZONTAL

ÉLYSÉE
LUXURY PERFUME

VERTICAL

É

MONOGRAM



ICON

É

MINIMAL MARK

ÉLYSÉE

WORDMARK

COLOR SYSTEM

The ÉLYSÉE palette is inspired by Mediterranean olive groves, natural limestone, refined craftsmanship, and timeless luxury. The combination of earthy greens and warm neutrals creates a sophisticated visual language that feels calm, premium, and effortlessly elegant.



OLIVE GREEN

#6F7B5D

RGB 111 123 93
CMYK 56 35 64 9



WARM CREAM

#F7F3EC

RGB 247 243 236
CMYK 3 3 6 0



STONE BEIGE

#D8CCBA

RGB 216 204 186
CMYK 16 17 26 0



SOFT GOLD

#C7A56A

RGB 199 165 106
CMYK 22 34 66 3

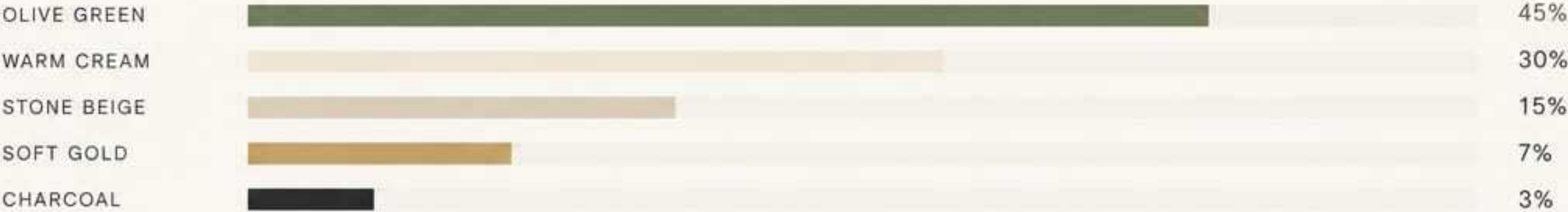


CHARCOAL

#2F2F2F

RGB 47 47 47
CMYK 0 0 0 85

COLOR APPLICATION



COLOR PSYCHOLOGY

OLIVE GREEN

Represents nature, sophistication, balance, and authenticity.

WARM CREAM

Creates warmth, softness, and premium simplicity.

STONE BEIGE

Adds timeless elegance and natural texture.

SOFT GOLD

Communicates exclusivity, craftsmanship, and luxury.

CHARCOAL

Provides clarity, contrast, and refined readability.

PRIMARY TYPEFACE

Cormorant Garamond

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

! ? @ & % () , . : ;

A refined high-contrast serif chosen to express elegance, heritage, and timeless luxury.

SECONDARY TYPEFACE

Neue Haas Grotesk

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

! ? @ & % () , . : ;

A clean contemporary sans-serif that provides clarity, balance, and excellent readability across digital and print applications.

TYPOGRAPHY
HIERARCHY

H1

Luxury Begins With Simplicity

H2

Crafted for Timeless Elegance

H3

Premium Fragrance Collection

BODY

ÉLYSÉE combines refined typography with contemporary minimalism to create a timeless visual language that reflects elegance, craftsmanship, and modern luxury.

CAPTION

Luxury Perfume Brand

Visual Language

The ÉLYSÉE visual system transforms botanical inspiration into a refined geometric language. Every pattern and graphic element reinforces the brand's timeless elegance while creating consistency across packaging, stationery, and advertising.

FULL PATTERN



REPEATING PATTERN



PATTERN TILE



PATTERN CLOSE-UP



APPLICATIONS



PERFUME BOX



TISSUE PAPER



SHOPPING BAG



GIFT RIBBON



BRAND CARD

GRAPHIC ELEMENTS

OLIVE LEAF
ILLUSTRATIONDECORATIVE
ELEMENTMONOGRAM
WATERMARKDIVIDER
LINETEXTURE
SAMPLE

ÉLYSÉE
LUXURY PERFUME

Bottle Concept

The ÉLYSÉE bottle is designed as an object of timeless elegance. Clean geometry, premium materials, and restrained detailing create a fragrance vessel that feels sophisticated, collectible, and enduring.



CAP MATERIAL

Brushed champagne-gold metal for a soft, tactile and refined finish.



GLASS THICKNESS

Heavy-weight glass with substantial thickness for a premium, collectible feel.



LABEL FINISH

Premium cotton paper with a natural texture and elegant typography.



BASE CONSTRUCTION

Thick crystal base for stability, luxury feel, and exceptional light play.

