



| **GRAPHIC STANDARDS**  
REFERENCE GUIDE



# Graphic Standards Reference Guide

June 2016

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## **SOLENO TEXTILE**

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**SOLENO**

Mastering Storm Water

# Description

---

## Graphic symbol:

The concentric circles are reminiscent of pipes, or the shape of hoses. Circles and lines that converge toward the centre suggest the water cycle, and mastery of this element. The graphic style is simple and the lines are pure, to convey a solid, easily identifiable image.

## Typography:

The type font was chosen in order to convey a contemporary, solid and technological image. It thus provides a good foundation for the logo, reinforcing the idea of control.

## Colours:

The green colour relates to the Earth, the environment and the agricultural world, where Soleno began its activities. This green hue also closely resembles the company's accessories.

The grey properly represents the technological aspect of human constructions, and his influence on the natural elements.



# Colours

## PMS (coated paper)



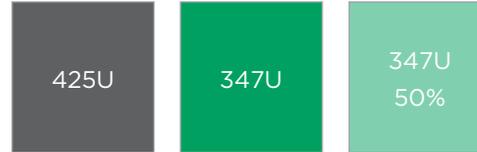
## PMS

Grey: PMS 425

Green: PMS 347 and 50% PMS 3477



## PMS (uncoated paper)



## Vinyl

GREEN = Avery, Kelly Green: A6670-0

GREY = Avery, Dark Grey: A6055-0



## White



## Black



## Four-colour process - CMYK

### Green

CYAN = 96%

MAGENTA = 0%

YELLOW = 88%

BLACK = 1%

### Grey

CYAN = 30%

MAGENTA = 22%

YELLOW = 19%

BLACK = 53%



## RGB

**Green n° 009b48**

RED = 0

GREEN = 165

BLUE = 94

**Grey n° 6c6f70**

RED = 100

GREEN = 104

BLUE = 109



## Greyscale

Text Grey = 71 %

Int. Grey = 71 %

Mid. Grey = 55 %

Ext. Grey = 36 %



Note for the 3 logos above: To be used when colour reproduction is not possible.

# Protected Area

---

A margin equivalent to the height of the word SOLENO is required all around the logo, in order to preserve its integrity and proper look.

No visual elements may appear within that area. This area also represents the minimum margin from the edge of a document required to place the logo.



## Minimum Useable Size

---

The minimum size allowable is necessary to preserve the logo's readability. To use a logo **smaller than 0.75 inches in width**, use the version without signature.



## Language Options

---

### French



### English



### Bilingual



Users must use the logo and accompanying signature at all times.

When the communication is to be in both languages, the bilingual logo must be used.

# Incorrect Uses

Logo colours may never be modified or inverted.



The logotype version used must always provide maximum readability.



White logo on light background

The different logo elements (signature or visual markings) may never be moved in relation to one another.



Colour logo on dark background

Type fonts for the logo and its signature may never be modified.



Colour logo on green background

\*Any atypical application of the logo will need to be overseen by the Marketing Department

## Typography

---

**Arial Black :**  
**abcdefghijklmnopqrstuvwxy -**  
**ABCDEFGHIJKLMN OPQRSTUVWXYZ !@#\$%?&\*()**

20 to 24 points. Uppercase characters, black or green (PMS 347)

---

**Arial Bold**  
**abcdefghijklmnopqrstuvwxy - ABCDEFGHIJKLMN OPQRSTUVWXYZ !@#\$%?&\*()**

12 to 14 points. Uppercase characters, black or grey (PMS 425)

---

Arial Regular  
abcdefghijklmnopqrstuvwxy - ABCDEFGHIJKLMN OPQRSTUVWXYZ !@#\$%?&\*()

9 to 11 points. Black or Grey (PMS 425)

# Corporate Photographies

Visuals selected must be exclusive to Soleno, and be of consistent and professional quality.

The strategic positioning expressed as: "1<sup>st</sup> developer of sustainable solutions for mastering storm water" must be evidenced by the emotions emanating from the photographs.

Photographs need to highlight our core business, our technical skills and the exceptional service provided by our team.

## Technical Tips:

Ambient light. Narrow depth of field, to clearly distinguish the subject from the background. The image is cold, to symbolize purity and the technological aspect.

Very tight, landscape picture framing.



# Construction Site Photographies

---

Construction site photographs must be framed in landscape orientation.



An image bank is available to show the context in which Soleno products are used.

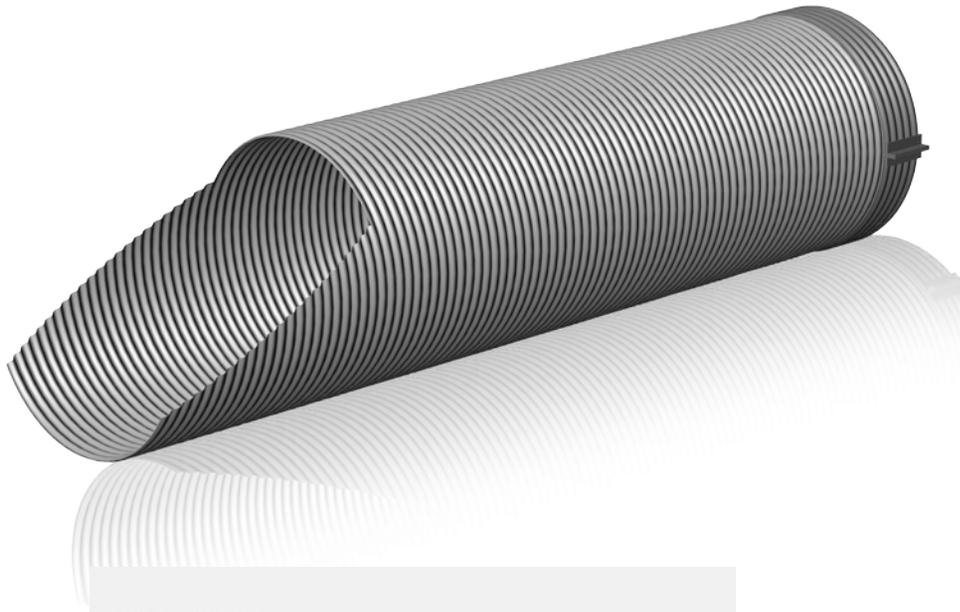


# Product Illustration

---

Products must be shown in 3D rendering on white background, on a 45-degree angle and inclined as dimetric projection.

A light reflection must appear underneath the product.



**MODEL SHOWN:**

Spiral steel pipe with corrugated ends with beveled end and split collar coupling.



**MODEL SHOWN:**

Corrugated catch basin with polyethylene grate, double bell outlet with integrated gasket and clips (DBIGC)

The product name and description appear underneath every illustration, in order to allow the presentation of available options.

## Applications Artwork

---

Soleno products are usually not visible once installed. This type of illustration is used to show them in context.



