



VELORA

POSITIONING

A full-service urban sanctuary that combines high-touch spa rituals with modern recovery and skin expertise.

PROMISE

You leave feeling more like yourself.

AUDIENCE

Design-conscious guests who want visible results, genuine rest and rituals worth returning to.



VELORA

RITUAL SPA

PRIMARY WORDMARK

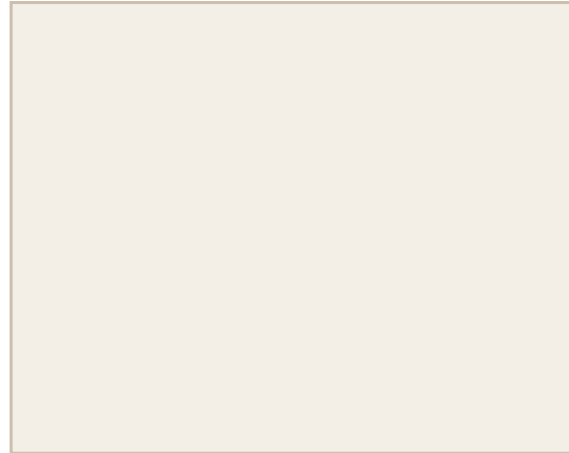
Use for exterior signage, menus and campaign mastheads.



MONOGRAM

Use for social avatars, seals, gift cards and small-format touchpoints.

Color and Typography



BONE

#F3EEE6



SAND

#CDBFAE



SAGE

#8C9685



ESPRESSO

#312B28



RITUAL AMBER

#B18359

HEADER | NEWSREADER 36PT

Editorial warmth for names,
headlines and elevated moments.

BODY | MONTERRAT LIGHT

Clear structure for menus, details, prices,
captions and calls to action.

Photography Direction



DETAIL



SPACE



RITUAL

Natural texture · warm shadows · honest materials · calm composition

Spa Menu

SKIN

- The Essential Facial · 60 min
- The Signature Facial · 75 min
- The Sculpt + Lift · 75 min
- Hydra-Glow Facial · 60 min
- Clarifying Facial · 60 min
- Barrier Repair Facial · 75 min
- Advanced Peel · 45 min
- LED Light Therapy · 30 min
- Dermaplaning Add-On · 20 min
- Eye + Lip Renewal · 15 min

MASSAGE

- Velora Signature Massage · 60 / 90 min
- Deep Release Massage · 60 / 90 min
- Aromatic Relaxation · 60 / 90 min
- Hot Stone Restoration · 75 min
- Prenatal Massage · 60 min
- Sports Recovery Massage · 60 min
- Lymphatic Flow · 60 min
- Scalp + Shoulder Reset · 30 min
- Reflexology · 30 min
- CBD Recovery Add-On · 15 min

VOICE & MESSAGING

Sound calm.
Say something.

WE ARE

Assured · warm · sensory · concise

WE AVOID

Wellness jargon · exaggerated claims ·
urgency · perfection language