

# **Brand Guide**





JUNE 2019

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**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 collborate 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 <u>info@solodev.com</u>



### 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 may 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 may 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



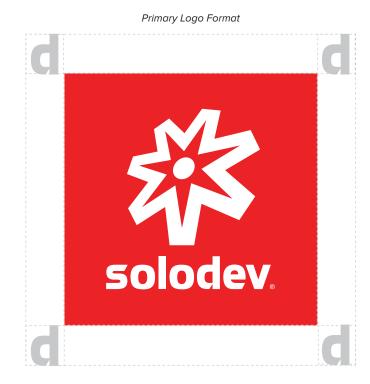
Solodev DCX Professional Edition



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### 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.

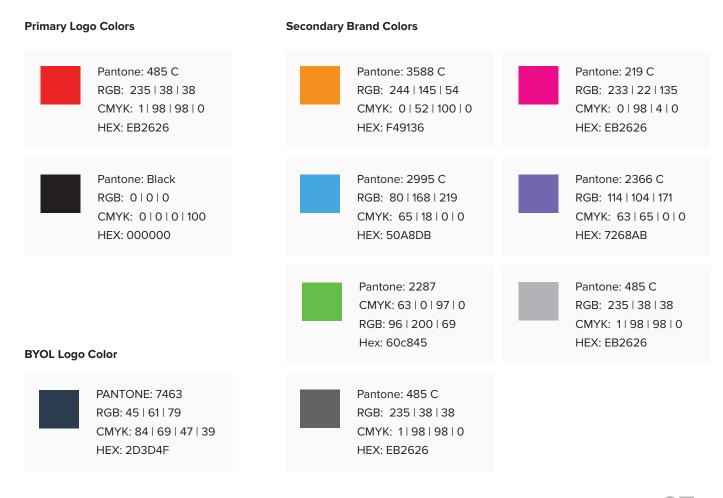






### **Brand Colors**

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 may also be used with PMS 7463 gray. All other secondary colors should used for graphics or accents in brand communications assets.





#### **Typography** Screen & Print

There are two approved typerfaces 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 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 j 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 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 j i j k l m n o p q r s t u v w x y z 1234567890

Inter Medium A B C D E F 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 j 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

Proximo NovaProximo Nova BoldABCDEFHIJKLMNOPQRSTUVWXYZABCDEFHIJKLMNOPQRSTUVWXYZabcdefjijklmnopqrstuvwxyzabcdefjijklmnopqrstuvwxyz12345678901234567890Proximo Nova MediumABCDEFHIJKLMNOPQRSTUVWXYZABCDEFHIJKLMNOPQRSTUVWXYZJune State S

 $1\,2\,3\,4\,5\,6\,7\,8\,9\,0$ 

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#### **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 H I J K L M N O P Q R S T U V W X Y Z a b c d e fjijklmnopqrstuvwxyz 1234567890

Arial Bold A B C D E F 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 j i j k l m n o p q r s t u v w x y z 12 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.





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