



SOLENO
MASTERING WATER SUSTAINABLY

BRAND GUIDELINES



This working tool brings together all the elements that constitute the visual identity of the SOLENO LLC. 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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SOLENO CORPORATE 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

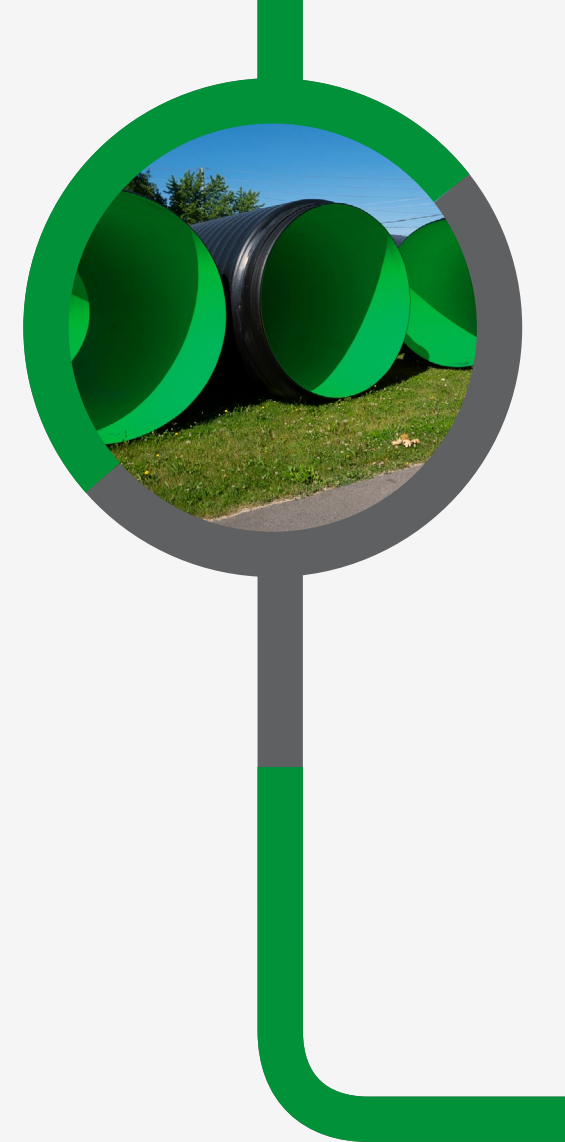
Soleno, **a key ally** for today's infrastructure

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

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

However, we always prefer the compressed version.

COMPRESSED:



SOLENO
MASTERING WATER SUSTAINABLY

LINEAR:



SOLENO
MASTERING WATER SUSTAINABLY

CLEAR SPACE

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.”



USAGE ON COLORED BACKGROUNDS

Maintain readable
contrast depending on
the background color.



INCORRECT USAGE

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

- 01. The logo can be combined with different colors, 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 color that is not in our color 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-

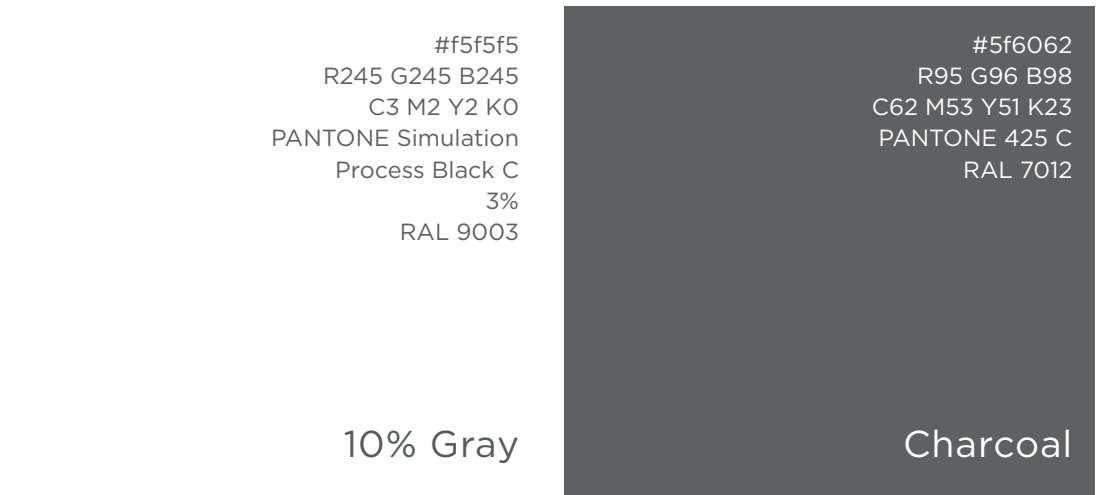
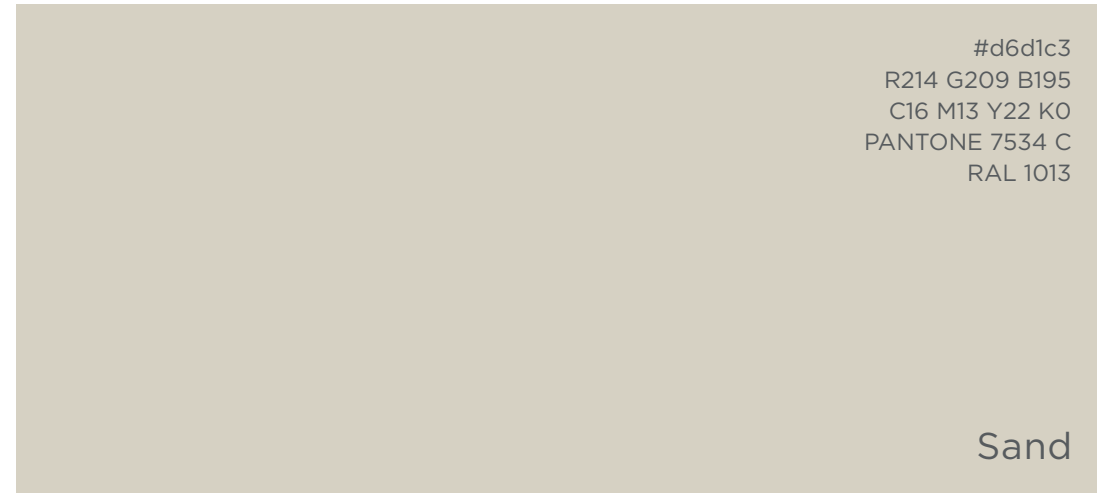


COLOR PALETTE

CORPORATE BRAND

The color palette consists of four colors.

