



Brand Presentation

Brand Presentation and Logo Explanation for
HOUSE OF SOLI

Brand Presentation Content.

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LOGO

Primary Logo



House of Soli

Primary Logo



House of Soli

Logo Explanation

This concept is rooted in the idea of breaking down the house into its most essential element: the brick. Rather than depicting a house literally, the logo explores its symbolic foundation—structure, stability, and craft.

At the heart of the design lies a rotated square, referencing the side of a brick. This simple shift from a static square to a dynamic diamond shape introduces movement and elegance—key attributes for a brand immersed in the world of fashion and beauty.



The repetition of the letter S, arranged in a symmetrical, circular pattern, brings both balance and memorability. Repetition not only reinforces visual identity but also represents continuity, craftsmanship, and unity—values closely tied to House of Soli's essence.

The chosen typography complements the symbol with refined curves and modern serifs, highlighting the brand's sophistication and elegance. It bridges the organic with the architectural, the natural with the designed.

This logo speaks subtly yet powerfully, reflecting a house built not just with material, but with meaning.

Logo Structure



House of Soli

Logo Container



Logo Variation

Vertical



Horizontal



Logo Mark



Mark Variation and Container

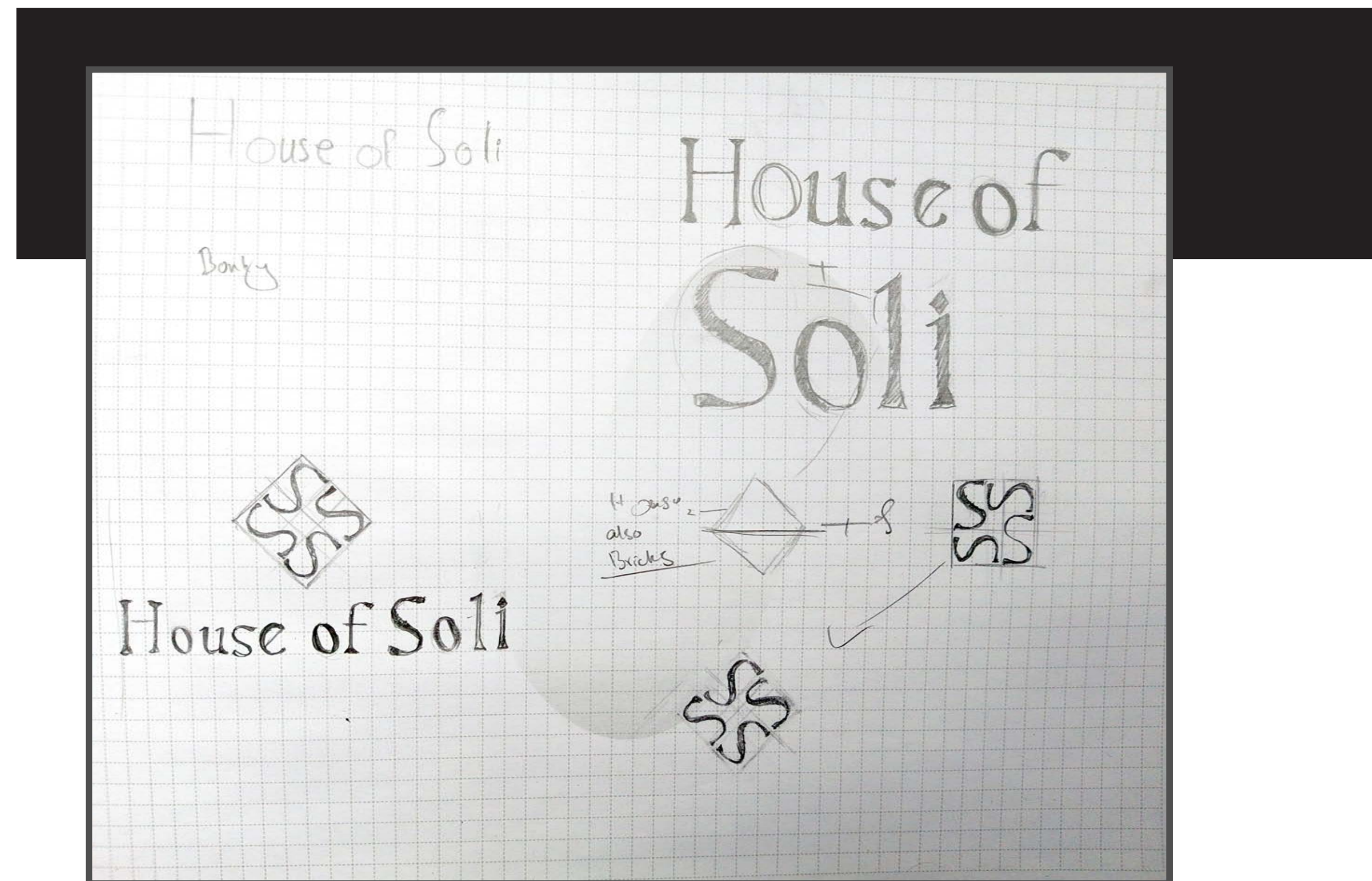




SKETCHING PROCESS

Logo Sketching Process

The sketching process is very important in logo design as it lets you explore and develop different ideas prior to creating them in digital format. Sketching also allows the designer to play with shapes, ideas and layouts without restriction therefore helping in developing creative concepts. It gives ground to test multiple iterations by researching and knowing what looks good visually or technically. It is a practical experience that keeps time and long-term for you because it allows you to focus on finding the best ideas from the first step, making sure if in fact the final brand will be strong to face the market.





**TYPOGRAPHY
SYSTEM**

Fonts & Typography

Bonky

Bonky Serif is a special vintage modern style font made with accuracy. With alternative characters and ligatures that make your work very special. Bonky Serif is perfect for branding design, logo, greeting cards, headline packaging, and other designs.

Primary Fonts &
Typography

Poppins

Poppins is a Geometric sans serif typeface. Each letter-form is nearly monolinear, with optical corrections applied to stroke joints where necessary to maintain an even typographic color.

Secondary Fonts &
Typography



BRAND COLORS

Brand Colors



C	72%
M	66%
Y	65%
K	74%
R	32
G	32
B	32

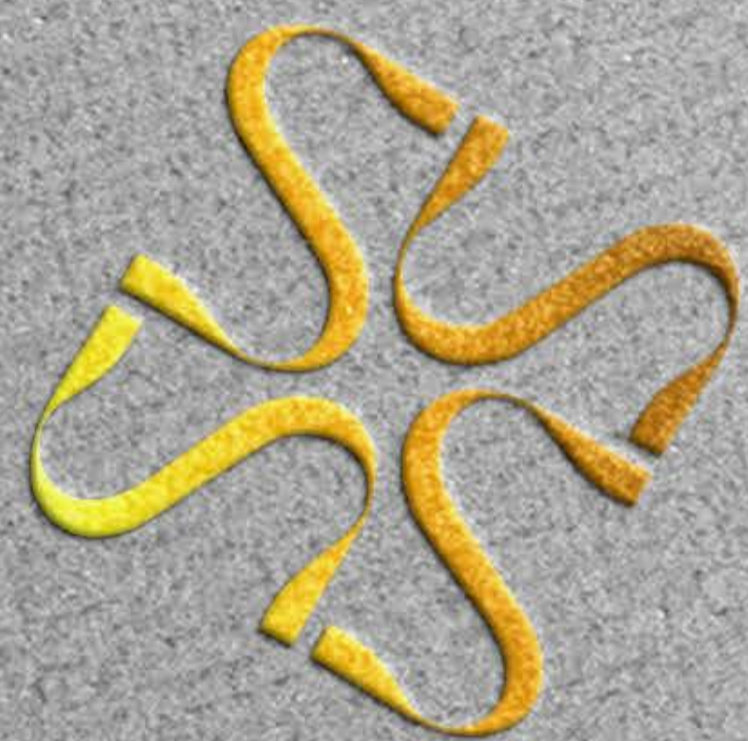


LOGO
MOCKUPS



House of Soli





House of Soli