



BRAND IDENTITY GUIDELINES 

Brand Guidelines

Following these guidelines will ensure the Soloosion brand is represented in a way that upholds the aesthetic standards and keeps the brand professional, consistent and recognizable.

The Logo System

The Soloosion logo system is designed for consistent brand recognition that reinforces our expertise to existing and prospective clients through consistent use of logos and wordmarks. The master logo is our primary branding element, with a family of supporting logos and marks for specific applications.

This section provides guidance for when and where to use each logo element. It is essential to the success of the brand that the logo always be applied with care and respect according to these guidelines.

The master logo is the preferred logo for all applications, and should be used whenever possible.

MASTER LOGO



LOCKUP STRUCTURE



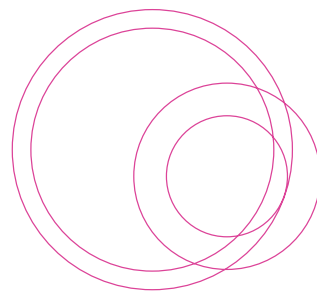
Monogram Structure

The structure of the monogram has been driven from the shape of the “o” letter in the word soloosion. It is representative of evolution, forward movement, and iterating to arrive at design solutions.

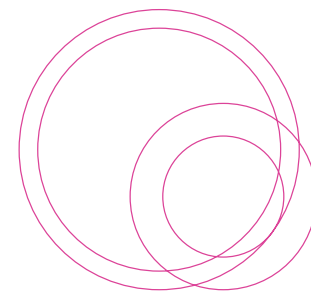
ORIGINAL



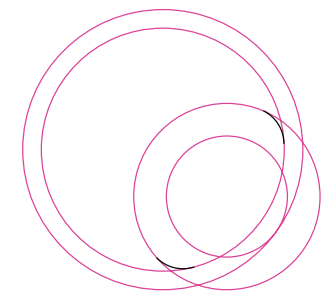
STRUCTURED



BOTTOM ALIGNED



ROUNDED



Application and Clear Space

To ensure clear and consistent brand registration, the Soloosion Master Logo must maintain a clear area, void of all imagery surrounding the logo. This area is defined by the height of the "S" of the wordmark.



Logo System

MASTER LOGO



This is our master logo. It is our primary brand signature and is the preferred logo for use in all communications.

MONOGRAM



The monogram is our brand's graphic symbol which may be used on its own in certain instances.

VERTICAL



Vertical logos are used only for instances where the master logo cannot fit comfortably with enough clear space or legibly.

Logo Color Variations

MASTER LOGO



ORANGE



BLUE



WHITE LOGO WITH ORANGE



The Soloosion white logo is used on dark backgrounds or over an image. The background must be dark enough so that both the monogram and wordmark are legible.

KNOCK OUT | ALL WHITE



The knockout logo is used over an image for maximum legibility. Image area must be simple and dark enough for the logo to read clearly. When using on color, its preferred use is on a Soloosion Orange or Blue background.

Color Palette

PMS and CMYK are used for printing. Because certain papers take ink differently, different color values may be needed to obtain the same desired end-color. RGB colors are used for digital applications. HEX colors are used for web.

Use the following values based on your specific process.

- Don't adjust the transparency of the colors
- Always keep the original color values.
- Don't add any other colors to the palette.
- Don't alter breakdowns of the colors.
- Don't apply gradients.



BLUE

C=99 M=77 Y=28 K=12
RGB (19, 73, 121)
HEX# 134979



ACCENT BLUE

C=73 M=43 Y=2 K=0
RGB (74, 130, 191)
HEX# 4a82bf

Can be used for text on a dark blue background



ORANGE

C=0 M=71 Y=96 K=0
RGB (243, 110, 39)
HEX# FC6C22



ACCENT ORANGE

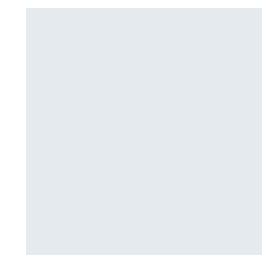
C=8 M=86 Y=100 K=1
RGB (220, 74, 38)
HEX# DC4A26

