



SOLAR

Brand Guidelines

Version 1.0

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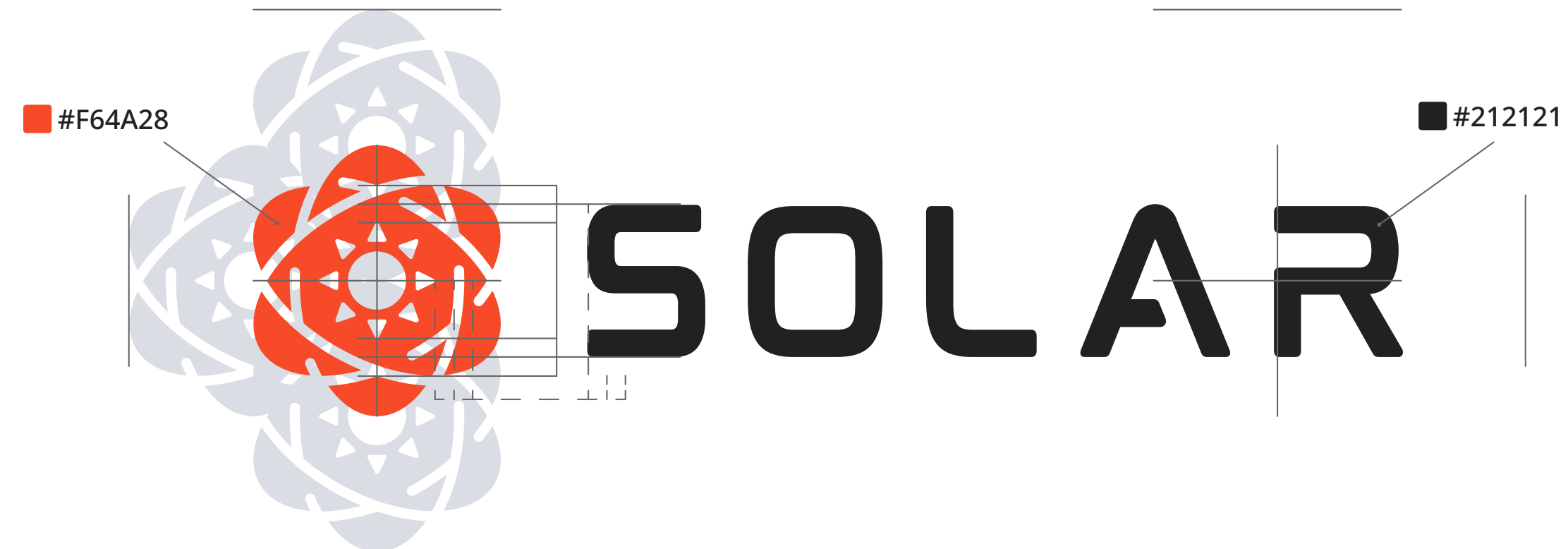
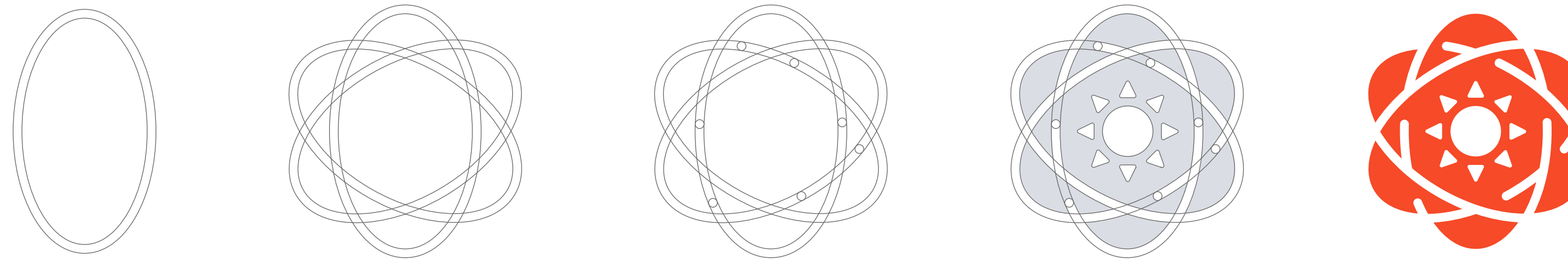
03. Corner waves

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01. Logo



The Solar logo has the shape of an atom, with a few electrons on it, in a minimalist and modern way. In the center there is a sun. It is preferable that the logo is used as a whole, although depending on the context, the isotype alone can be used.



