

LA PALETA

Brand language Presentation

Prepared for
LA PALETA TEAM

Team
Elie Al Marji | Creative Director

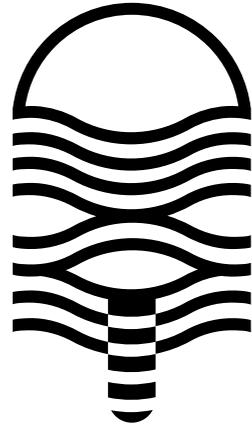
Presentation 001
December 8, 2025

Logo

Revising the measurements and proportions

_ Logo



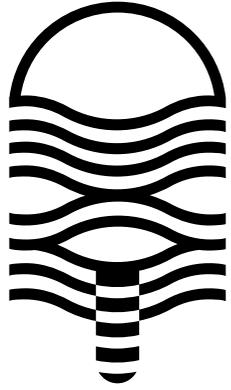


LA PALETA™
by luna

LA PALETA

Brand Language

_ Logo Variations



ICON

LA PALETA™
by luna

LOGOTYPE WITH SIGNATURE

LA PALETA™

LOGOTYPE

LA PALETA

Brand Language

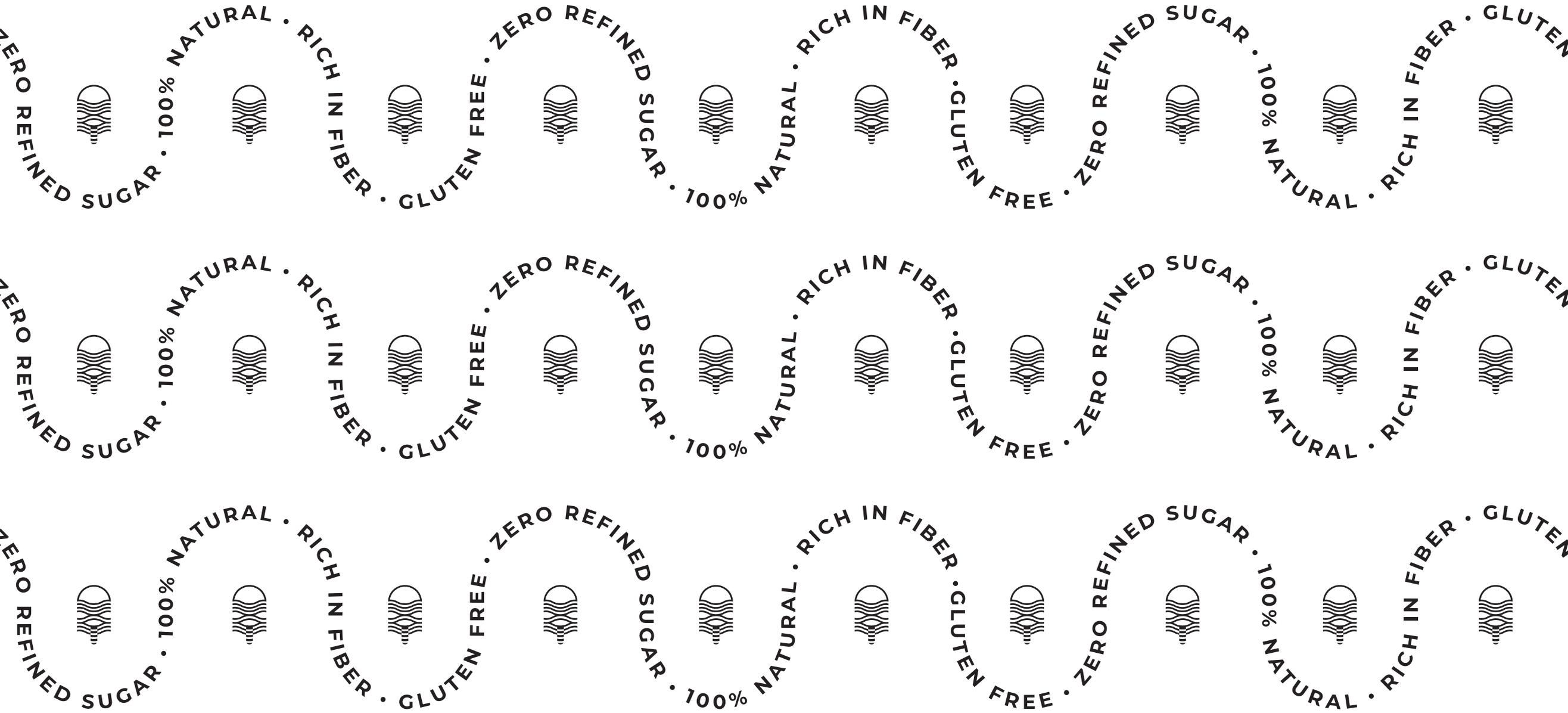
_ RTB Seal



NATURAL . RICH IN FIBER . GLUTEN FREE . ZERO REFINED SUGAR . 100% NATURAL . RICH IN FIBER . GLUTEN FREE . ZERO REFINED SUGAR



_ RTB Wave / Pattern



Typography

Main: PUFFIN

Naturally Delicious!

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789#%!?&**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789#%!?&

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789#%!?&*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789#%!?&

Secondary: MONTSERRAT

Crafted in our kitchen,
made for the city we call home!
If they're Luna-approved, they'll be
loved by you too

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789#%!?&**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789#%!?&

