

SOLACE BRAND

GUIDELINES

Solace

so·lace (so·luhs)

To give comfort to in grief or misfortune; a source of relief or consolation

We chose to name our brand '[Solace](#)'. The word enraptures the motivation and result of our service: to give a sense of relief to our customers. The first three letters, '[Sol](#)', translates to Sun from Spanish. Like the sun, Solace hopes to bring light to our customer's lives.

Solace should only be written with the 'S' capitalised. Using all caps or all lowercase letters is **NOT** permitted. The only exemption is the typographic logo which is all caps.



Offering resources to those who need it



Providing cats with the same comfort they give to us and ensuring that they are safe and looked after.



Offering a positive and meaningful experience during students' times of need

Through combining our core values: animal rights, mental health, and meaningful experiences, Solace came about. Solace is a [facility](#) containing a multitude of cats from local shelters. There's an estimated quarter million stray cats wandering UK cities. We want to give them a temporary place to stay whilst allowing people who bond with them to adopt them. Our facilities are open to anyone 18+ (16+ when accompanied with a legal adult), who are feeling particularly stressed or in need of a moment of peace in their busy day. Solace is a peaceful environment filled with natural light, soft textures, a quiet atmosphere, and of course, lots of feline friends.

Alongside our flagship store, our services [can be rented out](#) by local universities. With a [1 week minimum](#) stay, we will take over a dedicated room in your university to offer our services to your students. In stressful periods such as midterms or finals, finding a bit of solace in your day can be hard. We understand what a difference a couple minutes of peace and comfort can do for a stressed mind. We aim to simultaneously improve our customer's and our cat's everyday lives.



Pablo

Pablo was the [first](#) cat rescued for our facilities. Despite the stigma of black cats, Pablo is very empathetic and gravitates towards those who are noticeably anxious or stressed. Inspired by his determination to comfort others, we created our logo based off of him. Pablo resides at our flagship location; he does not travel to our pop-ups. He is the only cat that is not up for adoption.

ILLUSTRATED LOGO



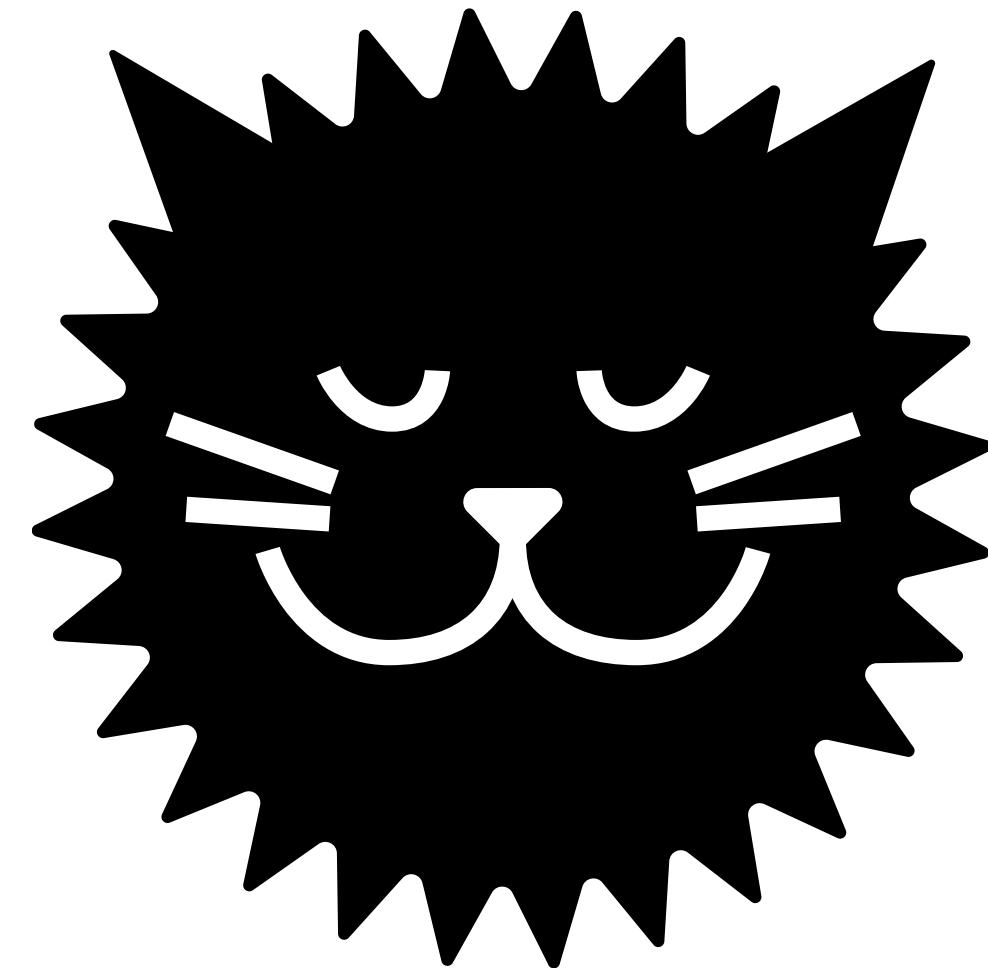
COMBINED LOGO



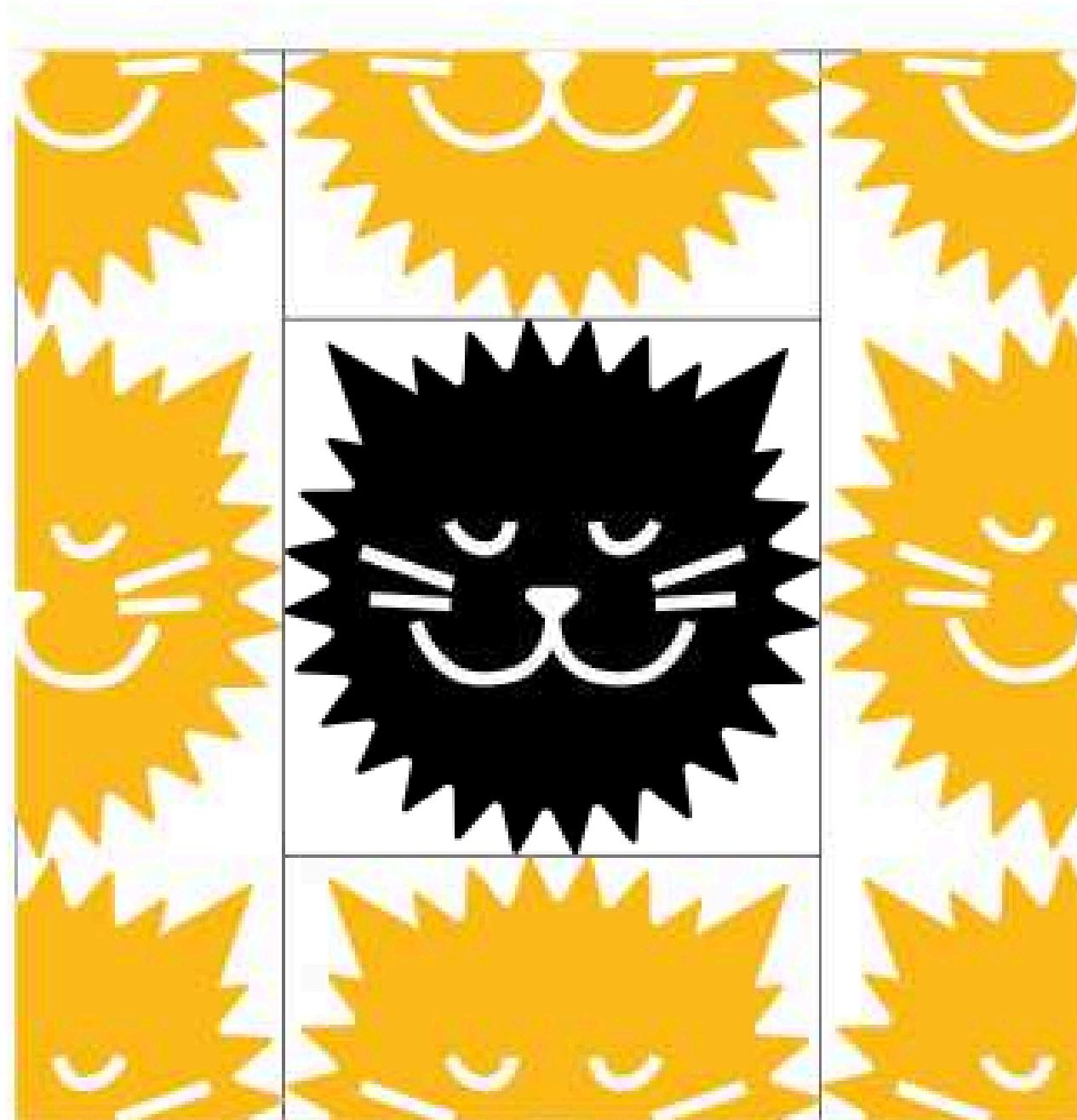
TYPOGRAPHIC LOGO

SOLACE

SOLACE

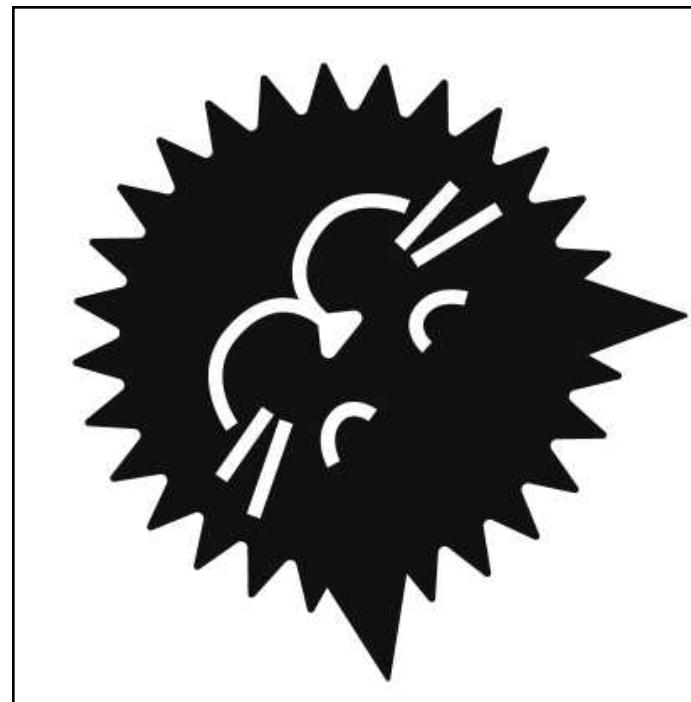


The illustrated logo is a visual representation of our mascot. It tells a story of how Solace started - with a cat determined to bring comfort to those troubles by mental issues. One of the key elements is his relaxed expression, which is exactly how we want our customers to feel in our space. Another important element is his spiked fur, which resembles the sun. It places a metaphor of our cats being just like the sun - a source of serenity and positivity to our customers.

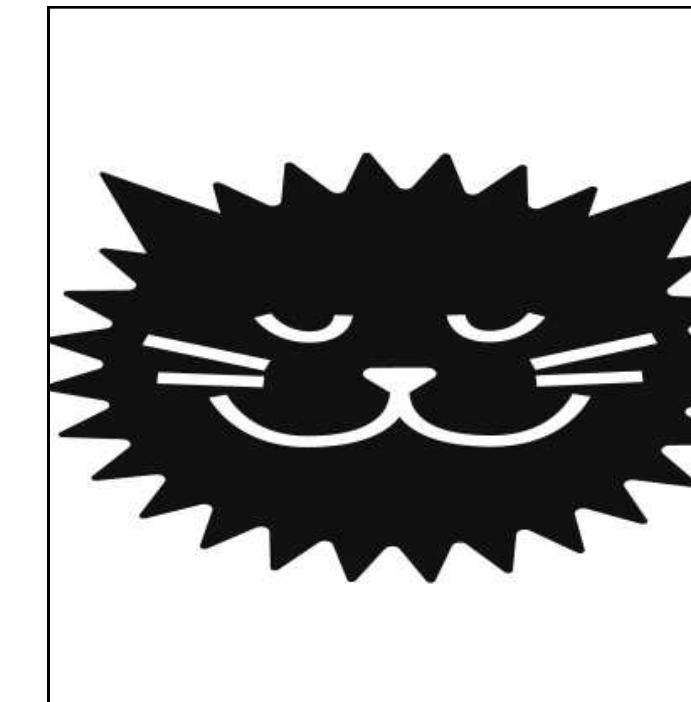


The logo shouldn't stand alone in a design or be a main focus point (except for merchandise or any other form when it is necessary). It should only be used instead of the typographic version when the name of our brand is clearly stated so that our audience recognises who we are. Both logos can be combined into one, where the typographic version is placed underneath the illustrated version.

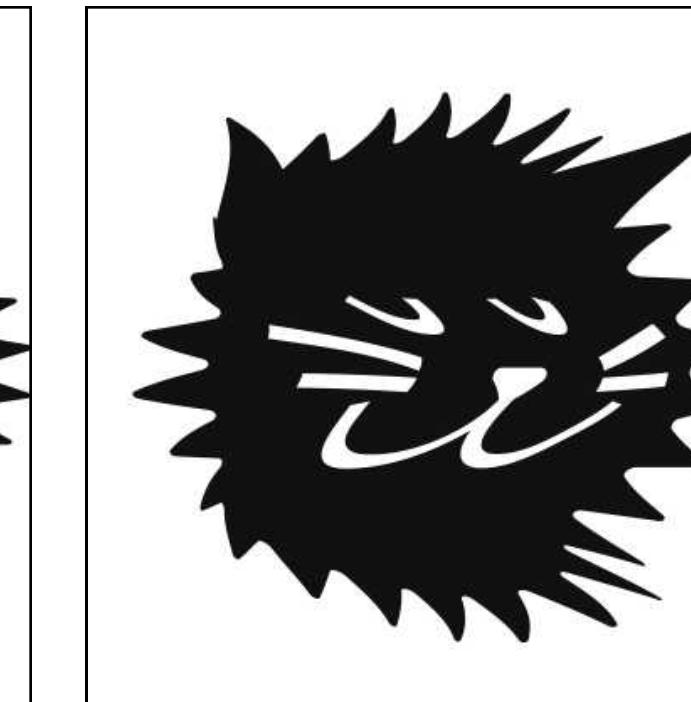
The safe zone around the logo should never be less than [half of its height](#).



