

Soft Power Studio
BRAND GUIDELINES

Soft Power Studio



LOGO
AND EMBLEM

Primary Soft Power Studio Logo Text

Soft Power Studio

Secondary Soft Power Studio Stacked Logo Text

*Soft Power
Studio*

Always use the primary cherry red horizontal logo whenever possible.

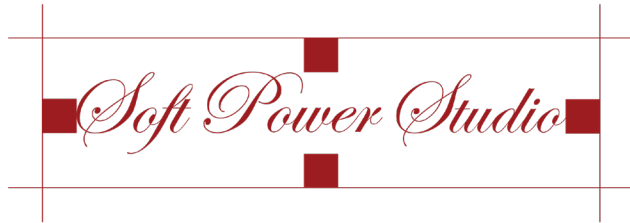
Primary Soft Power Studio Logo Mark



Secondary Soft Power Studio Logo Mark



Always use the Primary Soft Power Studio Logo Mark whenever possible.



Always allow a minimum clear space of 40px (30pt) around for both the logo text and logo mark - horizontal and stacked when used in any digital and print application.

Soft Power Studio



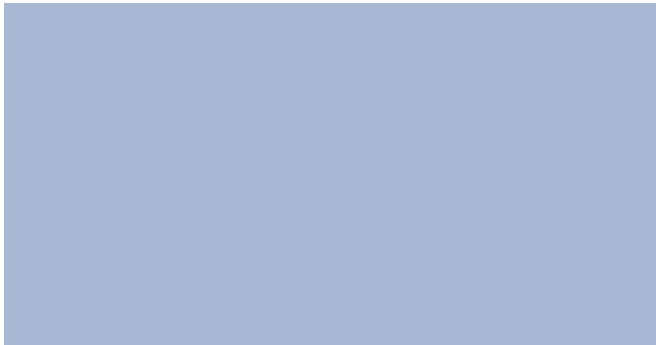
©LoR PALETTE

EXISTING COLOR PALETTE



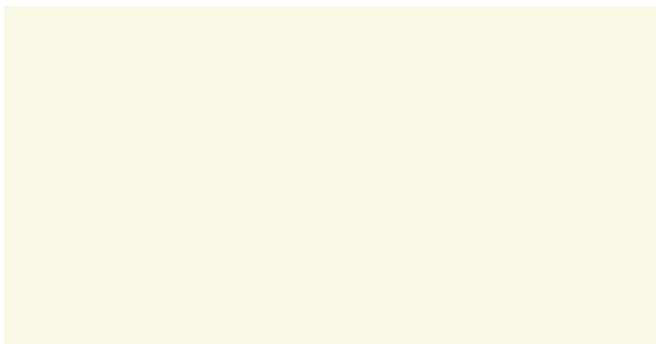
RESONANT RED

A deep, expressive red that represents emotional depth, cultural continuity, and the lasting impact of story.



SOFT BLUE PRESENCE

A soft, grounded blue that reflects clarity, presence, and the quiet confidence of civic and creative space.



QUIET IVORY

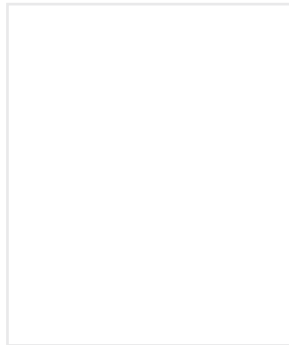
A softened neutral that embodies care, restraint, and the beauty of intention in every detail.

ACCENT COLORS



REFINED GOLD

A subtle accent that highlights craft, intention, and quiet luxury without distraction.



ARCHIVE WHITE

A supportive white that provides space, clarity, and continuity, grounding the brand in record, scholarship, and care.



GROUNDING BLACK

A foundational black that conveys clarity, seriousness, and the strength of authorship.

FOR ADA COMPLIANCE

ACCESSIBLE COLOR PAIRINGS

Grounded Black on Archive White

Grounded Black on Quiet Ivory

Archive White on Grounded Black

Archive White on Resonant Red

Resonant Red on Archive White / Quiet Ivory

Grounded Black on Composed Blue

Use with caution (display only)

Resonant Red on Composed Blue

Grounded Black on Resonant Red (large type only)

