

Sola Wave

BRAND VISUALS  
& ICONOGRAPHY

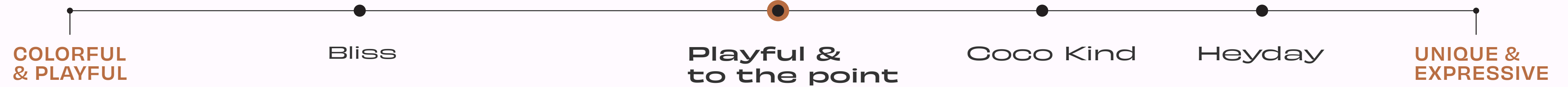
Concept 1.0

Playfully &  
to the point.

Tone

Bright  
Friendly  
Spirited  
Fun  
Energetic

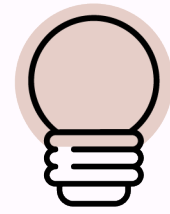
Brand Spectrum







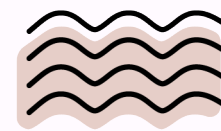




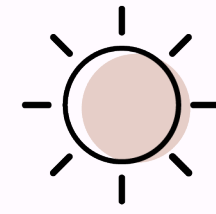
Red Light



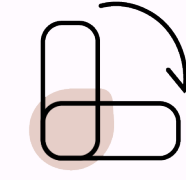
Microcurrents



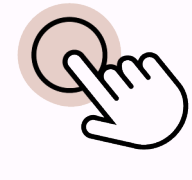
Vibration



Warming



90° Rotating  
Head



Smart Touch  
Sensor

Take beauty into  
your own hands.

One tool.  
Unlimited facials.  
Real results.



Aesthetician approved.



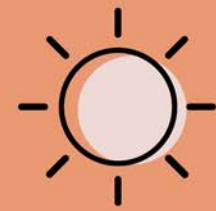
Red Light



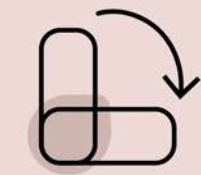
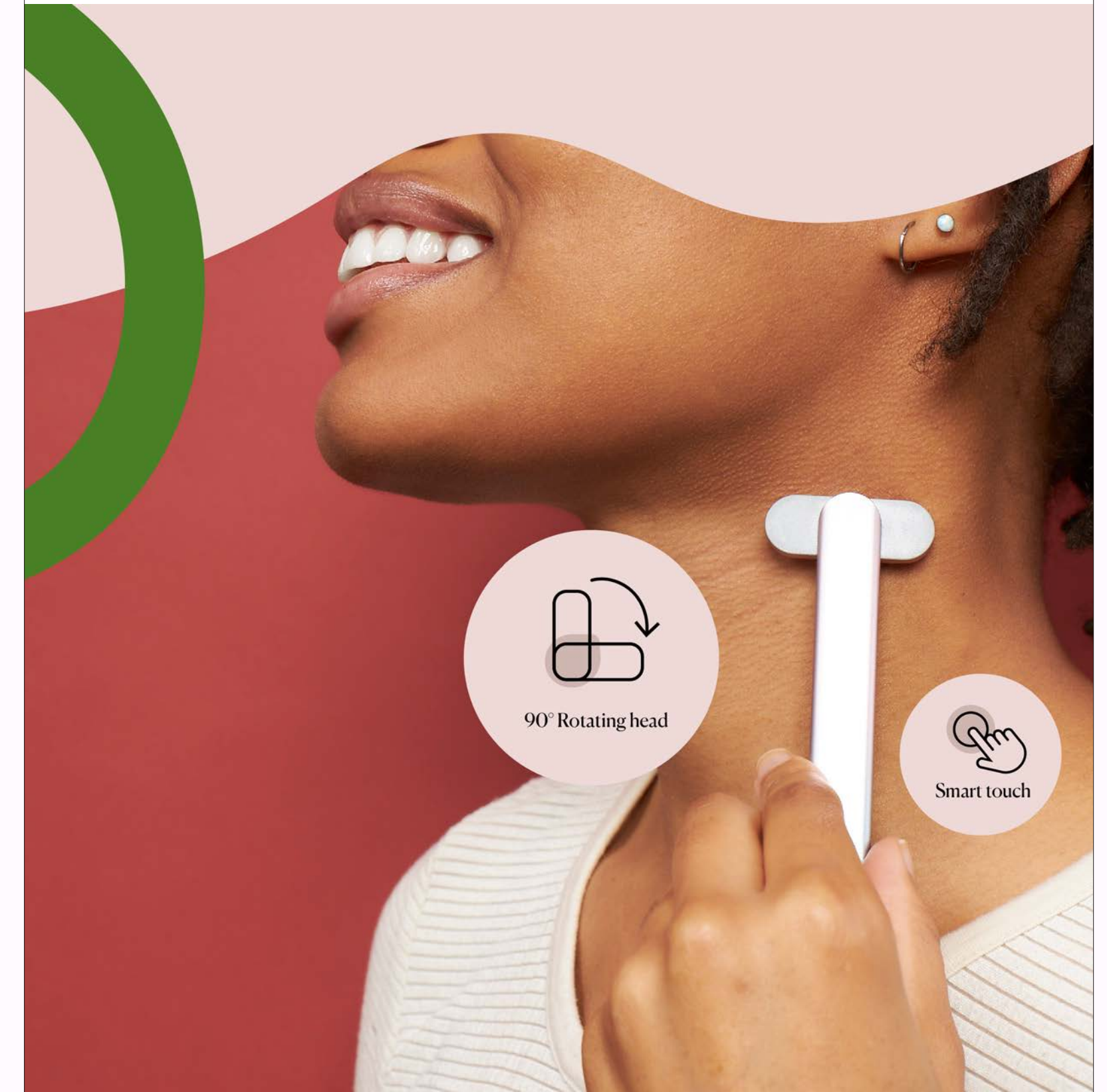
Microcurrents



