

ARTISANSO(U)L

ARTISANSO(U)L

*A name that already contains everything.
Art. Artisan. Soul. Sol.
And the U (you).
Always present, always personal.*



Brand Essence	
Brand Manifesto	4
Purpose	5
Vision	6
Mission	7
Core Values	8
Brand Promise	9
Brand Essence	10

Brand Identity	
Brand Archetype	11
Brand Persona	13
Tone of Voice	16
Brand Storytelling	17
Communication Pillars	18

Visual Guidelines	
Logo Usage and Variations	19
Colors	25
Typography	26
Graphic Elements	28
Applications	31



Art originates from life, transcends it, and ultimately returns to nourish it.

We believe that beauty should not be confined to frames, nor comfort limited to the mundane.
At ARTISANSO(U)L, we weave the profound narratives of contemporary art into the very fabric of everyday life.

We are a creative manifesto. We are the threshold between dream and reality.
We are the warmth of premium cotton, the bold stroke of a painter's brush, and the quiet elegance of a well-crafted space.

For those who seek meaning in what they wear, what they use, and how they live, we offer more than products.
We offer a canvas for your individuality.
We invite you to experience art not just as a viewer, but as a participant in a beautifully curated life.

This is where the everyday cultivates the timeless.

This is the art of being unique, the soul of being true.

Brand Manifesto

To elevate everyday living into an art form,
offering wearable, liveable, and experiential
pieces that reflect authenticity, creativity,
and a *soulful connection* to global
contemporary art.

Purpose

To inspire a new dialogue between art and lifestyle. Guided by the philosophy of *"Liveable Art, Living as Art"*, we envision a world where art is released from conventional displays and woven seamlessly into the fabric of daily living, transforming everyday spaces and routines into immersive aesthetic experiences.

Vision

To unite the intellectual depth
and aesthetic refinement of the
Ivory Gate Gallery with the tactile
wellbeing of SolCotton.

We create a comprehensive lifestyle ecosystem — spanning fashion, home,
and beyond — that empowers individuals to make their entire environment
a meaningful expression of their identity.

Mission



Core Values

CREATIVITY: Every creation is a canvas for artistic expression, featuring unique designs curated from global artistic talents that stand out and tell a story.

CRAFTSMANSHIP: Meticulous attention to detail, leveraging SolCotton's heritage of quality, ensures that whether it is a garment, a piece of furniture, or a home object, it is exceptional in both design and construction.

AUTHENTICITY: Rooted in genuine artistic collaborations facilitated by Ivory Gate, we deliver pieces that resonate with emotional depth.

FUNCTIONALITY: While bold and expressive, every design is crafted with comfort and practicality in mind, ensuring functionality for daily life.

CONFLUENCE: We believe in the power of cross-disciplinary dialogue — where East meets West, where fine art seamlessly integrates with premium materials, and where fashion meets living spaces.





ARTISANSO(U)L is a boundless lifestyle platform. From wearable art to home decor, furniture, and everyday objects, *we are a canvas for a life beautifully lived.*





My soul is made by *art*

Authenticity is the highest form of artistry.
Every piece we create is felt through intention.

ARTIST

AVANT-GARDE

ARTISANSO(U)L is, at its core, a creative force. As an Artist, the brand sees the world not as it is, but as it could be — and dedicates every piece, every collaboration, and every space to closing that distance.

Brand Archetype

ARTIST

12

AVANT-GARDE

ARTISANSO(U)L carries genuine artistic intent, born from the dialogue between the Ivory Gate Gallery's curatorial depth and SolCotton's mastery of material and craft.

But ARTISANSO(U)L does not simply create — it leads. As Avant-garde, it moves ahead of its own time, anticipating what culture has not yet named and translating it into something that can be worn, touched, and lived. It does not wait for the world to be ready. It builds the language first, then invites others in.

This is a brand that reframes the ordinary into the extraordinary. Every garment, object, and space is a creative act. Every creative act is a statement about how life deserves to be experienced.