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789#%!?&*

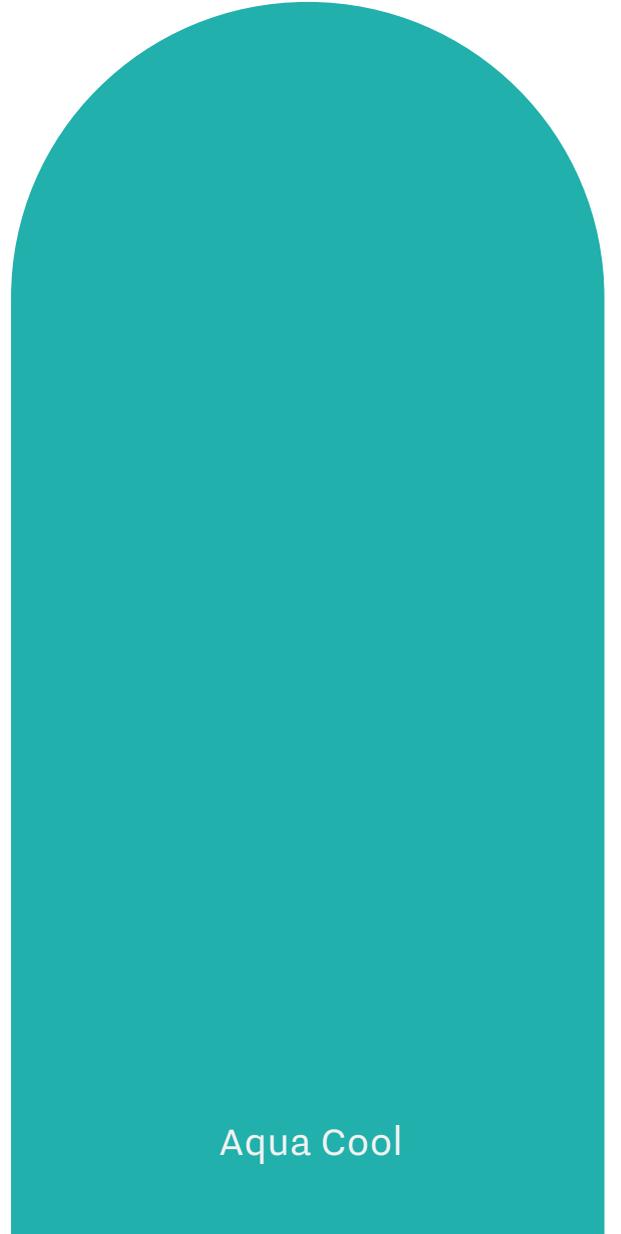
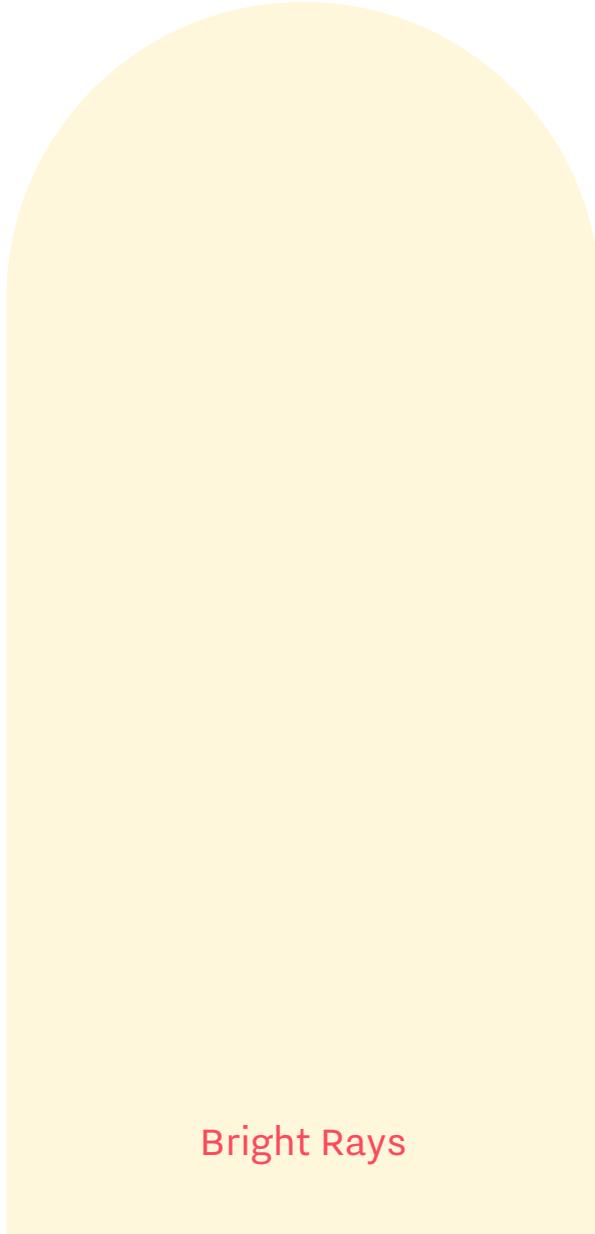
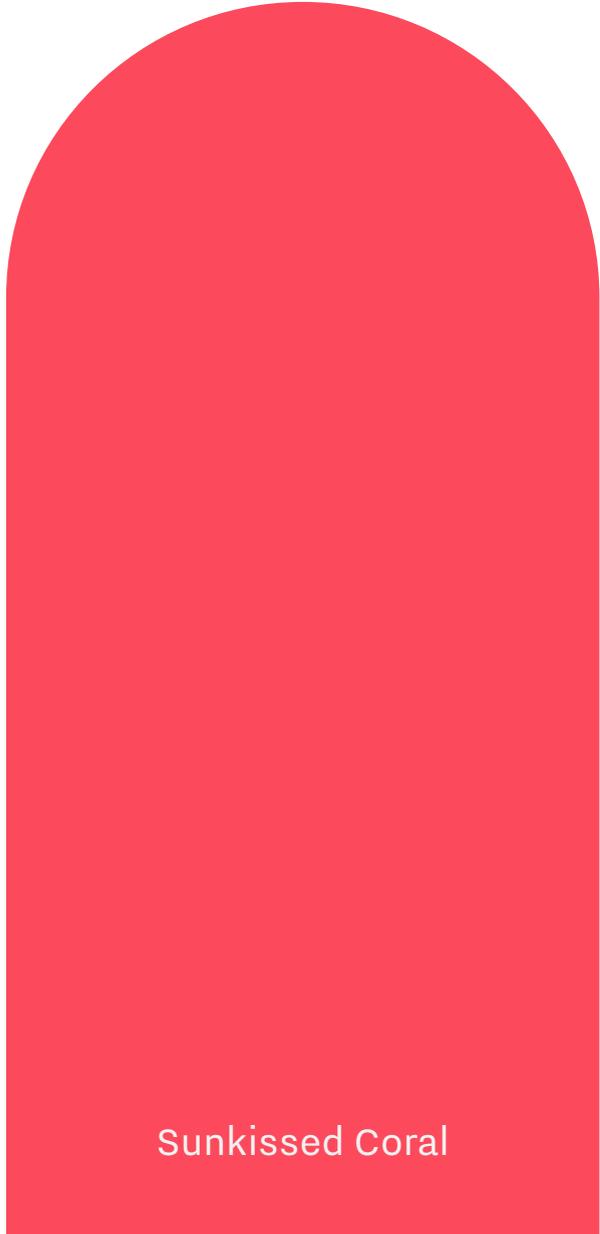
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789#%!?&