# Documents and Tools for External Use



## Solen Stationery

General Business Card  
Business card for Sales Department  
& Customer Service

Standard envelope (FR)  
Standard envelope (EN)

Window envelope (FR)  
Window envelope (EN)

# Documents and Tools for External Use

## Electronic Documents

Where to find:  
Extranet/Sales & Marketing/Marketing Tool Box

List of available electronic documents:

FR and EN letterhead for electronic transmission

Bilingual electronic signatures

Memo (FR and EN) for internal use

PowerPoint Template (FR and EN)

Graphic Standards Reference Guide (FR and EN)



**CHRISTEL LIBERDY**  
Coordonnatrice Marketing  
Marketing Coordinator  
1160 Route 133  
C.P. 837, succursale Iberville  
Saint-Jean-sur-Richelieu, QC J2X 4J5  
Canada

C 514.226.1394  
F 450.359.9231  
F 450.359.9231  
[cliberdy@solen.com](mailto:cliberdy@solen.com)

# Documents and Tools for External Use

---

## Letterhead for electronic transmission

Grey areas are used to enter variable data.  
The grey background will not appear on the printed page.

### Margins

---

Left  
2.54 cm

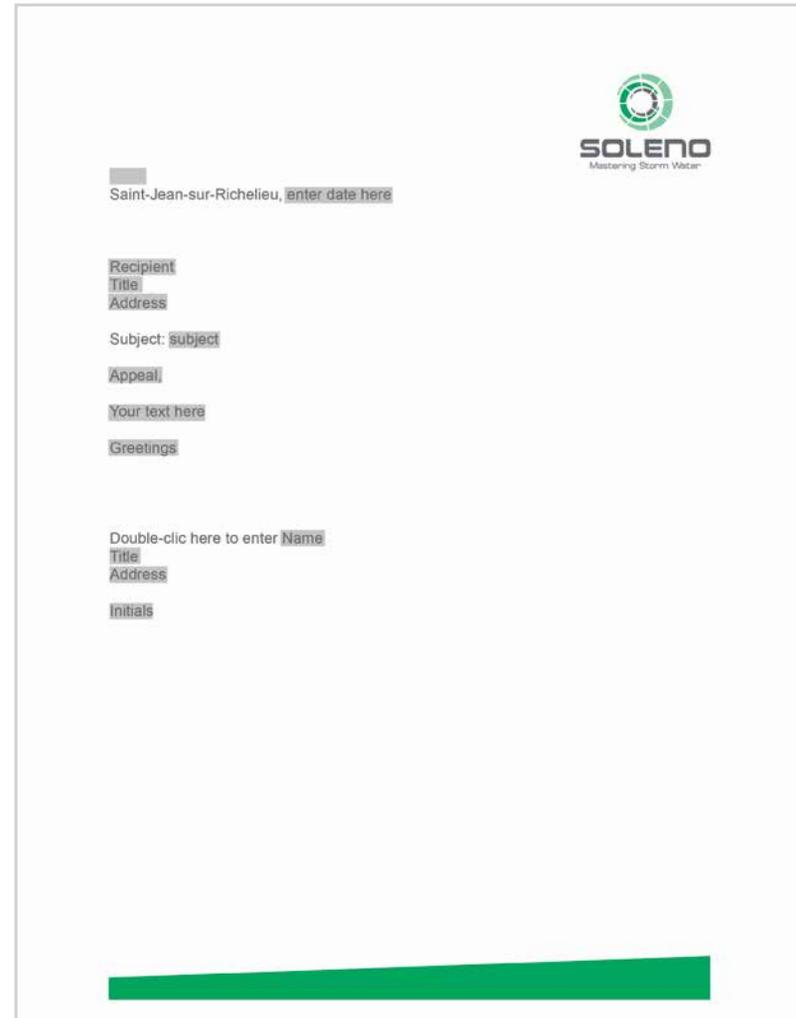
Right  
2.54 cm

### Typography

---

Arial Regular  
abcdefghijklmnopqrstuvwxyz - ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#\$%?&\*()

10 points. Black or Grey (PMS 425)



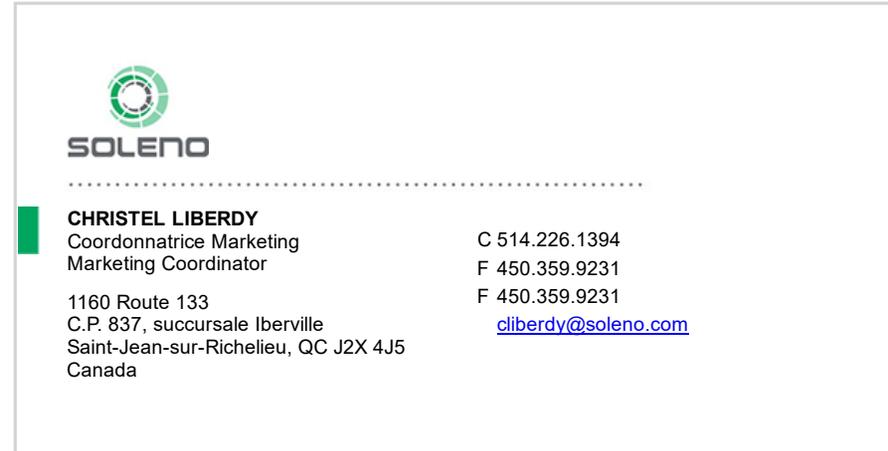
# Documents and Tools for External Use

## Electronic signatures (Provided by the marketing)

Font:  
Arial, 12 pts

Colours:  
Black

Style:  
Name in UPPERCASE and in BOLD



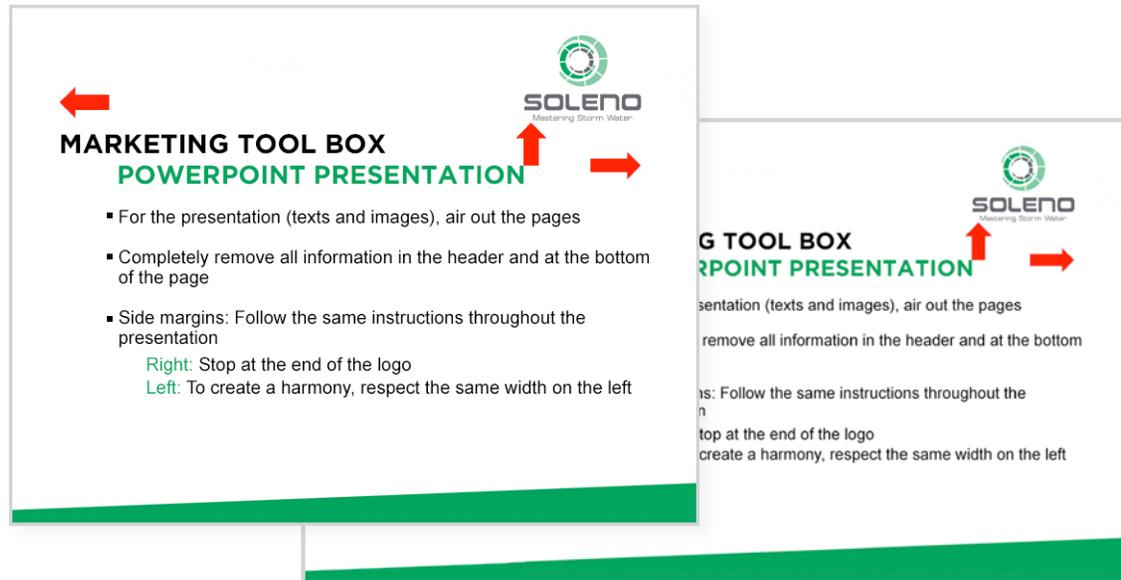
## Power Point

Projector image resolution:  
1024 x 768 pixels (4:3)  
or 1920 x 1080 pixels (16:9).