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



TYPOGRAPHY

TYPOGRAPHIE

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

HELVETICA BOLD

ARIAL BOLD

HELVETICA REGULAR

ARIAL REGULAR

USAGE

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

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

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

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

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

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

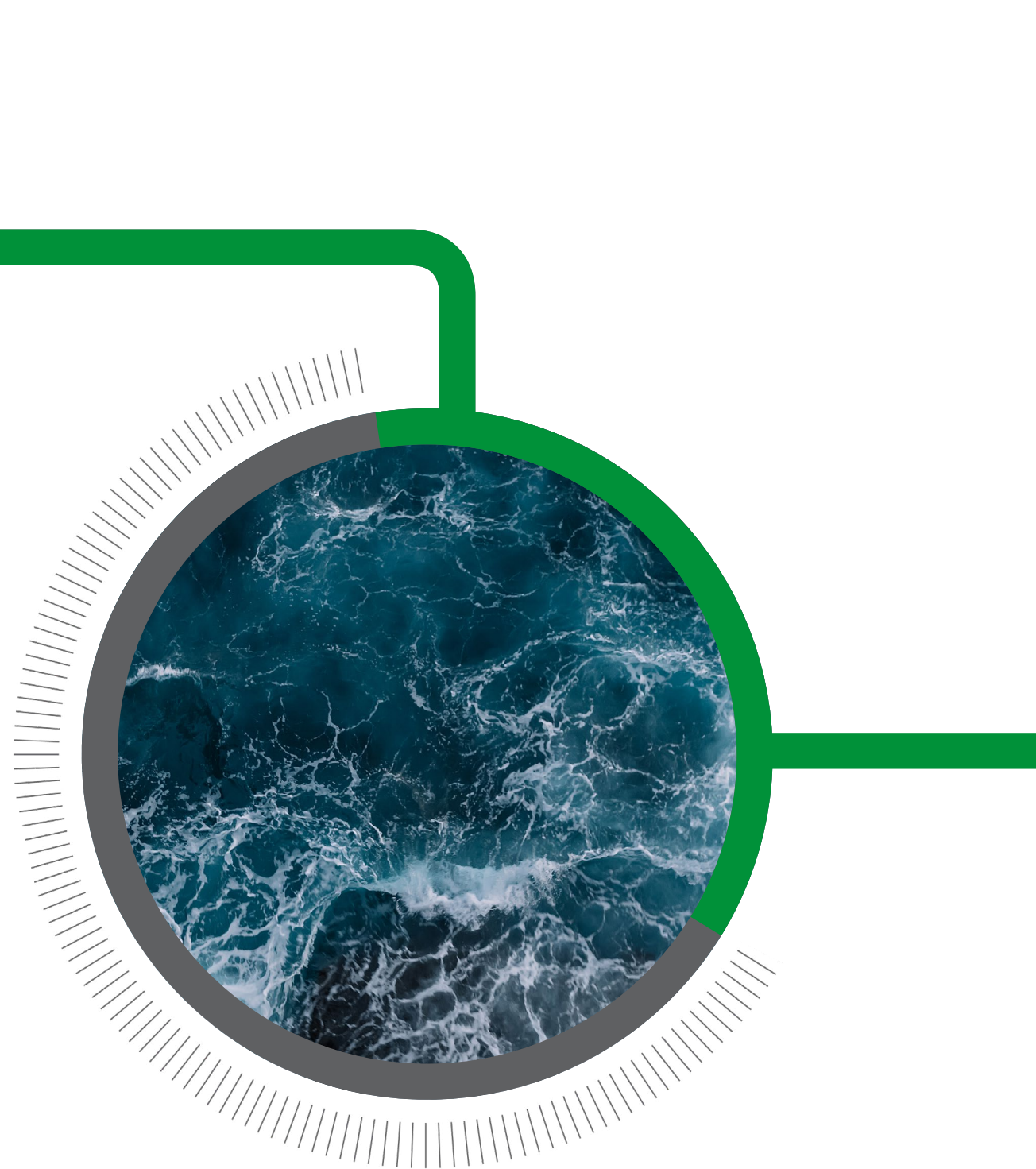
- Charcoal and sand on a green background
- Charcoal and green on a sand background
- Charcoal and green on a white or 10% gray background



DIAL

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

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

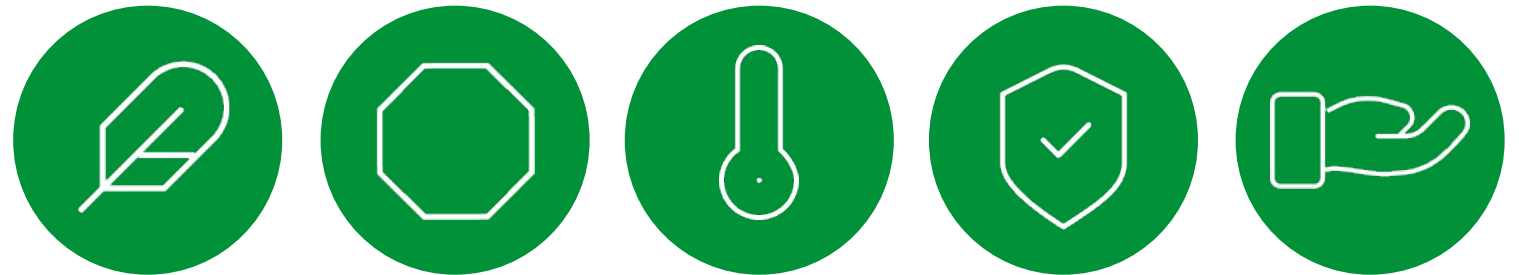
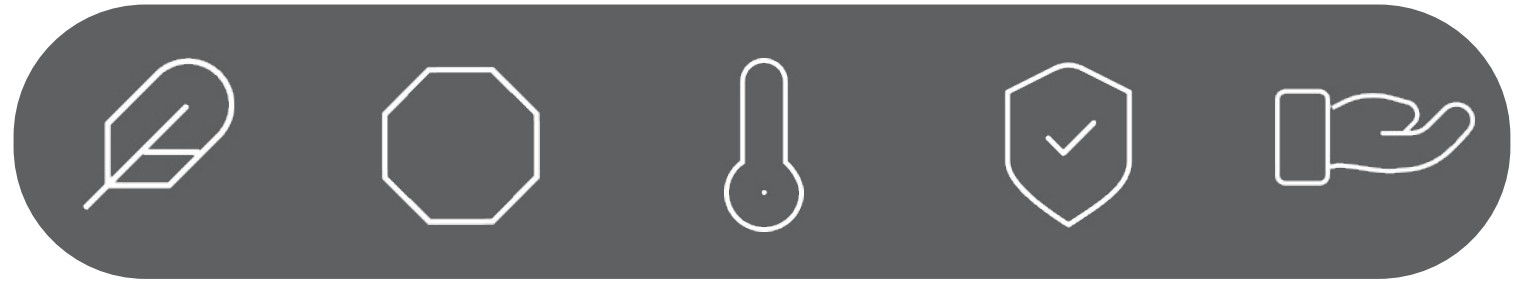


