

SolCotton



Welcome

The **SolCotton Brandbook** is crafted to guide and ensure brand consistency and growth. It serves as an essential tool for our team and partners, ensuring that every expression of SolCotton aligns with our core values of innovation, sustainability, and quality through the use of cotton.

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Brand Manifesto

SolCotton is a brand grounded in cotton technology solutions.

We believe in the beauty of living intentionally and have chosen cotton as our link to nature and well-being. This simple yet powerful natural resource enables us to innovate continually while ensuring that our products cater not only to people but also to the planet.

At SolCotton, we uphold a commitment to quality and innovation that is deeply rooted in our medical heritage and dedicated to sustainable practices. We transform our expertise into exceptional products that serve as benchmarks of quality. Guided by purpose and inspired by simplicity, we go beyond the conventional.

We embrace the transformative power of art and culture, enriching everyday life through creativity and mindful innovation. Our products reflect our dedication to safety, comfort, and elegance, enhancing daily life whether at home, on your travels, in the routines of children, or in healthcare environments.

Thriving on just sunlight, heat, and rain — our cotton is transformed into products that respect the Earth's natural cycle, becoming a vehicle for a more responsible and conscious future in our hands.

SolCotton — Comfort that cares, quality that respects, and technology that protects.

We exist to elevate everyday living...

...by transforming cotton into
intelligent, beautiful essentials that
care for people and respect the planet.

A lifestyle brand for the future.

SolCotton's vision is to pioneer a worldwide lifestyle with our innovative cotton technology, enhancing comfort and functionality for families, homes, travelers, and healthcare.

Committed to transforming everyday living, we seamlessly blend intentionality with innovation, all while upholding sustainable practices that care for our planet.



Cotton, elevated.

SolCotton's mission is to highlight the true potential of cotton, enhancing its quality and performance through innovative technology and design.

We aim to make this natural fiber more comfortable, durable, and sustainable for people worldwide.





Wellbeing

SolCotton is dedicated to enhancing consumers' daily lives with the care they deserve. Our products deliver unmatched softness — designed to provide comfort, peace, and everyday wellbeing, in every moment and routine.

Building innovation in community

We prioritize a meaningful exchange with our consumers, continually refining our products and creating new innovations based on mutual connection and purpose. Our focus on building community and integrating art and culture enables us to deliver competitive, data-driven innovation across multiple industries, fostering creativity and enriching daily life.

Future-driven innovation

We challenge the expected and push boundaries with breakthrough ideas that redefine beauty, fashion, and daily essentials. Driven by discovery and disruptive thinking, we transform cotton into next-generation solutions that shape the future with intelligence and purpose.



*Redefining modern living with cotton
innovations that care for you and the planet,
inspiring a sunnier tomorrow, every day.*

A trusted cotton-led ecosystem that brings comfort, wellbeing, and conscious living together. Elevated by innovation, refined by design, and crafted to make everyday essentials feel softer and more meaningful across every routine and space.

Empath & Sage



SolCotton leads with care — a brand that prioritizes wellbeing and makes people feel supported through comfort, safety, and softness — while being backed by expertise, clarity, and “comfortingly knowledgeable” education that builds trust.

Guided by the Empath and strengthened by the Sage, SolCotton leads with sensitivity and supports it with knowledge.

Primary Archetype: Empath

Core role in the brand

SolCotton exists to make people feel supported in the everyday. Its role is to care, protect, and create comfort — not as a luxury, but as a form of respect for the body and for life. The Empath archetype guides the brand to communicate with warmth, sensitivity, and real emotional intelligence: it listens first, welcomes everyone in, and expresses care through details, touch, and thoughtful choices.

SolCotton behaves like a guardian of comfort: deeply attentive to people’s needs, emotions, and daily realities. It expresses care through touchpoints, details, softness, and reassurance. This aligns with the brand’s commitment to wellbeing and peace of mind.

The Empath archetype represents someone who feels deeply, connects intimately with human experience, and acts as a “guardian of emotions,” bringing compassion and understanding.

Brand motivations

- Enhance daily life through comfort + peace of mind
- Create a sense of support and belonging
- Make sustainable choices feel human and attainable

What SolCotton promises through the Empath lens

“You will feel cared for — by what you wear/use, and by what it stands for.”

Secondary Archetype: Sage

Core role in the brand

The Sage archetype supports SolCotton by adding clarity, credibility, and guidance. It reinforces that comfort is not just a feeling — it’s a result of knowledge: materials, craft, innovation, and conscious decisions. The Sage helps SolCotton educate in a simple, friendly way, translating expertise into trust and making conscious living feel easier and more accessible.

The Sage is driven by the pursuit of knowledge, understanding, and insight, valuing truth and clarity.

How Sage should show up in SolCotton

- Explain benefits simply (cotton performance, durability, sustainability, certifications);
- Elevates performance and knowledge, rooted in respect for human experience and the natural world;
- Turn expertise into calm confidence (“comfortingly knowledgeable”)

The combined behavior

Empath leads. Sage anchors.

Empath defines the relationship (how people feel with SolCotton).

Sage sustains trust (why SolCotton is credible, reliable, and future-proof).

This is aligned with:

- “Innovative Caregivers” personality statement
- Friendly + informative engagement style (education for sustainable living)
- Tone of voice: “comfortingly knowledgeable”.

Archetype guardrails for consistency

If the brand starts drifting “too soft”...

Add Sage: clarify, teach, show proof, anchor in expertise.

If the brand starts drifting “too clinical”...

Bring back Empath: sensory language, warmth, reassurance, human-first framing.

The Innovative Caregiver

The Brand Persona is a practical tool to keep SolCotton consistent everywhere it shows up.

Think of it as a human shortcut for decision-making: it helps you translate our strategy into a voice, an attitude, and a way of showing up that people can recognize and trust.



She is warm, attentive, and calm. She offers comfort with intention.

Key characteristics

Caring, not sentimental: she’s supportive and grounded, never dramatic.

Comfort-first mindset: wellbeing is practical, built into routines and choices.

Quiet confidence: premium without showing off; elegance in simplicity.

Knowledgeable and accessible: she translates “technical” into easy, helpful guidance.

Conscious by default: respects people and nature; avoids waste and exaggeration.

Detail-driven: believes small touches are what make comfort real.

What she values

- Wellbeing
- Softness
- Trust
- Transparency
- Sustainability
- Timeless style
- Quality that lasts

How she speaks

- Friendly + informative
- Reassuring
- Clear
- Never pushy
- Never cold
- Comfortingly knowledgeable

How she behaves

- Chooses proof + purpose over hype
- Educates through simplicity (no jargon, no lectures)
- Shows care through details (materials, finish, experience)
- Encourages conscious living without guilt-tripping

She avoids

- Loud trends
- Aggressive sales tone
- Moral superiority
- Technical overload
- Miracle promises



Brand Personality

Vibrant: We infuse energy and positivity into everything we do, from our designs to our optimistic communications, appealing to those who value a zestful lifestyle.

