

solace<sup>o</sup>

Brand Style Guide



## Logo construct

Logo should be used with clearspace around.



## Monochrome logo & sizes

Black logo should be used on lighter backgrounds.

solace°

solace°

solace°

## Monochrome logo & sizes

White logo should be used on darker backgrounds.

solace°

solace°

solace°

## Brand colors

Main color palette.

Red

HEX F04D42

RGB (240,77,66)

Yellow

HEX F3D37E

RGB 243, 211, 126

Purple

HEX D478D8

RGB 212, 120, 216

Blue

HEX 5F5DF9

RGB 95, 93, 249

## Base gradients

The warm gradient represents people and community.



Yellow  
#F3D37E

The other one stands for technology and progress.



Community

Red  
#F04D42

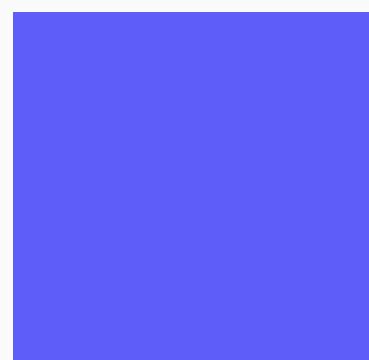


Purple  
#D478D8



Technology

Blue  
#5F5DF9



## Main gradient

Main gradient is created with base gradients and represents the synergy between community and technology.

solace°

## Color logo

Color logo can be used both  
on light and dark backgrounds.

solace°

solace°

## Circle sign

Circle sign is a symbol of safety and community.  
It can be used apart from the main logo  
as a key brand design element.



## Typography

Great geometric font we mostly use for headings and titles.

# Montserrat

Bold

ABCDEFGHIJKLMNPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&()\_-

Bold

ABCDEFGHIJKLMNPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&()\_-

## AaBbCc123

Open Sans Bold

***Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Vestibulum id ligula porta felis euismod semper. Nullam id dolor id nibh ultricies vehicula ut id elit.***

## AaBbCc123

Open Sans Bold Italic

***Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Vestibulum id ligula porta felis euismod semper. Nullam id dolor id nibh ultricies vehicula ut id elit.***

## AaBbCc123

Open Sans Regular

*Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Vestibulum id ligula porta felis euismod semper. Nullam id dolor id nibh ultricies vehicula ut id elit.*

## AaBbCc123

Open Sans Regular Italic

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## Typography

Simple and consistent font family  
we use mostly for body copy.

# Open Sans

**Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()\_

**Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()\_

**AaBbCc123**

Open Sans Bold

*Lorem ipsum dolor sit amet, consectetur adipiscing elit.  
Fusce dapibus, tellus ac cursus commodo, tortor mauris  
condimentum nibh, ut fermentum massa justo sit amet  
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Nullam id dolor id nibh ultricies vehicula ut id elit.*

**AaBbCc123**

Open Sans Bold Italic

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Fusce dapibus, tellus ac cursus commodo, tortor mauris  
condimentum nibh, ut fermentum massa justo sit amet  
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Nullam id dolor id nibh ultricies vehicula ut id elit.***

**AaBbCc123**

Open Sans Regular

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Fusce dapibus, tellus ac cursus commodo, tortor mauris  
condimentum nibh, ut fermentum massa justo sit amet  
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Nullam id dolor id nibh ultricies vehicula ut id elit.***

**AaBbCc123**

Open Sans Regular Italic

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dapibus, tellus ac cursus commodo, tortor mauris  
condimentum nibh, ut fermentum massa justo sit amet risus.  
Vestibulum id ligula porta felis euismod semper. Nullam id  
dolor id nibh ultricies vehicula ut id elit.***