

luvlinks

THE BRAND BOOK / V1.0 / 2026

A little
closer.

Connection you can wear.



Connection you can wear.

*Some things
bring you closer.*

A familiar face in the crowd. A favorite song. A tiny detail that starts a conversation.

Luvlinks puts that feeling into fine beaded earplug jewelry: personal, expressive, and made to belong with your own style.



The emotional territory: closeness, self-expression, shared memories.

Small detail. Clear point of view.

The category

Beaded jewelry with earplug connections. The necklace leads the design; the compact functional ends complete it.

The person

Music lovers who dress for themselves. A friend group with different styles. No gendered shopping lanes or imagined customer statistics.

The distinction

Fine-scale bead rhythms, tiny expressive charms, and an original world of linked hearts and warm color.

For people who want the little things to feel like them.

Working positioning. Validate demand, pricing, and product feasibility with real people and samples.

PLUR is a way to show up.

Peace

Make room. Leave space for someone else's experience.

Love

Notice the small things. Warmth lives in the details.

Unity

Different looks. Shared moments. Invite people in.

Respect

Ask before a photo, a hug, or sharing someone's story.

A proposed code for the brand's behavior, collaborations, and community spaces.

Playful, with a little polish.

Warm

Speak like a thoughtful friend. Say “Find your link.”
Keep the invitation open.

Expressive

Use color, rhythm, and small surprises. One playful
line has more impact than a page full of puns.

Considered

Name the bead color and tiny motif. Let close-up
imagery do the selling.

Inclusive

Describe a mood or an outfit. Never assign colors or
collections to a gender.

Avoid forced slang, “baddie” imitation, gatekeeping, faux luxury, and unsupported performance language.

The words around the link.

Brand line

A little closer.

Product line

Moonbeam
Lilac, pearl-like glints, and a
tiny moon. A softer kind of
statement.

Campaign line

Good music. Your favorite
people. A little color that
comes with you.

Useful CTAs: Find your link / Explore the collection / See the story / Save to my mix.

Concept copy: “Illustrative USD price” and “Original AI design concept.” Avoid ratings, reviews, stock, or shipping claims.

Two hearts. One little link.

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Primary wordmark + original linked-heart symbol. Use the wordmark for first encounters; the symbol for familiar touchpoints.

Give the little things room.



x = height of the lowercase “l”.

Clear space

Keep at least 1× the “l” height around the wordmark. Use the supplied outlines; never stretch, add effects, or rebuild the spacing.

Minimum sizes

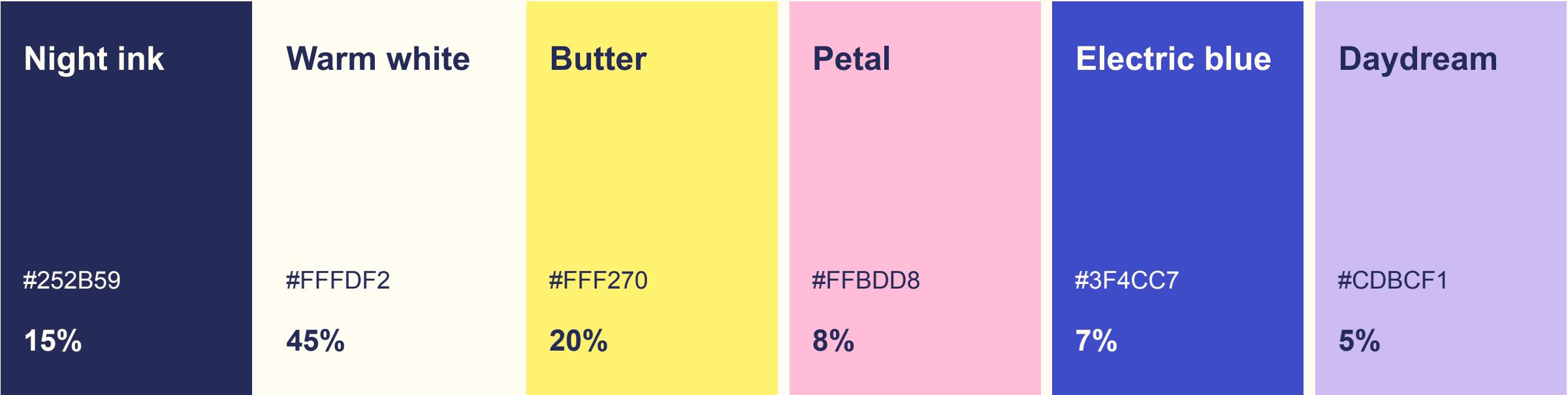
Wordmark: 100 px digital / 25 mm print.