Used for hover states on primary orange, or secondary highlights, or backgrounds



TEXT GRAY

C=52 M=44 Y=44 K=8
RGB (127, 127, 126)
HEX# 7E7E7E

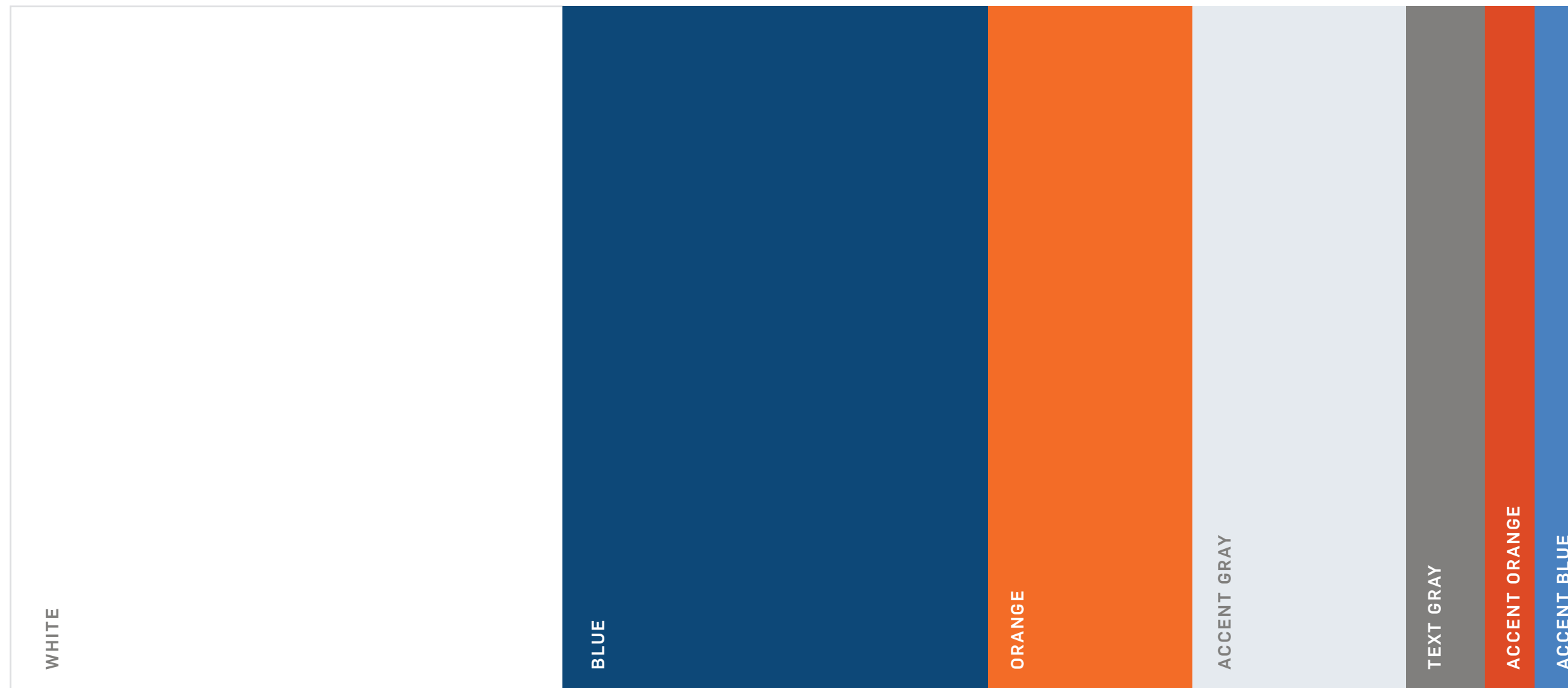


ACCENT GRAY

C=9 M=5 Y=3 K=0
RGB (228, 232, 238)
HEX# E4E8ED

Color Balance

Proper color balance is important so that all of our communications feel like Soloosion, even though their forms and media channels may vary. The dominant color in the Soloosion brand is a White, balanced by blue for bold contrast. Soloosion Orange is used as an accent and for call to actions, and for brand recognition.



Typography

Our type system is comprised of two typefaces designed to express a broad range of expression. This typography is a tool for differentiating and communicating various points and personality.