Conscientious: We prioritize sustainability and ethical practices, ensuring that every decision benefits both the planet and our customers, thereby fostering trust and loyalty.

Innovative: As pioneers in cotton technology, we continuously explore new ways to enhance our products and practices, keeping us at the cutting edge of the industry.

Engagement Style: Our communication is friendly and informative, aimed at educating and involving our audience in the journey towards sustainable living.

SolCotton is vibrant, conscientious, and innovative.

Comfortingly knowledgeable

SolCotton's tone of voice is authentic, blending honesty and expertise to communicate the innovative properties of our cotton products.

Every message is designed to instill trust, emphasizing reliability, sustainability, and the comfort our products bring to everyday life.

We prioritize customer wellbeing, ensuring that our words, like our fabrics, feel soft, and inviting.



Voice pillars

1) Warm clarity (Empath-led)

We speak with calm reassurance. We choose words that feel human, gentle, and welcoming.

Do: “soft, breathable, gentle, calm, ease, wellbeing, peace of mind”

Don’t: overpromise, melodrama, guilt-based language.

2) Credible simplicity (Sage-backed)

We explain what makes SolCotton different in a simple, grounded way. Expertise is shared as guidance — not as a lecture.

Do: translate benefits into real-life outcomes, be specific, be transparent.

Don’t: jargon, inflated claims, overly technical descriptions.

3) Quiet elegance

We never shout. We sound confident, timeless, and refined — letting quality speak through details and restraint.

Do: elegant, minimal, intentional phrasing.

Don’t: hype, slangy sales talk, trend-chasing tone.

4) Conscious, never preachy

Sustainability is communicated as a value and a practice, without moral superiority.

Do: show actions, materials, choices, longevity.

Don’t: shame, “better-than-you” messaging.

Writing principles

Lead with the feeling.

Start from comfort and wellbeing.

Support with the “why.”

Add simple proof: material, process, purpose.

Keep it human.

Write like a thoughtful person, not a corporation.

Be specific.

Replace vague promises with tangible benefits.

Less, but better.

Remove noise. Keep what matters.

Tone by context

Product pages:

Sensory first, benefit, proof (short and clear).

Sustainability:

Action-based, transparent, no grand promises.

Customer support:

Calm, empathetic, solution-oriented.

Campaigns:

Art-directed storytelling, everyday truth (elegant in the simplicity, relatable).

Our story is made of purpose.

SolCotton's storytelling is the bridge between what we create and what people feel in everyday life.

In categories where “cotton” can sound like commodity, facts alone aren't enough — people also seek trust, reassurance, and meaning in what touches their skin, their home, and their routines.

Storytelling helps us translate cotton technology into something human: comfort that becomes ritual, sustainability that feels achievable, and innovation that remains quietly reliable.



Our heritage

Born from Sol-Millennium's legacy of safety, precision, and global trust.

SolCotton comes from the same heritage that shaped Sol-Millennium Group — a company built on the belief that innovation is only real when it protects people. That story begins in 1982, rooted in precision manufacturing expertise, and later expands into medical innovation with the purpose of building a healthier tomorrow.

As Sol-Millennium grew, it expanded globally — entering new markets and strengthening the capabilities that connect innovation with manufacturing excellence, creating a positive impact on people's lives.

That same commitment to innovation deepened with the creation of a dedicated R&D Center in Switzerland, designed to power new product development with some of the industry's most creative minds.

And when the world needed reliability the most, Sol-Millennium strengthened its global leadership — relocating its corporate headquarters to Chicago and becoming a major responder during COVID-19 efforts, including supplying over two billion syringes and needles for global vaccination programs in 2021 through SolM.

SolCotton is the everyday evolution of that same promise.

SolCotton carries this heritage forward, through cotton innovation that respects the body and the planet. Where Sol-Millennium applies precision to protect health, SolCotton applies the same rigor to protect wellbeing in daily life: softness with purpose, natural comfort enhanced by technology, and products designed to feel good and do good.

SolCotton is an ecosystem of care and connection, designed to bring softness into modern life with authenticity, intention, and trust.

The stories we tell

1) Cotton, Elevated

What we stand for:

Cotton is not “basic.” It’s a smart, refined material — made better through technology, design, and craftsmanship.

What we communicate:

Feel + function (softness, breathability, performance, durability, safety).

Content angles:

Material education, “what makes our cotton different,” product anatomy, care tips, performance comparisons (without bashing competitors).

2) Wellbeing as a Daily Ritual

What we stand for:

Comfort is care. SolCotton exists to enhance everyday life with softness, peace, and safety.

What we communicate:

“Everyday comfort” as a lifestyle: routines, calm, simple pleasures, intentional living.

Content angles:

Rituals at home/travel/work, sensory storytelling, “small upgrades that change your day,” wellbeing habits.

3) Conscious Choices, Made Simple

What we stand for:

We help people choose better — without guilt or preaching — through clarity, transparency, and practical guidance.

What we communicate:

How to evaluate fabrics, longevity, cost-per-wear logic, what certifications mean, how to buy less but better.

Content angles:

“Cotton vs synthetics” explainers, checklists, “what to look for,” myth-busting, buyer guides.

The stories we tell

4) Friendship With the Planet

What we stand for:
Sustainability is stewardship built into decisions, certifications, and the way SolCotton respects nature.

What we communicate:
Responsible sourcing, reduced-impact production, durability (less waste), certified choices, circular thinking.

Content angles:
Behind-the-scenes supply chain transparency, sustainability “proof points,” packaging choices, how to care for products to extend life.

5) Trust, Knowledge, and Innovation

What we stand for:
SolCotton pairs care with expertise — grounded in heritage and backed by research.

What we communicate:
Credible education (no fluff), product reliability, safety, quality standards, innovation updates.

Content angles:
R&D stories, “why we made it this way,” testing/quality narratives, expert-led content, FAQs.

6) Community + Culture *The Art of Everyday Cotton*

What we stand for:
SolCotton is a lifestyle ecosystem shaped with people, art, and culture, building innovation through exchange and community.

What we communicate:
Collaborations, creators, user stories, cultural moments, shared rituals.

Content angles:
Collabs, profiles, community spotlights, seasonal narratives, “cotton as a canvas” storytelling.



The Sol-Millennium Group’s main marks form a clear, cohesive system.

Each one is a distinct brand with its own market focus, while sharing a common visual DNA — most notably the “Sol” naming structure.

- Sol M is the Group’s medical brand, representing clinical credibility, precision, and professional trust.
- Sol-Care represents care-driven solutions, connecting wellbeing, support, and everyday health needs with a warm, human tone.
- SolCotton is the cotton and comfort brand, centered on softness, quality, and elevated everyday essentials.

Together, these marks create a recognizable brand family: different in purpose, consistent in origin — allowing each brand to stand confidently on its own while still feeling unmistakably part of the Sol-Millennium Group.

