



**SOLENO**  
MASTERING WATER SUSTAINABLY

# BRAND GUIDELINES

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This working tool brings together all the elements that constitute the visual identity of the SOLENO INC. brand. Adhering to these guidelines will allow us to present ourselves in a unified and coherent manner, thereby promoting the recognition and understanding of the brand.

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## KUSTOMFLO PRODUCT BRAND

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# BRAND IDENTITY

# BRAND PLATFORM

1.1

## Intention

Create a more sustainable world for **future generations**

## Vision

Support the **environmental transition** of North American water management infrastructures

## Mission

Collaborate with water management professionals by offering **customized sustainable solutions**

## Positioning

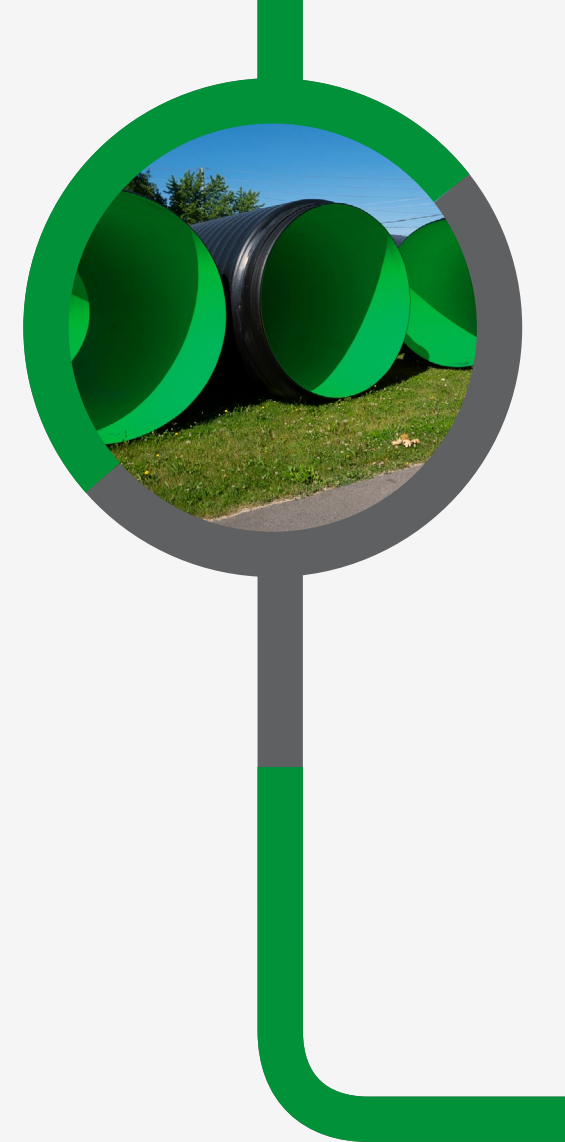
Soleno, **a key ally** for today's infrastructure

## Group Values

Collaboration • Accountability •  
Innovation • Integrity • Excellence

## Pillars

Environment • Human • Future



## KEY MESSAGES

Building  
**Tomorrow's  
Water Solutions**  
Today.

**Customized  
Sustainable  
Solutions** for a  
Better Future.

**Team up** with  
Communities  
to **Innovate**  
the Way We  
Manage Water  
Together  
for a More  
Sustainable  
Future.

# LOGOS

# LOGOS

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Logos can have two applications: compressed and linear. Depending on the placement, both versions can be used.

**However, we always prefer the compressed version.**

These rules apply to both the French and English versions of the logo.

ENG Version

COMPRESSED:



**SOLENO**  
MASTERING WATER SUSTAINABLY

LINEAR:



FR Version



**SOLENO**  
LA MAÎTRISE DURABLE DE L'EAU





# CLEAR SPACE

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**Compressed Version:**  
The minimum clear space measures exactly 2x the height of the space between the top of the text “Mastering water sustainably” and “SOLENO.”

**Linear Version:**  
The minimum clear space measures exactly 2x the width of the space between the top of the text “Mastering water sustainably” and “SOLENO.”

These rules apply to both the French and English versions of the logo.



# USAGE ON COLOURED BACKGROUNDS

---

Maintain readable  
contrast depending on  
the background colour.



# INCORRECT USAGE

To maintain the integrity and readability of the logo, certain rules must be followed:

- 01. The logo can be combined with different colours, but it must be as clear as possible;
- 02. Never distort it;
- 03. Never angle it other than horizontally;
- 04. Never modify its typography;
- 05. Never add any shape to the logo;
- 06. Never alter it;
- 07. Never use a colour that is not in our colour palette;
- 08. Never use drop shadows;
- 09. Never place it on a background that is too dark or too patterned, as this could reduce the logo's visibility.

1-



2-



3-



4-



5-



6-



7-



8-



9-



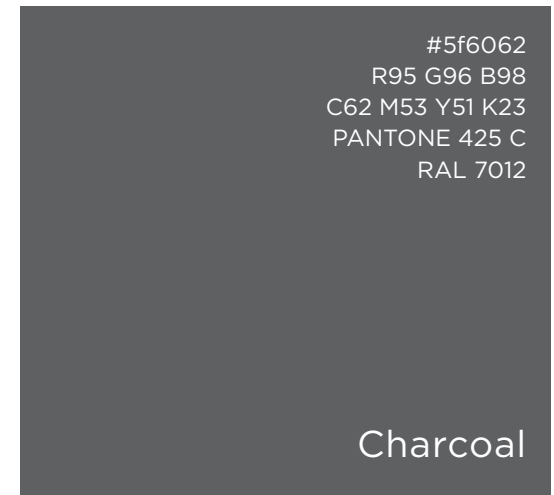
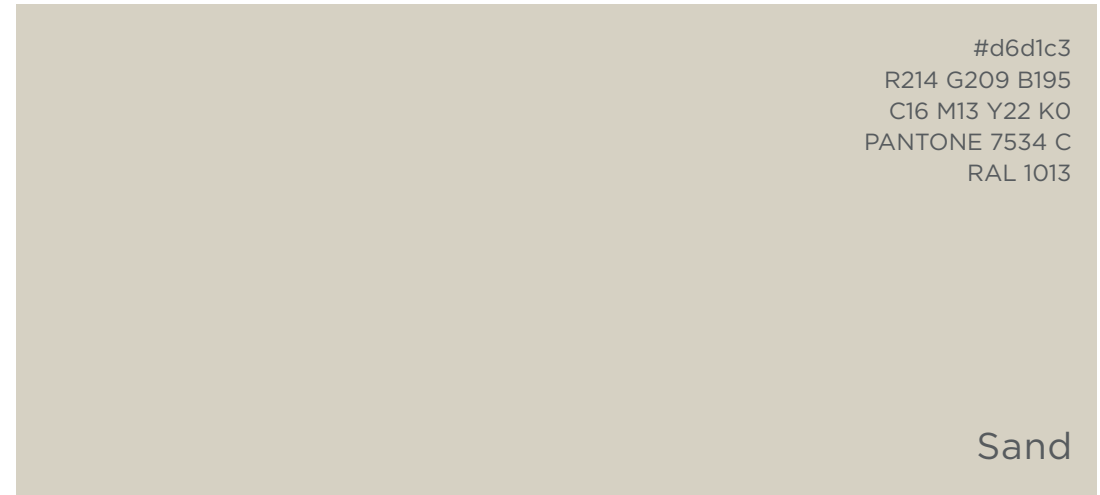
# COLOUR PALETTE

# CORPORATE BRAND

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The colour palette consists of four colours.

Green remains the primary colour of the brand. Sand and 10% grey should be used as secondary colours, primarily as backgrounds (web, social media, etc.). Charcoal is a tertiary colour used for our graphic tools and typography.



# TYPOGRAPHY

# TYPOGRAPHY

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The **Gotham** font family must be used in all print, broadcast, and web applications.

In cases where **Gotham** is not available, the Helvetica font family should be used

**Arial** should be used in CSS code as a secondary font choice for website visitors who do not have Helvetica.

**Arial** should also be used in emails and standard documents.

# GOTHAM BOLD

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

# GOTHAM BOOK

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

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HELVETICA BOLD

ARIAL BOLD

HELVETICA REGULAR

ARIAL REGULAR

## USAGE

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In general, all titles should be set in Gotham Bold and in uppercase.

All subtitles should also be set in Gotham Bold and in uppercase.

The body text should generally be set in Gotham Book.

# TITLES IN GOTHAM BOLD

## SUBTITLES IN GOTHAM BOLD

Paragraphs in Gotham Book.

Et as alitati at. Ictem que od quibus si si vidunte iuntusa pidebit perferor sunt, omnimet autas dellorent rerferibusa aliatio saerum, quod mo in nam, nimoluptur ad quo consedit quias mint ad quaspel laccus as voloratur? Quis modi dolor am, omnisciet enimolorum voluptat quidebi taeptur?



# IMAGERY

# GENERAL

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The imagery of the SOLENO brand must be balanced with images of products, nature, urban environments, rural settings, and people.

**HUMAN**  
**NATURE**  
**RURAL**  
**URBAN**  
**PRODUCT**



# GENERAL

The imagery of the Soleno brand is centered around circularity. We aim to frame our images in rounded shapes, as shown in this example, to emphasize a “spotlight” or an “insightful” element of the brand. We can have pipes framing the image or simply a rounded crop of the image.