ICONOGRAPHY

GUIDELINES

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

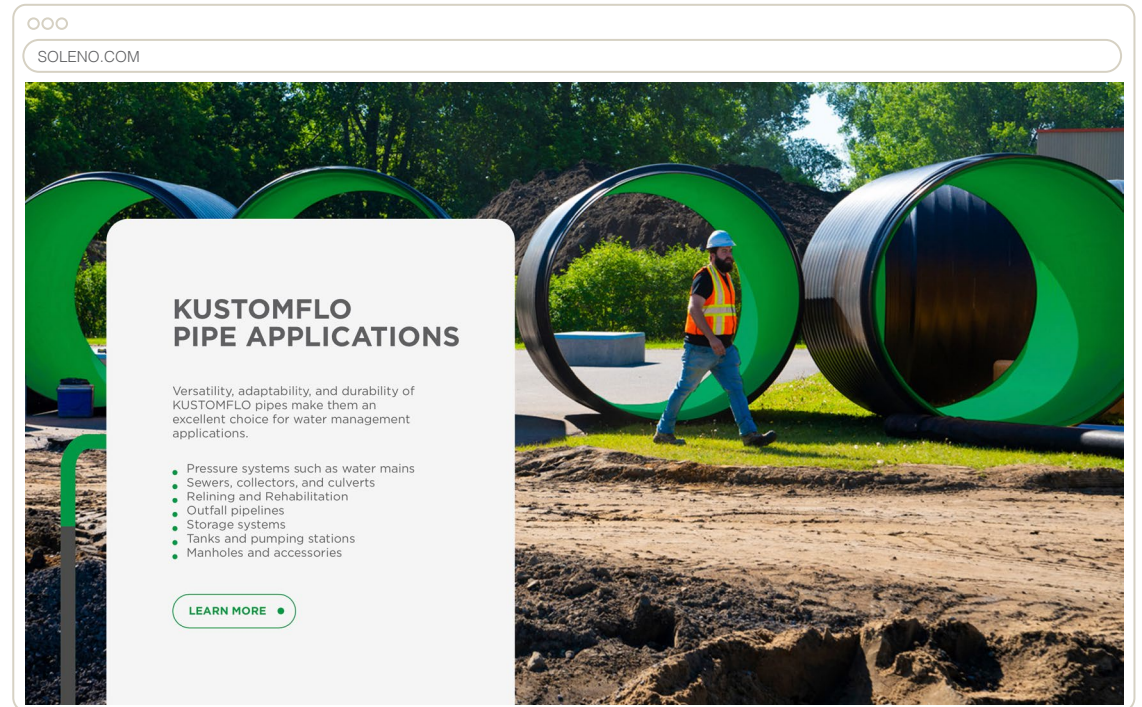
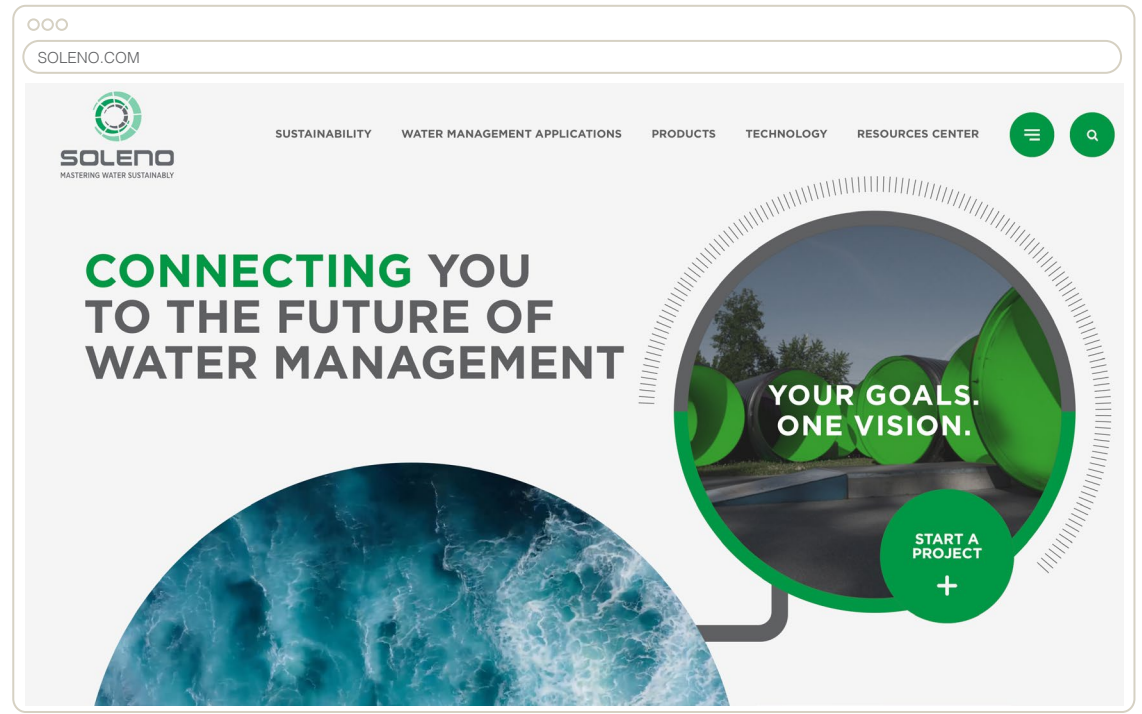
The rounded shapes ensure cohesion with the brand platform, while the lighter weights provide a more contemporary feel and lighten the overall graphic elements of the platform.



