



Brand Guidelines

May 2023



About us

Welcome to Solarnet Communications Ltd your number one source for all things with IT Consultancy, Cyber Security and Network Design. We're dedicated to giving you the very best service, with a focus on dependability, subject matter expertise and uniqueness. Founded in 2006 by Mike Smith, Solarnet Communications Ltd has come a long way from its beginnings as a small consultancy business to a channel partner of one of the world's renowned Cyber Security SOAR platform creators.

We hope you enjoy our products and services as much as we enjoy offering them to you.

"design is not just what it looks like and feels like.
design is how it works"

Steve Jobs

Our logo

Our logo represents the global network between IT and Cyber Security industries.

The blue palette stands for trust, protection and reliability, while the pop of orange represents our bold approach to solving problems.



Logo with strapline

Providing solutions for tomorrows problems

The preference is for the strapline to be used with the logo. there is a vertical and horizontal option. The logo must have a clear space around it , - see page X.



Vertical



Horizontal

Exclusion zone

To keep the SolarNet logo on brand, there is a requirement of an exclusion space around it. When other visual elements are too close to the logo it can take away the page hierarchy or create brand confusion. The space applies to the logo with or without the strapline.



Logo usage

The logo with or without strapline must not be

used on an angle

stretched or distorted

have a different font



There must be a clear contrast between the logo and the background

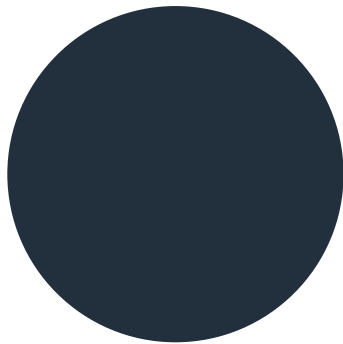


Colours

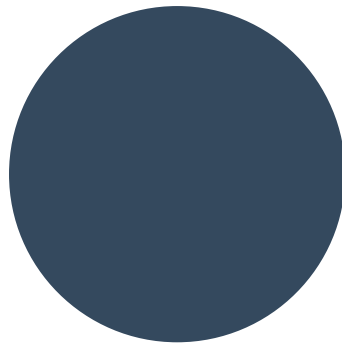
Our brand is made up of the following colors. Any colors outside of this palette must be approved by the Brand Guardian - see page 13 for details.

Primary colours

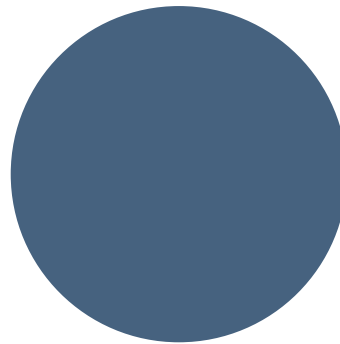
Accent colour



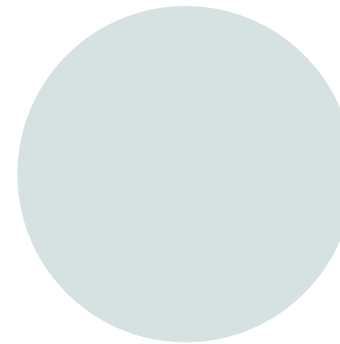
RGB: 34, 47, 61
CMYK: 44, 23, 0, 76
HEX: #222f3d



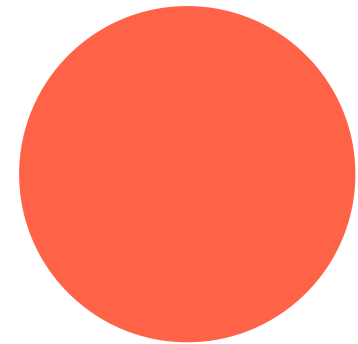
RGB: 52, 73, 94
CMYK: 45, 22, 0, 63
HEX: #34495e



RGB: 70, 98, 127
CMYK: 45, 23, 0, 50
HEX: #46627f



RGB: 214, 226, 226
CMYK: 5, 0, 0, 11
HEX: #d6e2e2



RGB: 255, 99, 71
CMYK: 0, 61, 72, 0
HEX: #FF6347



Typography

Typography is the work of typesetters, typographers, graphic designers, art directors, comic book artists, graffiti artists and now anyone who arranges words, letters, numbers and symbols for publication, display or distribution.

Accessibility

Try not to use more than one word that is ALL CAPITALS, this is difficult for people with visual impairments to read as they cannot see the ascenders and descenders of the letters.

Tone of voice

SolarNet Communications Ltd tone of voice focusses on knowledge, and trust. The language is easy to understand not too many acronyms. The overall tone is one that is positive and problem solving.



Primary font

Font Awesome

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Secondary font

Gill Sans - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

abcdefghijklmnopqrstuvwxyz

Gill Sans - Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

abcdefghijklmnopqrstuvwxyz

Gill Sans - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

abcdefghijklmnopqrstuvwxyz



Image guidelines

High quality images are to be used. They are to be representative of a modern thinking company.

Keyword search could include: conceptual technology, cyber, digital networking, IT,, technology.

Contact the brand guardian on (page 13) for images and photo platforms.



Image applications

At times, it may be necessary to add a tint overlay with adjusted transparency to suit the product and still allow clarity of the image underneath.



Logo over images

70% transparency
of #46627f



80% transparency
of #222f3d



Contacts

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Brand guardian

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Let's get social



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www.solarnet-comms-ltd.co.uk

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SolarNet