



Before We Begin

Behind the fear, a spark remains,
Buried deep beneath the chains.
Soul Craft opens the hidden door,
To the self we've always been before.

The Journey Begins

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01

The Fire We Tend

It’s the anchor of the brand; the one truth that doesn’t change. Everything else, from ideas to actions, grows out of this center.



Brand Story

SoulCraft began with a simple yet profound realization: people have forgotten who they are. In the rush of ambition, fear, and survival, the inner voice that once carried strength and clarity often gets lost. There was no space where one could pause, heal, and remember the sacred yet powerful self within. That need gave birth to Soul Craft; a transformational presence rooted in ancient wisdom and aligned with modern methods. It was created to guide individuals back to their most alive, authentic, and divine selves through immersive healing, soul-centered practices, and fearless self-expression. We celebrate the full spectrum of being human, body, heart, spirit, and sexuality. Our offerings, from workshops and retreats to storytelling and festivals, are crafted with integrity, courage, and joy. This is not quick fix healing, but the art of becoming who you truly are. We are a community of seekers, rebels, lovers, and creators, daring to live our one wild and precious life.



Purpose

To help individuals access their most powerful, alive, divine selves by weaving together ancient wisdom and modern healing tools into soulful, experiential journeys, both in solitude and within transformative group containers

Vision

To create a global community, rooted in the sacred soil of India, that normalizes deep, transformative conversations on healing, sexuality, creativity, and spirituality, while celebrating authenticity, aliveness, and self-liberation.

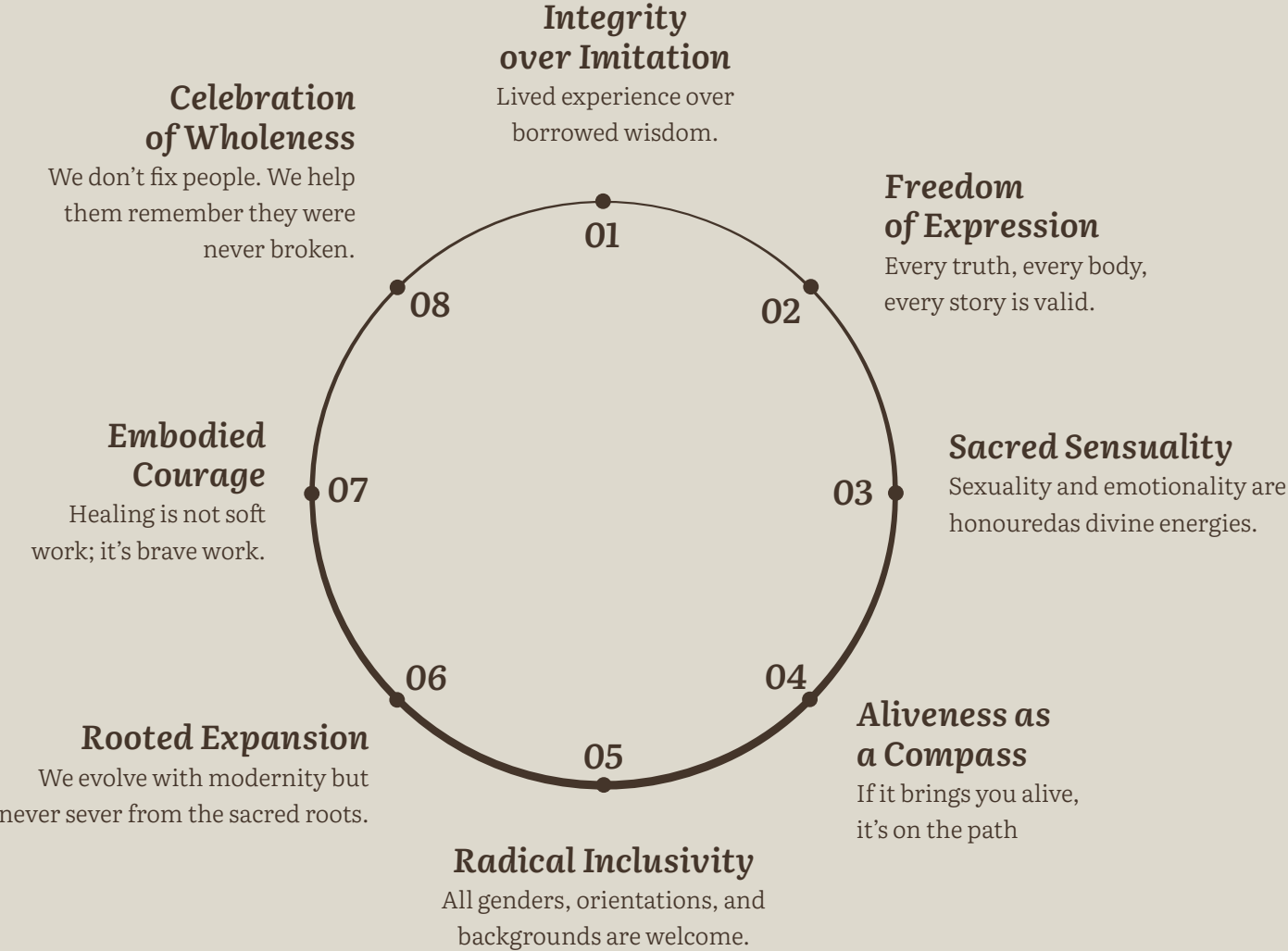


Mission

To design and facilitate sacred, immersive spaces, online and offline, that encourage people to unravel repression, reclaim their truth, and rise into their wholeness through emotional, sexual, spiritual, and creative liberation.

VALUES

The Threads We Weave



BRAND PERSONALITY

The Spirit We Carry

Soulcraft does not stand above. It sits beside.

It is not a guru, nor a guide. It is a witness. A firekeeper.

It holds space where grief is sacred, pleasure is prayer,
and nothing in you needs to be hidden to be loved.

It speaks in warmth, not volume.

It meets you barefoot, unmasked, unhurried.

It does not fix you.

It reminds you, that your wholeness was never truly lost.

It weaves silence with song, stillness with shadow,
ceremony with celebration.

Soulcraft holds contradictions not
as conflict, but as rhythm.

Like a dance.

It invites, without pulling.

It sees, without judging.

It stays, without controlling.

It is the mirror, not the map.

***“You are not broken.
You are becoming.”***

This is not a product. It is a presence.

BRAND RELATIONSHIP

How We Hold You



Soulcraft is not a service provider. And its people are not clients. This is not a transaction. This is a shared initiation. The relationship between Soulcraft and its community is not hierarchical, instructional, or dependent. It is a mutual, sacred alliance, like that of two people holding hands while crossing a river: each carrying their own weight, but choosing to walk together.