USAGE

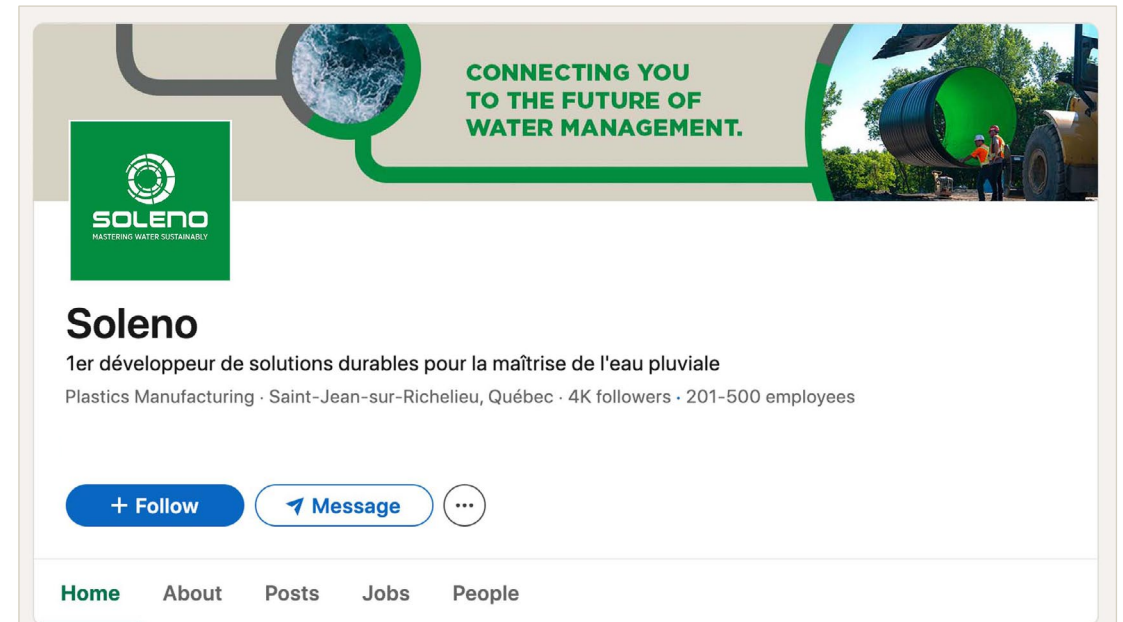
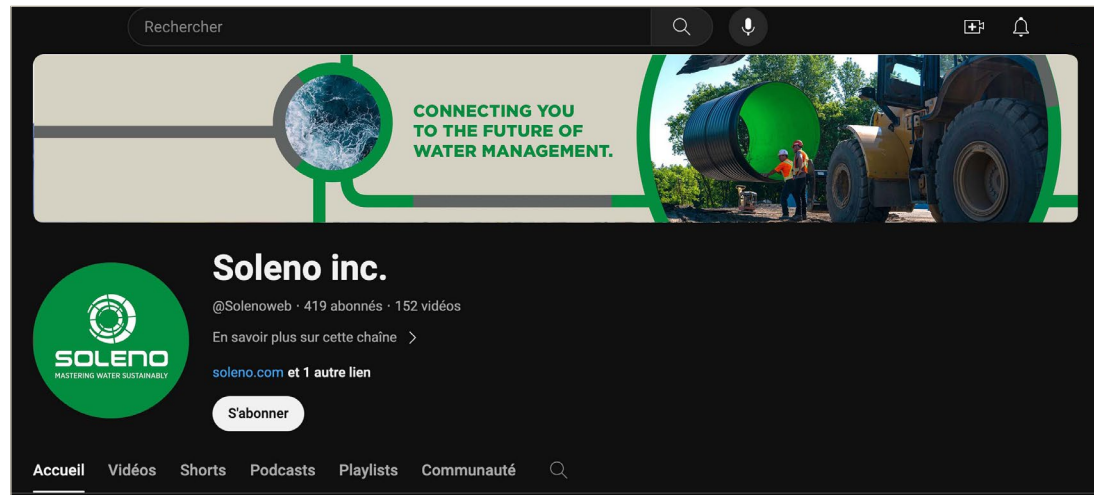
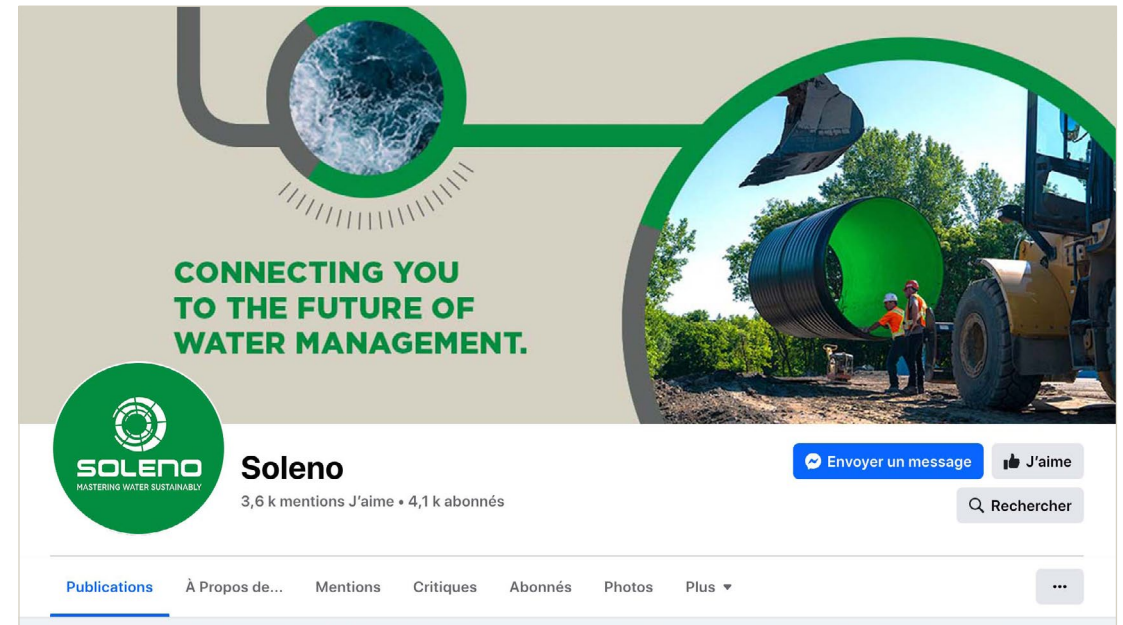
WEBSITE

Scenarios and applications for website.



SOCIAL MEDIA

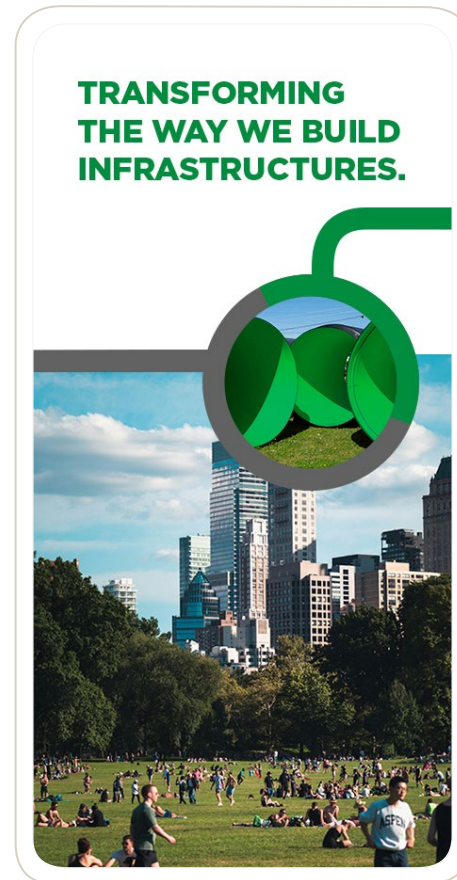
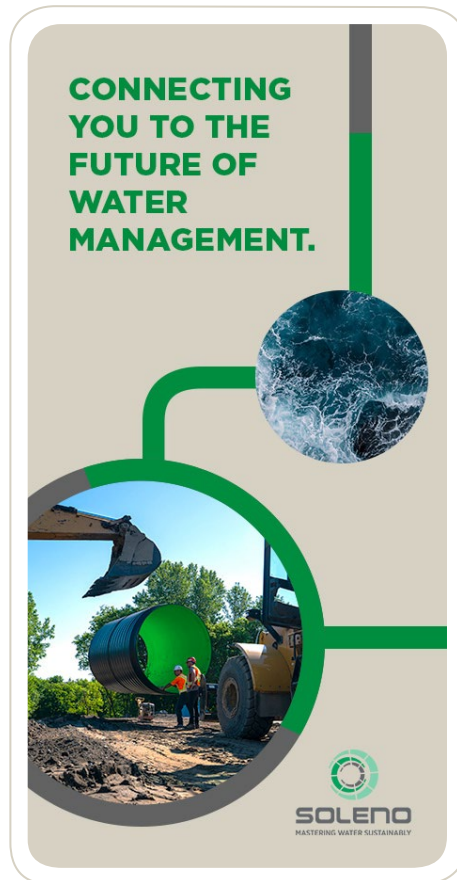
Scenarios and applications for social media platforms.