Méga-titre: Arial  
24 to 36 points,  
Uppercase,  
BLACK or GREEN

Titres: Arial  
24 to 36 points,  
Uppercase,  
BLACK or GREEN

Texte: Arial  
18 to 24 points.  
BLACK or GREEN



# Documents and Tools for External Use

## Example: Job Offers



**SOLENO**  
Mastering Storm Water

**ASSISTANT MAINTENANCE SUPERVISOR**

**Who are we?**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras rhoncus diam eget volutpat convallis. Fusce et metus id mi sagittis luctus. Etiam nibh elit, egestas vel turpis at, auctor facilisis turpis. Etiam laoreet nisi quis massa bibendum, vel viverra libero cursus. Ut tempor commodo urna eget venenatis. Mauris sit amet posuere justo. Aliquam facilisis gravida vestibulum. Curabitur nec justo tortor. Fusce elementum ullamcorper ipsum nec vestibulum. Praesent dapibus orci at dui mattis.

**The position involves :**

- Fusce a diam vestibulum;
- Cras malesuada mi quis sapien;
- Mauris ac mauris vitae risus;
- Nulla varius quam ut ligula

**We are looking for :**

- Fusce a diam;
- Varius quam;
- Mauris ac mauris;
- Cras malesuada;
- Varius quam;
- Malesuada;

Suspendisse posuere eu sem vitae euismod. Nulla facilisi. Donec fermentum lacinia elit. Praesent ac condimentum lectus. Nam non sapien rutrum, egestas urna ut, porttitor metus. Aenean fermentum massa et mi placerat.

---

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1160, route 133 C.P. 837  
Saint-Jean-sur-richelieu, Québec J2X 4J5  
Fax : Telephone :  
Mail : rh@solenoc.com



**SOLENO**  
SERVICE | Expertise and solutions



**SOLENO**  
RECYCLING | A sustainable action



**SOLENO**  
TEXTILE | Nonwoven intelligence

# Documents and Tools for Internal Use

---

## Memo

Internal Job Offers/ Service Notes

Grey areas are used to enter variable data.  
The grey background will not appear on the printed page.

## Margins

---

Left  
2.54 cm

Right  
2.54 cm

## Typography

---

Arial Regular  
abcdefghijklmnopqrstuvwxyz - ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#\$%?&\*()

10 points. Black or Grey (PMS 425)



# Promotional Items



# Vehicles

---





**SOLENO**

SERVICE : Expertise  
: and solutions

# Description

---

## Graphic symbol:

The concentric circles are reminiscent of pipes, or the shape of hoses. Circles and lines that converge toward the centre suggest the water cycle, and mastery of this element. The graphic style is simple and the lines are pure, to convey a solid, easily identifiable image.

## Typography:

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## Colours:

The green colour relates to the Earth, the environment and the agricultural world, where Soleno began its activities. This green hue also closely resembles the company's accessories.

The grey properly represents the technological aspect of human constructions, and his influence on the natural elements.



# Variations

---

Bilingual :



French :



English :

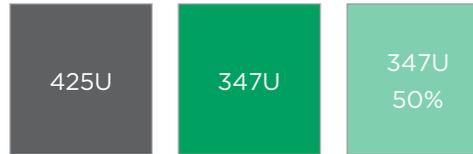


# Colours | Logo

## PMS (coated paper)



## PMS (uncoated paper)



## White



## PMS

Grey: PMS 425  
Green: PMS 347 and 50% PMS 3477



## Vinyl

GREEN = Avery, Kelly Green: A6670-0  
GREY = Avery, Dark Grey: A6055-0



## Black



## Four-colour process - CMYK

<b>Green</b>	<b>Grey</b>
CYAN = 96%	CYAN = 30%
MAGENTA = 0%	MAGENTA = 22%
YELLOW = 88%	YELLOW = 19%
BLACK = 1%	BLACK = 53%



## RGB

<b>Green n° 009b48</b>	<b>Grey n° 6c6f70</b>
RED = 0	RED = 100
GREEN = 165	GREEN = 104
BLUE = 94	BLUE = 109



## Greyscale

Text Grey = 71 %  
Int. Grey = 71 %  
Mid. Grey = 55 %  
Ext. Grey = 36 %



Note for the 3 logos above: To be used when colour reproduction is not possible.

# Colours | Logo + signature

## PMS (coated paper)



## PMS (uncoated paper)



## White



## PMS

Grey: PMS 425  
Green: PMS 347 and 50% PMS 3477



## Vinyl

GREEN = Avery, Kelly Green: A6670-0  
GREY = Avery, Dark Grey: A6055-0



## Black



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<b>Green</b>	<b>Grey</b>
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## Grayscale

Grey text (Solenos + Service) : BLACK = 71 %  
Grey text (signature) : BLACK = 55 %  
Dash line : BLACK = 36 %  
Grey int. : BLACK = 71 %  
Grey midle : BLACK = 55 %  
Grey ext. : BLACK = 36 %



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# Protected Area

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A margin equivalent to the height of the word SOLENO is required all around the logo, in order to preserve its integrity and proper look.

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# Minimum Useable Size

---

The minimum size allowable is necessary to preserve the logo's readability. To use a logo **smaller than 1.25 inches in width**, use the version without signature.



The minimum size of **2 inches wide** is necessary for readability of the logo and signature.

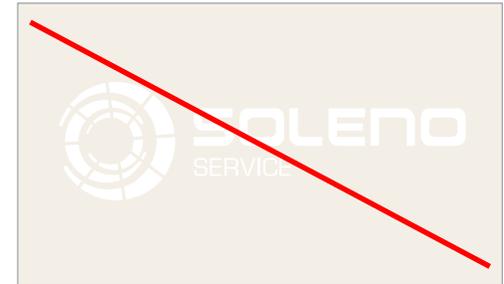


# Incorrect Uses

Logo colours may never be modified or inverted.



