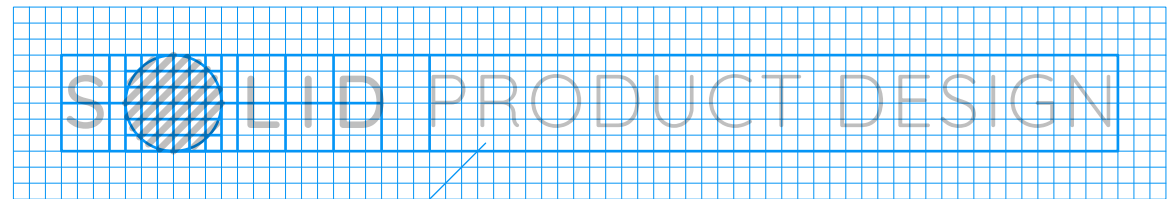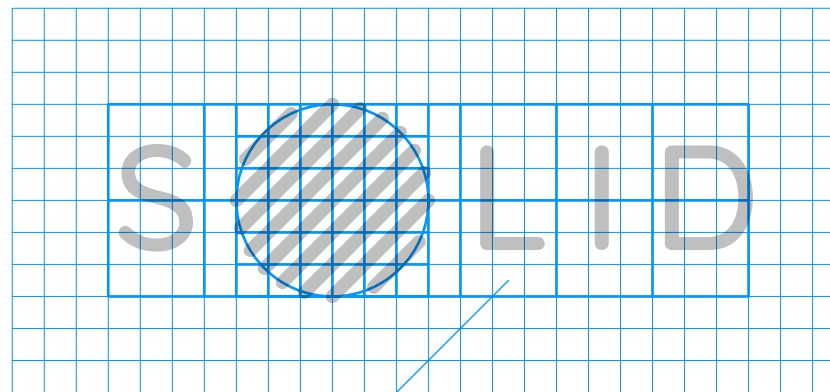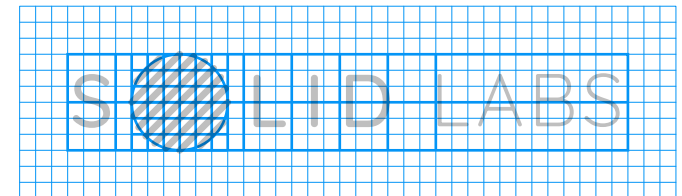# SOLID PRODUCT DESIGN BRAND GUIDE
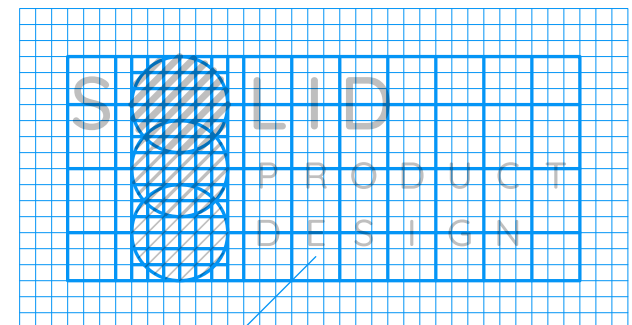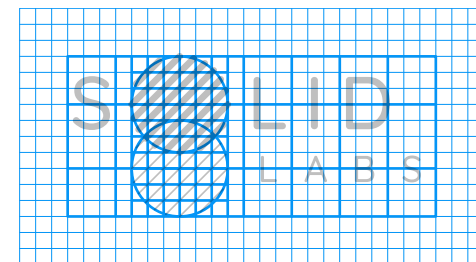
Version 1.0, April 2025

Size: 1x
Weight: 350

Size: 1x
Weight: 550

Size: 0.5x
Weight: 500

LOGO CONSTRUCTION

The Solid logo and its variants are constructed on a simple grid and use the Quicksand variable font.

