

SOLA

BRAND BOOK

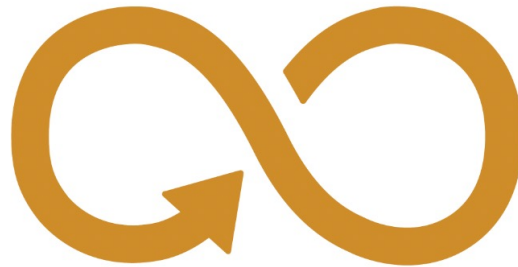
Jannie, Sofie, Julie & Lærke

# SDG

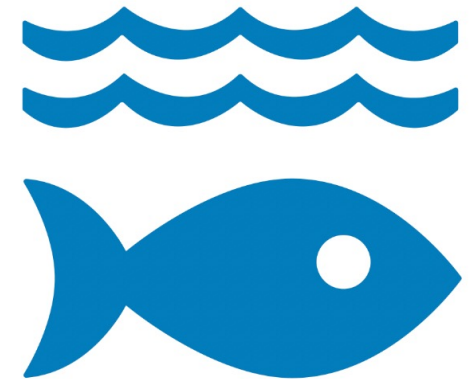
**3** GOOD HEALTH  
AND WELL-BEING



**12** RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION

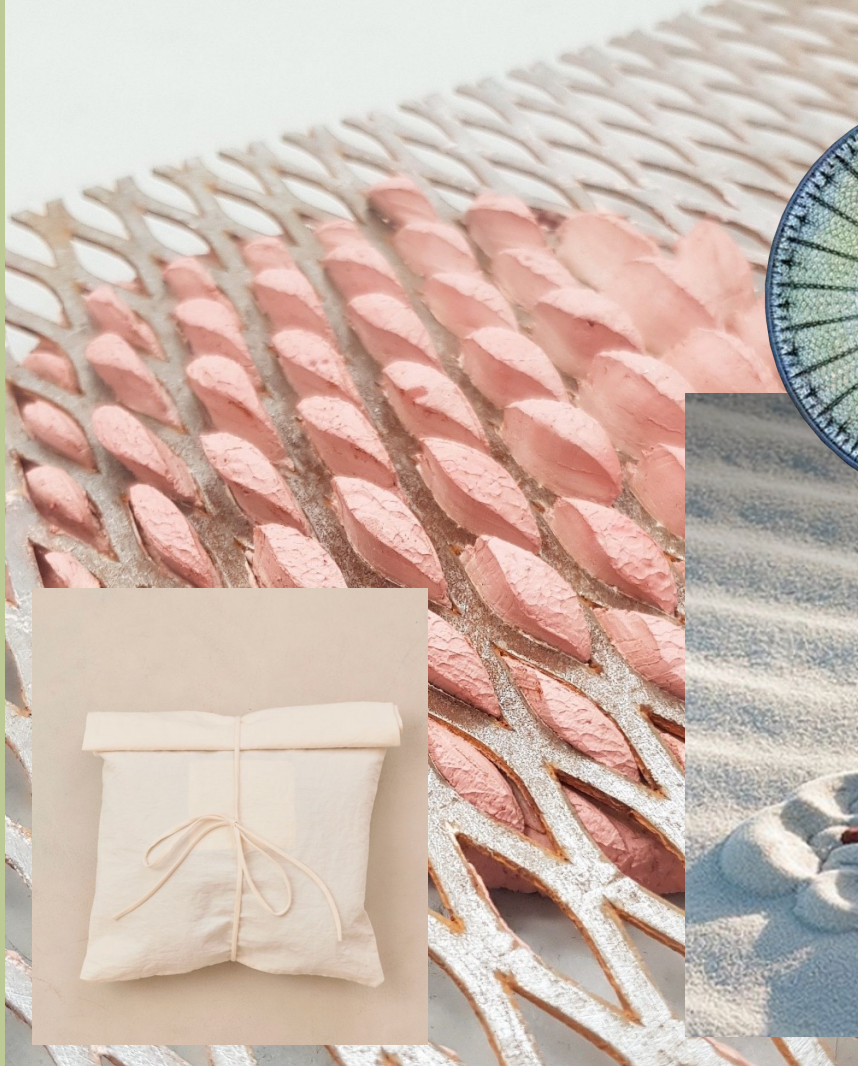
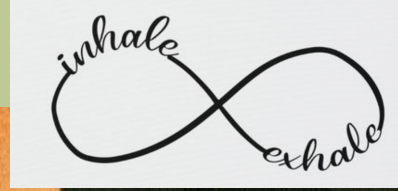


