



Brand Guide

9.0 JUNE 2019

© 2019 Solodev. All rights reserved worldwide. And off planet.



Contents

- 03** Overview
- 04** Solodev Logo Usage
- 05** Solodev DCX Product Logos
- 06** Logo Clear Space
- 07** Brand Colors
- 08** Typography
- 10** Incorrect Logo Usage
- 11** Powered by AWS Logo Lockup





Welcome to the Solodev Brand Guide. Our flagship product, Solodev DCX, is a content management and customer experience platform that lets individuals and organizations work together on their digital transformation. Teams use our software and resources to collaborate and build amazing websites, review code and content, access training, and share their most ambitious ideas with 24/7 support – all powered by AWS.

The Solodev brand is also an experience. With this guide, you can help maintain the visual tenants of our identity across an ever-expanding universe of content channels and media applications. Follow the instructions carefully and direct any specific questions to info@solodev.com

Solodev Logo Usage

The Solodev logo is a modern “luxe” design, evoking the age of SaaS (Software as a Service) and the dominance of the Cloud. It features clean, simple geometries that are elemental yet sophisticated. The “star” graphic provides a visual navigation that guides the viewer towards the center of our universe, where customer experience and the power of digital technologies converge. Each of the seven points of the star represent our core brand values: *Integrity, Empathy, Service, Craftsmanship, Pride, Playfulness, Exploration.*

The outer red box represents the solid foundation of technology that elevates our commitment to customers and the strength of our brand in supporting their needs.



Solodev Primary Logo Format

The primary logo is the preferred format. Wherever possible, default to this orientation. The full color version is preferred, but the solid black be used for single color applications.



Secondary Logo Format

When the production requirements are not ideal for the primary logo, the secondary horizontal or “landscape” format be used as a substitute.

Solodev DCX Product Logos

The Solodev DCX product logos are reserved for use in the AWS Marketplace on the Solodev listing pages, or to promote the listings in other media or communications. Use the approved colors as shown, and only use the gray version for the BYOL editions.



*Solodev DCX
Enterprise Edition for Docker*



*Solodev DCX
Enterprise Edition*



*Solodev DCX
Professional Edition*



*Solodev DCX
Lite Edition*

Bring Your Own License (BYOL) Editions



*Solodev DCX
Enterprise Edition*



*Solodev DCX
Professional Edition*

Logo Clear Space

To provide the maximum legibility and maintain optimal reproduction, it is important to provide a minimal amount of clear space around the Solodev logo. Use the “d” in the Solodev text as a reference for maintaining sufficient space as shown.

Primary Logo Format



Secondary Logo Format



Brand Colors

The Solodev logo should only be used with the primary brand colors: Pantone 485 red or black. Within the AWS Marketplace listings, the BYOL product logo also be used with PMS 7463 gray. All other secondary colors should be used for graphics or accents in brand communications assets.

Primary Logo Colors



Pantone: 485 C
RGB: 235 | 38 | 38
CMYK: 1 | 98 | 98 | 0
HEX: EB2626



Pantone: Black
RGB: 0 | 0 | 0
CMYK: 0 | 0 | 0 | 100
HEX: 000000

Secondary Brand Colors



Pantone: 3588 C
RGB: 244 | 145 | 54
CMYK: 0 | 52 | 100 | 0
HEX: F49136



Pantone: 219 C
RGB: 233 | 22 | 135
CMYK: 0 | 98 | 4 | 0
HEX: EB2626



Pantone: 2995 C
RGB: 80 | 168 | 219
CMYK: 65 | 18 | 0 | 0
HEX: 50A8DB



Pantone: 2366 C
RGB: 114 | 104 | 171
CMYK: 63 | 65 | 0 | 0
HEX: 7268AB



Pantone: 2287
CMYK: 63 | 0 | 97 | 0
RGB: 96 | 200 | 69
Hex: 60c845



Pantone: 485 C
RGB: 235 | 38 | 38
CMYK: 1 | 98 | 98 | 0
HEX: EB2626

BYOL Logo Color



PANTONE: 7463
RGB: 45 | 61 | 79
CMYK: 84 | 69 | 47 | 39
HEX: 2D3D4F



Pantone: 485 C
RGB: 235 | 38 | 38
CMYK: 1 | 98 | 98 | 0
HEX: EB2626

Typography **Screen & Print**

There are two approved typefaces for the Solodev brand: Inter for screen applications, and Proxima Nova for print. Do not use other fonts as replacements or substitutes for these approved faces.

Screen

Inter Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Inter Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Inter Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Print

Proxima Nova

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Proxima Nova Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Proxima Nova Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Typography Documents and Presentations

For applications such as Microsoft PowerPoint and Word, it is helpful to use a font that is cross-platform and provides ease of use. In these specific platforms, use Arial as an alternate font.

Alternate Font

Arial

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Arial Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Incorrect Logo Usage

To maintain consistency in all communications and media, do not modify the Solodev logo in any of the following manners:



Do not invert colors or distort the logo by reducing space or size.



Do not use colors outside of the approved logo colors.



Don't crop the logo mark and follow the clear space rules carefully.



Do not outline to the logo, even if the colors are brand approved.



Do not place the logo behind a busy or cluttered background.



Do not alter the orientation of the logo graphic elements.

Powered by AWS Logo Lockup

As an AWS partner, Solodev has permission to use the “Powered by AWS” mark in our communications. When pairing the “Powered by AWS” logo with the Solodev logo, position it as shown below.



Following the clear space rule, position the “Powered by AWS” logo in this position relative to the Solodev logo.



Brand Guide - 2019

9.0 JUNE 2019

© 2019 Solodev. All rights reserved worldwide. And off planet.