Colours & Gradients

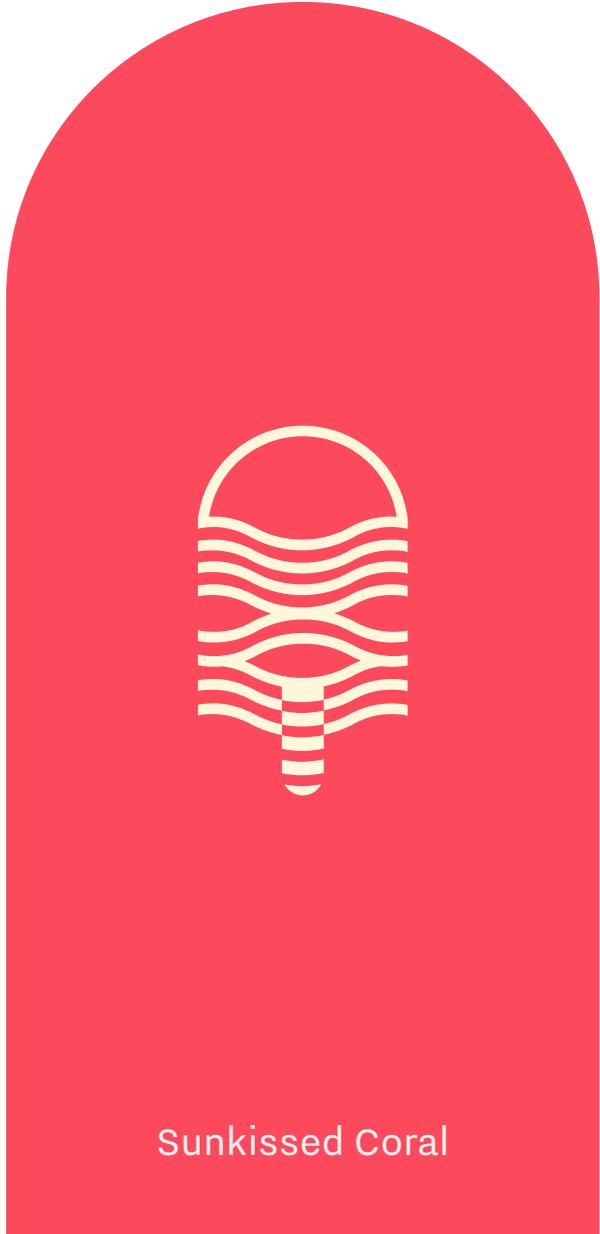
LA PALETA

Brand Language

_ Colours / Primary

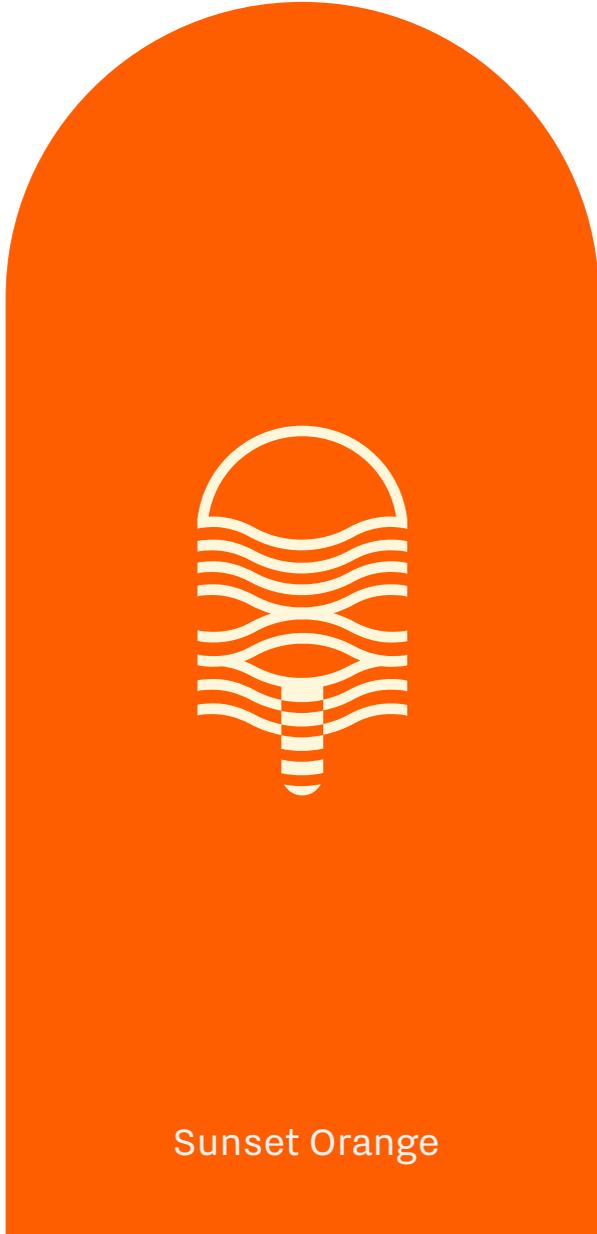


_ Colours / Primary



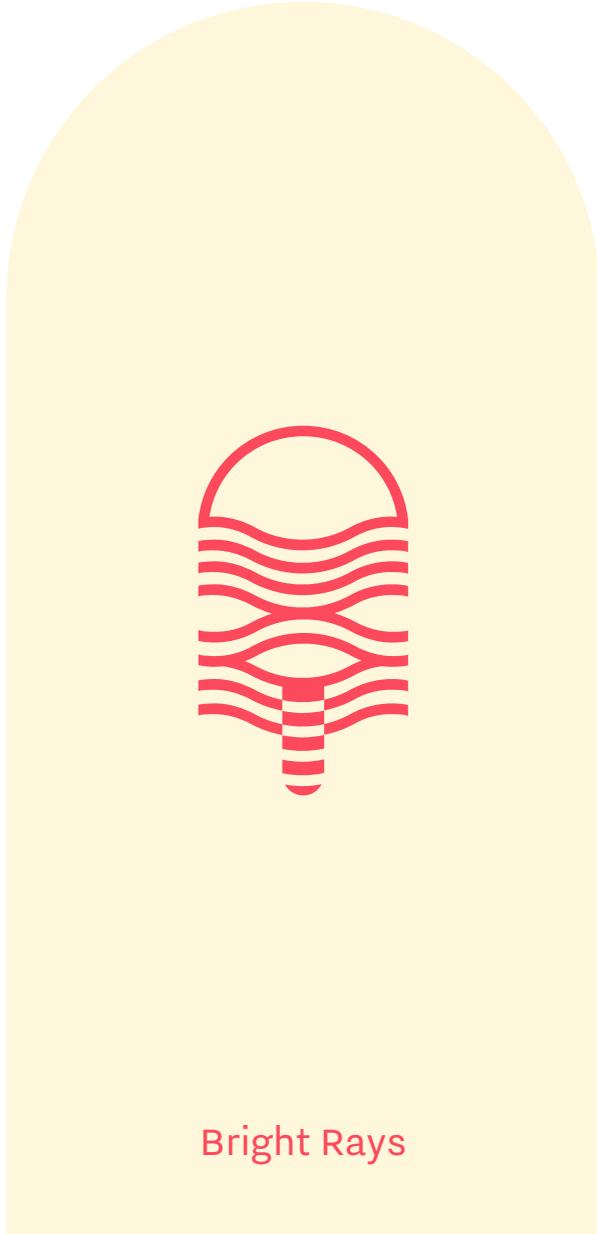
Sunkissed Coral

A vertical rectangular color swatch with a rounded top, filled with a vibrant coral color. Centered within the swatch is a white line-art logo depicting a sun rising over wavy water, with a vertical element below the water.



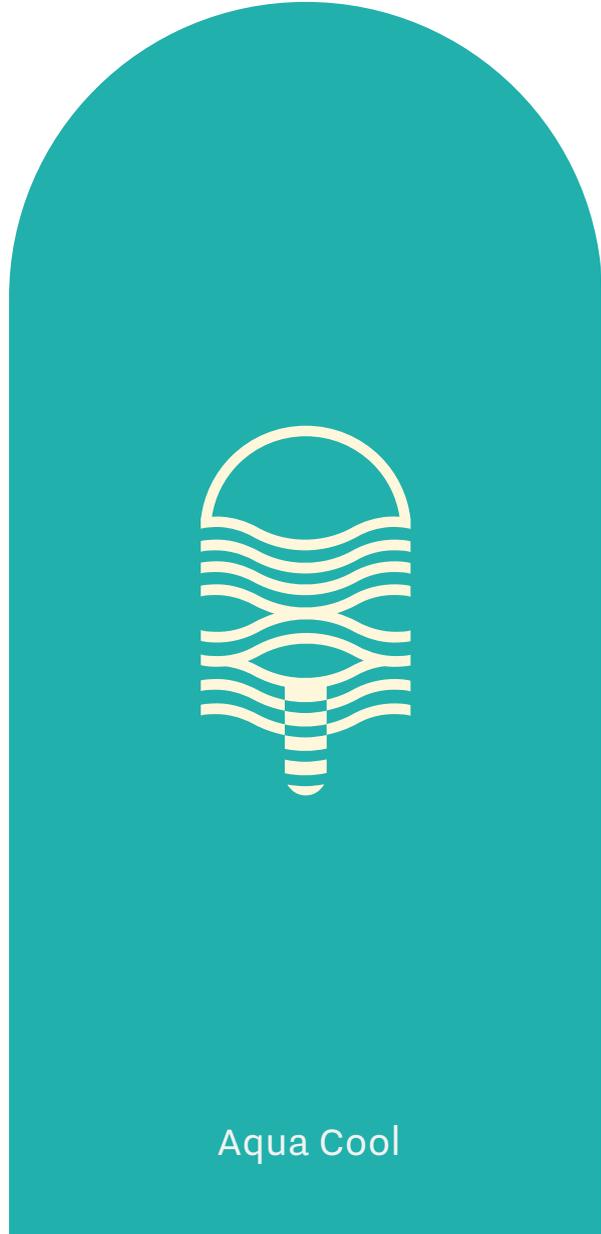
Sunset Orange

A vertical rectangular color swatch with a rounded top, filled with a bright orange color. Centered within the swatch is a white line-art logo depicting a sun rising over wavy water, with a vertical element below the water.



Bright Rays

A vertical rectangular color swatch with a rounded top, filled with a pale yellow color. Centered within the swatch is a red line-art logo depicting a sun rising over wavy water, with a vertical element below the water.



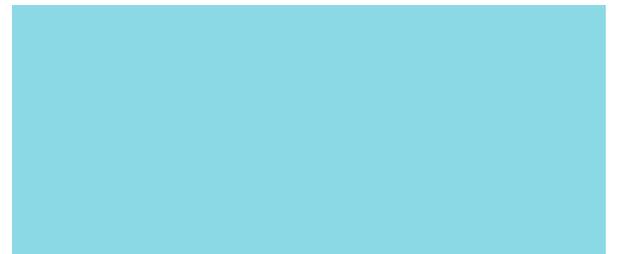
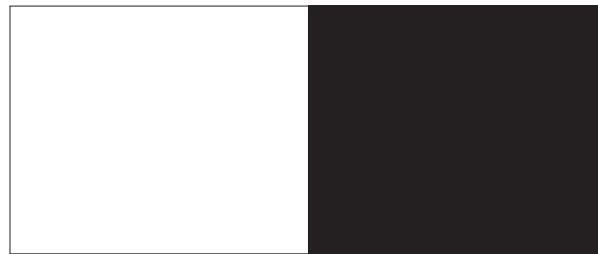
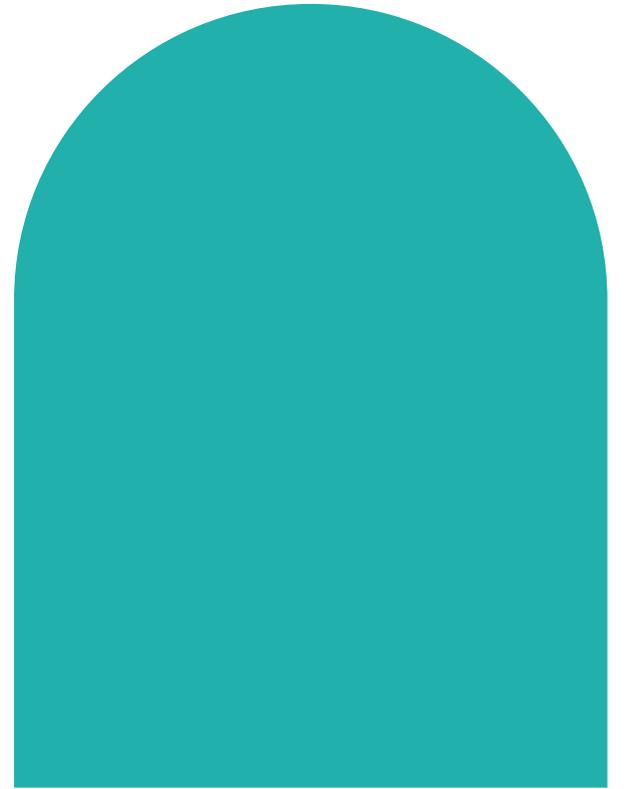
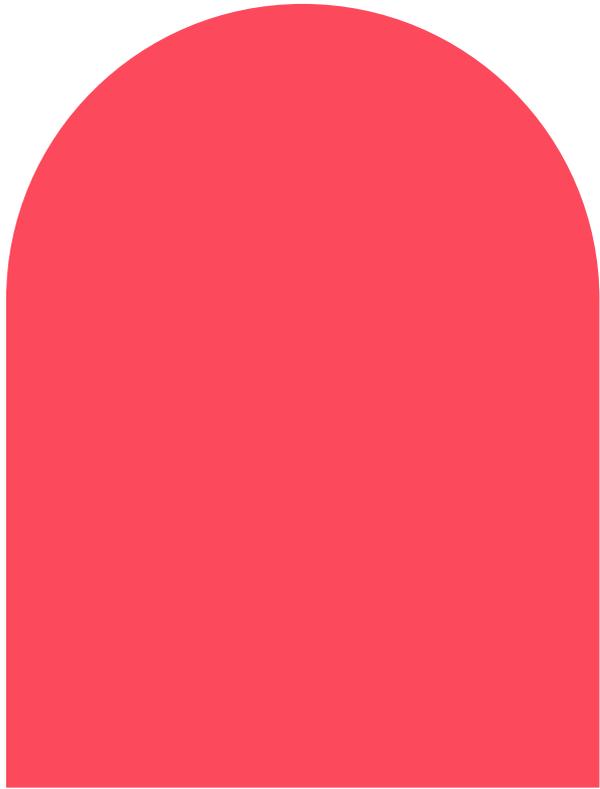
Aqua Cool

A vertical rectangular color swatch with a rounded top, filled with a teal color. Centered within the swatch is a white line-art logo depicting a sun rising over wavy water, with a vertical element below the water.