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White logo on light background

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Colour logo on dark background

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Colour logo on green background

\* Any atypical application of the logo will need to be overseen by the Marketing Department

## Typography

---

**Arial Black :**  
**abcdefghijklmnopqrstuvwxy -**  
**ABCDEFGHIJKLMN OPQRSTUVWXYZ !@#\$%?&\*()**

20 to 24 points. Uppercase characters, black or green (PMS 347)

---

**Arial Bold**  
**abcdefghijklmnopqrstuvwxy - ABCDEFGHIJKLMN OPQRSTUVWXYZ !@#\$%?&\*()**

12 to 14 points. Uppercase characters, black or grey (PMS 425)

---

Arial Regular  
abcdefghijklmnopqrstuvwxy - ABCDEFGHIJKLMN OPQRSTUVWXYZ !@#\$%?&\*()

9 to 11 points. Black or Grey (PMS 425)

# Documents and Tools for External Use

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## Soleno Stationery

### Business Card

Standard envelope (FR)  
Standard envelope (EN)

Window envelope (FR)  
Window envelope (EN)

# Documents and Tools for External Use

## Electronic Documents

Where to find:  
Extranet/Sales & Marketing/Marketing Tool Box

List of available electronic documents:

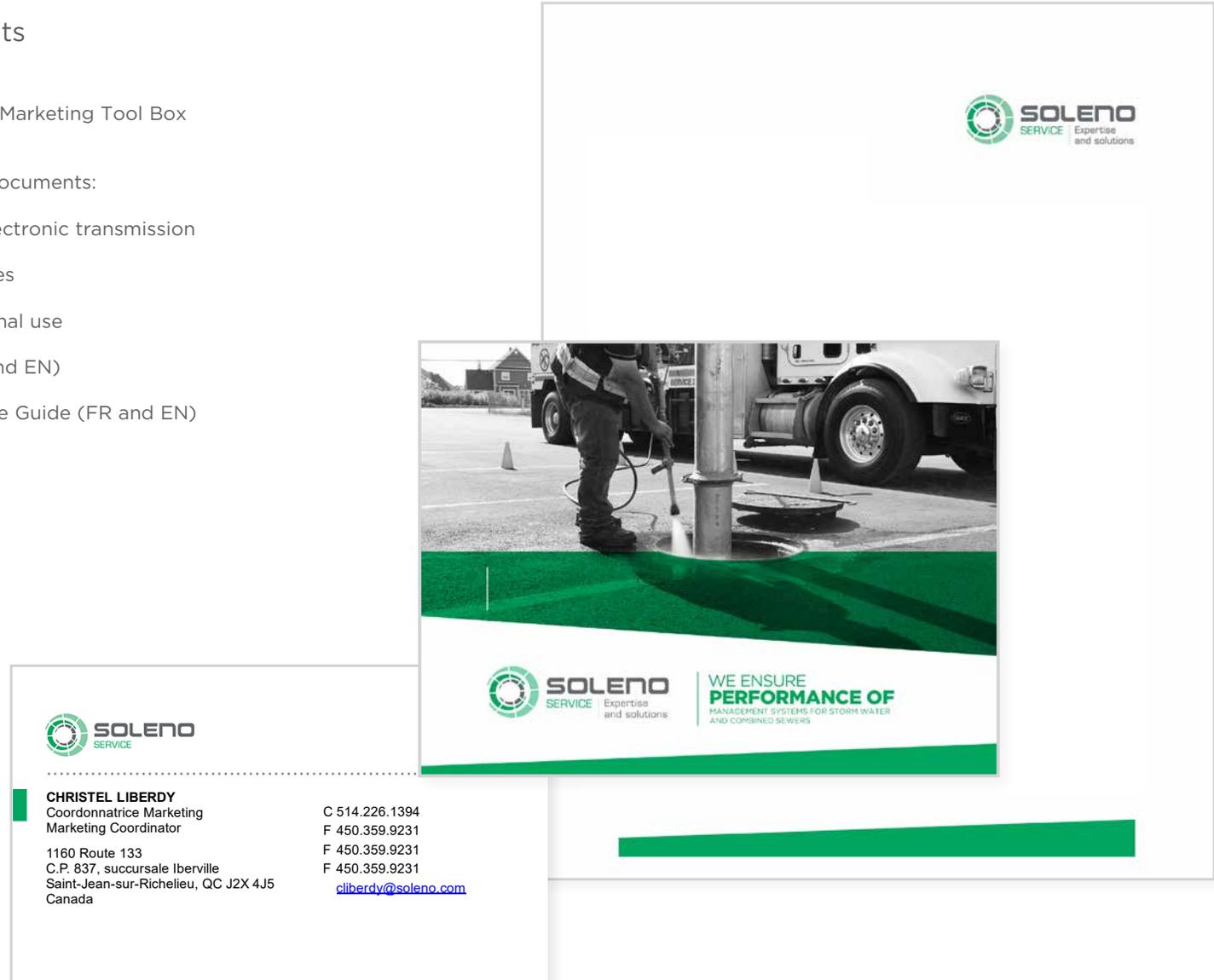
FR and EN letterhead for electronic transmission

Bilingual electronic signatures

Memo (FR and EN) for internal use

PowerPoint Template (FR and EN)

Graphic Standards Reference Guide (FR and EN)



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F 450.359.9231  
[cliberdy@solenos.com](mailto:cliberdy@solenos.com)



**WE ENSURE  
PERFORMANCE OF**  
MANAGEMENT SYSTEMS FOR STORM WATER  
AND COMBINED SEWERS

# Documents and Tools for External Use

---

## Letterhead for electronic transmission

Grey areas are used to enter variable data.  
The grey background will not appear on the printed page.

### Margins

---

Left  
2.54 cm

Right  
2.54 cm

### Typography

---

Arial Regular  
abcdefghijklmnopqrstuvwxyz - ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#\$%?&\*()

10 points. Black or Grey (PMS 425)



# Documents and Tools for External Use

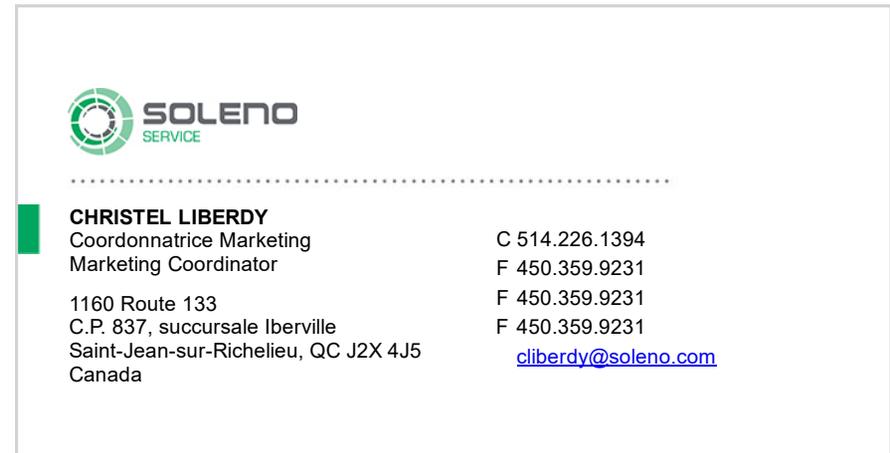
## Electronic signatures

(Provided by the marketing)