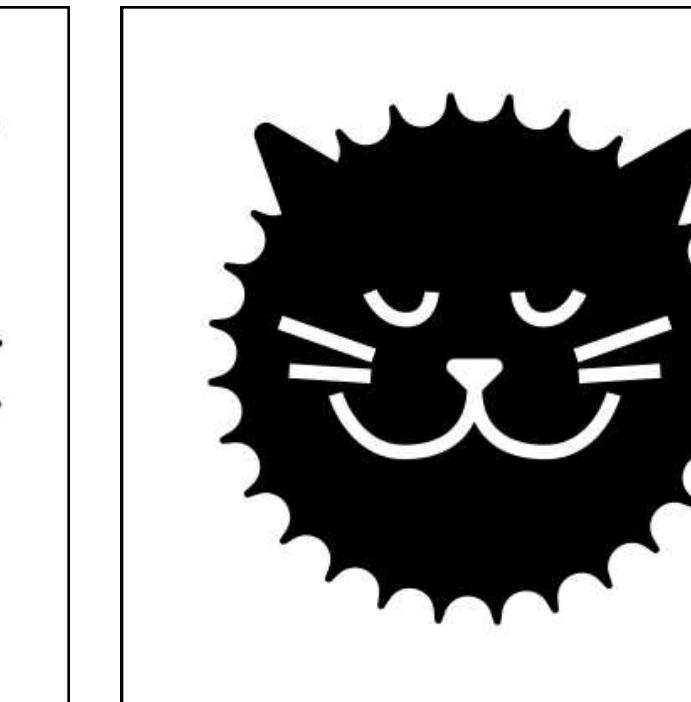
DON'T ROTATE IT



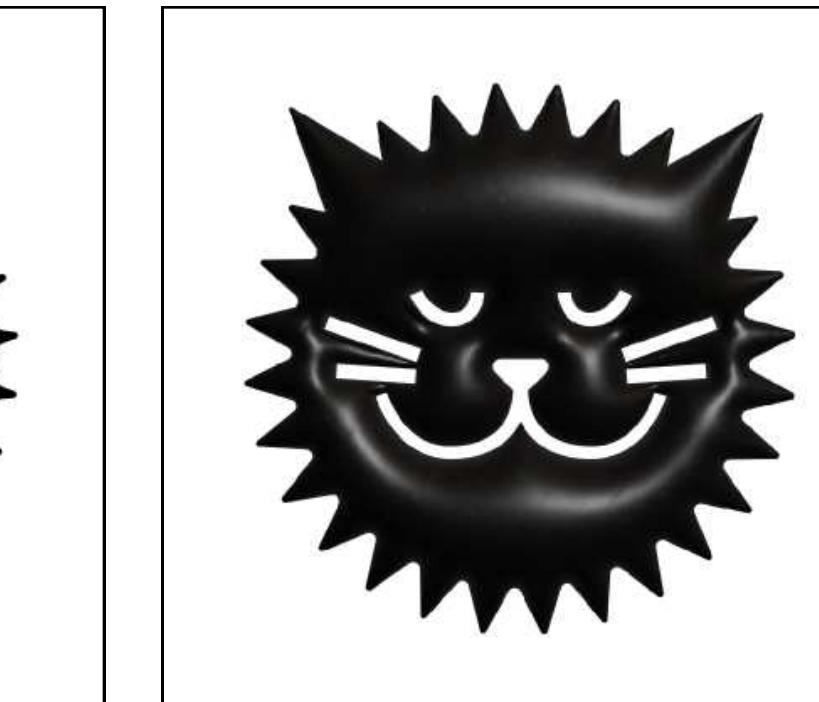
DON'T STRETCH IT



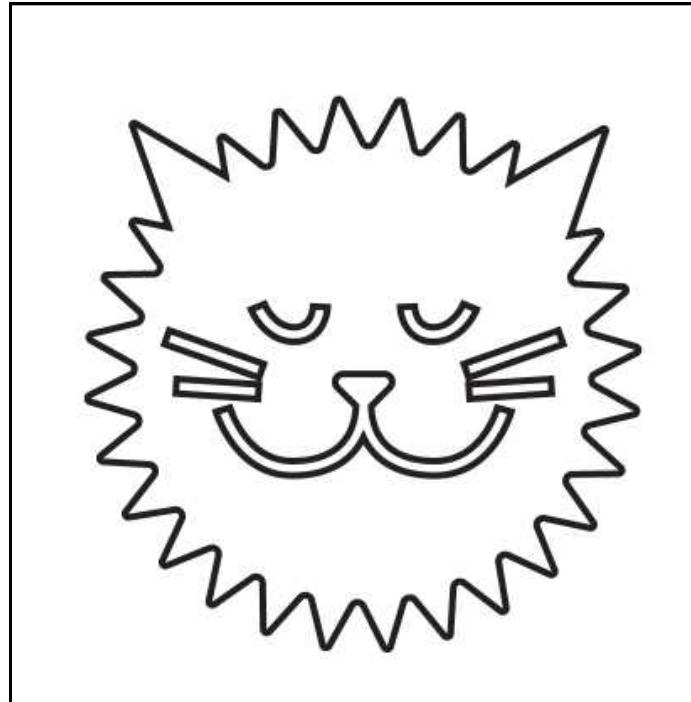
DON'T DISTORT IT IN ANY WAY



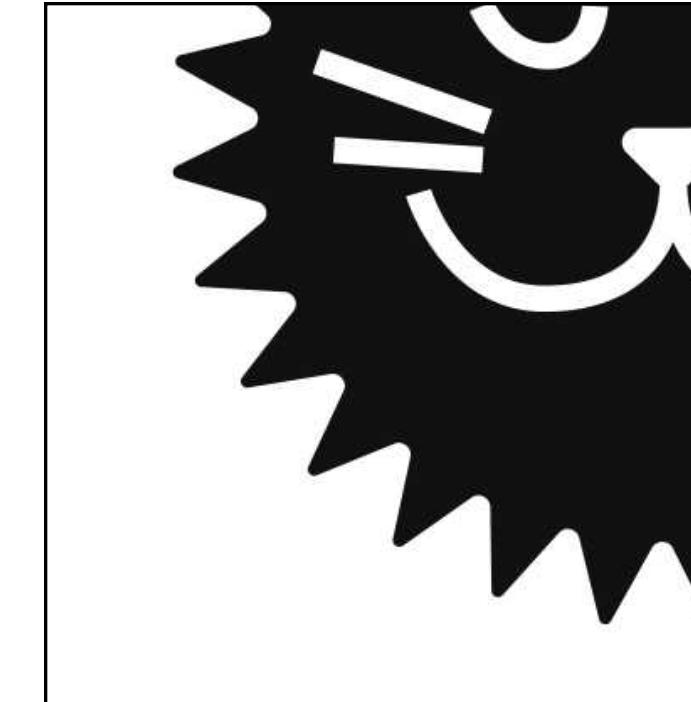
DON'T CHANGE IT'S SHAPE



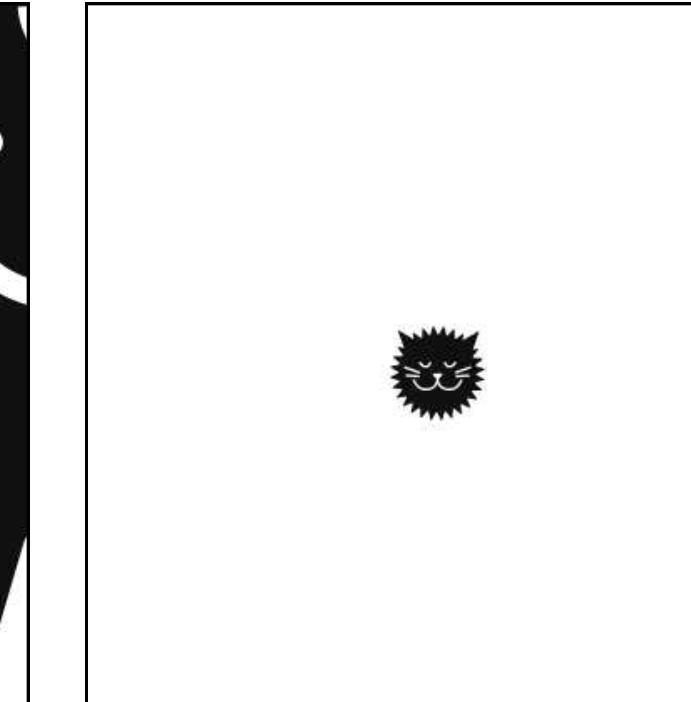
DON'T MAKE IT 3D



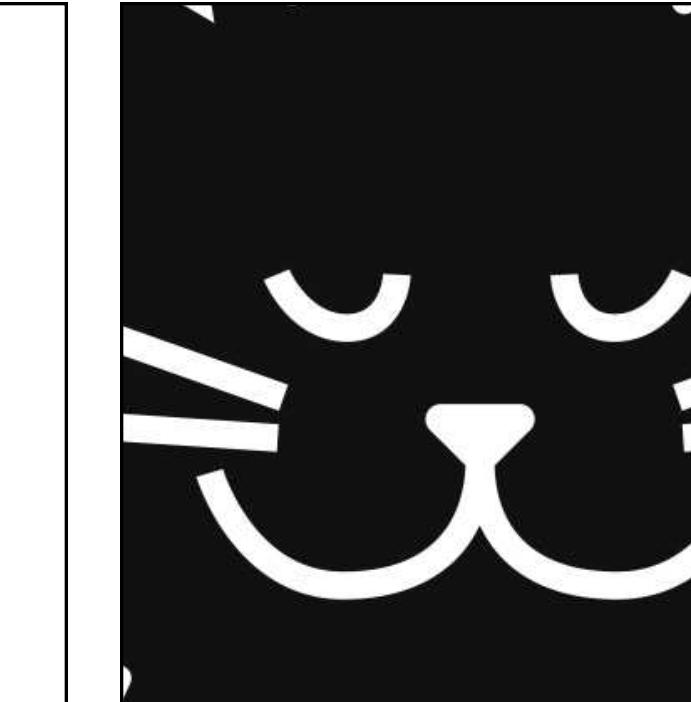
DON'T OUTLINE IT



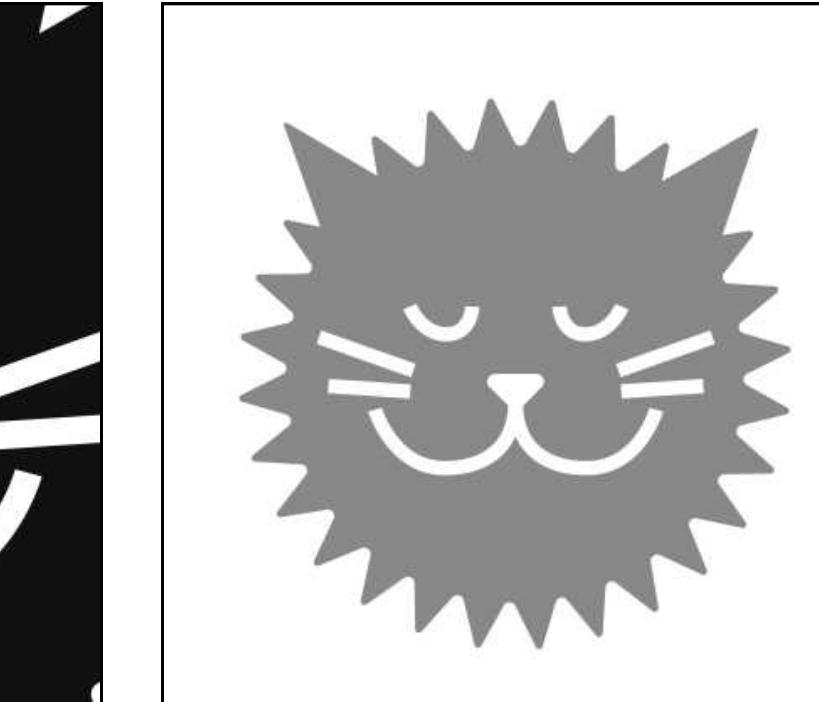
DON'T CUT IT OFF



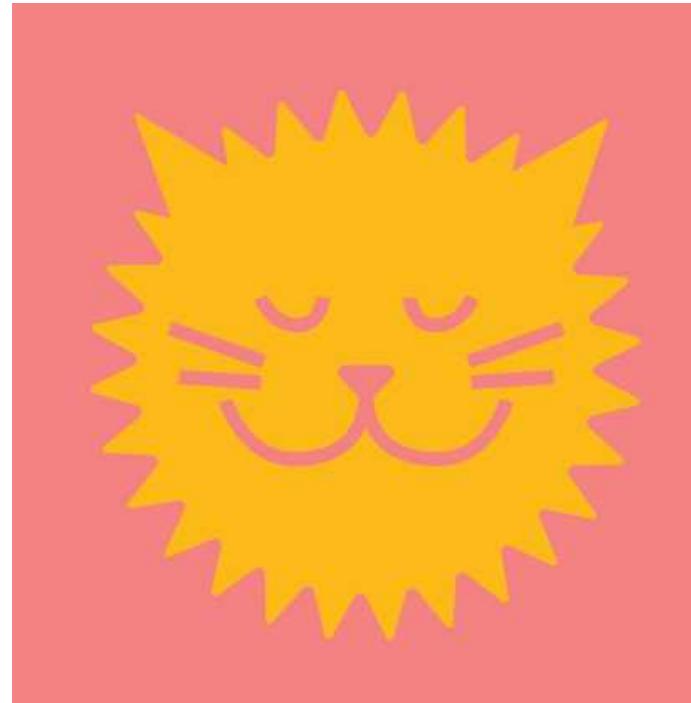
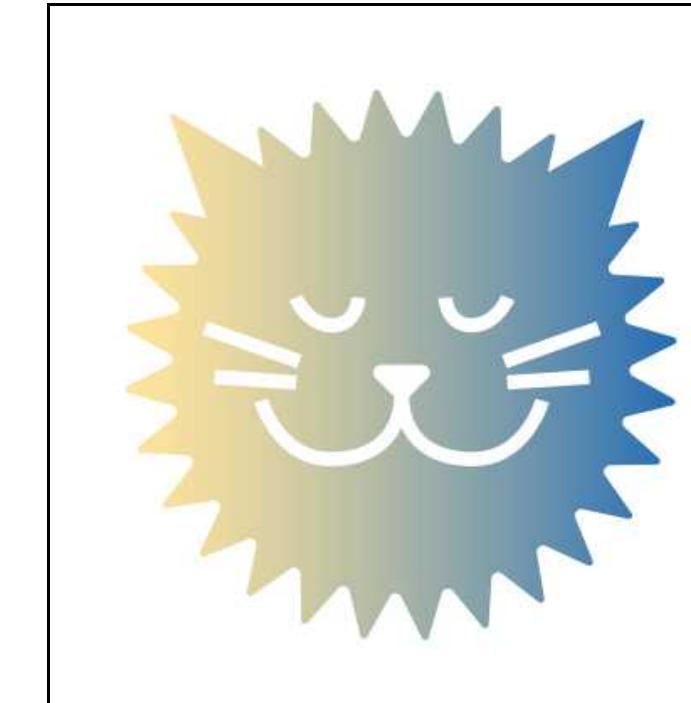
DON'T MAKE IT TOO SMALL