Vibration



Warming



90° Rotating head



Smart touch

Concept 2.0

New light.

Tone

Effervescent  
Approachable  
Personal  
Charming  
Conversational

Brand Spectrum







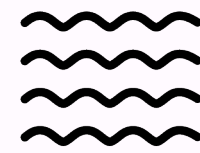




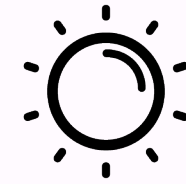
Red Light



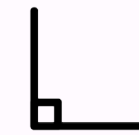
Microcurrents



Vibration



Warming



90° Rotating Head



Smart Touch Sensor

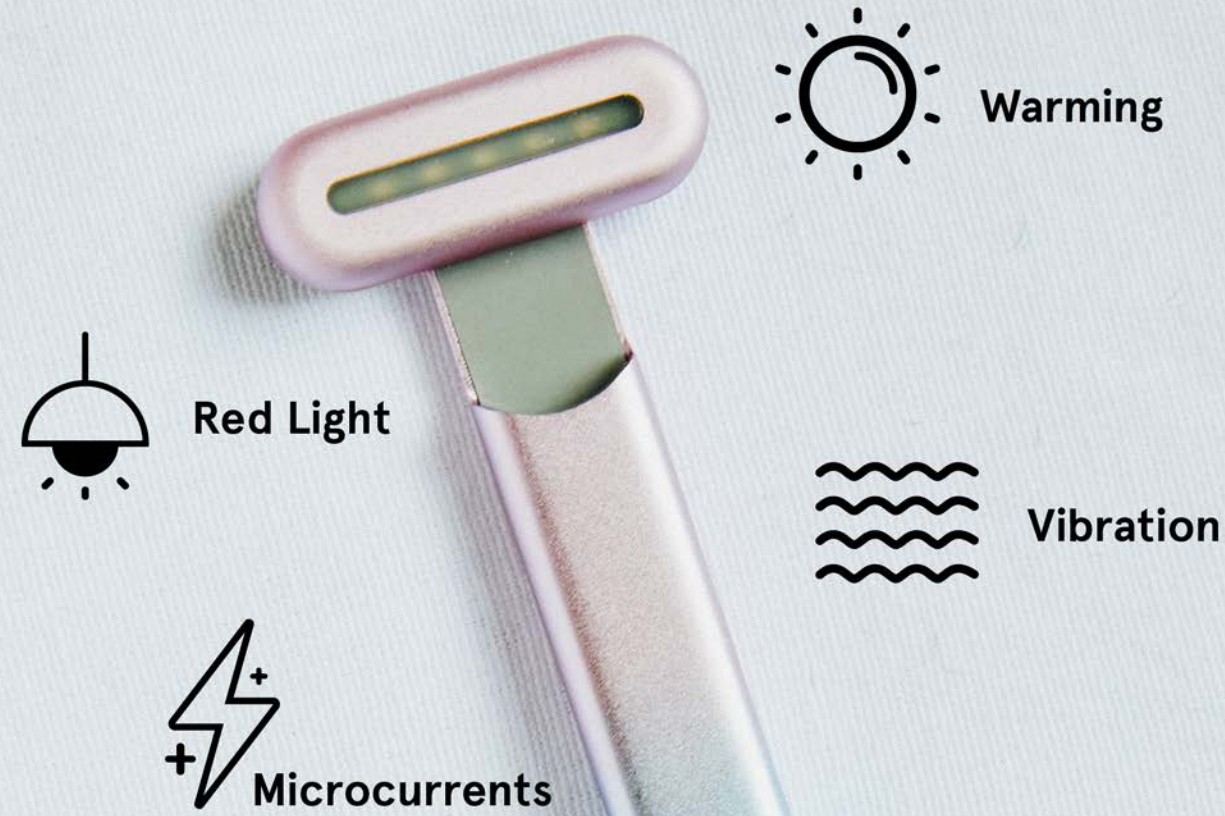





You'll be glowing  
in no time.



Love your skin.



Science-backed  
skincare technology.

-  **Red Light**  
Lorem ipsum dolor  
it amet, consectetur  
adipiscing elit
-  **Microcurrents**  
Lorem ipsum dolor  
it amet, consectetur  
adipiscing elit
-  **Vibration**  
Lorem ipsum dolor  
it amet, consectetur  
adipiscing elit



Concept 3.0

Clear start.

