



GRAPHIC STANDARDS

REFERENCE GUIDE



Graphic Standards Reference Guide

June 2016

Table of Contents

SOLENO

• Description	2	• Photographies	8-9
• Colours	3	• Illustrations	10-11
• Protected Area	4	• Documents and Tools for External Use	12-16
• Minimum Useable Size	5	• Documents for Internal Use	17
• Logo Use	6	• Promotional Items	18
• Typography	7	• Vehicles	19

SOLENO SERVICE

• Description	22
• Variations	23
• Colours	24-25
• Protected Area	26
• Minimum Useable Size	27
• Logo Use	28
• Typography	29
• Documents and Tools for External Use	30-33
• Documents for Internal Use	34
• Vehicles	35

SOLENO RECYCLING

• Description	38
• Variations	39
• Colours	40-41
• Protected Area	42
• Minimum Useable Size	43
• Logo Use	44
• Typography	45
• Documents and Tools for External Use	46-49
• Documents for Internal Use	50
• Promotional Items	51

SOLENO TEXTILE

• Description	54
• Variations	55
• Colours	56-57
• Protected Area	58
• Minimum Useable Size	59
• Logo Use	60
• Typography	61
• Documents and Tools for External Use	62-65
• Documents for Internal Use	66

Notes	69
-------------	----



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:

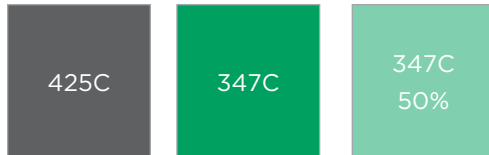
The green colour relates to the Earth, the environment and the agricultural world, where Soleno began its activities. This green hue also closely resembles the company's accessories.

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



Colours

PMS (coated paper)



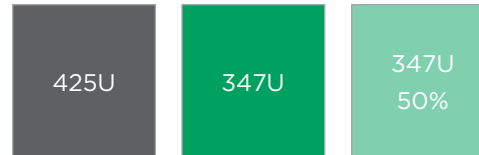
PMS

Grey: PMS 425

Green: PMS 347 and 50% PMS 3477



PMS (uncoated paper)



Vinyl

GREEN = Avery, Kelly Green: A6670-O

GREY = Avery, Dark Grey: A6055-O



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

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

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

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

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

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: "1st 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.



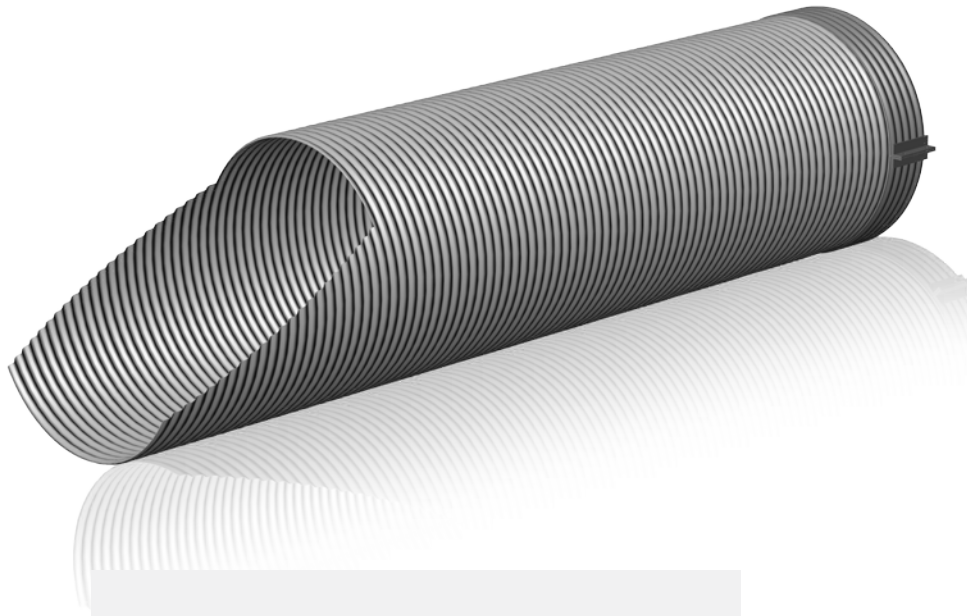
An image bank is available to show the context in which Soleno products are used.