DON'T MAKE IT TOO BIG



DON'T CHANGE THE OPACITY

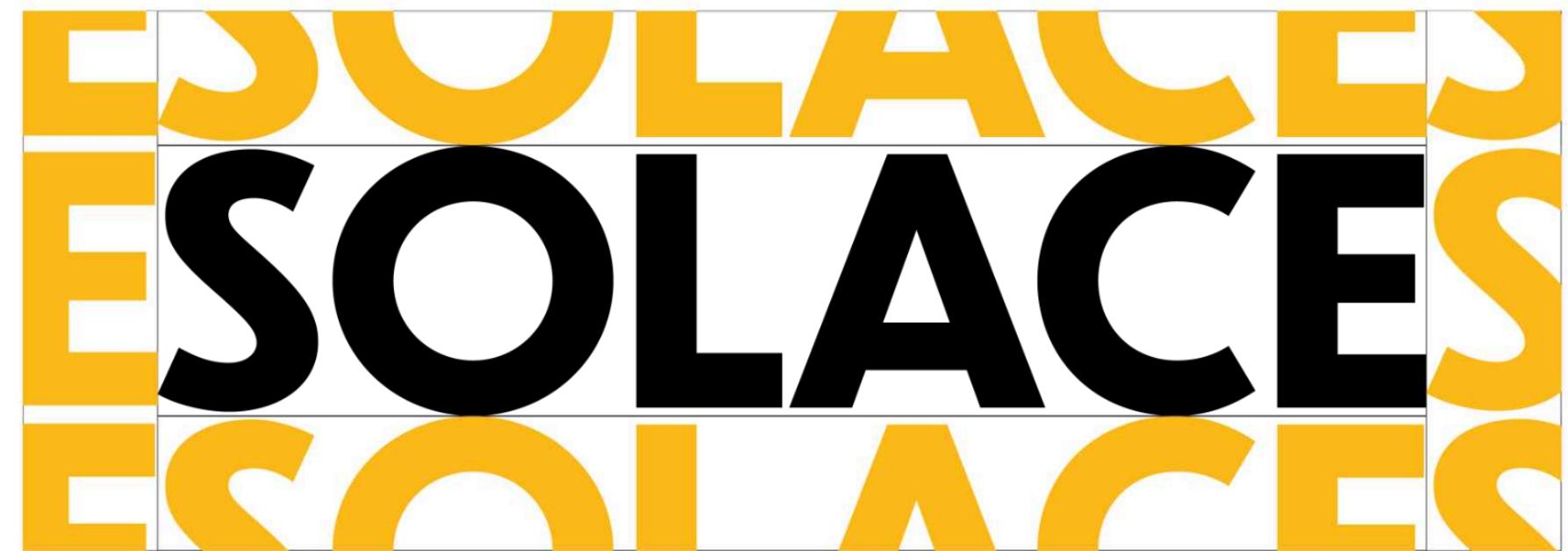
DON'T USE ANY OF THE PROHIBITED
COLOUR COMBINATIONS

DON'T USE GRADIENTS



DON'T IGNORE THE CONTRAST

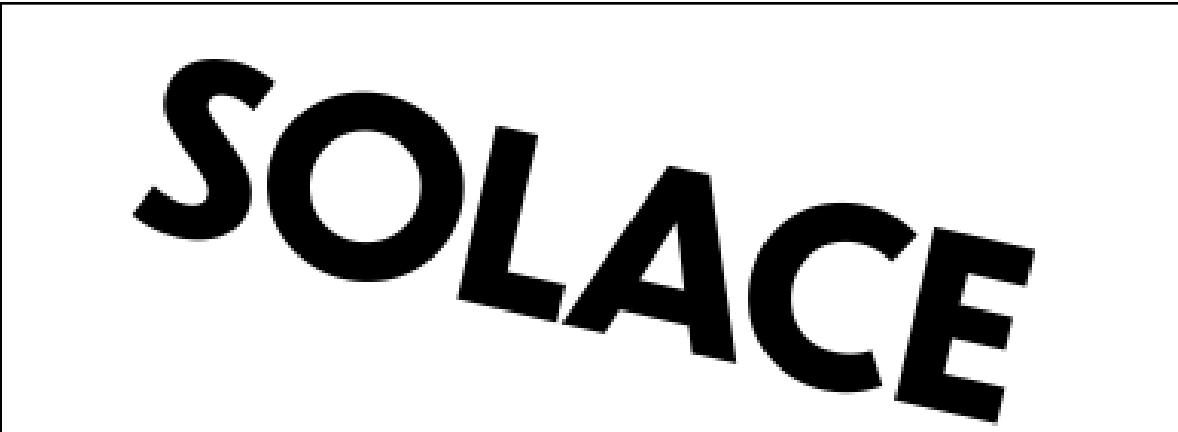
SOLACE



The typeface used for this logo variation is **Dunbar Low Bold**. It's geometric form and unique structures make it feel contemporary. The typographic logo shows our professionalism and simplicity; communicating that Solace isn't just a silly cat space, but a specific service that provides support to those struggling with mental health.

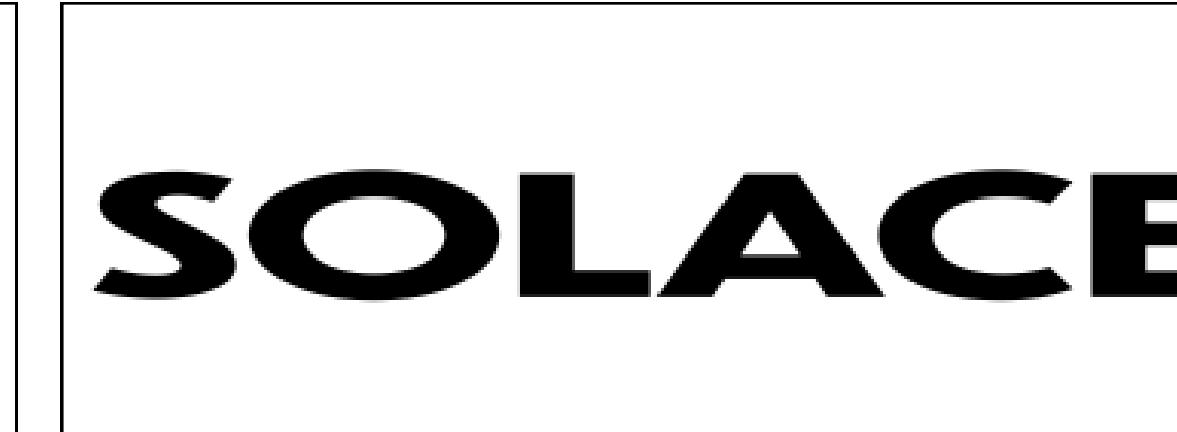
The logo shouldn't stand alone in a design or be a main focus point, except for merchandise or any other form when it is necessary. Both logos can be combined into one, where the typographic version is placed underneath the illustrated version.

The safe zone around the logo should never be less than **half of its height**.



SOLACE

DON'T ROTATE IT



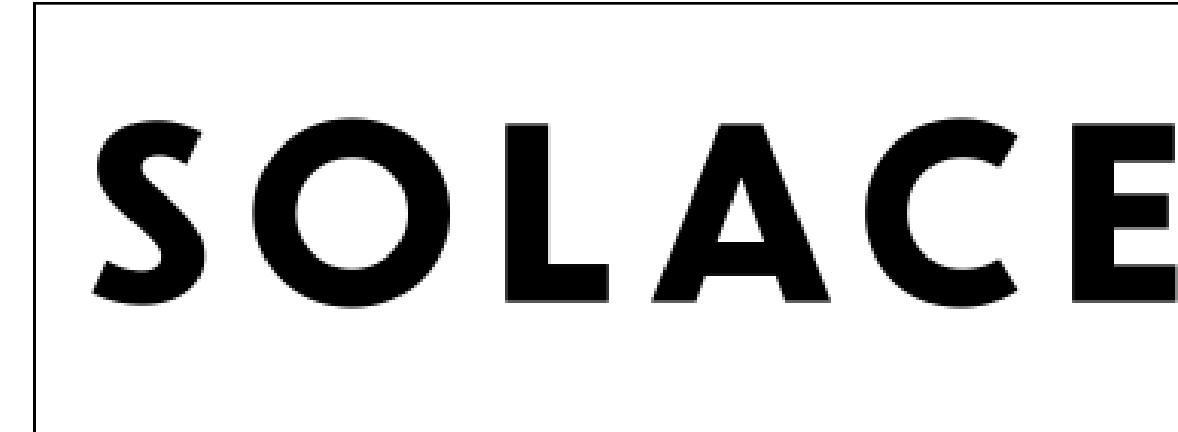
SOLACE

DON'T STRETCH IT



SOLACE

DON'T DISTORT IT IN ANY WAY



SOLACE

DON'T CHANGE THE TRACKING



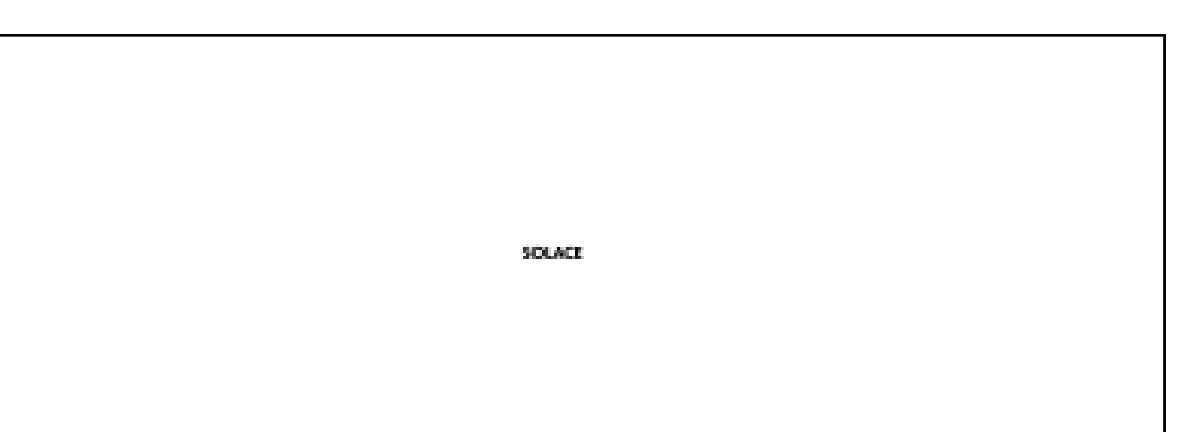
SOLACE

DON'T OUTLINE IT



SOLAC

DON'T MAKE IT TOO BIG



SOLACE

DON'T MAKE IT TOO SMALL



SOLACE

DON'T CUT IT OFF



SOLACE

DON'T MAKE IT 3D



SOLACE

DON'T CHANGE THE OPACITY



SOLACE

DON'T CHANGE THE TYPEFACE



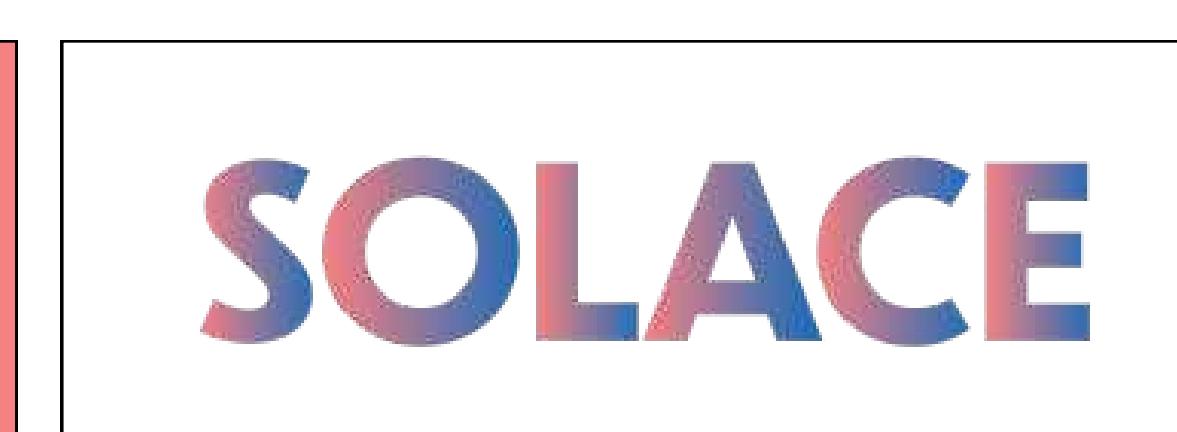
SOLACE

DON'T CHANGE THE WEIGHT



SOLACE

DON'T USE ANY OF THE PROHIBITED COLOUR
COMBINATIONS



SOLACE

DON'T USE GRADIENTS



DON'T IGNORE THE CONTRAST

The personality of Solace is cheerful and optimistic, yet calm and understanding. We want the people in our community to feel **safe** and welcome. While we focus on the positive, it is important to **not** come off as ignorant to others struggles. Our customers should feel **uplifted**, not overwhelmed.

We do not force positivity, but help our customers find it in their everyday lives.

