



Brand Guidelines



Logos

- Simplicity rules
- Consistent experience
- Embrace the power of B/W
- White space as the continent

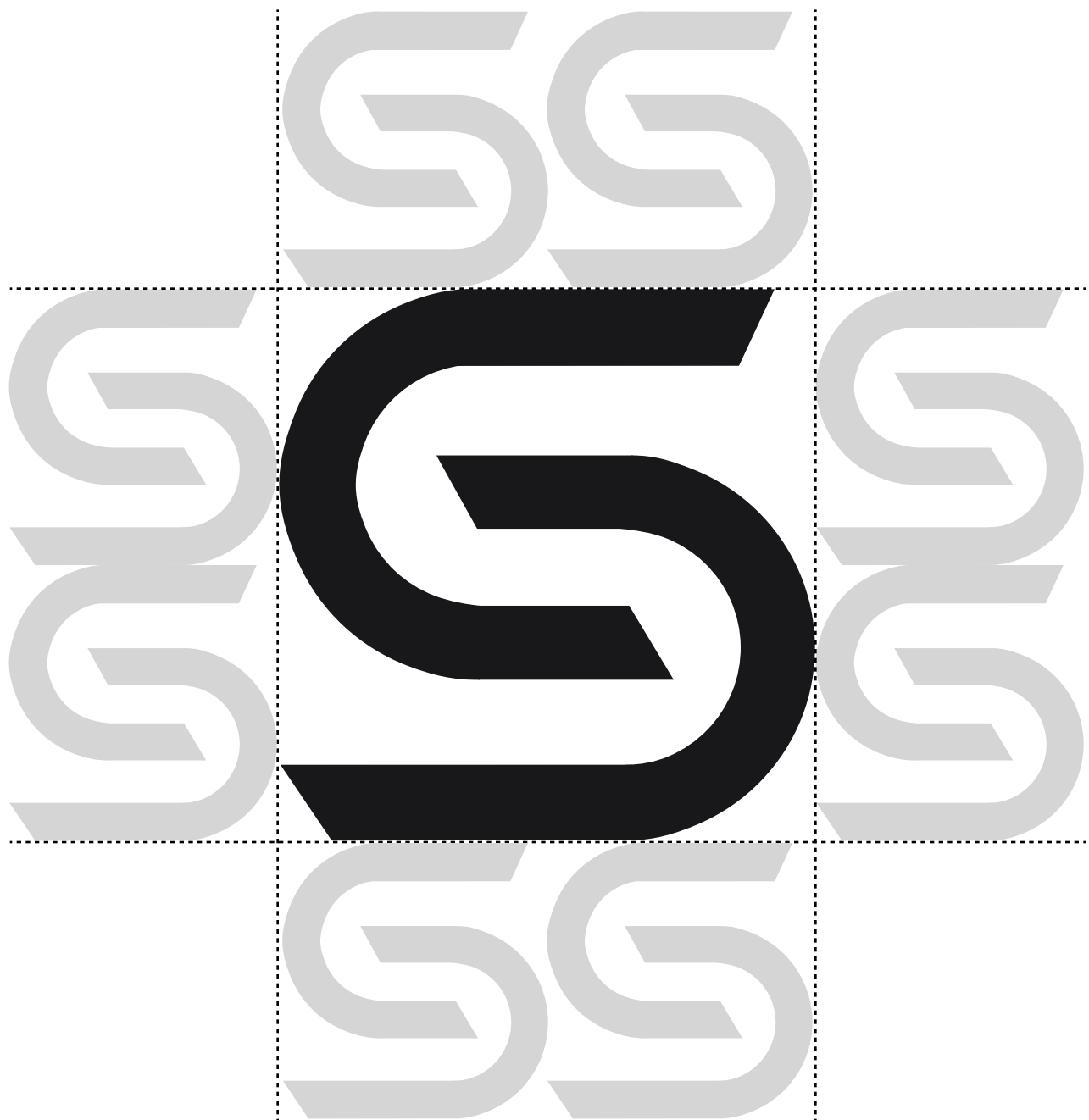
Less is more. we want the logo to be instantly recognizable at all sizes and in all contexts.



Safe space

- Simplicity rules
- Consistent experience
- Embrace the power of B/W
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Do not stretch or manipulate logo



Do not use colours outside of colour palette



Do not use different fonts



Logo usage

Images for guidance

<div data-bbox="139 202 233 251" data-label="Text"><p>Blue</p></div> <div data-bbox="1069 193 1136 251" data-label="Image"></div> <div data-bbox="139 624 269 673" data-label="Text"><p>White</p></div> <div data-bbox="1069 615 1136 673" data-label="Image"></div> <div data-bbox="139 1076 256 1125" data-label="Text"><p>Black</p></div> <div data-bbox="1069 1067 1136 1125" data-label="Image"></div>	<div data-bbox="1949 103 2648 335" data-label="Image"></div> <div data-bbox="1962 553 2672 786" data-label="Image"></div> <div data-bbox="1962 1003 2672 1236" data-label="Image"></div>	<div data-bbox="3235 977 3308 1009" data-label="Text"><p>2025</p></div>
<div data-bbox="139 1418 523 1482" data-label="Section-Header"><h1>Logo Colors</h1></div>	<div data-bbox="1382 1405 1992 1474" data-label="Text"><p>The logo should be white on darker backgrounds and black on lighter backgrounds</p></div>	
<div data-bbox="139 1799 449 1830" data-label="Page-Footer"><p>Solg Brand Guidelines</p></div>	<div data-bbox="1386 1799 1456 1830" data-label="Page-Footer"><p>Logo</p></div>	<div data-bbox="3235 1799 3298 1830" data-label="Page-Footer"><p>006</p></div>

WHITE		01	HEX	FFFFFF	2025
LIGHT GREY		01	HEX	949494	
STONE		01	HEX	58585A	
ZINC		01	HEX	18181B	
ROYAL BLUE		01	HEX	0055F9	007
Colors		<p>This brand palette is important because these colors are unique to Solg and should be synonymous with the brand.</p> <p>Used sparingly for important moments of support, assurance, delight, calls to action and especially moments of interaction between a user and the brand.</p>			
Solg Brand Guidelines		Colors			

Clash Display

Light
Regular
Medium
Bold

General Use Font

- modern
- strong
- safe
- unique