WITHOUT PIPES



WITH PIPES



# PRODUCT

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Ideally, images of our products should have a balance between a relatively tight frame to showcase the impressive aspect of the product and a wider frame to display the extent of the construction sites.



# HUMAN

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Images of people should ideally have a  $\frac{3}{4}$  frame. We want to achieve a sense of proximity and engagement with this closer framing.



# ENVIRONMENTS

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Imagery of sites, construction projects, and manufacturing facilities should be taken from a wider perspective to emphasize the scope of the work and the various components of the projects (products, machinery, workers, etc.).



# GRAPHIC TOOLS

# PIPES

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The graphic element of the pipes should be used to connect different elements of each brand piece. This graphic element allows us to maintain an organic line throughout the brand's content and storytelling.

Two colours should be used on the pipes to maintain the brand's evolving aspect:

- Charcoal and sand on a green background
- Charcoal and green on a sand background
- Charcoal and green on a white or 10% grey background



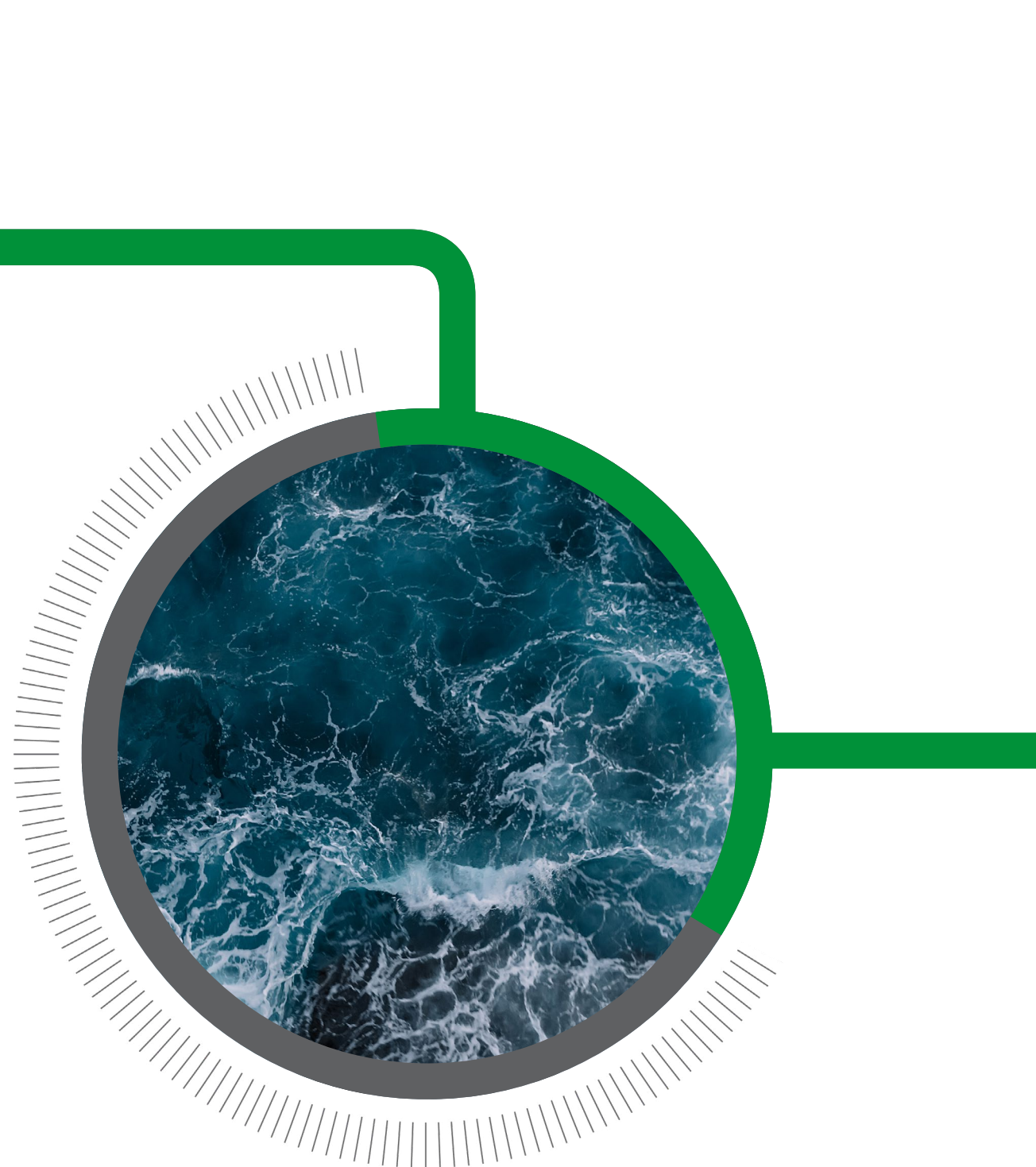


# DIAL

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The graphic element of the dial brings an aspect of precision and the evolving nature of the brand and its products.

It should be used on circles, covering up to a maximum of  $\frac{3}{4}$  of the circle.



# STAMP

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We have developed a “stamp” to clarify that the communication originates from the Canadian division of Soleno.



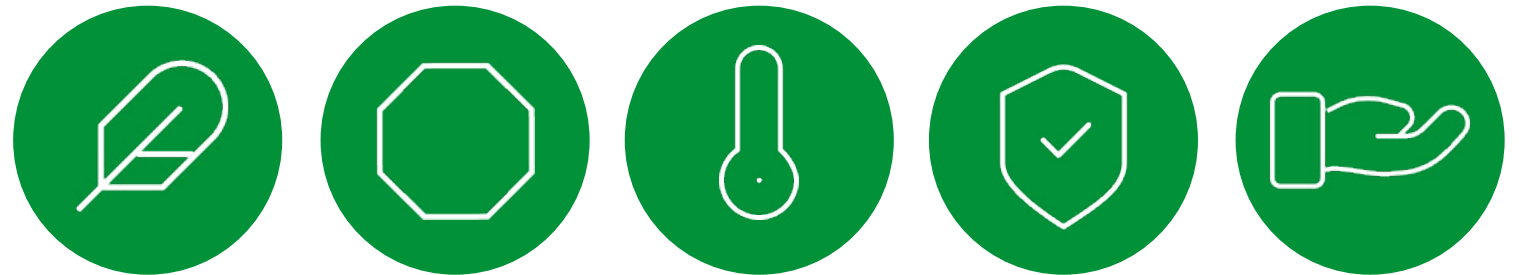
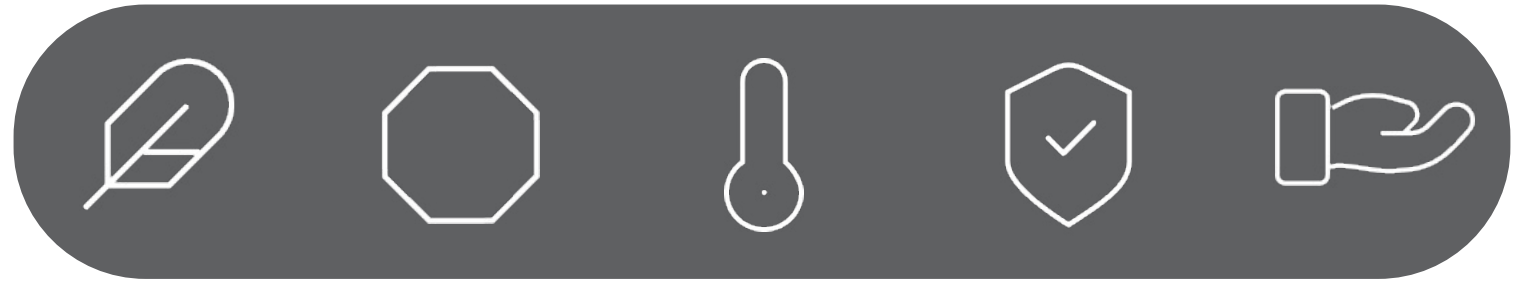
# ICONOGRAPHY

# GUIDELINES

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The brand's iconography has two main principles: **rounded shapes** and **lighter weights**.