**It's not marriage, not
mentorship, not discipleship.
It is ritual kinship. A chosen,
conscious companionship.**

RELATIONSHIP MODEL

Ritual Kinship

Like sitting in a circle. **Not standing on a stage.**
Like walking through the forest together. **Not following behind.**
Like being witnessed in your becoming. **Not managed or guided.**
Like remembering together. **Not being taught.**

The Grounds of Our Relationship



OUR COMMUNITY

02

The Circle We Hold

A sacred space of belonging, where stories, struggles, and awakenings are shared. More than a community, it's a living bridge that holds us as we unlearn, grow, and return to our truest selves.

TARGET AUDIENCE

The Soul Circle

Demographics & Profile

Age: 45–20 years (primary);
extends to 50+ for seekers of
continued growth

Gender & Orientation

Inclusive of all genders, identities,
and sexual orientations (women,
men, LGBTQIA+)

Economic Profile

Educated, mid–high income, globally
exposed, willing to invest in self-growth

Geography

Urban India (metros & Tier 1), Global
hubs (US, UK, Europe) with openness to
spiritual/healing exploration

Mindset:

Seeking freedom from conditioning
and repression

Curious about transformation &
healing practices

Looking for safe, authentic,
non-judgmental spaces for growth

Disenchanted with formulaic,
superficial “self-help” models

Women especially, are interested in
boundaries, consent, sexuality, and
empowerment

PERSONAS

Echoes of Our Circle



The Awakening Woman

Name: Ananya | **Age:** 32

Bio: A corporate professional who has achieved “success” but feels a deep void inside. She carries the weight of people-pleasing, suppressed desires, and shame around her body. At SoulCraft, she seeks to reclaim her boundaries, her sensuality, and her freedom of self-expression.

Interests: Yoga, journaling, women’s circles, poetry, spiritual retreats.



The Withheld Man

Name: Ryan | **Age:** 34

Bio: Outwardly strong and ambitious, but inwardly burdened with repression, guilt, and unexpressed emotions. He is tired of carrying generational conditioning around masculinity.

At SoulCraft, he wants permission to feel, to soften, and to reconnect with authenticity.

Interests: Fitness, travel, podcasts on psychology, meditation apps.



The Seeker Couple

Names: Meghan (37) & David (39)

Bio: Parents of young children, navigating the balance between family, career, and intimacy. They love each other but feel distance creeping in. They come to SoulCraft to heal past wounds, rekindle passion, and rediscover sacred union as partners, while exploring their spiritual journeys together.

Interests: Couples therapy workshops, dance, tantra-inspired retreats, holistic wellness.



The Fluid Explorer

Name: Sam (gender-fluid) | **Age:** 28

Bio: A creative soul who never fully fit into binaries. They seek safe spaces to explore identity, embrace sexuality without shame, and reclaim their fluid wholeness. At SoulCraft, Sam feels both freedom and grounding to step into their full self.

Interests: Art, music festivals, queer collectives, spiritual philosophy.



The Brotherhood Seeker

Name: Kai Wong | **Age:** 38

Bio: A man who feels both strength and silence inside him. He has friendships but longs for deeper brotherhood, where vulnerability is not judged as weakness. At SoulCraft, he seeks a safe circle to explore intimacy, truth, and connection with himself and with others without needing to define his identity by labels.

Interests: Creative writing, fitness, outdoor adventures, men's circles, spiritual inquiry.



The Brotherhood Couple

Names: Karan (36) & Daniel (42)

Bio: Urban professionals who love each other deeply, yet struggle with identity pressures and unhealed personal wounds.

They join Soul Craft to strengthen intimacy, heal individually, and grow together in a supportive community.

Interests: Travel, mindful living, art exhibitions, couple retreats, spiritual inquiry.



The Armored Feminine

Name: Mira | **Age:** 55

Bio: A powerful, urban, English-speaking woman who has lived in independence and achievement. Beneath her armour lies exhaustion from decades of masculine energy. She comes to SoulCraft to soften without losing strength, feel held instead of holding everything, and embrace intimacy with herself and others without fear or shame.

Interests: Feminist literature, travel, cultural experiences, yoga and wellness, art that speaks of freedom and identity.

MARKET SENTIMENT

Currents of Perception

India

Growing curiosity around authentic, body-based, and spiritual work, but also skepticism due to the over-commercialization of “wellness.”

Many people carry cultural shame around sexuality and intimacy; there’s a hunger for safe, dignified spaces to explore these themes without judgment.

At the same time, there is a mistrust of anything that feels “too Western,” “elitist,” or detached from Indian roots.

Global

Audiences are familiar with retreats, tantra workshops, and transformational experiences, but often see them packaged as quick-fix “luxury” products.

Growing fatigue with new-age jargon, over-promising “healers,” and spiritual elitism; seekers are looking for something more grounded, human, and real.

India is often exoticized and viewed as “spiritual tourism.” SoulCraft must resist this lens

Overall Sentiment

The global audience craves depth, authenticity, and grounded presence—spaces that hold transformation instead of selling it. They are wary of illusions, fast-forward healing, and surface-level glamour.

MARKET PERCEPTION

Between Misconception and Meaning

INDIA

“This is just about sex.”

Many, especially men, assume that transformational retreats involving sexuality are essentially disguised orgies or casual encounters. This is partly due to pop culture and tabloid-level portrayals of “tantra” as sexual technique, rather than as a sacred practice of integration.

“It’s for the elite or westernized.”

In India, spaces of inner work are often perceived as inaccessible either too expensive, or only for cosmopolitan seekers who already have exposure to global wellness culture. This makes many Indians feel alienated from what could be deeply relevant to their lives.

“It’s indulgent, not serious.”

A widespread belief is that engaging in shadow work, embodiment practices, or explorations of intimacy is “luxury therapy,” not real work for serious or grounded people. The stereotype is that it’s for those who can “afford to waste time.”

“It will break social norms and ruin relationships.”

Many fear that such work will make them reject family, marriage, or religion, and that attending means “rebellious” against Indian cultural values rather than enriching them.

GLOBAL

“India retreats are exoticized tourist experiences.”

Global seekers often assume that any India-based experience is designed for spiritual tourism more about beaches, rituals, and photos than genuine initiation.

“This is neo-tantra gimmickry.”

Many associate Indian transformational spaces with diluted or distorted versions of tantra, marketed as sexualized experiences. This myth is reinforced by “quick-fix tantra workshops” popular in the West.

“It’s unsafe or unregulated.”

Concerns about physical/emotional safety, lack of clear frameworks, or untrained facilitators are common. Some expect exploitative dynamics when sex, intimacy, and spirituality overlap.

“It’s outdated or dogmatic.”

On the other extreme, global audiences also fear that Indian-based work is too traditional, ritual-heavy, or bound by esoteric practices irrelevant to modern life.

BRAND SOLUTION

Misconception to Meaning

Sacred, not sexualized.

Sexual energy is honored as one dimension of human wholeness not as entertainment or performance. SoulCraft doesn't reduce tantra or shadow work to physical acts; it creates safe containers for integration.

Accessible and relevant.