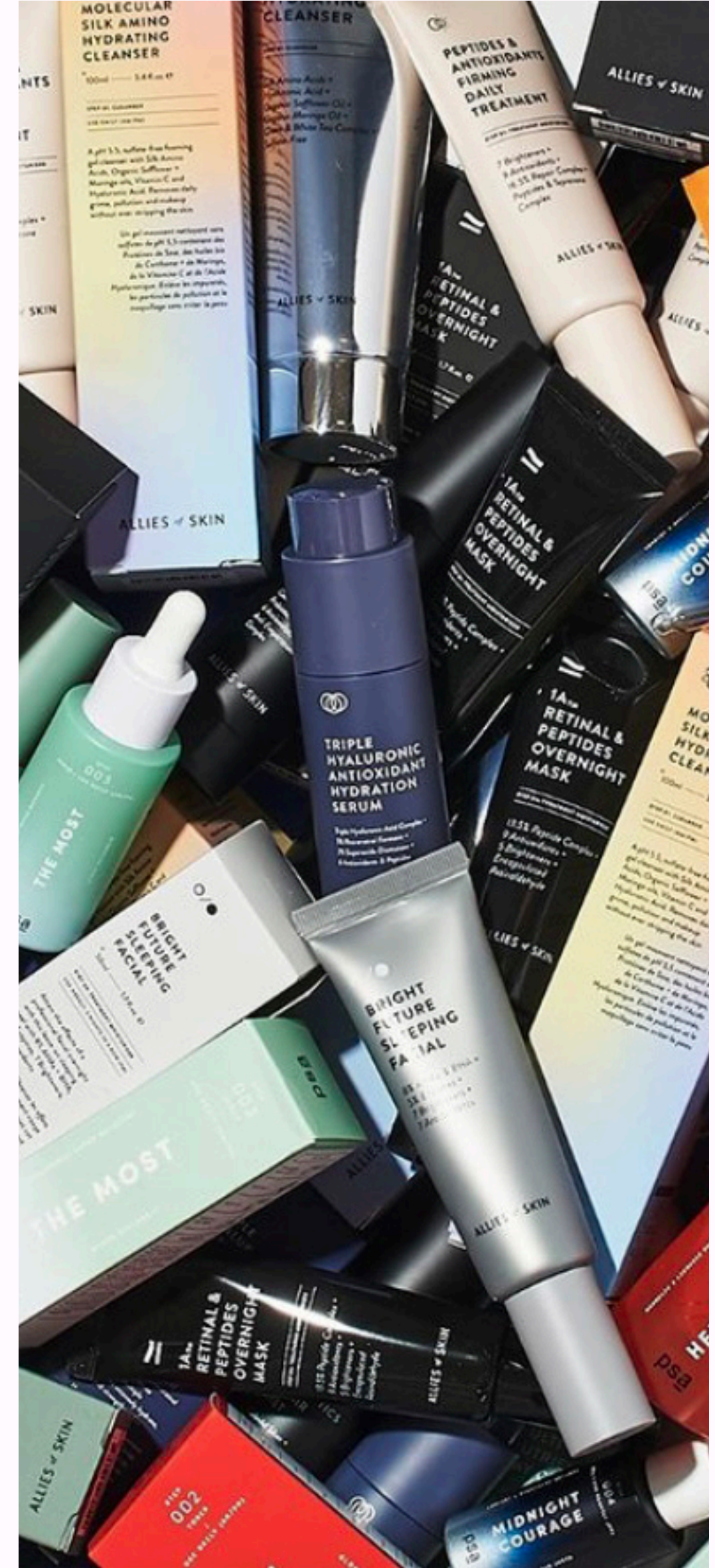