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 MASTERING WATER SUSTAINABLY

SOLENO MASTERING WATER SUSTAINABLY

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

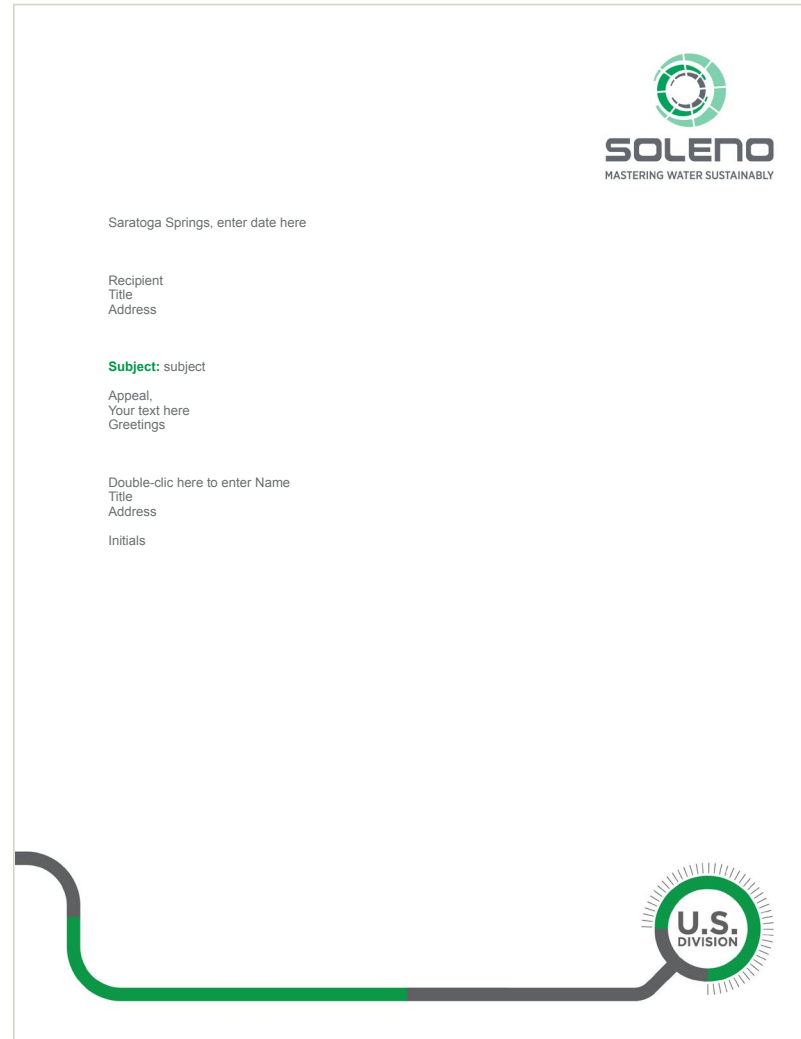
Typography

Arial Regular and Bold 12pt

Charcoal

#5f6062 / R95 G96 B98

SOLENO



The letter template features the SOLENO logo (a green circular icon with a water drop) and the text "SOLENO MASTERING WATER SUSTAINABLY" in the top right corner. Below the logo, there is a placeholder for a date: "Saratoga Springs, enter date here". The recipient information is listed as "Recipient", "Title", and "Address". A green "Subject:" line is followed by "subject". Below this, there are placeholders for "Appeal, Your text here" and "Greetings". At the bottom, there are placeholders for "Double-click here to enter Name", "Title", "Address", and "Initials". A decorative green and grey line with a circular "U.S. DIVISION" logo is at the bottom right.



The memo template features the SOLENO logo and text "SOLENO MASTERING WATER SUSTAINABLY" in the top right corner. Below the logo, the word "MEMO" is centered. A horizontal line separates the header from the memo content. The content includes "TO : Recipient", "FROM : Sender", "CC : Text", and "DATE : Text". Another horizontal line follows. Below this, there is a "RE : Subject" line and a "Your text here" placeholder. A decorative green and grey line with a circular "U.S. DIVISION" logo is at the bottom right.

STATIONERY

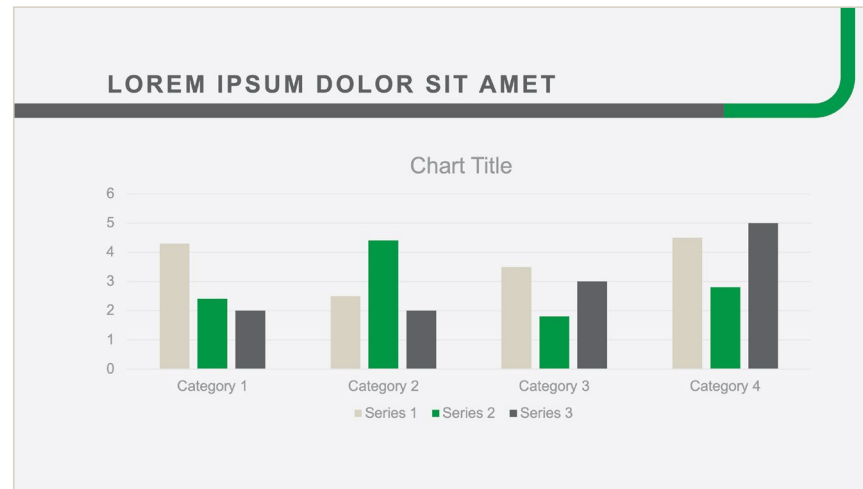
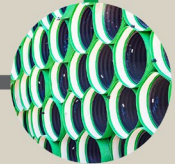

Scenarios and applications for:

PowerPoint Presentation

LOREM IPSUM DOLOR SIT AMET



LOREM IPSUM DOLOR SIT AMET



LOREM IPSUM DOLOR SIT AMET

LOREM IPSUM DOLOR SIT AMET

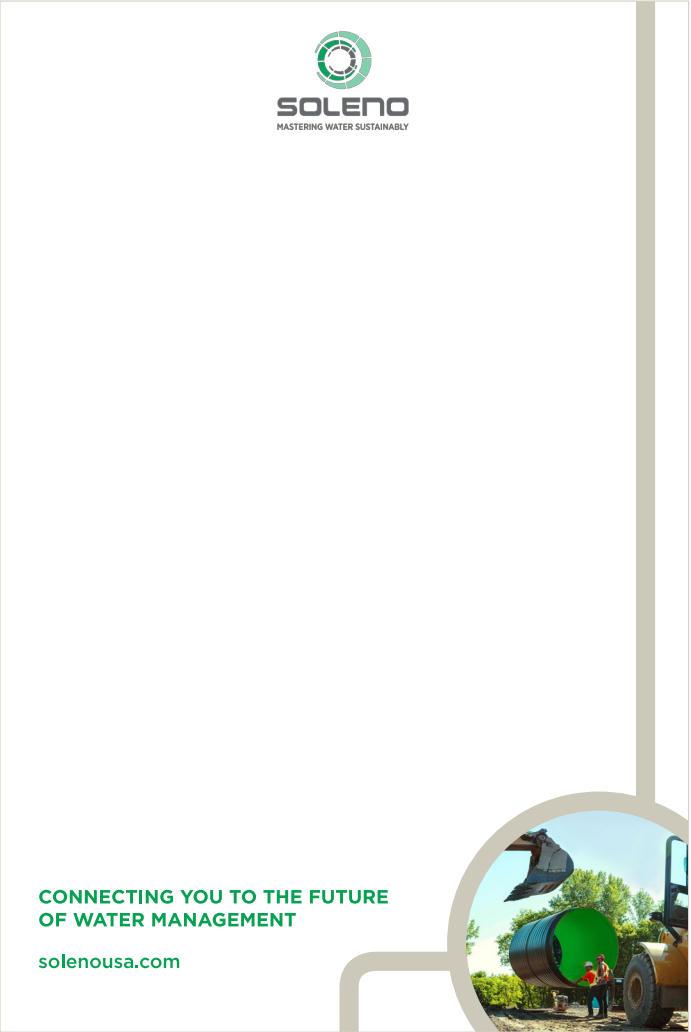
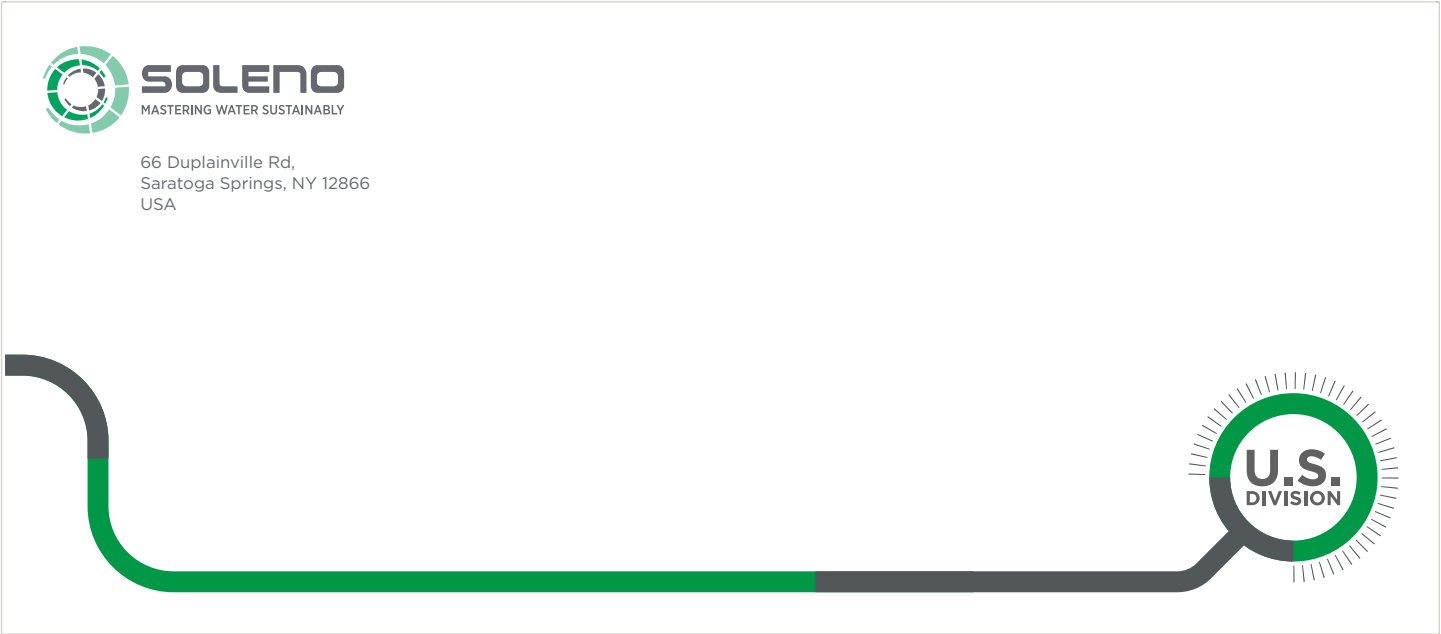
LOREM IPSUM DOLOR SIT AMET, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum 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



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 46pt
Green R0 G152 B70
and Charcoal R95 G96 B98

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

CONNECTING YOU TO THE FUTURE OF WATER MANAGEMENT

SOLENO
MASTERING WATER SUSTAINABLY

An enduring mission.

By supporting the environmental transition of North American water management infrastructures, Soleno is committed to helping you create infrastructures that will last for generations.

Our world-class customization and in-depth collaboration are designed to build a better and more sustainable future.

Your goals. One vision.

We collaborate with water management professionals to help build, rethink or redesign water management systems across a variety of applications, offering customized sustainable solutions and lasting, high-quality products made primarily with high-density polyethylene (HDPE).

Our commitments.

- Building tomorrow's water solutions today
- Customizing sustainable solutions for a better future
- Teaming up with communities to innovate the way we manage water

Always-on sustainability.

Whether we're targeting climate transition, working to preserve balance in natural habitats or partnering with you to provide technical service at every step, we're ready to go the distance for a better future.

HDPE, the option of the future.

High-density polyethylene (HDPE) is not only cost effective, it is the most environmentally friendly option for water management. Thanks to its life cycle cost and reduced environmental footprint, HDPE has emerged as an improved choice over concrete.

Why choose HDPE? Because this material is:

- Extremely performant and durable, with a lifespan that can exceed 100 years
- Resistant to corrosion, abrasion, de-icing salts and vibration for a long infrastructure life
- Soft and flexible for excellent impact resistance at temperatures ranging from -20°F to 190°F
- Easy to handle in any situation and less brittle than PVC or concrete
- Approximately 30x lighter than a concrete pipe of the same diameter, lowering transport costs and requiring no specialized equipment for an easier installation

For your CUSTOM-DESIGNED projects, contact our technical service.

At Group Soleno, the quality of our solutions is based on our advanced technical support and expertise developed with the designers, water system managers and contractors responsible for the installation and maintenance of civil infrastructures.

Our engineers are available to assist you in identifying and implementing the best management practices to protect water resources. We look forward to helping you bring the future of water management excellence to your next project.

PLASTICS PIPE INSTITUTE

SOLENOUSA.COM
66 DuPlainville Rd.,
Saratoga Springs, NY 12866

OUR PRODUCTS AND SOLUTIONS ARE DESIGNED AND MANUFACTURED TO THE HIGHEST STANDARDS

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 COLORED BACKGROUNDS

Maintain readable
contrast depending on
the background color.

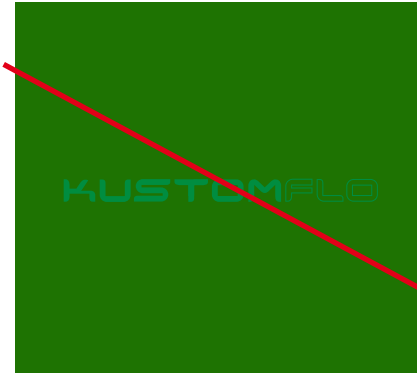


INCORRECT USAGE

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

- 01. The logo can be combined with different colors, 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 color that is not in our color 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-