This work is not for the elite; it's for anyone willing to walk honestly with their own story. The invitation is human, not hierarchical.

Grounded, not indulgent.

Transformation is not escapism; it's about reclaiming dignity, boundaries, and power. SoulCraft emphasizes embodiment and integration into everyday life.

Respectful of roots, but modern in language.

It honors India's spiritual depth without exoticizing it. It also translates that depth into grounded, contemporary expression.

Safe and transparent.

Clear boundaries, facilitators with integrity, and community structures ensure safety and trust.

Inviting, not dogmatic.

No rigid doctrine; no shortcuts. Just presence, depth, and human honesty.

VERBAL IDENTITY

03

The Way we Speak

This defines how SoulCraft sounds in words. It sets the tone for the brand so that our every message carries the same spirit, no matter the medium.

TONE AND VOICE

How We Sound

Tone : *inviting, emotional, intimate*

Inviting – speaks like an open door, welcoming people without judgement.

Emotional – honours feelings and stories, not just ideas.

Intimate – whispers rather than shouts, making space for vulnerability.

Emotional Energy: *warm, deep, sacred*

Warm – offers a sense of human closeness and safety.

Deep – goes beneath surface fixes into soul-level transformation.

Sacred – treats every word and image as a ritual of respect.

Voice: *honest, poetic, bold, gentle*

Honest – says only what it truly means, never exaggerates or postures.

Poetic – uses metaphor and rhythm to make truth felt as much as understood.

Bold – dares to name what others avoid, but with compassion.

Gentle – delivers depth with softness, never as a blow.

SoulCraft’s tone, voice, and emotional energy together create a presence that feels like a warm hand extended into the unknown: truthful, lyrical, and deeply respectful; inviting people to step into transformation without fear.

P R I O R I T I E S

What We Hold Sacred

We Prioritize:

Authenticity | Aliveness |
Self-responsibility | Liberation | Depth

Hidden Priorities:

shame release, self-trust,
integration of body-soul wisdom,
letting go of victimhood identity,
discarding self-blame

We thrive on balancing paradoxes:

Mystical and modern
Wild and rooted
Sensual and sacred
Poetic and practical
East and West
Playful and profound

***A brand identity that acts
as a Bridge between old
and new, your present and
your infinite possibilities.***

ANCHOR WORDS

The Words We Lean On

Initiation

Transformation

S O U L

Wisdom

Reclaiming

Freedom

Truth

Power

Responsibility

Expression

Self, Alive

Creativity

Integrity

Sexuality

Wholeness,

Becoming

CELEBRATION

RETURN

Overall Voice

SoulCraft speaks like a grounded mystic, warm, wise, poetic and raw. It balances spiritual reverence with everyday relatability. It never sensationalizes. It guides without preaching. It liberates without loudness. It inspires intimacy.

NOISE WE AVOID

What We Leave Behind

SoulCraft avoids clickbait, over-sexualised imagery, or overpromising healing as a “quick fix.”

It does not fall into the trap of new-age fluff or spiritual elitism.

There’s also an intentional avoidance of healing jargon.

Instead, the language is soulful, story-driven, and metaphorical.

Brand boundaries:

No performative healing, no shortcuts, no spiritual bypassing.

Brand Fears:

Being misunderstood as gimmicky, exploitative, or pseudo-spiritual.

Past Pain:

The over-commercialisation of healing and sexuality in the mainstream wellness space

WRITING STYLE PRINCIPLES

How We Let Language Flow

Use active language with
soul-centered metaphors.

Favor short poetic sentences,
occasionally punctuated by
longer reflective phrases.

Avoid jargon or clickbait.

Maintain a sense of sacredness,
especially when discussing
sexuality or trauma.

Address the reader as “you”
with care and presence.

D O S & D O N ' T S

From Principle to Practice

D O S

Website Intro Section

"You are not here to shrink, silence or suppress.
You are here to remember. To reclaim. To rise.

SoulCraft is not the answer. It is the mirror."

Retreat Invite

"Come as you are.
We'll walk the spiral together."

Social Media Post Caption

Healing isn't a straight line.
It curves, it contracts, it cracks you open.
SoulCraft holds the spiral sacred.

Email Subject Lines

Your body has something to say. Are you listening?

D O N ' T S

“Join SoulCraft today for
instant healing and transformation.

Book now before spots run out!”

Limited Spots Available!
Heal your trauma in just one weekend retreat.

10 Secrets to Becoming the
Most Spiritual Version of Yourself
Swipe to find out

Unlock the #1 Hack to Fix Your Soul Now

04

The Way We Are Seen

This is the visual language of the brand. It shapes how people recognize us and the feeling we leave behind. From logo to palette, typography to photography, this is SoulCraft experienced at first sight.

PRIMARY LOGO

The Mark

The Logo is a small living idea: a motion of return, connection and becoming. It suggests the spiral-like movement of inner depth, but it is more than a single symbol: it is a knot of meaning; a thread, a doorway, a compass that holds the brand's invitation. Use it to anchor presence, not to explain the whole story.



SECONDARY LOGO

The secondary lockup exists for spaces where the full logo won't fit: small merchandise or tight placements. Use it only when spatial constraints demand it, or when the main logo would lose legibility. It is a supportive asset, not a replacement for the primary mark, where space allows.