Font:  
Arial, 12 pts

Colours:  
Black

Style:  
Name in UPPERCASE and in BOLD



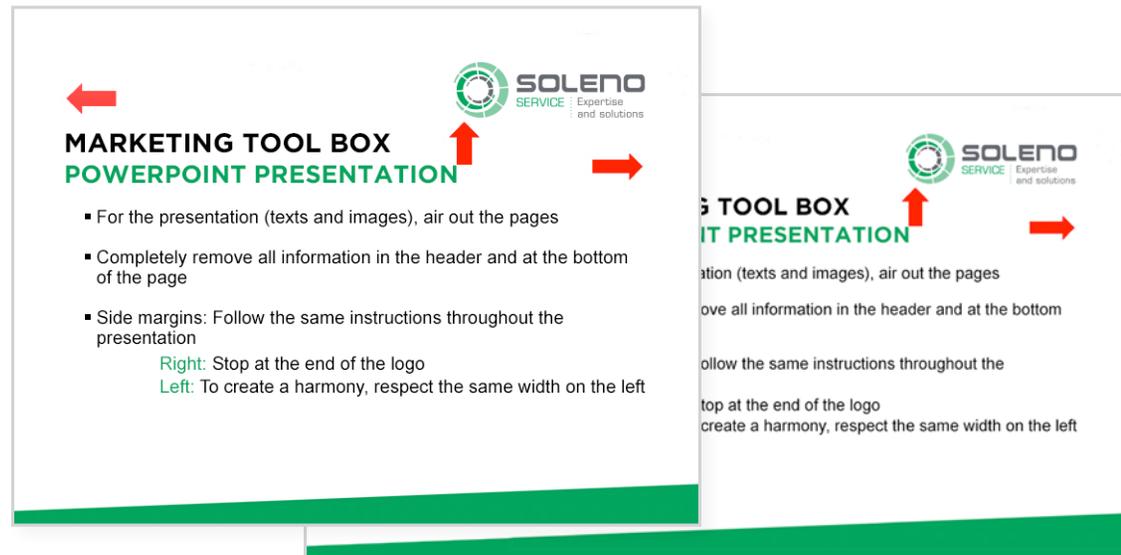
## Power Point

Projector image resolution:  
1024 x 768 pixels (4:3)  
or 1920 x 1080 pixels (16:9).

Méga-titre: Arial  
24 to 36 points,  
Uppercase,  
BLACK or GREEN

Titres: Arial  
24 to 36 points,  
Uppercase,  
BLACK or GREEN

Texte: Arial  
18 to 24 points.  
BLACK or GREEN



# Documents and Tools for Internal Use

---

## Memo

Service Notes/ Internal Job Offers

Grey areas are used to enter variable data.  
The grey background will not appear on the printed page.

## Margins

---

Left  
2.54 cm

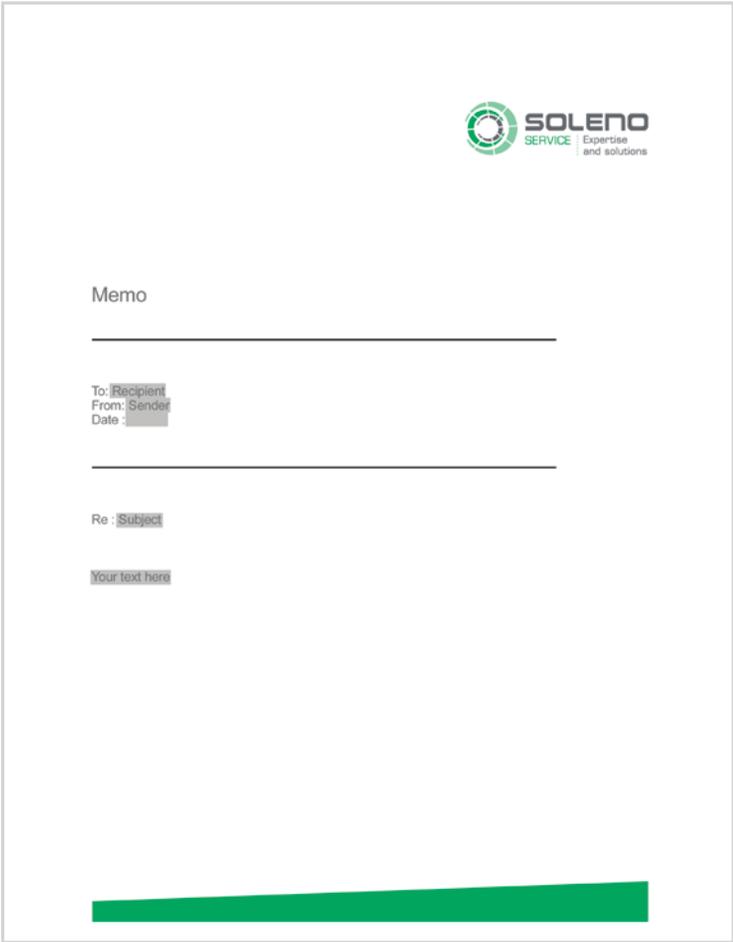
Right  
2.54 cm

## Typography

---

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abcdefghijklmnopqrstuvwxy - ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#\$%?&\*()

10 points. Black or Grey (PMS 425)



# Vehicles





**SOLENO**

RECYCLING : A sustainable  
: action

# Description

---

## Graphic symbol:

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The green colour relates to the Earth, the environment and the agricultural world, where Soleno began its activities. This green hue also closely resembles the company's accessories.

The grey properly represents the technological aspect of human constructions, and his influence on the natural elements.



# Variations

---

Logo French version :



Logo English version :



Logo + signature French version :



Logo + signature English version :



# Colours | Logo

## PMS (coated paper)



## PMS (uncoated paper)



## White



## PMS

Grey: PMS 425  
Green: PMS 347 and 50% PMS 3477



## Vinyl

GREEN = Avery, Kelly Green: A6670-0  
GREY = Avery, Dark Grey: A6055-0



## Black



## Four-colour process - CMYK

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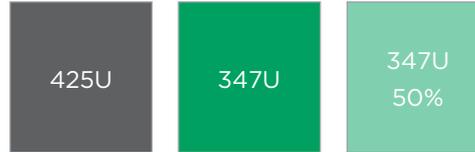
Note for the 3 logos above: To be used when colour reproduction is not possible.