ABCDEFghijklmnop12345

FLAMA BASIC

Use for headlines | Sentence Case | Tracking: 25 pt

ABCDEFghijklmnop12345

FLAMA BOOK

Use for body copy | Sentence Case | Tracking: 25 pt

ABCDEFGHIJKLMN OP12345

FLAMA BOOK

Use for Sub-headlines, buttons and labels | Upper Case | Tracking: 200 pt

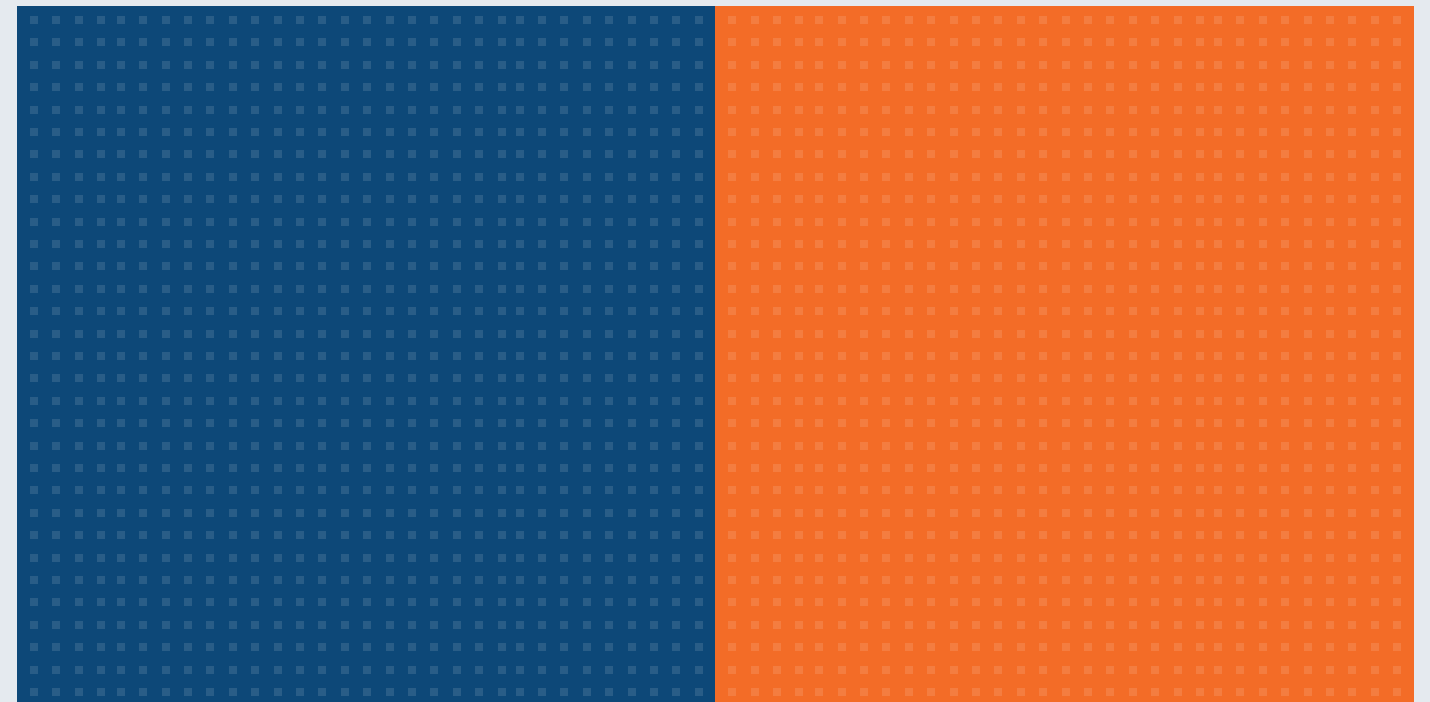
ABCDEFghijklmnop12345

ROBOTO SLAB LIGHT

Use for testimonials, accent typography | Sentence Case | Tracking

Texture

The pixel-like texture can be utilized on background color blocks as a special way to draw the eye and bring more visual interest to an important block of text or button.



Symbols and Icons

DOTTED LINE



The dotted line symbol is a visual division of information to draw the viewer attention to a certain text block or part on a page.

ARROW



The arrow (derived from the shape of the dot in the "i") has been refined and should be used as an arrow with a button or as a "go" symbol.

MONOGRAM



The monogram can be used a stand alone design element and as an accent such as for a website favicon or loading symbol.