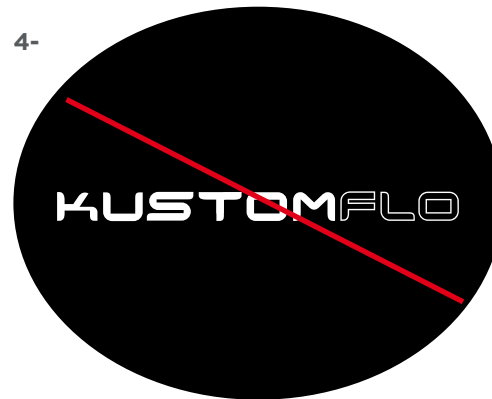
2-



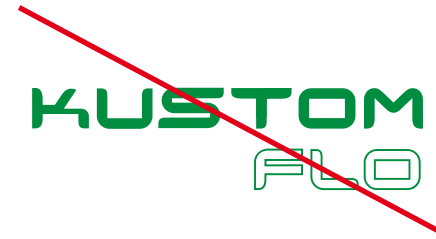
3-



4-



5-



6-



7-



8-

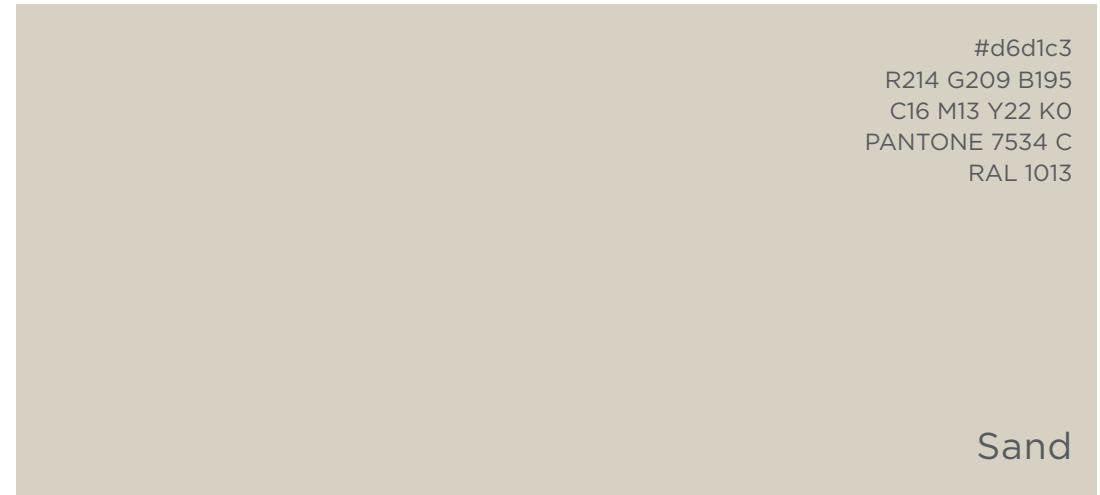
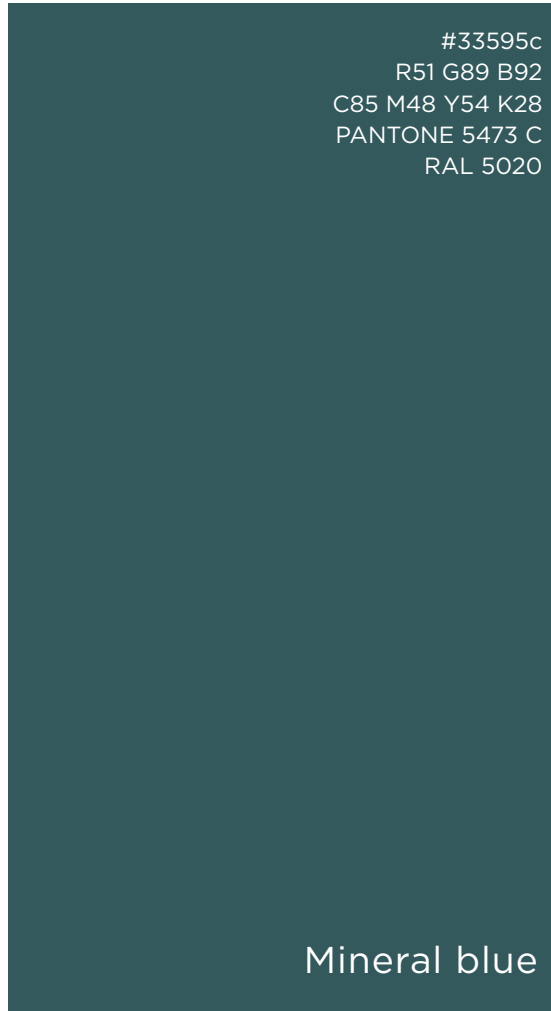


COLOR PALETTE

PRODUCT BRAND KUSTOMFLO

The color palette consists of 4 colors.

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



GRAPHIC TOOLS

GRAPHIC ELEMENT

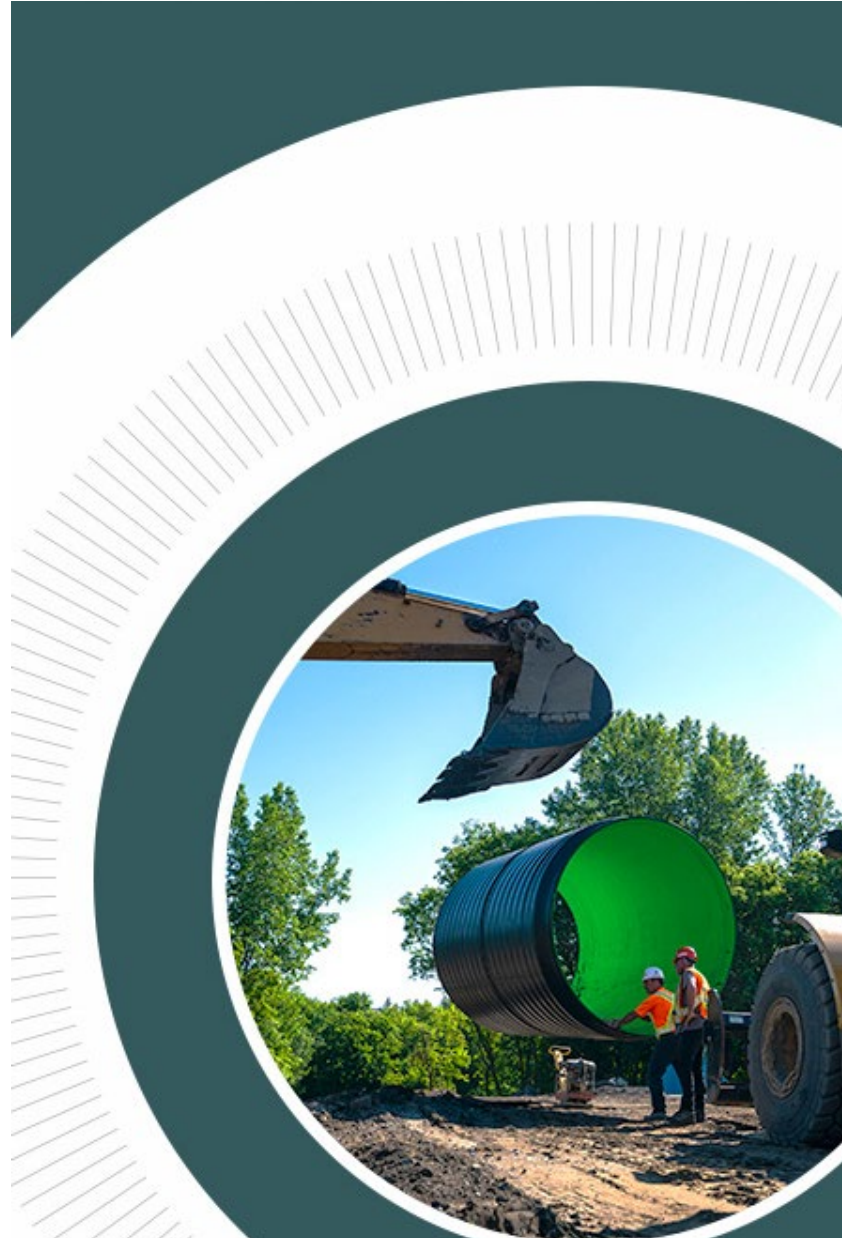
The graphic element of the product brand is centered on the circularity of the parent brand, adapted to have an **“infinite” aspect**.

