SOLIS GLASS

BRANDIDENTITY

GUIDELINES

CORRECT USAGE

Treat the logo as one image; do not take it apart.

Keep the proportions as shown.

Vertical

Horizontal

Vertical Reverse

Horizontal Reverse

The minimum clearance space is the area around the logo, equal to 3/8 (.375) the height of the logo. To create the biggest impact, allow even more space than the minimum.

To find the minimum clearance or isolation zone, multiply .375 by the height of the logo.

The isolation zone should be clear of all text and graphics.

CMYK

C 0	C 2	C 39	C 67
M 23	M 15	M 27	M 52
Y 100	Y 65	Y 27	Y 44
K 0	K 0	K 0	K 17

CMYK

SPOT

PANTONE	PANTONE	PANTONE	PANTONE
Gold 7548 C	1215 C	429 C	431 C

SPOT

RGB

R 252	R 81	R 162	R 81
G 214	G 101	G 169	G 101
B 114	B 112	B 173	B 112

RGB

HEX

ffc600	fbd951	a2a9ad	47545d

SOLISGLASS

ALL CAPS / Kerning: 10
No space between words, the color will make the differentiation.

FONT

Akrobat Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@$%^&*(){}:"<>[];',./?

Akrobat Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@$%^&*(){}:"<>[];',./?

SUPPORTING GRAPHICS
These two element can be used in a variety of ways - brochures, signage, vehicle
& tradeshow graphics.