**14** LIFE  
BELOW WATER





# MOODBOARD





# TYPOGRAPHY, LOGO AND NAME



**BODY TEXT FONT:** NB Akademie Std.

**HEADLINE FONT:** Gullia

**LOGO FONT:** Superla LF with moderations

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

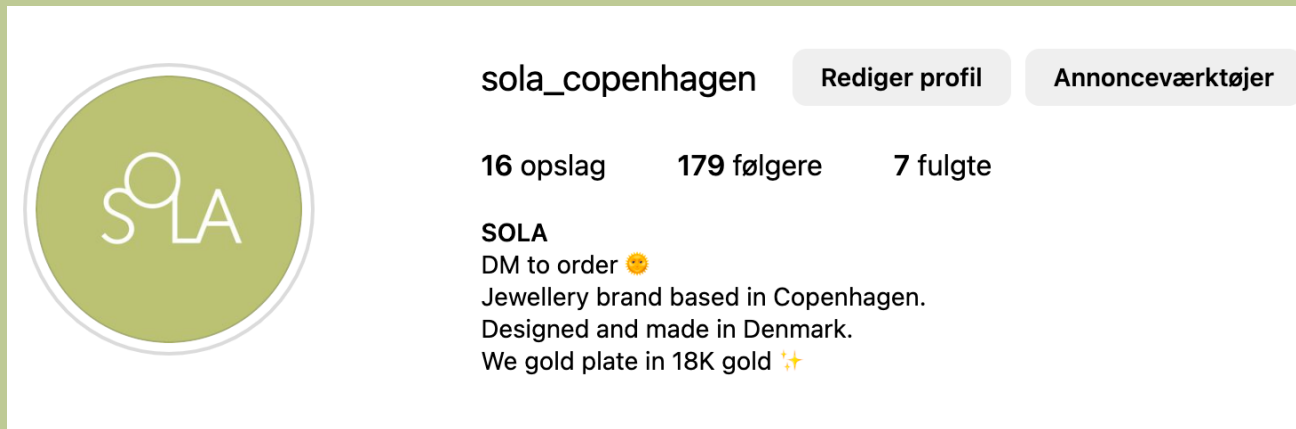
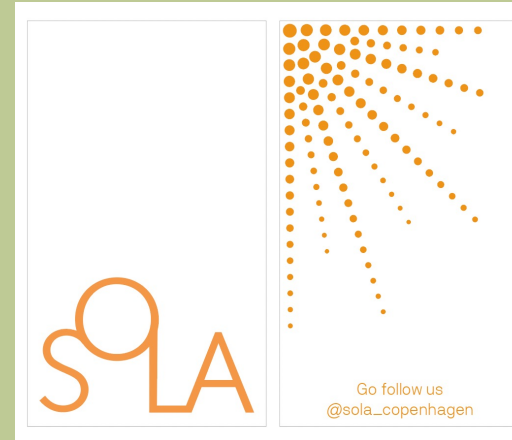
**LOGO:** To give connotations to the sun rising, solar power and positivity “there is a new day tomorrow”.