MATERIAL PALETTE



GLASS

Slight olive green transparent glass.



BRUSHED METAL

Champagne gold with a brushed metal finish.



COTTON PAPER LABEL

Natural cotton paper with a soft, tactile finish.



TRAVERTINE STONE

Natural Mediterranean stone with organic texture and warmth.

ÉLYSÉE
LUXURY PERFUME

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LUXURY PACKAGING DESIGN

PACKAGING CONCEPT

The ÉLYSÉE packaging is designed as an extension of the fragrance experience. Every surface, material, and detail reflects craftsmanship, restraint, and timeless luxury while protecting the product with elegance.



MATERIAL SPECIFICATIONS



PREMIUM
COTTON PAPER



SOFT-TOUCH
MATTE LAMINATION



GOLD FOIL
STAMPING



BLIND
EMBOSS



VELVET
INTERIOR



RIGID BOARD
CONSTRUCTION

ÉLYSÉE
LUXURY PERFUME

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LUXURY
SHOPPING BAG

RETAIL EXPERIENCE

The ÉLYSÉE shopping bag transforms every purchase into a premium luxury experience. Thoughtfully selected materials, refined proportions, and subtle finishing details reflect the elegance of the fragrance within.



MATERIAL DETAILS



TEXTURED
COTTON PAPER



GOLD FOIL
EMBOSS



COTTON
ROPE HANDLE



REINFORCED
CONSTRUCTION



MATTE LUXURY
FINISH

MATERIAL SWATCHES



TEXTURED PAPER



COTTON ROPE



GOLD FOIL



OLIVE INK



MATTE FINISH

ÉLYSÉE
LUXURY PERFUME

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GIFT WRAPPING EXPERIENCE

UNBOXING EXPERIENCE

Every ÉLYSÉE purchase is designed to feel intentional from the very first touch. Carefully selected materials, refined finishes, and understated details transform the act of unwrapping into a memorable luxury ritual.



MATERIAL DETAILS



PREMIUM
TISSUE PAPER



OLIVE
SATIN RIBBON



BLIND EMBOSSED
PATTERN



COTTON
GIFT TAG



SOFT-TOUCH
STICKER



WAX
SEAL



TISSUE TEXTURE



PATTERN DETAIL



RIBBON KNOT



WAX SEAL



GIFT TAG



PAPER FINISH

ÉLYSÉE
LUXURY PERFUME

THANK YOU CARD & CUSTOMER EXPERIENCE

CUSTOMER EXPERIENCE

Every ÉLYSÉE order is accompanied by thoughtfully designed printed materials that express gratitude, reinforce the brand identity, and create a memorable luxury experience beyond the fragrance itself.



MATERIAL DETAILS

-  PREMIUM COTTON PAPER
-  SOFT-TOUCH FINISH
-  GOLD FOIL STAMPING
-  BLIND EMBOSS
-  OLIVE INK PRINTING
-  WAX SEAL

SAMPLE MESSAGE

“ Thank you for choosing ÉLYSÉE.

Every fragrance is crafted to become part of your story.
We hope this scent accompanies your most
memorable moments.

”

ÉLYSÉE
LUXURY PERFUME

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BUSINESS
CARD DESIGN

PROFESSIONAL IDENTITY

Every interaction with ÉLYSÉE reflects timeless elegance. The business card extends the brand through premium materials, refined typography, and restrained detailing that communicates confidence without excess.



FRONT VIEW

BACK VIEW



STACKED CARDS

ANGLED PERSPECTIVE

GOLD FOIL CLOSE-UP

EMBOSS MONOGRAM CLOSE-UP

MATERIAL DETAILS



COTTON PAPER



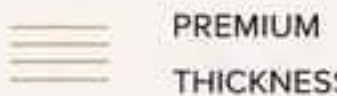
GOLD FOIL



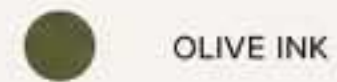
BLIND EMBOSS



SOFT-TOUCH
FINISH



PREMIUM
THICKNESS



OLIVE INK

MATERIAL SAMPLES



COTTON TEXTURE



GOLD FOIL DETAIL



OLIVE INK SAMPLE



MATTE FINISH



EMBOSS DETAIL

ÉLYSÉE

LUXURY PERFUME

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BRAND STATIONERY SYSTEM

Consistent Brand Communication

Every printed touchpoint reflects the refined identity of ÉLYSÉE. The stationery system is designed with timeless typography, premium materials, and restrained detailing to ensure consistency across all professional communications.



