



Taken by myself in Ha Giang, the northernmost mountains of Vietnam



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At twenty, I was captivated by the glamour and bustle of big cities like Tokyo, Paris, Bangkok, and Saigon... The lights, the sounds, the rush of it all made me believe that was the rhythm of life I was searching for. But after ten years of wandering, stepping into my thirties, I realized there is another kind of “bustle” that stirs the heart even more deeply: the rhythm of nature.

Just a pristine morning (photo 1), or a sudden sunset (photo 2), is enough to move my soul profoundly. It is in those simple moments quiet yet ever changing that one can truly touch the most genuine part of oneself.

I believe it is “difference” the differences between us, the differences within each fleeting moment of nature that truly creates life. Within me, there is still a love for the bustling city life, because it has become a part of who I am. But the love for nature lies deeper inside it has always been there, and only now am I beginning to truly touch it. And gradually, I have found myself returning to love what is natural, hoping to share that love with others: that, in the end, what belongs to nature is always the most beautiful.

20歳の頃、私は東京、パリ、バンコク、サイゴン…といった大都市の華やかさや喧騒に心を奪わされていました。光、音、そしてあの慌ただしさ。すべてが、これこそ自分が求めていた人生のリズムだと信じさせていたのです。

しかし、10年の放浪を経て30代に足を踏み入れたとき、私は心をもっと深く揺さぶるもう一つの「にぎわい」があることに気づきました。それは、自然のリズムです。

澄み切った朝（写真1）や、ふいに訪れる夕暮れ（写真2）。そのどちらもが、私の魂を深く震わせます。静けさの中にありながら常に移ろいゆく、そんなささやかな瞬間にこそ、人は自分の最も真実な部分に触れることができるのだと思います。私は「違う」こそが生命を生み出すだと信じています。人ととの違い、そして自然の一瞬一瞬の違い。そのすべてが、命を本当に輝かせているのです。

私の中には今もなお都会の喧騒への愛着があります。それは私という人間の一部になっているからです。けれども、自然への愛はもっと深いところにあり、ずっと以前から存在していて、ようやく今になって本当に触れ始めているのです。

そして少しずつ、私は自然なものを愛する自分に立ち返り、その想いを人々と分かち合いたいと願うようになりました。結局のところ、自然に属するものこそが、いつだって最も美しいのです。

The meaning of the brand name

Brand name: **Sol** where nature speaks

“sol” carries two layers of meaning: in music, it is the fifth degree of the scale ,the dominant which creates tension and release, making melodies more vivid and captivating; while in Latin “sol” means the sun a symbol of light, warmth, and life energy. By choosing the name “sol,” we aspire to bring a natural note into life, spreading its resonance through natural materials and heartfelt craftsmanship embedded in every single stitch.

In its form and lettering, the “o” is regarded as the point of balance, while the “s” flows downward and the “l” extends upward, evoking the image of a tree: the taller and wider it grows, the deeper its roots must anchor into the earth. Our growth is like branches spreading outward, while those roots symbolize the satisfaction and comfort of our customers.

「sol」には二つの意味が込められています。音楽においては、音階の五番目の音であり、ドミナント（属音）として緊張と解放を生み出し、メロディーをより生き生きと魅力的にします。一方、ラテン語やスペイン語では「sol」は太陽を意味し、光・温かさ・生命のエネルギーの象徴です。私たちは「Sol」という名前を選ぶことで、日常に自然な音色を届け、その響きを自然素材と一針一針に心を込めたクラフトマンシップによって広げたいと願っています。

文字の形においては、「o」がバランスの要となり、「s」は下へと流れ、「l」は上へと伸びることで、一本の木の姿を想起させます。木が高く大きく成長するためには、根を地中深く張らなければならないように、私たちの成長は枝葉が広がる姿であり、その根はお客様の満足と心地よさを意味しています。

BRAND CONCEPT

CORE BRAND PHILOSOPHY

The product is not merely a tangible item – it's a **GATEWAY to ART & SPIRITUAL ENERGY**

- The true value in:
 - Cultural and aesthetic storytelling
 - Emotions and energy the product conveys
 - Its ability to guide users into an artistic experience

PATTERN & SYMBOLISM

Concept: Subtle Mystery and Depth

- Patterns interweave Vietnamese feudal symbols with quiet artistic sensibility
- Color palettes: Subtle, modern elegance inspired by Japanese aesthetics
- Alludes more than it reveals “like a fleeting cloud in the sky”
- Invites imagination and reflection never fully unveils

