

SolCotton vita

This document will help you understand the basic elements of our identity system. It explains how to use the system and serves as a source of inspiration for you to help us continue building a global, creative and consistent brand.

Q & A

If you have any questions regarding the content in this guide, or you are unsure if your communications best represents SolCotton Vita's brand, please contact our marketing team.

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SolCotton VITA is born at the intersection of elegance and intention - where natural comfort meets the quiet strength of care.

More than a line of scrubs, VITA is a living expression of purpose. A rhythm of breathability, softness, and grace woven into every shift, every gesture, every life touched.

Inspired by professionals who lead with compassion and live with clarity, VITA transforms workwear into a second skin - where functionality becomes form, and style becomes presence.

Every fiber speaks of sustainability. Every silhouette honors movement. Every piece is designed to support, to uplift, to empower. A brand crafted not just to be worn, but to be lived.

At the core of SolCotton Vita brand are some key concepts.

Some terms help reinforce these concepts and strengthen the brand identity.

Vitality

because every piece is made to move with the rhythm of real life.

Comfort

in the softness of natural cotton, in the support that lasts all shift long.

Elegance

in the lines, the simplicity, the way it elevates without effort.

Purpose

woven into each design, each choice, each sustainable fiber.

Empowerment

because VITA is made to uplift those who care for others.

PHOTOGRAPHY



SYMBOL



TYPOGRAPHY

extralight *italic*
light *italic*
regular *italic*
semibold *italic*
bold *italic*
black *italic*

HALYARD

TEXTURED BACKGROUND
GRADIENT



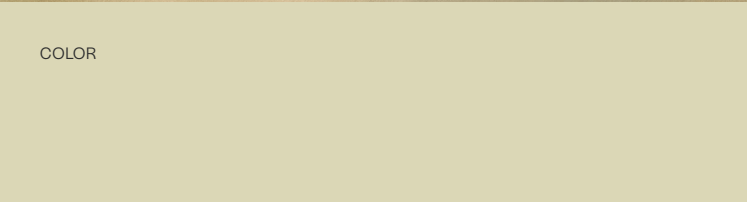
LOGOTYPE

SolCotton
vita

APPLICATIONS



COLOR



TONE OF VOICE

REFINED
CALM
PURPOSEFUL
EMPOWERING

TYPOGRAPHY

AMSTELVAR

Vital
by nature

SolCotton vita

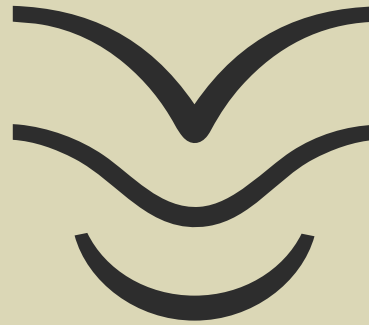
The Logotype

The SolCotton Vita logo blends natural elegance with intentional design, maintaining a strong visual link to the SolCotton master brand. The typography reflects this connection - clean, timeless, and elevated to align with Vita's refined positioning.

SolCotton vita

Main Application

This is the brand's primary signature version and should be prioritized whenever possible. It ensures maximum recognition, consistency, and alignment with the SolCotton Vita visual identity across all applications.



The Icon

The symbol evolves from SolCotton's original icon, using three flowing lines to represent the essence of vita - life. These curves evoke a bird in flight, the sky, and the earth, symbolizing vitality, freedom, and grounded care. Inspired by the harmony of the number three, the icon subtly expresses balance between intention, movement, and sustainability. It's a visual embodiment of Vita's mission: consciously crafted scrubs that support real lives with comfort, purpose, and grace.



Secondary Application

The icon should be used in applications with limited space, where visibility of the brand must be preserved or when a symbolic representation is required.

Important

This version is not meant to replace the primary logo and should only be used in reduced spaces or in graphic compositions alongside the main brand signature.

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.

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Logotype

The minimum size for logo reproduction must:

Print Media
27 mm wide

Digital Media
320 pixels wide

Icon

The minimum size for logo reproduction must be:

Print Media
5 mm wide

Digital Media
60 pixels wide



Black and white versions of the logo can be used when color reproduction is not possible.

