

Solura

A stylized sun logo with a central eye-like shape and radiating rays, positioned between the 'S' and 'l' of the word 'Solura'.

JEWELLERY

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Mission & Brand Values

Mission:

To create jewelry inspired by the harmony of the Solar System, highlighting individuality and inner strength.

Values:

- Harmony: balance of beauty and meaning
- Light: energy, warmth, femininity
- Precision: flawless forms, perfect quality
- Uniqueness: every piece is part of your orbit
- Consciousness: ethical and eco-friendly production





Logo

Solura

Text Element:

- The word “Solura” is set in an elegant serif-like font, resembling Playfair Display or a custom serif design. It conveys sophistication and premium quality.

Graphic Element:

- A sun symbol represented as a circle with evenly spaced rays, evoking light and cosmic energy. The radial symmetry references astronomical and planetary aesthetics.





Minimum size:

- Not smaller than 2 cm in width for print

Safe zone:

- Spacing equal to the height of the letter
- “L” around the logo

Do NOT:

- Stretch horizontally/vertically
- Use non-brand colors
- Add effects (drop shadows, gradients)
- Change font



Color

Primary Cream
HEX: #FDE9AD

RGB: 253, 233, 173

CMYK: 0%, 8%, 32%, 1%

Pantone: Pantone 7401 C

Symbolism: Light, harmony, feminine
energy

Cosmic Black
HEX: #000000

RGB: 0, 0, 0

CMYK: 0%, 0%, 0%, 100%

Pantone: Pantone Black C

Symbolism: Space, depth,
luxury, mystery

Solar Gold
HEX: #E8AD39

RGB: 232, 173, 57

CMYK: 0%, 26%, 75%, 9%

Pantone: Pantone 7408 C

Symbolism: Sun, energy,
premium feel

Font

Headlines (Main Titles & Large Text)

Font: Calma

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Body Text (Main Reading Content)

Font: **Canto**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Logo font;

Canela Text Trial



ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890



Merch



Core Idea

Merchandise should not only carry the logo but also reflect the brand's aesthetics: cosmic harmony, premium feel, and femininity.

Keep it minimalistic, with tactile quality (soft fabrics, matte textures) and always in brand colors.

Merchandise Options

Apparel: black or cream t-shirts and hoodies with the gold logo and the slogan "Wear Your Orbit".

Tote Bags: black or beige with orbit line graphics and logo.

Accessories: branded phone cases, candles in matte black glass with gold logo.

Marketing Applications

Include merch as gifts with jewelry purchases (tote bags or post-cards).

Feature merch in brand photo-shoots (Instagram lifestyle content).