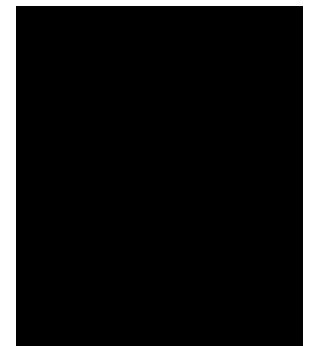
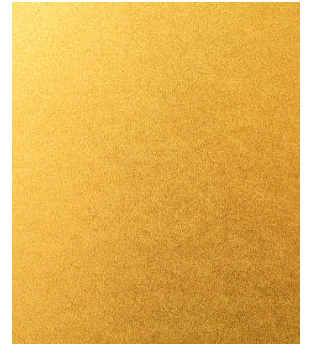
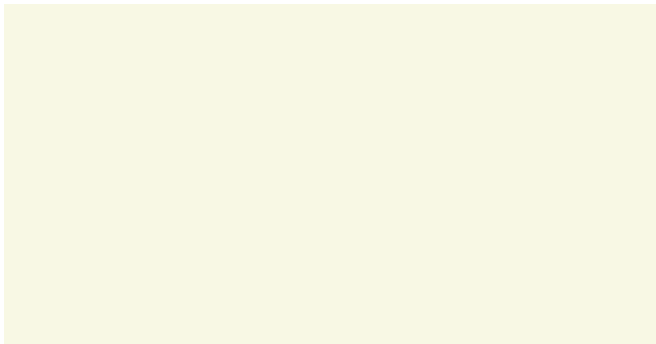
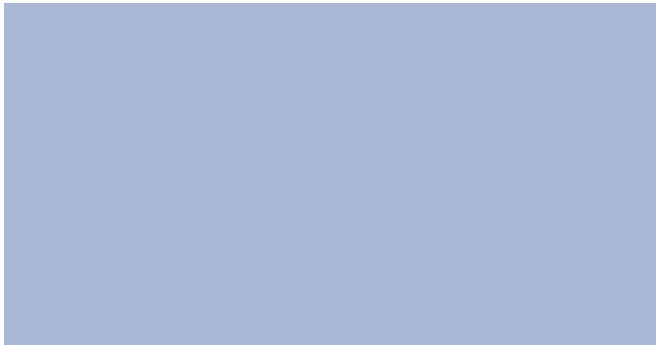
Avoid for text

White on Composed Blue

Composed Blue on White or Ivory

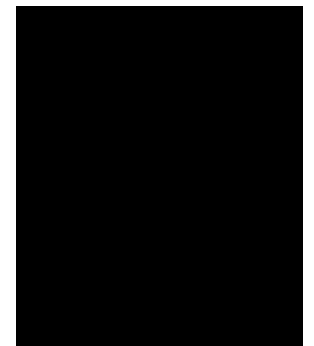
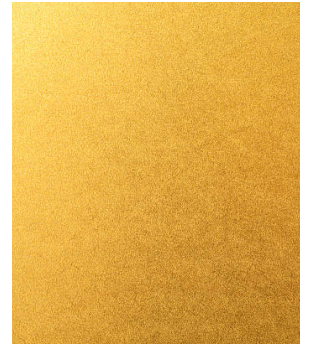
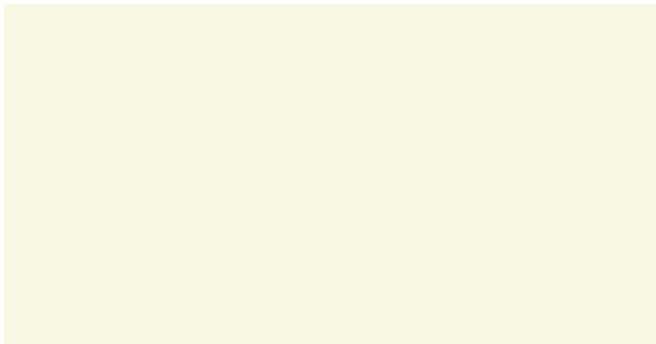
CoLoR PALETTE

OPTION A



©LoR PALETTE

OPTION B



Soft Power Studio



FONT PAIRINGS

FONT PAIRING NO. 1

Edwardian Script

MONTECATINI PRO NORMALE

Georgia

Proxima Nova

Soft Power Studio

COMMUNICATIONS & CREATIVE DIRECTION

Soft Power Studio is a communications and creative direction studio focused on shaping the next chapter of American imagination through story, civility, and beauty.

The brand mixes luxury and intellect — it should feel warm, refined, and human. Think of it as a mix of editorial sophistication and quiet power.

Soft Power Studio draws from Black cultural legacy, global design history, and modern creative culture. It sits somewhere between The New Yorker, Loewe, and Vogue Italia — rooted in history, but modern and forward-looking.

FONT PAIRING NO. 2

Edwardian Script

Cormorant Garamond

Space Grotesk

Source Sans 3

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FONT PAIRING NO. 3

Parisiennne

Cormorant Garamond

Space Grotesk

Inter

Soft Power Studio

Communications and Creative Direction

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IMAGERY



THE AFRO *Markets* FRUIT-VEGETABLES & GROC



TO BE
DEVELOPED