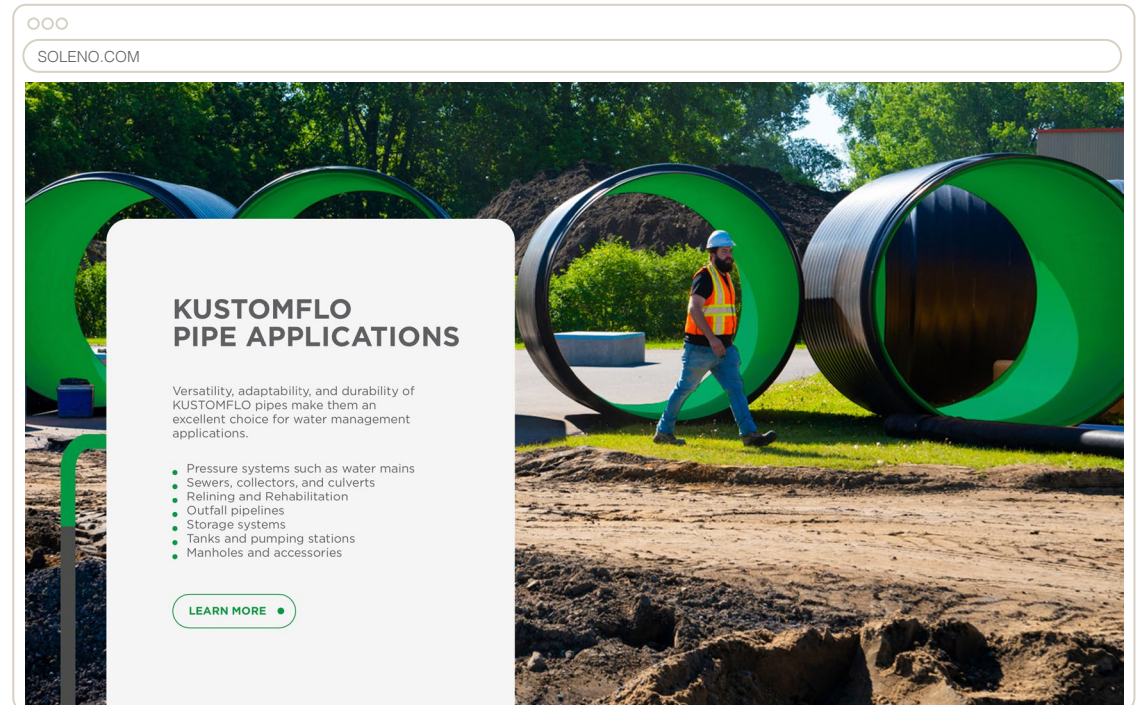
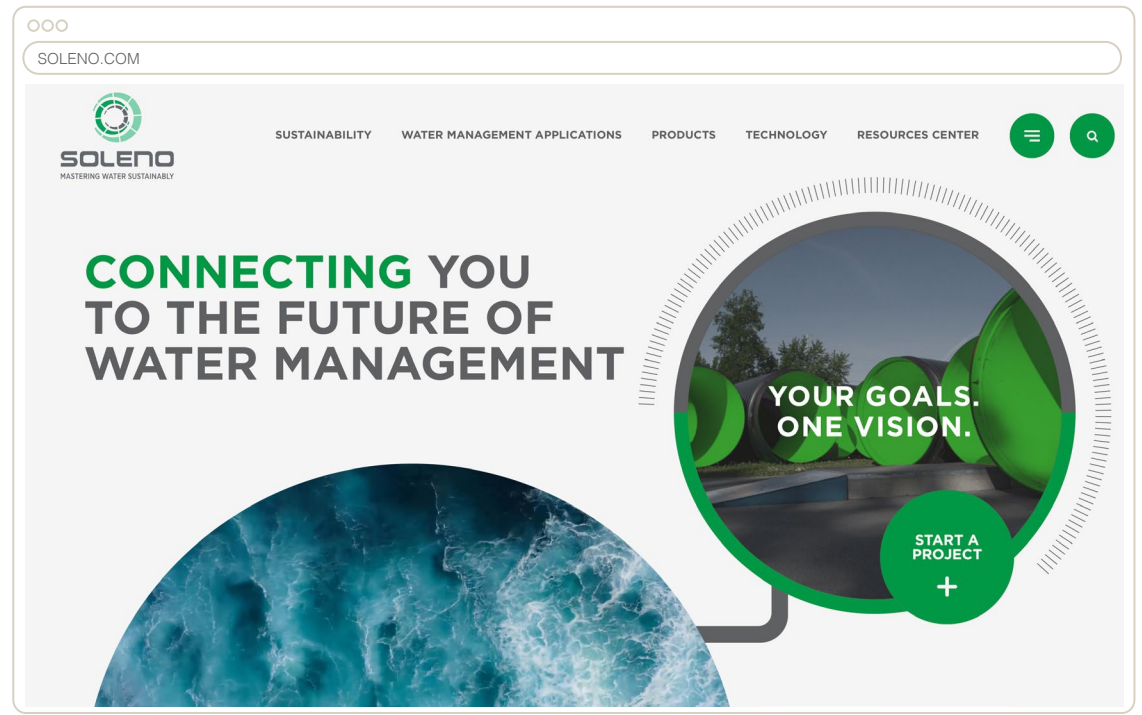
The rounded shapes ensure cohesion with the brand platform, while the lighter weights provide a more contemporary feel and lighten the overall graphic elements of the platform.



# USAGE

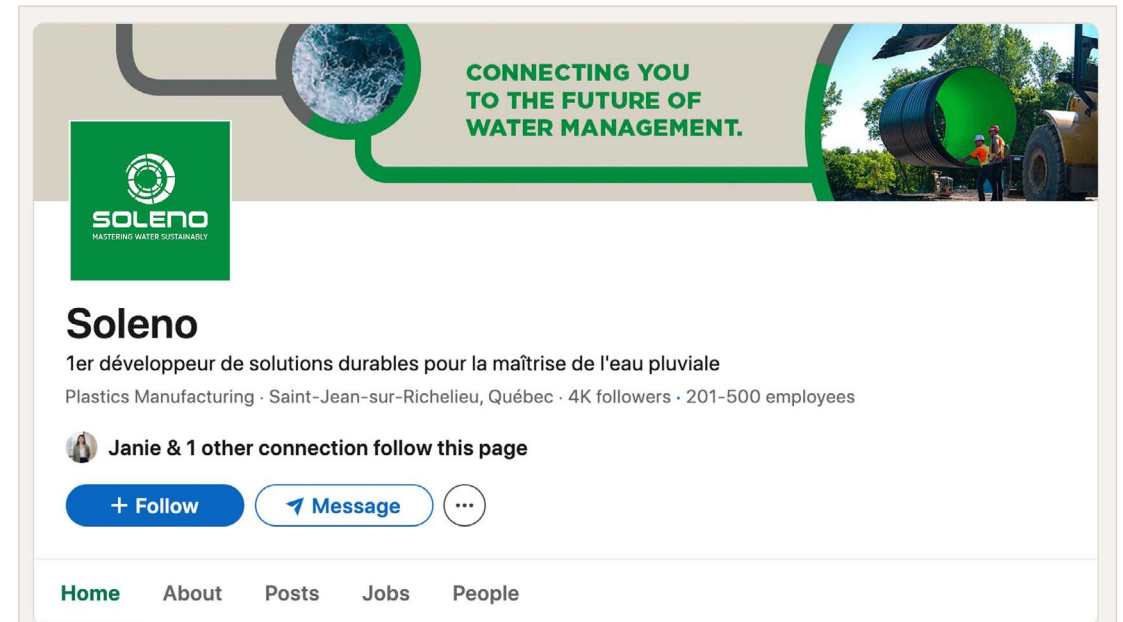
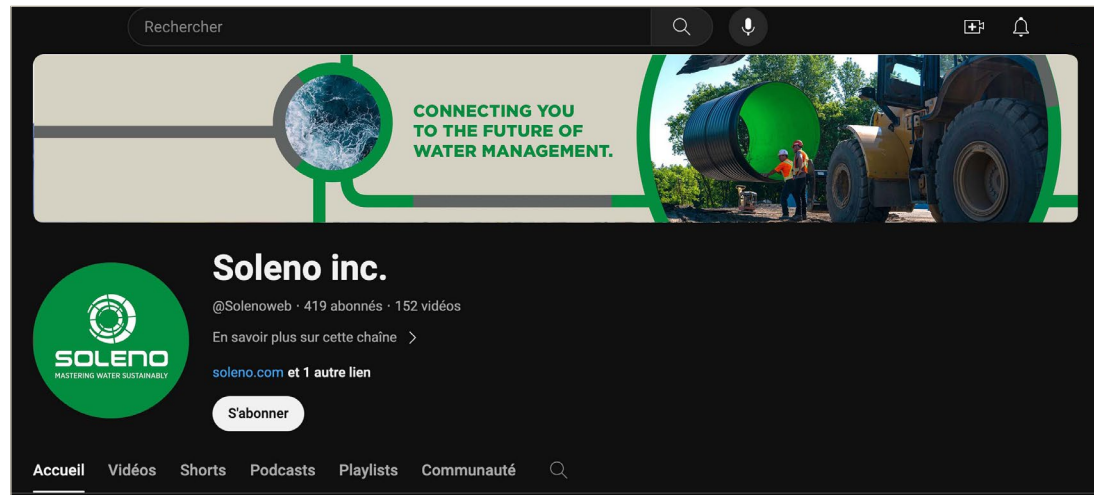
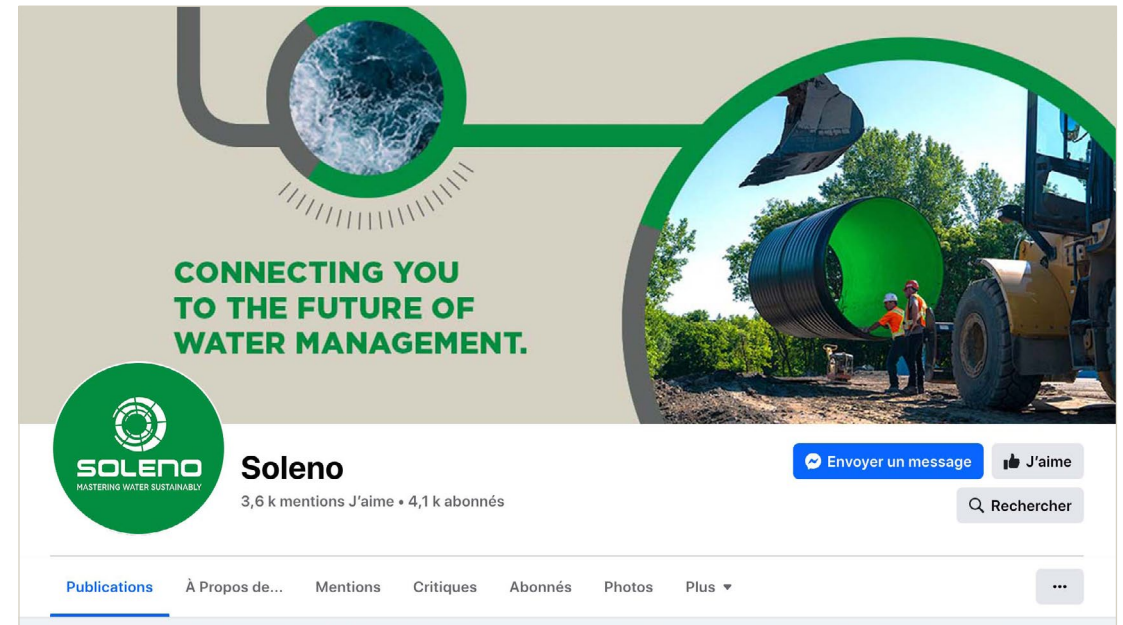
# WEBSITE

