

SOUL
MORADIA CRIATIVA

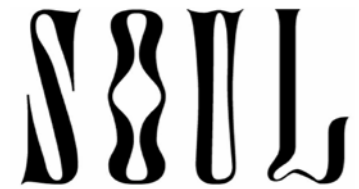


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BRAND QUALITIES

Who Are We?

SOUL

We are Soul - the souls expression is guided through the strength of our hearts.

Soul is a place of tranquility.

Soul spaces are designed to provide resets.

Reset of consciousness.

Moments of emptiness & clarity of vision.



BRAND QUALITIES

brand values

We Are Creators

We honor creativity & playfulness as a primary pillar for recreating balance in us and our surroundings. Our ability to be creators will walk hand in hand with our readiness to play with all sorts of Ideas. This is true Freedom and Creativity.

Actualization

„Nature does not rush, still accomplishes everything.“

Growth is not something that should be done for the sake of growth, but is a byproduct of aiming to be better than yesterday. We thrive by lifting others and will grow along the way, but we will not depend on it as the ultimate factor of success.



BRAND QUALITIES

Soul spaces have:

/artistic vibrant colors

Every room at Soul is a vibrant canvas, painted with bold colors and curated with creative visuals, inviting you to immerse yourself in a world of artistic inspiration and playful imagination.

/unique lighting

Our special lighting fixtures have a warm, enchanting glow, creating a nurturing ambiance that creates depth with playful shadows and artistic charm.

/comfort & coziness

Comfort is key at Soul, where cozy beds with colorful pillows and soft bedding invite you to relax and rejuvenate in a space designed to nurture your well-being and inspire your dreams.

/eclectic decor

Modern and vintage decor at Soul and the mix of textures and materials creates a vibrant, playful environment that encourages out-of-the-box thinking and doing.



BRAND QUALITIES

character

/purposeful

The vast ocean of the future world will be shaped by those who have clear vision and go this path with mental health and foresightedness. We aim to nurture clarity, discernment and the ability to draw boundaries to individuals seeking the path.

/creative

Without unbound play, we will never be truly able to tap into our full potential. Let's find ways people think there aren't any, by breaking out of the limiting box we tend to think in. Creativity for us is like creation itself limitless, and so are we as creators.

/whole

The human experience is meant to be diverse. We perform our best in balance and healthy. We provide as much movement, healing and wellbeing as needed for reaching equilibrium. Before we get to work, we make sure we are and show up as a whole.

/conscious

Being conscious of our ever evolving realisation of wholeness. The more Inclusive we can play, work & rest, the more the surroundings can benefit from our actions. We expand further through creating every part of the sum as the sum of the part.

/caring

When we come as a whole, naturally we want to share our experience. Caring is the natural byproduct of us having all our needs met with abundance. That's why we fundamentally care.



BRAND QUALITIES

brand tone

creative, clear, playful, and nurturing, emphasizing a vibrant and holistic wellness experience



BRAND QUALITIES

benefits

living here will unravel your path to:

- live pain free & healthy
- gain frictionless clarity of vision for your dream life
- discover your natural gifts, talents & tools along the way
- awaken the delight & freedom of your inner child



BRAND DESIGN

fonts

Type Faces

Narque Holden
Gold Serif

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
ABCDEFGHIJKLMNO
PQRSTUVWXYZ

Adobe Garamond
Pro

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
ABCDEFGHIJKLMNO
PQRSTUVWXYZ

Arial Regular

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
ABCDEFGHIJKLMNO
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BRAND DESIGN

fonts usage

NARQUE HOLDEN GOLD SERIF
FOR HEADERS(H1)

Adobe Garamont Pro for Subheaders (h2,h3)

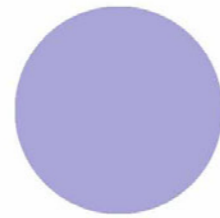
Arial Regular for Paragraphs:

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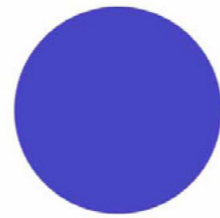


