

*Solutions***30**

Solutions for New Technologies

BRAND BOOK

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Introduction

Our branding is essential to the Solutions 30 experience. The focus of our identity is professionalism and simplicity. We created this document to help communicate our branding guidelines to partners seeking to feature Solutions 30. We need to ensure that our brand maintains a consistent look and feel no matter where in the world it's seen. This requires strict dedication to standards. This guide is provided to keep the brand focused and unique.

Solutions 30 logo

Colors



Black/white



Logo usage

The preferred way to use the Solutions 30 logo is over a white/light background or on Grey/Orange. Every attempt must be made to do this.

Please observe the clear space around the logo (see below) to maximize visual effectiveness. Nothing should intrude into this specified clear space.



Language versions

The baseline can be used in the other following languages:

Solutions30
Soluzioni per le Nuove Tecnologie

Solutions30
Soluciones para las Nuevas Tecnologías

Solutions30
Solutions pour les Nouvelles Technologies

Incorrect logo usage

DON'T:

1. Change logo's orientation.
2. Add extraneous effects to the logo. This includes but is not limited to: bevel and emboss, lighting effects and drop shadows.
3. Change the logo colors.
4. Scale the logo unproportionately



Colors

1. Logo colors

These are our logo colors. Use these sparingly so as not to outshine our logo.

HEX # 48525C

RGB 72, 82, 92

CMYK 75, 60, 47, 28

HEX # FB9318

RGB 251, 147, 24

CMYK 0, 50, 94, 0



2. Supporting color palette

These make up our core color palette (to be defined)

Typography: print

Typography is a key element to communicate a unified personality for Solutions 30. We have selected NETHSANS as our font for the logo.

Tagline we have selected UBUNTU as our font. Ubuntu will be used for plain text in powerpoint presentations, ...

The font AFER HEADLINE was used to replace the uppercase letter in the name of our company in the logo.

AFTER HEADLINE

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

NETHSANS

aa bb cc dd ee ff gg hh ii jj kk ll mm
nn oo pp qq rr ss tt vv ww xx yy zz
1 2 3 4 5 6 7 8 9 0

UBUNTU

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

AFTER HEADLINE

NETHSANS

Solutions 30

Solutions for New Technologies

UBUNTU

Typography: Web

To be defined

Icons

The Solutions 30 style is rich in visual enhancers. In addition to photography, icons are often used to clarify or illustrate certain aspects. We play with round and sharp lines, thick and thin lines and refer to the logo of Solutions 30.



TELECOM Icon



IT Icon



SECURITY Icon



ENERGY Icon



POINT of SALES / RETAIL Icon

Stationary / templates / icon and image library

The stationary items, MS Word, PowerPoint and other templates will be made available via a OneDrive accessible for the different countries.

Business Card



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