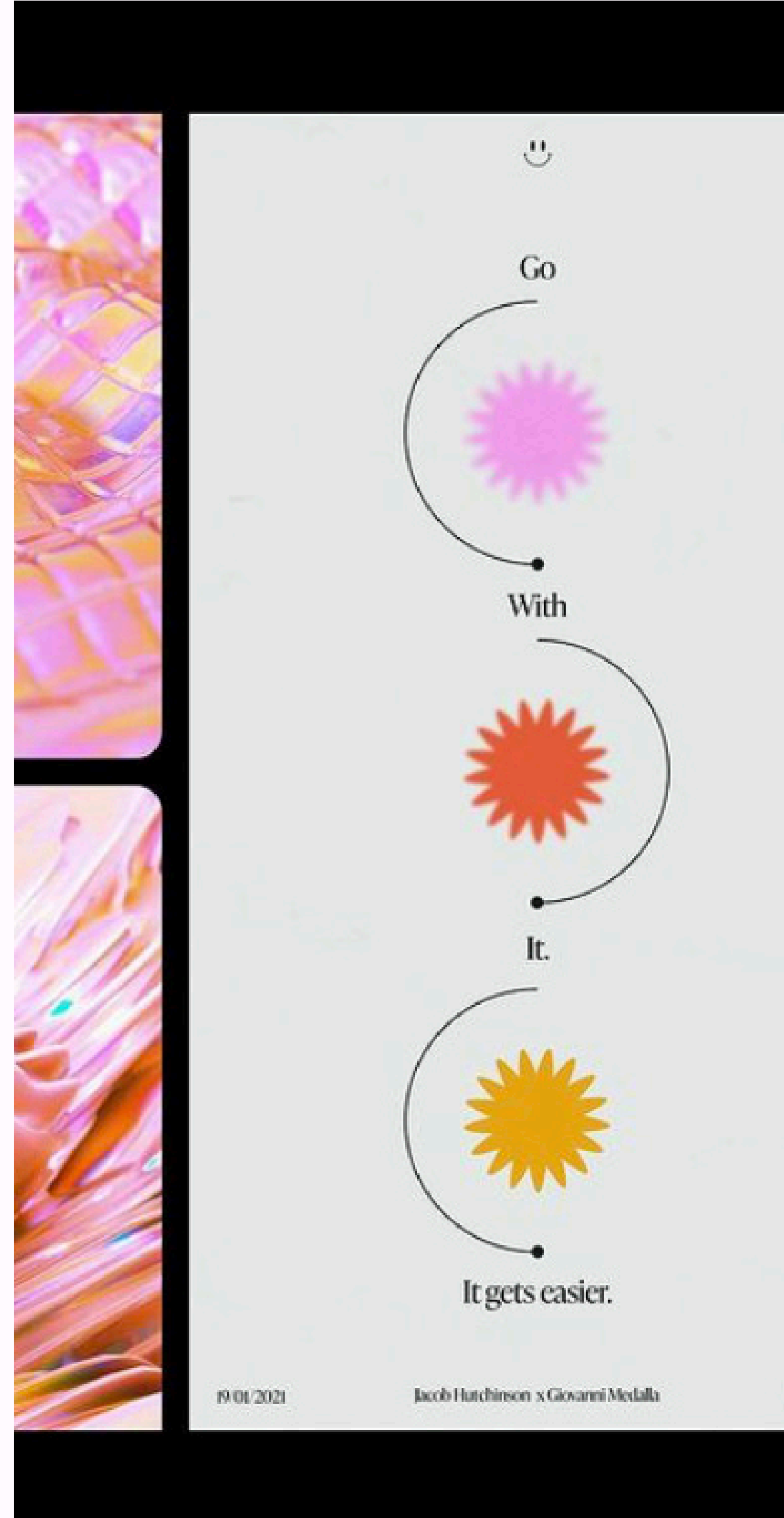
Tone