LA PALETA

Brand Language

_ Colours / Primary & Secondary

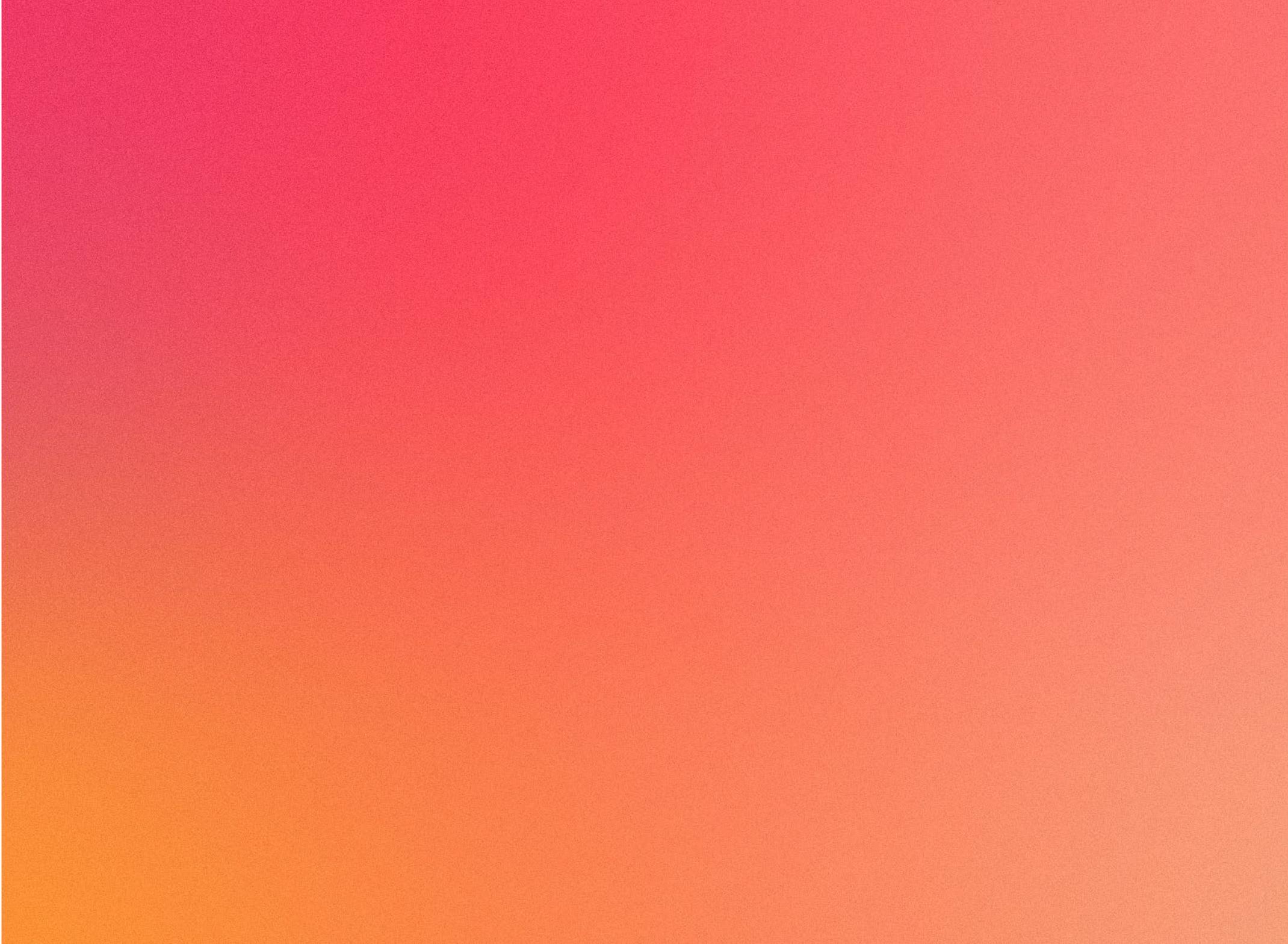


LA PALETA

Brand Language

_ Gradients / Main

**SUNSET
LOVE**



SUNSET LOVE

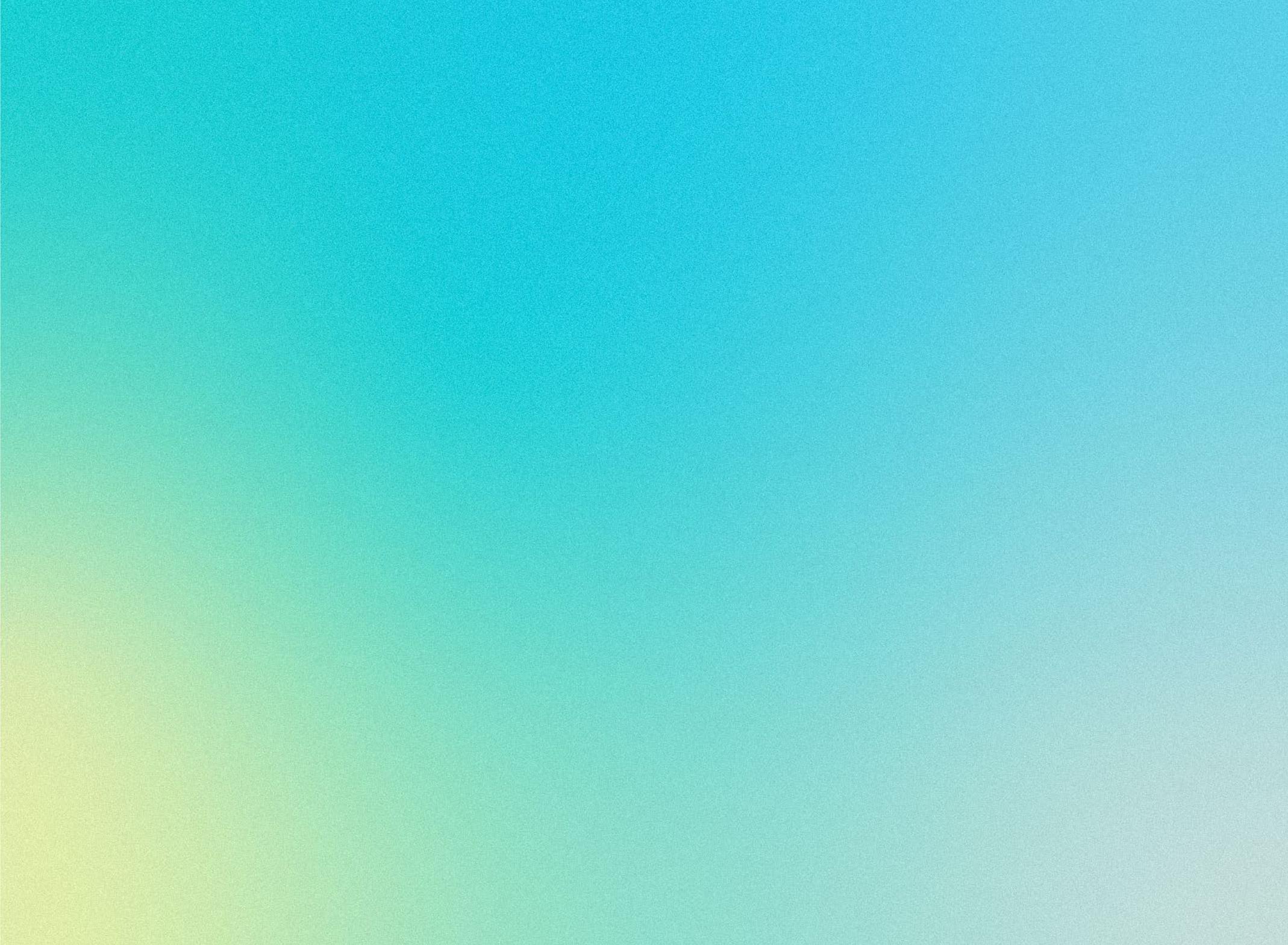


