

SOLAR



DRYWALL SYSTEMS

BRAND GUIDELINE

BRAND GUIDELINES

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Master Logo



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Logo variations



^
Master

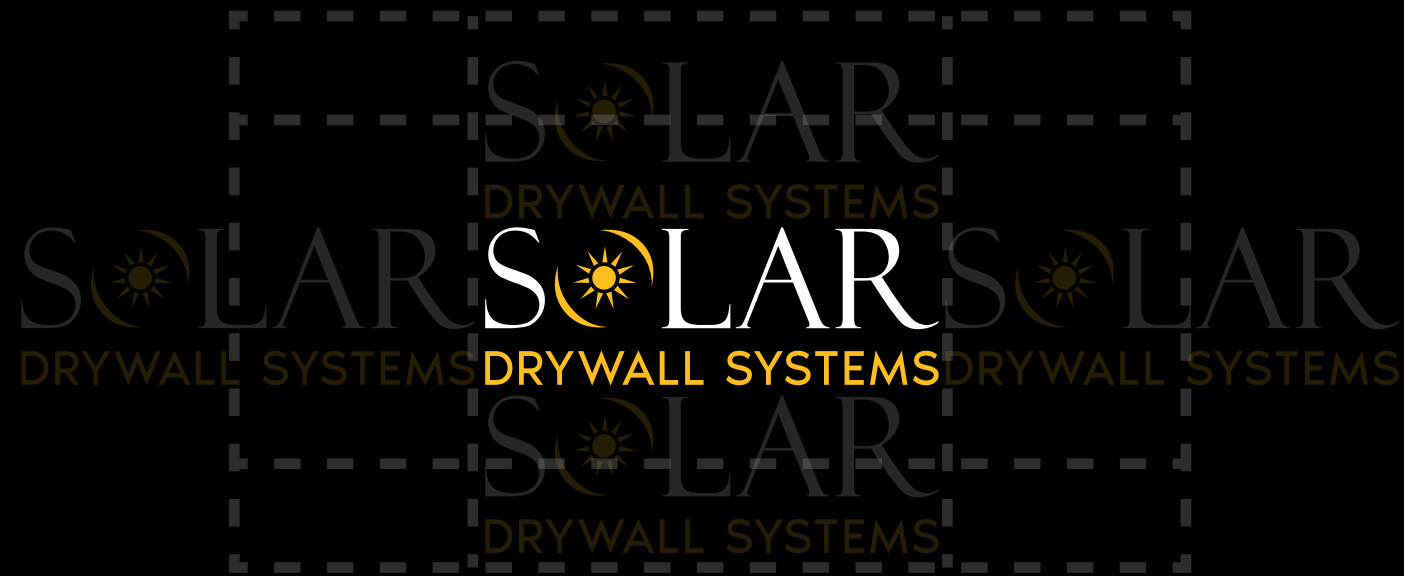
^
Icon

^
Black & white

^
Minimal

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Logo layout 1-2



Clear space (30px)

Allow a minimum spacing
of 1/2 a duplicate logo when possible.
Roughly being 30px in all directions.



Maximum width

The logo maximum width is 360px or 100mm
important, as any larger and the letters
are hard to read together. However, in some
situations you can go larger if given enough space.

