



BRAND IDENTITY STANDARDS

NOVEMBER 2020



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*If you have any questions about the contents of this manual or its use, or you require design support to create something that is not shown here, please don't hesitate to reach out to Beth Brady at **Beth.Brady@crisisnetwork.org***

THE SOLARI BRAND

Graphic identity is an important element of any organization. A corporate symbol serves to unify the organization and make it easily recognizable to all who see it.

We have developed a visual branding system around Solari to support the launch of our new identity, and we look to our people to help with its introduction to the community and ensure that we are consistent in how we represent this brand to the various audiences we serve.

This manual serves to outline the proper uses of our identity. Used properly and consistently, the logo and its various creative elements will become synonymous with Solari.

The logo represents our organization's focus on the individual's unique needs as well as the variety of resources Solari brings to bear for the people we serve.

These guidelines are established so that our brand will enhance our organization's image and serve to unify our messaging. As you refer to these guidelines, always remember that as representatives of Solari, you are the keepers of our brand. You are responsible for using the brand in ways that are consistent, thoughtful and appropriate.

We trust that you will do so, and we thank you for fulfilling the Solari promise to continue serving people in need by providing programs and resources that promote care and dignity.

Thank you,

Justin Chase
President and CEO

COLOR PALETTE

The Solari color palette consists of a four primary colors. The colors are based on the Pantone Matching System (PMS). CMYK, RGB and Hexadecimal (HEX) values of these colors are provided below for situations that do not allow PMS colors.



PMS 268

C:80 M:100 Y:12 K:2
R:92 G:44 B:129
HEX: #5B2C81



PMS 7548

C:0 M:25 Y:100 K:0
R:255 G:194 B:14
HEX: #FEC10D



PMS 368

C:57 M:0 Y:100 K:5
R:122 G:193 B:67
HEX: #7AC142



PMS 424

C:0 M:0 Y:0 K:60
R:128 G:130 B:133
HEX: #808285

TYPOGRAPHY

HEADLINE AND BODY FONTS

AGENDA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

AGENDA LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

AGENDA MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

AGENDA MEDIUM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

AGENDA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

AGENDA BOLD HEADLINE

Agenda Bold Headline

AGENDA MEDIUM HEADLINE

Agenda Medium Headline

Agenda Medium Subhead

Agenda Medium Italic Subhead

Agenda Light Subhead

Agenda Light Italic Subhead

Agenda Light used as body copy

Agenda Light Italic used as body copy

QUOTATIONS / SPECIAL CALL OUTS

ARCHER BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

ARCHER BOOK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

ARCHER BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

ARCHER BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Archer Book used as accent copy

Archer Book Italic used as accent copy

Archer Bold used as accent copy

Archer Bold Italic used as accent copy

CORPORATE LOGO

STANDARD ORIENTATION

The Solari corporate mark consists of an “S-swirl” symbol with the full organization name typeset to its right with descriptive tagline below.



VERTICAL ORIENTATION

In certain instances, where space is limited, the logo may be oriented in a vertical configuration where the “S-swirl” is stacked above the organization name.



THE “S-SWIRL”

The company logo represents the coming together of our service offerings and symbolizes our focus of bringing community resources for caring to each individual.



ACCEPTABLE LOGO USAGE

COLOR



BLACK



COLOR / REVERSED
ON BLACK BACKGROUND



WHITE / REVERSED

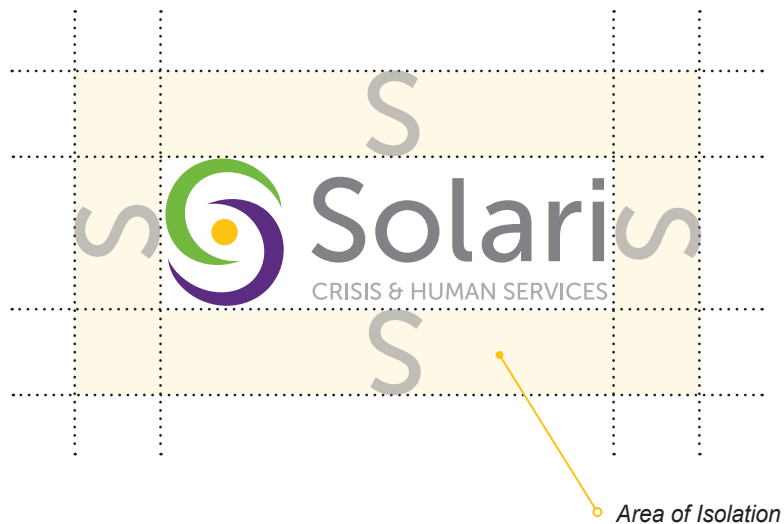


WATERMARKED



AREA OF ISOLATION

An area of isolation equal to the height of the capital “S” should surround the logo. No other elements should appear within this area. The logo should also not be placed next to complex or distracting elements that compete visually with the logo.



SERVICE LINES - CATEGORIES

Sub-branding of the service lines will occur at the “network” level where either **Crisis Response Network** or **Community Support Network** logotype is to be used to designate a particular category of service.

The logotypes may be used separately or together. They should not be used where the Solari brand cannot be visible.

However, the category logotype should not be combined with each other, combined with the Solari mark or altered in any way.

Where the logotype is not necessary or where the Solari logo is not visible, the categories can be presented in text.



Crisis Response
NETWORK

Community Support
NETWORK