Brand Archetype

THE ARTISAN SOUL

13

The Artisan Soul is not defined by age, gender, or background. It is defined by a way of seeing. A refusal to separate beauty from meaning, craft from conviction, life from art.

The Artisan Soul moves through the world with quiet authority. It does not follow trends — it studies them, deconstructs them, and builds something ahead of them. It creates not to be seen, but because creation is the only honest language it knows.

It carries the mark of genuine artistic intention in everything it touches: the garments it wears, the spaces it inhabits, the objects it chooses. For The Artisan Soul, these are not possessions. They are statements.

Brand Persona

THE ARTISAN SOUL

14

Key characteristics

CREATIVELY SOVEREIGN:

The Artisan Soul does not create for applause. It creates because authenticity demands it.

AVANT-GARDE BY NATURE:

Being ahead is simply where The Artisan Soul lives. It sees what is coming before it arrives.

TACTILE AND INTENTIONAL:

Every choice is felt before it is made. Material, texture, finish, weight — these are a language The Artisan Soul reads fluently.

DEEPLY CULTURED:

Art is not a privilege. It is a right. The Artisan Soul believes beauty belongs in everyday life, not behind velvet ropes.

BOLD IN CONVICTION, RESTRAINED IN NOISE:

It does not shout. It does not chase. It simply makes, with precision and purpose — and lets the work speak.

THE ARTISAN SOUL

15

WHAT THE ARTISAN SOUL VALUES:

- Authenticity
- Craft
- Art
- Intention
- Originality
- Experience

HOW THE ARTISAN SOUL SPEAKS:

- Poetic
- Confident
- Specific
- Never explains itself twice
- Uses silence as punctuation

WHAT THE ARTISAN SOUL AVOIDS:

- Trend-chasing language
- Empty inspiration
- Over-explanation or justification
- Generic luxury codes

HOW THE ARTISAN SOUL BEHAVES:

- Curates, never accumulates
- Chooses depth
- No rushed decisions, no disposable choices
- Builds rituals around the objects it lives with
- Sees every creative act as an extension of identity



Tone of Voice

CURATORIAL YET ACCESSIBLE:

We explain the artistic inspiration behind our lifestyle pieces with clarity, never alienating our audience.

POLISHED AND POETIC: We use language that evokes emotion and appreciation for beauty, maintaining a polished edge.

HUMAN AND WARM: We balance our professionalism with the warmth inherent to the SolCotton heritage.



THE GENESIS: A CONFLUENCE OF TWO WORLDS

17

ARTISANSO(U)L is born from a profound intersection: the meeting of SolCotton's relentless pursuit of everyday wellbeing and the Ivory Gate Gallery's philosophical dedication to making art a lived experience. It is here that tactile comfort meets visionary expression, expanding far beyond the gallery walls into the very fabric of daily life.

While SolCotton provides the foundation — rooted in premium material innovation, meticulous craftsmanship, and an empath-led commitment to care — Ivory Gate provides the soul. As a gallery that bridges East and West, tradition and modernity, Ivory Gate curates the artistic voices that breathe life into every creation.

ARTISANSO(U)L is not confined to a single category. It is a boundless lifestyle platform where fashion is just the beginning. From wearable art to home decor, furniture, and everyday objects, we are a canvas for a life beautifully lived.

Storytelling

THE STORIES WE TELL

18

1 ART AS A WAY OF LIVING

WHAT WE STAND FOR:

Art is not something you hang on a wall or visit on weekends. For ARTISANSO(U)L, art is a daily practice — embedded in what you wear, how you move, and the objects you choose to surround yourself with.

WHAT WE COMMUNICATE:

The seamless relationship between artistic creation and everyday life. The idea that choosing with intention is itself a creative act.

CONTENT ANGLES:

Artist collaborations and their translation into wearable pieces; the story behind each design decision; "why we made it this way" narratives; art world references that inform the collection; the gallery-to-garment journey.