SUNSHINE YELLOW

R: 252

G: 186

B: 25

HEX: FCBA19

VANILLA

R: 255

G: 228

B: 157

HEX: FFE49D

CALM BLUE

R: 35

G: 108

B: 181

HEX: 236CB5

LIGHT CORAL

R: 244

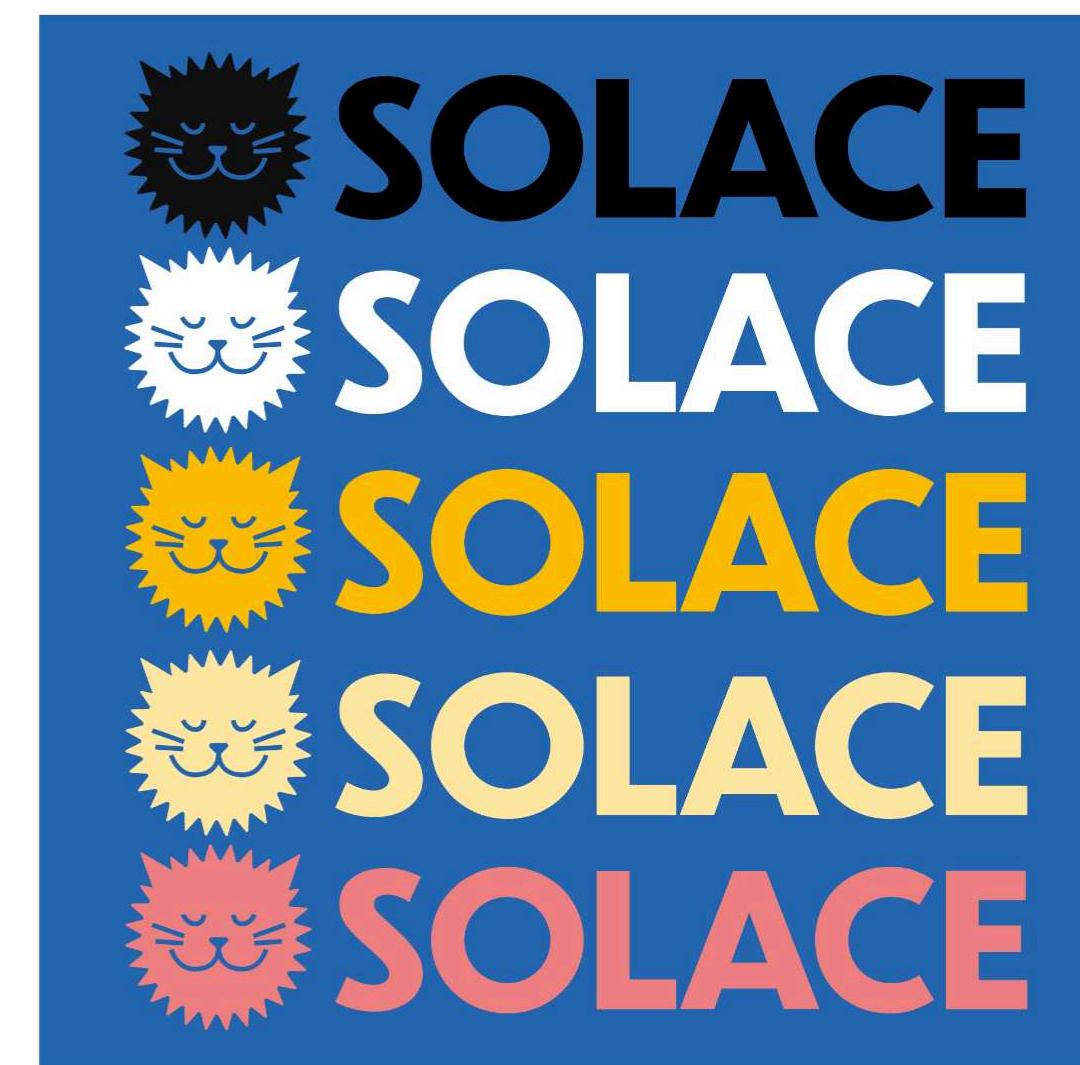
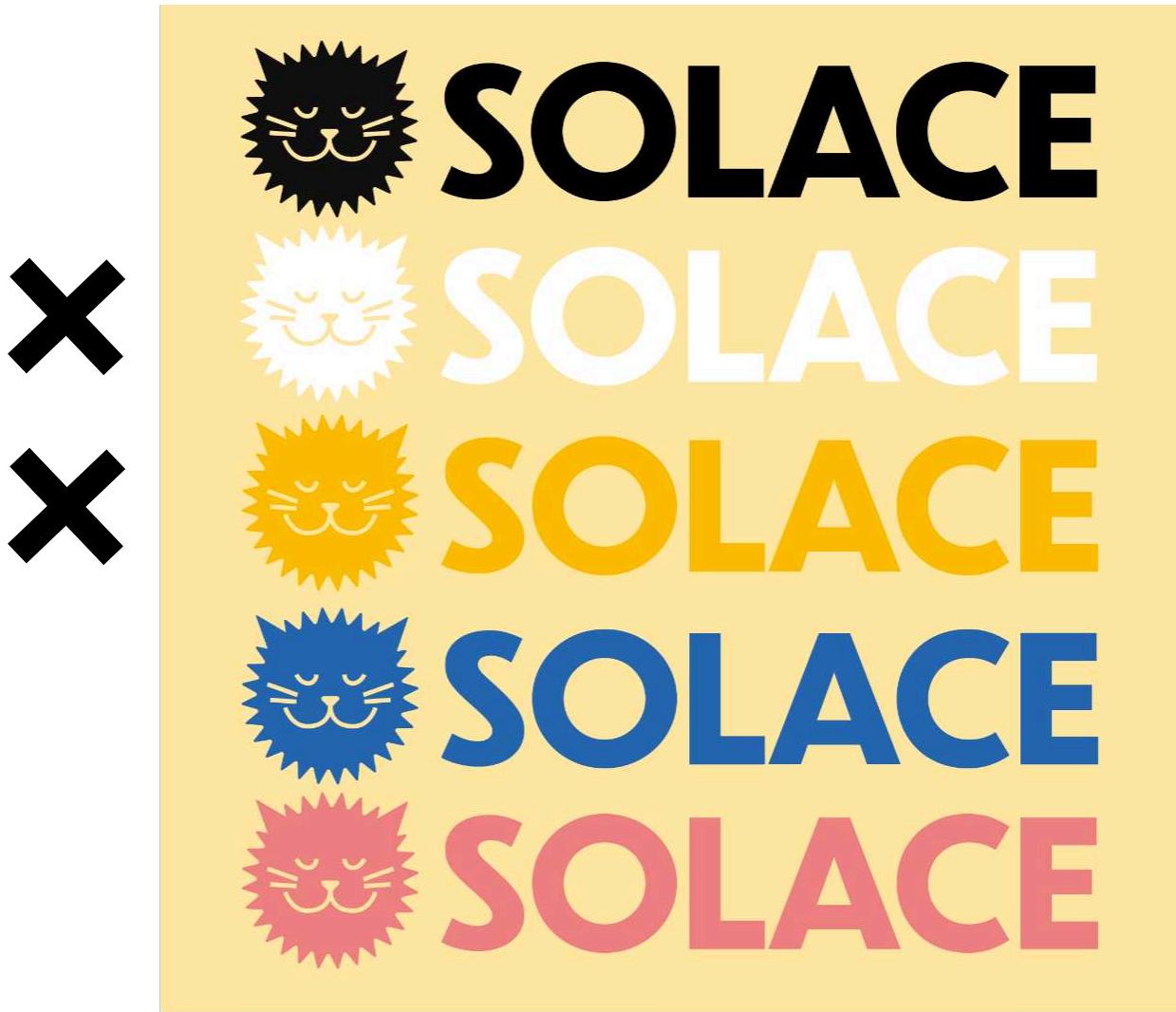
G: 129

B: 130

HEX: F48182

BLACK
R:0
G:0
B:0
HEX: 000000

WHITE
R:255
G:255
B:255
HEX: FFFFFF



NOTE: When using permitted colour combinations keep in mind that the readability of elements may change depending on its size e.g. black body text in a small point size is not readable on blue background.

A1

STYLES

A1

REGULAR

Our primary typeface is [Comico](#) - a playful resemblance of handwritten text. Safe, authentic and positive - that's a tone of voice we want this typeface to support. It is used as a display font for short forms of text, headings and points of focus. The strap-line "The highlight of your day" is to be always written in this font.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!?.,:;"'/?\(){\}_-+=@#\$%&<>*^

EXAMPLES OF USE

THE HIGHLIGHT OF YOUR DAY

PUT YOUR TROUBLES ON PAUSE
OUR PAWS ARE HERE FOR YOU

PURRRRRRRR YOUR TROUBLES AWAY

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?,;”/|\\(){}[]_-=@#\$%&<>*^

STYLES

Aa Aa Aa

EXTRA LIGHT

LIGHT

LIGHT ITALIC

Aa Aa Aa

REGULAR

MEDIUM

MEDIUM ITALIC

Our secondary typeface is [Sentient Variable](#). It should be used in long forms of text such as paragraphs and body copy. It should always be used in light weight. It is suitable for short forms of text when they play an informative role in a design. The size used should allow for easy readability.

SECONDARY TYPEFACE

EXAMPLE OF USE

At Solace, we want to bring warmth and comfort to the daily lives of those struggling with mental health such as feeling a bit down or stressed. There is a direct correlation between mental health and animals. Animals provide comfort during our times of need, when maybe you're too worn down to ask for human help. We aim to create a meaningful experience that can lighten the burden of those that need it. With stray cats on the rise, and shelters running out of room, we made it our mission to find new homes for these felines while bringing joy to those who might need it.



SOLACE

HOUSE RULES

1. Wash your hands. Sanitize on the way in!
2. Be gentle! Avoid chasing, picking up, or cornering cats.
3. Be quiet. Respect our feline friends and those around you; this is a quiet space.
4. Don't feed the cats. We promise that our kitties get fed more than enough!
5. No catnip or outside toys. We supply toys for our kitties that are safe and sterilized.
6. No outside food. No snacks or beverages besides water are permitted inside our cat rooms. Keep snacking and drinking in our sitting area at reception.
7. Don't wake sleeping cats. Would you want your cat nap interrupted?
8. No smoking/E-cigarettes.
9. Watch the doors. When entering and exiting, be mindful that at least one door is closed at all times. Our cats are known escape artists, and need a close eye on them at all times.
10. An adult should accompany minors 16+. Please note that guardians are responsible for the actions of their minors and should make sure they follow the rules.





BOOKINGS DONATE NEWSLETTER OUR TEAM CONTACT

SOLACE

THE HIGHLIGHT OF YOUR DAY

OUR MISSION

At Solace we want to bring warmth and comfort to the daily lives of those struggling with mental health, and find a safe place to unwind. There is a closer connection between mental health and animals. Animals provide comfort during our times of need, when maybe you're too much down to ask for human help. We want to create a meaningful experience that can lighten the负担 of those that need it. With stray cats on the rise, and kittens popping out of nests, we make it our mission to find new homes for these felines while bringing joy to those who might need it.

CURRENTLY FEATURED


UNIVERSITY OF LIVERPOOL


LONDON SCHOOL OF ECONOMICS


ROYAL HOLLOWAY

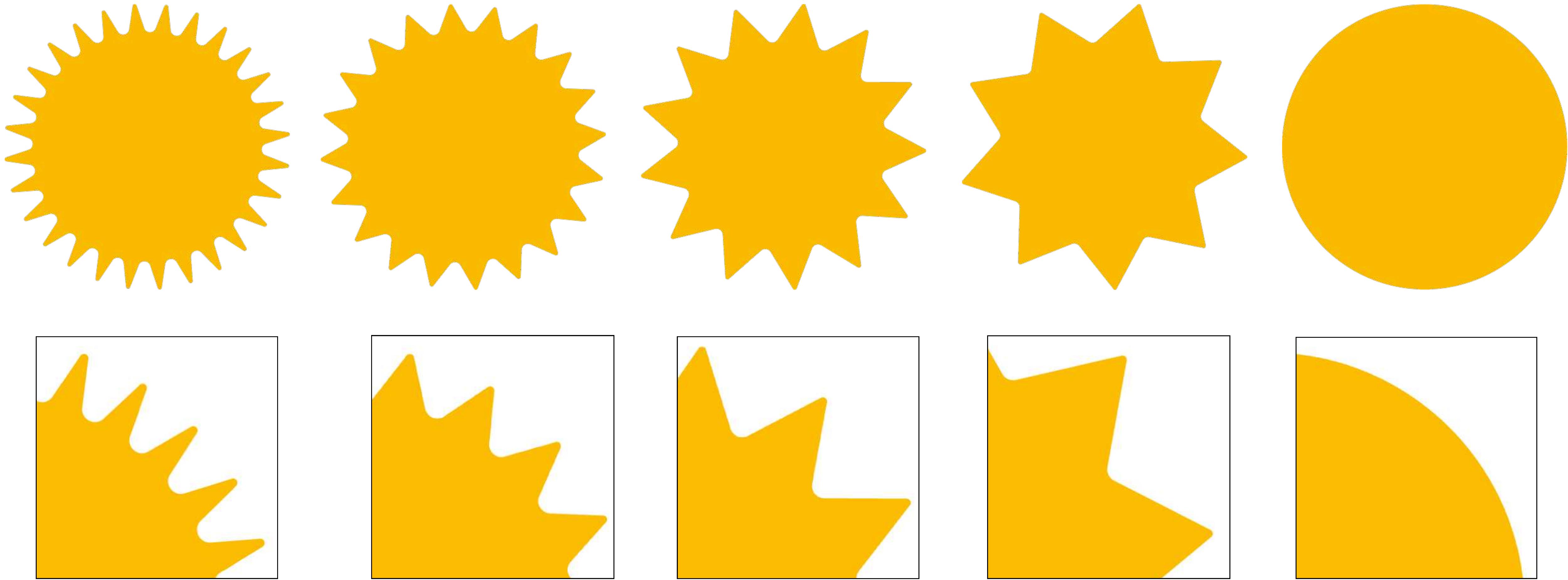
If you are interested in getting involved in our volunteering project for a good reason for you, Solace has a number of volunteer opportunities available. A volunteer trip gives you a variety of tasks which involve you spending time caring for the cats and interacting playing with them. It's a great opportunity to meet other volunteers from different backgrounds, as well as come to know the cats who live in the Solace home. This membership also comes with perks such as free passes to our events and discounted merchandise. There are options for both short term and long term volunteering.

