



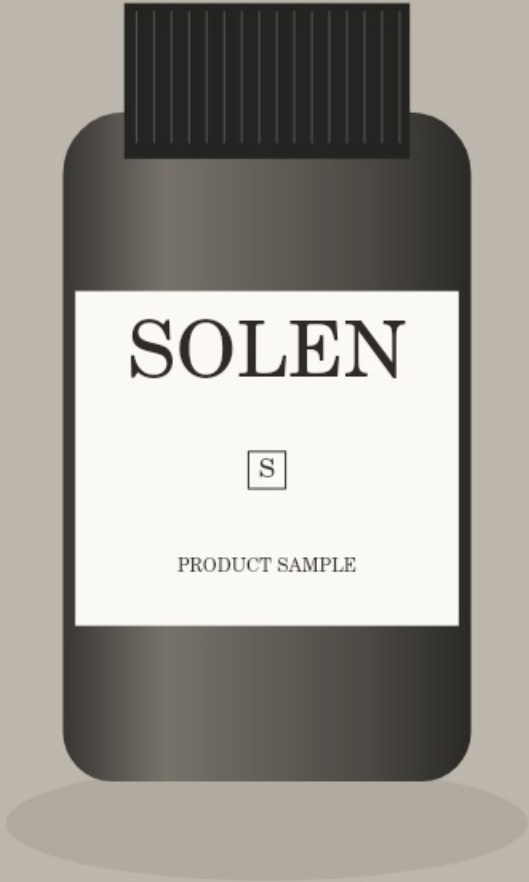
SOLEN

Brand book

A little ritual. A brighter day.

IDENTITY. EXPRESSION. CONSISTENCY.

Prepared 2026-10-18

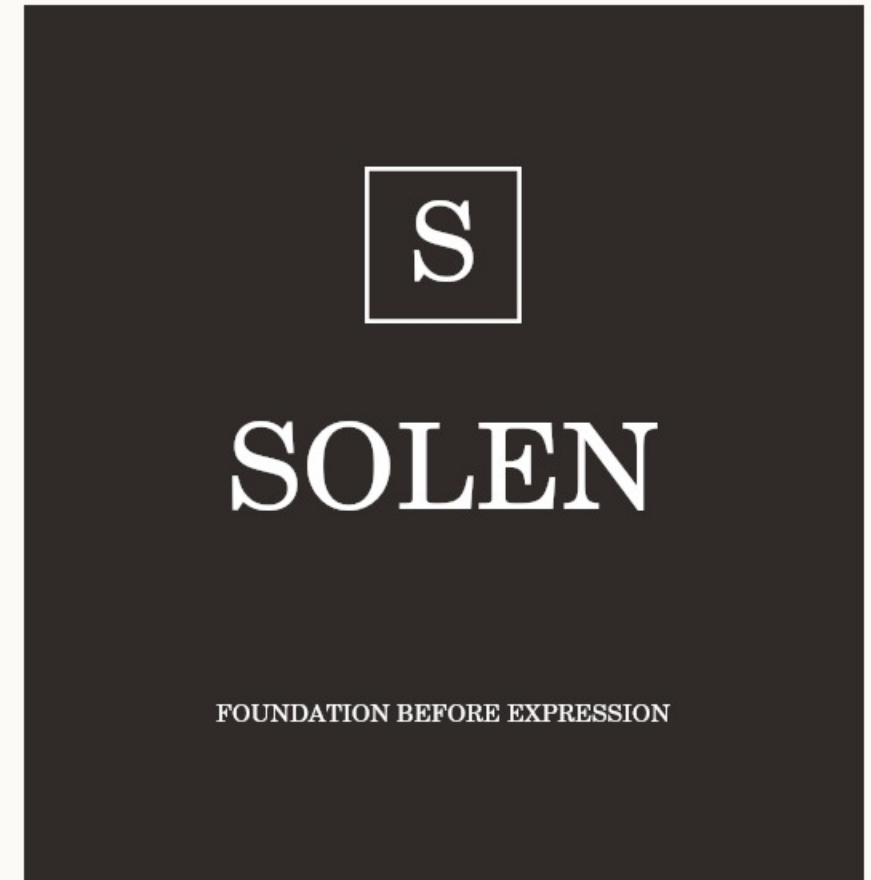


ILLUSTRATIVE SAMPLE / REPLACE PRODUCT

Brand foundation

OUR STORY

SOLEN is a fictional skincare concept used to demonstrate a compact visual identity. This sample shows how a brand story, product image, palette and typography can be documented together. It is not a commissioned client project.



The people & the promise

01 / AUDIENCE

People who find joy in everyday rituals

02 / MARKET & CATEGORY

Global · Beauty & care

03 / BRAND PROMISE

A consistent, considered expression across everyday brand touchpoints.

04 / VALUES

Clarity, care and consistency. Demonstration copy for a fictional brand.