MATERIAL SPECIFICATIONS

700gsm Cotton Paper

Soft-touch Matte Finish

Gold Foil Stamping

Blind Emboss

Olive Ink Printing

Premium Textured Paper

COTTON PAPER TEXTURE

GOLD FOIL LOGO

EMBOSS DETAIL

OLIVE INK SAMPLE

MATTE FINISH

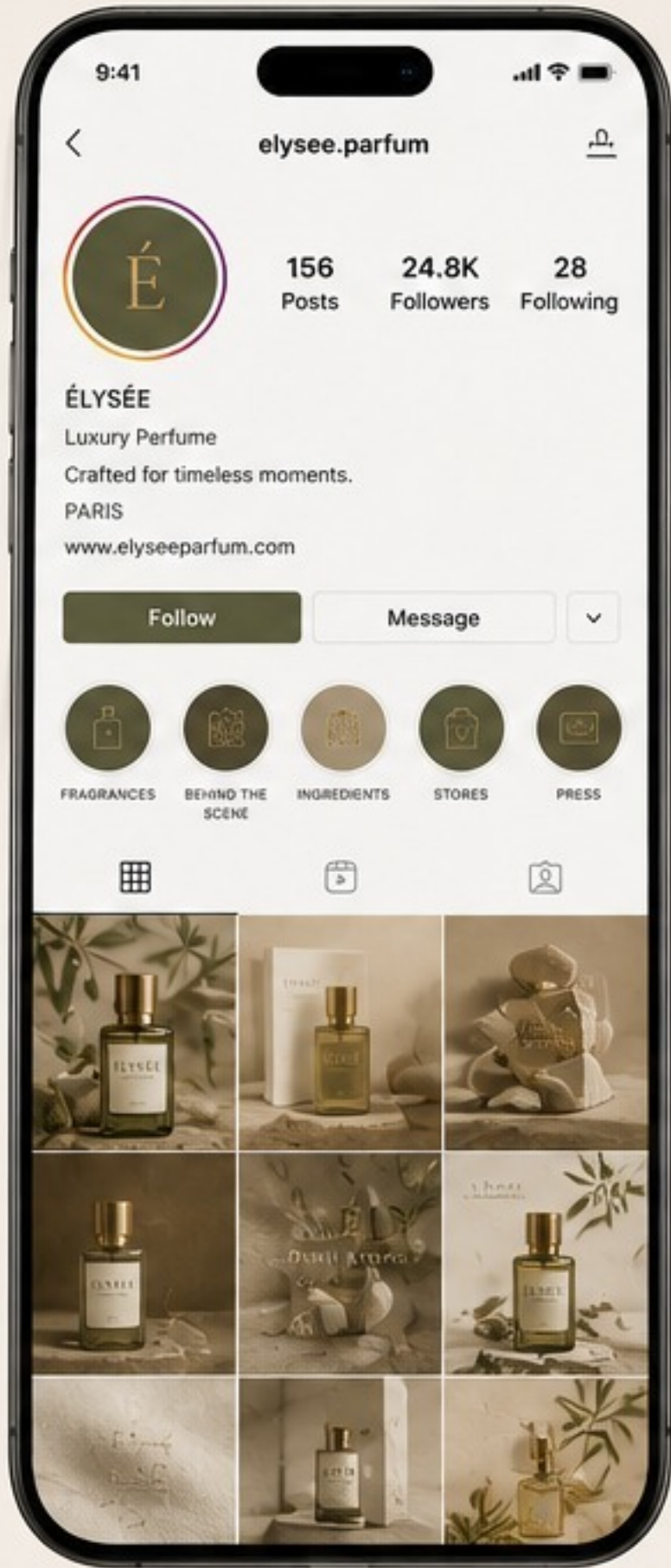
PREMIUM PAPER EDGE

ÉLYSÉE
LUXURY PERFUME

SOCIAL MEDIA
CAMPAIGN

Digital Presence
With Purpose

The ÉLYSÉE social media presence reflects the brand's essence through captivating visuals, thoughtful storytelling, and a consistent aesthetic that evokes emotion, elegance, and desire. Every post is crafted to engage, inspire, and build a timeless connection with our audience.



CAMPAIGN OVERVIEW

A digital presence built on aesthetic consistency, storytelling, and meaningful engagement.

