

# *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.

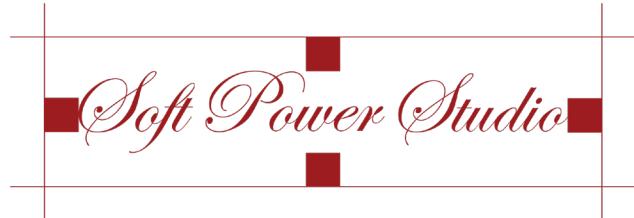
Primary Soft Power Studio Logo Mark



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



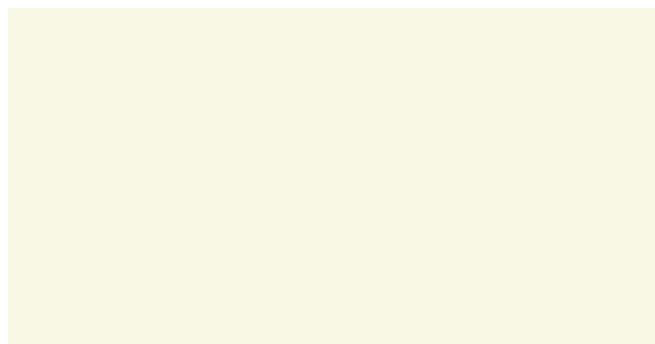
RESONANT RED

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

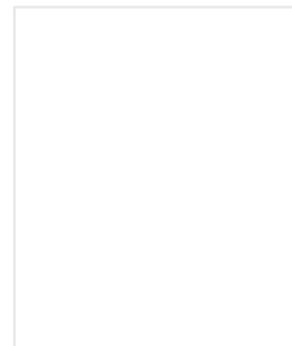
A softened neutral that embodies care, restraint, and the beauty of intention in every detail.

# ACENT CLoRS



## 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.



## GRoUNDED 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

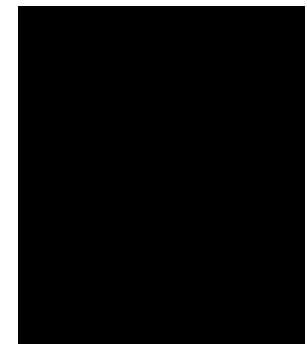
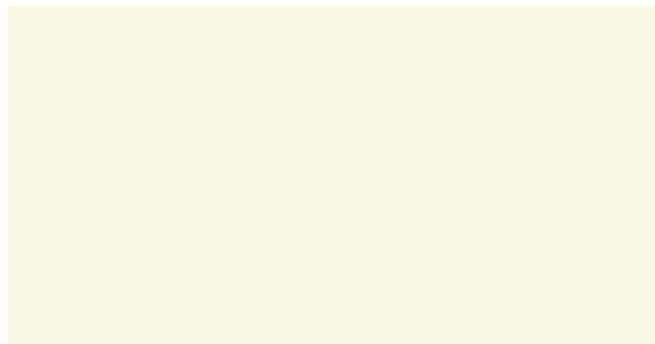
Grounded Black on Resonant Red (large  
type only)

Avoid for text

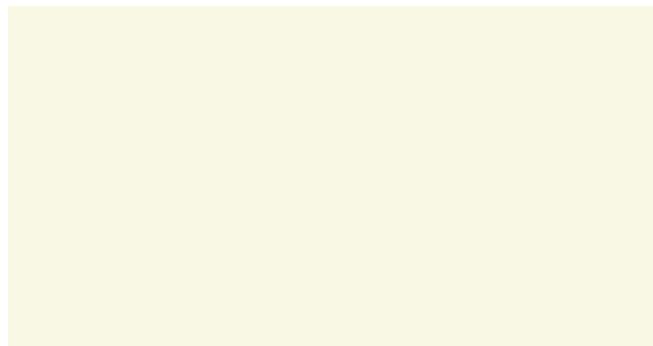
White on Composed Blue

Composed Blue on White or Ivory

# COLOR PALETTE OPTION A



# COLOR PALETTE OPTION B



*Soft Power Studio*

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FONT  
PAIRINGS

# FONT PAIRING NO. I

*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

*Parisienne*

**Cormorant Garamond**

Space Grotesk

Inter

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Communications and Creative Direction

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IMAGERY



To BE  
DEVELOPED