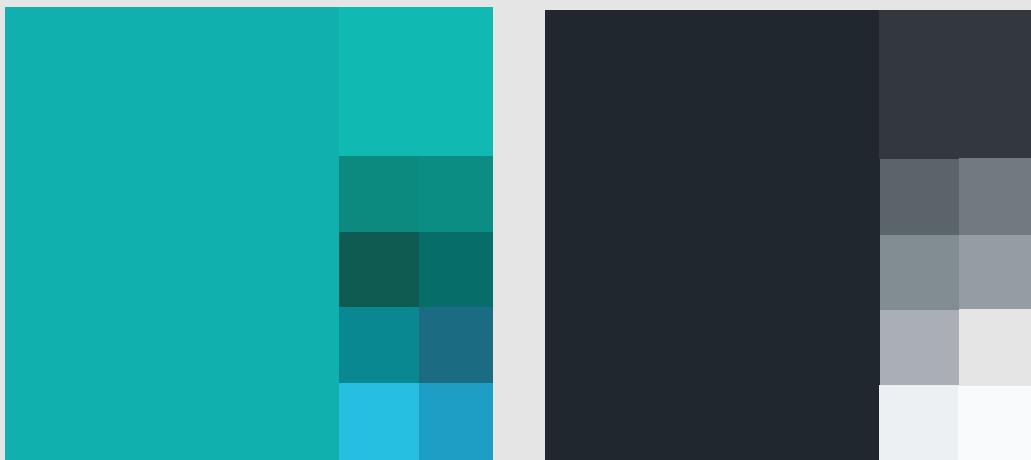

0.1.1 Carbon Solutions logo



Carbon Solutions

0.1.2 Color palette

A distinctive and reduced color palette defines the Carbon Solutions Brand. Terquoise and Charcoal are the primary brand colors and should always be used. The black, grey and white exists to complement the two color palettes. The turquoise is inspired by nature and gives associations to a green company as Carbon Solutions is.



0.1.3 Typography

The primary typeface for Carbon Solutions is Helvetica Neue as body text and it's a modern, and somewhat timeless sans serif font, it is supported by a serif font Georgia who is mainly for headlines to ensure good legibility and maintain a level and integrity of the strong brand Carbon Solutions.

Aa

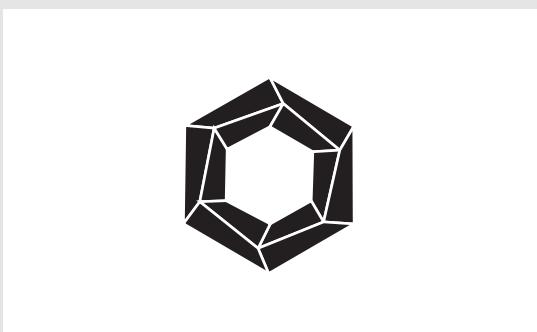
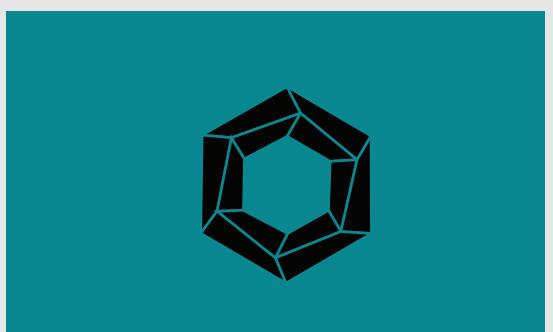
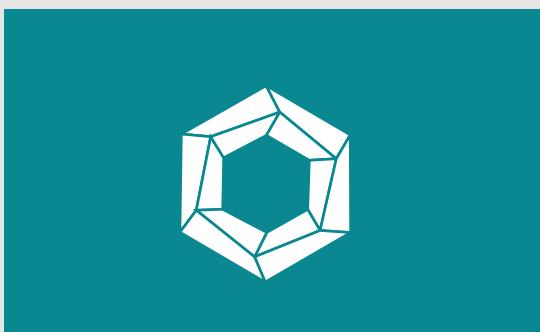
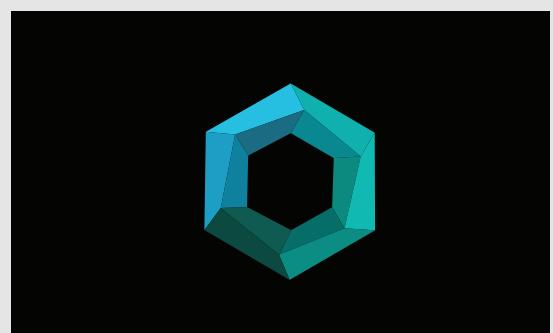
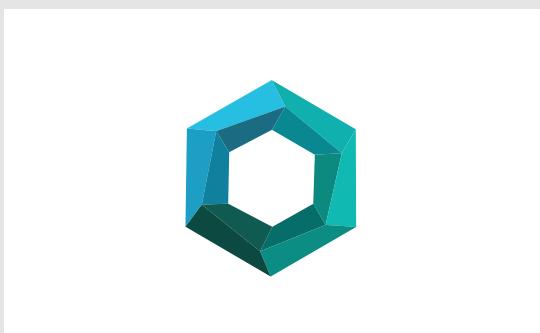
a b c d e f g h i j k l m n o p q r s t u v w x y z
1234567890 (Helvetica Neue)