BRAND DESIGN

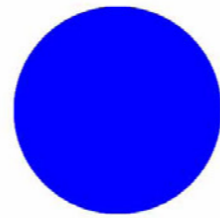
colors



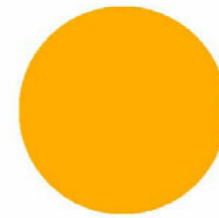
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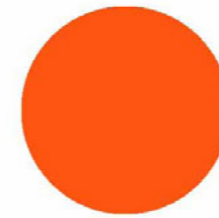
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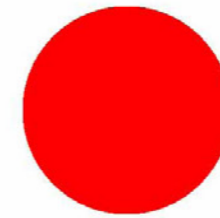
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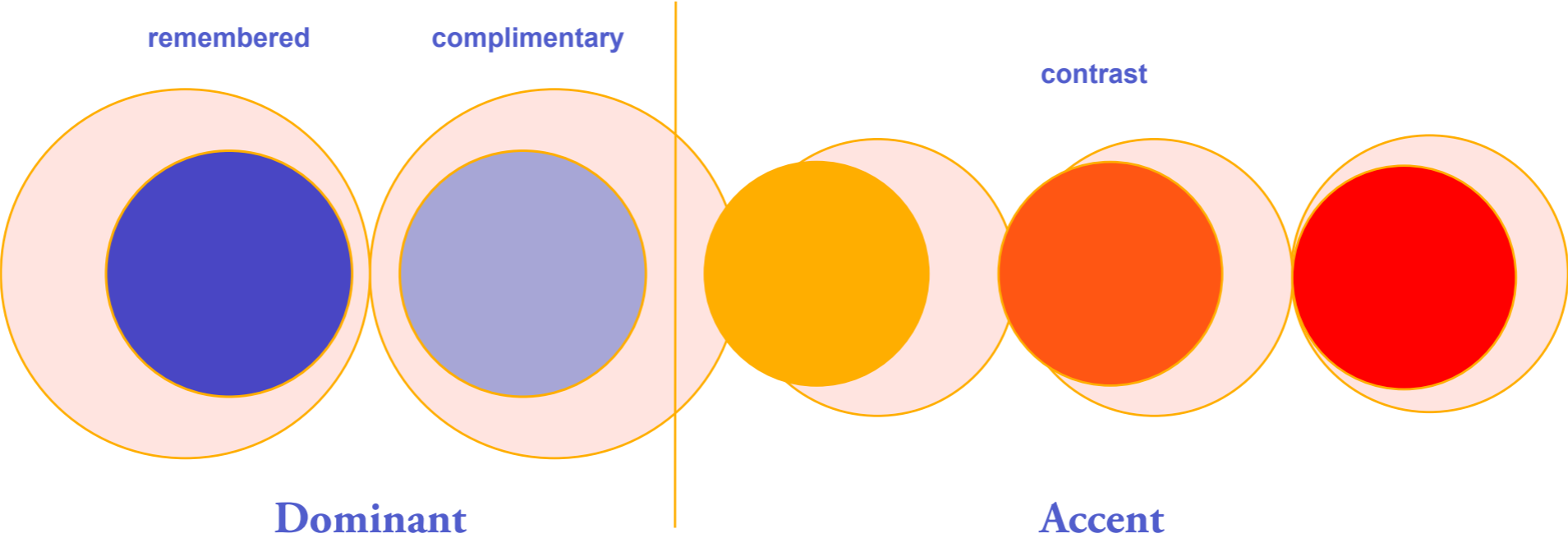


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BRAND DESIGN

color usage



INTERIOR DESIGN



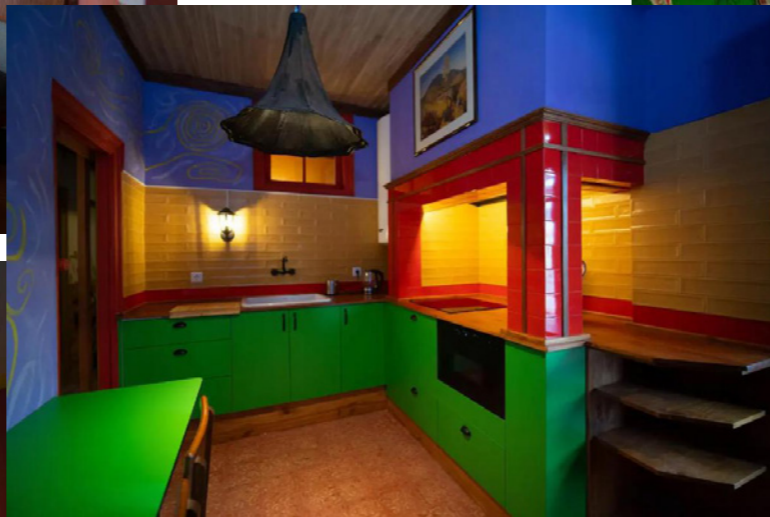
vibrant

free



warm

eclectic



GRAPHICS



art

collages



mystical

abstract



SOUL
MORADIA CRIATIVA