2 THE CRAFT BEHIND THE SOUL

WHAT WE STAND FOR:

Authenticity is the highest form of artistry. Every piece ARTISANSO(U)L creates carries the mark of genuine craft. Craft is how the brand's soul becomes tangible.

WHAT WE COMMUNICATE:

The precision, material intelligence, and artistic intention that goes into every piece. The belief that how something is made is inseparable from what it means.

CONTENT ANGLES:

Material sourcing and selection; construction details and finishing; the hands behind the work; process documentation — from concept to final piece; "what makes this different" told through texture, weight, and finish.

Communication Pillars

THE STORIES WE TELL

19

3 THE AVANT-GARDE PERSPECTIVE

WHAT WE STAND FOR:

ARTISANSO(U)L does not react to culture — it anticipates it. The brand exists at the frontier, translating what is still unnamed in the cultural imagination into pieces that can be worn and felt today.

WHAT WE COMMUNICATE:

Cultural foresight, creative leadership, and the brand's point of view on where art, fashion, and living are heading.

CONTENT ANGLES:

Trend deconstruction and cultural commentary; references from art, architecture, and design that inform the brand's direction; limited and capsule collections as creative statements; collaborations with artists and curators on the edge of their fields.

4 IDENTITY AS A CREATIVE ACT

WHAT WE STAND FOR:

What you wear, what you choose, how you curate your space — these are not lifestyle decisions. They are expressions of who you are. ARTISANSO(U)L exists for those who understand that identity is built deliberately, and that every object in their life carries a point of view.

WHAT WE COMMUNICATE:

The deep relationship between personal identity and creative intention. The brand as a tool for self-expression, not self-definition.

CONTENT ANGLES:

Community portraits — real people and how they live with Artisansoul pieces; "how I wear it" as creative storytelling, not styling content; spaces, rituals, and objects that reflect an intentional life; the brand's audience as co-creators of its cultural meaning.

5 — HERITAGE MEETS THE FUTURE

WHAT WE STAND FOR:

ARTISANSO(U)L was born from two distinct legacies — the curatorial depth of the Ivory Gate Gallery and the material mastery of SolCotton. That heritage is the foundation from which the brand moves forward.

WHAT WE COMMUNICATE:

The brand's unique origin story as a source of creative authority.

CONTENT ANGLES:

Brand origin storytelling; the dialogue between SolCotton's craft heritage and the Gallery's artistic vision; archive pieces and their evolution; collaborations that honor tradition while pushing form.

Communication Pillars

ARTISANSO(U)L

PRIMARY LOGO — HORIZONTAL

The horizontal logotype is ARTISANSO(U)L's main signature and should be the default choice across all brand applications. It carries the highest brand authority and performs best in wide-format contexts.

ARTISAN
SO(U)L

SECONDARY LOGO — VERTICAL

The stacked logotype is an alternative signature for contexts where a square or vertical format is required or preferred.

ARTISANSO(U)L

by SolCotton

LOGO + TAGLINE

In contexts where ARTISANSO(U)L's connection to SolCotton needs to be made explicit, the tagline "by SolCotton" may be added beneath the primary logotype. This version acknowledges the brand's origin.

SolCotton

SolCotton
miniō

SolCotton
vita

ARTISANSO(U)L
by SolCotton

ART_SO(U)L

_ART SO(U)L

LOGO VARIATIONS

ARTISANSO(U)L has additional logo variations designed to expand the brand's visual range across different contexts and formats. The ART_SO(U)L reduction — available in both horizontal and stacked compositions — strips the logotype to its most essential core, and should be used only in contexts where the full brand name is already clearly established.

While branding team approval is recommended before introducing a variation in a new context, the logo system is designed to breathe. Rigidity is not part of this brand's language.

COLORS

25

COLORS

ARTISANSO(U)L operates in black and white.
This is not minimalism for its own sake. It is a strategic
act: when the brand steps back, art steps forward.

Black and white create the neutral ground that allows
every piece, every collaboration, and every creative
expression to be the loudest thing in the room.