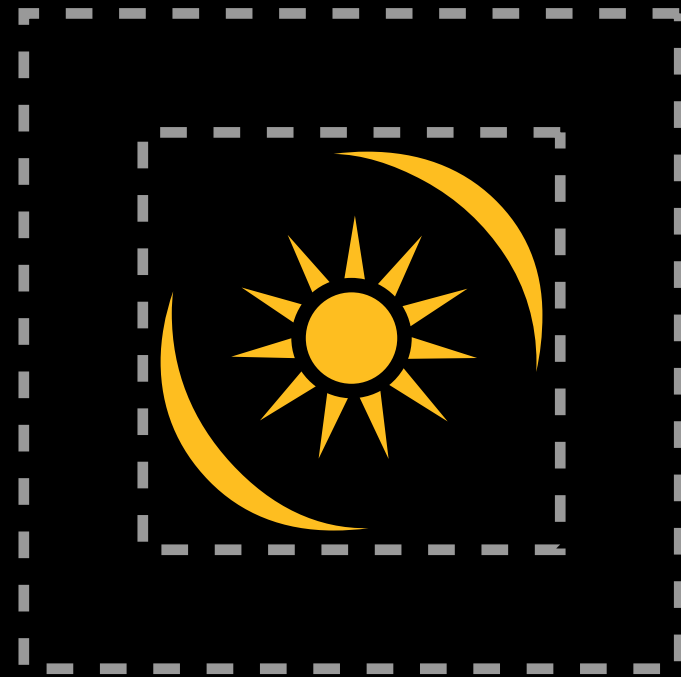


Minimum width

The logo minimum width is 170px or 30mm
important, as any smaller and the design is hard to read
aswell as the sun icon not being clear.

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Logo layout 2-2



Clear space (40px)

All forms of the logo must have a atleast designated amount of clear space on all sides unoccupied by other elements. This is to ensure the logo's visual clarity and effectiveness.

However its recommended to use exlucion zones when possible.