The art of cotton

Categories are the universes SolCotton uses to organize products, storytelling, and expansion — so every new product is placed inside a clear “home” with a defined role and audience.

Fashion

Essential wardrobe staples reimagined in pure cotton. Soft, breathable, and effortlessly elegant — timeless pieces for everyday rituals and intentional dressing.

Beauty

Daily rituals elevated by ultra-soft cotton tissues, and a sensorial line designed for skincare, cleansing, and wellness, transforming simple moments into self-care gestures.

Home

Comfort that follows you. Curated kits and soft essentials made for slow living at home or mindful escapes — always with the tactile signature of SolCotton.

Travel

Comfort that moves with you. Light, packable cotton essentials designed for life on the go — soft layers, smart accessories, and travel-ready kits that bring the SolCotton feeling wherever you land.

Baby & Kids

Gentle and natural products made for little ones. Thoughtfully designed in cotton to care for delicate skin with softness, safety, and playful simplicity.

Healthcare

Premium cotton solutions designed for healthcare environments — breathable, functional, and elevated, supporting professionals with comfort, confidence, and a timeless aesthetic.

SolCotton
miniō

SolCotton
vita

ARTISANSO(U)L

SolCotton’s submarks are dedicated signatures created for specific worlds and touchpoints within the brand system.

While the SolCotton master mark remains the primary identifier, submarks add flexibility — allowing each line to express its own personality and function without losing the family connection.

- **SolCotton Miniō:** a softer, playful signature for Baby & Kids, designed for warmth, affection, and small-format applications.
- **SolCotton Vita:** a refined signature for healthcare. Breathable cotton scrubs designed to move with real life, supporting professionals with softness, grace, and purpose..
- **ARTISANSO(U)L:** a distinctive stamp for crafted/limited expressions of the brand, highlighting artistry, heritage, and elevated storytelling.

SolCotton

SolCotton Logotype — Main Application

The SolCotton logotype is the brand’s most recognizable signature. It should appear wherever we need maximum clarity, trust, and brand authority. SolCotton’s identity is built to feel timeless, minimal, and quietly premium, so the logo must always be applied with restraint, precision, and strong legibility across formats.



The Icon

SolCotton’s icon captures the brand in its purest form: a cotton flower reduced to clean, open curves. Built from separated arcs, it suggests softness without excess — light, breathable, and intentionally minimal. The negative space is part of the meaning: it conveys airflow, comfort, and calm. Subtle symmetry brings a sense of craft, balance, and premium simplicity.

Use the icon when space is limited or when a symbolic brand cue is needed (e.g., favicon, app icon, social avatar, trims, tags, buttons, zipper pulls, embroidery marks, stamps, etc.).

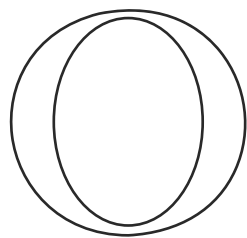
It is not a replacement for the main SolCotton logotype — it should appear only in reduced applications or as a supporting element in compositions where the main brand signature is present or clearly established.

*The icon and logotype work independently.
Do not combine them into one unit or create a custom lockup.*



Minimum Clearspace

The clear space is a protected area designed to preserve the integrity of the logo when placed among other visual elements or information.



The minimum clear space must be equal to the size of the letter “O” from the logo, matching its height and width.

Reductions

Minimum size prevents reading from being compromised when the logo is applied in small spaces.

SolCotton

Logotype

The minimum size for logo reproduction must be:

Print Media
30 mm wide

Digital Media
180 pixels wide



Icon

The minimum size for icon reproduction must be:

Print Media
1.5 cm wide

Digital Media
50 pixels wide

Applications

SolCotton’s logo is designed for timeless, premium clarity. To protect consistency across materials and production methods, it must be applied only in Muted Charcoal or Pure White, or as a foil/hot-stamp finish in Gold or Silver. No other colors, gradients, outlines, shadows, or effects are permitted.



All recommendations also apply to the icon.

Logo Misuse

To protect SolCotton’s clarity and premium feel, the logo must never be altered. Don’t change colors, stretch or rotate the mark, add effects (shadows, outlines, gradients), modify proportions, rearrange elements, or place the logo on busy/low-contrast backgrounds. When in doubt, use only the approved versions and keep the signature clean and legible.

SolCotton

SolCotton

Do not distort, rotate or tilt the logo.

SolCotton

SolCotton

Do not use different colors.

Sol
Cotton

Do not change the logo information hierarchy.

SolCotton 

Do not pair the logotype directly with the icon.

Pure White
CMYK 0 | 0 | 0 | 0
RGB 255 | 255 | 255
#ffffff

Primary Color

Pure White is SolCotton’s main color — clean, quiet, and timeless.

Inspired by the natural brightness of cotton, it sets the brand’s visual standard for purity, softness, and breathable simplicity. It creates space for the product (and its texture) to speak, reinforcing SolCotton’s premium minimalism and sense of calm confidence.

How to use:
Prioritize Pure White across core brand touchpoints as the default background and main canvas. Use it to keep layouts light, airy, and refined — letting typography, photography, and material details take the lead without visual noise.

Sage Cotton #b8c6b8		CMYK 29 14 28 0 RGB 184 198 184	
Sun-Warm Sand #D8B184	CMYK 15 30 52 0 RGB 216 177 132	Cotton Stem #b07a5c	CMYK 28 53 66 8 RGB 176 122 92
Blue Aura #d8e2ea		CMYK 14 6 4 0 RGB 216 226 234	
Muted Charcoal #282828		CMYK 71 65 64 67 RGB 41 41 41	
Cotton White #f8f8f8		CMYK 2 1 1 0 RGB 248 248 248	

Secondary Colors

SolCotton’s secondary colors support the **Pure White** foundation with warmth, depth, and quiet naturality, while keeping the brand clean, soft, and elevated.

Muted Charcoal anchors the system with refined contrast and legibility. **Cotton Stem** adds organic warmth inspired by the cotton plant. **Sun-Warm** Sand brings a soft, sunlit human glow. **Sage Cotton** introduces calm botanical freshness and a more sophisticated expression of sustainability. **Blue Aura** may be used sparingly for clarity, freshness, or a subtle technical note. **Cotton White** works as the main off-white support tone, softening layouts and adding gentle depth.

How to use:

Keep **Pure White** and **Cotton White** dominant. Use **Muted Charcoal** for logo, typography, icons, and contrast. Apply **Cotton Stem, Sun-Warm Sand, and Sage Cotton** as accents for backgrounds, highlights, packaging details, and storytelling. Use **Blue Aura** only when a cooler, lighter note is needed.

The overall feeling should remain clean, calm, soft, and premium.

Ritual Line Accents

Built on a **Pure White** foundation, SolCotton’s ritual line accents work as subtle visual signatures — helping each product line express its level of care, function, and sensorial experience while keeping the brand clean, soft, and elevated.