Heart mark: 28 px digital / 8 mm print.

These are starting rules; proof at actual size.

Ink on light fields. Cream on blue or ink. Place logos on quiet image areas with a solid field when needed.

A warm world. A blue signature.



How to use it

Warm white gives product images space. Butter is the signature field. Pink and lilac stay as accents; blue adds structure.

Readable combinations

Use ink on cream, butter, pink, and lilac. Use cream on blue. Never set pale text on another pale field.

Percentages are a suggested visual balance, not a formula for every asset.

A friendly voice, in three parts.

Aa

Arial Rounded MT Bold

Wordmark source and expressive display.
Use the supplied outlined logos in production.

A little closer.

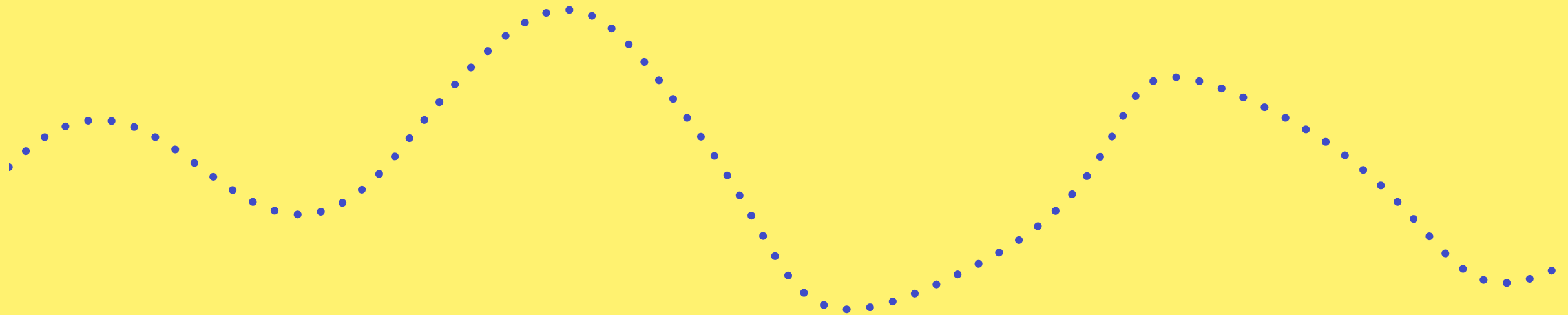
Georgia Italic / emotional accent

Fine beadwork. Tiny charms.
Your own kind of color.

Avenir Next / clear everyday copy
Fallbacks: Trebuchet MS, Arial, sans-serif.

Website display: 64–112 px; section titles: 40–72 px; body: 16–18 px. PDF uses Arial for portable body rendering. Fonts are not redistributed.

Follow the little trail.



A line with personality

A fine dotted curve suggests a strand without drawing fake hardware. Use it as a quiet divider or packaging accent.

A little restraint

One motif per composition. Keep margins generous. Rounded buttons echo beads; photography brings texture.

Avoid dense stickers, repeated mascots, neon gradients, star-face imitations, and oversized beads as decoration.

Show the necklace. Keep the scale.



01 / PRODUCT: full open strand, both ends visible.



Soft warm ground. Crisp highlights. Tiny charms. Consistent hardware. Do not enlarge the earplugs to make them “read.”