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)

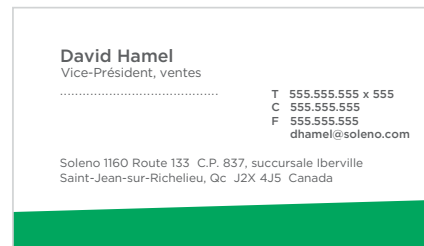
The product name and description appear underneath every illustration, in order to allow the presentation of available options.

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)



SOLENO

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



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)



Saint-Jean-sur-Richelieu, enter date here

Recipient
Title
Address


Subject: subject

Appeal

Your text here

Greetings

Double-click here to enter Name
Title
Address
Initials



Documents and Tools for External Use

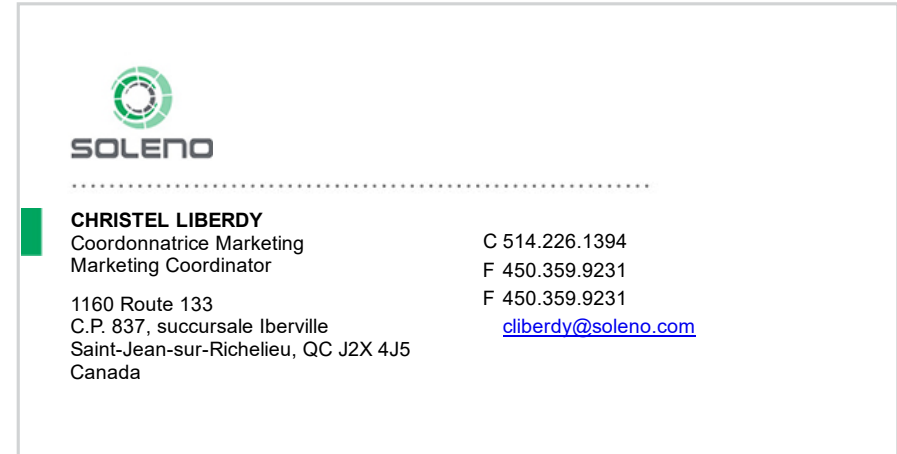
Electronic signatures

(Provided by the marketing)

Font:
Arial, 12 pts

Colours:
Black

Style:
Name in UPPERCASE and in BOLD



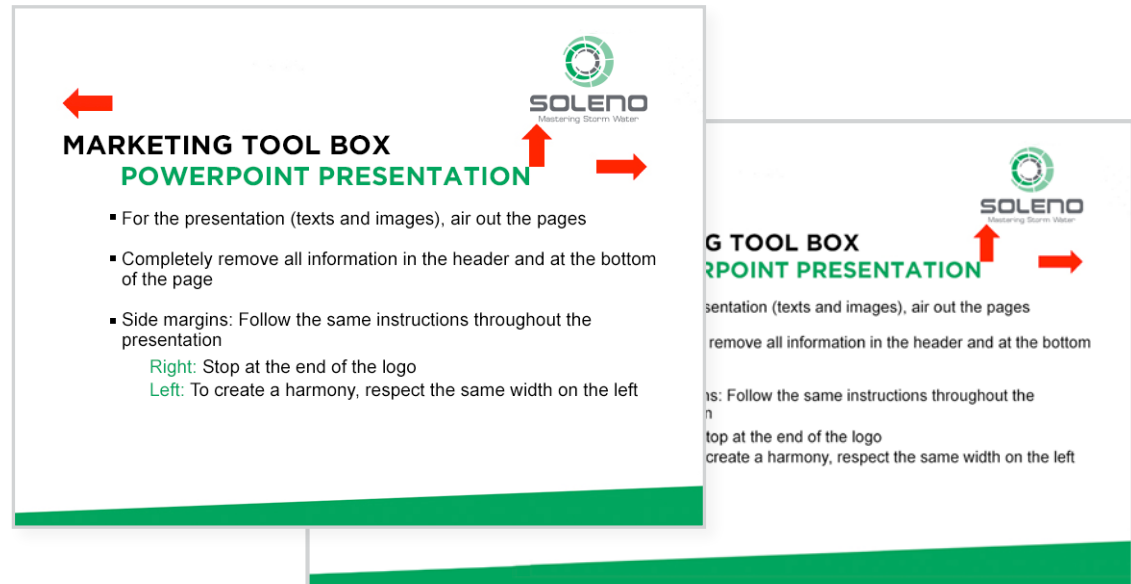
Power Point

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.