SOLID PRODUCT DESIGN

SOLID LABS

0.5x   0.5x

0.5x

SOLID

1x

0.5x

> 60 pixels (screen), 0.75 inches (print)
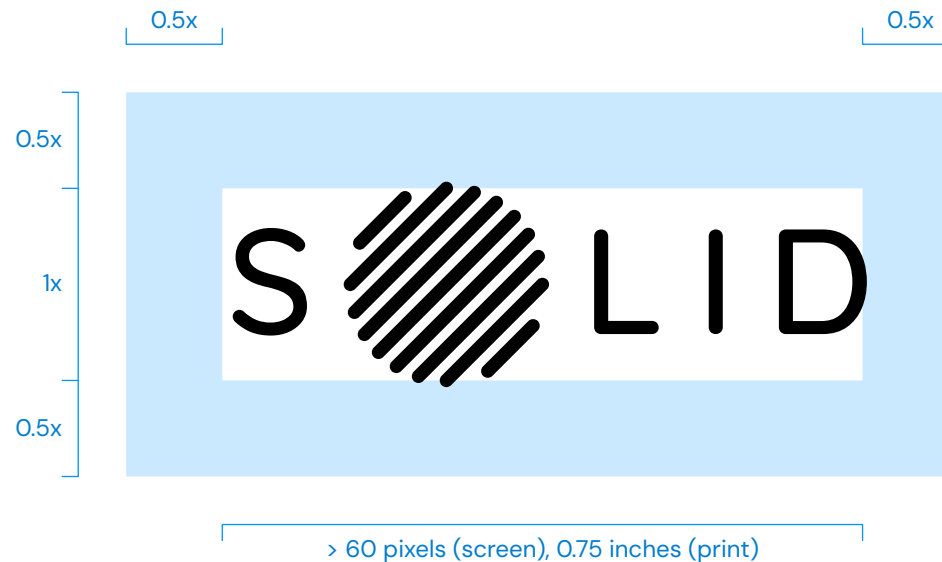
SOLID
LABS

SOLID
PRODUCT
DESIGN

LOGO MINIMUM SIZE AND CLEAR SPACE

To remain legible, "SOLID" should have a minimum width of 60 pixels (on screen) or 0.75 inches (in print). A minimum amount of empty space must always surround the logo to keep it isolated and distinct from other visual elements. This space is equivalent to half the height of the stylized O.

