

Brand Guide



SOLARIA
DESIGN

'FIND YOUR LIGHT'



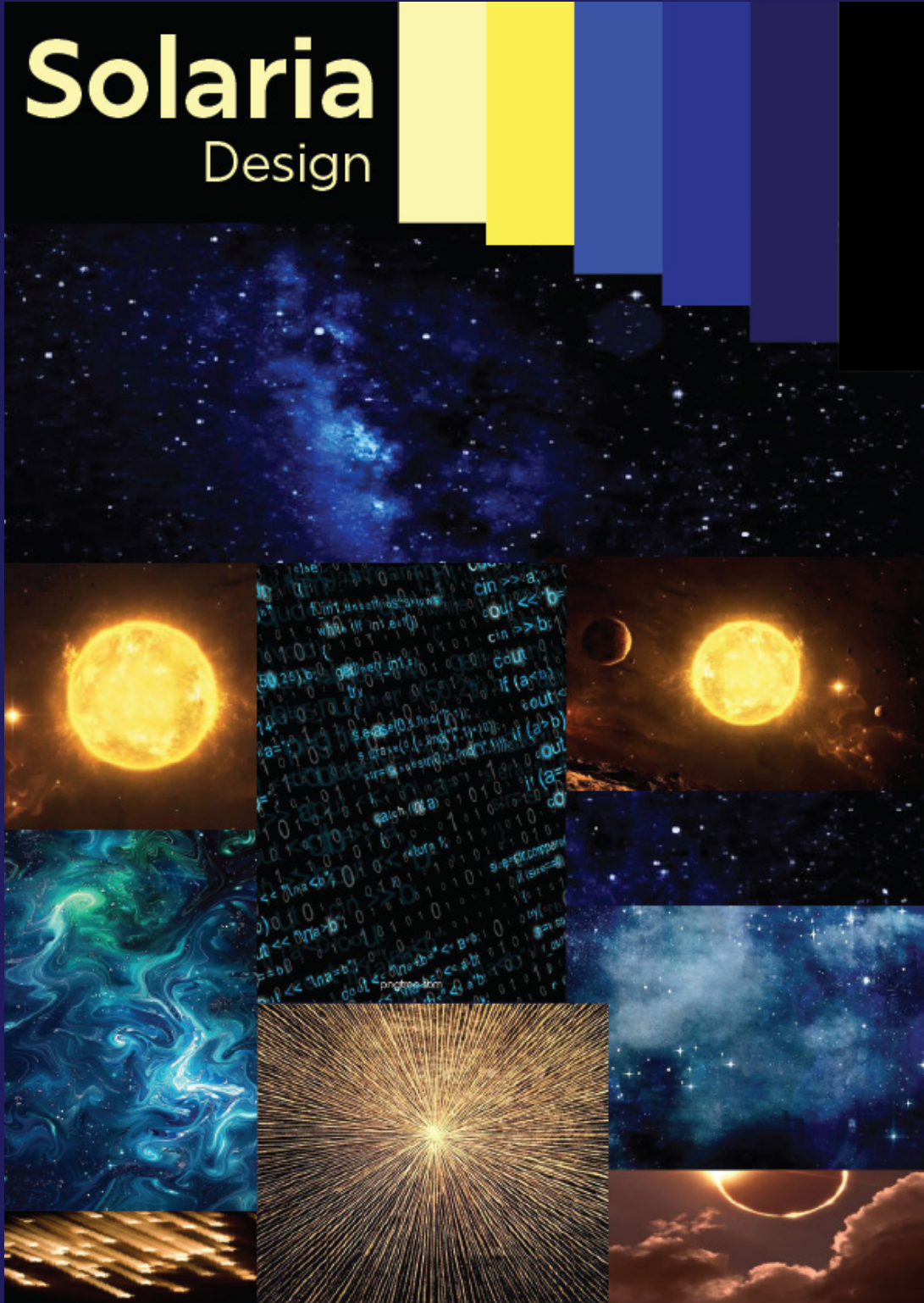
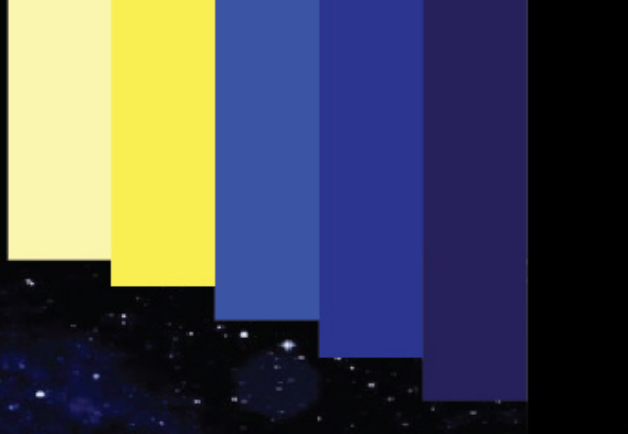
Content

1. Moodboard
2. Tone of voice
3. Typography
4. Color palette
5. Logo



Moodboard

Solaria
Design





Tone of voice

Formal

A straight-forward, informing way of speaking or writing.

The formal tone implies, that we are profesional in our work

Example

Dear Mr./Mrs. (name),
I am writing this email to inform you that the first version of the prototype will be finished by the end of the week.

Respectful

While talking to the clients, we keep in mind the workflow, schedule, wants and needs and keep personal details out of the conversations.

Me and my team would like to schedule an online meeting the following week to get your opinion and feedback. Could you please inform us about your availability so we can choose a date and time suitable for both parties.

Friendly

We also keep the atmosphere friendly and inviting to come across as welcoming and approachable..

Thank you for your time and attention and I will be looking forward to hearing from you.
Sincerely,
(name of the group member)



Typography

Headline text

Rig Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Paragraph text

Rig Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



Color palette



Main colors

The two main color are **yellow** and **dark blue**, to capture the main vibe of the studio- the universe.

Secondary colors

Black and light yellow are the secondary colors we use for smaller details in the products.

Accent colors

The compliment colors are **two tones of blue** to use for more detailed products and give more color to the look we are going for.



Logo

Typography: Rig Sans Bold



Primary logo

Submark+favicon



SOLARIA
DESIGN



'FIND YOUR SPARK'

Used for offline documentation