Scenarios and applications for website.



# SOCIAL MEDIA

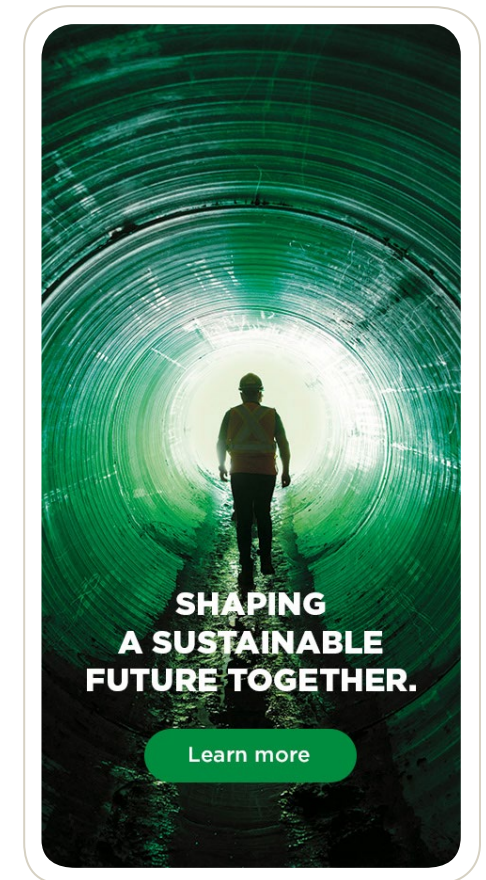
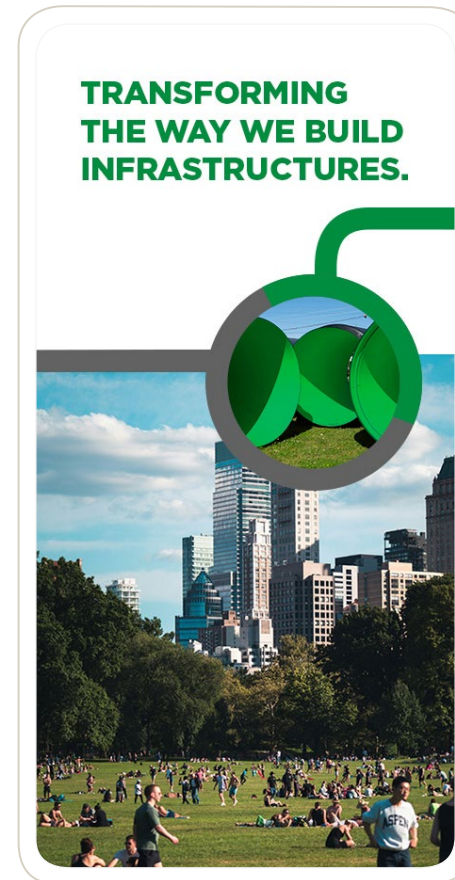
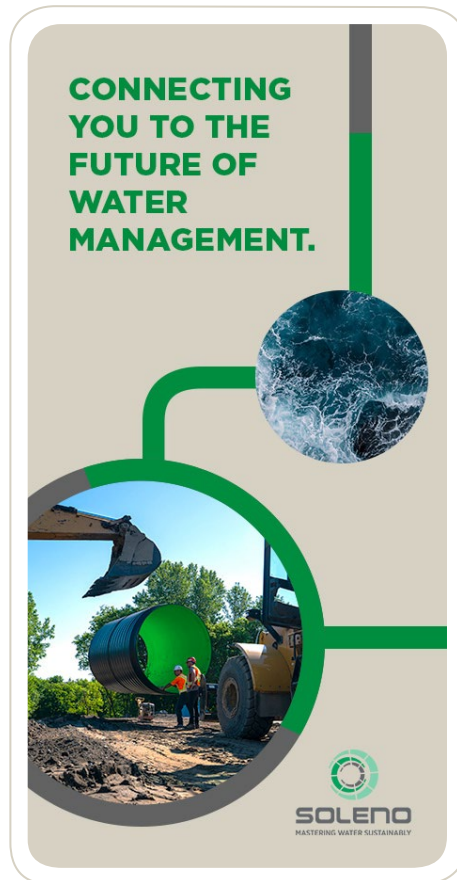
Scenarios and applications for social media platforms.



# CAMPAIGNS

Scenarios and applications for web campaigns.

Maintain a clear contrast in typographic sizes between titles and paragraphs.





# NEWSLETTER

Scenarios and applications for newsletter templates, including sections using corporate imagery and product imagery.

**SOLENO**  
MASTERING WATER SUSTAINABLY

**OUR MISSION: TO CONNECT YOU TO THE WATER MANAGEMENT SOLUTIONS OF TOMORROW.**

At Soleno, we believe in the power of change. That's why we transition water management infrastructures across North America, and that's why we have evolved our vision from mastering stormwater to mastering all water sustainably.

How? By driving energy efficiency, innovating responsible solutions and connecting communities to water management that will last for generations.

**LEARN MORE**

**KUSTOMFLO**  
MADE TO MEASURE. MADE TO LAST.

**KUSTOMFLO: INTRODUCING ONE-OF-A-KIND CUSTOMIZATION.**

With one of the largest diameters on the market, KUSTOMFLO is changing the way we manage water. Made with HDPE, a performant, durable and sustainable material with a lifespan of over 100 years, KUSTOMFLO is more resistant, versatile and cost-efficient than concrete. This pipe innovation uses world-renowned KRAH technology to deliver unprecedented customization and optimization.

With over 100 profile types available for a single pipe and near-endless applications, KUSTOMFLO is a robust, tailor-made solution designed for today and tomorrow.

**LEARN MORE**

**KUSTOMFLO: SUSTAINABILITY MEETS PERFORMANCE.**

With KUSTOMFLO pipes,

Deliver unprecedented customization and optimization. **LEARN MORE**

**KUSTOMFLO: SUSTAINABILITY MEETS PERFORMANCE.**

With KUSTOMFLO pipes, your next infrastructure project benefits from:

- One-of-a-kind customization, including wall thickness and profile selection
- Vast diameter selection ranging from 24" to 136" with additional diameters available upon demand
- Unique joining technologies, including gasket bell and electrofusion, with waterproofing up to 30 psi
- A system that meets all current standards and ASTM F894 requirements

**LEARN MORE**

**LET'S BUILD A MORE SUSTAINABLE FUTURE TOGETHER.**

Your next infrastructure project deserves the best. Our advanced technical support and team of engineers are on hand to help you design and implement a customized water management solution that will last for generations.

Contact your sales representative today for a better tomorrow.

**CONTACT US**

**SOLENO** MASTERING WATER SUSTAINABLY

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Soleno  
1160, route 133  
Saint-Jean-sur-Richelieu, QC  
J2X 4R6 Canada

Vous recevez ce message car vous êtes inscrits à l'infolettre soleno.com. En vous désabonnant complètement, vous ne recevrez plus de communications de Soleno, incluant les avis importants sur les prix, les transports, les politiques, etc. Nous vous invitons à gérer vos préférences afin de choisir le type de communications que vous souhaitez recevoir.