01.1. Variants



Variations of the logo will be used where their context requires it. Two situations are also clarified as to how the logo should not be used, both when there is very low contrast with the background and when it is distorted.

Monochromatic



Usage example



Other version



Don't use with low contrast



Don't use distorted



02. Typography



The typography we recommend for use in Solar's publications and advertising material is Noto Sans. It is a modern typography, with italic styles, multiple weights and widths, modern design and great legibility.

Google Fonts

Noto Sans

Heading

■ #212121

Highlighted

■ #F64A28

Body

■ #444444

■ #606060

NOTO SANS LIGHT
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$€&()*?!@

NOTO SANS MEDIUM
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$€&()*?!@

NOTO SANS SEMIBOLD
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$€&()*?!@

NOTO SANS BOLD
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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NOTO SANS LIGHT
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ABCDEFGHIJKLMNOPQRSTUVWXYZ
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NOTO SANS MEDIUM
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NOTO SANS SEMIBOLD
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ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$€&()?!@*

NOTO SANS BOLD
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ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$€&()?!@*

03. Corner waves



With the "corner waves" we wanted to give a characteristic touch to the brand identity, providing a quick association for people. They demonstrate Solar's dynamism and capacity to evolve. These waves must always meet certain characteristics:

- They should never occupy a large part of the visual space.
- White waves always go to the front, never the other way around.
- The edges must never go behind the logo.
- Maximum 3 waves in the same image