Applications

To maintain consistency in brand application, the combinations shown here are recommended.

*Applies to all logo versions.



Applications on Photos and Videos

Make sure to choose the best contrast between the logo color and the background to ensure legibility. If the image allows, always prefer using the logo in the brand's official colors.

*Applies to all logo versions.

Logo Misuse



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✗ Do not distort, rotate or tilt the logo.



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✗ Do not use different colors.



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✗ Versions changing the elements as well as the logo information hierarchy are not accepted.



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Color Palette

Our palette reflects the natural, breathable elegance at the heart of SolCotton Vita. With these hues we evoke calm, clarity, and understated sophistication - balancing wellness and style in every detail.

Ivory Mist

CMYK 15 | 10 | 30 | 0

RGB 219 | 215 | 182

#dbd7b6

Ivory Mist and Soft Graphite serve as our primary tones.
Dusty Blue and Faded Olive are used as complementary accents.
Use with intention, maintaining this proportion to preserve brand harmony.

Soft Graphite

CMYK 70 | 60 | 60 | 60

RGB 45 | 45 | 45

#2d2d2d

Dusty Blue

CMYK 68 | 39 | 30 | 2

RGB 91 | 132 | 153

#5b8499

Faded Olive

CMYK 63 | 42 | 58 | 18

RGB 96 | 113 | 101

#607165

MAIN TYPOGRAPHY

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

CRAFTED
FOR CARE

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.

Vital
by nature

AMSTELVAR



Brand Graphics

SolCotton Vita's visual language is clean, minimalist, and intentional.

We use straight lines and defined corners to convey clarity, structure, and modern sophistication.

These geometric elements create contrast and balance - allowing the brand's organic icon to stand out with elegance and purpose.

Together, they reflect the harmony between precision and softness at the heart of the Vita identity.

Backgrounds

Soft, fluid gradients with delicate textures bring warmth, depth, and a natural touch to SolCotton Vita's visual language.

These backgrounds echo the breathable quality of cotton and evoke a sense of calm elegance. Their organic movement contrasts beautifully with the clean lines of the brand system, creating a balanced composition that feels both grounded and elevated.

Use them to add emotion and subtle sophistication across brand materials.

Environment & Setting

Images should be captured in environments that feel calm, airy, and refined. Think soft gradients, clean architectural lines, and natural textures that mirror cotton's organic feel. Warm daylight filtering through glass surfaces - such as hospital windows or serene workspaces - creates a natural glow, soft shadows, and an understated warmth. The setting should always feel intentional, never overly styled, supporting the idea of simplicity with purpose.



*Images for illustrative purposes only

Always make sure you are using high quality images, that portrait the brand style.

Elements from the images can be changed to match the brand colors, to give the imagery a more personalized look.

Models

The people in our photographs embody quiet leadership - confident without being loud, purposeful without being performative. Postures should reflect authenticity: standing tall, moving with focus, or simply present in the moment. Expressions are neutral to serene, allowing the clothes and context to speak. The diversity of models should reflect a range of professionals who embody care, precision, and grounded elegance.



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Action

Capture real, meaningful moments - adjusting a sleeve, organizing tools, walking through a hallway, preparing for a shift. Actions should feel natural and composed, conveying a sense of flow, structure, and professionalism. Movement is subtle but intentional, never chaotic or overly posed. The emphasis is on presence and clarity.



**Images for illustrative purposes only*

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Product Focus

SolCotton Vita garments should be shown as structured yet breathable - fitting the body with purpose, moving with ease. Shots should highlight thoughtful design: seams, stitching, pockets, collars, and textures. When folded, garments appear organized and clean; when worn, they communicate comfort with elegance. Avoid wrinkles or clutter - let the quality and cut of the fabric shine through.



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Brand in Use

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



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*Vital
by nature*



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If you have brand related questions or inquiries regarding the SolCotton Vita design guidelines or how to best communicate and represent the brand, please reach out to SolCotton Vita's team.

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