# Colours | Logo + signature

## PMS (coated paper)



## PMS (uncoated paper)



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## PMS

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GREEN = Avery, Kelly Green: A6670-0  
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Grey midle : BLACK = 55 %  
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# Protected Area

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The minimum size of **2 inches wide** is necessary for readability of the logo and signature.

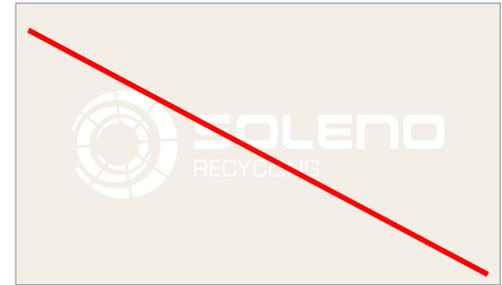


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White logo on light background

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Colour logo on dark background

Type fonts for the logo and its signature may never be modified.



Colour logo on green background

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# Typography

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**Arial Black :**  
**abcdefghijklmnopqrstuvwxy -**  
**ABCDEFGHIJKLMN OPQRSTUVWXYZ !@#\$%?&\*()**

20 to 24 points. Uppercase characters, black or green (PMS 347)

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**Arial Bold**  
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12 to 14 points. Uppercase characters, black or grey (PMS 425)

---

Arial Regular  
abcdefghijklmnopqrstuvwxy - ABCDEFGHIJKLMN OPQRSTUVWXYZ !@#\$%?&\*()

9 to 11 points. Black or Grey (PMS 425)

# Documents and Tools for External Use

---



## Soleno Stationery

### Business Card

Standard envelope (FR)  
Standard envelope (EN)

Window envelope (FR)  
Window envelope (EN)

# Documents and Tools for External Use

## Electronic Documents

Where to find:  
Extranet/Sales & Marketing/Marketing Tool Box

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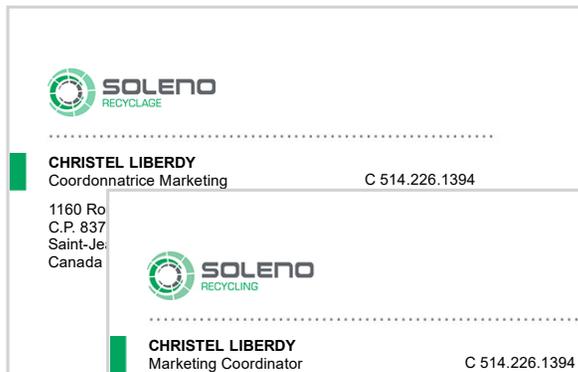
FR and EN letterhead for electronic transmission

FR and EN electronic signatures

Memo (FR and EN) for internal use

PowerPoint Template (FR and EN)

Graphic Standards Reference Guide (FR and EN)



# Documents and Tools for External Use

---

## Letterhead for electronic transmission

Grey areas are used to enter variable data.  
The grey background will not appear on the printed page.

### Margins

---

Left  
2.54 cm

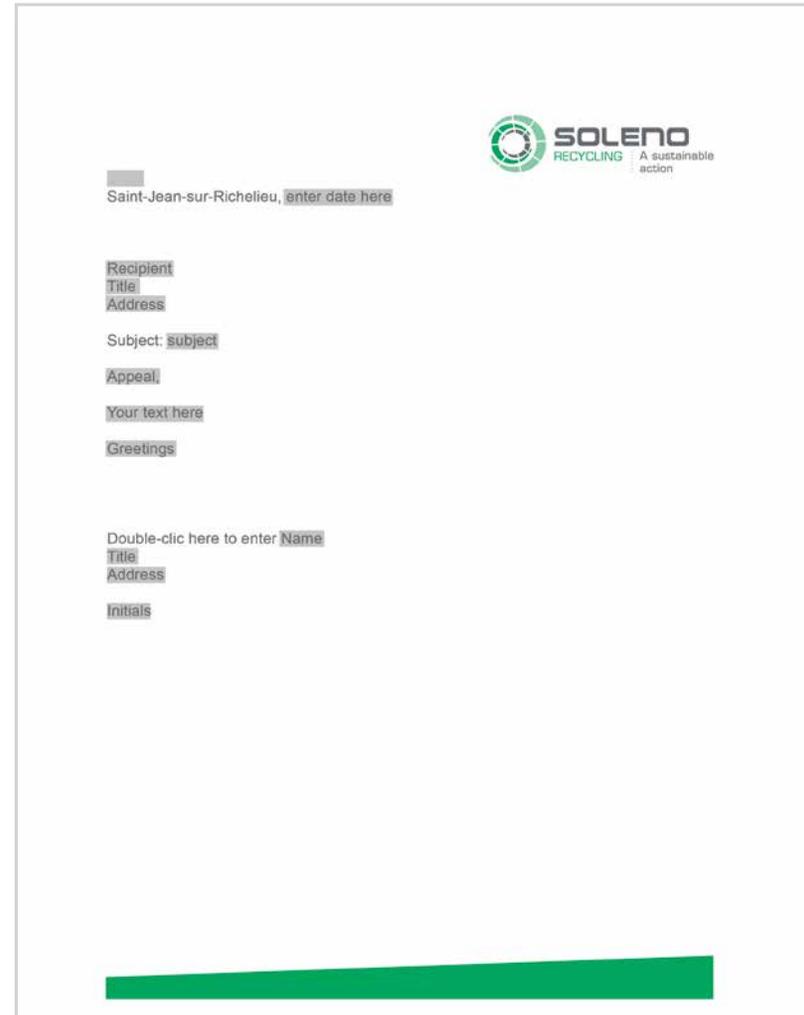
Right  
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### Typography

---

Arial Regular  
abcdefghijklmnopqrstuvwxyz - ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#\$%?&\*()

10 points. Black or Grey (PMS 425)