02 / DETAIL: hands establish fine scale; tips remain small.

Style it like you mean it.



Coachella street-style research informed wardrobe. Original fictional campaign; no event affiliation. Sources on [campaign.html](#).

Wardrobe

Crochet, suede fringe, ruffled hems, metallic details, broad belts, and worn-in boots. Layer for dusk.

Casting & mood

Adults with individual style and real-feeling chemistry. Relaxed gestures. Different skin tones, genders, and silhouettes.

20 links. Four moods.

	Kaleido	\$49		Heartwave	\$49		Daydream	\$49		Confetti	\$54		Peach Fuzz	\$49
	Moonbeam	\$54		Cloud Nine	\$54		Sugar Rush	\$49		Lilac Haze	\$54		Sea Glass	\$54
	Stardust	\$54		Supernova	\$59		Orbit	\$59		Sun Kissed	\$49		Wishful	\$54
	Blue Hour	\$49		Smoke Signal	\$49		Deep Tide	\$49		Velvet Night	\$54		Silver Lining	\$54

COLOR CRUSH / DREAM STATE / COSMIC PLAY / AFTER DARK · Five designs per mood. Illustrative USD prices, not offers for sale.

One strand. Exactly two ends.



The visual construction

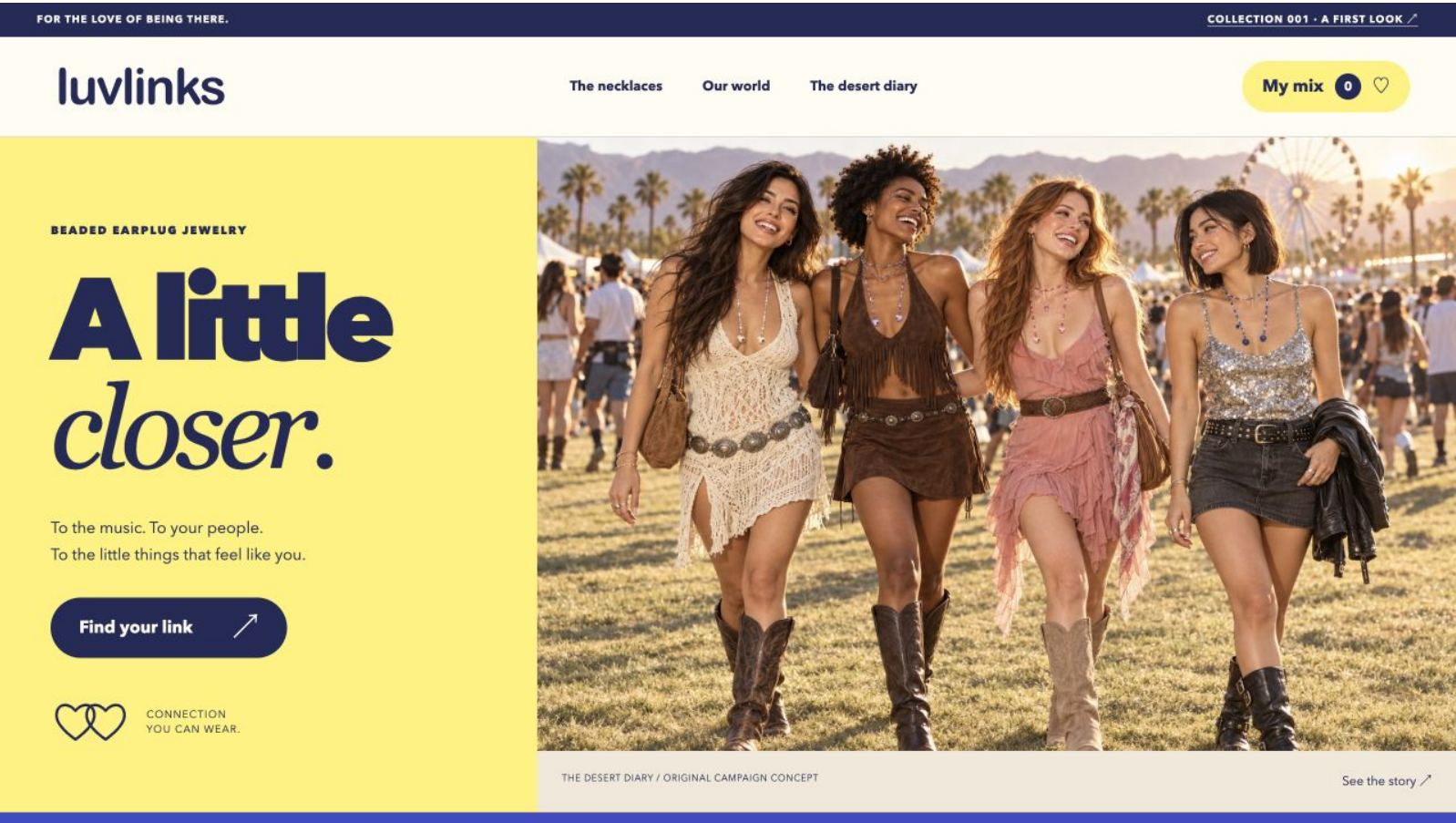
One continuous open beaded strand. One small connector at each free end. Two earplugs total. Each: one housing, one short stem, one mushroom tip.