LA PALETA

Brand Language

_ Gradients / Secondary 1

**SUNRISE
DAZE**



LA PALETA

Brand Language

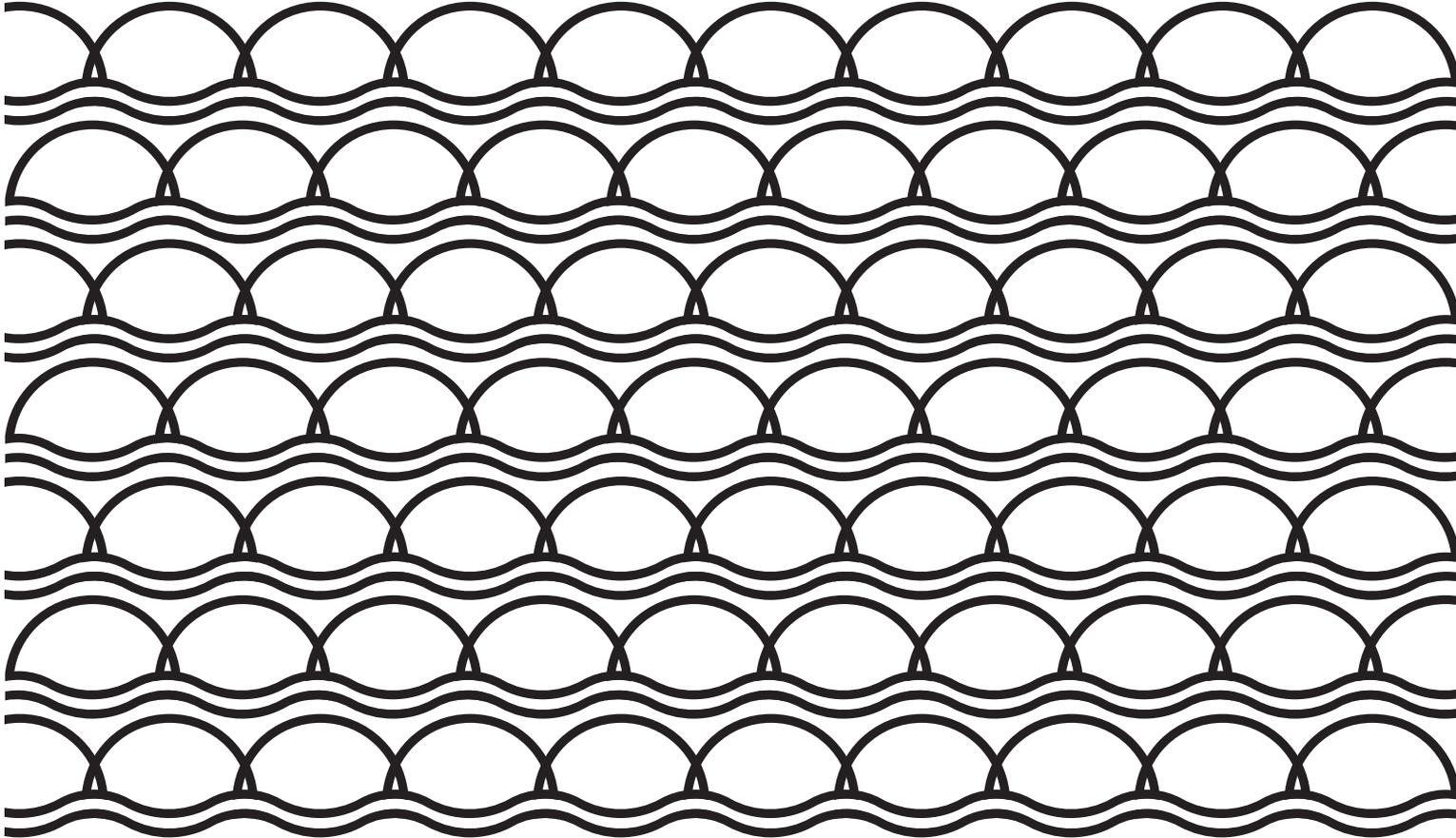
_ Gradients / Secondary 2

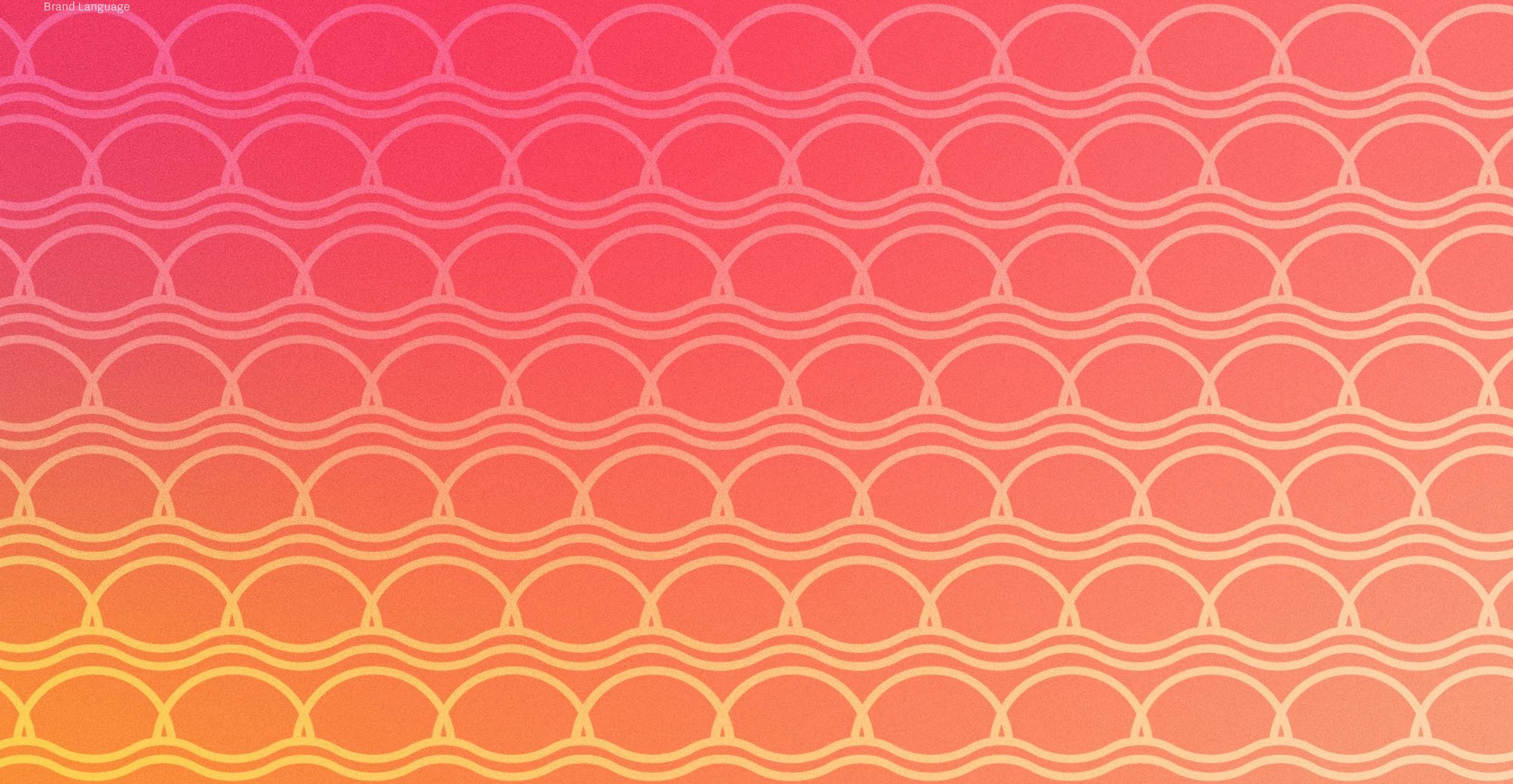
**MIDNIGHT
CRAVINGS**

