

# SOLARIA DESIGN BRAND GUIDE



**'FIND YOUR SPARK'**



## CONTENT

1. Content
2. Brand Story
3. Moodboard
4. Tone of Voice
5. Typography
6. Color Palette
7. Logo
8. Don'ts
9. Do's

'FIND YOUR SPARK'



## BRAND STORY

Solaria Design is a group of creative individuals. We are a group who like to explore the field of research, Design and development. With our knowledge we think we can change the way people look at this world. We explored the boundaries of the sunlight. We can help clients and companies get a voice that will be heard along the universe. The spark of our group is the heart of Solaria Design. With this spark we can create, inspire and stand out.

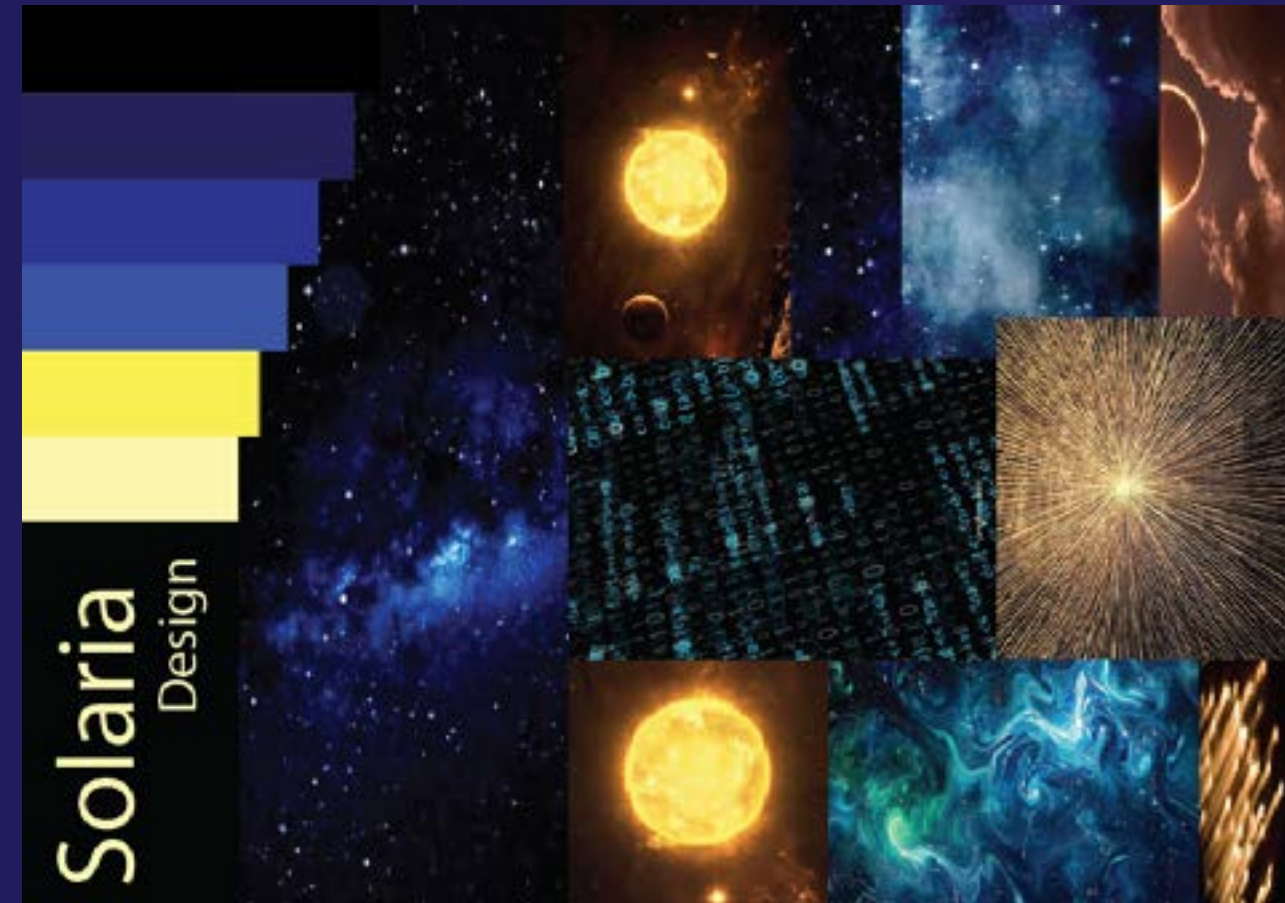
What makes Solaria unique is our spirit of adventure. We embrace uncertainty, knowing that it's in the unknown where the best discoveries are made. Our team thrives in the world of digital transformation, constantly learning, adapting, and seeking out new ways to create value. We believe that innovation comes from stepping outside comfort zones and embracing the thrill of the journey.