SOLENO INC.
1160, route 133 C.P. 837
Saint-Jean-sur-richelieu, Québec J2X 4J5
Fax : Telephone :
Mail : rh@solenos.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)



Memo

To: Recipient
From: Sender
Date :

Re : Subject

Your text here



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:

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

Bilingual :



French :

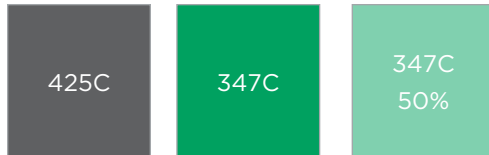


English :



Colours | Logo

PMS (coated paper)



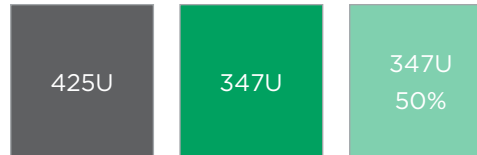
PMS

Grey: PMS 425

Green: PMS 347 and 50% PMS 3477



PMS (uncoated paper)



Vinyl

GREEN = Avery, Kelly Green: A6670-O

GREY = Avery, Dark Grey: A6055-O



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 %

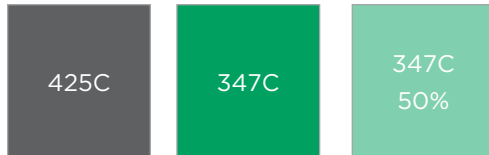
Ext. Grey = 36 %



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

Colours | Logo + signature

PMS (coated paper)



PMS

Grey: PMS 425

Green: PMS 347 and 50% PMS 3477



Four-colour process - CMYK

Green

CYAN = 96%

MAGENTA = 0%

YELLOW = 88%

BLACK = 1%

Grey

CYAN = 30%

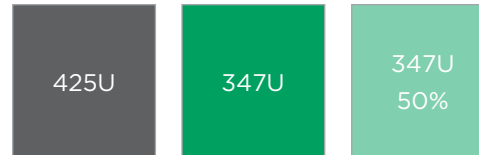
MAGENTA = 22%

YELLOW = 19%

BLACK = 53%



PMS (uncoated paper)



Vinyl

GREEN = Avery, Kelly Green: A6670-O

GREY = Avery, Dark Grey: A6055-O



RGB

Green n° 009b48

RED = 0

GREEN = 165

BLUE = 94

Grey n° 6c6f70

RED = 100

GREEN = 104

BLUE = 109



White



Black



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 %



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 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.

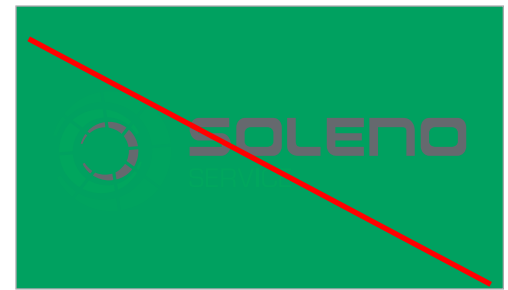


The logotype version used must always provide maximum readability.



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

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

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

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

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

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

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

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
F 450.359.9231
cliberdy@solenio.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)



Saint-Jean-sur-Richelieu, enter date here

Recipient
Title
Address

Subject: subject

Appeal

Your text here

Greetings

Double-click here to enter Name
Title
Address
Initials



Documents and Tools for External Use

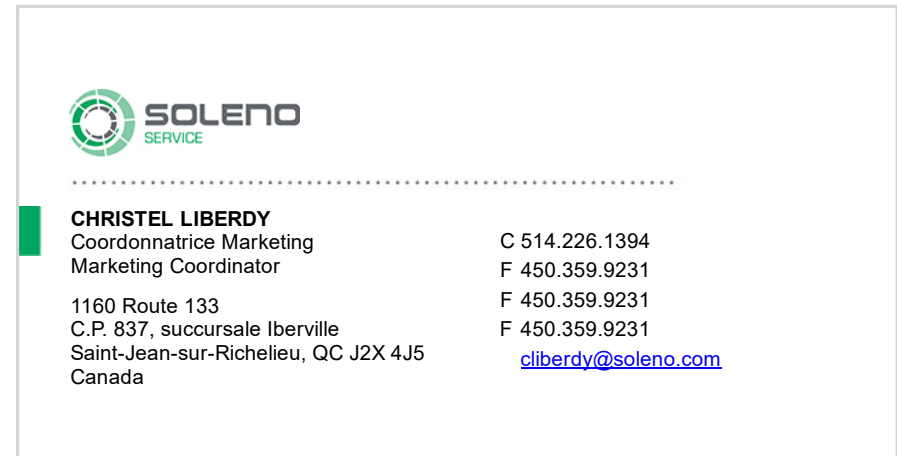
Electronic signatures

(Provided by the marketing)