The wordmark

SOLEN

SOLEN

PRIMARY / BRAND COLOR

SOLEN

REVERSE & MONOCHROME / STARTER VARIANTS

Give it room



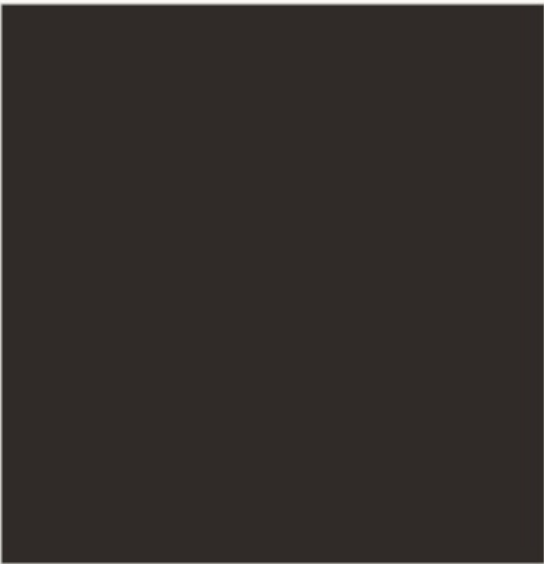
KEEP IT CONSISTENT

Preserve proportions. Leave breathing room. Place the wordmark on a calm, high-contrast surface.

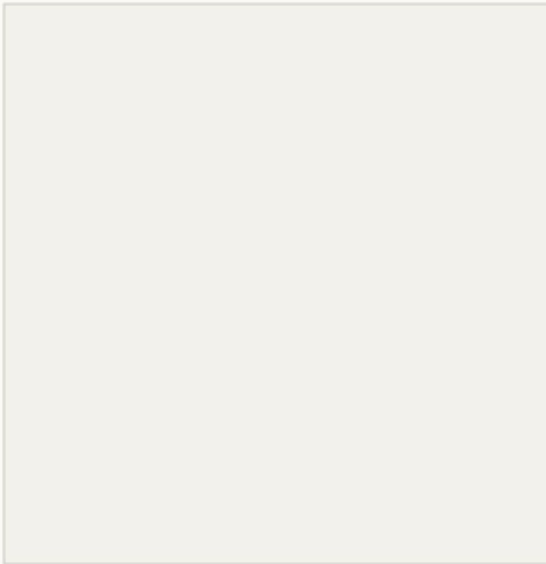
Avoid stretching, shadows, decorative outlines and busy backgrounds.

Minimum size must be checked at the actual output scale. This is a proposed layout rule, not a tested production specification.

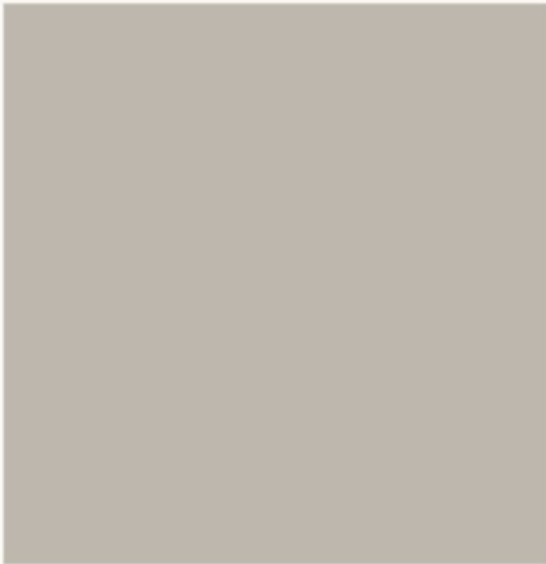
The color story



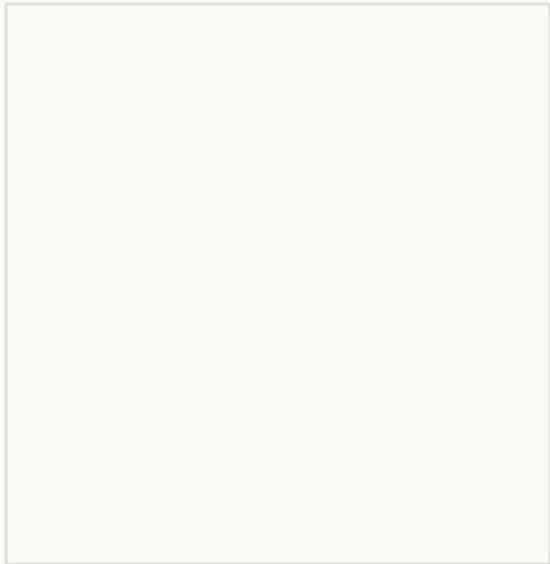
PRIMARY
#302B28
RGB 48 / 43 / 40



BASE
#F3F1EC
RGB 243 / 241 / 236



SECONDARY
#BDB7AD
RGB 189 / 183 / 173



LIGHT
#FBFAF7
RGB 251 / 250 / 247

Digital palette in sRGB. CMYK and spot-color equivalents need printer-specific proofing. Check contrast for every small-text application.