Patterns & Brand Elements

LA PALETA
Brand Language

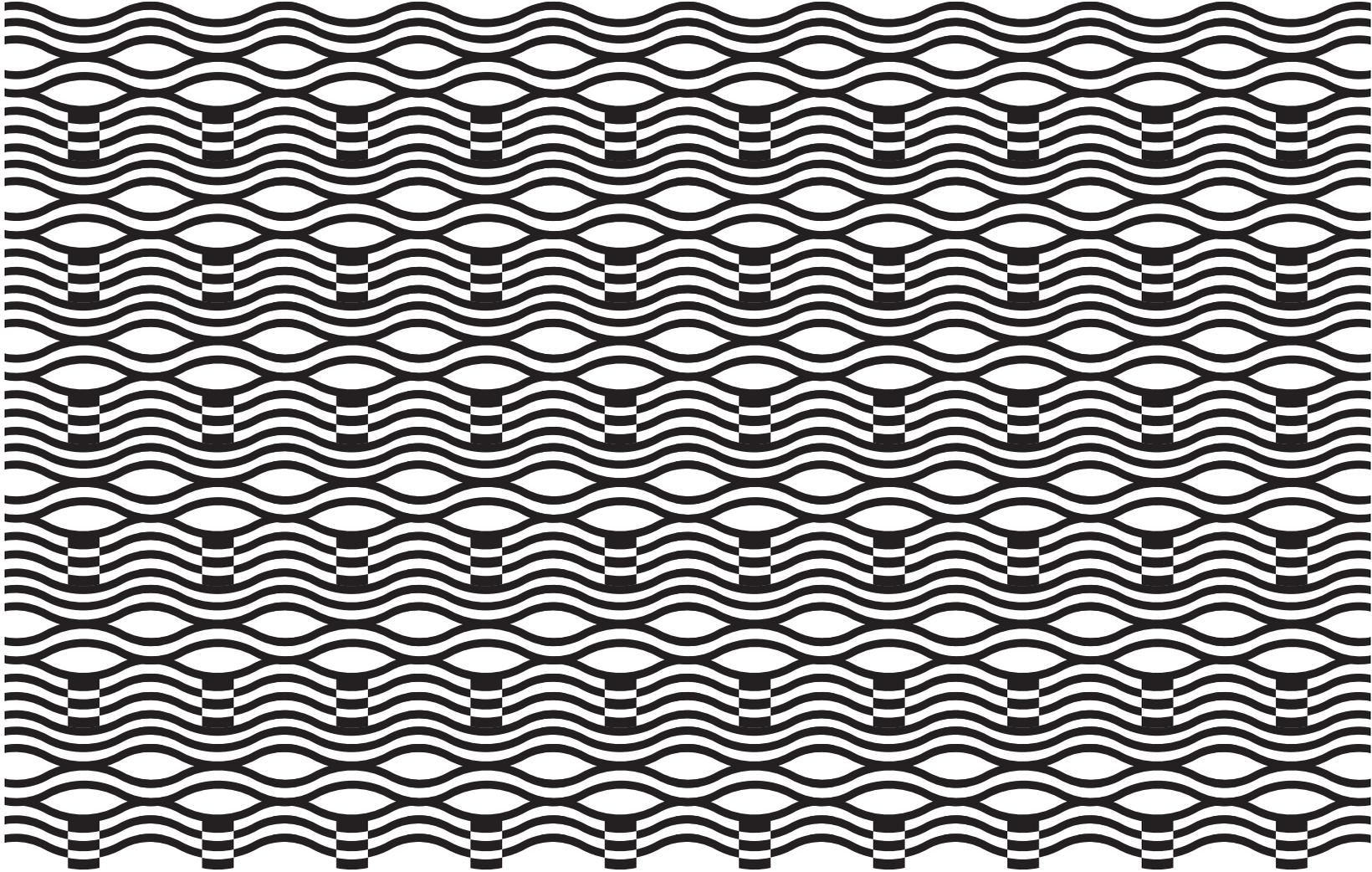
_ Pattern 1

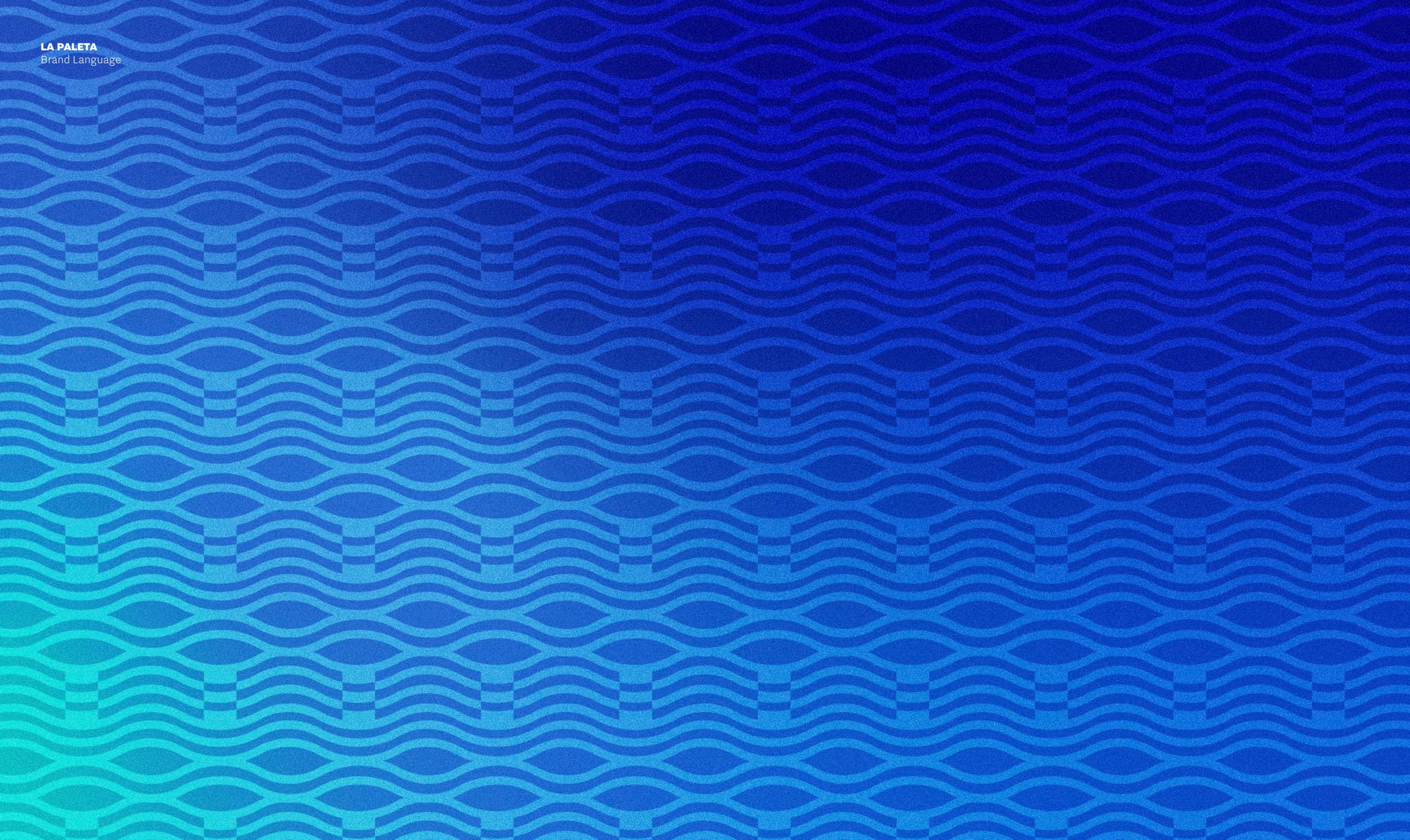




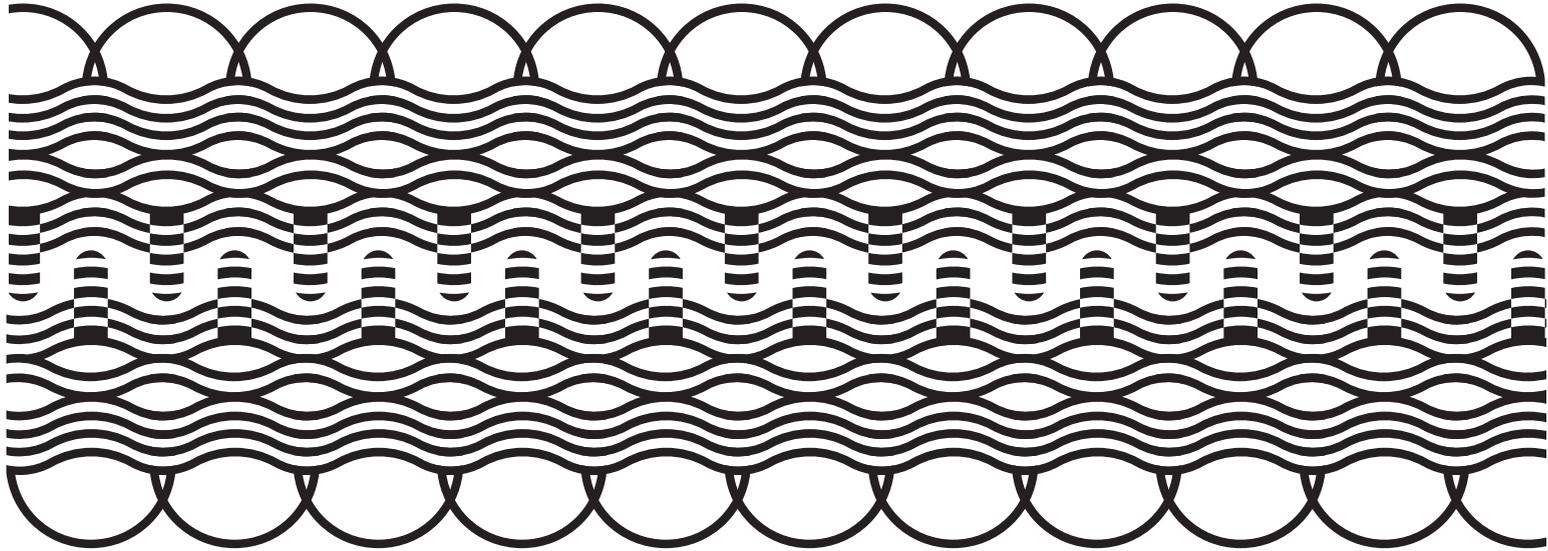
LA PALETA
Brand Language