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

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.

SOLENO SUSTAINABILITY WATER MANAGEMENT APPLICATIONS PRODUCTS TECHNOLOGY RESOURCES CENTER

KUSTOMFLO

Made to measure. Made to last.

With one of the largest diameters on the market, our KUSTOMFLO pipe offers one-of-a-kind customization, including wall thickness, stiffness, and profile selection.

OVER 100 PROFILE TYPES AVAILABLE FOR A SINGLE PIPE.

Our KUSTOMFLO pipe is made using world-renowned KRAAF technology, resulting from an ADAPTIVE process that allows the optimization of the pipe profile to meet the specific needs of any project or applicable standard. This custom-manufacturing approach, drawing on over 100 different profiles, lets you build to your unique specifications today to help connect communities for generations to come.

- Smooth interior with corrugated exterior
- Smooth interior and exterior
- Double and triple profiles with smooth interior and corrugated exterior
- Stee and steeper walls than any in thickness
- Profiles that vary every 3 inches (200mm)
- Standard pipe fabrication available
- Safe and sound

OUR KUSTOM FEATURES & BENEFITS

- One-of-a-kind customization, including wall thickness and profile selection
- Resistant to root intrusion, including the internal presence of soil applied to the pipe
- Resistant to corrosion by various materials and acids for both gravity and pressure applications
- High strength, available in various lengths from 24" to 300' with thicknesses of standard wall or 100% thicker additional diameters available upon request
- Unique joining techniques including gasket bell and end connections
- Lifespan exceeding 100 years
- Exceeds pipe stiffness of 20' inch, which reduces the number of joints, lowering installation time and expense from trench and lower transportation weight resulting from standard
- Lightweight material enables installation and handling applications. 20' lighter than a concrete pipe of the same diameter
- Allows for manufacturing of custom variables and accessories

DISCOVER OUR KUSTOM DESIGN

DOCUMENTS LIBRARY

KUSTOMFLO Brochure

VIDEOS

PLAY

A UNIQUE TECHNOLOGY

Featuring Kraaf technology, for today and tomorrow.

Our KUSTOMFLO pipe is made using world-renowned Kraaf technology, resulting from an adaptive process that allows the optimization of the pipe profile to meet the specific needs of any project or applicable standard.

For a homogeneous, water-tight network and a pollution-free, resilient system of pipes, there are no alternatives, including open and bell shaped, with gasket, gasket end, flange, and end-on-end.

BOOK YOUR LINEUP AND LEARN

SOLENO SUSTAINABILITY WATER MANAGEMENT APPLICATIONS PRODUCTS TECHNOLOGY RESOURCES CENTER

KUSTOMFLO

Made to measure. Made to last.

With one of the largest diameters on the market, our KUSTOMFLO pipe offers one-of-a-kind customization, including wall thickness, stiffness, and profile selection.

SOLENO

START A PROJECT WITH KUSTOMFLO

CONTACT OUR EXPERT

CAMPAIGNS

Scenarios and applications for web campaigns.

KUSTOMFLO
MADE TO MEASURE. MADE TO LAST.

SOLENO
MASTERING WATER SUSTAINABLY

This graphic features a dark teal background with a large white circular graphic element. Inside the circle is a photograph of a construction site where a large green pipe is being installed. The Soleno logo is at the bottom left.

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

This graphic has a green background with a white circular graphic element. Inside the circle is a photograph of workers installing a large green pipe in a trench. The text is positioned above the circle.

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

This graphic has a light grey background. It features several circular callouts showing different cross-sections of pipe profiles. At the bottom, there is a large image of a roll of black corrugated pipe.

**SHAPING
A SUSTAINABLE
FUTURE TOGETHER.**

[Learn more](#)

This graphic features a photograph of a construction worker in a hard hat and safety vest standing next to a large green pipe. The text is overlaid on the bottom half of the image, and a green button with the text 'Learn more' is at the bottom.

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

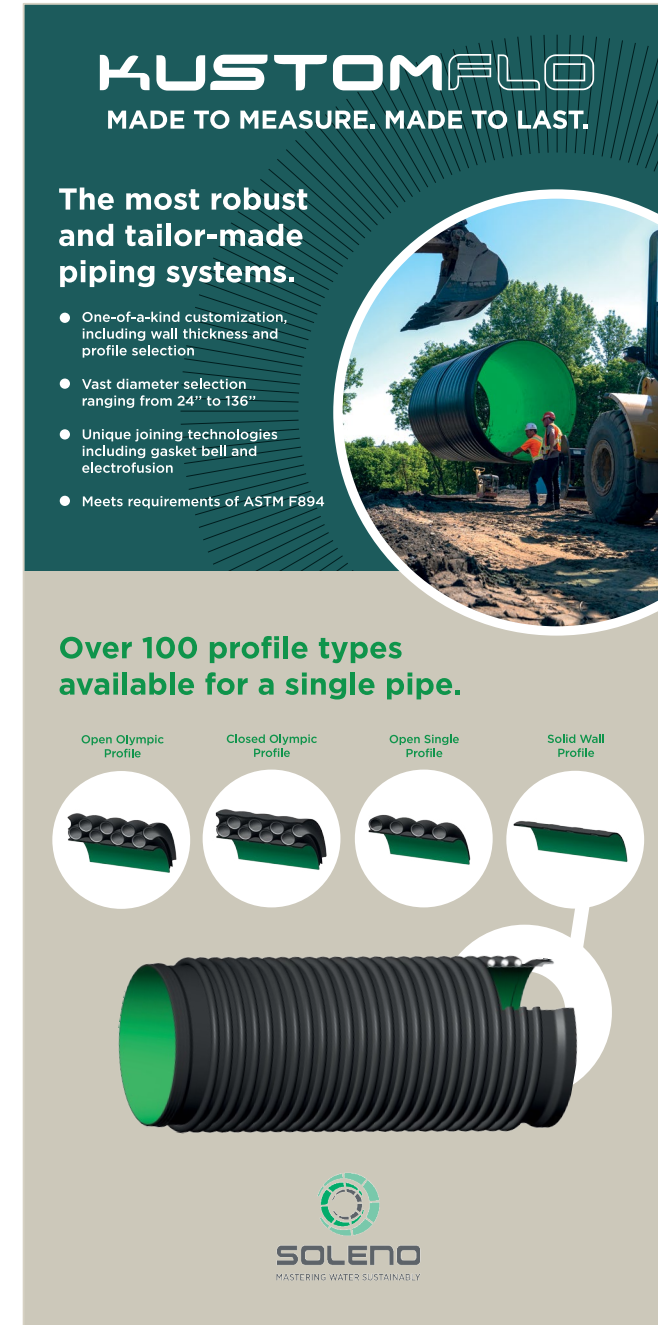
Body Text

Gotham Book 10pt
Charcoal R95 G96 B98



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

The advertisement features a dark green background with white and light green text. A circular inset image shows a construction site with a large roll of pipe being unrolled. Below the main text, four circular icons illustrate different pipe profiles: Open Olympic, Closed Olympic, Open Single, and Solid Wall. A large 3D rendering of a pipe roll is positioned at the bottom center, and the SOLENO logo is at the bottom right.



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