Don't tilt the logo

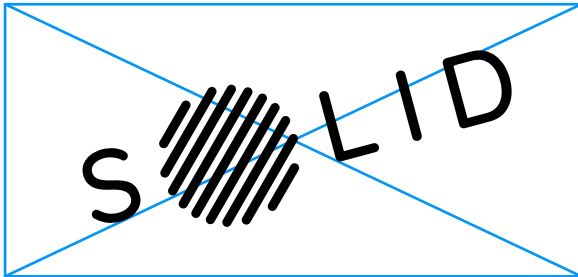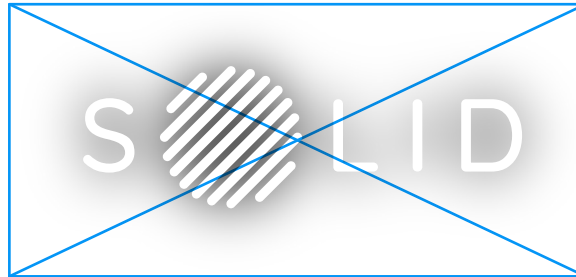Don't apply drop shadows or other effects
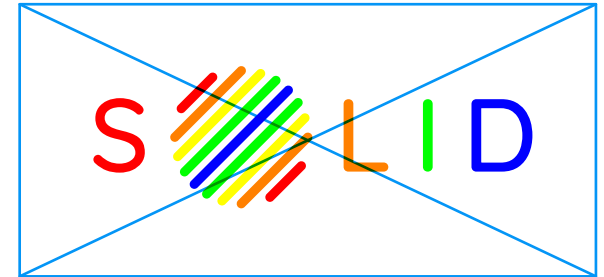
Don't make the letters different colors
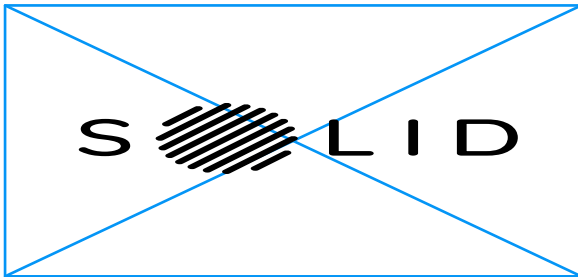
Don't alter the logo's shape or proportions
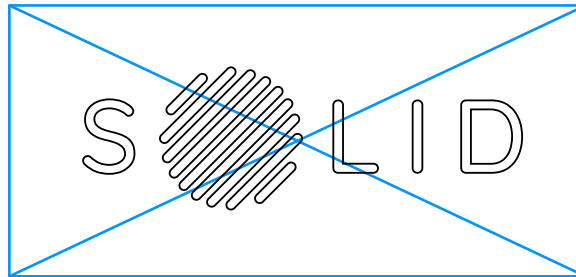
Don't outline the logo
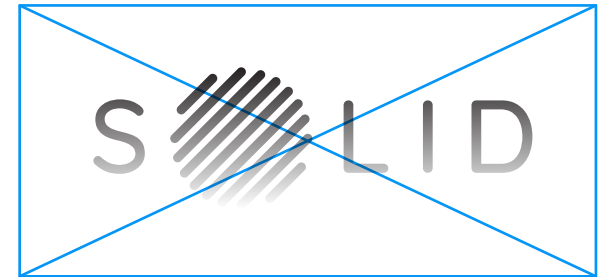
Don't fill the logo with anything other than solid colors

LOGO DON'TS

To ensure the logo is consistent across applications, avoid these treatments.

Maintain the same clear space
as the full Solid logo (see p. 3)

Don't rotate a vertical version
to make a horizontal version

45°

STYLIZED O

The logo's stylized O and its variants may be used
in isolation as design motifs, but mainly in contexts
where a version of the full Solid logo is otherwise
present. Note that the horizontal versions of the
two- and three-tiered O are distinct drawings, *not*
rotations of the vertical versions. The O's diagonal
lines should always be at a 45° angle from bottom
left to top right.

									HEX
#1A1A1A	#333333	#4D4D4D	#666666	#808080	#999999	#B2B2B2	#CCCCCC	#E5E5E5	HEX
26/26/26	51/51/51	77/77/77	102/102/102	128/128/128	153/153/153	178/178/178	204/204/204	229/229/229	RGB
0/0/0/90	0/0/0/80	0/0/0/70	0/0/0/60	0/0/0/50	0/0/0/40	0/0/0/30	0/0/0/20	0/0/0/10	CMYK

#011A2B	#013253	#024A7B	#0263A3	#037CCC	#0495F6	#4Eb7fC	#91D2fD	#CAE9FE	HEX
1/26/43	1/50/83	2/74/123	2/99/163	3/124/204	4/149/246	78/183/252	145/210/253	202/233/254	RGB
91/76/55/69	100/80/42/36	100/76/27/11	94/63/9/1	83/46/0/0	72/35/0/0	57/15/0/0	38/5/0/0	18/1/0/0	CMYK

#EA9A3d	#FFB75A	#FFDDAF	HEX
234/154/61	255/183/90	255/221/175	RGB
6/45/89/0	0/32/74/0	0/14/33/0	CMYK

COLOR PALETTE

SOLID

PRODUCT

DESIGN

In a display-oriented context (like signage or an ad), blues and yellows may be used more dominantly.

COLOR USAGE

The Solid palette's yellows and blues should typically be used as accent colors (with preference given to the default shades marked on the palette), but may be used more dominantly when emphasis warrants it. Text should stick to the gray and blue scales. At small sizes, text should be at least 50% lighter or darker than its background color.