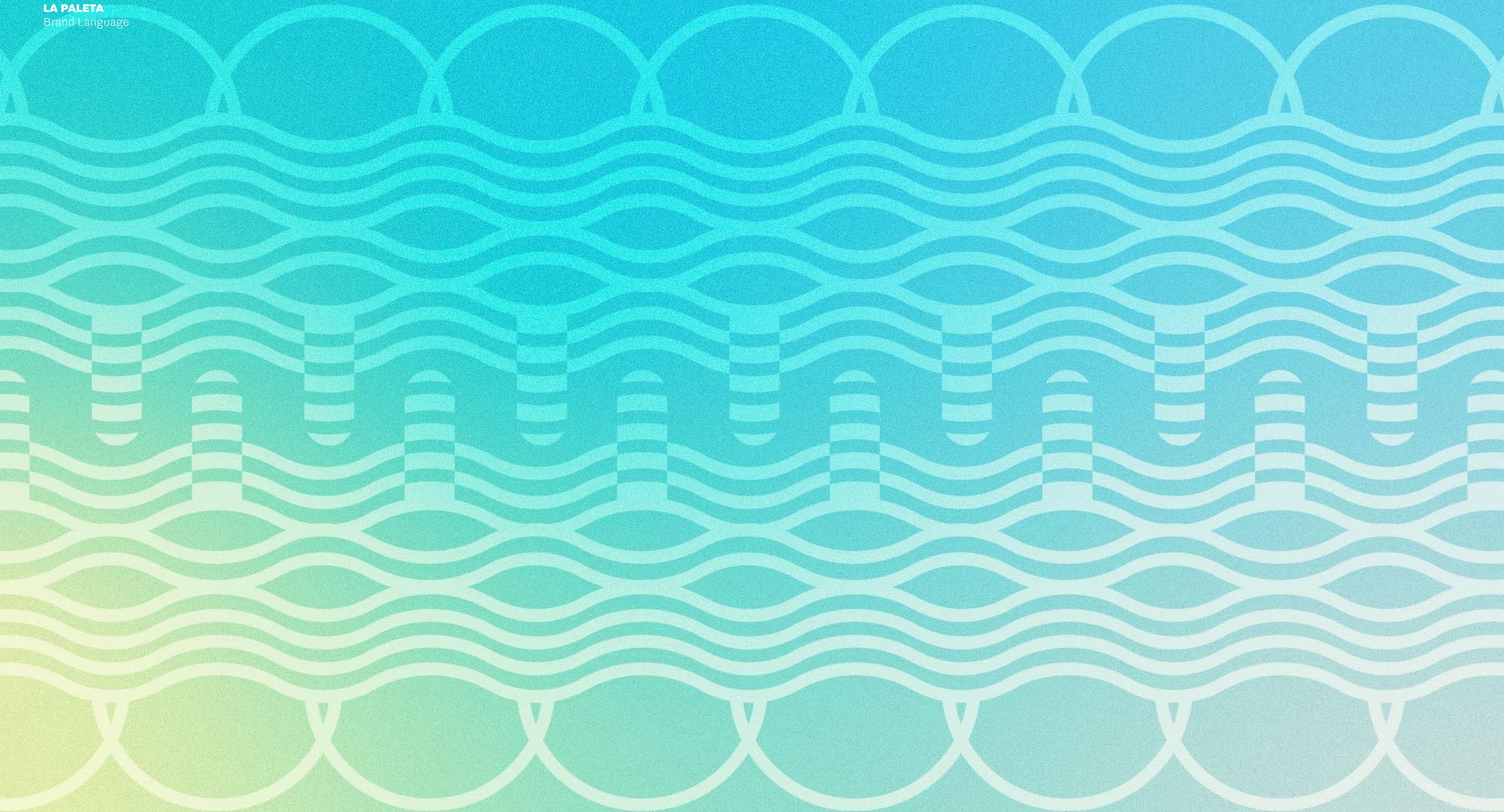
_ Pattern 2



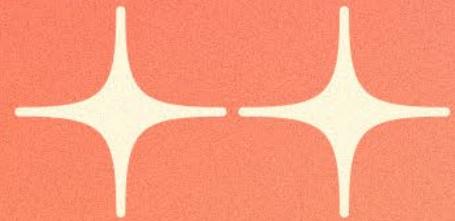
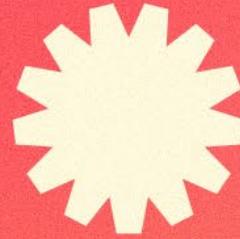


_ Pattern 3



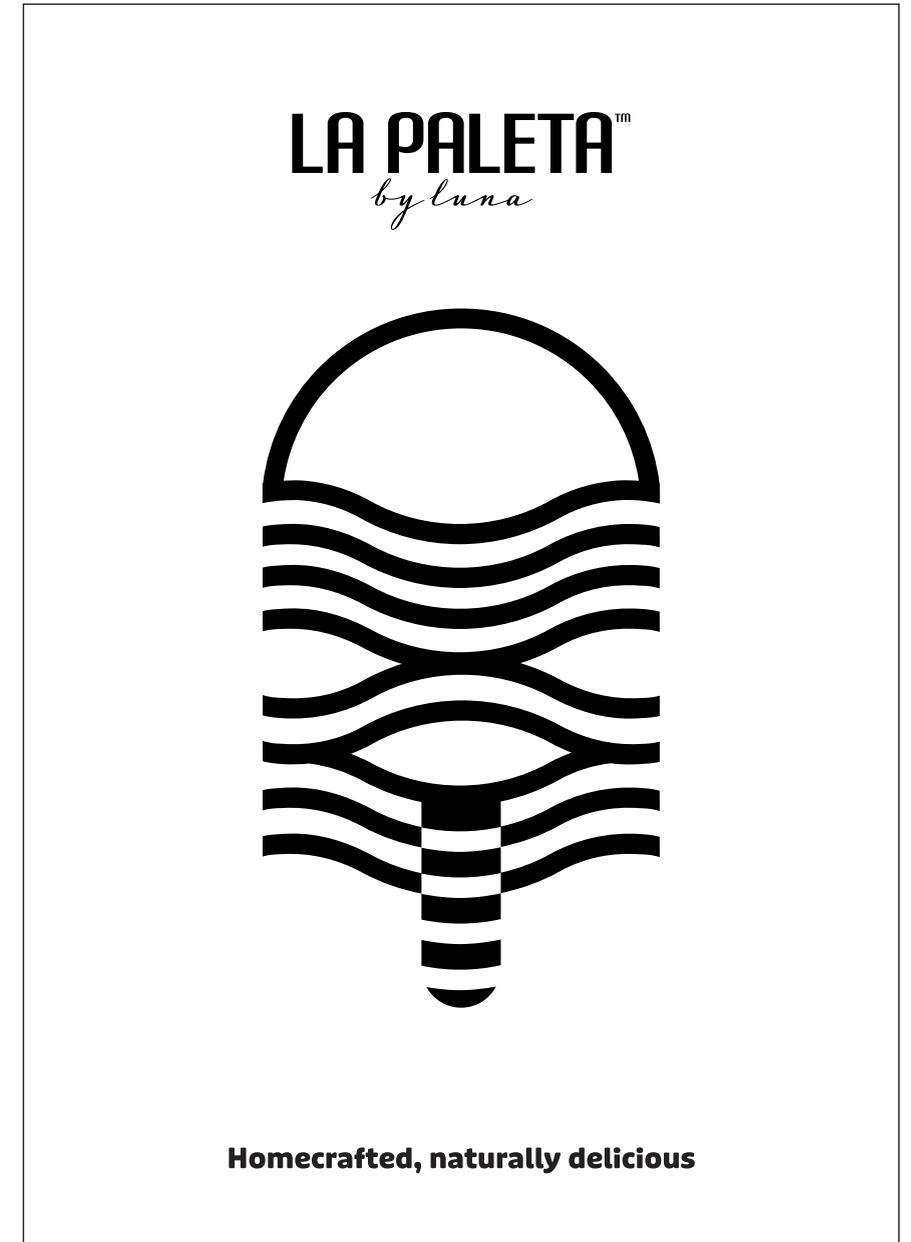
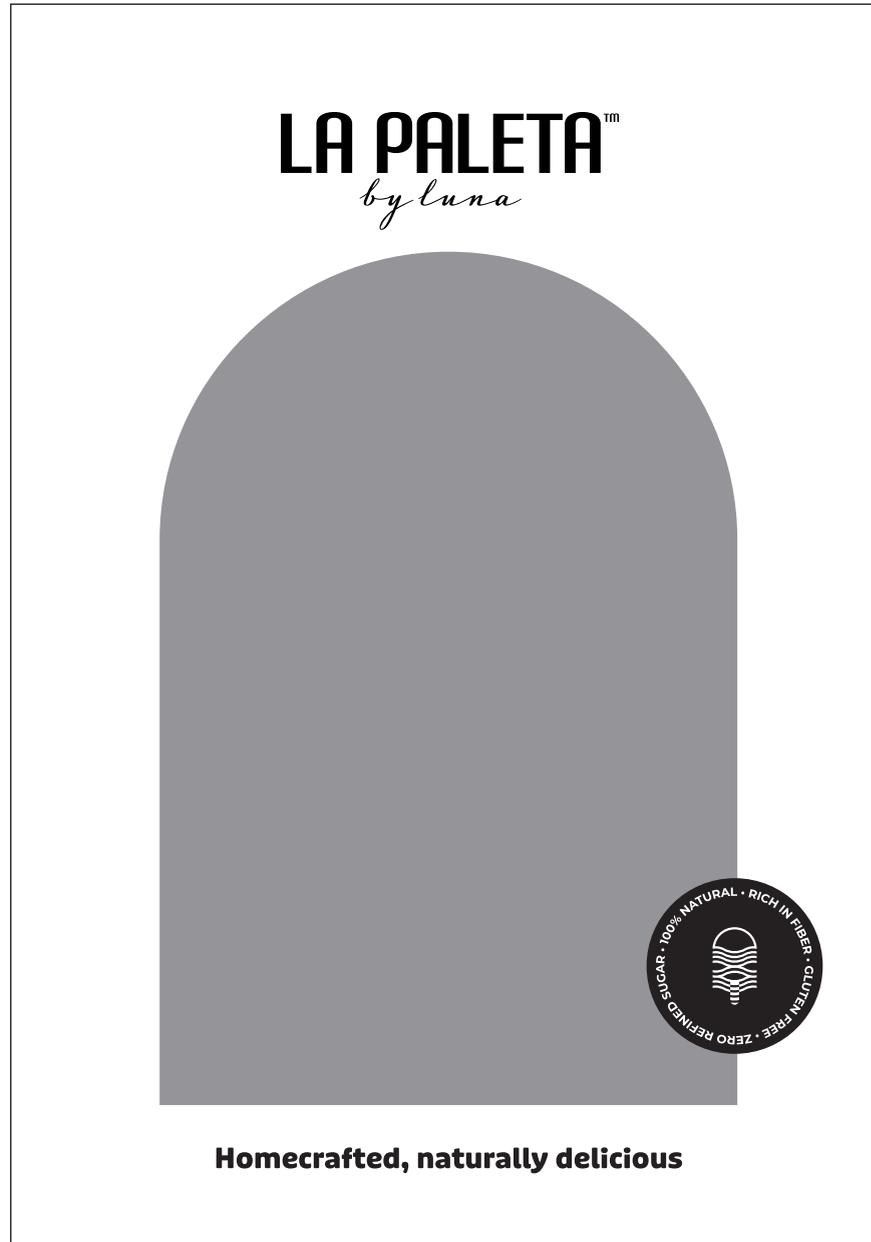