BECOME A MEMBER

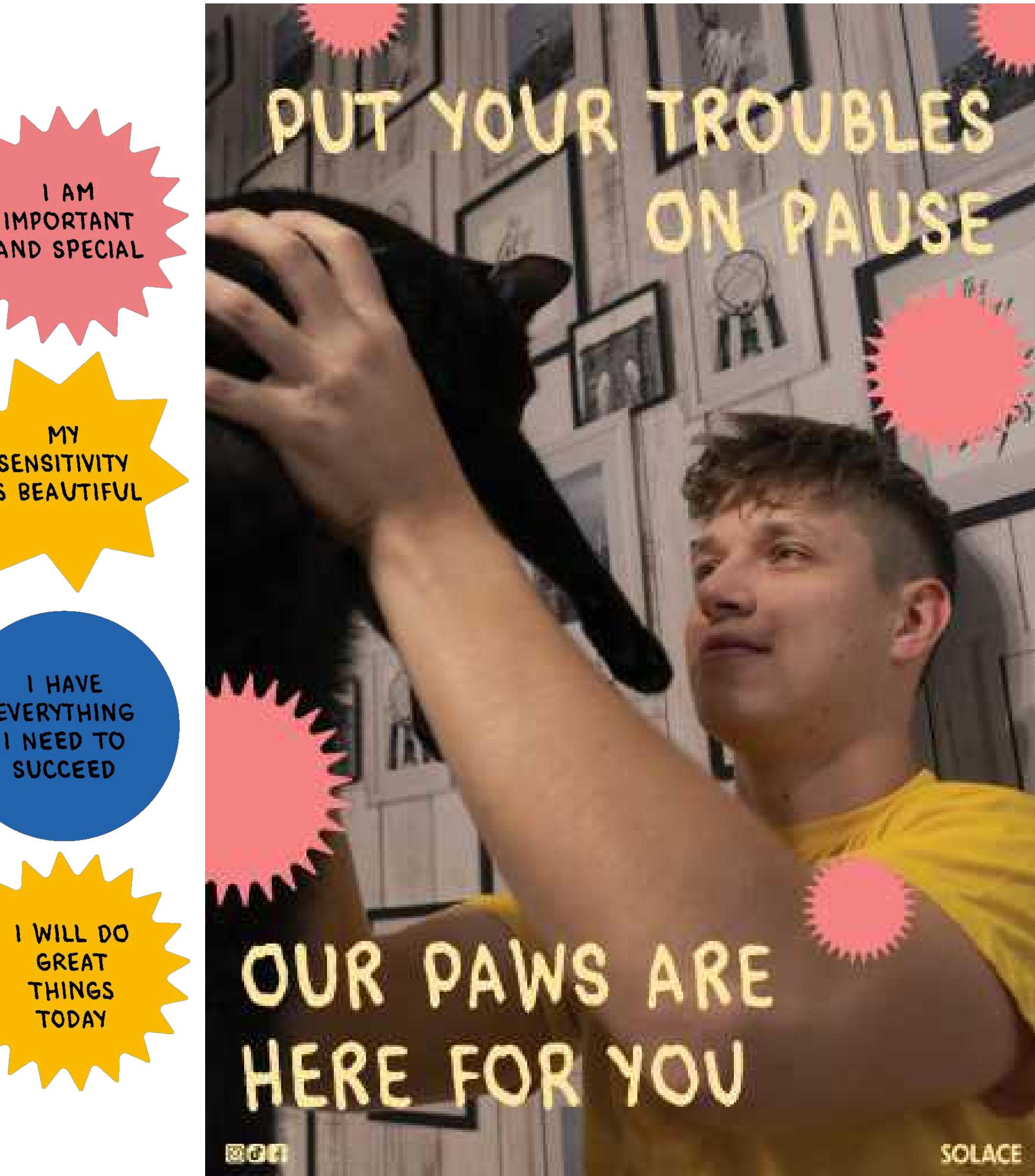
FIND OUT MORE





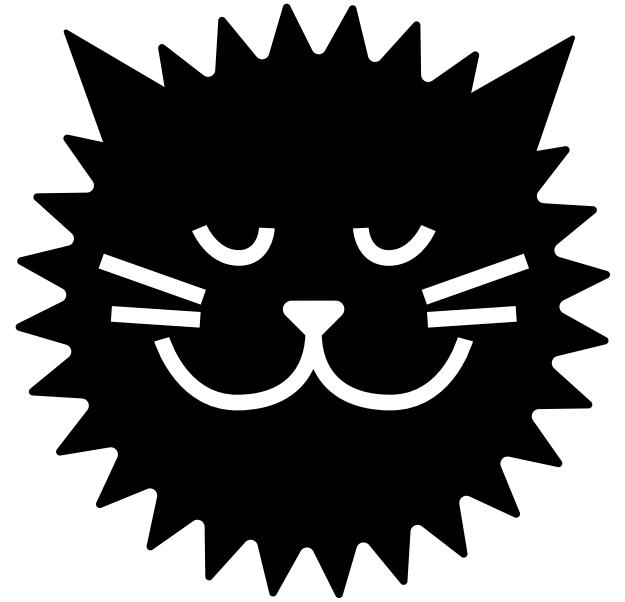
These shapes are elements which may appear across **all** our platforms, with their role being attention grabbing and serving as decorative elements. For example, when including an important piece of information, these shapes can be used as an eye-catching solid background. They represent the way in which Solace connects **playful expression** with **quiet simplicity**. They were inspired by our logo and the shape of the sun.



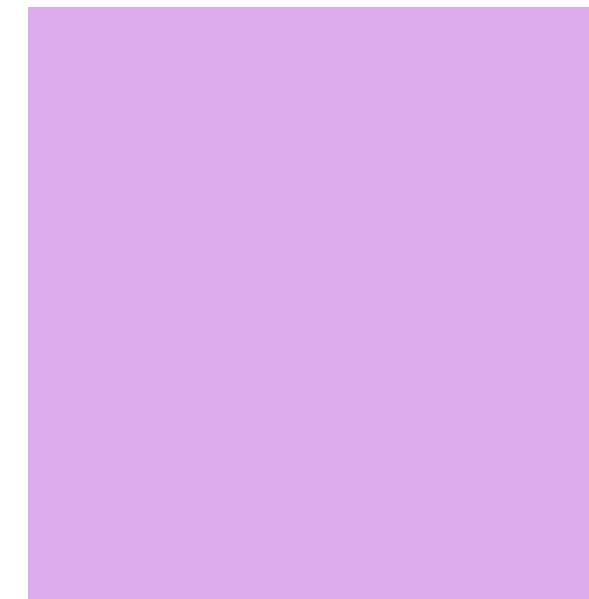
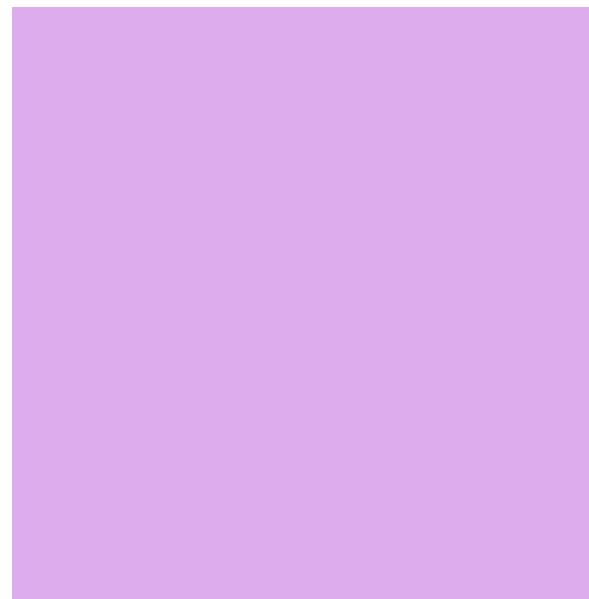
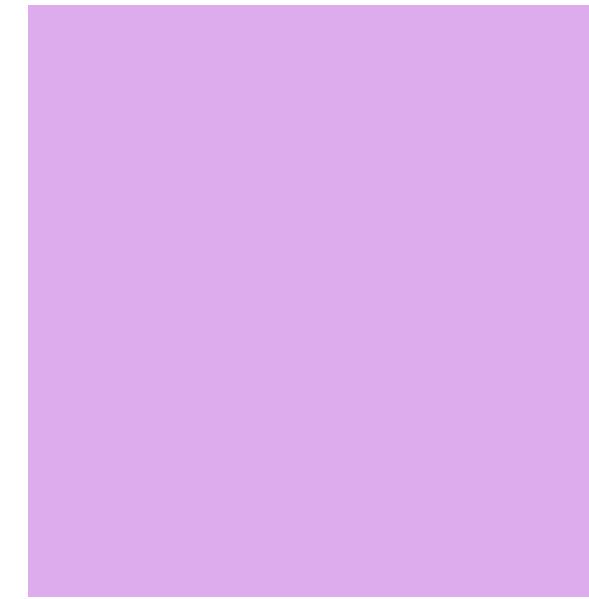
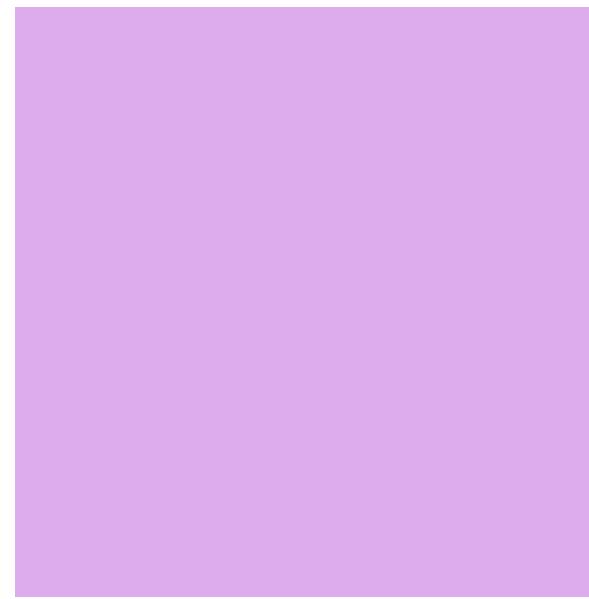
The icons are based off of our logo. They have been edited to display different [facial expressions](#).

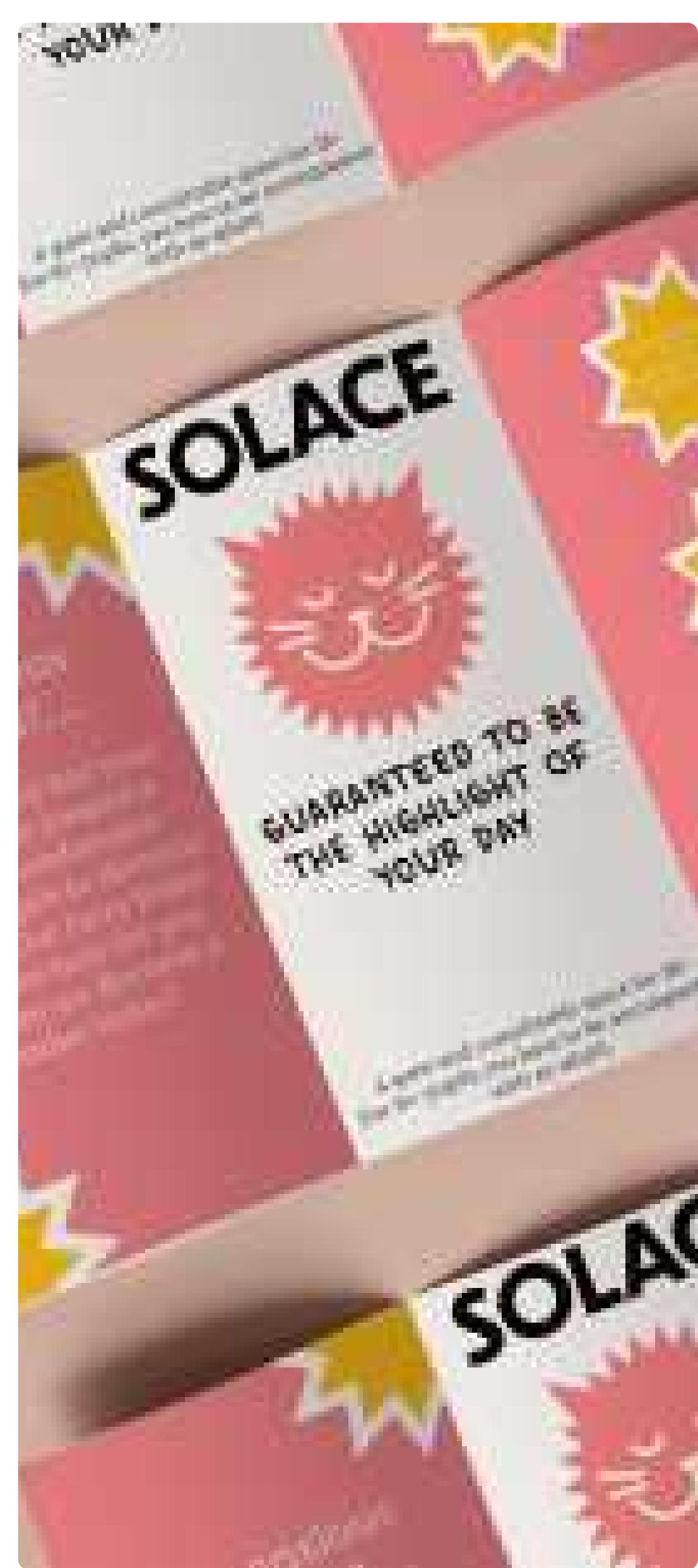
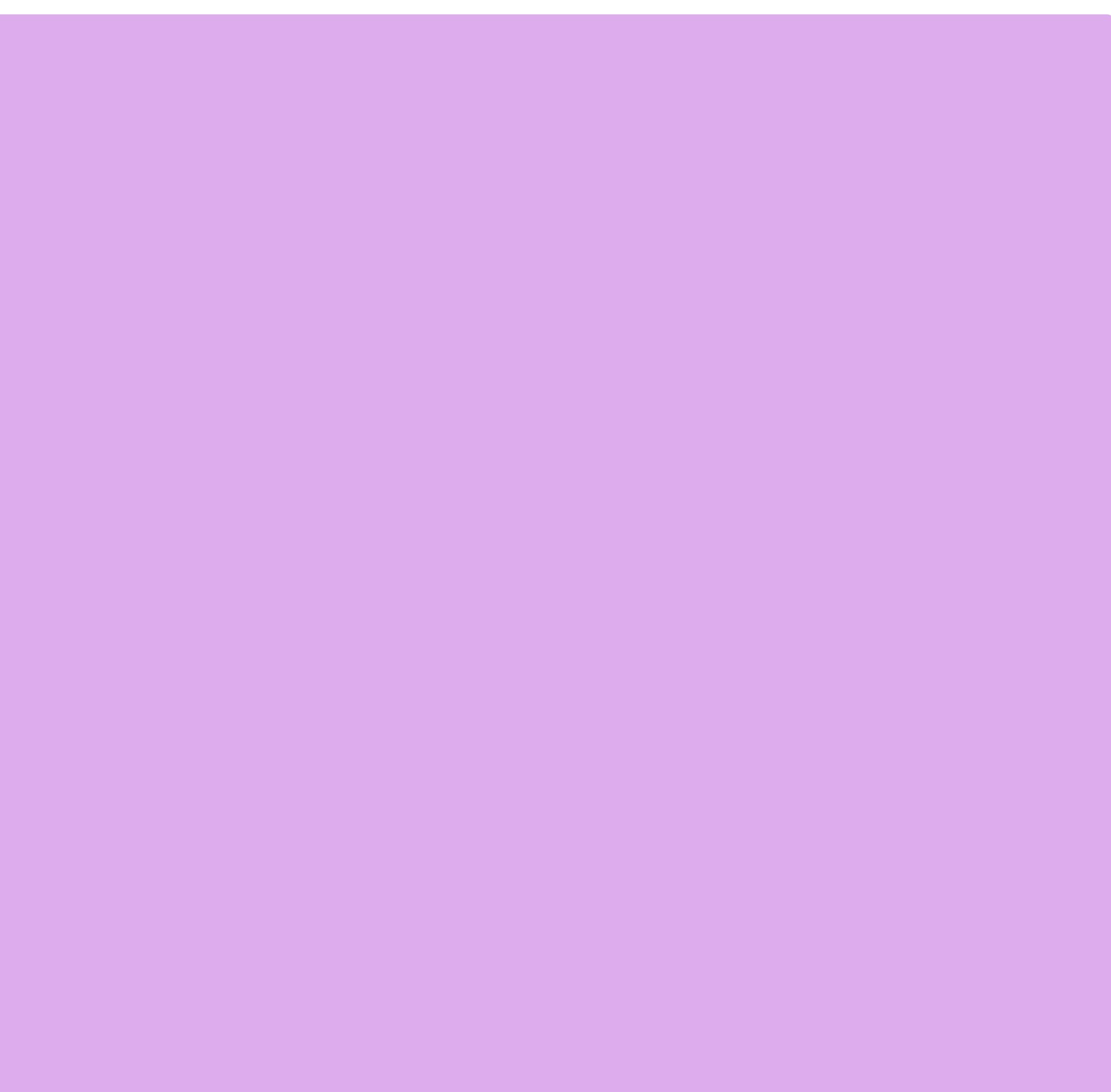
The variants of our icons have multiple uses. They can be used on our website, social channels, merchandise as well as infographics, posters, leaflets and many more.

