



TOLA

BRAND BOOK

WWW.TOLAOPTICS.COM



INFO@TOLAOPTICS.COM

YOUR SIGNATURE VIEW

(01) ELOISE FRAME IN VERDE





BRAND GUIDELINES



BRAND STORY

IN HONOR OF ELOISA JOURNELL

Tola Optics is inspired by the resilience of my grandmother Eloisa and her eldest sister Tola, who were two of nine siblings growing up orphaned and impoverished in Puebla, Mexico.

Committed to empowering young women in rural Mexican communities, Tola Optics donates a portion of its profits to Mariposas Mexico, supporting educational and life skills training that helps these women break free from the cycle of poverty.

Our mission is to honor my ancestors' legacy by making a meaningful impact on the lives of at-risk girls, providing them with the resources they need to achieve their dreams.

“A Passiflora Vision” symbolizes the Mexican passion flower, a rich nectar source for butterflies (mariposas), reflecting our dedication to nurturing growth and transformation.

BRAND DEFINITION

Tola creates sculptural eyewear that balances softness and structure, blending modern design with an intuitive sense of femininity

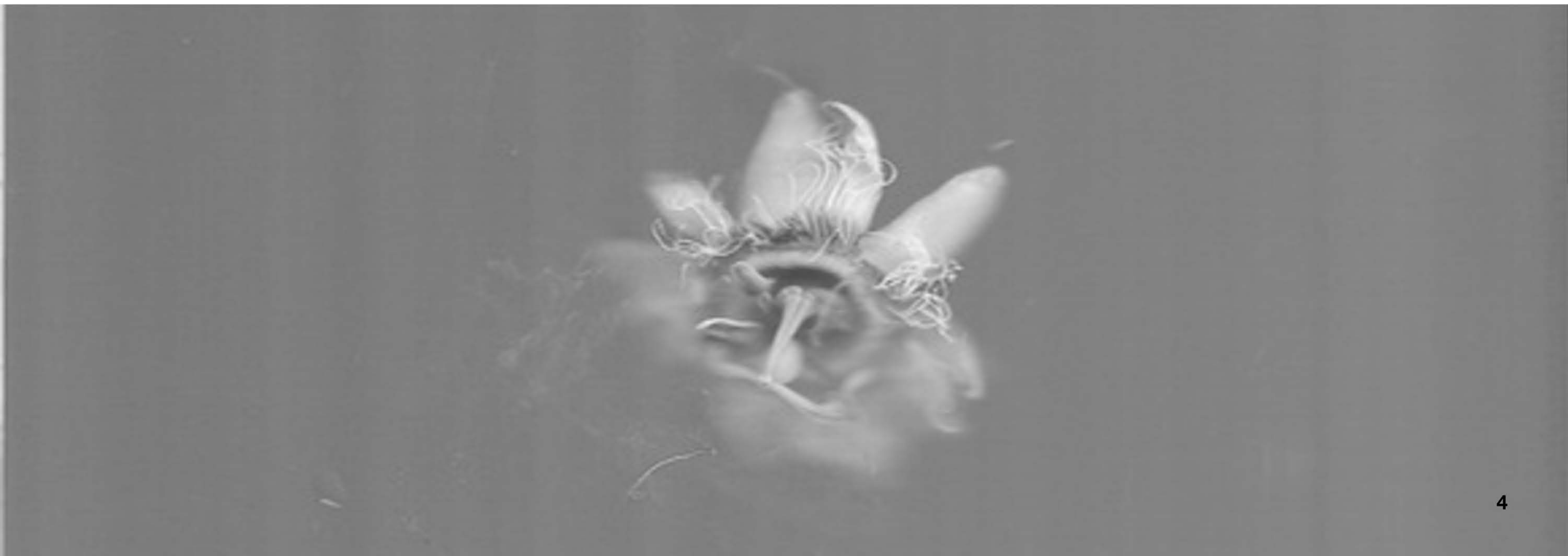


BRAND VALUES

CORE VALUE 1
Interconnectedness

CORE VALUE 2
Intentionality

CORE VALUE 1
Integrity





VISUAL IDENTITY

LOGOS

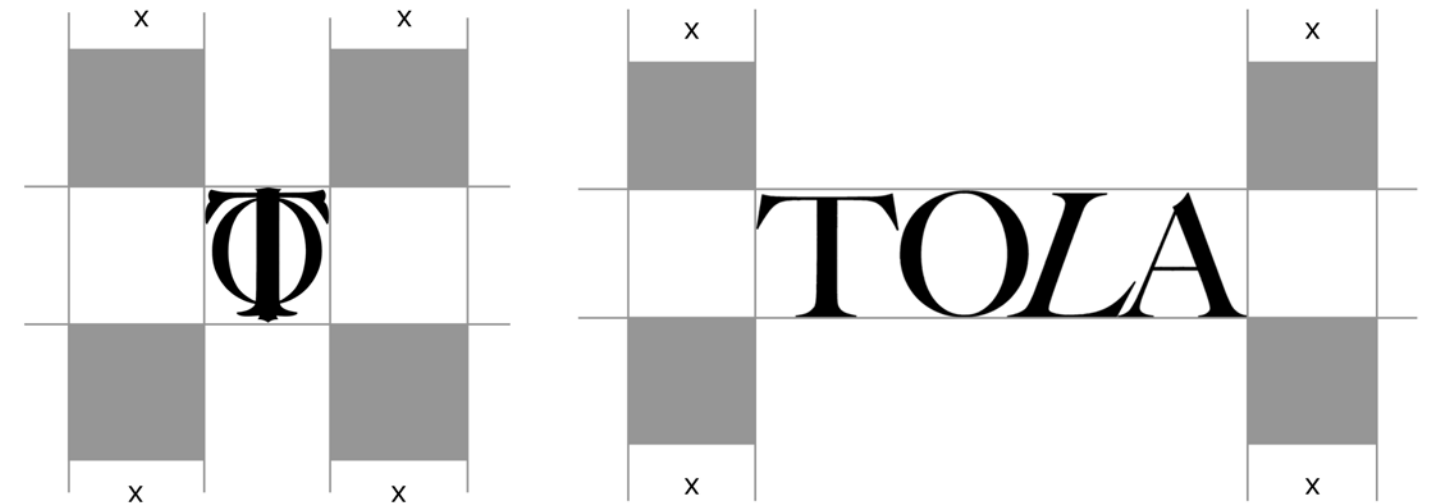
PRIMARY LOGO

TOLA

ALTERNATE LOGO



CLEAR SPACE



Always use approved versions, maintain clear space around the logo, and avoid alterations such as stretching, recoloring, or adding effects.

