

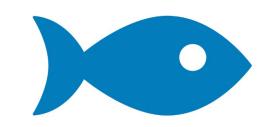
Jannie, Sofie, Julie & Lærke

SDG









MOODBOARD





TYPOGRAPHY, LOGO AND NAME



BODY TEXT FONT: NB Akademie Std.HEADLINE FONT: GulliaLOGO FONT: Superla LF with moderations

NAME: Sola is derived from one of our main sources of inspiration: Solarpunk.

LOGO: To give connotations to the sun rising, solar power and positivity "there is a new day tomorrow".

HOW TO USE TYPOGRAPHY

OUR INSPIRATION

We are inspired by the ideology and aesthetics of Solarpunk. We have combined this with the structure in diatoms to create our signature beamlike surface. They have come together in our jewellery collection to be a reminder to stay positive and grounded.

"Gullia" is always in all caps and used as a header over "NB Akademie Std."

HOW TO USE LOGO

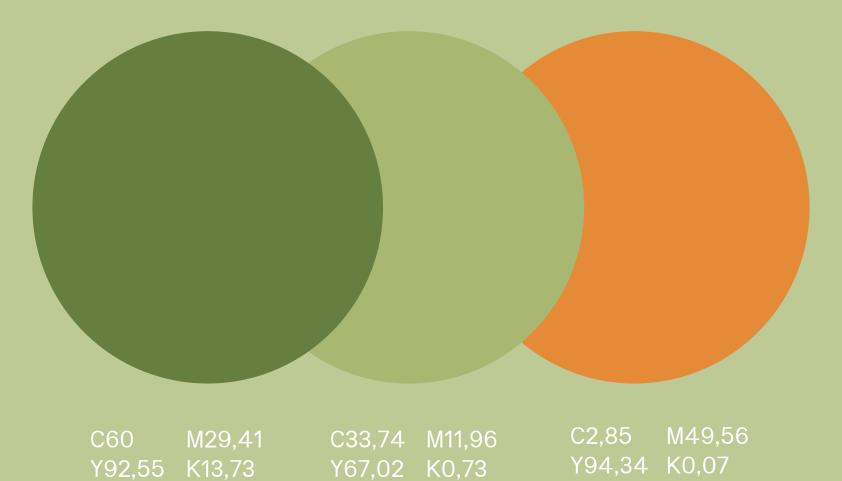
- On business card.
- On Instagram.
- The colours of logo font are either white, green or orange, and occasionally black if it serves the purpose.



sola_copenhagen		Rediger profil	Annonceværktøjer
16 opslag	179 følge	re 7 fulgte	
SOLA DM to order 😔 Jewellery brand based in Copenhagen. Designed and made in Denmark. We gold plate in 18K gold ⊱			



COLOUR STORY



HOW TO USE COLOURS

Do this

Never this

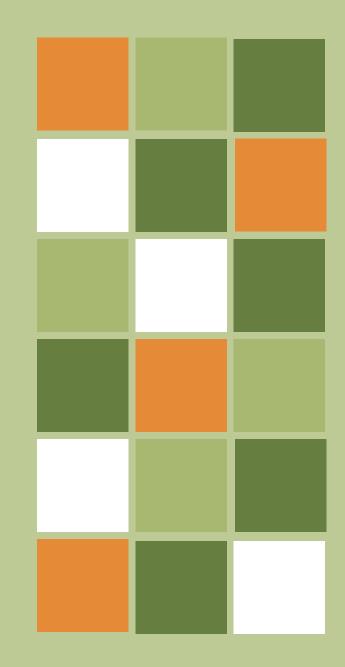
SAASAASAA



SoMe

- Keeping to our colour story.
- Switching between posts about:
 - The brand.
 - Packaging.
 - Videos/photos of the collection.





MATERIALS

- Sterling silver and 18 K gold plated sterling silver.
- Black leather cord for the necklaces.
- Green organic cotton for our sustainable packaging.



TARGET AUDIENCE

People between 20-30 - They care about a trendy look and like to stand out, if they can achieve that for a good price.

Women from 40-65 – They care about the aesthetic sustainability because of the longevity of the design as well as the quality for a fair price.





Mental heath, breathing, grounding with sense of touch.

Microalgae (diatoms) create up to 50% of the oxygen on earth. This relates to our concept of breathing + they are super sustainable.

Ideologically and aesthetically we are inspired by Solarpunk. Aesthetic sustainability also plays a role here.

POV

Positive and thoughtful 28-year-old Anellika needs a tactile and aesthetically sustainable piece of jewellery that can help her zoom in on her mental health, but also comes from a brand with a transparent sustainable profile; because she needs to see herself as a responsible consumer with a bright future in mind.

VISION

"Our vision is to create a belief in a positive future that we are convinced needs to be both socially and environmentally sustainable."

MISSION

"We use aesthetically sustainable designs, tactility, handmade packaging and mindful storytelling to convey our brands belief in a positive and fully sustainable future."

PACKAGING

• Organic cotton jewellery bag with two compartments.

• Business card tied on with a recycled organic cotton string.



PHOTOSHOOT





Relaxed Approachable Happy Community Closeness At eye level Green, orange, yellow and white



Models: Frida Jin Winther Anderser Daniel Kildevæld Madsen

POSTERS



JEWELLERY

25/05 kl 14:00-20:00 Godthåbsvej 16, Frederiksberg





STORYTELLING - KEY TOPICS

Production of our jewellery

Tactility
Grounding
Solarpunk
Diatoms
Packaging
Sustainability

OUR INSPIRATION

We are inspired by the ideology and aesthetics of Solarpunk. We have combined this with the structure in diatoms to create our signature beamlike surface. They have come together in our jewellery collection to be a reminder to stay positive and grounded.

TACTILITY

Our jewellery is meant to be touched. We have created two distinct surfaces that are present within all pieces. The bumpy and the smooth. Both will entice your sense of touch and become a way to ground you.

SUSTAINABILITY

Our jewellery is made of recycled Sterling silver and produced here in Copenhagen. Our design is meant to be one that lasts both aesthetically and quality wise. Sustainability also matters to us in regard to packaging, which we sew ourselves out of organic cotton. They have been designed to be used again and again.

TONE OF VOICE

- Soothing
- Charismatic
- Positive
- At eye level
- Welcoming
- Honest
- Light



DISPLAY





PRICES AND NAMES



Amias necklace 800 kr./700 kr.



Aurelian ear stud 350 kr. Aure ear stud 250 kr. Pair 500 kr.



Augustine ring 600 kr.







Arabella hoops 800 kr./600 kr.

Agate earcuff 250 kr.

Araminta ring 550 kr.

PRICESANDNAMES



Amias necklace 900 kr./800 kr.





Augustine ring 650 kr.



Arabella hoops 900kr./700 kr.



Aurelian ear stud 400 kr.

Aure ear stud 300 kr.



Agate earcuff 300 kr.



Araminta ring 600 kr.