THE LOGO



ICONS - LOGO VARIATIONS







Our pattern can be placed on pale yellow (#FFE49D), or white background.

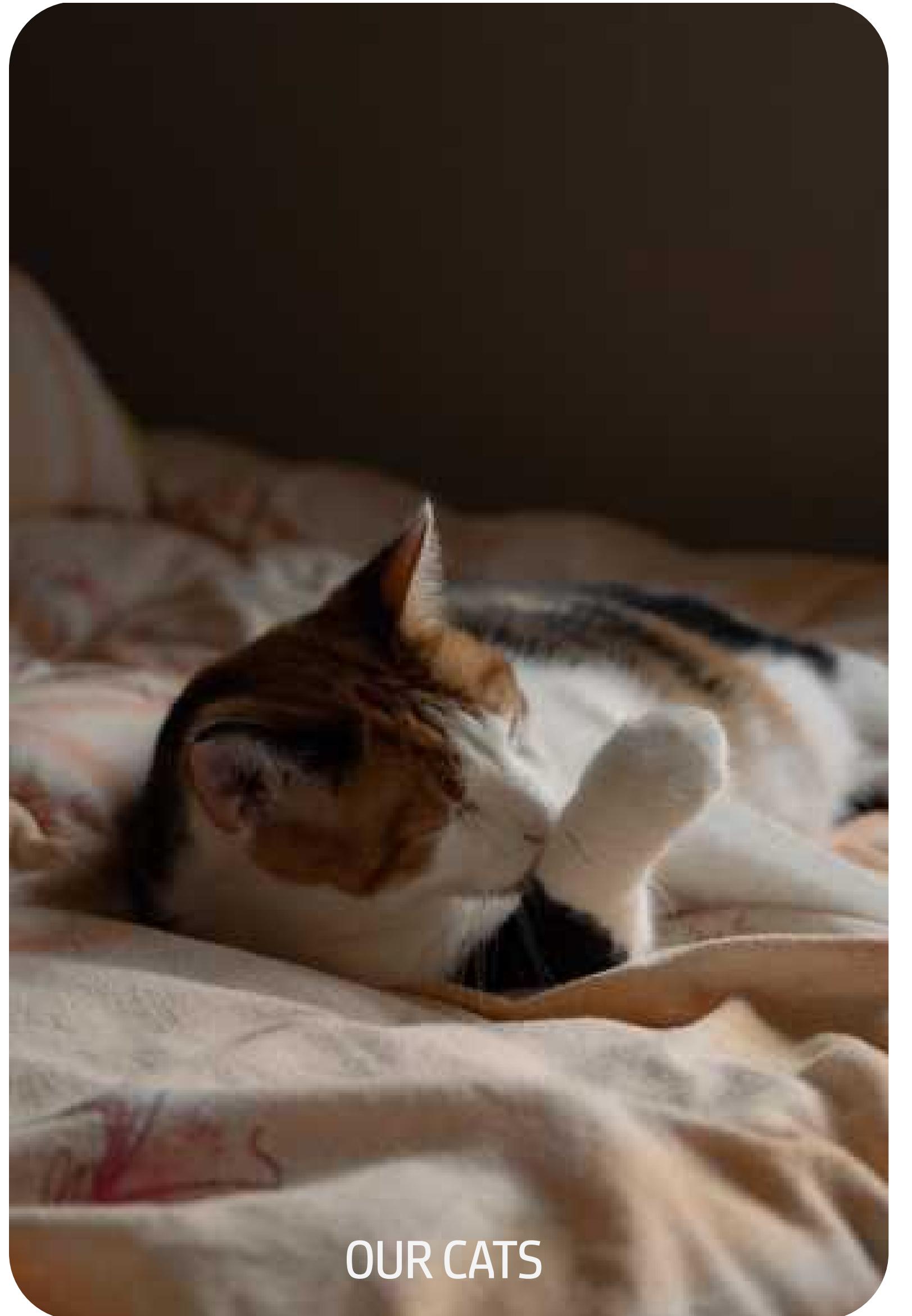
The icons can be shifted to appear more randomised (see first image), or remain uniform (second image). The icon must be adjusted to the proper colour for its new placement.

In each row, each colour must be repeated every two icons.

Ex: pink, blue, yellow, pink.

Icons can be pink (#F48182), blue (#236CB5), yellow (#FCBA19), or black. Black icons can only be placed on a white background.

Patterns can be used as backgrounds or in merchandise. They must **NOT** be stretched or distorted in any way.



OUR CATS



OUR PEOPLE



THEIR MOMENTS

The editing process of photographs should include the application of presets included with the guidelines. Based on the way images were shot, the effects from applied presets may vary slightly, which is why it's important to adjust settings afterwards in order for images to look consistent. Each type of photography has its own preset. In case of certain photography type not having created preset, apply existing ones accordingly, or create a new one, which provides an outcome that's within the guidelines.

Generally, all photography should have a warmer tone, and be of low/moderate contrast. It should be kept in mind not to make the images too saturated or too dark/light. In terms of colour grading: shadows should be on the cooler colour spectrum, while mid-tones and highlights should be of the warmer tone. **DO NOT** use generative-AI.

Raw image



Edited image



Raw image



Edited image



When taking photographs of people in studio setting, it is recommended for models to pose expressively. Close-ups are permitted. The background should be kept a neutral colour such as white, so that it's not distracting from the models. During the editing process, the "["SOLACE_PEOPLE"](#)" preset should be applied, and then adjusted. It can be found in the designated folder alongside other brand materials. Saturation should be adjusted to keep the skin colour close to natural, and not affected by light and/or camera configuration. Use of content-aware fill is permitted for backgrounds if needed.

DO NOT stretch images nor distort proportions. Unless mentioned otherwise, the general guidelines still apply.



It is important for the images captured on-site to focus on the moment: the people that visit our space, their interactions with cats, and the cats themselves. Photography should only take place if the customers were informed and consented beforehand. “[SOLACE_ON_SITE](#)” preset should be applied during editing process, and adjusted as needed. Unless mentioned otherwise, the general guidelines still apply.



Raw image



Edited image

Location pictures should be taken with recognizability in mind. That means one should be able to identify the location based on the photographs. “**SOLACE_LOCATIONS**” preset should be applied and adjusted during editing process. Unless mentioned otherwise, the general guidelines still apply.

Raw image



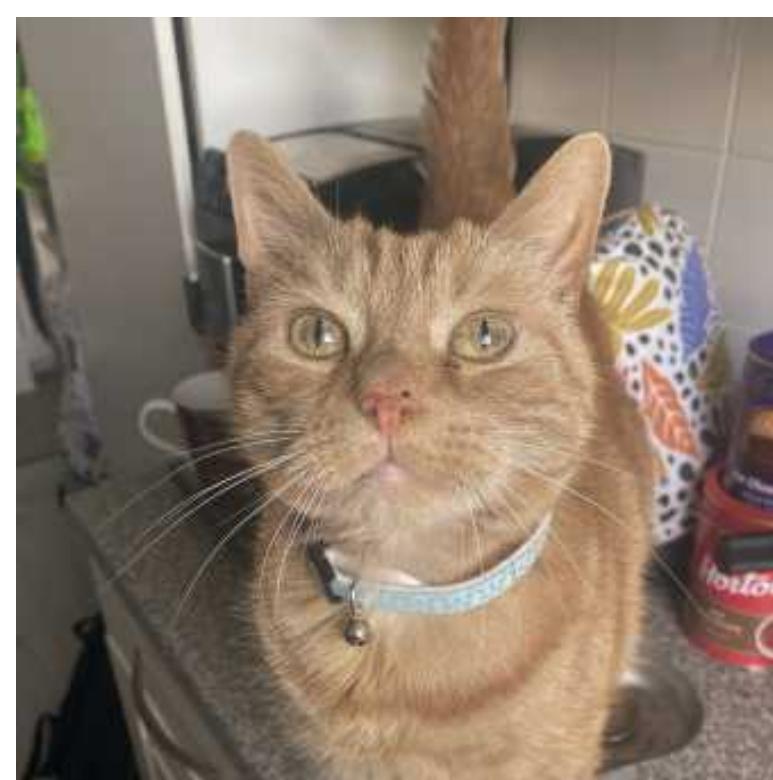
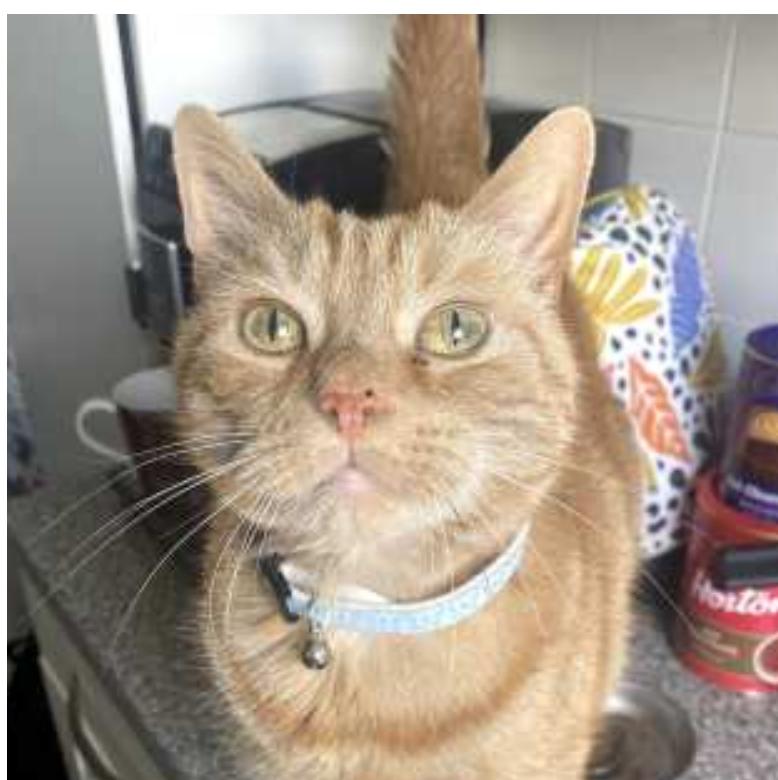
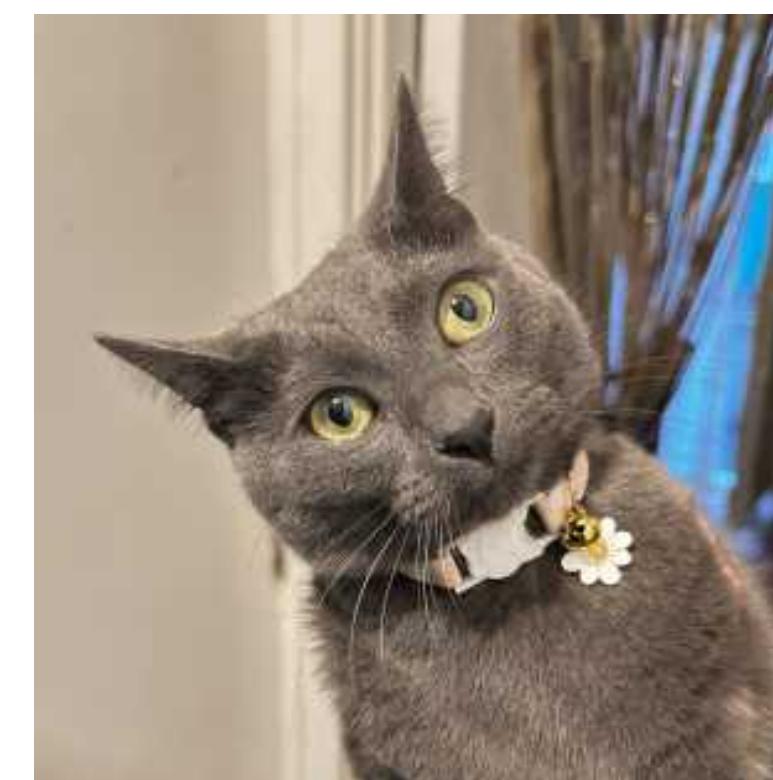
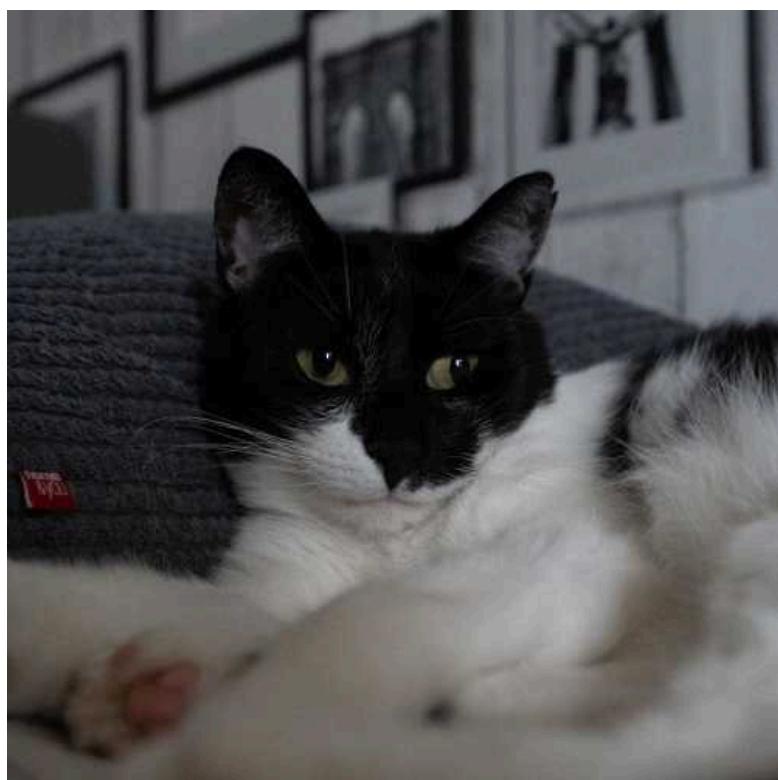
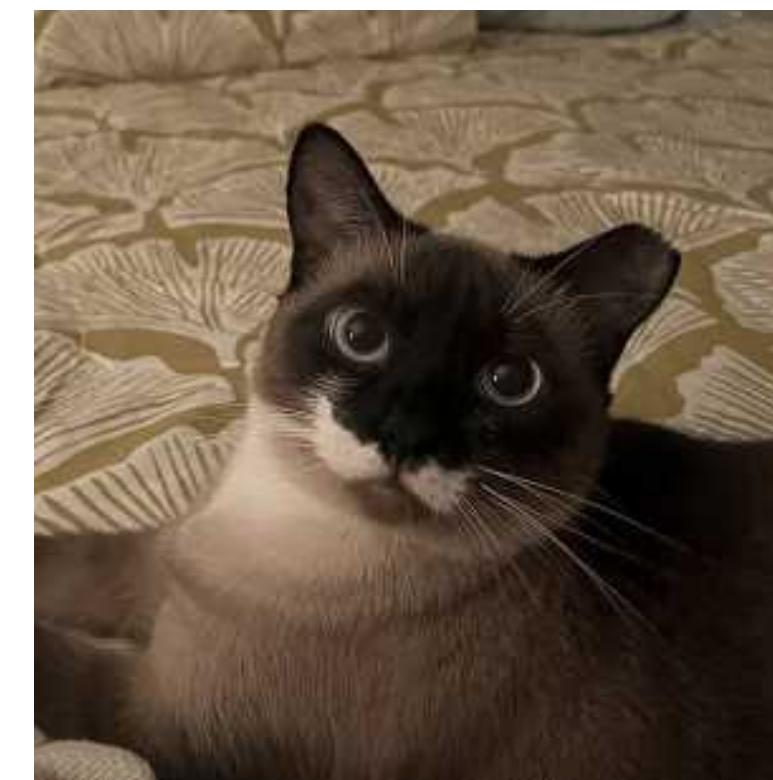
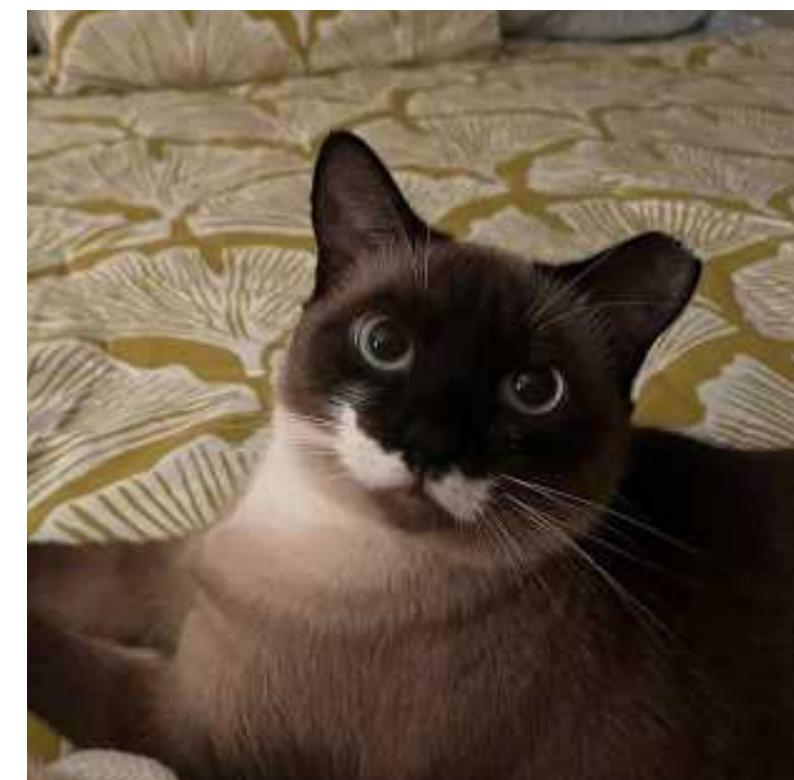
Edited image



