solytic

Style Guide

last edited: Jun 2022

Golden rule: If something is unclear or you have trouble applying our guidelines, please contact Team Marketing (Johannes / Niko)

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1. Logo
2. Messaging
3. Colors
4. Fonts

1. Logo

logo color / background color

1st choice
dark blue / white

2nd choice
white / dark blue

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1st choice
long/full

2nd choice
center/full

3rd choice
separate

- Reach out to Marketing if you're uncertain about using the logo correctly.

Style Guide:

- Colors:
    - The color of our logo depends on the color of the **background**.
    - **Dark blue** is the original logo color, and your first choice. Use it if you are working with a white/bright background.
    - **White** is the negative logo color, and your secondary choice. Use it combined with a branded dark blue background or a dark scheme / filter over a video such as our website.
    - If there is a background that is **neither white nor dark blue**, please consult Marketing on an alternative coloring choice. One of which can be a green version of our logo. Reach out!
    - **Never mix** different colors within the logo. Always keep it monochrome.

- Composition:
    - Go with the **full** version of the logo (symbol + wordmark) as your primary choice.
    - If you want to **separate** symbol and wordmark, keep them each as a stand-alone. Neither combine the symbol with other wordmarks, nor the wordmark with other symbols.
    - Go with the **long** form of the logo (symbol next to wordmark) as your primary choice.
    - Only use **square** version (symbol above wordmark) when context doesn't allow for the primary version.

2. Messaging

[being reviewed]

3. Colors

Primary colors

dark blue
#221C34
R13 G11 B20
C35 M46 Y0 K80

green
#22B8CC
R13 G72 B80
C83 M10 Y0 K20

Secondary colors
Supporting grey tones

grey 1
#CACCDA
R79 G80 B85
C7 M6 Y0 K15

grey 2
#616676
R38 G40 B46
C18 M14 Y0 K54

grey 3
#1D1E1F
R11 G12 B12
C6 M3 Y0 K88

Additional colors

dark green
RGB 14, 39, 58
CMYK 100, 77, 48, 56
#0e263a

mint
RGB 106, 191, 163
CMYK 60, 0, 46, 0
#69bea2

yellow
RGB 247, 198, 83
CMYK 3, 24, 75,
#f7c552

peach
RGB 239, 143, 98
CMYK 2, 54, 62, 0
#ef8f62

pink
RGB 234, 95, 126
CMYK 1, 75, 30, 0
#e95f7d

turquois
RGB 103, 190, 236
CMYK 59, 7, 0, 0
#66bdeb

cornflower
RGB 74, 98, 171
CMYK 79, 62, 0, 0
#4a62ab

purple
RGB 67, 68, 150
CMYK 87, 80, 0, 0
#424495

Style Guide:

- **Dark blue** as the main color, use primarily.
- **Green** as an accent color, use sparingly, as put into relation above.
- Use **secondary colors** if more colors are needed.
- Always use the style from the **Solytic Website**.

4. Fonts

Abc

Century Gothic Regular

Abc

Century Gothic Bold

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Style Guide:

- Font **color:** #1D1E1F
- Change Font colors in Google Docs via upper style panel. Choose "Custom", and insert color code.

- Use alternative font **Arial** in case your software doesn't provide Century Gothic, and you cannot upload fonts.