A voice in type

Georgia / Display

Aa Bb Cc

A little detail.

A clear impression.

Arial / Supporting type

Use a clear hierarchy: expressive headlines, concise subheads, readable supporting copy.

Font availability affects rendering. Choose licensed multilingual fonts for your markets and outline the final wordmark before production.

Product imagery



ILLUSTRATIVE SAMPLE

PRODUCT FIRST

Keep shape, color, materials and logos faithful to the real product. Give the product space and use consistent light and framing.

Current output uses your supplied image as-is. For cleaner compositions, upload a transparent PNG. Background removal and new scenes require a separate image workflow.

Social expression

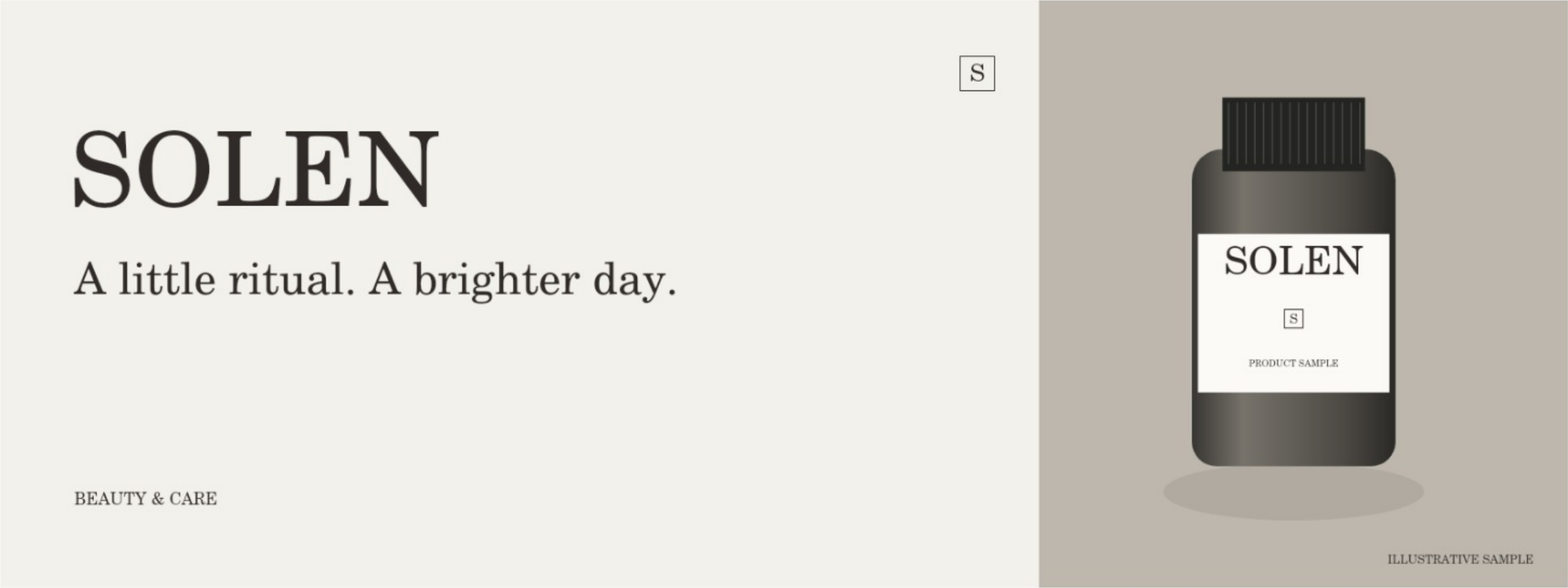


PRODUCT-LED / 1080 × 1350



MESSAGE-LED / 1080 × 1350

Digital presence



WEBSITE HERO / 1600 × 600

Keep live website text separate from imagery for accessibility.

Words that feel like you

YOUR TAGLINE

A little ritual. A brighter day.

YOUR TONE OF VOICE

Calm, direct and specific. Prefer clear descriptions over unsupported product claims.

SUGGESTED WRITING PRINCIPLES

Be specific. Use clear, human language. Keep product claims supported by evidence. Carry the same tone across product pages, social posts and customer messages.

Make it consistent

YOUR HANDOFF CHECKLIST

- 01 Review brand story, audience and all draft fields.
- 02 Confirm product accuracy, copy and image ownership.
- 03 Check small-size readability and color contrast.
- 04 Finalize fonts and outline production wordmarks.
- 05 Proof print files with your production partner.

Included: 6 PNG assets, SVG text wordmark, brand settings and this modular Brandbook PDF. PDF pages are image-based; edit the saved project to regenerate them. Packaging dielines, bespoke logo design and trademark clearance are not included.