Mettez à jour les préférences | Se désinscrire

# STATIONERY

Scenarios and applications for:

## Letter with header

### Margins

Left: 2.50 cm

Right: 2.50 cm

### Typography

#### Body Text

Arial Regular 10pt

Charcoal

#5f6062 / R95 G96 B98

#### Title "Subject"

Arial Bold 10pt

Green

#009139 / R0 G152 B70

## Memo

### Margins

Left: 2.50 cm

Right: 2.50 cm

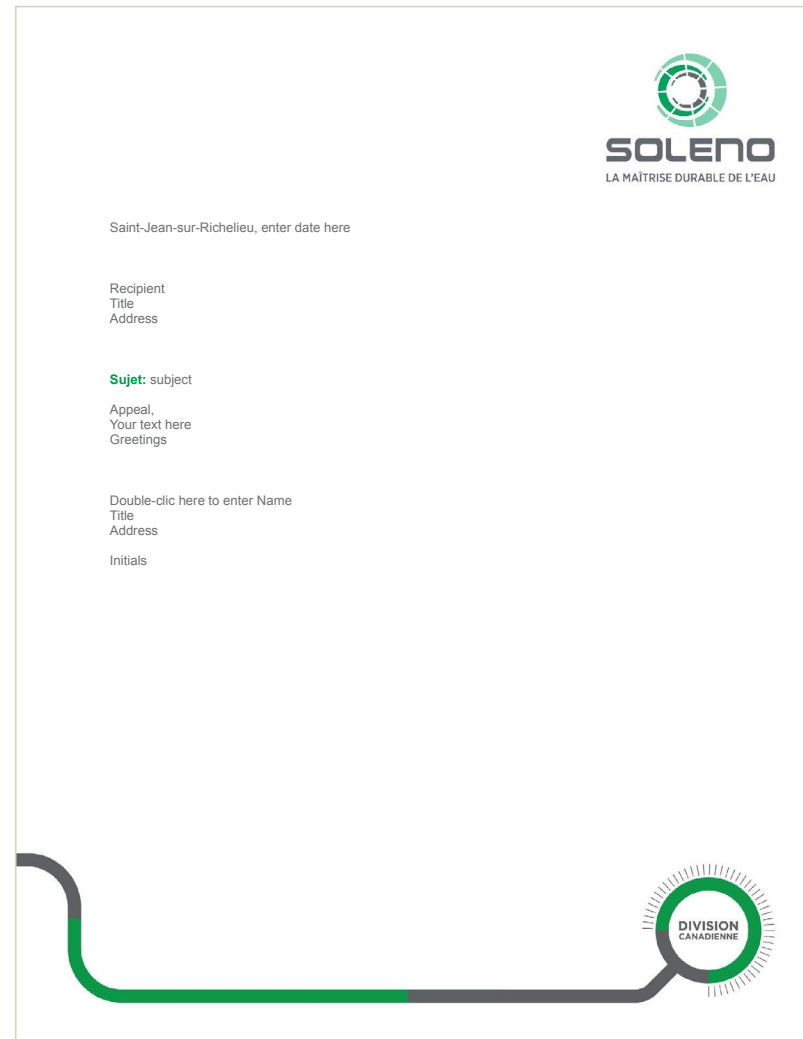
### Typography

Arial Regular and Bold 12pt

Charcoal

#5f6062 / R95 G96 B98

SOLENO



SOLENO  
LA MAÎTRISE DURABLE DE L'EAU

Saint-Jean-sur-Richelieu, enter date here

Recipient  
Title  
Address

**Sujet:** subject

Appeal,  
Your text here  
Greetings

Double-clic here to enter Name  
Title  
Address  
Initials

DIVISION  
CANADIENNE



SOLENO  
LA MAÎTRISE DURABLE DE L'EAU

**MÉMO**

---

À : Recipient  
DE : Sender  
CC : Text  
DATE : Text

---

RE : Subject

Your text here

DIVISION  
CANADIENNE

# STATIONERY

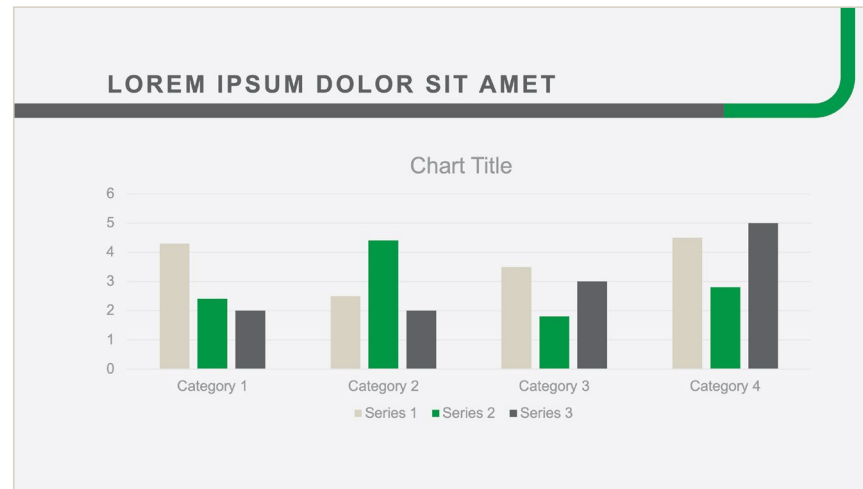
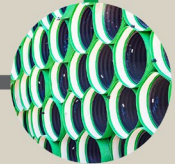

Scenarios and applications for:

**PowerPoint Presentation**

LOREM IPSUM DOLOR SIT AMET



LOREM IPSUM DOLOR SIT AMET



LOREM IPSUM DOLOR SIT AMET

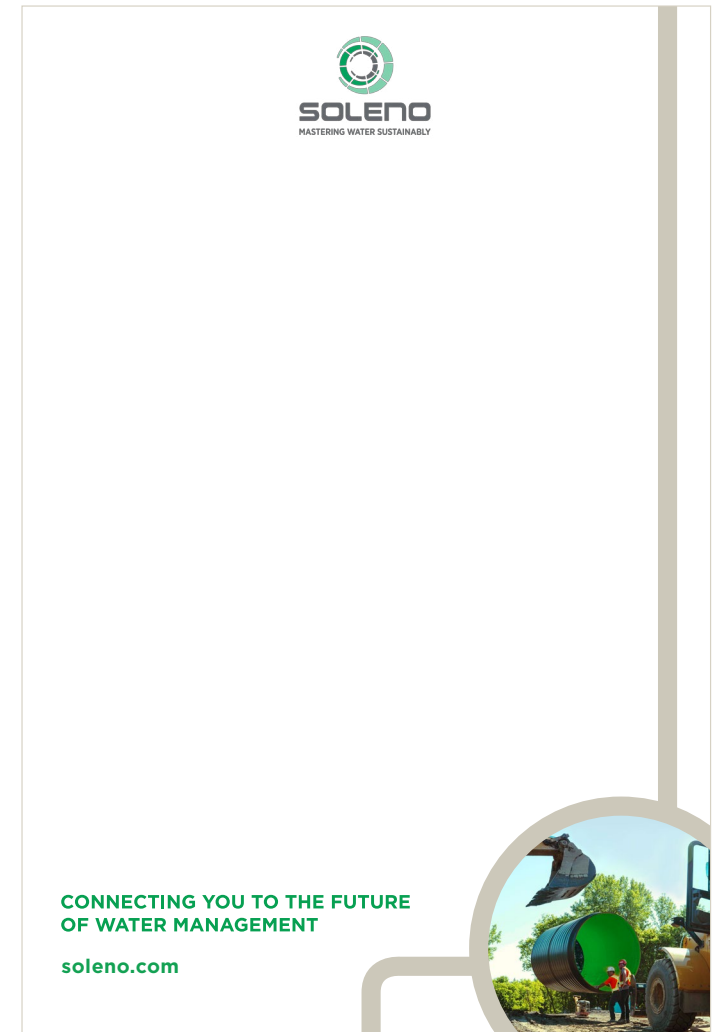
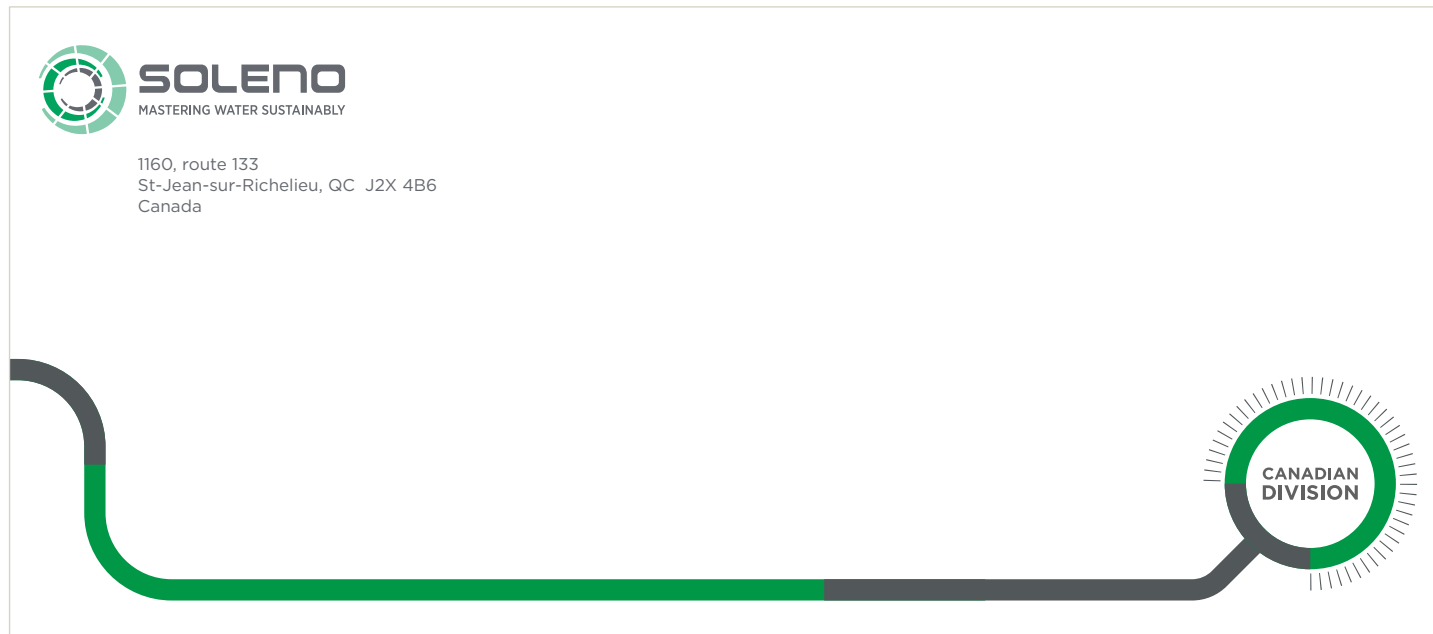