COLOR PALETTE

PRIMARY COLORS

#FFFDF5
CMYK 0, 1, 4, 0
RGB 255, 253, 245

#000000
CMYK 0, 0, 0, 100
RGB 0, 0, 0

SECONDARY COLORS

#CAA39A
CMYK 0, 19, 24, 21
RGB 202, 163, 154

#727171
CMYK 0, 1, 1, 55
RGB 114, 113, 113

#F5F5F5
CMYK 0, 0, 0, 4
RGB 245, 245, 245

TYPOGRAPHY

MAIN TYPEFACE

TOLA OPTICS

LUCIDITY

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

0123456789

TYPOGRAPHY

SECONDARY TYPEFACE

Your Signature View

Helvetica Now
Display Light

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

Helvetica Now
Display Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

Helvetica Now
Display Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

TYPOGRAPHY HIERARCHY

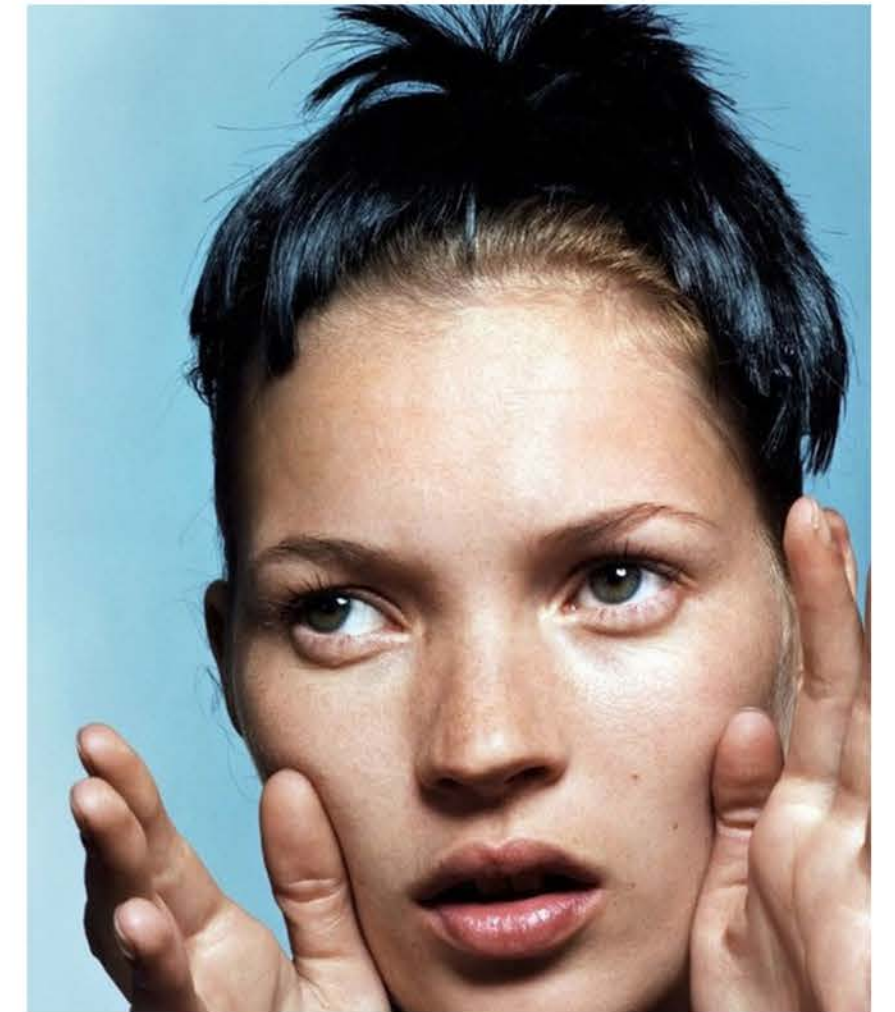