# HOW TO USE 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.



# COLOUR STORY



C60    M29,41  
Y92,55   K13,73

C33,74   M11,96  
Y67,02   K0,73

C2,85    M49,56  
Y94,34   K0,07



# HOW TO USE COLOURS

Do this

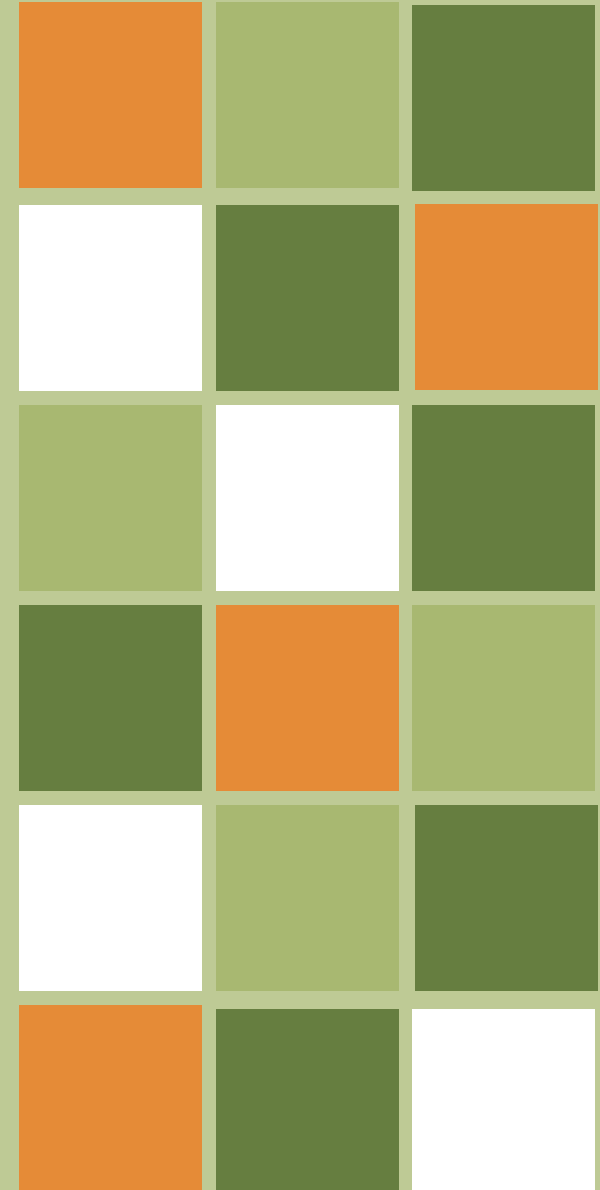
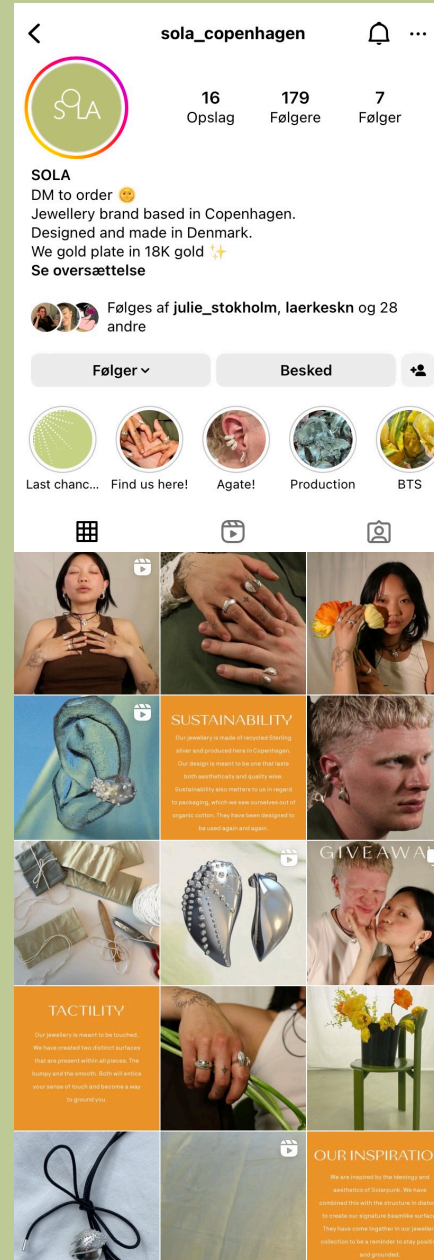


Never this



# 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.











# 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 Andersen  
Daniel Kildevæld Madsen



# POSTERS



## JEWELLERY

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



## POP-UP

Free drinks, beers & soft drinks





# TONE OF VOICE

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





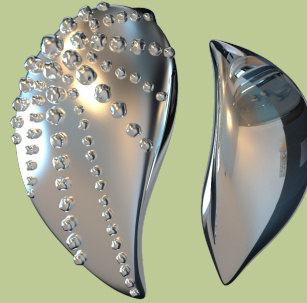
# DISPLAY



# PRICES AND NAMES



Amias necklace ~~800 kr.~~/700 kr.



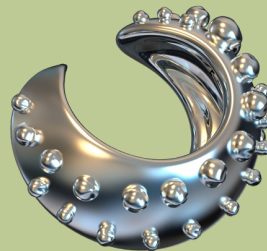
Aurelian ear stud 350 kr.  
Aure ear stud 250 kr.  
Pair 500 kr.



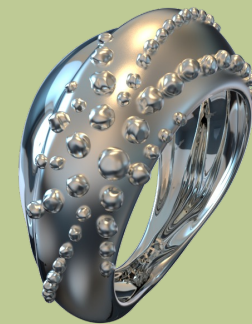
Augustine ring 600 kr.



Arabella hoops ~~800 kr.~~/600 kr.



Agate earcuff 250 kr.



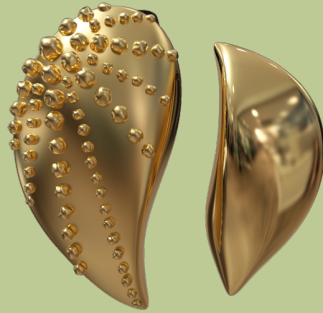
Araminta ring 550 kr.



# PRICES AND NAMES



Amias necklace ~~900 kr.~~/800 kr.



Aurelian ear stud 400 kr.  
Aure ear stud 300 kr.  
Pair 600 kr.



Augustine ring 650 kr.



Arabella hoops ~~900 kr.~~/700 kr.



Agate earcuff 300 kr.



Araminta ring 600 kr.