Pure Basics — Cotton Green #B3C857

A fresh, softened green that signals purity, simplicity, and everyday practicality. It represents the essential ritual: clean, reliable, and beautifully simple.

SolDaily Care — Cotton Green + Soft Silver

A refined pairing for elevated daily care. Cotton Green keeps the line anchored in freshness and purity, while Soft Silver adds a quiet sense of precision, delicacy, and modern refinement.

Spa Ritual — Soft Gold

Reserved for the most indulgent ritual. Soft Gold brings warmth, luminosity, and a premium spa-like feeling — transforming cotton care into a more sensorial, luxurious everyday experience.

How to use:

Use ritual colors as accents only: line markers, packaging details, small graphic elements, product labels, icons, seals, and digital filters. Keep Pure White and Cotton White dominant, and use Muted Charcoal for typography, logo, and high-contrast elements. The ritual colors should guide recognition and storytelling — never overpower the product’s purity.

As SolCotton grows, new ritual lines may require additional accent colors. Any new color must be defined within this same system: soft, purposeful, restrained, and approved as part of the official brand guidelines.





Guided by purpose &
inspired by simplicity

Main Typography

A versatile typeface designed for clarity and comfort in reading. Ideal for long-form content where readability is essential.

Softness
lifestyle.

HALYARD

light *italic*
book *italic*
regular *italic*
medium *italic*
bold *italic*
black *italic*

Secondary Typography

Used for emphasis and visual hierarchy, this typeface is ideal for titles, headings, and that special something - bringing character and distinction to key moments in the brand.

For conscious consumers.

AMSTELVAR

light *italic*
book *italic*
regular *italic*
medium *italic*
bold *italic*
black *italic*

Font Weights & Hierarchy

Size guidance (recommended ratios)

Exact sizes may change per format, but the hierarchy should remain consistent:

Title > Subtitle:

Subtitle should be ~60–75% of the title size

Subtitle > Body:

Body text should be ~70–85% of the subtitle size

In practice, aim for a clear step-down between levels (don’t let title/subtitle/body feel too similar).

Headlines / Titles: Amstelvar
Use for section titles, hero headlines, and key statements.

Subtitles / Supporting headlines: Halyard Book
Use to introduce sections, explain a headline, or create secondary emphasis.

Body text: Halyard Book
Default for paragraphs, descriptions, and long-form content.

Emphasis text: Medium.
Use medium sparingly to highlight keywords, benefits, or important actions.

Good Practices

Line spacing & readability

- Body text: keep it airy for readability (especially on mobile).
- Avoid overly long line lengths — prioritize comfortable scanning and clear blocks.

Alignment & layout

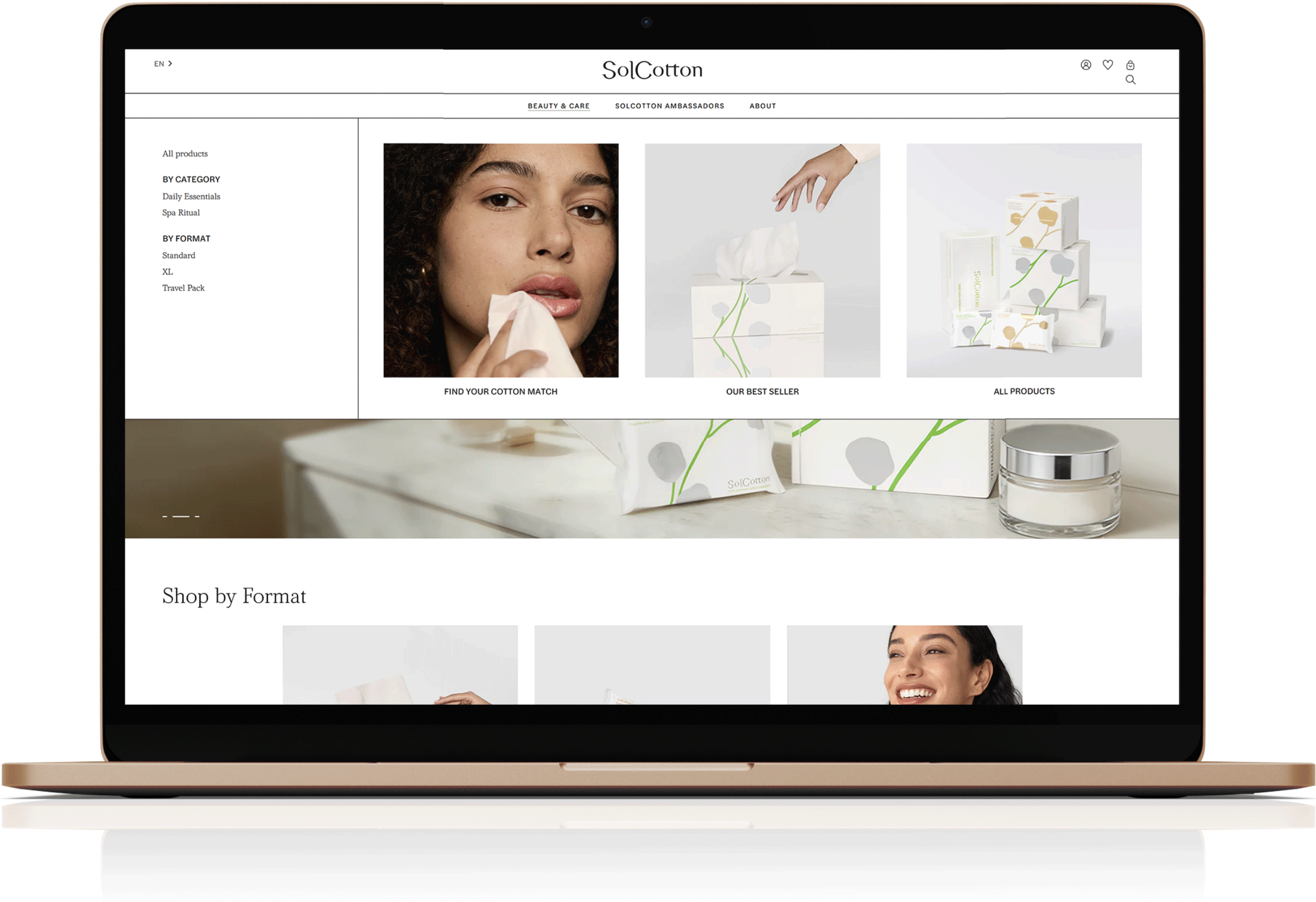
- Prefer left alignment for most applications (best for clarity and accessibility).
- Use consistent spacing between text blocks to create rhythm.
- Avoid centered paragraphs for long text (use only for short statements or hero lines).

Standard Rules

- SolCotton must always be written exactly like this. Avoid using ALL CAPS (SOLCOTTON), and never write it with a lowercase c (e.g., Solcotton).
- Use bold for hierarchy, not decoration. If everything is bold, nothing stands out.
- Avoid all caps in long headlines or paragraphs (use only for small labels if needed).
- Don't stretch or distort the typeface.
- Maintain strong contrast between text and background.
- Keep typography consistent across brand touchpoints to build recognition and trust.