TOLA OPTICS

Your Signature View

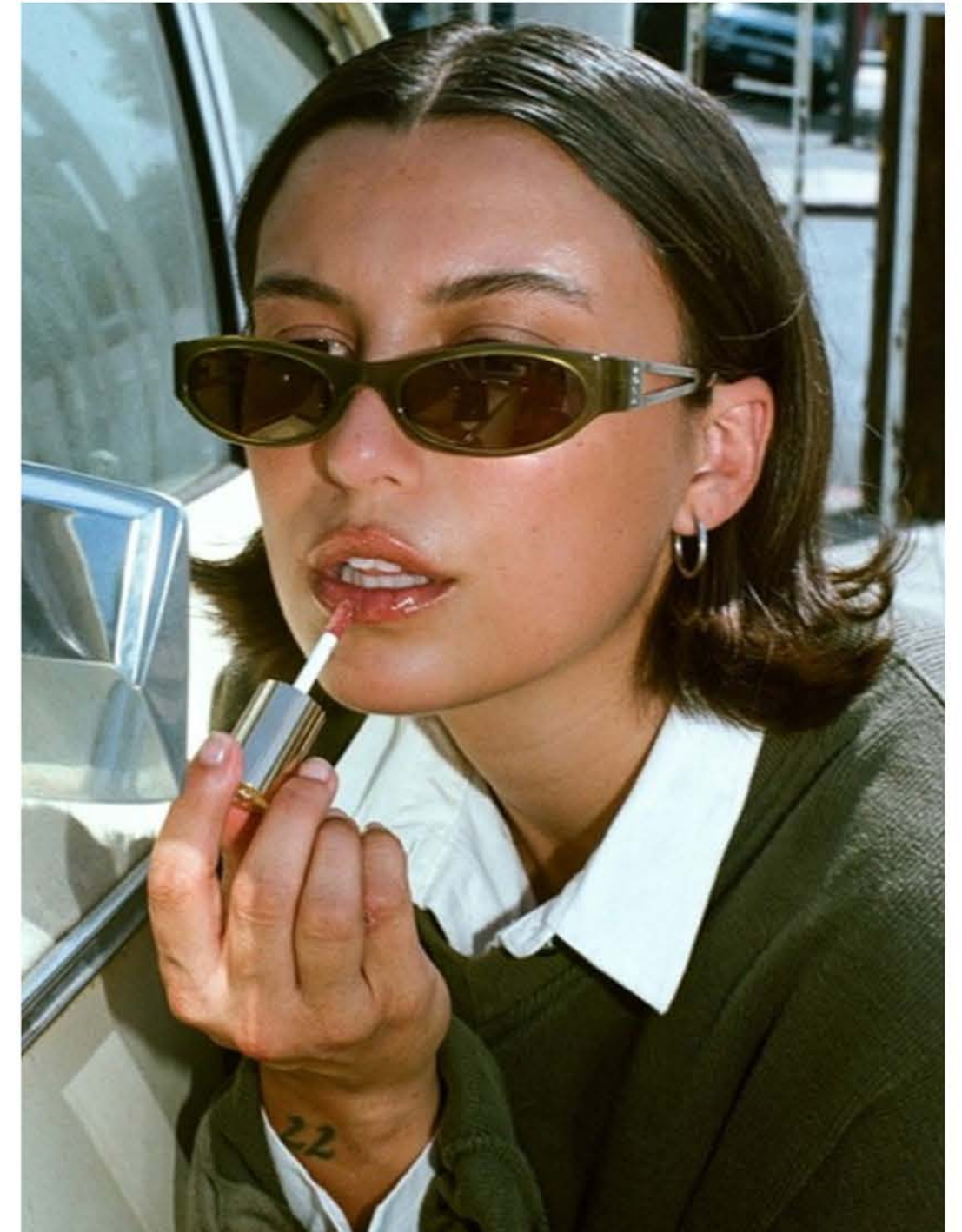
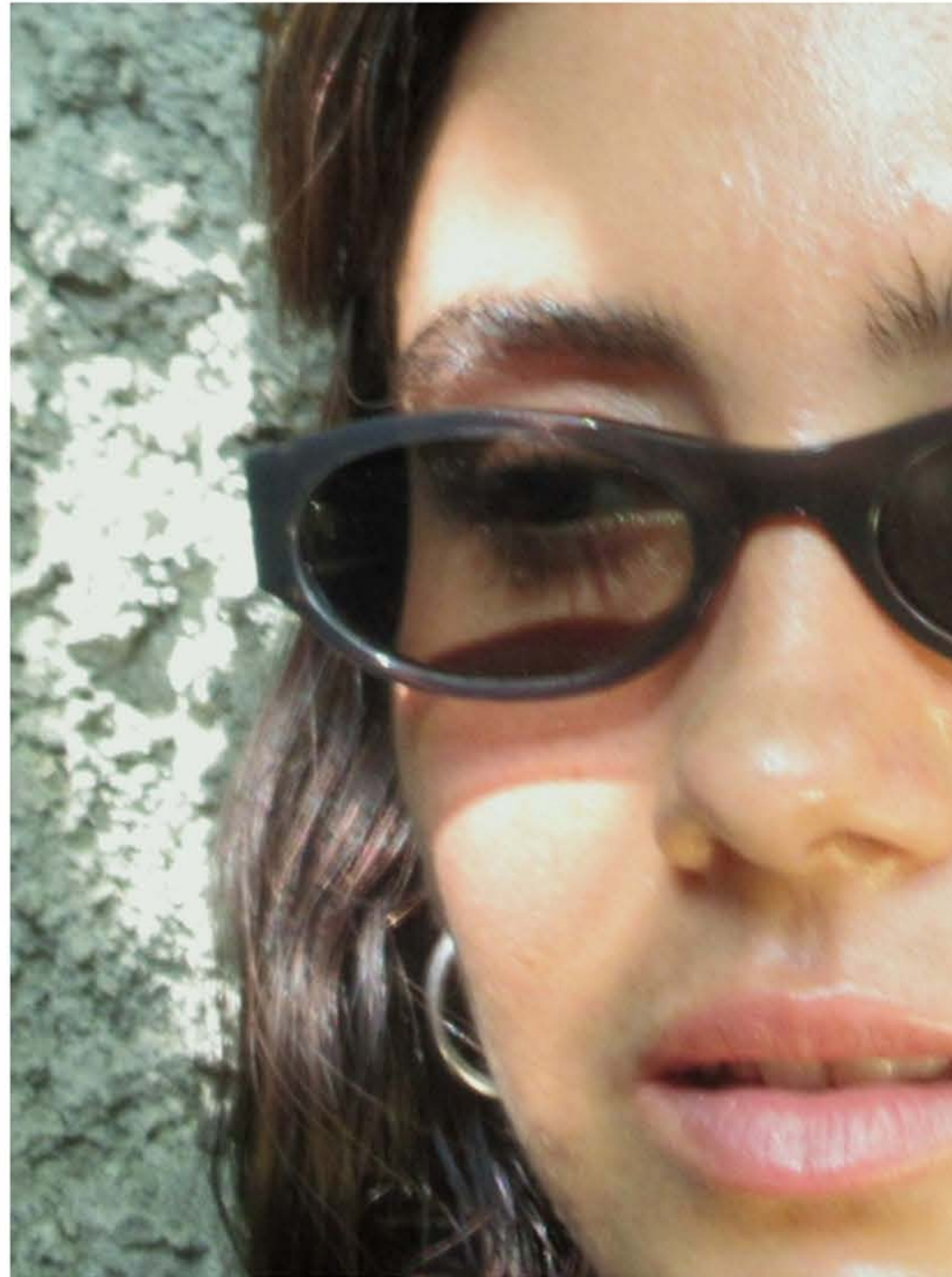
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

MOODBOARD

Our imagery should feel warm, editorial, and aspirational. Use soft natural lighting, minimal props, and intentional composition.



PHOTOGRAPHY





THANK YOU