As we continue to evolve our mission remains clear to guide our business through the unpredictable adventure. With our web development expertise, we have a strategic marketing insight approach. We at solaria are ready to spark your light into new beginnings.

'FIND YOUR SPARK'



# MOODBOARD



'FIND YOUR SPARK'



# TONE OF VOICE

## Formal

A straight-forward, informing way of speaking or writing. The formal tone implies, that we are profesional in our work

## Respectful

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

## Friendly

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

## Examples

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.

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.

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

'FIND YOUR SPARK'



# TYPOGRAPHY

**Titles**

**Rig Sans Black**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

**Headers**

**Rig Sans Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

**Text**

Rig Sans Regular

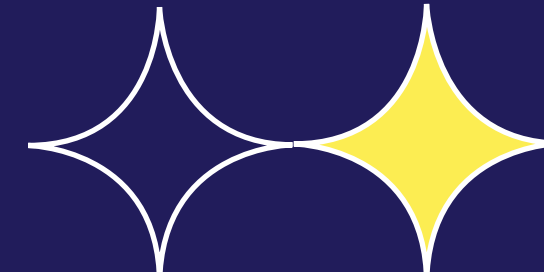
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

'FIND YOUR SPARK'

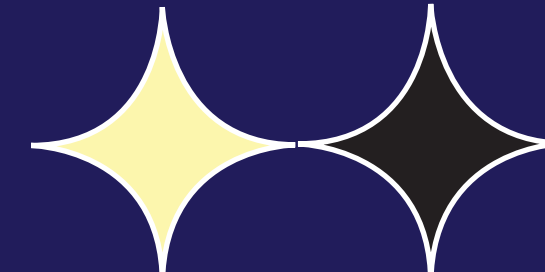


# COLOR PALETTE



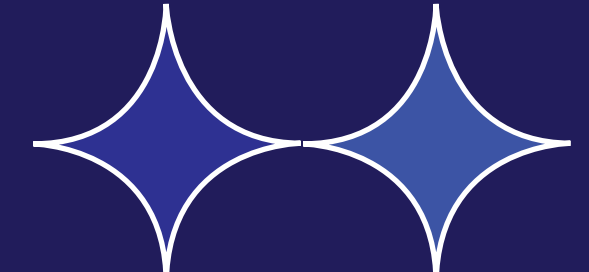
#211C5B

#FEED54



#FCF6AD

#231F20



#2E3192

#3C54A5

## Primary

The two main color are: yellow and Dark Blue, to capture the main vibe of the studio (universe).

## Secondary

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

## Tertiary

The compliment colors are two tones of blue to use for more detailed products and give more color to our brand.

'FIND YOUR SPARK'



# LOGO

## Primary Logo



## Submark/ Favicon



## Wordmark

**SOLARIA  
DESIGN**  
'FIND YOUR SPARK'

## Colors



## Typography

Rig Sans Bold

'FIND YOUR SPARK'



# LOGO DON'TS

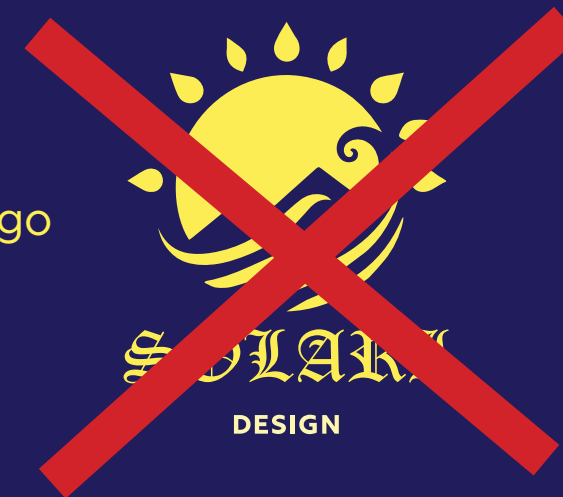
Don't stretch the logo horizontally  
or vertically



Can't rotate the logo



Don't change the  
typeface on the logo



'FIND YOUR SPARK'

# LOGO DO'S

You can use the logo without icon

**SOLARIA  
DESIGN**  
'FIND YOUR SPARK'

You can use the logo without the text



You can use the logo black & white



**Thanks For  
Your Attention**

**'FIND YOUR SPARK'**