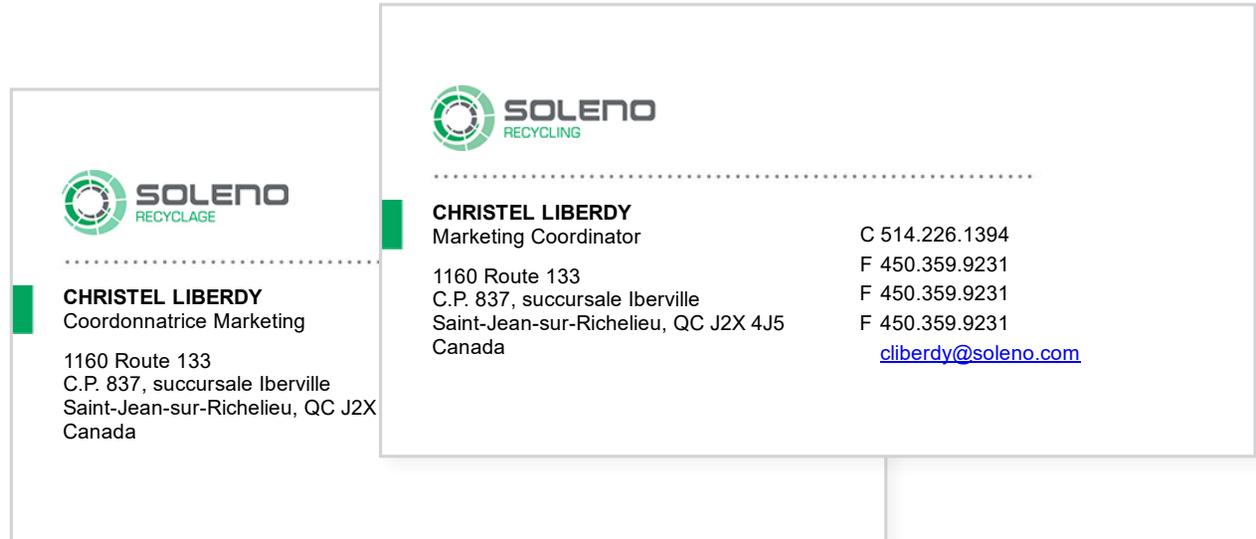
# Documents and Tools for External Use

## Electronic signatures (Provided by the marketing)

Font:  
Arial, 12 pts

Colours:  
Black

Style:  
Name in UPPERCASE and in BOLD



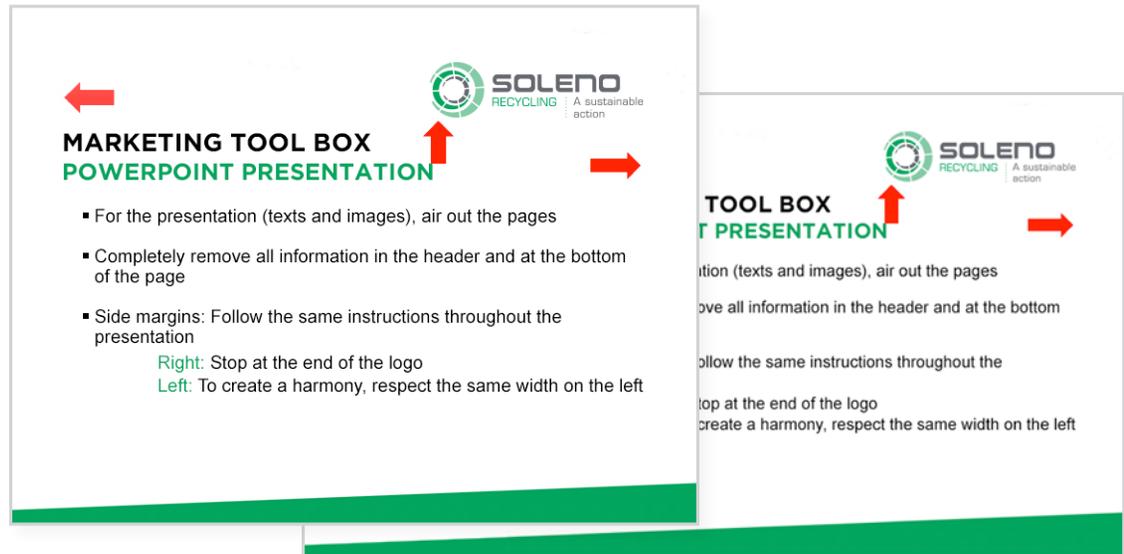
## Power Point

Projector image resolution:  
1024 x 768 pixels (4:3)  
or 1920 x 1080 pixels (16:9).

Méga-titre: Arial  
24 to 36 points,  
Uppercase,  
BLACK or GREEN

Titres: Arial  
24 to 36 points,  
Uppercase,  
BLACK or GREEN

Texte: Arial  
18 to 24 points.  
BLACK or GREEN



# Documents and Tools for Internal Use

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## Memo

Service Notes/ Internal Job Offers

Grey areas are used to enter variable data.  
The grey background will not appear on the printed page.

## Margins

---

Left  
2.54 cm

Right  
2.54 cm

## Typography

---

Arial Regular  
abcdefghijklmnopqrstuvwxyz - ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#\$%?&\*()

10 points. Black or Grey (PMS 425)



# Promotional Items

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**SOLENO**

TEXTILE : Nonwoven  
: intelligence

# Description

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## Graphic symbol:

The concentric circles are reminiscent of pipes, or the shape of hoses. Circles and lines that converge toward the centre suggest the water cycle, and mastery of this element. The graphic style is simple and the lines are pure, to convey a solid, easily identifiable image.

## Typography:

The type font was chosen in order to convey a contemporary, solid and technological image. It thus provides a good foundation for the logo, reinforcing the idea of control.

## Colours:

The green colour relates to the Earth, the environment and the agricultural world, where Soleno began its activities. This green hue also closely resembles the company's accessories.

The grey properly represents the technological aspect of human constructions, and his influence on the natural elements.



# Variations

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Bilingual :



French :



English :

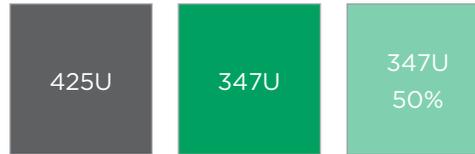


# Colours | Logo

## PMS (coated paper)



## PMS (uncoated paper)



## White



## PMS

Grey: PMS 425  
Green: PMS 347 and 50% PMS 3477



## Vinyl

GREEN = Avery, Kelly Green: A6670-0  
GREY = Avery, Dark Grey: A6055-0



## Black



## Four-colour process - CMYK

<b>Green</b>	<b>Grey</b>
CYAN = 96%	CYAN = 30%
MAGENTA = 0%	MAGENTA = 22%
YELLOW = 88%	YELLOW = 19%
BLACK = 1%	BLACK = 53%



## RGB

<b>Green n° 009b48</b>	<b>Grey n° 6c6f70</b>
RED = 0	RED = 100
GREEN = 165	GREEN = 104
BLUE = 94	BLUE = 109



## Greyscale

Text Grey = 71 %  
Int. Grey = 71 %  
Mid. Grey = 55 %  
Ext. Grey = 36 %



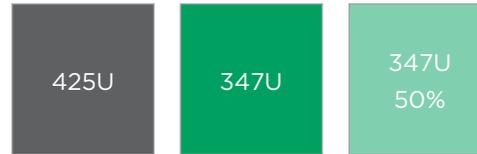
Note for the 3 logos above: To be used when colour reproduction is not possible.