Font:
Arial, 12 pts

Colours:
Black

Style:
Name in UPPERCASE and in BOLD



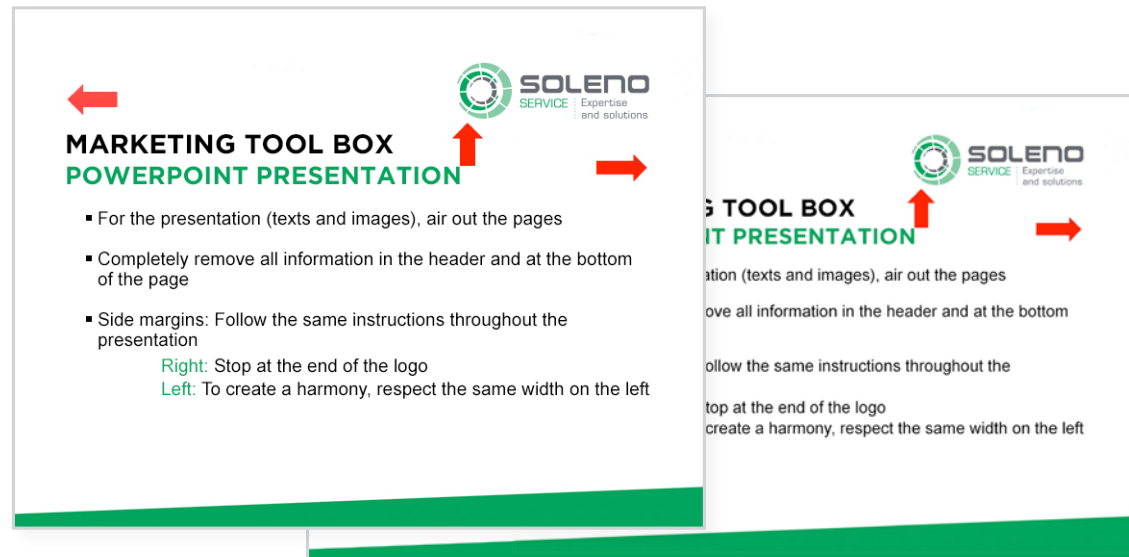
Power Point

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

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

10 points. Black or Grey (PMS 425)



The image shows a memo form template. At the top right is the SOLENO SERVICE logo with the tagline 'Expertise and solutions'. Below the logo, the word 'Memo' is followed by a horizontal line. Underneath this line are three fields: 'To: Recipient', 'From: Sender', and 'Date:'. Below these fields is another horizontal line. Underneath this line is the field 'Re: Subject'. Below 'Re: Subject' is a field labeled 'Your text here'. At the bottom of the form is a green horizontal bar.

Vehicles





SOLENO

RECYCLING : A sustainable
: action

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.



Variations

Logo French version :



Logo English version :



Logo + signature French version :

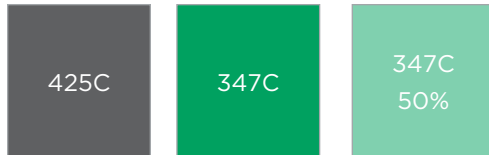


Logo + signature English version :



Colours | Logo

PMS (coated paper)



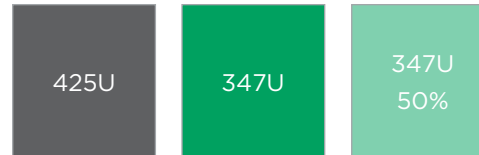
PMS

Grey: PMS 425

Green: PMS 347 and 50% PMS 3477



PMS (uncoated paper)



Vinyl

GREEN = Avery, Kelly Green: A6670-O

GREY = Avery, Dark Grey: A6055-O



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 %

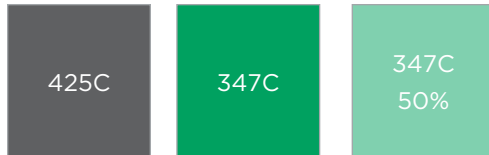
Ext. Grey = 36 %



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

Colours | Logo + signature

PMS (coated paper)