LOREM IPSUM DOLOR SIT AMET, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

# STATIONERY

Scenarios and applications for:

- Business cards
- Envelopes
- Notepads



# 3 BUSINESS SECTORS

# 3 SECTORS, 3 IMAGERIES

For each sector – infrastructure, agriculture, and residential – it is important to convey Soleno’s positioning as a key ally for today’s infrastructures built for future generations.

Therefore, it is essential to highlight the connections between humans and environments for each sector.

Infrastructures



Agriculture



Residential



# MESSAGE 1 VERTICAL

The use of Soleno's institutional green as the background colour conveys ubiquitous support for sector needs.

The **large circle** enables us to present the sector of activity. We suggest using **overhead views to showcase the various natural connections of environments:** streets, buildings, furrows in fields, etc.

The **small circle** allows for presenting the **element in close-up**. There is an opportunity to play with images to depict different scenarios related to water.

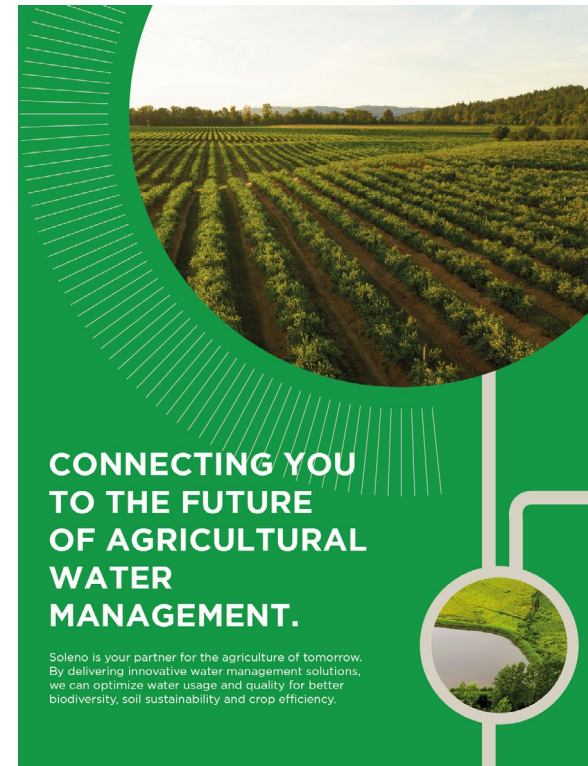
## Infrastructures

A vertical graphic for the Infrastructures sector. It features a large green circle at the top containing an overhead view of a city skyline. Below this, the text 'CONNECTING YOU TO THE FUTURE OF SUSTAINABLE WATER MANAGEMENT FOR INFRASTRUCTURES.' is displayed in white. At the bottom, a smaller green circle contains a close-up image of water splashing. The background is a solid green color with white lines forming a circuit-like pattern.

**CONNECTING YOU  
TO THE FUTURE OF  
SUSTAINABLE WATER  
MANAGEMENT FOR  
INFRASTRUCTURES.**

From mastering stormwater to mastering all water systems sustainably, Soleno is a leader in made-to-measure recycled HDPE solutions for water infrastructures, propelling more responsible, durable and sustainable cities across North America.

## Agriculture

A vertical graphic for the Agriculture sector. It features a large green circle at the top containing an overhead view of a vast agricultural field with rows of crops. Below this, the text 'CONNECTING YOU TO THE FUTURE OF AGRICULTURAL WATER MANAGEMENT.' is displayed in white. At the bottom, a smaller green circle contains a close-up image of a river flowing through a landscape. The background is a solid green color with white lines forming a circuit-like pattern.

**CONNECTING YOU  
TO THE FUTURE OF  
AGRICULTURAL  
WATER  
MANAGEMENT.**

Soleno is your partner for the agriculture of tomorrow. By delivering innovative water management solutions, we can optimize water usage and quality for better biodiversity, soil sustainability and crop efficiency.

## Residential

A vertical graphic for the Residential sector. It features a large green circle at the top containing an overhead view of a residential neighborhood with houses and streets. Below this, the text 'CONNECTING YOU TO THE FUTURE OF RESIDENTIAL WATER MANAGEMENT.' is displayed in white. At the bottom, a smaller green circle contains a close-up image of water splashing. The background is a solid green color with white lines forming a circuit-like pattern.

**CONNECTING YOU  
TO THE FUTURE OF  
RESIDENTIAL WATER  
MANAGEMENT.**

By driving the water distribution and waste management solutions of the future, Soleno is helping create more responsible, sustainable living spaces today.

# MESSAGE 1 HORIZONTAL

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The design and structure must be adaptable to both vertical and horizontal versions.

## Infrastructures

A horizontal banner with a green background. The top right corner features a circular inset showing a city skyline. A white line graphic starts from the bottom left, curves up and right, then down and right, ending at the bottom right. A circular inset at the bottom left shows a globe. The text is white and positioned on the left side.

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## Agriculture

A horizontal banner with a green background. The top right corner features a circular inset showing a field of crops. A white line graphic starts from the bottom left, curves up and right, then down and right, ending at the bottom right. A circular inset at the bottom left shows a landscape with a river. The text is white and positioned on the left side.

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**CONNECTING YOU TO THE FUTURE OF RESIDENTIAL WATER MANAGEMENT.**

By driving the water distribution and waste management solutions of the future, Soleno is helping create more responsible, sustainable living spaces today.



# MESSAGE 2 VERTICAL

The use of a full-width image allows us to highlight the solution that Soleno offers to the sector.

We recommend using our graphical element of the connection **overlaid on the image of the solution to convey that our solution is used 'within' the sector.**

## Infrastructures

### THE INFRASTRUCTURES OF TOMORROW NEED CUSTOMIZATION THAT COUNTS.

Soleno unleashes the power of total customization with solutions like KUSTOMFLO: Made to measure, made to last, and made with KRAH technology, this world-renowned adaptive process responds to the water management needs of tomorrow, today.



## Agriculture

### DELIVERING MADE-TO-MEASURE WATER MANAGEMENT SOLUTIONS FOR AGRICULTURE.

Precision farming calls for precision solutions. Soleno provides customizable solutions that help the agricultural sector create positive change responsibly, affordably and sustainably.



## Residential

### CHANGING THE RESIDENTIAL WATER MANAGEMENT LANDSCAPE WITH NEXT-LEVEL CUSTOMIZATION.

Soleno is driving change in the residential sector by elevating building materials and practices, offering solutions with up to 90% recycled materials for enduring sustainability.



# MESSAGE 2 HORIZONTAL

The design and structure must be adaptable to both vertical and horizontal versions.

## Infrastructures

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# MESSAGE 3 VERTICAL

The use of beige as the background colour adds warmth to this message with a human focus.

The large circle highlights the benefits of our solutions for communities or individuals.

The small circle creates a natural connection between our solutions and the human benefits.

## Infrastructures



**TRANSFORMING THE WAY WE BUILD INFRASTRUCTURES.**

Soleno blazes a trail with HDPE, an alternative to concrete that is proven to be more performant, durable and cost-efficient for the long term.

By addressing climate transition concerns head-on, Soleno is committed to creating infrastructure solutions that give more than they take. From total customization to full implementation, we work with you to bring your sustainability vision to life, applying the full force of our expertise to your infrastructure projects.

The graphic features a beige background with a large green circle at the top right containing a photo of workers installing a large pipe. A smaller green circle at the bottom right contains a photo of a woman watering plants in a garden. A green line connects the two circles, forming a shape that resembles a stylized 'S' or a path.

## Agriculture



**WORKING TOGETHER TO SHAPE RESPONSIBLE AGRICULTURE FOR US ALL.**

Soleno offers solutions that bring out the best of the agricultural sector for our communities and for the planet. Water is crucial to farming, and sustainable water management solutions are essential in lowering environmental impact and increasing efficiency for the long term.

The graphic features a beige background with a large green circle at the top right containing a photo of a tractor in a field. A smaller green circle at the bottom right contains a photo of a group of people at a farmers market. A green line connects the two circles, forming a shape that resembles a stylized 'S' or a path.