The color is in the work.
The brand simply holds the space for it.

Black and white hold the
tension that lives between the
artisan's hand and the blank
canvas, between what is
made and what is felt.

**ARTISANSO(U)L EXISTS
IN THAT CONTRAST.**

Main Typography

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

BOLD

VERSATILE

HALYARD

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.

Art. Culture. Lifestyle.

Amstelvar

The parentheses are ARTISANSO(U)L's most essential graphic gesture. Born directly from the logo, they exist as an independent visual element — a living symbol of the space the brand creates: between art and life, between the artisan and the soul, between what is made and what is felt.

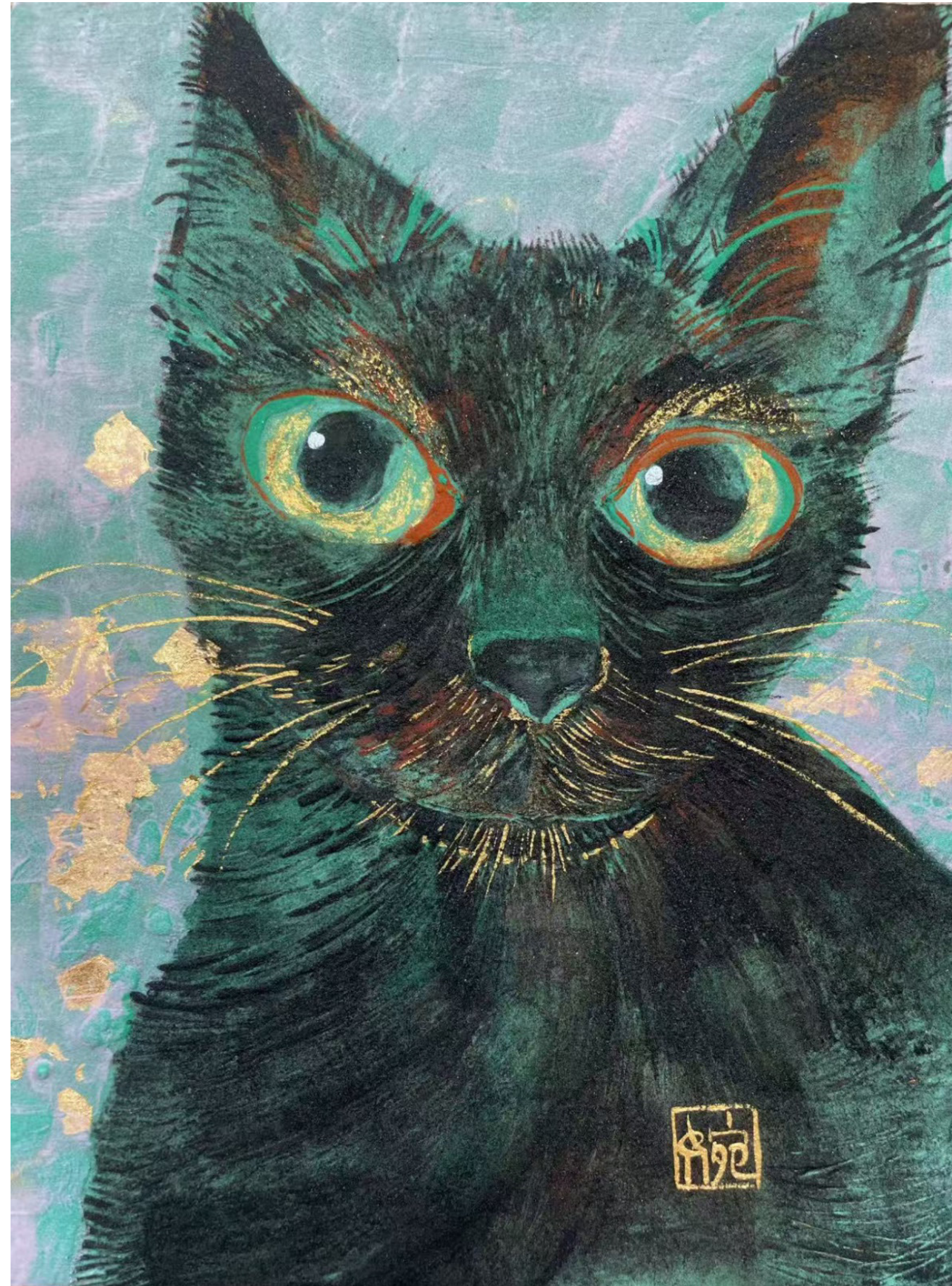
IN APPLICATION, THE PARENTHESES ARE DELIBERATELY FREE.