SOUL
CRAFT

Vertical Unit



SOUL CRAFT

Horizontal Unit

SYMBOL + WORDMARK

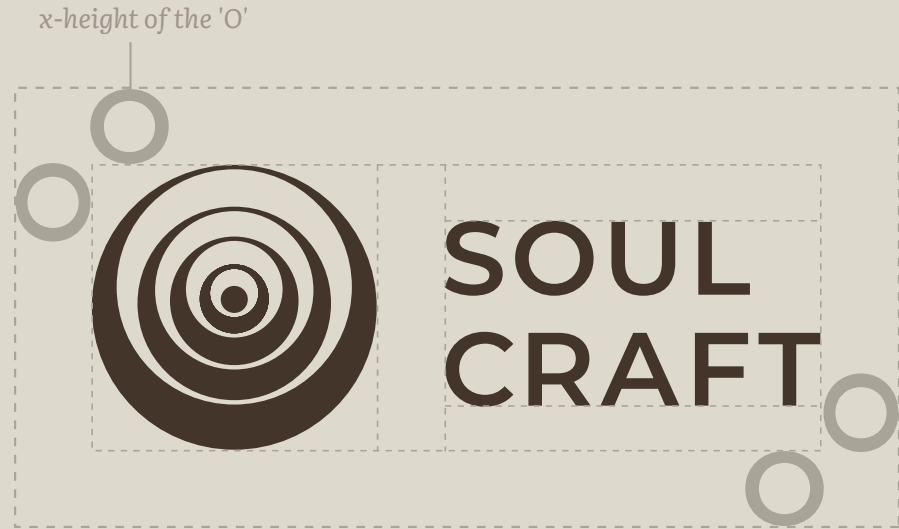


Symbol

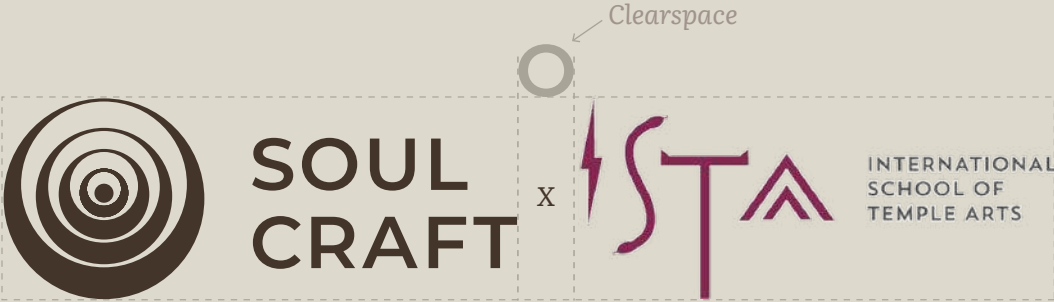
SOUL
CRAFT

Wordmark

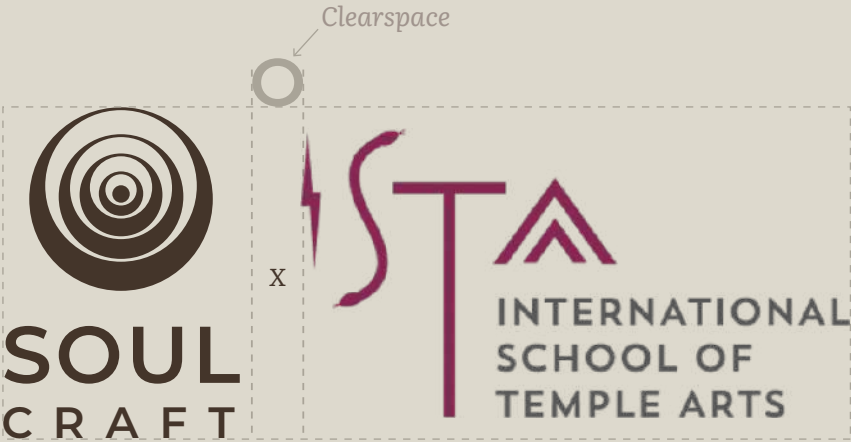
CLEARSPACE



COLLABORATION LOGO LOCK-UP



Vertical Logo Lock-up



Horizontal Logo Lock-up

D O s

Use the logo in Ojas or Vayu or Ananta on any picture background for maximum clarity and brand presence.
Maintain clearspace at all times (x = height of the 'O').
Use the logo at sizes that preserve the inner detail; prefer simplified lockups for very small sizes.



D O N T s

- Do not recolour the logo in blue or green. (Blue/green are in the palette as supporting colours, but should not be used as primary logo colours.)
- Do not place the logo on busy photos without a clear band, soft overlay, or generous clearspace; it must not compete with the image.
- Do not distort, rotate, or exceed the clearspace rules.
- Avoid low-contrast placements: the logo must always be visually dominant and readable.



BRAND COLOURS

The Palette

The palette is drawn from the field where SoulCraft gathers: the hearth, the forest, the coastal horizon, and the quiet breath between ritual and rest. Each colour has a role and a feeling. Together they create a landscape that is both ancient and contemporary; skin, soil, water and flame, allowing the brand to feel ceremonial and modern at once.

Ojas #a05030 RGB: 160,80,48 CMYK:0,50,70,37	Verdan #767f59 RGB: 118,127,89 CMYK:14 ,92 ,37 ,54	Mira #688799 RGB: 53 ,135 ,104 CMYK: 3 ,31 ,39 ,64	Vayu #ddd9cd RGB: 205 ,217 ,221 CMYK: 0 ,18 ,11 ,13
			Ananta #44352a RGB: 42 ,53 ,68 CMYK: 58 ,72 ,63 ,56

TINTS

Tints are the subtle cousins of our core colours. Use them as supporting fields like social backgrounds, email banners, soft overlays, secondary panels and texture layers.



LOGO WITH BRAND COLORS



BRAND FONTS

The Letter

Chooosen brand fonts is the combination of sans serif and serif fonts where Museo the sans serif font gives form and order; Literata the serif offers breath and voice. Use Museo to anchor, Literata to narrate.

HEADLINE FONT

Museo Sans

Museo Sans measured structure. Use for UI, labels, navigation and compact headlines where clarity is required.

Museo Sans 300

YOU ARE BECOMING
You are Becoming

Museo Sans 500

YOU ARE BECOMING
You are Becoming

Museo Sans 700

YOU ARE BECOMING
You are Becoming

Museo Sans 900

YOU ARE BECOMING
You are Becoming

Literata

Literata living serif. Use for long-form reading, pull quotes, and any copy that benefits from warmth and cadence.

Extralight,
Extralight Italics

You are not broken, *you are becoming.*

Light,
Light Italics

You are not broken, *you are becoming.*

Regular, Italics

You are not broken, *you are becoming.*

Medium,
Medium Italics

You are not broken, *you are becoming.*

Semibold,
Semibold Italics

You are not broken, *you are becoming.*

Bold,
Bold Italics

You are not broken, *you are becoming.*

Extrabold,
Extrabold Italics

You are not broken, *you are becoming.*

BRAND ESSENCE

Positioning: SoulCraft is a transformational platform that guides individuals toward their most **powerful, alive, divine** selves through immersive healing, soul-centered practices, and bold self-expression, rooted in ancient wisdom and modern methods.

1. Core Purpose, Vision, and Mission

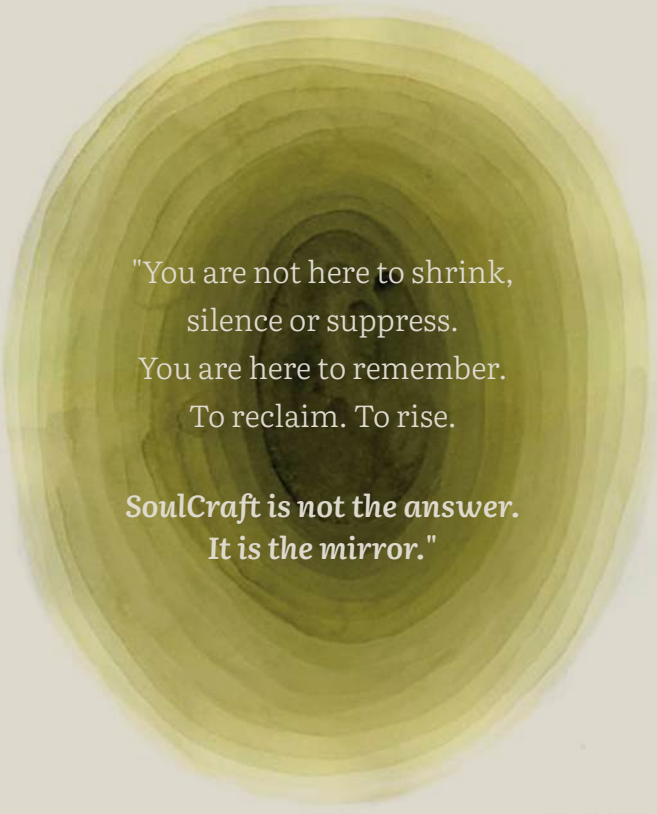
Purpose - To help individuals access their most **powerful, alive, divine** selves by weaving together ancient wisdom and modern healing tools into soulful, experiential journeys, both individually and within transformative group containers

Vision - To create a global community, rooted in the sacred soil of India, that normalizes deep, transformative conversations on healing, sexuality, creativity, and spirituality, while celebrating authenticity, aliveness, and self-liberation.