PMS

Grey: PMS 425

Green: PMS 347 and 50% PMS 3477



Four-colour process - CMYK

Green

CYAN = 96%

MAGENTA = 0%

YELLOW = 88%

BLACK = 1%

Grey

CYAN = 30%

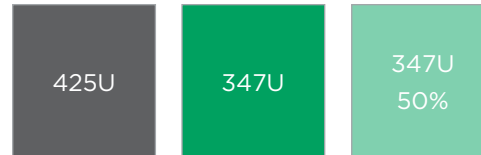
MAGENTA = 22%

YELLOW = 19%

BLACK = 53%



PMS (uncoated paper)



Vinyl

GREEN = Avery, Kelly Green: A6670-O

GREY = Avery, Dark Grey: A6055-O



RGB

Green n° 009b48

RED = 0

GREEN = 165

BLUE = 94

Grey n° 6c6f70

RED = 100

GREEN = 104

BLUE = 109



White



Black



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 %



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 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

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

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

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

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

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

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

List of available electronic documents:

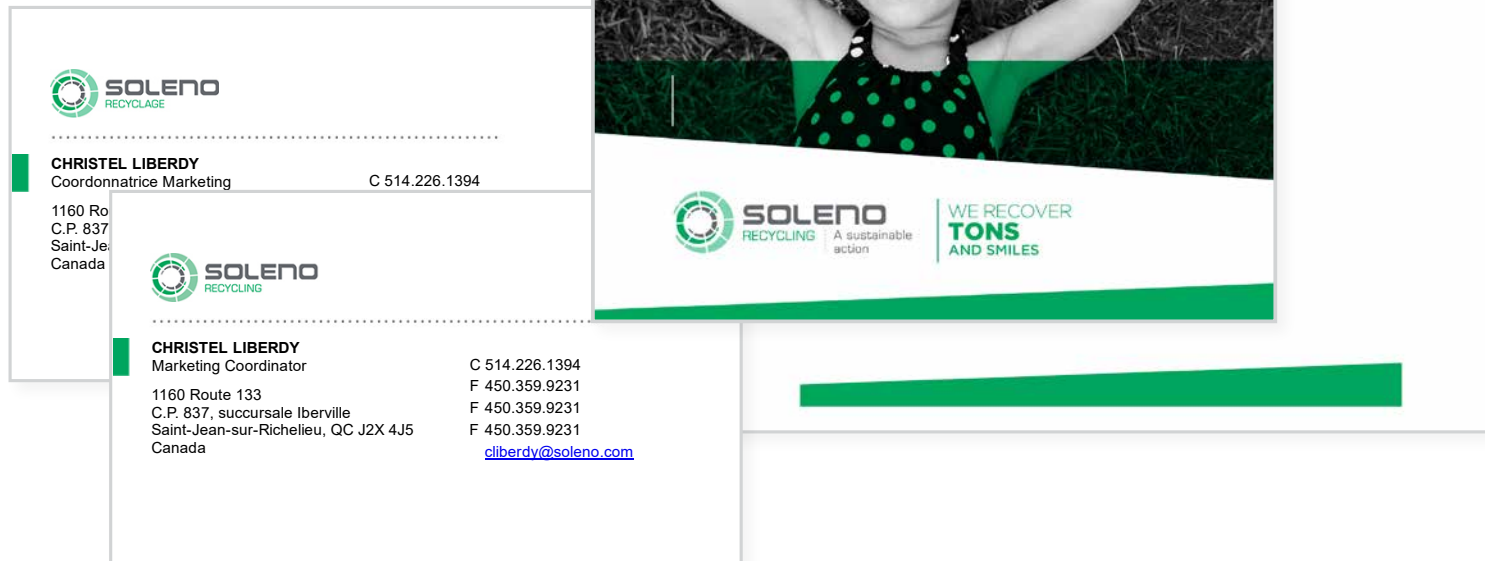
FR and EN letterhead for electronic transmission

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
2.54 cm

Typography

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

10 points. Black or Grey (PMS 425)