Science-backed  
Genderlessly inviting  
Streamlined  
Modern  
Clean

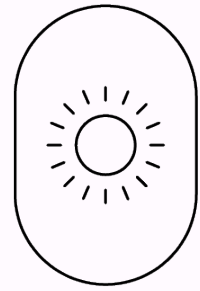
Brand Spectrum







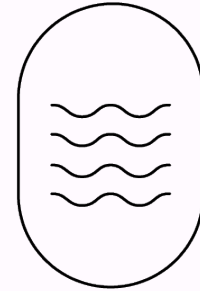




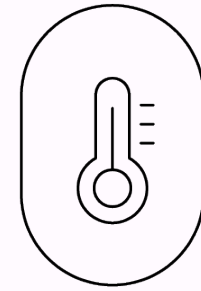
Red Light



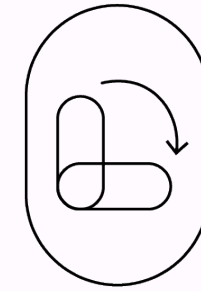
Microcurrents



Vibration



Warming



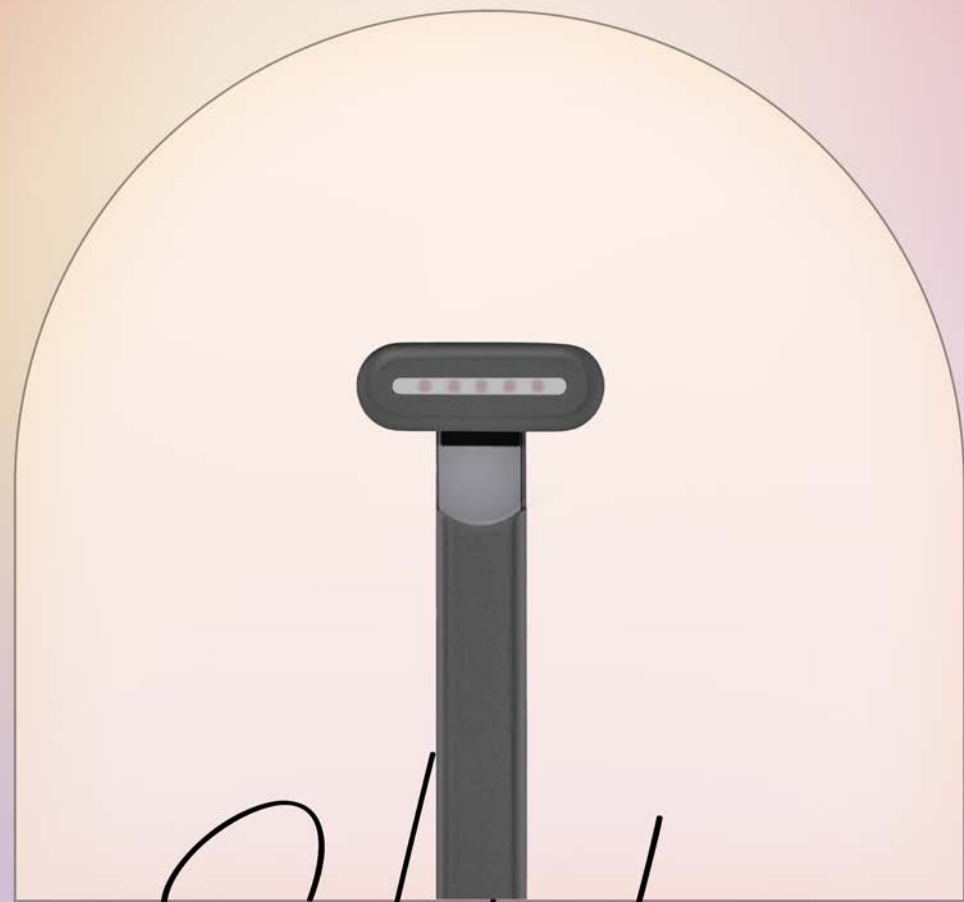
90° Rotating  
Head



Smart Touch  
Sensor



Your Skincare Ritual Delivered.



Sofa Wave

Science-backed skincare technology.



A facial wand that does it all.