Mission - To design and facilitate sacred, immersive spaces, online and offline, that encourage people to unravel repression, reclaim their truth, and rise into their wholeness through emotional, sexual, spiritual, and creative liberation.

2. Brand Personality

Soulcraft does not stand above. It stands alongside, shoulder to shoulder. It is not a guru, nor a guide. It is a witness. A firekeeper.It holds space where grief is sacred,



pleasure is prayer, and nothing in you needs to be hidden to be loved.It speaks in warmth, not volume. It meets you barefoot, unmasked, unhurried. It does not fix you.It reminds you that your wholeness was never actually lost. It weaves silence with song, stillness with shadow, ceremony with celebration.Soulcraft holds contradictions not as conflict—but as rhythm. As dance.It invites, without pulling. It sees, without judging. It stays, without controlling.

PHOTOGRAPHY

The Light

Photography should feel lived-in and embodied: candid moments, textured skin, hands, ritual light, and gentle movement. Look for natural light, imperfect edges and frames showing connection like laughter, breath, dance and the hush after the ceremony.

MOOD

Prioritise warm tones, tactile textures, and compositions that suggest presence and belonging.

Touch



Freedom



Textures



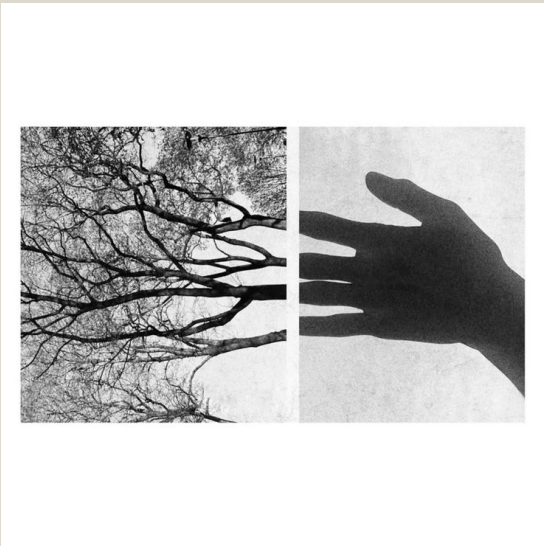
Nature



Impression



CONCEPTUAL / TRANSITIONAL



DONT'S

Rely on glossy, posed stock; avoid
voyeuristic or overtly sexualised imagery;
avoid overly staged wellness clichés

Clutter



Distress



Cold



Negative



Indelicate

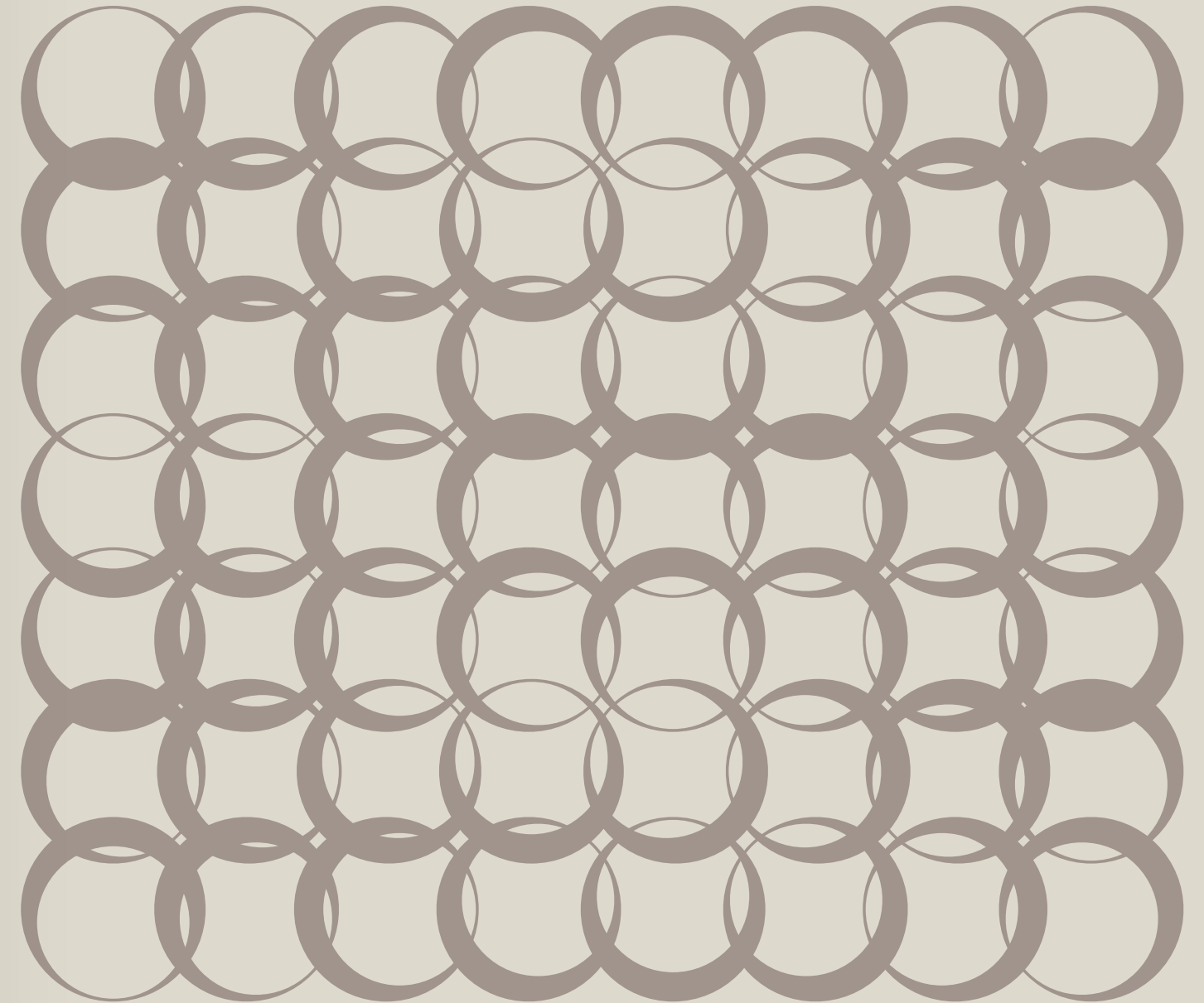


BRAND ASSETS

How the brand can speak without the logo

A small suite of simple symbols can represent the brand when the logo is not required: a thread, a hand, a flame, a simplified spiral, a bridge-knot. Icons should be thin-stroked, single-colour marks that echo the mark's geometry.