Grey box
Saint-Jean-sur-Richelieu, enter date here

Recipient
Title
Address


Subject: subject

Appeal

Your text here

Greetings

Double-click here to enter: Name
Title
Address
Initials



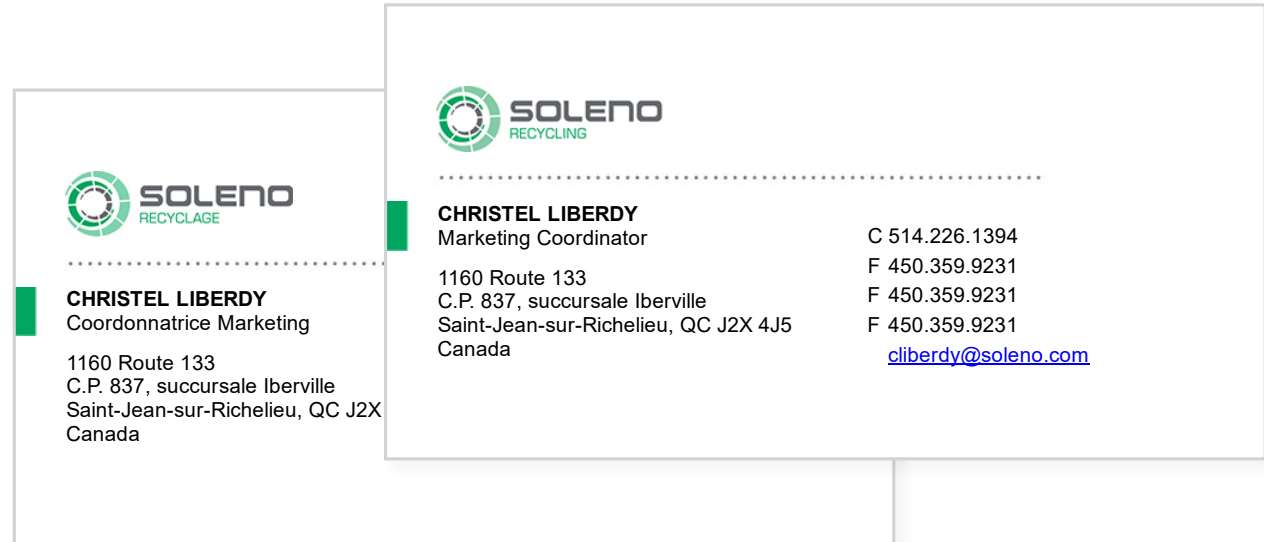
Documents and Tools for External Use

Electronic signatures (Provided by the marketing)

Font:
Arial, 12 pts

Colours:
Black

Style:
Name in UPPERCASE and in BOLD



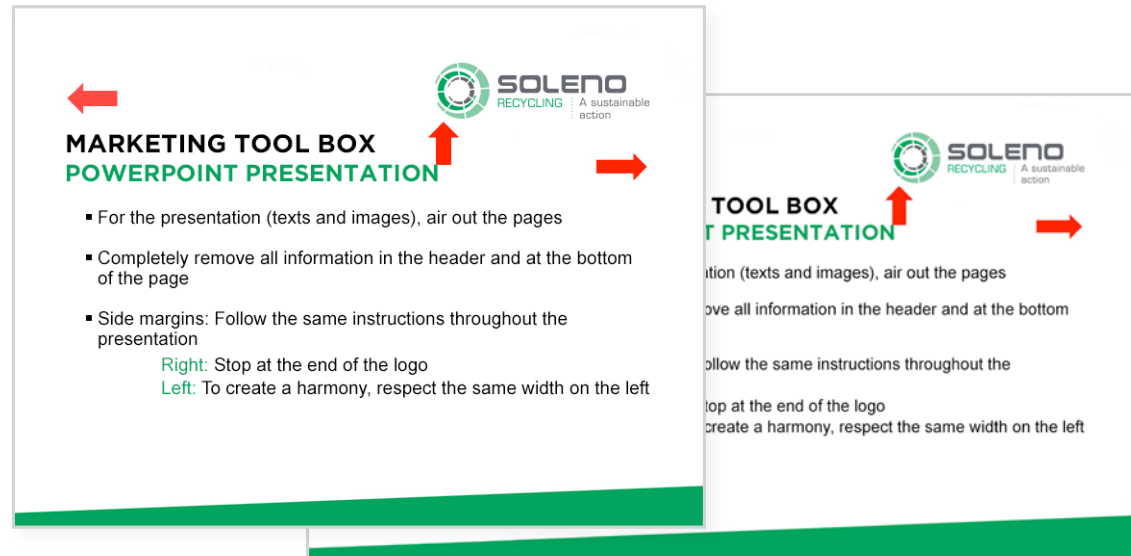
Power Point

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

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

10 points. Black or Grey (PMS 425)



The image shows a memo form template. At the top right is the SOLENO logo, which consists of a green circular icon with a stylized 'S' and the text 'SOLENO RECYCLING' and 'A sustainable action' below it. Below the logo, the word 'Memo' is centered. A horizontal line follows. Below that, there are three lines of text: 'To: Recipient', 'From: Sender', and 'Date:'. Each line has a grey rectangular box next to it for data entry. Another horizontal line follows. Below that, there is a line of text: 'Re: Subject', with a grey rectangular box next to it. Below that, there is a line of text: 'Your text here', with a grey rectangular box next to it. At the bottom of the form, there is a solid green horizontal bar.