# Colours | Logo + signature

## PMS (coated paper)



## PMS (uncoated paper)



## White



## PMS

Grey: PMS 425  
Green: PMS 347 and 50% PMS 3477



## Vinyl

GREEN = Avery, Kelly Green: A6670-0  
GREY = Avery, Dark Grey: A6055-0



## Black



## Four-colour process - CMYK

<b>Green</b>	<b>Grey</b>
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## RGB

<b>Green n° 009b48</b>	<b>Grey n° 6c6f70</b>
RED = 0	RED = 100
GREEN = 165	GREEN = 104
BLUE = 94	BLUE = 109



## Grayscale

Grey text (Solenos + Service) : BLACK = 71 %  
Grey text (signature) : BLACK = 55 %  
Dash line : BLACK = 36 %  
Grey int. : BLACK = 71 %  
Grey middle : BLACK = 55 %  
Grey ext. : BLACK = 36 %



Note for the 3 logos above: To be used when colour reproduction is not possible.

# Protected Area

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A margin equivalent to the height of the word SOLENO is required all around the logo, in order to preserve its integrity and proper look.

No visual elements may appear within that area. This area also represents the minimum margin from the edge of a document required to place the logo.



# Minimum Useable Size

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The minimum size allowable is necessary to preserve the logo's readability. To use a logo **smaller than 1.25 inches in width**, use the version without signature.



The minimum size of **2 inches wide** is necessary for readability of the logo and signature.

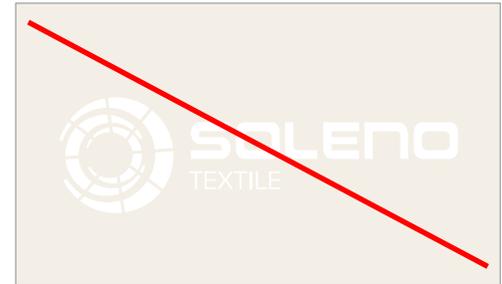


# Incorrect Uses

Logo colours may never be modified or inverted.



The logotype version used must always provide maximum readability.



White logo on light background

The different logo elements (signature or visual markings) may never be moved in relation to one another.



Colour logo on dark background

Type fonts for the logo and its signature may never be modified.



Colour logo on green background

\* Any atypical application of the logo will need to be overseen by the Marketing Department

# Typography

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**Arial Black :**  
**abcdefghijklmnopqrstuvwxy -**  
**ABCDEFGHIJKLMN OPQRSTUVWXYZ !@#\$%?&\*()**

20 to 24 points. Uppercase characters, black or green (PMS 347)

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**Arial Bold**  
**abcdefghijklmnopqrstuvwxy - ABCDEFGHIJKLMN OPQRSTUVWXYZ !@#\$%?&\*()**

12 to 14 points. Uppercase characters, black or grey (PMS 425)

---

Arial Regular  
abcdefghijklmnopqrstuvwxy - ABCDEFGHIJKLMN OPQRSTUVWXYZ !@#\$%?&\*()

9 to 11 points. Black or Grey (PMS 425)

# Documents and Tools for External Use

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**Marie-France Tessier, ing.**  
Ingénieure C 514.265.9454  
..... mftessier@solenopro.com

**Service technique**  
.....

Solenopro 1160 Route 133 C.P. 837, succursale Iberville  
Saint-Jean-sur-Richelieu, Qc J2X 4J5 Canada



## Solenopro Stationery

Business Card

Standard envelope (FR)  
Standard envelope (EN)

Window envelope (FR)  
Window envelope (EN)

# Documents and Tools for External Use

## Electronic Documents

Where to find:  
Extranet/Sales & Marketing/Marketing Tool Box

List of available electronic documents:

FR and EN letterhead for electronic transmission

Bilingual electronic signatures

Memo (FR and EN) for internal use

PowerPoint Template (FR and EN)

Graphic Standards Reference Guide (FR and EN)

**SOLENO**  
TEXTILE | Nonwoven intelligence

**SOLENO**  
TEXTILE | Nonwoven intelligence

DESIGNER OF  
**BOLD SOLUTIONS**  
USING NONWOVEN TEXTILES

**CHRISTEL LIBERDY**  
Coordonnatrice Marketing  
Marketing Coordinator

1160 Route 133  
C.P. 837, succursale Iberville  
Saint-Jean-sur-Richelieu, QC J2X 4J5  
Canada

C 514.226.1394  
F 450.359.9231  
F 450.359.9231  
F 450.359.9231  
[cliberdy@solenotextile.com](mailto:cliberdy@solenotextile.com)

# Documents and Tools for External Use

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## Letterhead for electronic transmission

Grey areas are used to enter variable data.  
The grey background will not appear on the printed page.

### Margins

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Left  
2.54 cm

Right  
2.54 cm

### Typography

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Arial Regular  
abcdefghijklmnopqrstuvwxyz - ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#\$%?&\*()

10 points. Black or Grey (PMS 425)



# Documents and Tools for External Use

## Electronic signatures

(Provided by the marketing)

Font:  
Arial, 12 pts

Colours:  
Black

Style:  
Name in UPPERCASE and in BOLD

A business card for Christel Liburdy, Marketing Coordinator at SOLENO TEXTILE. The card features the SOLENO TEXTILE logo at the top left, followed by a dotted line. Below the logo, the name **CHRISTEL LIBERDY** is printed in bold. To the right of the name are contact details: C 514.226.1394, F 450.359.9231, and the email [cliberdy@solenotextile.com](mailto:cliberdy@solenotextile.com). The address is 1160 Route 133, C.P. 837, succursale Iberville, Saint-Jean-sur-Richelieu, QC J2X 4J5, Canada.

## Power Point

Projector image resolution:  
1024 x 768 pixels (4:3)  
or 1920 x 1080 pixels (16:9).

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Titres: Arial  
24 to 36 points,  
Uppercase,  
BLACK or GREEN

Texte: Arial  
18 to 24 points.  
BLACK or GREEN

Two slides from a PowerPoint presentation titled 'MARKETING TOOL BOX POWERPOINT PRESENTATION'. The slides feature the SOLENO TEXTILE logo at the top right. The first slide has a list of instructions: 'For the presentation (texts and images), air out the pages', 'Completely remove all information in the header and at the bottom of the page', and 'Side margins: Follow the same instructions throughout the presentation'. It also includes 'Right: Stop at the end of the logo' and 'Left: To create a harmony, respect the same width on the left'. The second slide is a duplicate of the first. Red arrows point to the logo, the title, and the side margins.

# Documents and Tools for Internal Use

## Memo

Service Notes/ Internal Job Offers

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## Margins

Left  
2.54 cm

Right  
2.54 cm

## Typography

Arial Regular  
abcdefghijklmnopqrstuvwxyz - ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#\$%?&\*()

10 points. Black or Grey (PMS 425)



# Notes

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## Legend

CMYK = 4 Colour Process  
PMS = Pantone Colours  
RGB = RGB colours (screen colours for web or video viewing)  
Grey = Greyscale  
K = Black  
W = White

## Notes

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## Notes

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1160, route 133 C.P. 837, succ. Iberville Saint-Jean-sur-Richelieu, QC Canada J2X 4J5  
Toll-free: 800.363.1471 Website: [solen.com](http://solen.com)