- Brand Awareness
- Community Engagement
- Product Storytelling
- Timeless Aesthetic
- Emotional Connection

CONTENT PILLARS

- FRAGRANCE STORIES
- INGREDIENTS & ORIGIN
- BEHIND THE SCENES
- LIFESTYLE & CULTURE
- NEW ARRIVALS

INSTAGRAM HIGHLIGHTS



VISUAL MOOD



TONE OF VOICE

- Sophisticated
- Emotional
- Refined
- Timeless
- Authentic

ÉLYSÉE
LUXURY PERFUME

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MAGAZINE
ADVERTISEMENT

Timeless Elegance, Printed to Inspire.

The ÉLYSÉE magazine advertisement captures the essence of the brand through refined imagery, balanced composition, and minimal typography. Every element is crafted to evoke emotion, desire, and a sense of timeless luxury.



CAMPAIGN OVERVIEW

A print advertisement designed for luxury lifestyle magazines to communicate sophistication, craftsmanship, and the timeless spirit of ÉLYSÉE.



High-End
Visual Storytelling



Refined
Typography



Timeless
Composition



Nature-Inspired
Elements



Premium
Brand Presence

DETAILS & CLOSE UPS



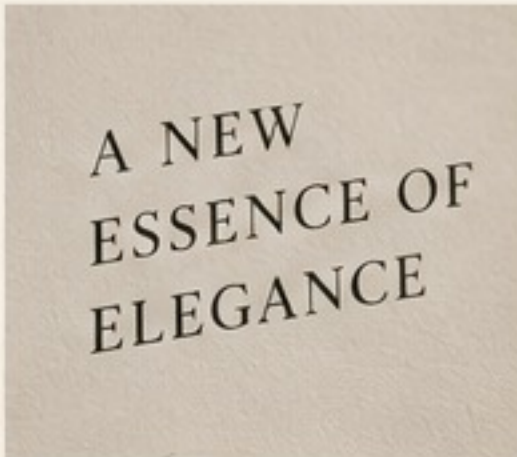
GOLD FOIL LOGO



PREMIUM PRODUCT SHOT



GOLD FOIL DETAIL



REFINED TYPOGRAPHY



PREMIUM PAPER TEXTURE



ELEGANT VISUAL TONE

É
ÉLYSÉE
LUXURY PERFUME

Outdoor
Brand Presence

The ÉLYSÉE billboard campaign transforms public spaces into moments of quiet luxury. With restrained typography, refined imagery, and timeless composition, the campaign communicates elegance from a distance while remaining instantly recognizable.



CAMPAIGN FEATURES



Premium
Outdoor Media



Luxury Product
Photography



Minimal
Typography



Editorial
Composition



Timeless Brand
Recognition

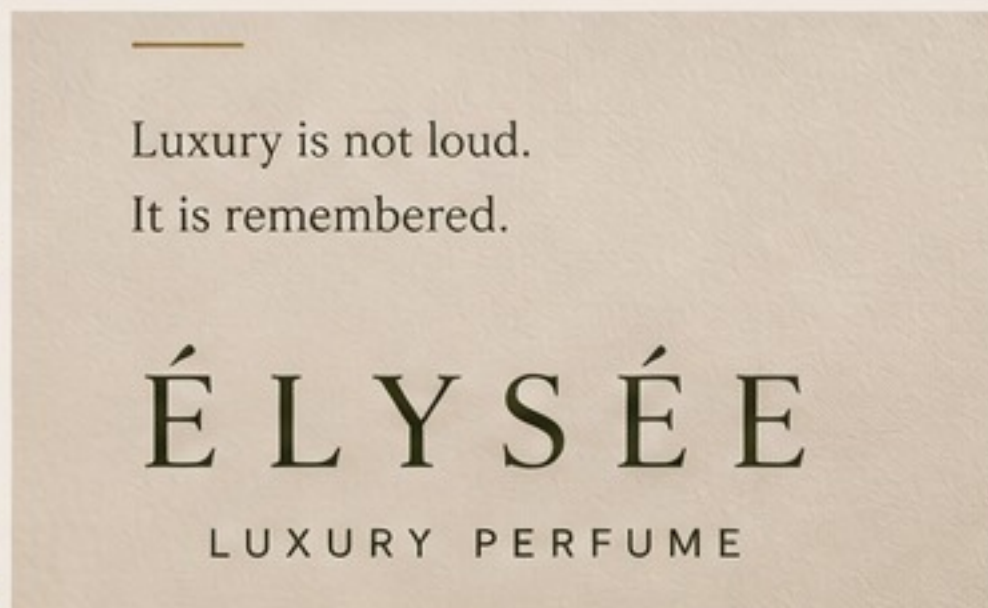


High-End Visual
Storytelling

BILLBOARD CLOSE-UP



TYPOGRAPHY DETAIL



BOTTLE ARTWORK DETAIL



É
ÉLYSÉE
LUXURY PERFUME

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PREMIUM PRODUCT MOCKUPS

The Details Make It Timeless

Every element of the ÉLYSÉE product experience is crafted with intention. From the bottle to the packaging, each detail reflects the brand's commitment to elegance, quality, and timeless beauty.