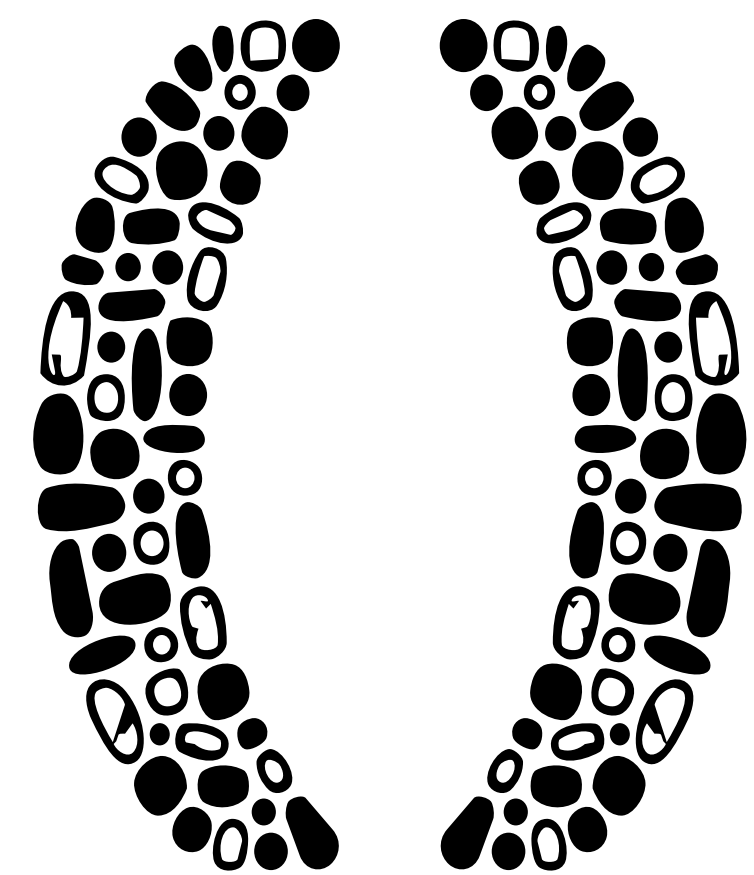
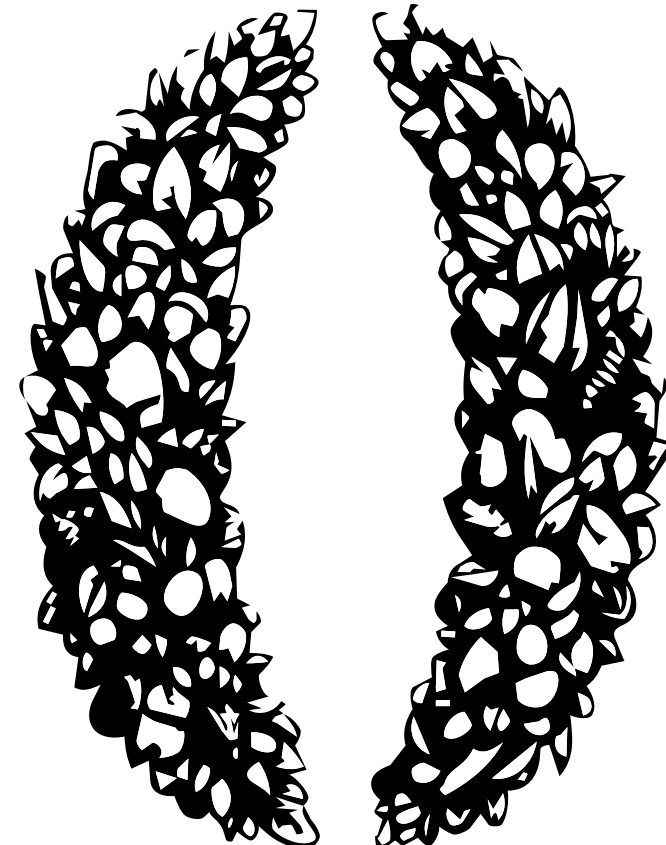
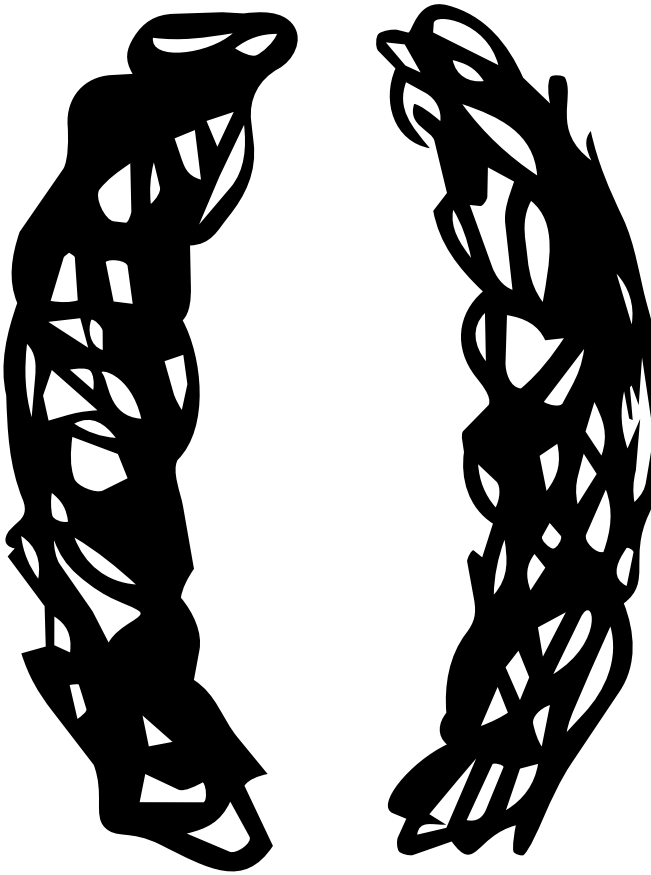
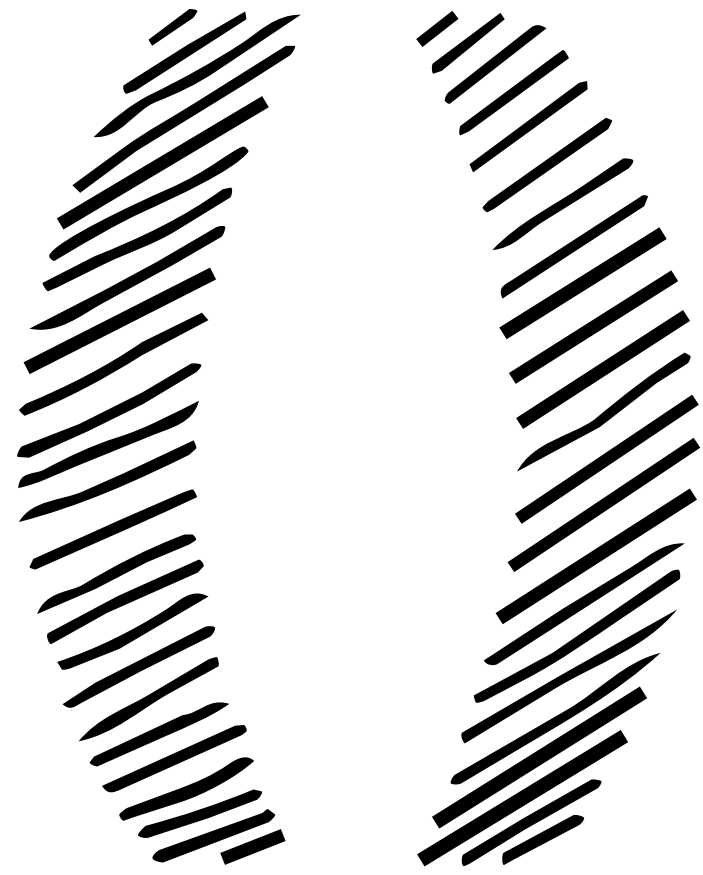
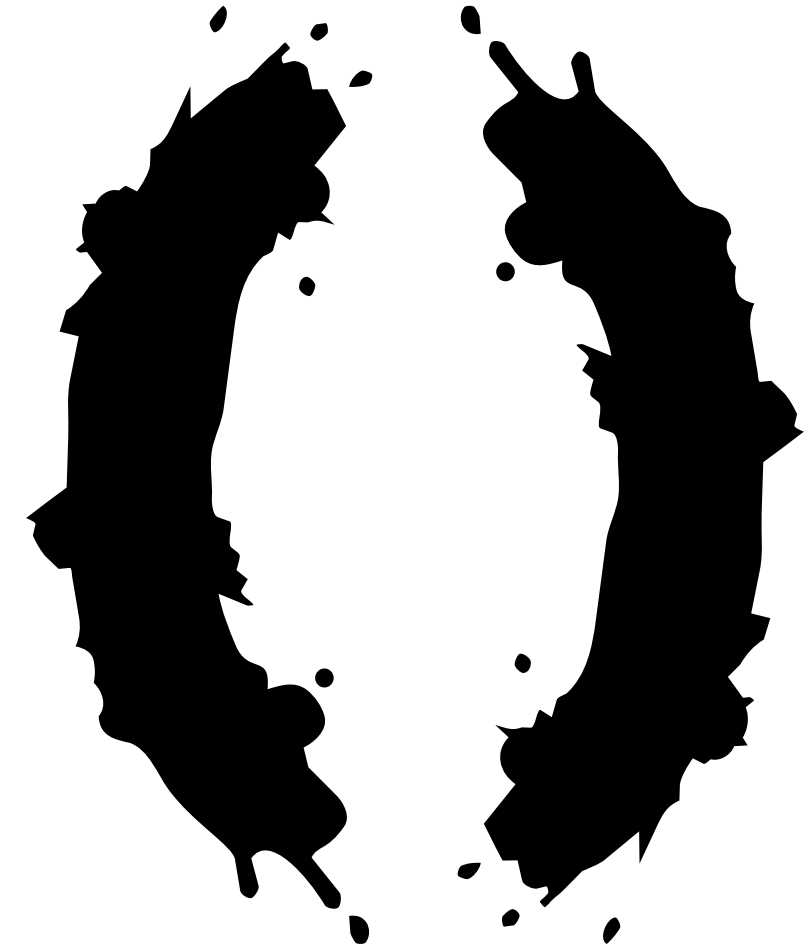
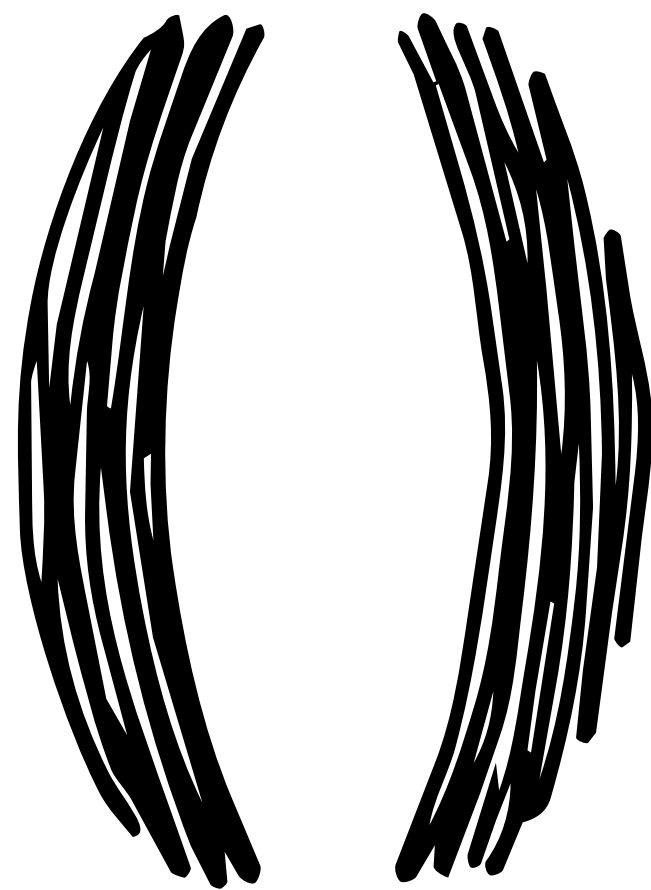