Promotional Items





SOLENO

TEXTILE : Nonwoven
: intelligence

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.



Variations

Bilingual :



French :

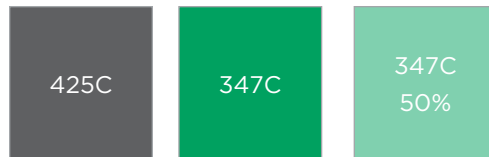


English :



Colours | Logo

PMS (coated paper)



PMS

Grey: PMS 425

Green: PMS 347 and 50% PMS 3477



Four-colour process - CMYK

Green

CYAN = 96%

MAGENTA = 0%

YELLOW = 88%

BLACK = 1%

Grey

CYAN = 30%

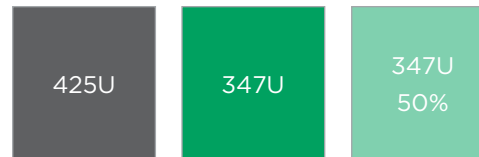
MAGENTA = 22%

YELLOW = 19%

BLACK = 53%



PMS (uncoated paper)



Vinyl

GREEN = Avery, Kelly Green: A6670-O

GREY = Avery, Dark Grey: A6055-O



RGB

Green n° 009b48

RED = 0

GREEN = 165

BLUE = 94

Grey n° 6c6f70

RED = 100

GREEN = 104

BLUE = 109



White



Black



Greyscale

Text Grey = 71 %

Int. Grey = 71 %

Mid. Grey = 55 %

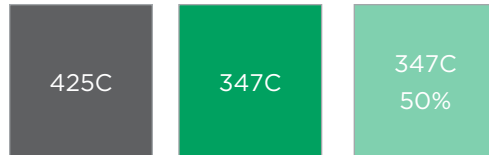
Ext. Grey = 36 %



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

Colours | Logo + signature

PMS (coated paper)



PMS

Grey: PMS 425

Green: PMS 347 and 50% PMS 3477



Four-colour process - CMYK

Green

CYAN = 96%

MAGENTA = 0%

YELLOW = 88%

BLACK = 1%

Grey

CYAN = 30%

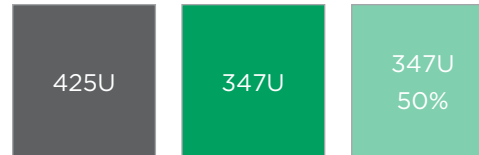
MAGENTA = 22%

YELLOW = 19%

BLACK = 53%



PMS (uncoated paper)



Vinyl

GREEN = Avery, Kelly Green: A6670-0

GREY = Avery, Dark Grey: A6055-0



RGB

Green n° 009b48

RED = 0

GREEN = 165

BLUE = 94

Grey n° 6c6f70

RED = 100

GREEN = 104

BLUE = 109



White



Black



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 %



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 1.25 inches in width**, use the version without signature.

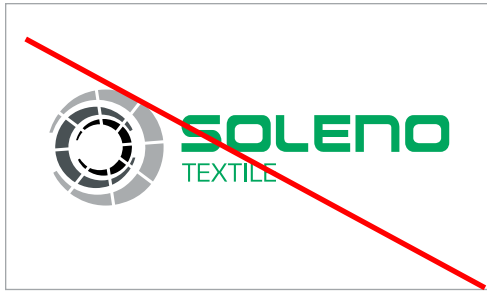


The minimum size of **2 inches wide** is necessary for readability of the logo and signature.