THE ART OF HANDCRAFTED PRODUCTS

Concept: The Beauty of Imperfection

- Natural, rustic, and inherently inconsistent - every piece is *one of a kind*
- Precision in craftsmanship, but with graceful irregularities
- Nothing is ever finished, nothing is ever perfect - and that's the charm

THE ROLE OF THE PRODUCT

The product serves as a “portal” into the world of art

- Tangible object → Medium for transmitting culture, emotion, and perception
- Not just a purchase – but a journey into intangible values

BRAND CONCEPT

コアブランド哲学

製品は単なる有形のモノではなく、アートとスピリチュアルなエネルギーへの扉です。その眞の価値は次の点にあります：

- ・文化的・美的なストーリーテリング
- ・製品が伝える感情とエネルギー
- ・ユーザーを芸術的体験へと導く力

パターンと象徴性

コンセプト：纖細な神秘と深み

・模様には、ベトナム封建時代の象徴と静かな芸術感性が織り込まれている。

・カラーパレットは、日本美学に着想を得た纖細でモダンな優雅さ。

・「空に浮かぶ一瞬の雲」のように、多くを語らず、ほのめかすだけ。

・想像力と内省を誘い、決してすべてを明かさない。

手仕事の芸術

コンセプト：不完全の美

・自然で素朴、そして本質的に不揃い。すべての作品が唯一無二。

・精緻な職人技の中にも、優美なゆらぎが宿る。

・完成することも、完璧であることもない。そこにこそ魅力がある。

製品の役割

製品は「芸術の世界への扉」として機能する

◦

・有形のモノ → 文化、感情、感性を伝えるための媒介。

・単なる購入ではなく、無形の価値への旅路である。

1. BACKGROUND AND BUSINESS OVERVIEW

Industry / Sector: fashion (clothes/ bag/ accessories)

Founded (Year): 2026

Headquarters / Location(s): Q2- Ho Chi Minh

Key product(s) / service(s): Made from natural Vietnamese materials linen, silk, and water hyacinth but imbued with the spirit of Japan.

(Vietnamese body, Japanese soul/ Vietnamese motifs with Japanese-inspired color palettes)

2. PROJECT OBJECTIVE

1. Brand Assets

Introduction Brand Assets

Overview

Core Principles

The Elements Of Brand Identity

2. Logo

Primary Logo

Logo on background

Negative version, Positive version

Selecting the Appropriate Logo

Secondary Logo

Cases to Avoid

Exclusion Area

Minimum Size

Sizing

Logo Placement

Online Presence

3. Colour Palette

Primary Colours

Supporting Colours

4. Font

Primary Typeface

Supporting Typeface

Sizing

Principles

Hierarchy

5. Brand Pattern

6. Social Guideline

7. Photography

3. TARGET AUDIENCE

WHO

.Women live in : Ho Chi Minh, Ha Noi, TOKYO, OSAKA

.Age: 27~45

.In come: 30tr~ / 30man~

.Career: Knowledge worker

WHY

- **Income:** High enough to make selective, intentional choices
- **Knowledgeable:** Understands value and artistic essence of handcrafted goods
- **Aesthetic Sense:**
- Appreciates beauty
- Refined and subtle taste
- Avoids showing off
- **Desire: Express unique identity through quiet elegance and cultural depth**

4.BRAND PERSONALITY

What 3–5 adjectives best describe your brand?

Elegant - Subtle - Authentic - Distinctive - Poised

If your brand were a person, how would you describe them?

A calm and graceful individual who doesn't seek attention but naturally stands out through presence. They are effortlessly stylish, sincere, and composed - someone with inner depth, quiet confidence, and a distinct sense of direction. There's strength in their subtlety and clarity in their choices a unique blend of softness and self-assured boldness.

What emotions should your brand evoke in people?

A sense of calm - Subtle admiration - Emotional clarity - Quiet confidence - Connection to beauty in simplicity

What tone of voice do you use?

Calm - Gentle – Thoughtful - Minimal but expressive – Respectful

How do you want to stand out?

Don't want to stand out through boldness or loud visuals.

I want the design to reflect quiet sophistication calm, minimal, but emotionally resonant.

Think of subtle textures, natural tones, and understated elegance that invite curiosity rather than demand attention.

The charm should come from what's left unsaid like a beautiful silence.

It's about presence, not performance.