LOREM IPSUM DOLOR SIT AMET CONSECTETUR ADIPISCING

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam iaculis lectus vitae purus vehicula facilisis. Donec sed augue vitae velit viverra gravida nec hendrerit neque. Suspendisse potenti. Sed nec tristique metus. Aliquam at sapien ligula. Suspendisse id ligula ante. Etiam lobortis condimentum faucibus. Nulla aliquet ex et scelerisque tristique.

Cras eu elit nibh. Nunc ut felis urna. In eu bibendum massa, eu malesuada risus. Donec a bibendum metus. Pellentesque sodales sem sed est mollis, sit amet sagittis est venenatis. In hac habitasse platea dictumst. Sed eget vulputate purus. Nullam id dolor erat. Praesent sit amet varius libero. Phasellus venenatis luctus leo et commodo. Ut nunc ligula, porttitor vel placerat a, consequat et magna. Aenean maximus quam tempus velit pretium, sit amet mattis turpis venenatis. Proin eget facilisis justo, ut accumsan eros.

Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Donec auctor ante id volutpat lacinia. Praesent felis justo, mattis quis accumsan non, tempor sed sapien. Vivamus at arcu iaculis, sollicitudin mauris non, sagittis orci. Fusce convallis tempus maximus. Sed quis augue at arcu consequat suscipit. Sed molestie orci nisi, a sollicitudin magna aliquet dapibus. Quisque a pulvinar urna, vitae tempus arcu. Maecenas nec mi non purus lacinia tempus.
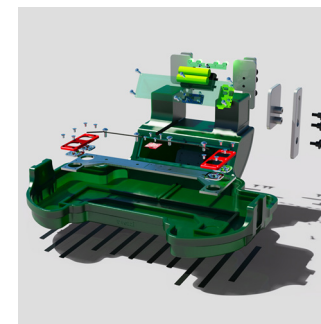
Curabitur ultrices nunc risus, a elementum sem efficitur vel. Donec mollis consectetur metus. Curabitur tempus dolor.