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

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

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

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

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

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

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

List of available electronic documents:

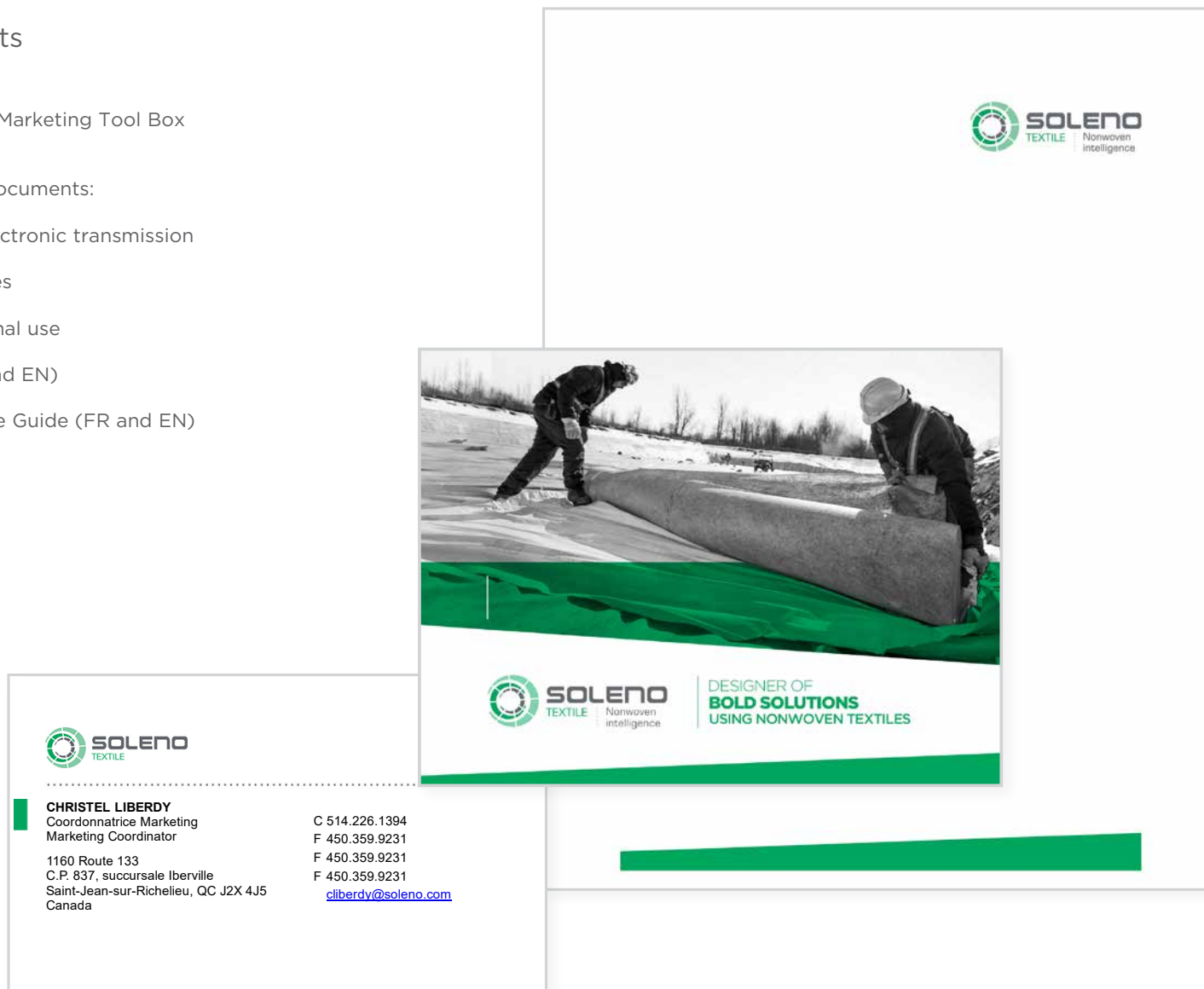
FR and EN letterhead for electronic transmission

Bilingual electronic signatures

Memo (FR and EN) for internal use

PowerPoint Template (FR and EN)

Graphic Standards Reference Guide (FR and EN)



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)



Saint-Jean-sur-Richelieu,

Recipient
Title
Address

Subject:

Appeal

Greetings

Double-click here to enter

Title
Address
Initials



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



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@solenio.com

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

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

10 points. Black or Grey (PMS 425)

The image shows a memo form template. At the top right is the SOLENO logo, which consists of a green circular icon with a white 'S' inside, followed by the text 'SOLENO TEXTILE' and 'Nonwoven intelligence' below it. Below the logo, the word 'Memo' is centered. A horizontal line follows. Below the line, there are three fields: 'To: Recipient', 'From: Sender', and 'Date:'. Another horizontal line follows. Below the line, there is a field labeled 'Re: Subject'. Below that, there is a field labeled 'Your text here'. At the bottom of the form, there is a green rectangular bar.

Notes

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

Notes



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