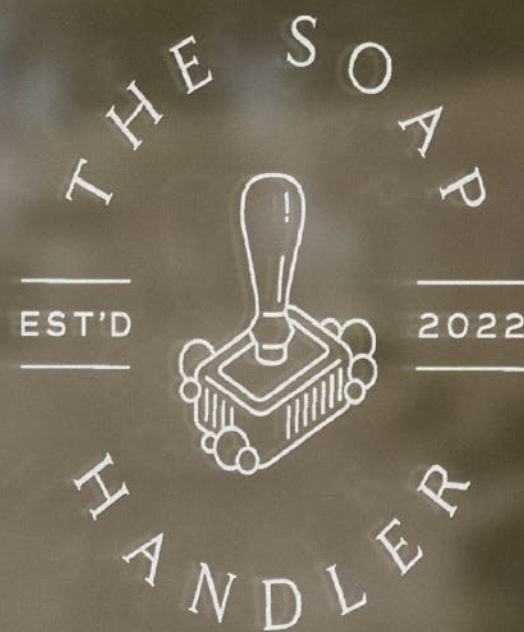


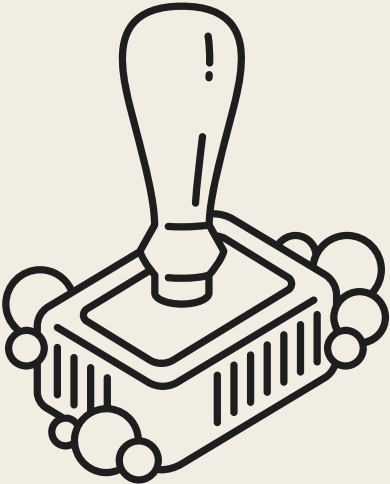
The Soap Handler — Initial Design



PRIMARY LOGO



LOGOMARK



MINIMALIST & REFINED

The design features a soap bar with a handle attached, illustrating the products and playing on the business name. The handle references wooden stamp handles for a retro feel. While the clean lines and geometric forms add a minimalist, refined twist. It's paired with classic serif and san-serif type to complement the vintage aesthetic.

LIGHT BACKGROUND



DARK BACKGROUND



WHITE



BLACK





THE SOAP HANDLER



THE SOAP HANDLER



FACEBOOK



FAVICON



TWITTER



INSTAGRAM



Mockups

