by just print o pack. Digital

SoftLuxe
CRAFTED FOR YOUR COMFORT

LOGO BOOK

Brand Story

Soft Luxe was created with one clear purpose:

To transform everyday comfort into a gentle luxury experience.

In a world where tissue paper is treated as just another necessity, we believe comfort deserves refinement. Soft Luxe is crafted for those who value softness, hygiene, and care in the smallest details of daily life.From your home to your workspace, every sheet is designed to feel delicate on the skin, strong in quality, and elegant in presence.

At Soft Luxe, softness is not compromised.

It is designed with purity, premium fibers, and thoughtful craftsmanship so every touch feels smooth, every use feels reliable, and every moment feels a little more refined.

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Logo Concept

Letter Meaning & Design Approach

Refined Typography:
The Soft Luxe logo is built entirely through elegant letter forms.

Dual Character Identity (Soft + Luxe):
“Soft” represents comfort, gentleness, and skin-friendly care.
Luxe” expresses refinement, elegance, and elevated quality.

Balanced Composition:
Carefully controlled spacing, smooth curves, and harmonious proportions create a clean and confident identity.

SOFT + LUXE = SoftLuxe CRAFTED FOR YOUR COMFORT

Logo Sketching

At *JPOP Digital*, every identity begins on paper.

We start with hand-drawn sketches to explore form, balance, and symbolism before moving to digital execution.

SOFT LUX
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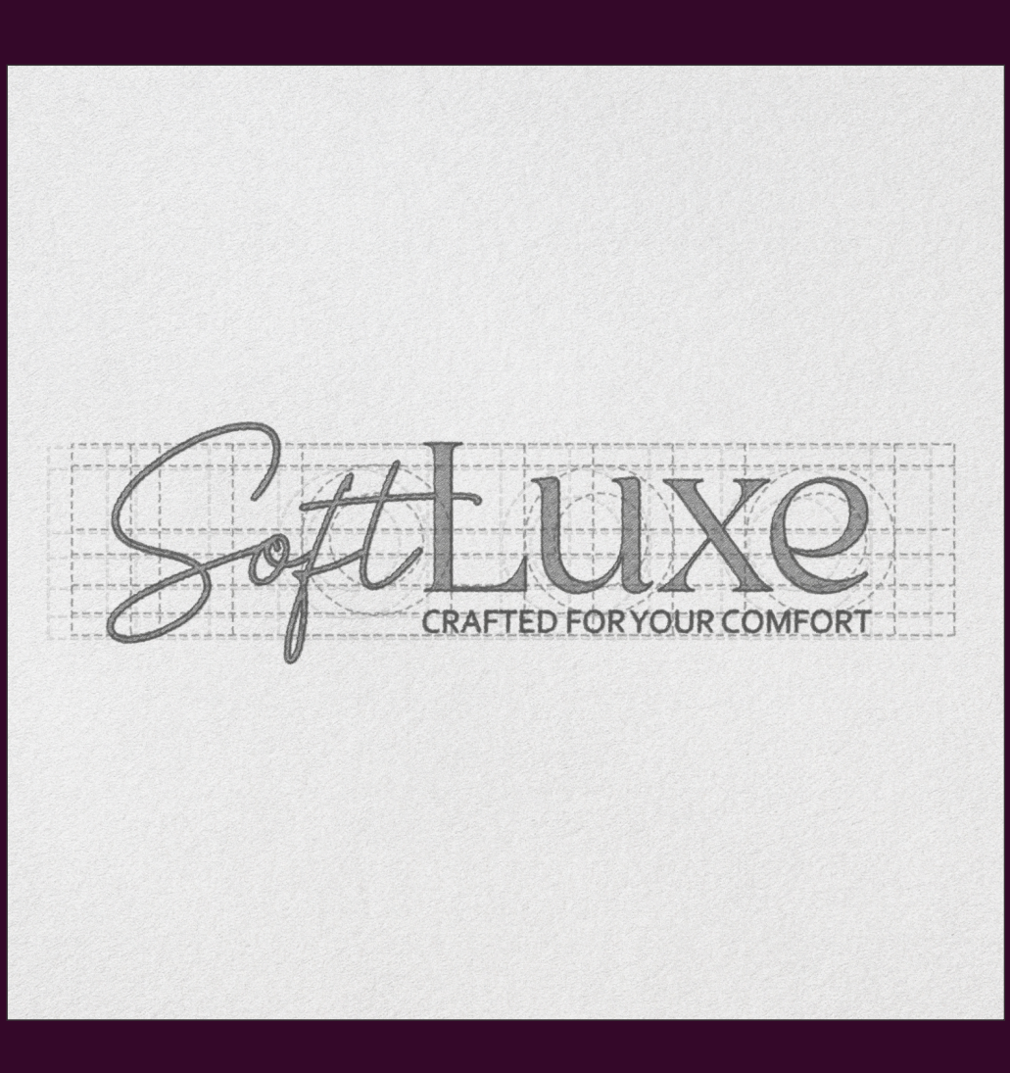
For Soft Luxe, this phase focused on refined luxury typography, emphasizing softness, purity, and understated elegance.

With no additional symbol, the strength of the identity lies in its graceful letterforms representing comfort, premium quality, and a gentle everyday luxury experience.

Logo Structure

The *Soft Luxe* logo is built on a refined structural grid to ensure balance, clarity, and visual harmony.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Colour Palette

#340829
RGB (52, 8, 41)
CMYK (52, 21, 16, 67)

#F4498F
RGB (244, 73, 143)
CMYK (0, 90, 10, 0)

#FEFEFE
RGB (9, 27, 69)
CMYK (89, 78, 49, 74)

#14332D
RGB (20, 51, 45)
CMYK (87, 57, 71, 76)

PRIMARY
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