



BRAND GUIDELINES

THE SOUL THREAD SHOP



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PREPARED FOR: JESENIA ANTOS
THE SOUL THREAD SHOP

2025

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INTRODUCTION



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01.

Introduction

Welcome to The Soul Thread Shop's Brand Guidelines—a creative blueprint that brings our identity to life. Here, you'll discover who we are, and how to visually represent The Soul Thread Shop across every touchpoint. These guidelines ensure that our brand always appears cohesive, consistent, and true to its identity, no matter where it's seen.

BRAND OVERVIEW



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02.

Our Mission

“In today’s fast-paced world, we believe in slowing down to celebrate the beauty of handmade art. Every item in our shop is created with intention, from carefully selecting materials to designing embroidery that speaks to the heart. Our mission is to bring you pieces that you’ll treasure—not just for their beauty but for the stories they tell.”

Our vision

“We dream of growing our little corner of Etsy into a community where **creativity flourishes. We hope to bring you seasonal collections, custom designs, and maybe even workshops to inspire you to explore the art of embroidery yourself. Together, we can continue weaving beauty, intention, and connection into every stitch.”**

VISUAL IDENTITY



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03.

PRIMARY LOGO

Our primary logo is a stacked logo, combining text and a symbol into a cohesive design that embodies our brand's personality. It features a hand-drawn spool of thread as the central visual element, symbolizing the brand's focus on embroidery and handcrafted goods. Surrounding the spool, the brand name "Soul Thread" arches above in a playful, hand-lettered style, while the words "The Shop" are balanced on either side of the spool.

This logo will be featured across all brand touchpoints, from packaging and labels to online platforms, serving as a visual signature that connects our products to our story. It's the heart of our identity, reminding customers of the personal touch they'll find in every stitch.



SECONDARY LOGO

Our secondary logo is a simplified, text-only version of the primary logo, featuring the brand name in a horizontal layout.

This streamlined design focuses on clarity and versatility, making it ideal for use in contexts where the full logo with the spool symbol might be too complex or unnecessary. It is perfect for:

- **Small-scale applications:** Business cards, website headers, or social media profile images where space is limited.
- **Minimalistic branding needs:** Email signatures, letterheads, or other formal documents.
- **Single-color printing:** Merchandise, stamps, or packaging elements requiring a simple, bold design.

By simplifying the design, the secondary logo ensures that the brand remains recognizable and consistent across all touchpoints while allowing flexibility for different applications.



THE SOUL THREAD SHOP

CLEARSPACE

To maintain clarity and legibility, defining a clear space around our logos ensures they aren't overcrowded by other elements.

- The clear space is defined by the width of our “spool” symbol for the primary logo, and our “S” for the secondary logo, as shown in the example. This measurement should be applied to all sides of the logo.
- No other text, images, or graphic elements should intrude into this area.

Maintaining this clear space helps the logo remain prominent and easy to recognize, regardless of where it's used. It ensures that the brand is always presented professionally and consistently.



LOGO DON'TS

To maintain the integrity and consistency of The Soul Thread Shop's brand, it's important to follow these guidelines on what not to do with the logo. Altering the logo in any way can weaken its impact and confuse the brand identity.



LOGO MARK

The logo mark for The Soul Thread Shop is an elegant and artistic monogram featuring the initials “ST”, designed with fluid and handcrafted lines that evoke a sense of creativity, craftsmanship, and authenticity.

When to Use:

- As a decorative or secondary branding element.
- On smaller or minimal layouts where the full logo may not fit (e.g., social media icons and packaging tags).
- As a watermark or subtle brand presence on photographs, stationery, or product labels.



CLEARSPACE

To ensure visibility and impact, maintain a minimum clear space around the logo mark equal to the height of the 'S' in the design.

The minimum clear space around the logo mark should be equal to the height of the "S" in the logo. No text, graphics, or other design elements should enter this protected area.



COLORS



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04.

BRAND COLORS

PRIMARY

Pale Lime

A soft, earthy tone that conveys calm, approachability, and an organic feel. It is ideal for backgrounds, larger sections, or subtle highlights in designs.

Deep Teal

A rich, grounding color symbolizing trust, stability, and professionalism. It works well for text, key visuals, or elements requiring strong emphasis.

SECONDARY

Golden Amber

A vibrant, warm accent color that brings energy, contrast, and focus to designs. It’s ideal for creating highlights, such as buttons, calls-to-action, or decorative elements. Golden Amber is intentionally used sparingly to ensure it stands out while harmonizing with the primary palette.

Primary Colors

Pale Lime

#F3F6D7

R: 243, G: 246, B: 215

C: 4, M: 0, Y: 18, K: 0

Secondary Color

Golden Amber

#D48E14

R: 212, G: 142, B: 20

C: 16, M: 47, Y: 100, K: 1

Deep Teal

#154640

R: 21, G: 70, B: 64

C: 87, M: 50, Y: 66, K: 46



COLOR PAIRINGS

The Soul Thread Shop brand uses a carefully curated color palette to create a cohesive and versatile visual identity. Each color pairing serves a specific purpose, ensuring the brand remains recognizable and adaptable across different mediums.



TYPOGRAPHY



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PRIMARY TYPE

We have chosen The Gloves as our primary typeface.

The Gloves is a vintage-inspired script typeface that brings warmth, character, and a handcrafted touch to Soul Thread Shop's visual identity. Its flowing, organic letterforms evoke a sense of nostalgia and craftsmanship, making it an ideal choice for headlines and branded materials. This typeface enhances the brand's artisanal feel, reinforcing a connection to traditional, handmade goods while maintaining a refined and polished look. Perfect for packaging, signage, and marketing materials.



THE GLOVES BY @AESTHERICASTUDIO

AA BB CC

“WE BELIEVE IN SLOWING DOWN TO
CELEBRATE THE BEAUTY OF HANDMADE ART”

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

123456789!@#€%&/()=?

SECONDARY TYPE

We have chosen Hind Vadodara as our secondary typeface.

Hind Vadodara is a versatile, humanist sans-serif typeface designed for optimal readability across print and digital mediums. With open letterforms, balanced proportions, and a slightly rounded structure, it offers a clean and modern contrast to the more decorative "The Gloves" script. Its well-spaced characters and moderate stroke contrast make it highly legible at both small and large sizes. Used primarily for body text, subheadings, and supporting brand elements, Hind Vadodara ensures clarity and accessibility while maintaining a warm and approachable feel within Soul Thread Shop's visual identity.



Hind Vadodara by Indian Type Foundry

AaBbCc

“we believe in slowing down to
celebrate the beauty of handmade art”

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789!@#€%&/()=?

BRAND PATTERN



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This brand pattern features our Deep Teal background in combination with the hand-drawn spool illustration, representing craftsmanship and tradition. Scattered among the spools are delicate, organic shapes and symbols in our warm Golden Amber hue, adding movement and a sense of whimsy. The fine-line illustration style gives the pattern a timeless, artisanal feel, reinforcing themes of heritage and handmade quality. The thoughtful repetition and spacing create a harmonious flow, making this pattern versatile for packaging, textiles, or digital applications while maintaining a strong brand identity.



BRAND IN ACTION



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07.





SOUL THREAD

THE

SHOP



weaving beauty, intention,
and connection into every stitch
Embroidered by Jesenia Antos

STITCH10 for 10% off your next order.



THE SOUL THREAD SHOP
Handmade Embroidery & Custom Designs

Thank you for supporting my small business!
Use code **STITCH10** for 10% off your next order.



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<https://www.etsy.com/shop/thesoulthreadshop>

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