Gradient wave

■ #F64A28

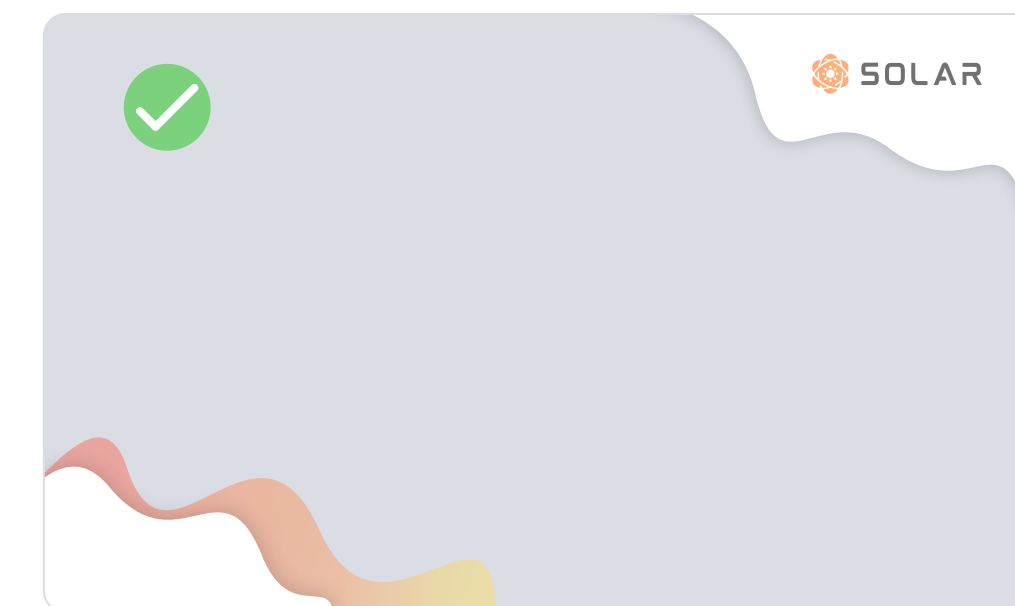
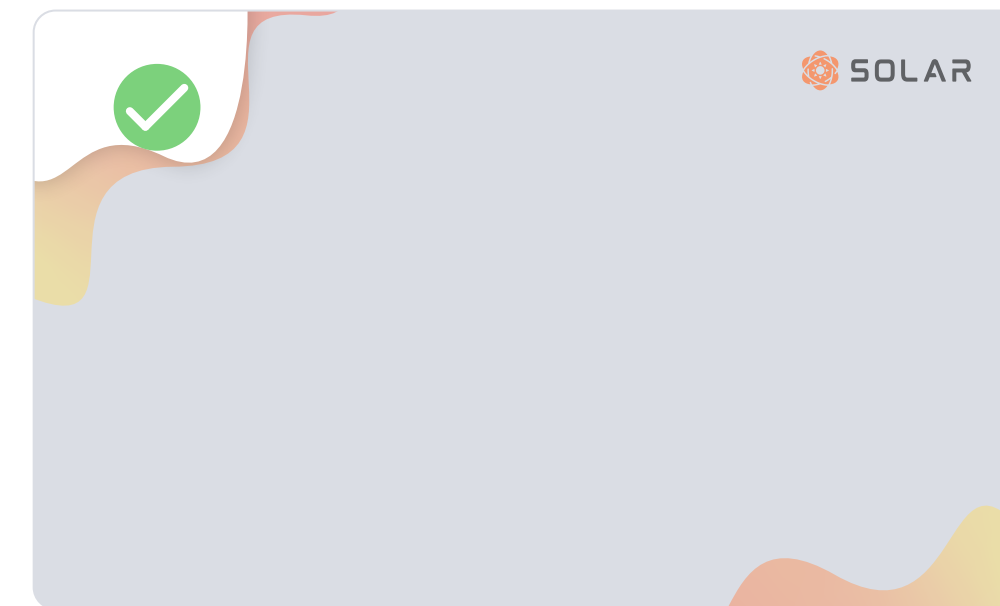
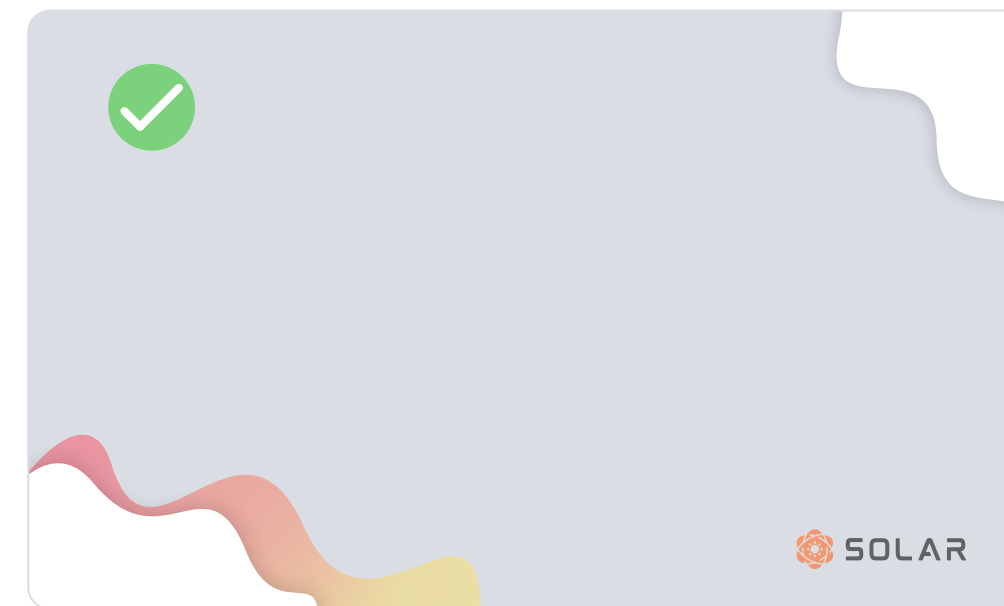
■ #EB5344