## Residential



**BRINGING ADDED VALUE TO THE LIVING SPACES OF THE FUTURE.**

Soleno believes every community deserves residential support and better, more sustainable housing.

By providing builders and retailers with solutions built to bring sustainability, cost efficiency and durability to every project, Soleno is your partner for residential water management.

The graphic features a beige background with a large green circle at the top right containing a photo of a construction site. A smaller green circle at the bottom right contains a photo of a man and a woman sitting at a kitchen island. A green line connects the two circles, forming a shape that resembles a stylized 'S' or a path.

# MESSAGE 3 HORIZONTAL

The design and structure must be adaptable to both vertical and horizontal versions.

## Infrastructures

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# KUSTOMFLO PRODUCT BRAND

# LOGO

# LOGO

---

A linear version of the logo is available for use.

**KUSTOMFLO**

# CLEAR SPACE

---

The minimum clear space always corresponds to the width and height of the “L” in KUSTOMFLO.





# USAGE ON COLOURED BACKGROUNDS

---

Maintain readable  
contrast depending on  
the background colour.

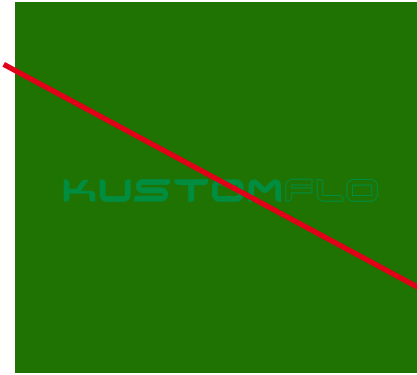


# INCORRECT USAGE

To maintain the integrity and readability of the logo, certain rules must be followed:

- 01. The logo can be combined with different colours, but it must be as clear as possible;
- 02. Never distort it;
- 03. Never angle it other than horizontally;
- 04. Never add any shape to the logo;
- 05. Never alter it;
- 06. Never use a colour that is not in our colour palette;
- 07. Never use drop shadows;
- 08. Never place it on a background that is too dark or too patterned, as this could reduce the logo's visibility.

1-



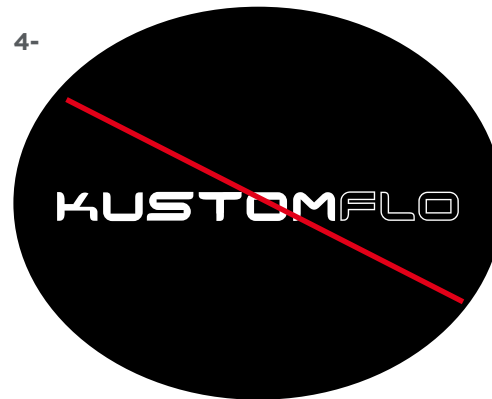
2-



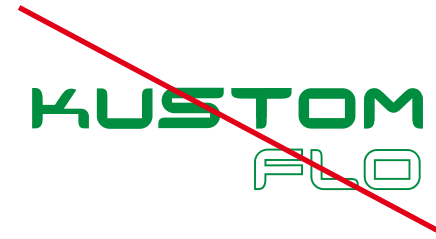
3-



4-



5-



6-



7-



8-



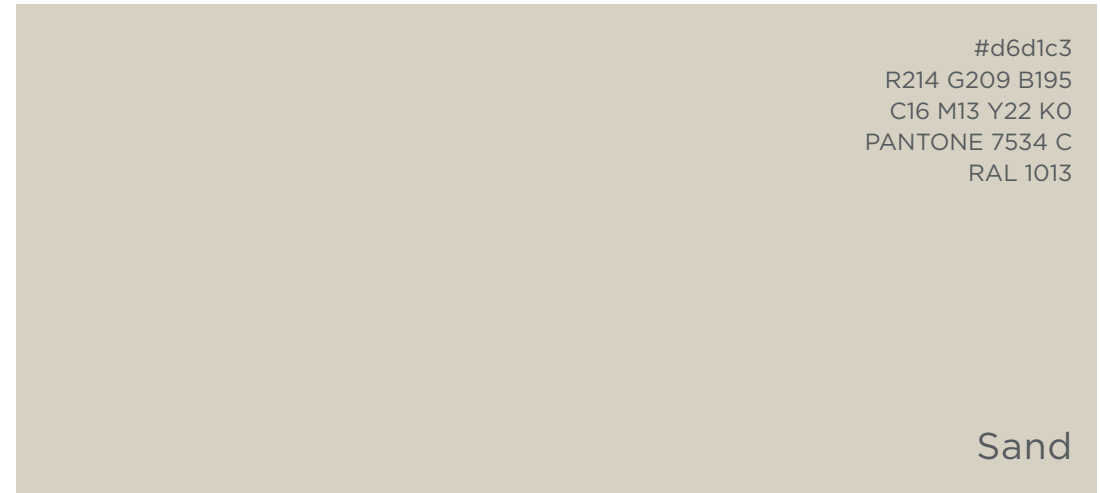
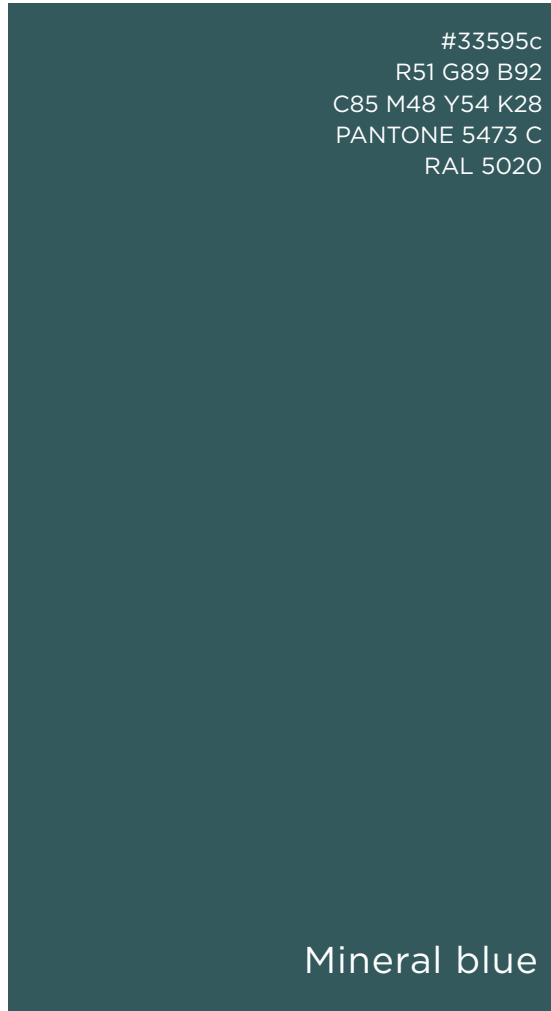
# COLOUR PALETTE

# PRODUCT BRAND KUSTOMFLO

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The colour palette consists of 4 colours.

Mineral blue is the primary colour of the product brand. It will be primarily used for graphic tools. Green becomes the secondary colour of the product brand, while sand and 10% grey should be used as tertiary colours, mostly as backgrounds.



# GRAPHIC TOOLS

# GRAPHIC ELEMENT

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The graphic element of the product brand is centered on the circularity of the parent brand, adapted to have an **“infinite” aspect**.

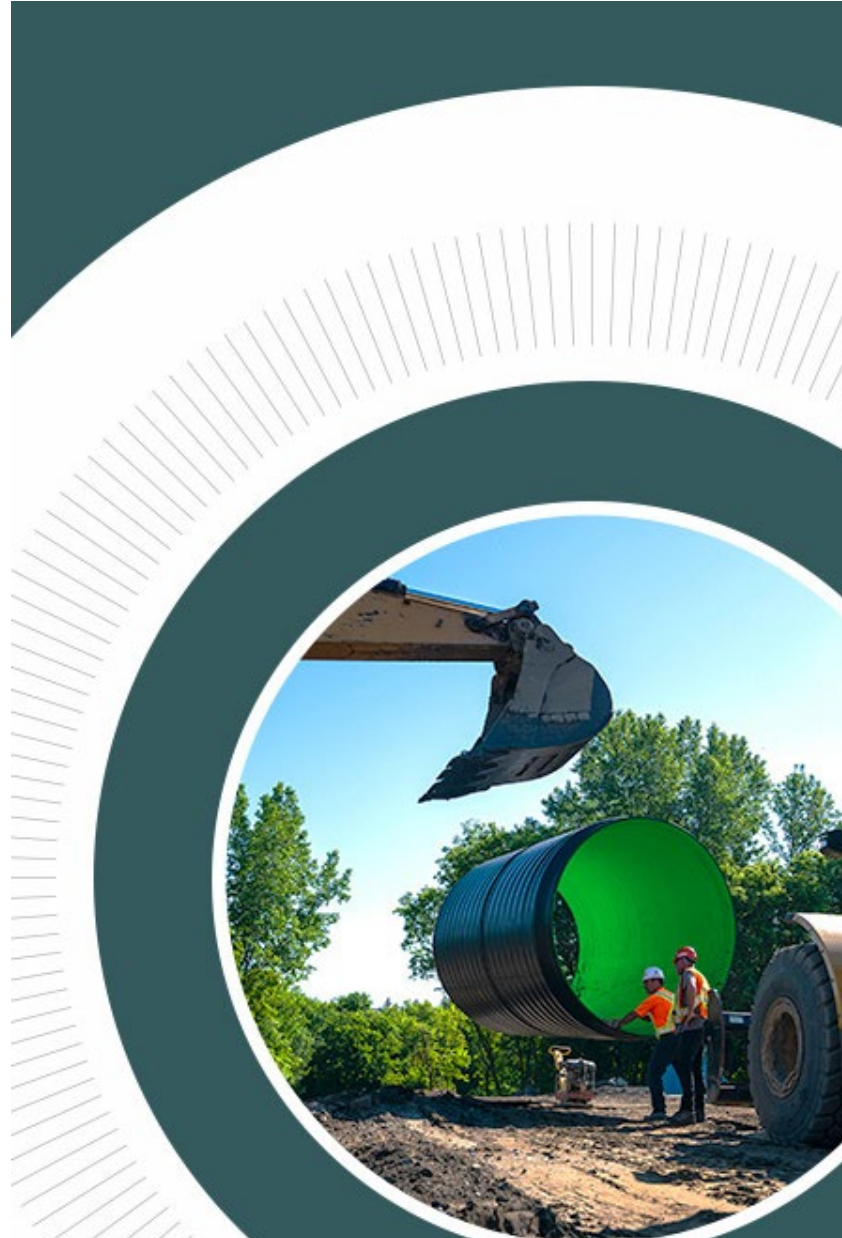
We aim to demonstrate the personalized aspect of the product by having circles extend beyond the placement frame. We can also use circles of various thicknesses to highlight specific features.



