



**A SIMPLE GUIDE TO HELP CREATORS AND SERVICES TO  
BUILD THE BEST SOLICE EXPERIENCE.**

# **SOLICE BRAND GUIDE**

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# **TABLE OF CONTENTS**

- 1. TABLE OF CONTENTS**
- 2. PROJECT VISION**
- 3. THE TRADEMARK**
- 4. LOGOS & SYMBOLS**
- 5. FONTS & COLORS**



# PROJECT VISION

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**WE ARE A VR METAVERSE BUILT ON THE  
SOLANA BLOCKCHAIN**

**OUR VISUAL THEME IS A LITTLE ALL OVER  
THE PLACE AND NEEDS TO BE  
CONSOLIDATED**

**WE ARE PUTTING MORE FOCUS ON QUALITY  
WHILE STILL TRYING TO MEET DEADLINES  
SETOUT BY THE ROADMAP**

**OUR NEW THEME SHOULD BE  
RECOGNIZABLE AND CONSISTENT**

**WE HAVE FEW LOGOS AND NEED TO  
POTENTIALLY WORK ON SOME  
VARIANTS**



# THE TRADEMARK

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**SOLICE IS A REGISTERED TRADEMARK. NOT EVERYONE GETS THE NAME RIGHT, SO HERE IS A QUICK GUIDE:**

# The Trademark\*

✓ **SOLICE**

✗ **SOLACE**

✗ **SOLICE METAVERSE**

✗ **SOLICEVR**

**\*NOT SURE IF WE ARE TRADEMARKED**

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# LOGOS & SYMBOLS

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# USING OUR LOGOS



LOGOS SHOULD BE UNCROPPED, UNMODIFIED, AND PRESENTED IN THE COLOR COMBOS THAT WE'VE PROVIDED. NOTHING SHOULD DISTORT THE LOGO.



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# OUR SYMBOLS

**WE ARE EASILY RECOGNIZED BY TWO SYMBOLS THAT  
BEST REPRESENT OUR BRAND.**

**JUST LIKE THE LOGO, THESE SYMBOLS SHOULD BE  
UNMODIFIED AND PRESENTED PROPERLY. THEY SHOULD  
NOT BE SKEWED, ROTATED, CROPPED, SCALED  
UNEVENLY, COLORED, OR REDUCED IN OPACITY.**

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# THE WORDMARK

OUR PROJECT HAS AN ASSOCIATED WORDMARK FOR INSTANCES WHEN A FULL WIDTH REPRESENTATION OF THE BRAND IS APPROPRIATE.



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THIS WORDMARK IS IDEAL FOR:

- SOCIAL MEDIA BANNERS
- PRINT SIGNS & STICKERS
- HEADER/FOOTER IMAGES

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# THE SOLICE LOGO

THE SOLICE LOGO IS OUR MAIN LOGO. IT IS  
TYPICALLY USED FOR THINGS SUCH AS:

- AVATARS
- FAVICONS
- APP ICONS
- PRINTED MERCHANDISE

THE SOLICE LOGO IS PERFECT FOR USES WHERE THE FULL  
WORDMARK DOES NOT FIT, AND FOR SQUARE RATIO  
IMAGES.

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# THE ALTERNATE LOGO

WE MAY WANT TO THINK ABOUT AN ALTERNATE/INVERSE  
COLOR LOGO WHICH MAY BE GOOD FOR THE FOLLOWING

- MINING RELATED LOGOS
- LARGE APP ICONS
- TWO-TONE LOGOS
- WEBSITES WHERE THE  
COLORS TOO CLOSELY  
MATCH OURS



# **FONTS & COLORS**

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# BEBAS NEUE

**BEBAS NEUE IS USED FOR HEADINGS. IT SHOULD BE BIG AND BOLD IN COMPARISON TO THE BODY TEXT, WITH A WEIGHT OF 600.**

**BEBAS NEUE MIGHT NOT ALWAYS BE AVAILABLE. YOUR STYLESHEETS SHOULD PROVIDE THIS FONT FALLBACK ORDER FOR YOUR HEADER TEXT:**

```
.header {  
  font-family: "BABAS NEUE",  
  Helvetica, Arial, sans-serif}
```



SOURCE SANS PRO IS A READILY  
AVAILABLE AND EASILY READABLE BODY  
TEXT FONT WITH A WEIGHT OF 400.

