

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



Solutions 30 Solutions for New Technologies

Solutions30

Solutions for New Technologies

Solutions 30
Solutions for New Technologies

Black/white

Solutions30

Solutions for New Technologies

Solutions30

Solutions for New Technologies

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 effectivenes. Nothing should intrude into this specified clear space.



Language versions

The baseline can be used in the other following languages:



Soluzioni per le Nuove Tecnologie



Soluciones para las Nuevas Tecnologías



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 coloers

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

HEX # 48525C HEX # FB9318

RGB 72, 82, 92 RGB 251, 147, 24

CMYK 75, 60, 47, 28 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 1234567890

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

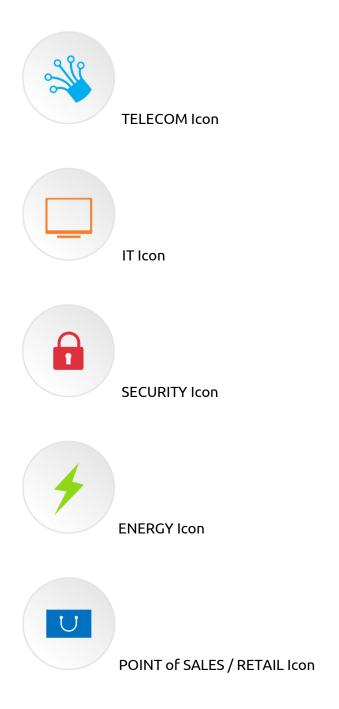


Typography: Web

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.



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





Solutions for New Technologies