Aa

a b c d e f g h i j k l m n o p q r s t u v w x y z
1234567890 (Georgia)

0.1.4 Logo variations

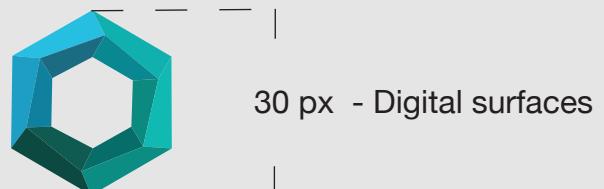
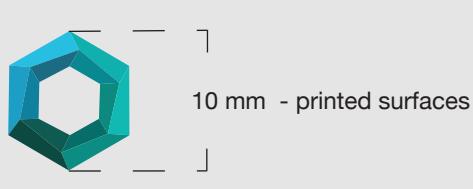
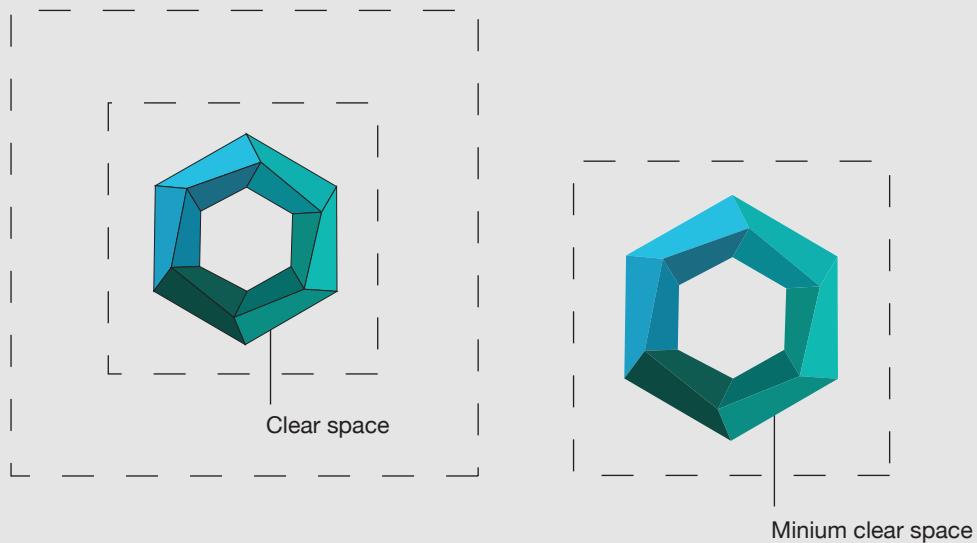
It is also important that the Carbon Solutions logotypes are reproduced in the correct colors. Reproducing the logotypes in non-brand colors will weaken recognition.



0.1.5

Clearspace and minimum requirements

To preserve the Carbon Solutions logo's integrity, always maintain a minimum clear space around the logo. This clear space isolates the logo from competing graphic elements such as other logos, copy, photography or background patterns that may divert attention. The minimum space should be maintained as the logo is proportionally enlarged or reduced in size.



0.1.6 identity in use