# SOURCE SANS PRO

```
func monoFontExplainer() {  
    fmt.Println("Source Code  
Pro is a monospace font  
suitable for all source code  
examples and snippets")  
}
```





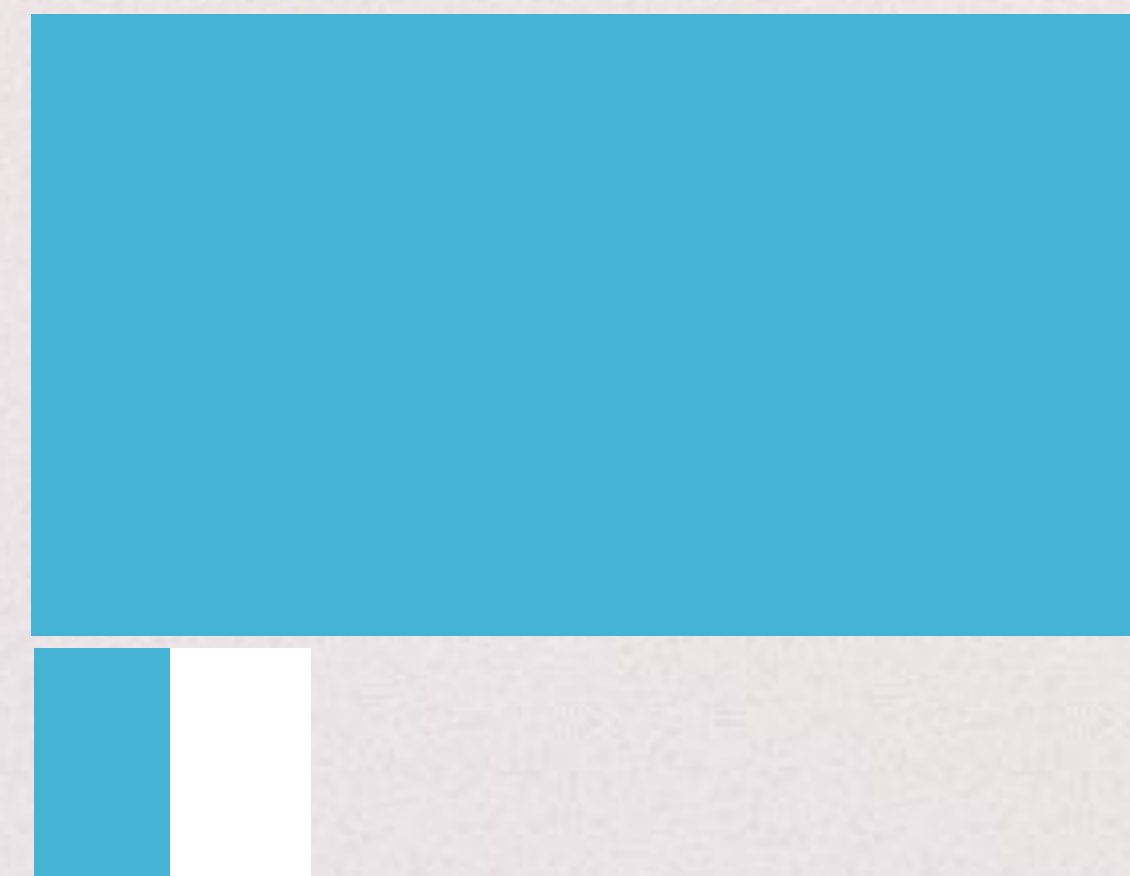