SolCotton’s visual language is clean, minimalist, and intentional.

Use straight lines, defined corners, and structured grids to communicate clarity and sophistication.



How to use:

- Use grids: align text and images to consistent margins and columns. Keep spacing generous.
- Prefer simple shapes. Avoid complex patterns or illustrative motifs.
- Keep strokes consistent: if using line-work, stick to one stroke weight across a piece.
- Let elements breathe: use negative space as a design tool.
- Create hierarchy with structure: use blocks and alignment (not decoration) to guide the eye.
- Be subtle with effects: avoid heavy shadows, gradients, or noisy textures. If texture is needed, keep it soft and minimal.



SolCotton uses two complementary icon families, each designed for a specific purpose:

Branded Icons: expressive, graphic symbols that reinforce the brand’s personality and visual language.

Interface Icons: highly functional symbols designed for clarity, speed, and usability in digital interfaces.

Which one should I use?

Choose Branded Icons when:

You’re communicating brand meaning, category, lifestyle, or concept.

Choose Interface Icons when:

You’re communicating actions, navigation, settings, and interface utilities.

Branded Icons

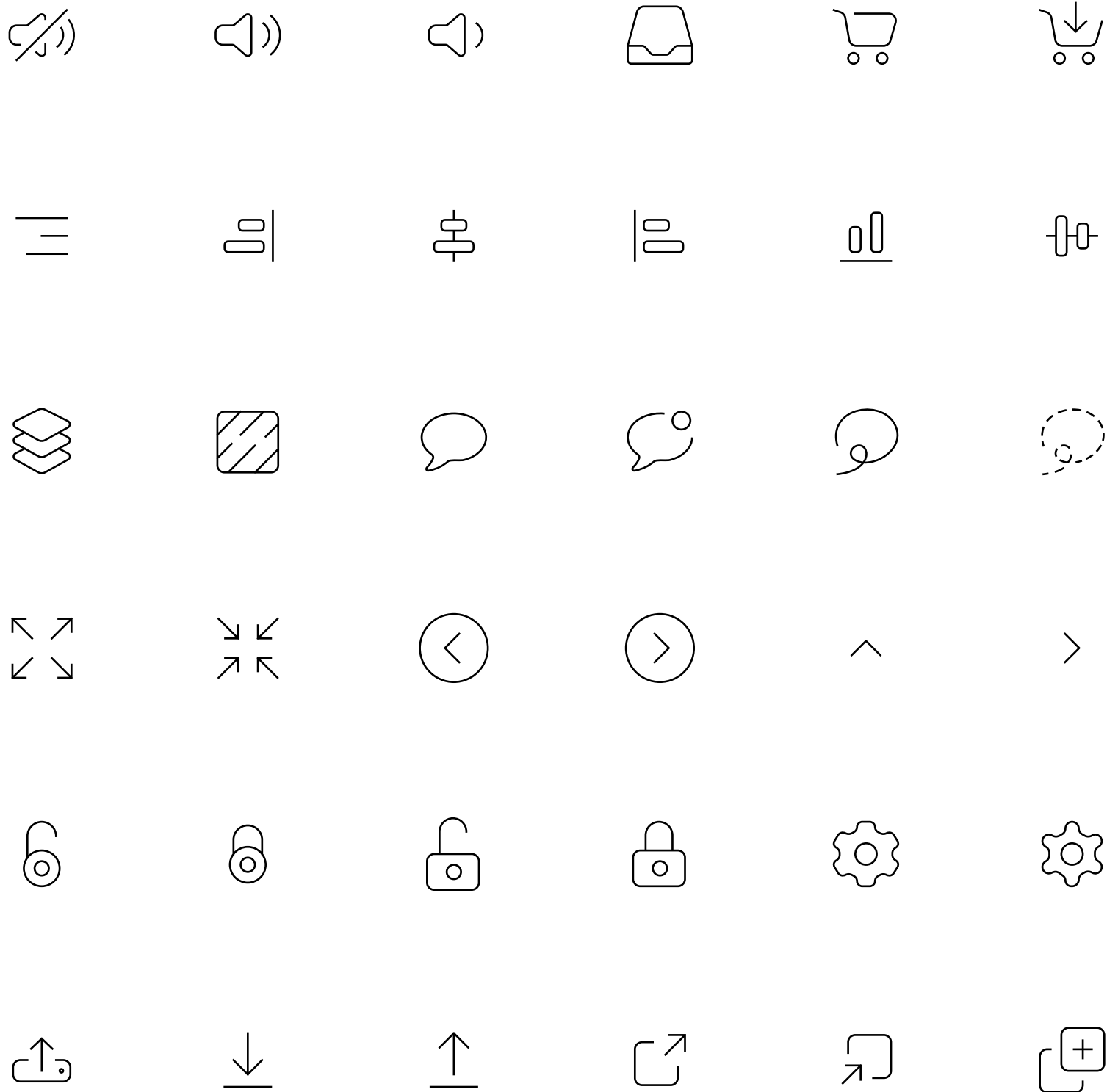
Branded icons are the brand’s signature icon style, built from the same visual logic as the cotton flower symbol.

When to use:

Use ornamental icons when the goal is identity + storytelling.

Key characteristics:

- Outline / stroke-based
- Hand-drawn visual
- Straight corners
- Minimal, airy (uses negative space)



Interface Icons

UI icons are designed for speed and readability inside interfaces. They prioritize recognizability at small sizes and work best in dense layouts.

When to use:

- App and web navigation
- Buttons, menus, toolbars, dashboards
- System states (success/error), actions (download/share), utilities

Key characteristics:

- Simplified shapes for small sizes
- Outline and straight corners
- Consistent optical balance and spacing
- Made to align to pixel grids and common UI sizes

Do’s and Don’ts (Both Styles)

Do:

- Keep a consistent visual language inside each family
- Use icons in single color (approved brand colors)
- Maintain proper spacing around icons for clarity

Don’t:

- Mix Branded and UI icons in the same hierarchy level (ex: same menu)
- Add shadows, gradients, bevels, 3D effects
- Stretch, distort, or change stroke weights inconsistently

Environment & Setting

SolCotton photography should feel quiet, elevated, and effortless — like comfort that belongs to real life, not a staged “perfect” set. Spaces are clean and breathable, with warm neutrality and generous negative space. We prioritize environments that suggest wellbeing, routine, and softness: bathrooms, bedrooms, calm living spaces, airy studios, and simple outdoor moments. The setting should never compete with the product or the message — it should frame the experience of comfort.

Preferred environments:

- Home wellness spaces: bathroom counters, bathtubs, bedroom, tables, shelves, sofas and chairs;
- Soft lifestyle settings: minimal apartments, modern architecture, calm city walks, morning light indoors;
- Wellbeing moments: beach/sea breeze, gentle outdoor light, slow rituals.