Raw image



Edited image



Adoption pictures are to be used mainly on the website in the section designated for our cats and the adoption process. The cats should be facing the camera, unless it would put stress on the cat. In that case the cat needs to be shown clearly in the photo, even if looking away. It is advised that the photo shows a bit of personality of the photographed feline, however it is not required. The "["SOLACE_ADOPTION"](#)" preset should be applied during the editing process and adjusted. Unless mentioned otherwise, the general guidelines still apply.

Our target audience is University students, with the age range being [18-25 years old](#).

We decided to focus on providing our services to students because our research concluded that:
(from a 2019 study)

- one third (33%) of students surveyed felt lonely often or all of the time
- almost nine in ten (87.7%) students struggled with feelings of anxiety
- over three quarters (75.6%) of students hid their mental health symptoms from friends.

(in 2014)

- One in six (17%) people over the age of 16 had a common mental health problem in the UK.

Our further decision to focus specifically on University was due to the age range of University students. We figured that it would be difficult to provide services to students who were under the age of 18 because:

- Anybody under the age of 16 would most likely need to be accompanied by a parent or guardian should they want to attend a Solace pop-up. This would mean that Solace could end up having a larger volume of people attending; having too many people in our space could cause distress to our cats.
- Secondary school students may present lower levels of maturity making them less likely to follow the rules of Solace. Once again, we do not want to cause distress to our cats so we cannot risk younger individuals coming into our space and refusing to be respectful.
- Individuals under the age of 18 would not be able to adopt a cat. As our cats are all up for adoption, we want to be successful in finding the perfect homes for our kitties. University students would be more likely to bond with a cat at Solace and also would be more likely to be in a position to be able to adopt a cat; they would be better equipped to decide on their own if they are in a suitable position to adopt a cat.

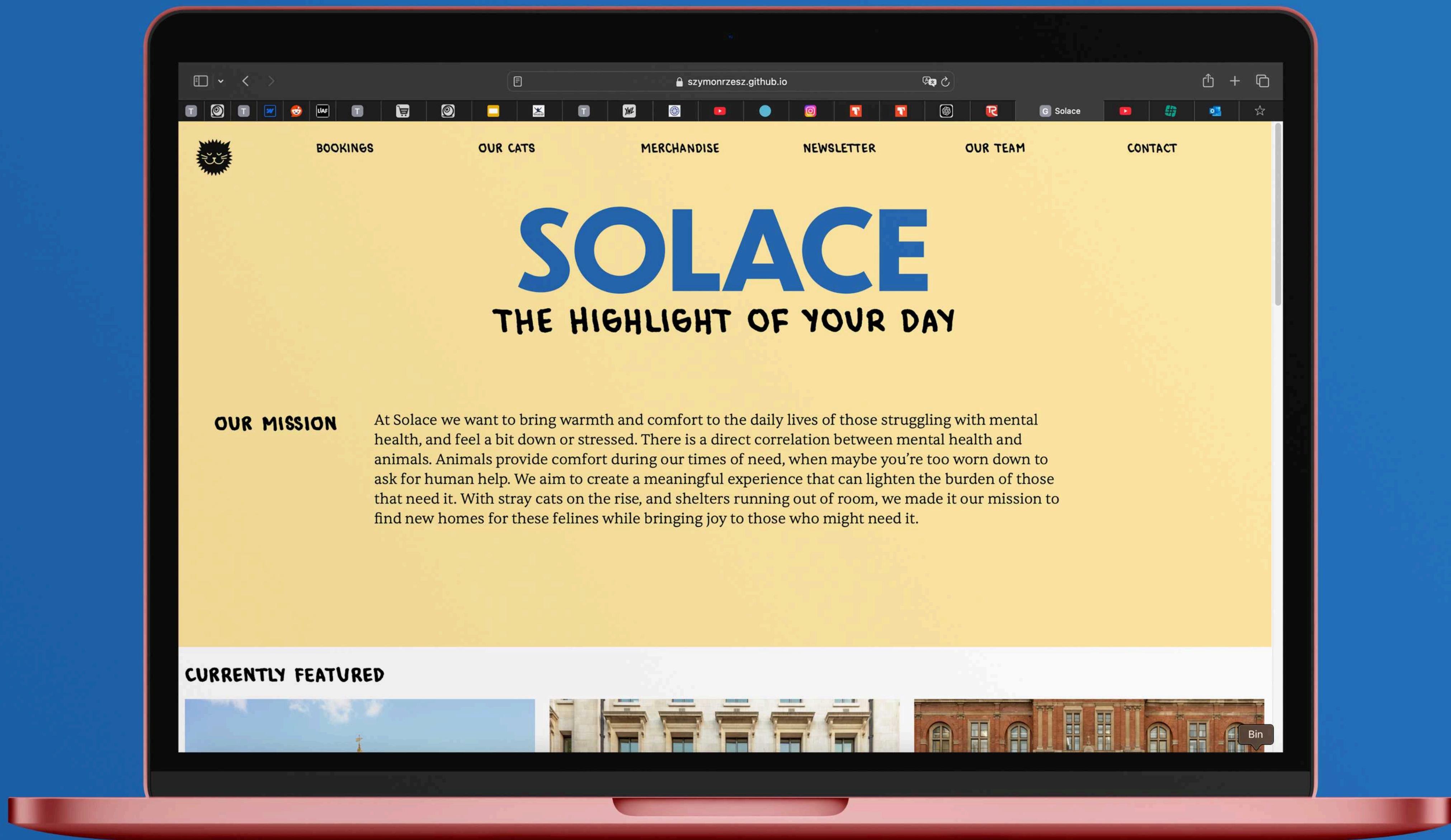
Social channels are one of the main ways we communicate with our community.

Our profile picture should be the illustrated logo version in any colour variations following colour combination guidelines.

When using professional account features, make sure the account is labeled as “mental health service”.

The biography should include the strapline of Solace - “The highlight of your day”, as well as a brief one-sentence long description of who we are.

When posting pictures pay attention to cropping and make sure the main element is visible when cropped to fit on the feed.



CLICK HERE

https://szymonrzesz.github.io/SOLACE/Solace_Project2/



NOTE: The landing page should introduce our brand and briefly introduce the service we provide. There should be sections available which explain certain elements of our brand in depth such as adoption, merchandise, etc..

Our website is written in HTML and the animations included in it (such as the moving images) are made using JavaScript, however there are no restrictions regarding ways in which our website could be extended.

The adoption section of our website is based on a database of all of our cats, along with basic information about them and a photo. It allows for easy and quick adjustments of this section, whenever cats need to be added, removed from the list or their details changed.

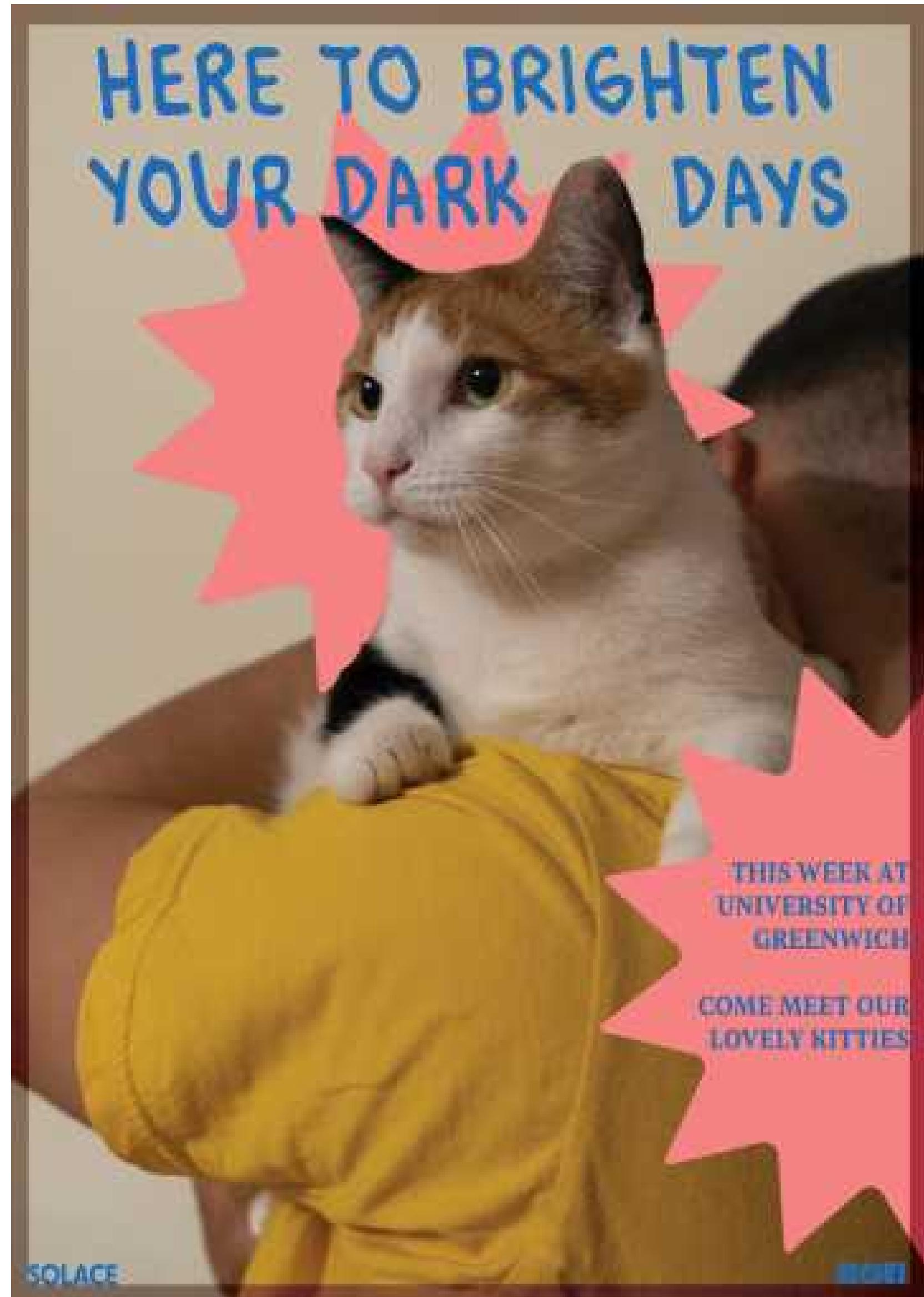


Our posters can either communicate a message about Solace as a brand, or inform about an event hosted by us.