# PRIMARY COLORS



**#260A78**



**#100441**



**#45B4D4**

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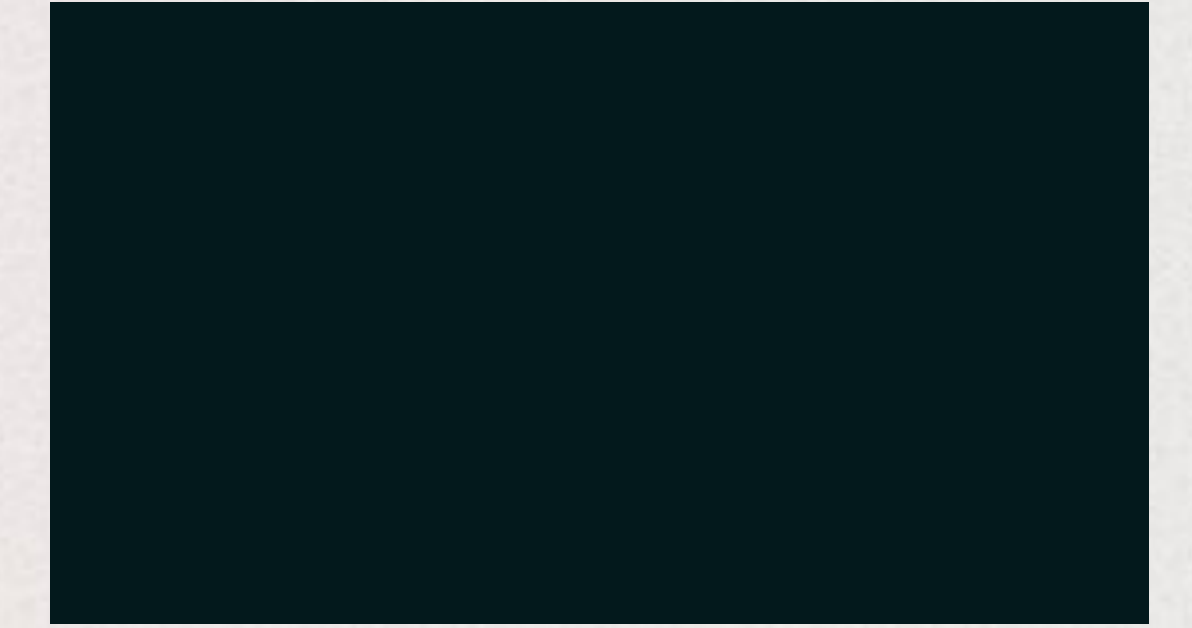
# SECONDARY COLORS