PRODUCT ELEMENTS

Perfume Bottle
(100ml)

Outer Box
Packaging

Scented Candle

Travel Spray
(10ml)

Bottle Cap Detail

Linen Pouch
Packaging

MATERIAL QUALITY

- Thick Glass Bottle
- Brushed Gold Hardware
- Textured Paper Packaging
- Linen Fabric Pouch
- Matte Paper Label
- Premium Finishing

GLASS BOTTLE DETAIL



GOLD CAP DETAIL



PAPER TEXTURE



EMBOSS DETAIL



LABEL DETAIL



FABRIC POUCH DETAIL



ÉLYSÉE
LUXURY PERFUME

CRAFTED FOR TIMELESS MOMENTS.

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BRAND APPLICATIONS

Elegance
Everywhere.

ÉLYSÉE comes to life through every touchpoint. Each application is designed to reflect the brand's refined identity and commitment to timeless luxury.



SHOPPING BAG



BUSINESS CARD



STORE SIGNAGE



PACKAGING



VEHICLE BRANDING



SWING TAG

APPLICATIONS

-  Shopping Bag
-  Business Card
-  Store Signage
-  Packaging
-  Vehicle Branding
-  Swing Tag
-  Product Label
-  Envelope
-  Social Media
-  Letterhead

PRODUCT LABEL



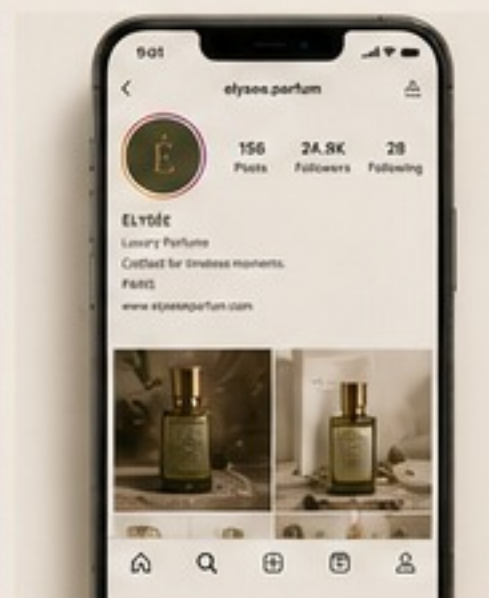
ENVELOPE



LETTERHEAD



SOCIAL MEDIA



ICON SET



PATTERN



ÉLYSÉE
LUXURY PERFUME

CRAFTED FOR
TIMELESS MOMENTS.

One Identity.
Timeless in Every Detail.

The ÉLYSÉE brand is a harmonious expression of elegance, craftsmanship, and timeless luxury. This guideline summary brings together the core elements that shape our identity and ensure consistency across every experience and every touchpoint.

É

01
LOGO SYSTEM

ÉLYSÉE
LUXURY PERFUME
É

02
COLOR PALETTE



03
TYPOGRAPHY

Aa
CINZEL REGULAR
Montserrat Regular

04
BRAND PATTERN



BRAND PRINCIPLES

- Simplicity**
Less, but better.
- Elegance**
Refined in every detail.
- Consistency**
Unified across all touchpoints.
- Craftsmanship**
Quality you can feel.
- Premium Materials**
Carefully chosen, always exceptional.
- Timeless Design**
Created to be remembered.

05
PACKAGING



06
PERFUME BOTTLE



07
STATIONERY



08
SHOPPING BAG



09
SOCIAL MEDIA



10
BILLBOARD CAMPAIGN



11
RETAIL EXPERIENCE



12
PRINT & ADVERTISING



É

Logo

T

Typography



Colors



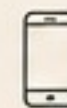
Packaging



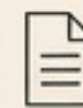
Advertising



Retail



Digital



Print

ÉLYSÉE
LUXURY PERFUME

CRAFTED FOR TIMELESS MOMENTS.

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FINAL
PRESENTATION

The Essence of Timeless Luxury.

ÉLYSÉE is more than a perfume.
It is a statement of elegance,
crafted with intention and
designed to be remembered.
Thank you for exploring the
ÉLYSÉE brand identity.

É

ÉLYSÉE

LUXURY PERFUME

CRAFTED FOR
TIMELESS MOMENTS.