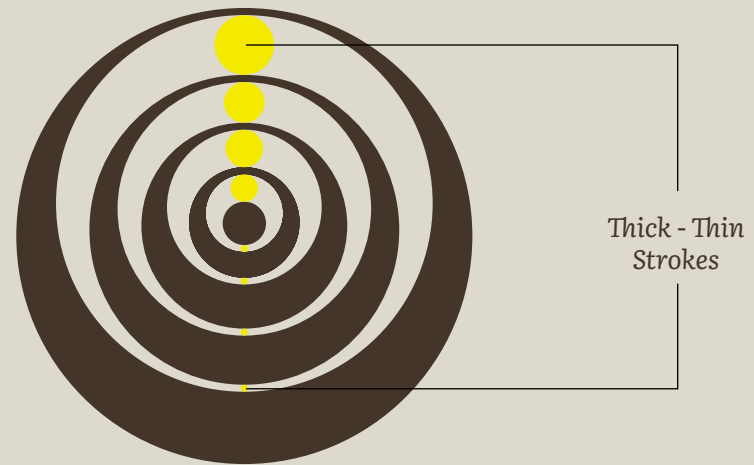
PATTERN



ICONOGRAPHY

The iconography style is inspired by the thick thin strokes from the logo. They are designed to complement our overall identity.

As a rule, they are delightful, recognisable and intuitive.



Balance



Harmony



Alignment

BRAND APPLICATION

Where the brand lives and how it carries meaning

How the brand appears in the world: business stationery, packaging, merchandise, social templates, signage and digital banners. Each application must carry the same principle of dignity, warmth, and clarity and use brand colours, type, and photography to create a coherent whole.

