

S■L — Brand Style Guide

1. Brand Identity

Name: S■L — Soul of the Chain

Positioning: Luxury fragrance meets blockchain exclusivity.

Taglines:

- Own Your Scent. On■Chain. (Primary)
- Digital identity, artisan fragrance — built on Solana (Secondary)

2. Color Palette

| Color Name | HEX Code | Usage |
|------------------|----------|-----------------------------|
| Midnight Violet | #1D1633 | Backgrounds, hero section |
| Deep Navy | #0D1B2A | Dark sections/footer |
| Pearl White | #F8F6F2 | Body text/light backgrounds |
| Soft Gold | #C6A664 | Accents, CTAs |
| Muted Lilac Mist | #8E7CA6 | Gradients/highlights |
| Charcoal Black | #121212 | Contrast text/UI |

3. Typography

Headings: Playfair Display (luxury serif)

Body/UI: Inter or Montserrat (clean sans-serif)

Accent Numbers: Cormorant Garamond Italic

4. Visual Language

- Soft-focus perfume silhouettes
- Smoke/mist textures in gradients
- Macro shots of fragrance notes (petals, amber, wood)
- Subtle chain motifs in overlays

5. Logo & Iconography

Wordmark 'S■L' with macron halo on the “■”. Gold chain-link or vapor element subtly integrated.

Icons: minimal line style in soft gold with light shadow/glow.

6. UI & Interaction

Primary CTA: Gold fill, pearl text, inner shadow; hover → glow + slight scale.

Secondary CTA: Transparent gold outline; hover → gold fill.

Animations: fade-in hero text, upward slide for cards, staggered reveals, gentle countdown pulse.

7. Voice & Tone

Luxurious, confident, concise. Use sensory language (“essence,” “scent story,” “crafted”). Keep blockchain terms accessible.

8. Moodboard Keywords

Luxury · Mystery · Blockchain Couture · Sensory Future · Collectible Essence