_ Brand Elements



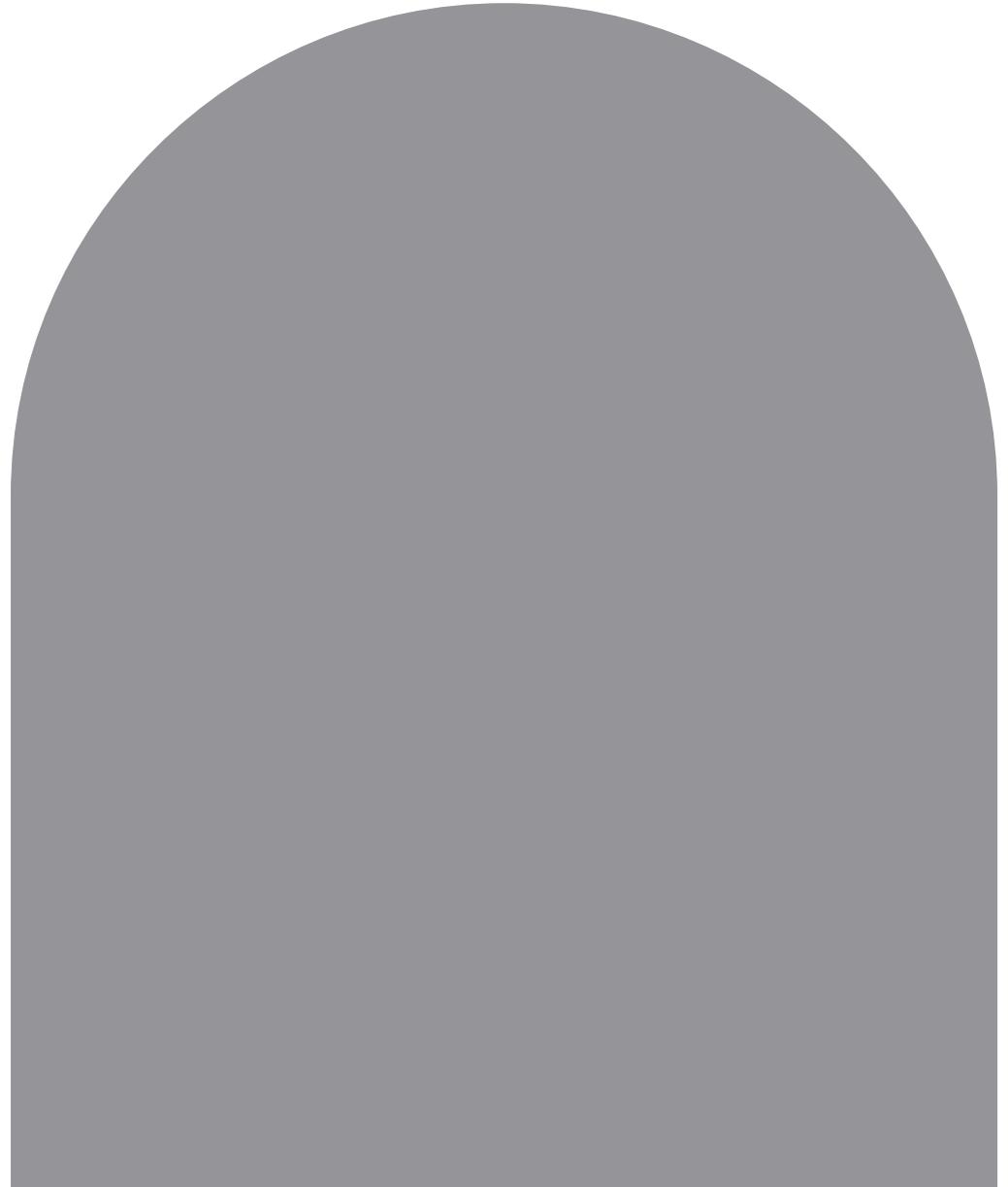
Templates

_ Templates



LA PALETA™
by luna

**Homecrafted,
naturally delicious**



LA PALETA

Brand Language

_ Templates_Sample Application

LA PALETA™
by luna



**Try Our
Ruby Fraise**

33Kcal

Homcrafted, naturally delicious

LA PALETA™
by luna

**Homecrafted,
naturally delicious**



THE MENU

Citrus Notes

Blackberry Limeade

Ripe blackberries and lime strike the perfect tangy-sweet balance.

25Kcal

Raspberry Lemonade

Fresh raspberries and zesty lemon come together in a crisp, low-calorie pop.

25Kcal

Nature's Classics

Mango Madness

A fruity trio of mango, pineapple, and strawberry in one bright, tropical pop.

33Kcal

Passion Fruit

Bright, tangy, and alive. The true taste of tropical passion.

33Kcal

Ruby Fraise

Pure strawberry joy with a hint of lime and homemade coulis.

33Kcal

Supreme

Mystic Arabica

Nostalgic blend of roasted pistachio, vanilla, mastic, and orange blossom.

125 Kcal

Mango Cheesecake

Sun-sweet mango folded into creamy cheesecake perfection.

125 Kcal

Strawberry Cheesecake

Ripe strawberries meet creamy cheesecake in a lighter, fresher form.

125 Kcal

Dark Choco Cheesecake

Belgian dark chocolate and smooth cheesecake in a creamy, frozen bite.

125 Kcal

Applications











LA PALETA
Brand Language



LA PALETA
Brand Language



Thank you