# GRAPHIC ELEMENT

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The dial can be used on a light background to stand out or on a mineral blue background to create a “dual tone” effect.



## The most robust and tailor-made piping system.

- One-of-a-kind customization, including wall thickness and profile selection
- Vast diameter selection ranging from 24” to 136”
- Unique joining technologies including gasket bell and electrofusion.



# USAGE



# WEBSITE

Scenarios and applications for the website.

The screenshot shows the top half of the website. At the top is a navigation bar with links for SUSTAINABILITY, WATER MANAGEMENT APPLICATIONS, PRODUCTS, TECHNOLOGY, and RESOURCES CENTER. The main header features the KUSTOMFLO logo and the tagline "Made to measure. Made to last." Below this, there are two columns of text. The left column is titled "OVER 100 PROFILE TYPES AVAILABLE FOR A SINGLE PIPE." and the right column is titled "OUR KUSTOM FEATURES & BENEFITS". Below the text are several small images showing different pipe profiles. At the bottom of this section is a "DOCUMENTS LIBRARY" section with a "KUSTOMFLO Brochure" and "VIDEOS" listed. The bottom of the page features a large image of a city park with a lake and a "PLAY" button, followed by a "A UNIQUE TECHNOLOGY" section with a "BOOK YOUR LINES AND LEARN" button.


This screenshot shows the hero section of the website. It features a large circular image of workers in orange safety gear handling a large green pipe. The text "KUSTOMFLO" is prominently displayed in green, with the tagline "Made to measure. Made to last." below it. A short paragraph describes the pipe's customization capabilities. The navigation bar at the top is identical to the previous screenshot.

This screenshot shows a call-to-action section with a solid green background. The text "START A PROJECT WITH KUSTOMFLO" is written in large, white, bold letters. To the right of this text is a white button with the text "CONTACT OUR EXPERT" and a right-pointing arrow. The navigation bar at the top is identical to the previous screenshots.

# CAMPAIGNS

Scenarios and applications for web campaigns.

**KUSTOMFLO**  
MADE TO MEASURE. MADE TO LAST.

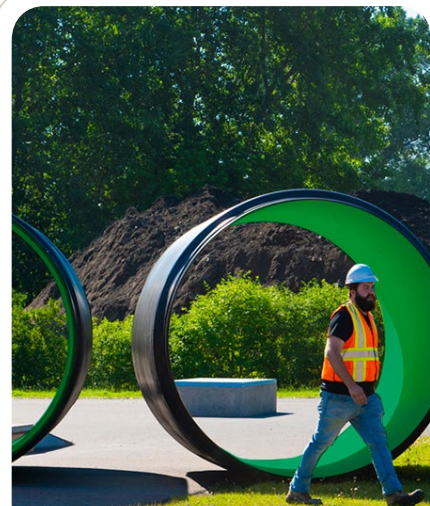

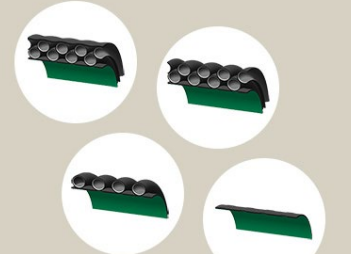


**SOLENO**  
MASTERING WATER SUSTAINABLY

Soleno blazes a trail with HDPE, an alternative to concrete that is proven to be more performant, durable and cost-efficient for the long term.



**OVER 100 PROFILES TYPES AVAILABLE FOR A SINGLE PIPE.**



**SHAPING A SUSTAINABLE FUTURE TOGETHER.**

[Learn more](#)

# BROCHURE

Scenarios and applications for printed variations, such as a brochure.

To maintain a hierarchy between the texts, a marked contrast in typographic sizes is desirable.

## Main Cover Title

Gotham Bold 38pt  
Green R0 G152 B70

## Titles

Gotham Bold 30pt  
Green R0 G152 B70

## Subtitles

Gotham Bold 13pt  
Green R0 G152 B70

## Body Text

Gotham Book 10pt  
Charcoal R95 G96 B98

SOLENO



# ROLLUP

Scenarios and applications for a rollup banner.



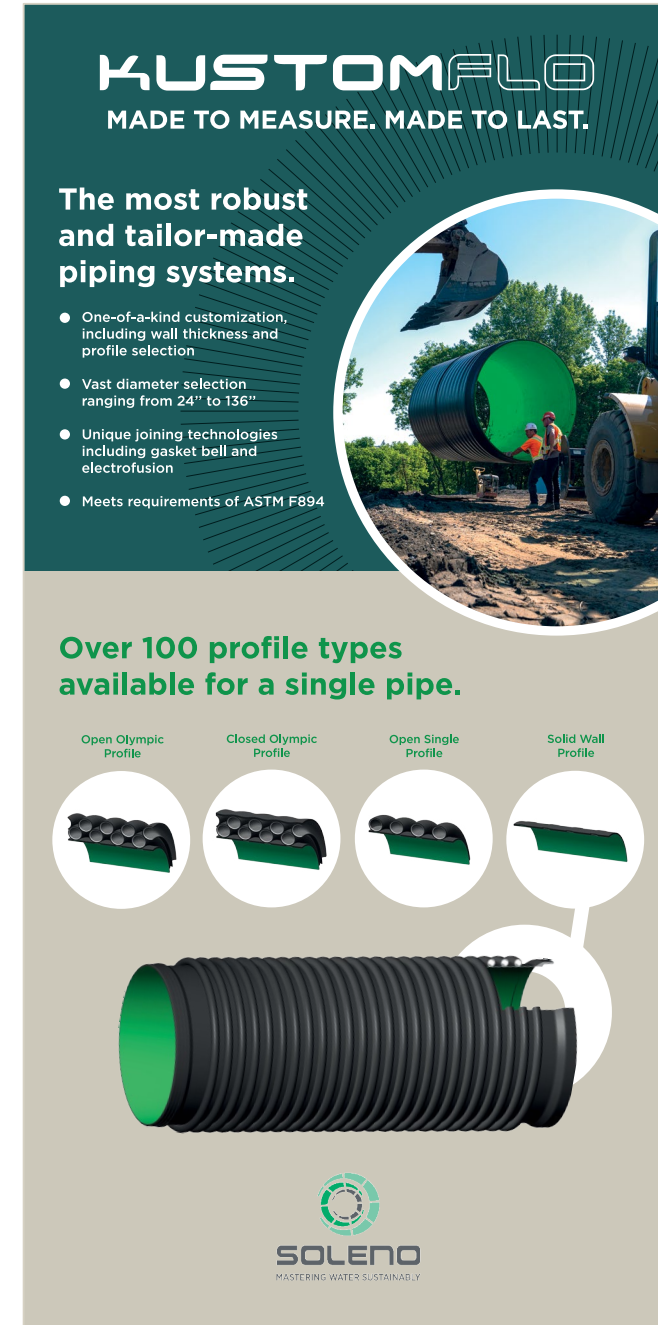
**KUSTOMFLO**  
MADE TO MEASURE. MADE TO LAST.

**The most robust and tailor-made piping systems.**

- One-of-a-kind customization, including wall thickness and profile selection
- Vast diameter selection ranging from 24" to 136"
- Unique joining technologies including gasket bell and electrofusion
- Meets requirements of ASTM F894

**Over 100 profile types available for a single pipe.**

Open Olympic Profile    Closed Olympic Profile    Open Single Profile    Solid Wall Profile



**SOLENO**  
MASTERING WATER SUSTAINABLY



**SOLENO**  
MASTERING WATER SUSTAINABLY