What the renders cannot prove

Choose a real earplug platform before tooling. Validate strand load, snag behavior, connector retention, fit, skin contact, cleaning, and acoustic performance with qualified partners.

Do not attach jewelry to a finished plug unless its manufacturer approves that use. Engineering and IP review remain launch requirements.

A place to find your link.



Discover

Editorial first. Four moods. Twenty visible concepts. Search by name, color, or design.

Explore

Product detail, styled views, zoom, next/previous, and a private on-device mix. No checkout or customer data collection.

Built as a local responsive storefront. All prices are proposed, and all rendered products are concepts.

The feeling starts here.



Ivory outer box / butter interior / pink note / cobalt logo / fine dotted detail. Original AI visualization.

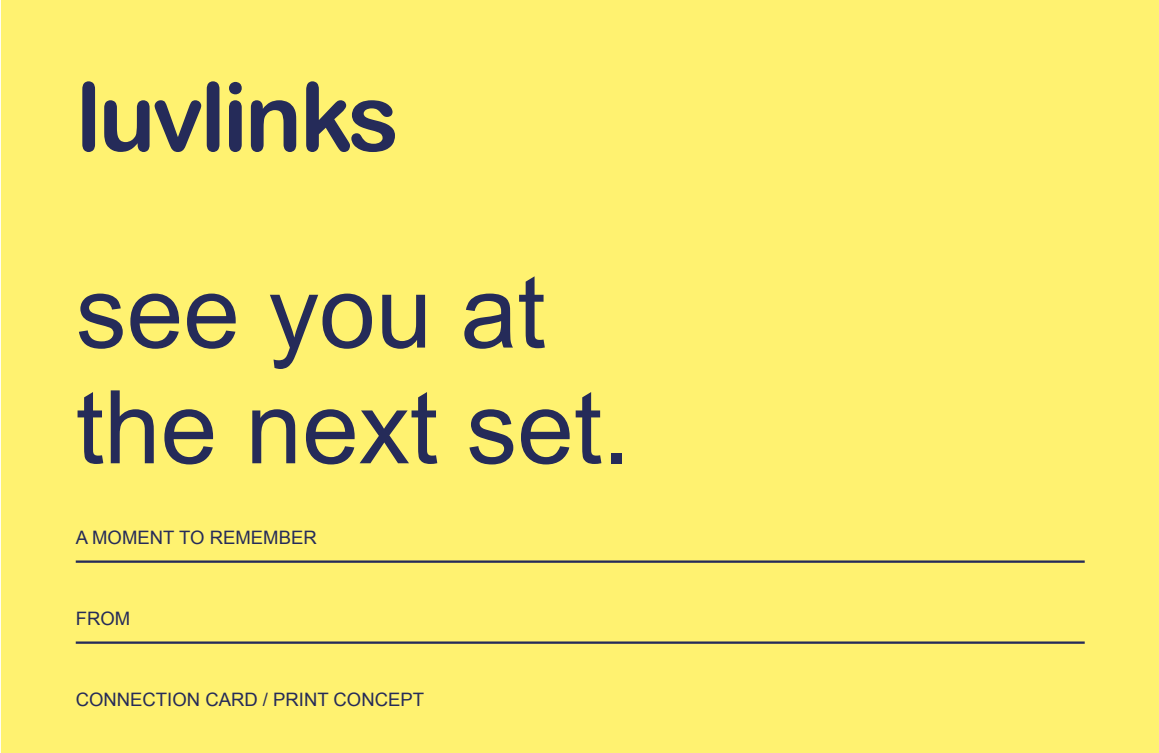
Box, pouch, case, and card are visual proposals. Contents, material choice, dimensions, costs, and sustainability claims are unconfirmed.