BUSINESS CARD



Siddharth Gupta

FOUNDER

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LETTERHEAD



SOUL

CRAFT

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Dear parent,

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Kind regards,



Siddharth Gupta

Founder

STAMP



SOUL

CRAFT

+91 99011 77888

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Dear parent,

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Kind regards,

Siddharth



SOUL

CRAFT

SOUL CRAFT EXPERIENCES LLP

Siddharth Gupta

Founder

NOTEPAD



TOTEBAG



CANDLE



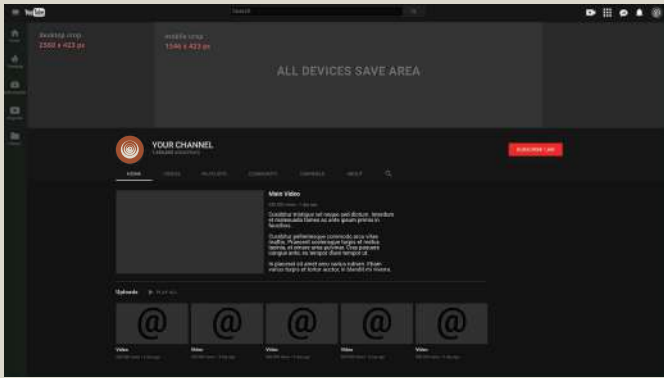
MUGS



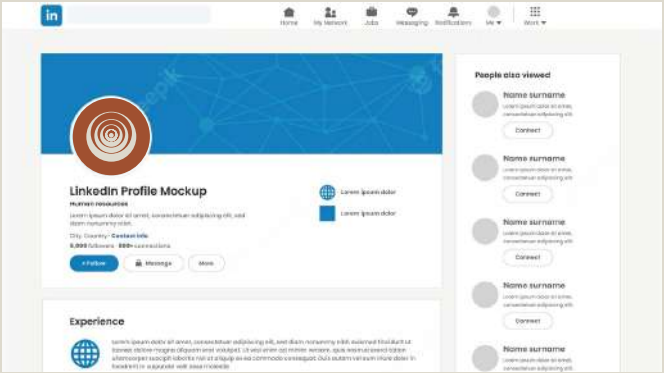
PROFILE PICTURE



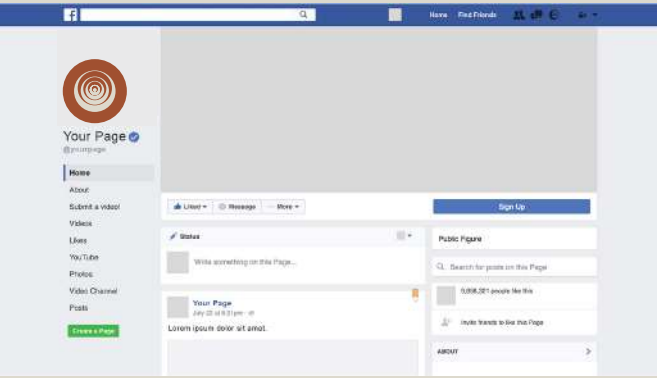
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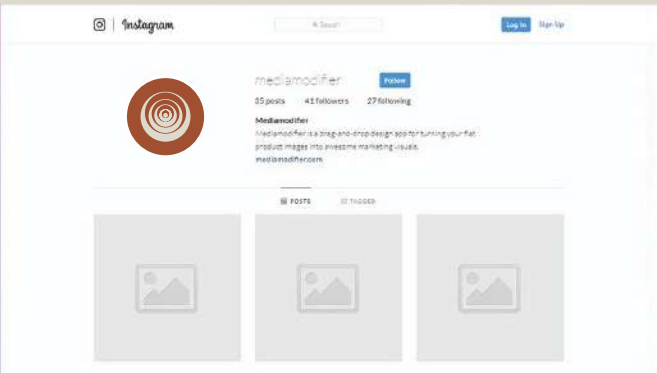
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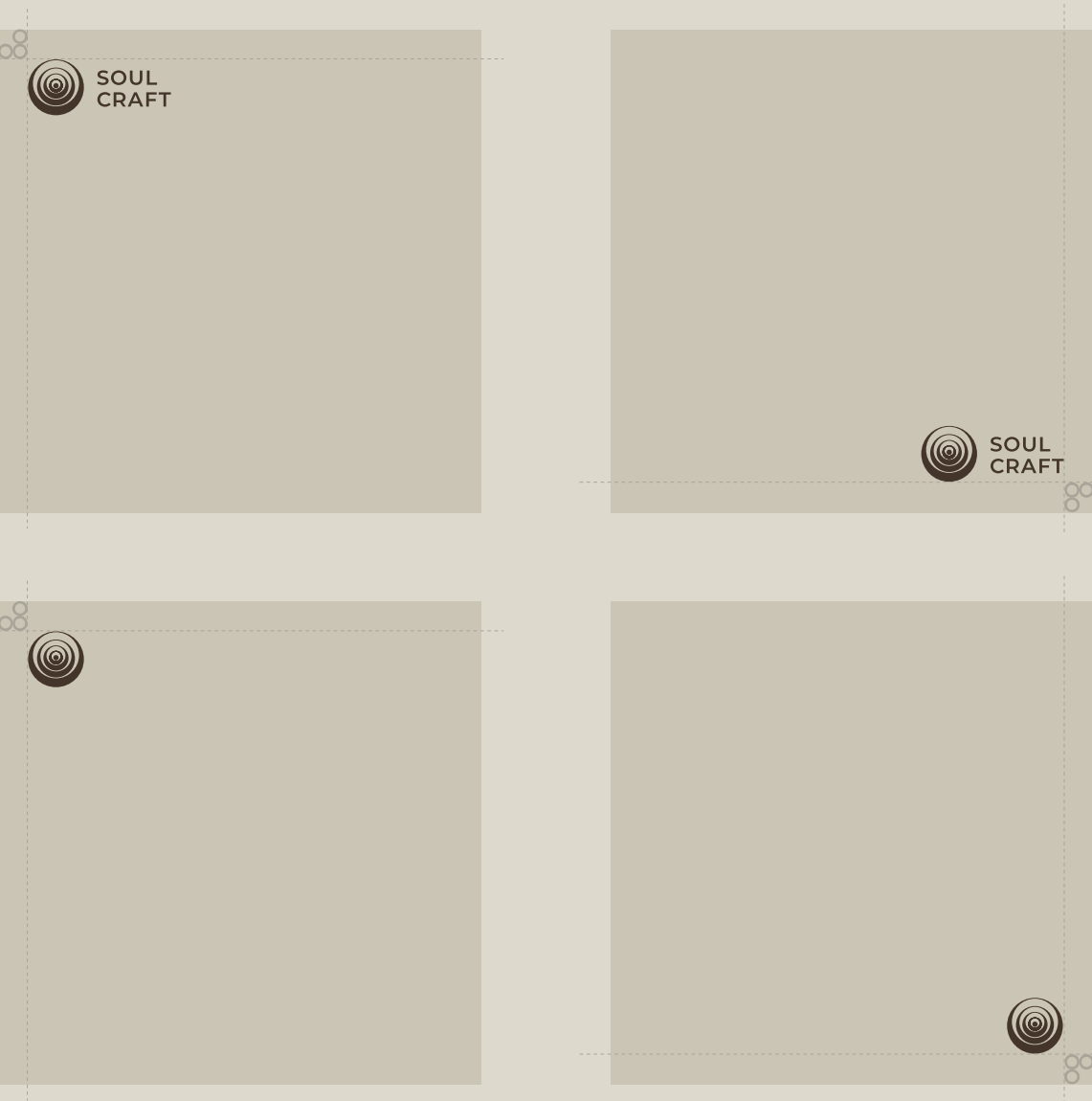
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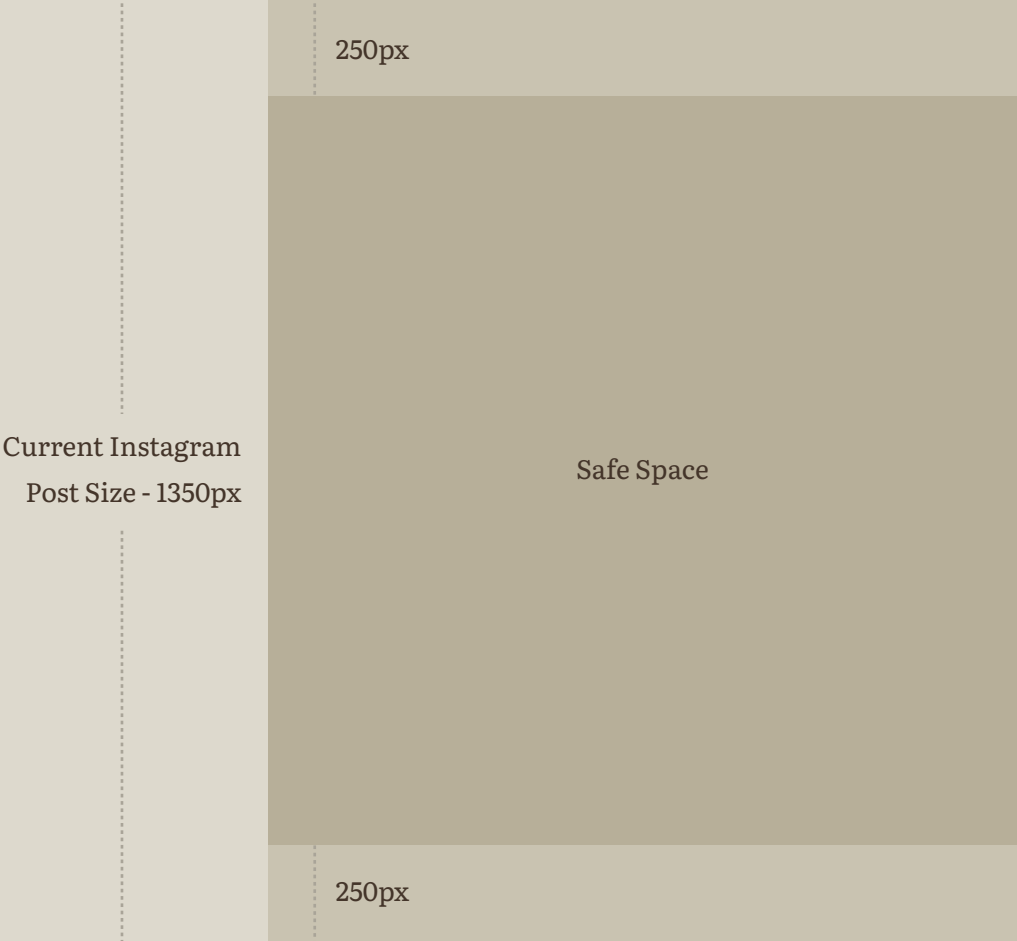
Instagram