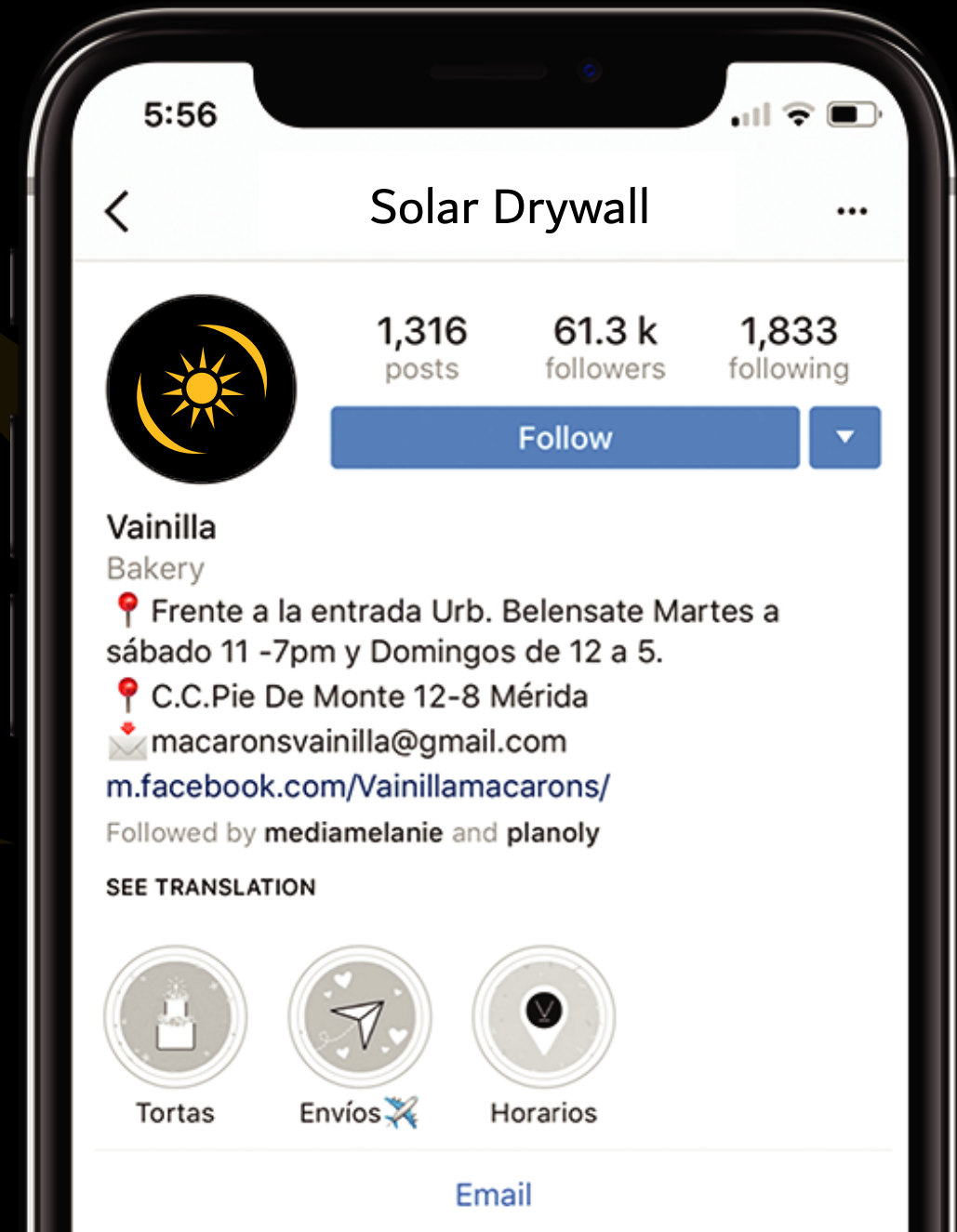
Minimum width

The logo minimum width is 35px or 15mm

Minimum width

There is no maximum width for the icon version, apply within reason.

Clear spacing is very important, it applies to every medium including social media profile icons.



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Typography 1-2

Noir Pro

Paragraph font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$%^&*()_+="':?><

Its recommended to use this as the main font for most applications.

Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh

Noir Pro Bold (Sub Titles)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam

Noir Pro Light (Body Text)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh eu-

Palatino Linotype

Paragraph font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789!@#\$%^&*()_+="':?><

Its recommended to only use this font
in logo design, rarely use it otherwise.

Regular

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed diam nonummy nibh

Palatino Linotype Bold

**Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed diam nonummy nibh**

Palatino Linotype Italic

*Lorem ipsum dolor sit amet, consectetur adipi-
scing elit, sed diam nonummy nibh euismod*

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Color palette



Brand color representation is extremely important,
Include it as an accent to every layout.
When applying **Vivid Orange** to a font,
choose Noir Pro Bold with large tracking.

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Vivid Orange

HEX	febe20
RGB	254, 190, 32
CMYK	0, 25, 87, 0

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Usecase example



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Dos and don'ts

The logo must be used as is and not be altered in any way. This means that you must not:

1. Change the logo's orientation or rotation. (Unless animating icon variant)
2. Disproportionately scale or resize the logo.
3. Change or adjust the logo's colors.
4. Display the logo with color combinations not previously specified.
5. Display the logo in a configuration not previously specified.
6. Attempt to recreate the logo.
7. Make alterations to the logo's text.
8. Add special effects to the logo.
9. Add an outline to the logo or display the logo as an outline.
10. Use the logo on top of busy photography.
11. Display other elements within the logo's designated clear space.
12. Crop the logo in any way.
13. Use a low resolution/highly compressed format



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Treatment/notes

Important, while the logo can work as a PNG/transparent or white, it's important to supply a black background when at all possible.

Respect the color scheme, don't incorporate competing colors into any brand media, **Vivid Orange** is already very vibrant so choose carefully when using images or other colors.

When using black and white media, try to use either solid white or solid black variants and not a grayscale.

It's very important to allow the Master Logo enough space, you can get away with leaving little to no space with just the Icon variant.

Less is more, when designing a website/company card, try to not to clutter the logo, once again, this design works best when it's given the space it needs.

When designing brand material make sure to only use the type fonts of Noir Pro and in some rare occasions Palatino Linotype.

The Icon variant can be used in more creative ways and doesn't have as much restraint as the Mater Logo, try using it very large in background or with opacity over an image to add character to brand material.

When using the logo on web media, the logo can be animated slightly but its not recommended, logo works best when its static/fixed to the page.

Thats it! Any questions can be sent to devon@devsurf.ca