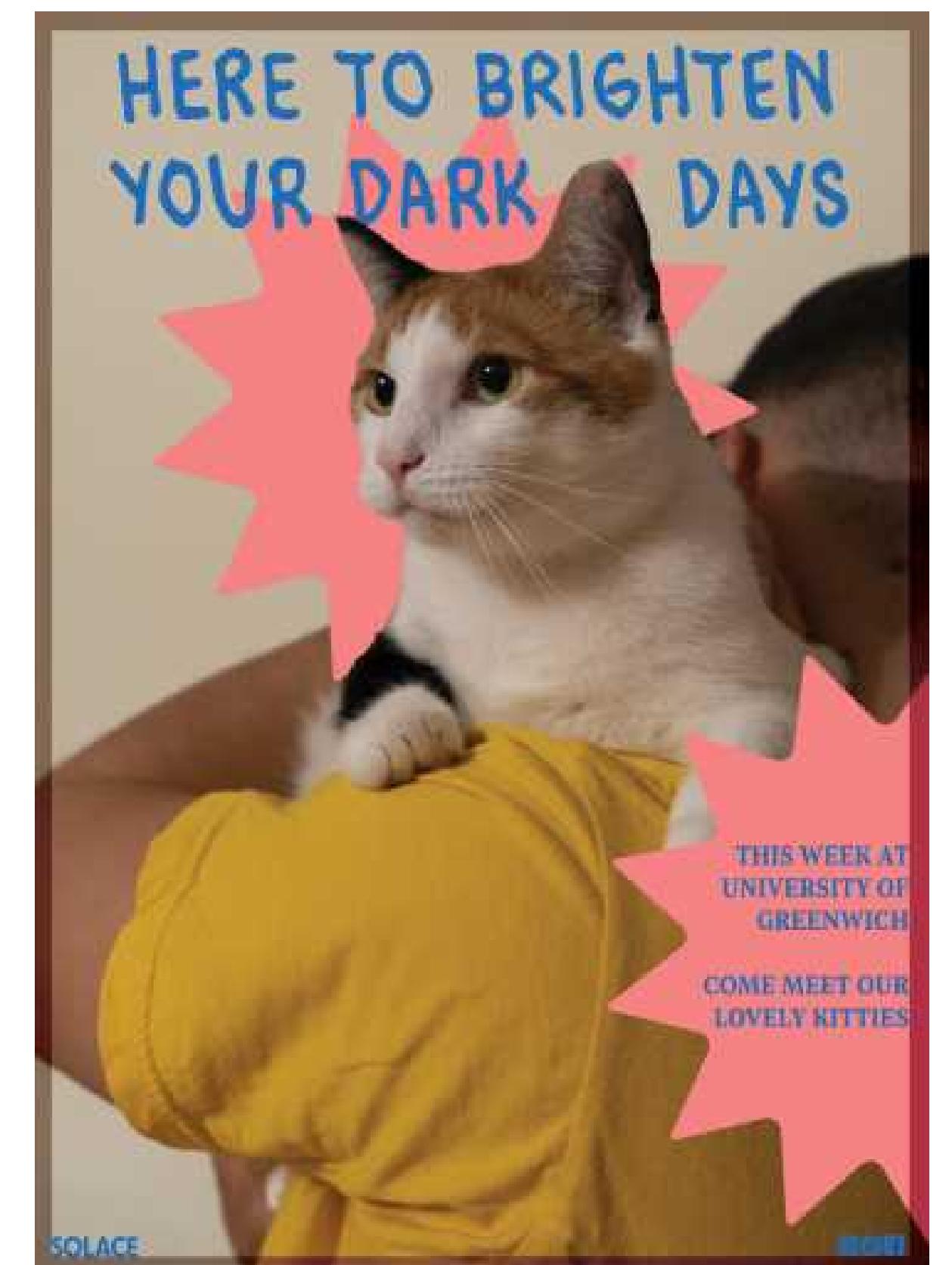
The footer of the poster needs to include the logo and icons of social media where one can find us.

Depending on the size of poster, the margin size changes, however it should always be the aim to keep the margins **thin**.

A1 - MARGIN: 13mm



A3 - MARGIN: 10mm





Leaflets should be 220mm by 99mm. When opened it should be at least 210mm by 297mm.

You are able to use the shapes provided, and use the brand colours.

Only cat pictures are allowed. only use min 2 colours + black and white.

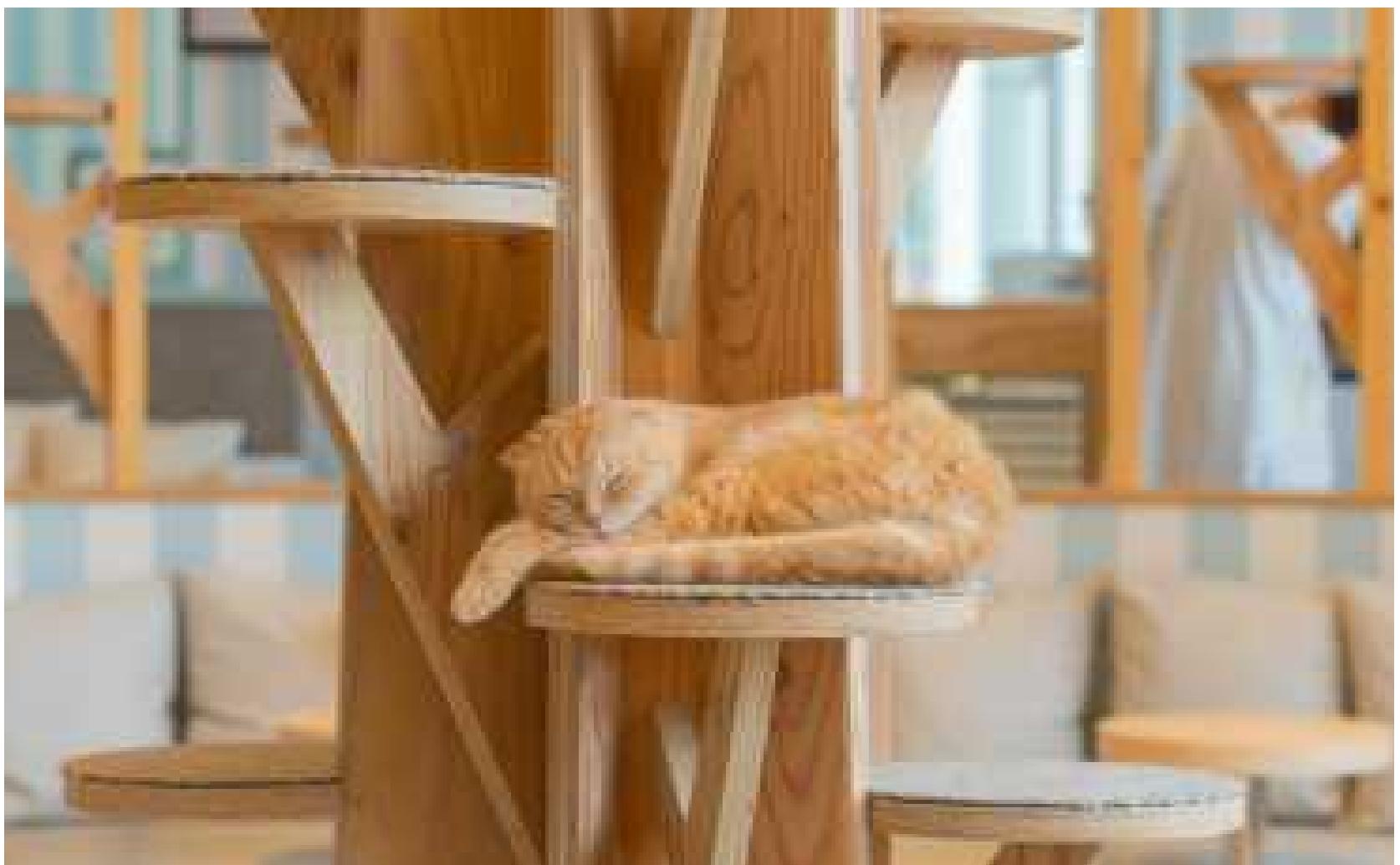


Our environment invites the natural light in, requiring lots of windows. A multitude of cat beds, cat trees, window seats, and cat lofts must be placed around the space in order to enrich the cats. Very comfortable seating such as arm chairs, couches, floor cushions, and more will be available for our customers.

Non-toxic Plants will be added to the space, with the assumption that none of the current cats eats them.

A large poster with our dedicated rules will be on the wall of each cat room, along with printed versions at the front desk.

The space must be a quiet place for everyone. Those that make too much noise will be asked to leave.





Signs can be 2D or 3D. Signs should not be circular, only square and rectangular. Either the illustrative or typographic logo can be used, or a combination of the two.



Merchandise can be made with any variation of our two logo types, icons, tagline, or patterns. Photography is not allowed. It must adhere to all brand guidelines. Designs must not be stretched or distorted in anyway, colors must remain at 100% opacity. Merchandise must communicate our known designs in order for consumers to recognize us.



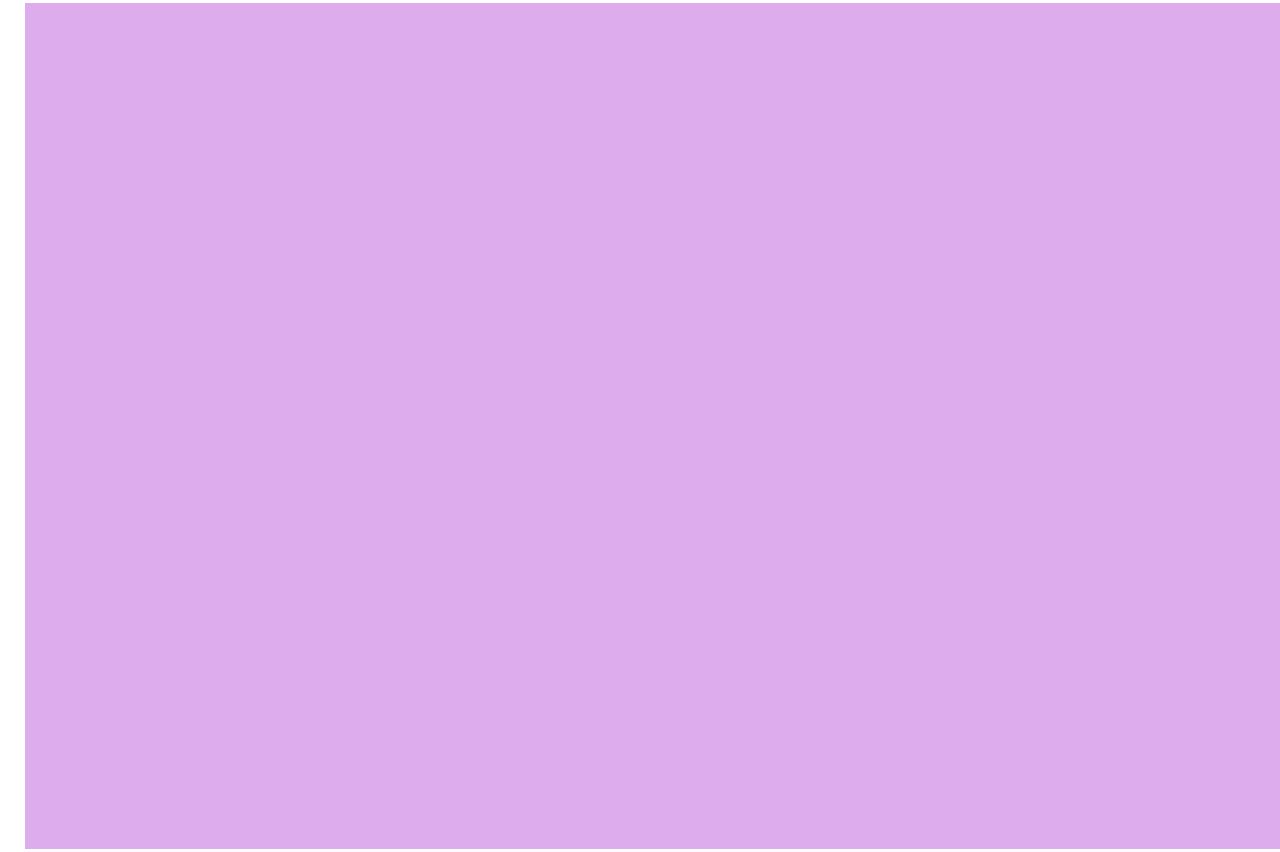
Our membership pins can be any of our illustrative icons in any of our colors. The background can also be any of our colors along with white.

Pink (#F48182) and yellow (#FCBA19) are too similar in opacity, and should not be used together.



All merchandise (other than our pins) must be paired with our tag. Our tag consists of both our illustrative and typographic logo.

The scale should not be changed.
The logos should be in black, and the background white.



All wearable merchandise should have a sewn-in tag featuring our typographic logo.

The scale of the tag can change, but the relation of space between the logo and surface area of the tag should not increase or decrease.



Monthly membership is £3 per month.
Annual membership is £30.

Pins aren't sold separately, you need the membership pins in order to access the services. They allow people to go directly into the cat rooms without speaking to anyone.

Members get discounts for the merchandise items.