■ #FBBC3A

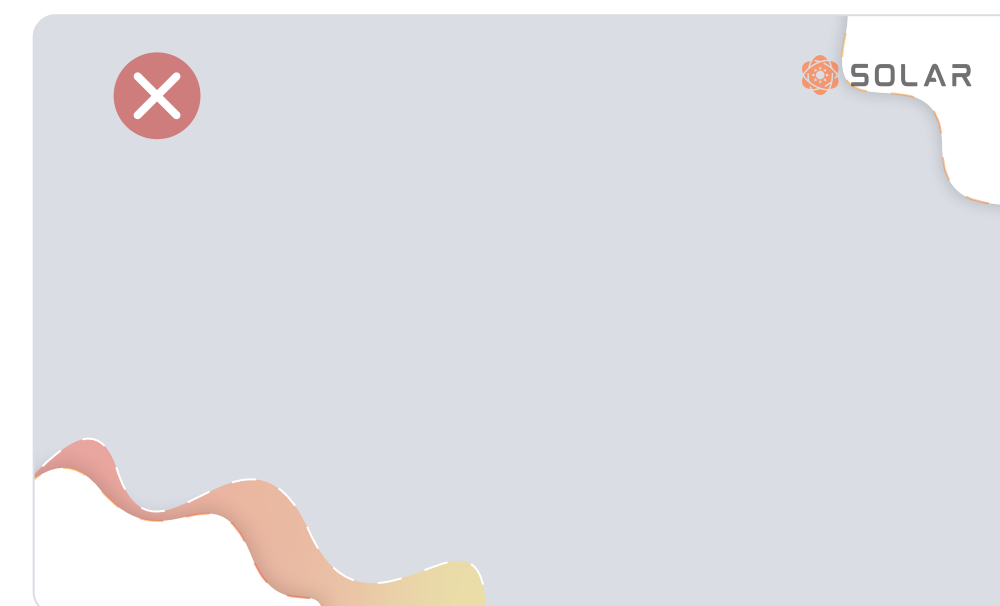
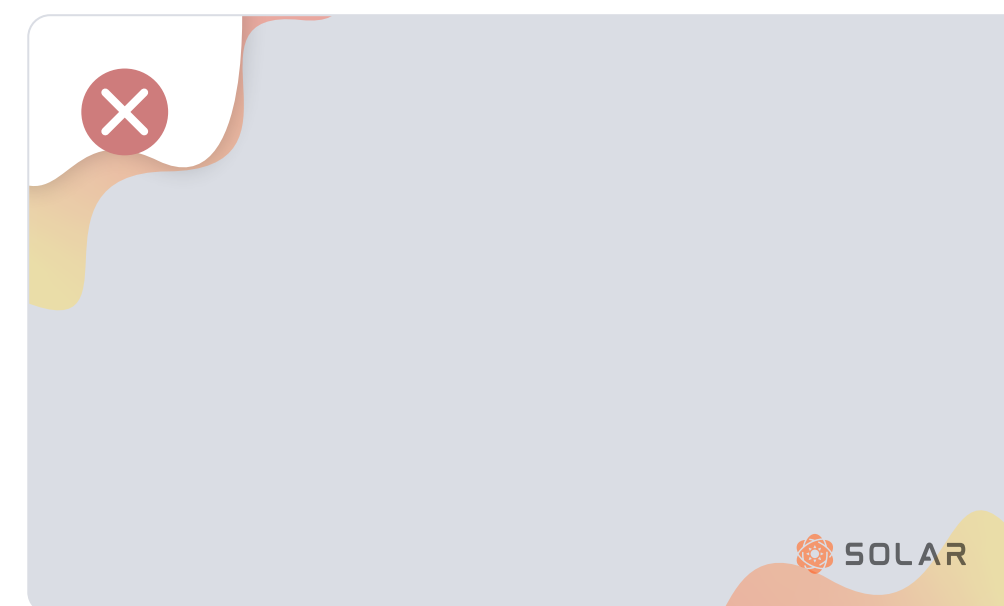
White wave

□ #FFFFFF

Drop shadow
Mode: Multiply;
Opacity: 20%;



Don't use it behind the logo if it does not have good visibility.



04. Social Media Examples



Given what has been described so far, below are two examples of advertising images that could well be published by our team. Of course, there is space for creativity, but always keeping in mind the visual style of the brand.

Solar Wallet!

Now available on **Windows**, **MacOS** and **Linux**

The #SolarNetwork Wallet is available for download so users can test the network. Message [@SXPDelegate](#) on [Telegram](#) or [Twitter](#) to get testnet SXP to use for free!