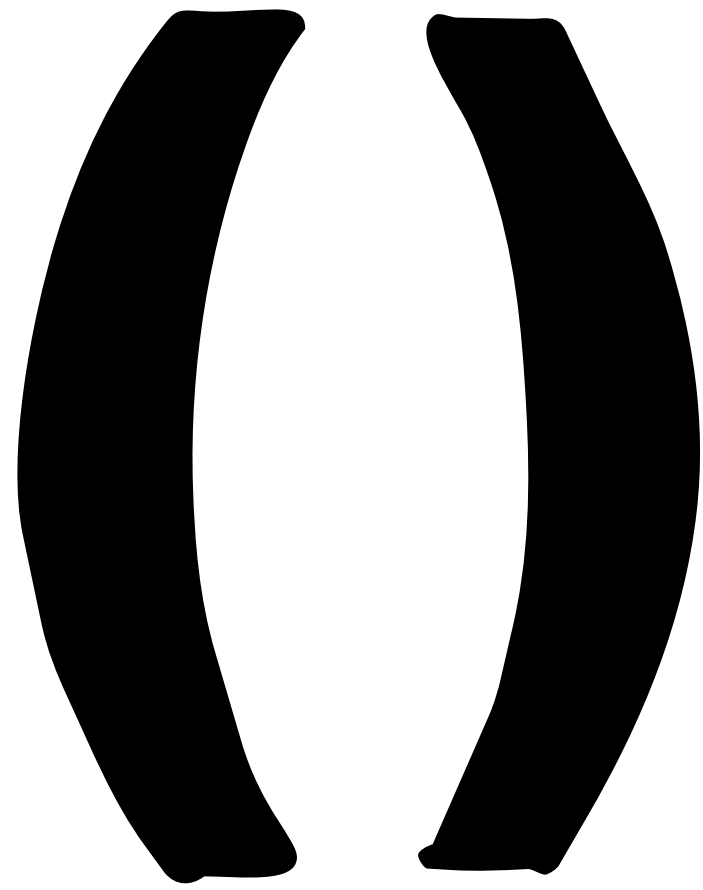
They appear in multiple expressions — solid, brushed, sketched, layered, scattered — adapting to context while remaining unmistakably the brand's own.

They can hold an artwork, a word, an idea, or simply stand alone as a mark of creative territory. That openness is intentional. The parentheses are not a rigid graphic rule.



Graphic Elements







BRAND IN USE

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











ARTISANSO(U)L

If you have brand related questions or inquiries regarding the ARTISANSO(U)L design guidelines or how to best communicate and represent the brand, please reach out to SolCotton's team. All rights reserved ©ARTISANSO(U)L by SolCotton 2026