LOGO SAFE SPACE



INSTAGRAM-POST SAFE SPACE



INSTAGRAM STORY SAFE SPACE

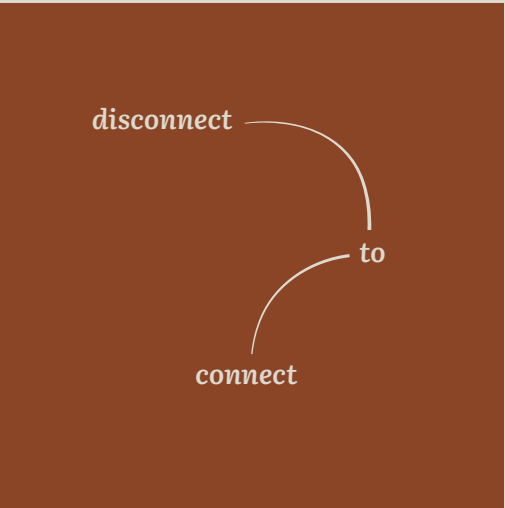
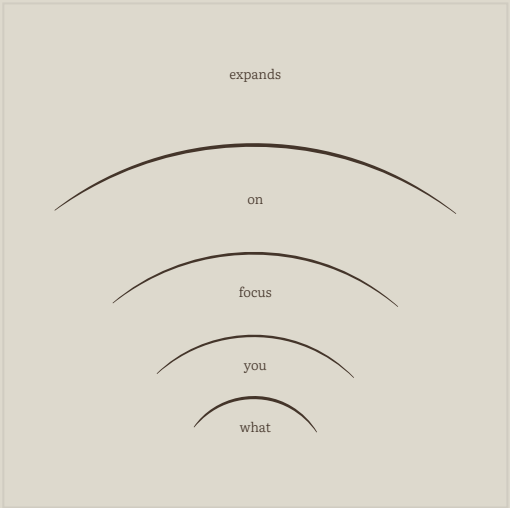


INSTAGRAM REEL SAFE SPACE



Reel

LAYOUTS - TYPOGRAPHIC



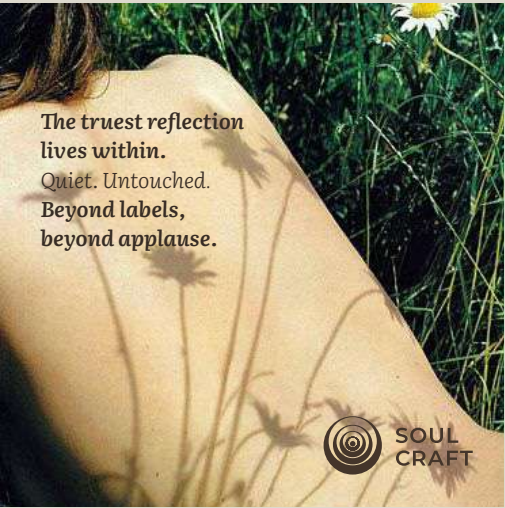
Use thick
thin lines

LAYOUTS - FULL BLEED IMAGE



Use similar
gradient for
visibility of
the text

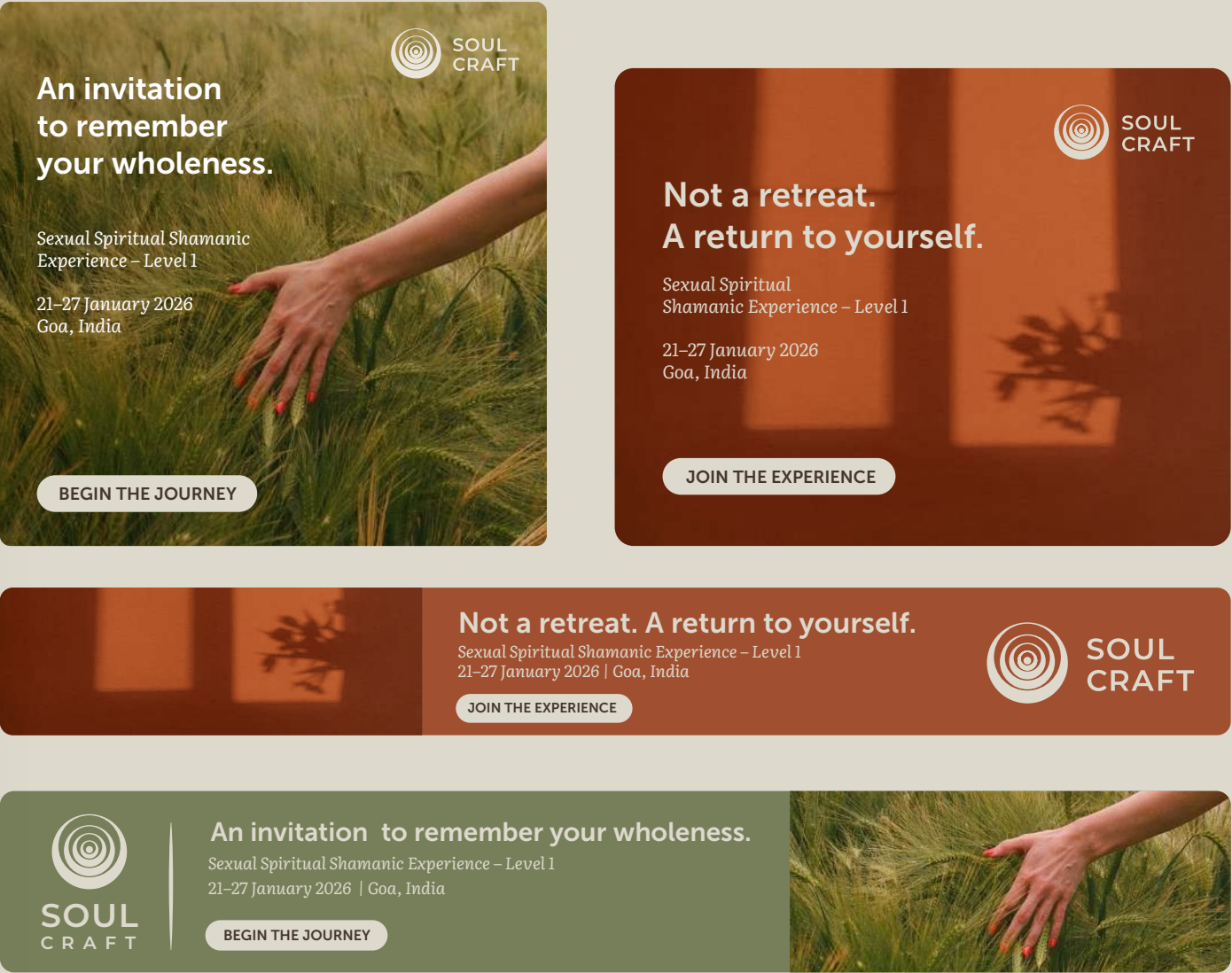
If necessary, for visibility of the text,
black and white can be used



INSTAGRAM LOOK & FEEL



WEB BANNERS



A low-angle shot of a person's arm and hand reaching out towards the sky. The hand is open, palm facing up. The background is a vast sky filled with large, white, fluffy clouds. The lighting is soft, suggesting a bright but slightly overcast day.

THE INVITATION

May every touchpoint of
SoulCraft feel like a deep breath,
and may everyone who meets it,
meet themselves."

A low-angle shot of a person's arm and hand reaching out towards the sky. The hand is open, palm facing up. The background is a vast sky with a mix of blue and white clouds. The lighting is bright, suggesting a clear day.