In an information-dense context (like a case study), blues and yellows are relegated to accents.
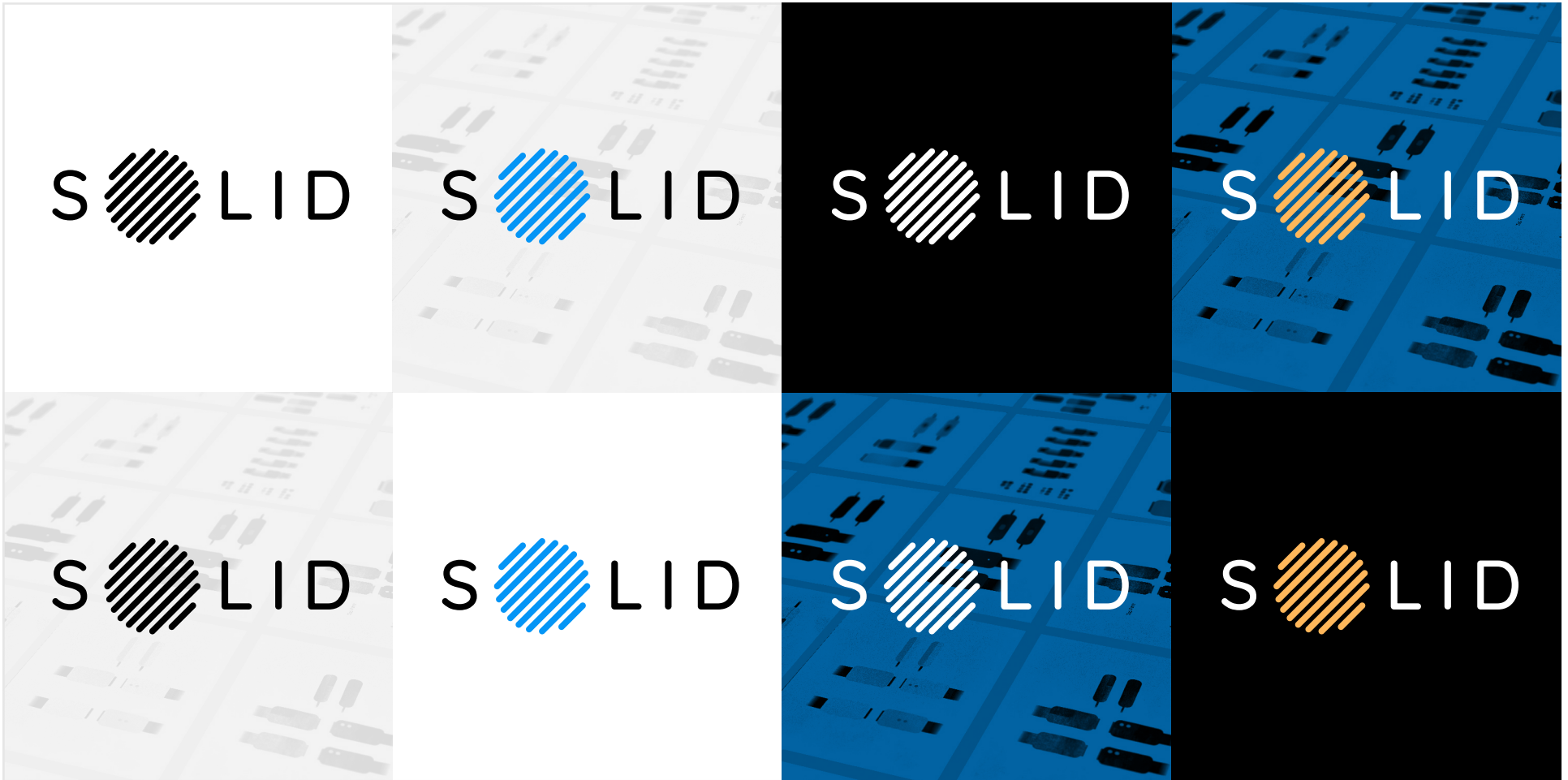
Logo treatments on light backgrounds

Logo treatments on dark backgrounds

MAIN LOGO COLOR TREATMENTS

The Solid logo's stylized O may optionally take the primary yellow or blue, but all other letters in the logo should always be black or white.

OTHER LOGO COLOR TREATMENTS

Solid Product Design Brand Guide

Headings (all caps): **Quicksand**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890/!@#$%^&*()_+<>?{}|\

Body text: **DM Sans**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890/!@#$%^&*()_+<>?{}|\

TYPOGRAPHY

The Solid brand uses **DM Sans** for body text and **Quicksand** for headings and display text. DM Sans should default to the Regular (400) and Bold (700) weights. Quicksand should default to Semibold (600) and be set in uppercase to echo its usage in the logo. (The lowercase may be used in mixed-case circumstances like "mRNA" and "McDONALD'S.") Headings using Quicksand should be at least twice the size of the body text. For smaller headings, use DM Sans at a weight of Bold or heavier.

https://fonts.google.com/specimen/DM+Sans
https://github.com/googlefonts/dm-fonts

https://fonts.google.com/specimen/Quicksand
https://github.com/andrew-paglinawan/QuicksandFamily

LOREM IPSUM DOLOR SIT AMET

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec eget vestibulum leo. Cras imperdiet id velit at maximus. Nullam turpis tortor, bibendum eu tellus nec, volutpat tempor sapien. Etiam suscipit orci vel luctus tempor. Donec faucibus rhoncus placerat. Nunc condimentum libero at risus blandit tristique. Nulla cursus, leo sed ullamcorper lobortis, nisi eros pharetra tellus, eget tincidunt lorem ante ut neque. In scelerisque erat sed bibendum placerat. Aliquam erat volutpat. Donec euismod efficitur lacus sed tincidunt. Etiam est eros, bibendum eget facilisis accumsan, rutrum quis sapien. Fusce velit diam, cursus ac ante ac, imperdiet hendrerit tellus.