Styling & props:

Use props sparingly and only when they support the story of softness and daily comfort:

- Do: Cotton, soft fabric textures, towels, neutral trays, simple glass, ceramics;
- Don’t: Too many objects, bold prints, loud colors, “decor for decor’s sake,” overly feminine clichés.

What to avoid*:

- Clinical or staged “hospital” aesthetics;
- Overly trendy sets (neon, heavy maximalism, strong color casts);
- Messy backgrounds, visual noise, distracting branding from other products;
- Anything that feels cold, harsh, or overly “advertising-perfect”.

**unless a specific campaign requires it, and the branding team approves it.*



Models

SolCotton models should feel real and relatable — people you could genuinely recognize in your day-to-day. We cast for authenticity over perfection, highlighting natural beauty. Skin should look like skin: texture, freckles, pores, and expression lines are welcome. The goal is to communicate softness, wellbeing, and trust through human presence, not an “idealized” beauty standard.

Casting direction:

- Diverse representation across skin tones, ages, body types, and facial features;
- Prioritize expressive eyes, relaxed posture, and presence;

Styling (wardrobe + grooming):

- Wardrobe should support the palette: neutrals, off-white, sand, warm greys, muted tones;
- Minimal patterns and logos; clean silhouettes and soft fabrics;
- Hair and makeup: light, natural, touchable — enhance, don’t transform.

Skin & retouching guidelines:

Keep retouching minimal and respectful.

- Even out distracting temporary redness if needed, maintain natural tone;
- Preserve texture (pores, freckles, fine lines);
- No plastic skin, heavy blur, or over-whitening;
- Avoid overly glossy “wet” skin unless campaign-specific.

What to avoid:

- Overly “perfect” or heavily edited beauty looks;
- Artificial smiles, stiff posing, or overly staged product holding;
- Casts that feel too homogeneous (same face/age/style repeated);
- Visual stereotypes (either “clinical healthcare” or overly glamorous fashion).



Action (Expression, Body Language & Gesture)

SolCotton “action” should feel quiet, natural, and sensory — small movements that communicate softness and care without looking staged. Expressions are subtle and human (not performative), and gestures should show comfort through touch, routine, and ease. Think a pause, a breath, a gentle wipe, a fabric check — everyday actions captured with intention.

Expression:

- Calm, grounded emotions: ease, relief, gentle joy, comfort, clarity;
- Prefer soft smiles or neutral expressions with warm eyes;
- Capture in-between moments (looking out a window, mid-routine, exhale);
- Avoid exaggerated laughter, “commercial” smiles, or anything overly posed.

Body language:

- Posture should look relaxed and lived-in;
- Natural weight shifts, slight lean, shoulders down, open chest;
- Movements should feel unhurried — no high-energy “fitness” vibe unless the campaign asks for it;
- Avoid dramatic poses, forced elegance, or overly sensual body positioning.

Gestures & hands:

- Show gentle touch: resting on cheek, holding fabric, adjusting sleeve, folding, cleaning, smoothing;
- Product interaction should feel natural (not “presenting” to camera);
- Avoid tense fingers, claw-like grips, pointing, or overly manicured.

Micro-actions to prioritize:

- Comfort rituals: wipe, pat, press, dab (slow + gentle);
- Softness cues: brushing fabric against skin, holding a tissue close;
- Wellbeing moments: closing eyes, deep breath, quiet pause, stretching;
- Everyday movement: walking softly, sitting, leaning, turning pages, organizing, light cleaning.



Product Imagery

SolCotton product imagery should feel premium, minimal, and quietly confident — where the product is the hero and the styling simply supports the idea of everyday comfort. We aim for a clean, tactile look that highlights materials and texture, using light, space, and composition to communicate softness and quality at a glance.

Core principles:

- Product-first: packaging is always the focal point, clear and legible;
- Clean + breathable: white/off-white backgrounds, soft shadows, generous negative space;
- Tactile realism: show authentic texture (paper, emboss, cotton, folds);
- Simple styling: props are minimal and purposeful, never decorative clutter.

Lighting & color:

- Bright, diffused lighting that feels natural and soft;
- Maintain true brand whites (avoid yellow/green casts).

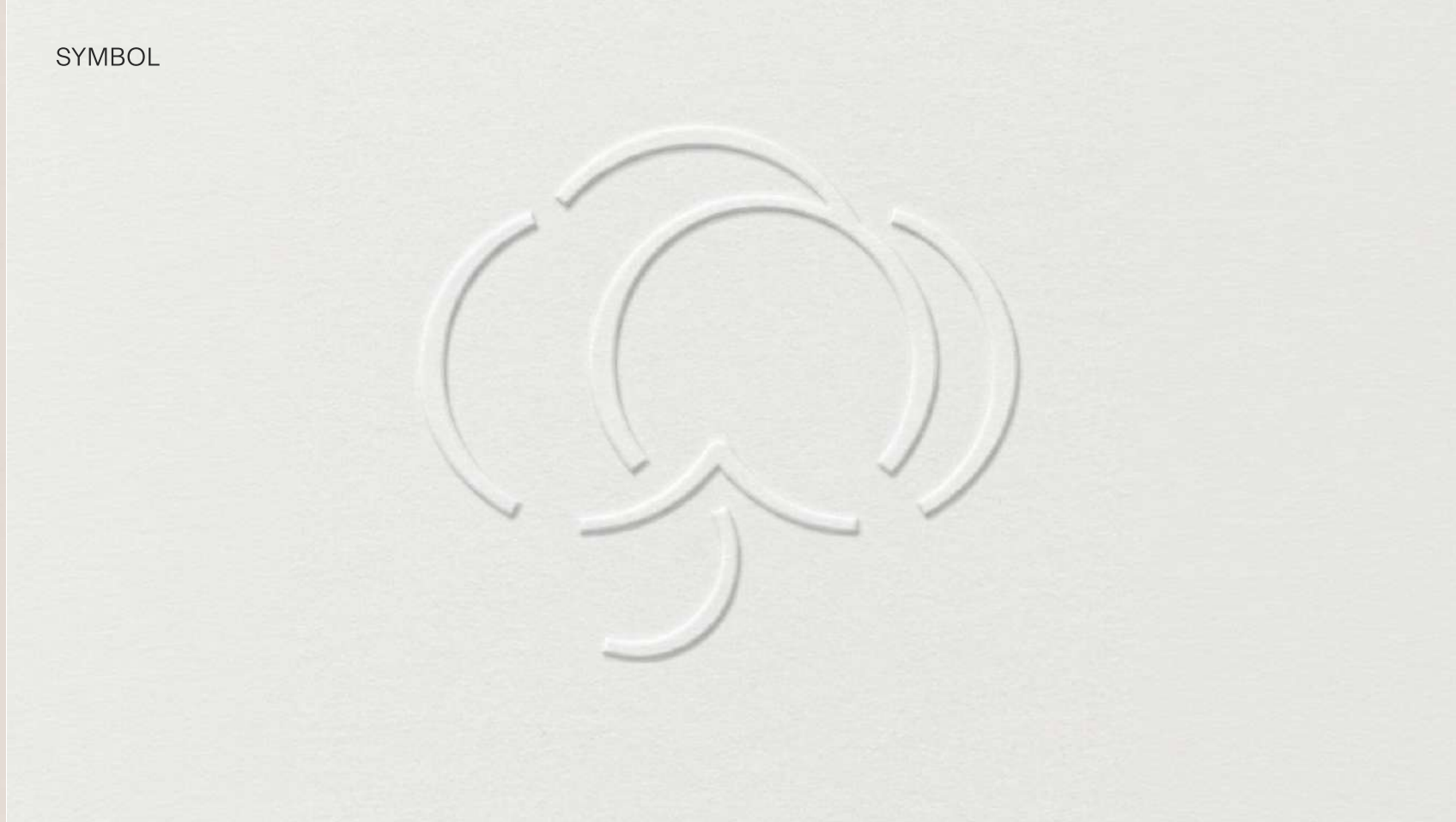
Composition:

- Angles that preserve logo legibility and structure;
- Keep horizons straight; avoid heavy distortion or extreme wide-angle perspectives;
- Consider a mix of:
 - Hero shot (single product, clean);
 - Range shot (family of products, neatly stacked/aligned);
 - Detail shot (embossing, material, opening, texture).

Retouching:

- Preserve true-to-life texture and materials (no plastic smoothing);
- Keep whites clean but not blown out. Maintain subtle shadows for depth;
- Remove only distracting dust/smudges while keeping a realistic finish.



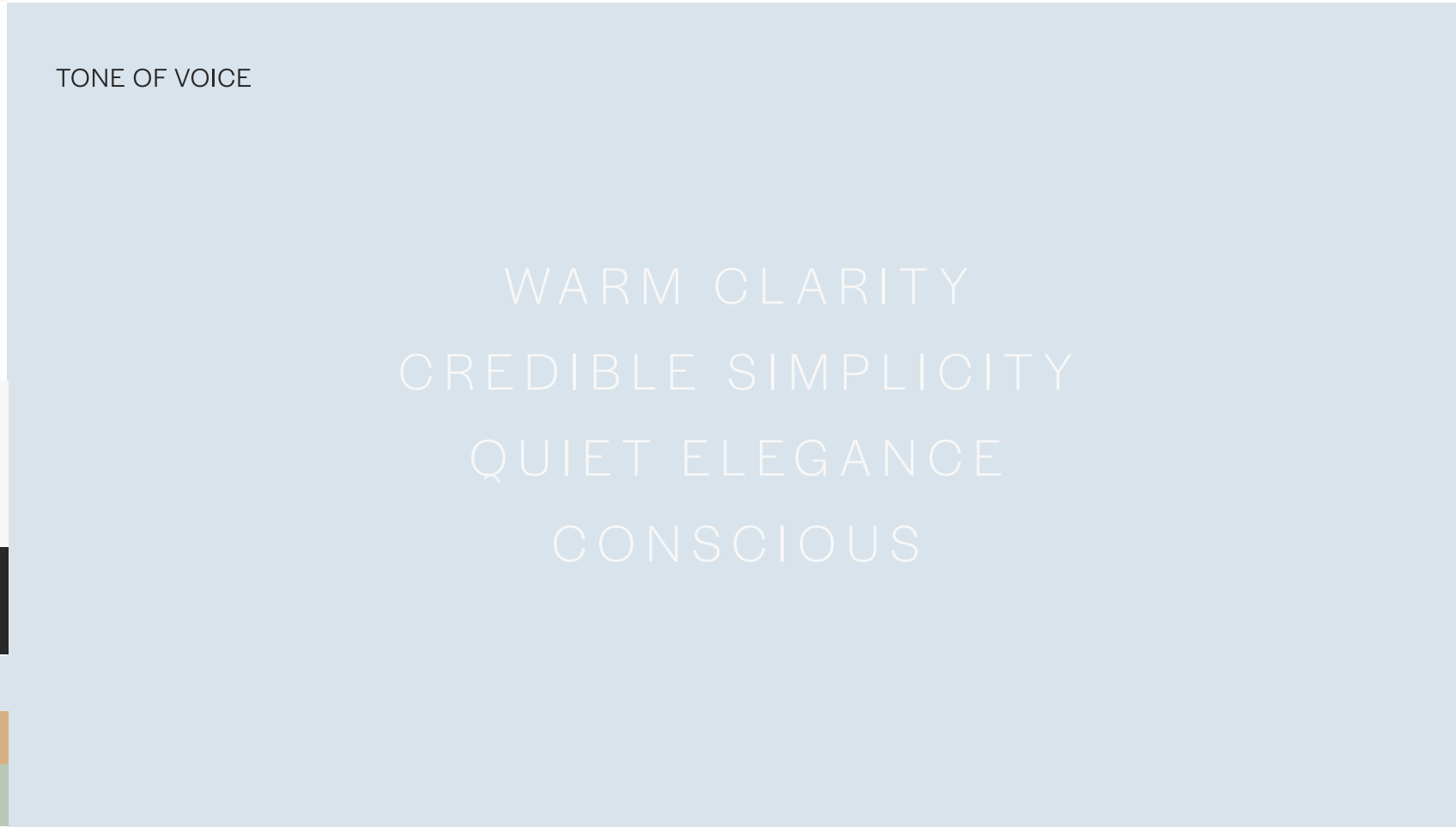
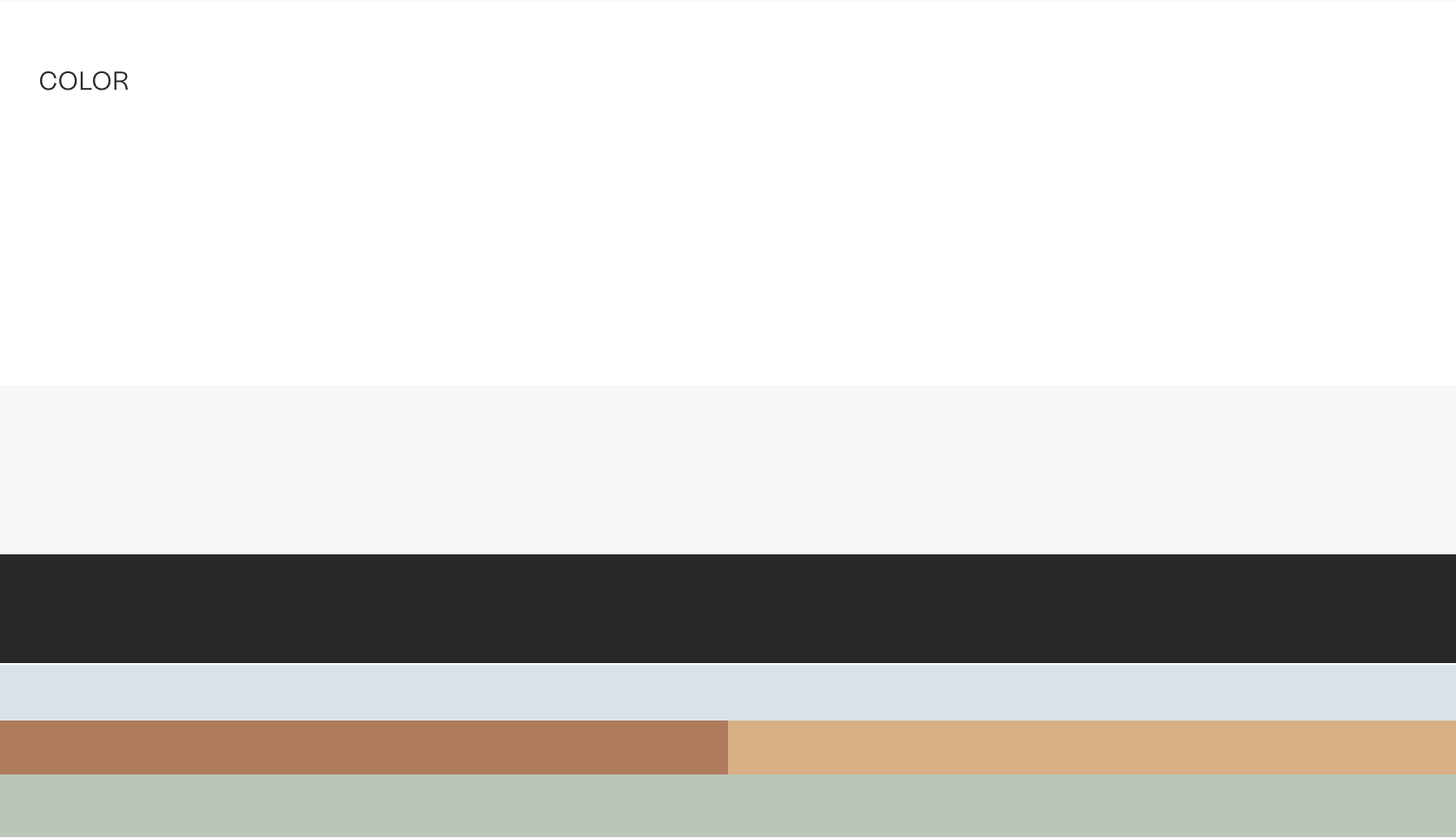
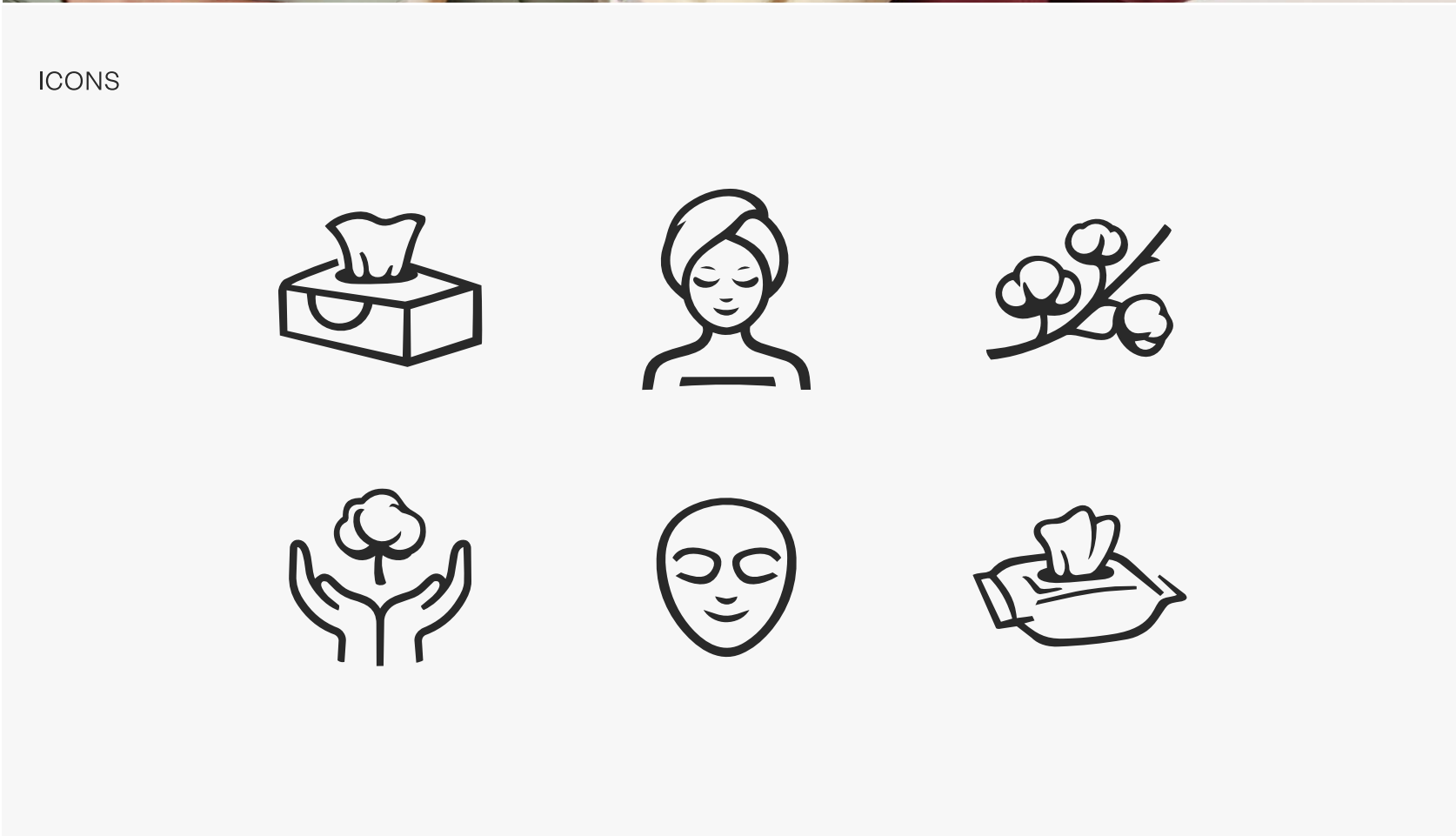


TYPOGRAPHY

49

extralight	<i>italic</i>
light	<i>italic</i>
regular	<i>italic</i>
semibold	<i>italic</i>
bold	<i>italic</i>
black	<i>italic</i>

HALYARD



TYPOGRAPHY

light	<i>italic</i>
book	<i>italic</i>
regular	<i>italic</i>
medium	<i>italic</i>
bold	<i>italic</i>
black	<i>italic</i>

AMSTELVAR

Brand in Use

The following examples illustrate the potential of the logo and elements of the brand's visual system in practical applications.