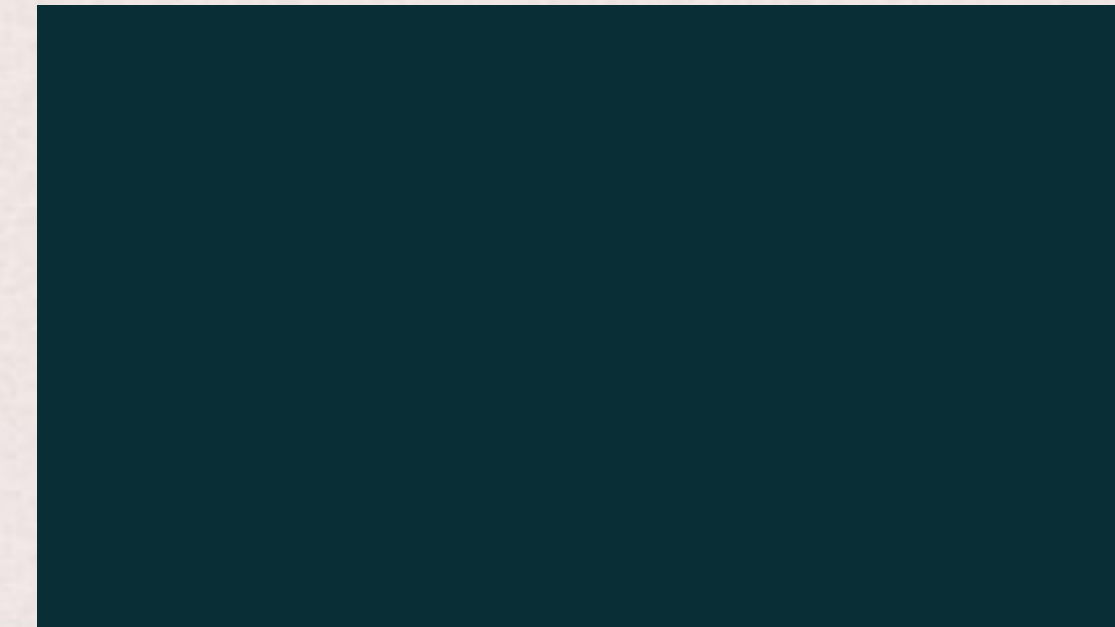
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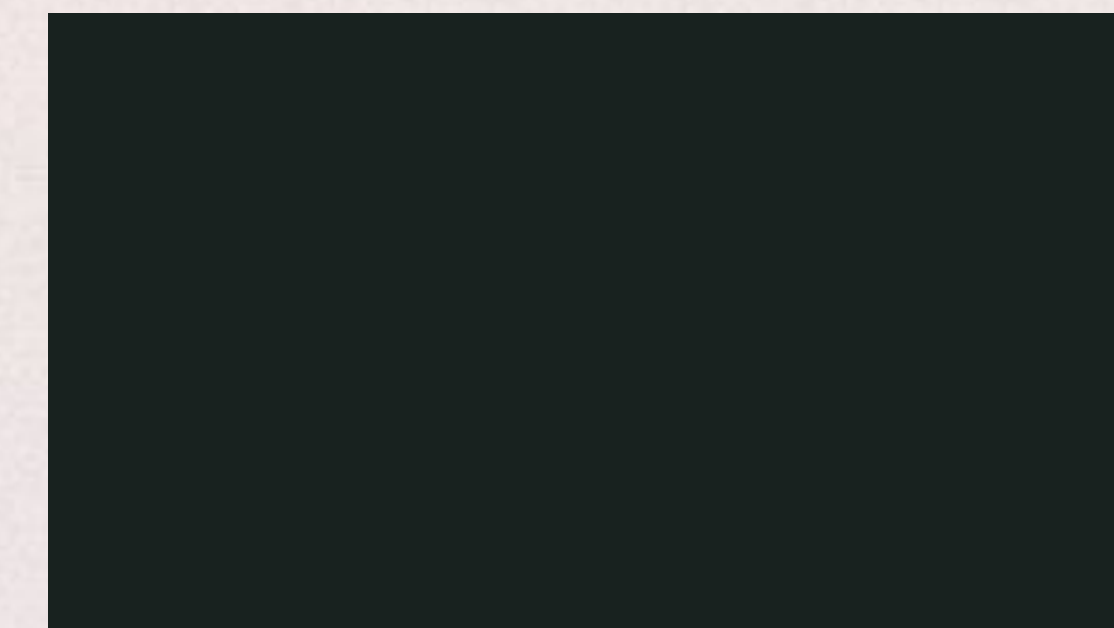
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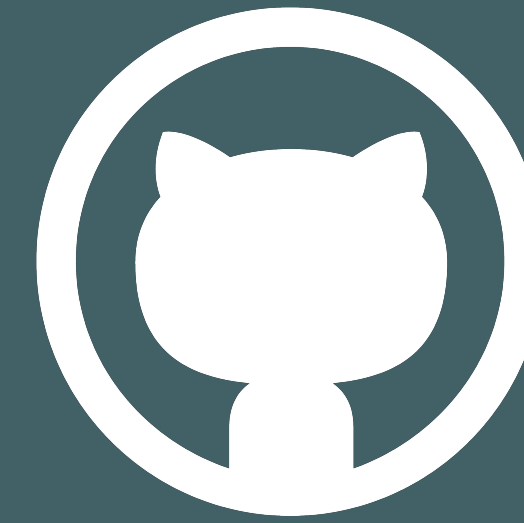




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