Thoughtful, down to the last fold.



THE NOTE

“A small detail. A whole lot of feeling.”
A warm sign-off, without a manufactured personal story.



THE MEMORY

A place to remember a moment or leave a name.
A proposed insert, not a launched program.

One world. Three formats.

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good together.



THE DESERT DIARY / CAMPAIGN CONCEPT

EDITABLE SVG / 1080 × 1080

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a little
closer.



ORIGINAL CAMPAIGN CONCEPT

FIND YOUR LINK

EDITABLE SVG / 1080 × 1920

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for the love
of being there.



CONNECTION YOU CAN WEAR.
BEADED EARPLUG JEWELRY / CONCEPT 001

EDITABLE SVG / 1200 × 1700

The desert diary.



01 / Together



02 / On our way



03 / The essentials



04 / Moonbeam



05 / Small details



06 / Between sets



07 / Blue hour



08 / One more song

A full day, told in eight frames. Keep cast, wardrobe, product color, scale, and connector construction consistent.

Make room for a little connection.



THE MEET-UP

*A first hello.
A familiar detail.*

THE IN-BETWEEN

*The stories that
happen
between the sets.*

Photograph connection through gestures and shared moments. Give every person their own styling and agency.

Little rituals. No gatekeeping.

Meet me here

A proposed editorial series: friends describe the place they always find each other. Real submissions only, with permission.

The color you came in

A styling story around a mood, a palette, and a favorite detail. Invite different aesthetics; no “right” way to look.

A note for later

Use the connection-card concept for a memory or a friendly introduction. Participation is optional; connection never needs a purchase.

Bring the PLUR values into behavior before putting them on merchandise.

Creative proposals only. No events, partnerships, creators, or community programs have been booked or launched.

A first hello, in five moments.

01 / Introduce the feeling

Brand film or still: “A little closer.”

02 / Show the detail

Real sample macro: bead scale, charms, connector.

03 / Find your mood

Four collections, styling stories, individual choices.

04 / Show the people

Approved creator and customer stories, with rights.

05 / Explain the product

Verified specs, fitting guidance, pricing, policies.

Proposed content sequence. Replace concept imagery and draft claims before commercial launch. No content has been published.

The next link is a real sample.

Before a commercial launch

Clear the working name and product design. Select the actual plug platform. Validate attachments, fit, dimensions, materials, and performance. Cost the range and approve physical samples.

Then build the business

Confirm production, photography rights, final packaging, care and fitting instructions, policies, taxes, shipping, support, and accessibility. Connect Shopify and payments only after approval.

The kit you have

Outlined SVG logos. Color tokens. Six editable templates. Twenty product concepts. Eight campaign frames and a community concept. Packaging concept. Website source. This book.

Where to edit

brand/brand.json — identity settings
brand/source — reproducible builders
brand/assets — logos, templates, imagery
catalog.json — product content
README.txt — preview and handoff