

BRAND IDENTITY / EDITION 01

 SOLARIS

The art of presence.

A northern landmark.

A personal world.

MARIA • STUDIO

STORY | IDENTITY | PRESENCE

A recognizable address. A world of your own.

The position

Solaris is positioned as an architectural signature on the Caspian coast: recognizable from afar and personal up close. The ambition is to become a defining residential address for northern Iran.

“Landmark” expresses the positioning ambition. It is not a certified ranking or award.

The promise

A distinctive coastal address with a private horizon for daily life.

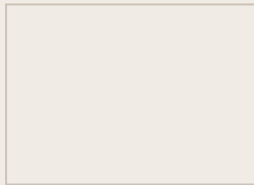
Recognizable. Consistent signature and truthful architecture.

Magnetic. Atmosphere, gesture and editorial pacing.
Considered. Clear information and purposeful touchpoints.

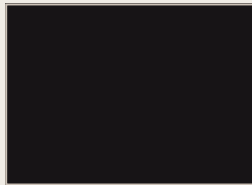
The palette



Burgundy
#3B0A19



Pearl
#F0ECE5



Ink
#171416



Forest
#123D32



Silver
#7C807E

Burgundy is the signature, expressed through cloth, leather, ink and light. Pearl provides breathing space. Ink anchors information. Forest is a selective northern note. Silver is a cool accent, never gold.

Editorial balance

Starting point: pearl 45%, ink 30%, burgundy 15%, forest 7%, silver 3%. Treat this as a compositional guide, not a quota. Photography creates depth.

The voice

Assured, precise and intimate. Short declarative lines, concrete details, few adjectives. Avoid unverified superlatives and invented amenities.

HEX values are screen references. Paper, textile, stone and metal colors require physical samples. No CMYK, Pantone or metallic equivalence has been tested.

A signature.
Kept intact.

The logo for SOLARIS features a stylized icon on the left, composed of three horizontal bars of increasing length, creating a triangular shape. To the right of the icon, the word "SOLARIS" is written in a tall, condensed, all-caps serif typeface.

The approved mark and custom lettering are used as one exported vector lockup. Preserve every path, proportion and internal interval. Use the original SVG; never trace, redraw or retype it.

Space & size

Proposed clear space: one mark-height around the entire lockup. Starting point: 180 px wide on screen or 40 mm in print. Smaller or fabricated uses require proofing.

Color & placement

Original dark artwork on pearl; proposed pearl on dark surfaces. Keep the signature clear of busy image edges, folds and strong architectural joints. Additional arrangements require review.

SHEINA / REGULAR

A life,
distinctly yours.

Editorial type

Sheina Regular. Short, expressive headlines with natural spacing. No synthetic italics or bold. Display 64–104 px on desktop and 44–64 px on mobile.

Information type

DM Sans Regular and Medium. Body 16–18 px on screen. Labels 11–13 px. Keep body text clear, line lengths comfortable and spacing consistent.

The logo is custom artwork, not a font specimen. DM Sans license included; Sheina uses the supplied local file. Size ranges and clear space are proposed specifications.

The monumental. The intimate.



Original generated campaign concept. The setting and person are imagined, not documentary imagery of Solaris.

Architecture

Use supplied project visualizations to show the actual silhouette, central opening and terraces. Include at least one legible full-building view in an architectural story.

Atmosphere

Coastal overcast light, blue hour, controlled sidelight and detailed shadows. A turned shoulder or a moving curtain suggests a private moment. Keep skin natural.

The editorial aperture

One dominant image, one headline and one quiet information edge. Use a six-column print grid or twelve-column screen grid for alignment. Unequal image and text widths create tension; consistent margins resolve it.

Restraint

Give the logo and typography room. Use color through material and selected accents. Avoid decorative pattern saturation, global red filters and unrelated resort scenery.

The coast, from your point of view.

Original proposed campaign language. Supplied project images and generated concepts must remain clearly identified in review and sales material.

Considered. at every scale.



Stationery concept: exact vector logo and typeset copy on a generated blank scene.



Objects to keep

Canvas, burgundy folio, forest presentation box. Small branding, useful objects, material care.



At the threshold

Quiet stone and a cool-metal intention. Review visibility and fine detail at full scale.

Editable trim layouts: card 85 × 55 mm; letterhead A4; invitation 148 × 210 mm; brochure 210 × 280 mm; key-card concept 85.6 × 54 mm. All dimensions are proposed. Supplier bleed, construction, color and finish approval are outstanding.

A working system. A clear handoff.

Approved source

The locked Solaris mark and logotype, node 528:38, are the source of truth. Maria Studio vectors are supplied studio artwork. The original Figma export is retained.

Proposed identity

Positioning, palette, supporting type, copy, imagery, layouts and physical applications are a cohesive design proposal. Audience archetypes are strategic hypotheses, not validated market research.

Research & provenance

Solaris project context

mariatamlik.ir/project/solaris-tower

Architectural visualizations additionally supplied by the client.

Reference principles

Dior / Haute Couture — craft and invention.

Aman / Tokyo Residences — public address and private sanctuary.

Pentagram / The Mansion on Marylebone Lane — identity connected to place.

Supporting fonts

Sheina / supplied local font; public web licensing pending verification. DM Sans / SIL Open Font License.

Digital verification

The website is checked for tab navigation, local assets, responsive layouts, image viewing, interactive specimens and downloads. Logo path data are compared against the locked source. Detailed results accompany the source.

Physical approval

Obtain printer and fabricator proofs for stock, color, bleed, finishing, embroidery, cutting and lighting. Confirm coastal corrosion suitability and site requirements. No physical production tests are claimed.

Locked logo

Figma / Maria Studio / node 528:38

Original concept imagery

Built-in ImageGen. Prompts and source notes included. No generated logo artwork.

Reference principles are independently interpreted for Solaris. No external fashion or hospitality campaign assets are reproduced.