



SOL AERIAL  
SURVEYS

## BRAND GUIDELINES

OCTOBER 2021

## MAIN LOGOS



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for use over white or light backgrounds



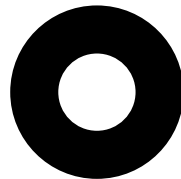
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for use over black or dark backgrounds

## BRAND COLORS



green  
RGB: 141-198-63  
CMYK: 49-0-100-0



black  
RGB: 0-0-0  
CMYK: 75-68-67-90



teal  
RGB: 0-167-157  
CMYK: 79-10-45-0



charcoal  
RGB: 128-130-133  
CMYK: 52-43-41-6



blue  
RGB: 28-117-188  
CMYK: 85-50-0-0



silver  
RGB: 230-231-232  
CMYK: 8-6-6-0



gradient fill  
green, teal, blue

## FONT

WOODFORD BOURNE REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

## SECONDARY LOGOS

Certain applications, such as embroidery, screen printing, foiling or engraving, call for a one-color rendition of the logo. A one-color might also be used over photos where the color version would get lost.



sample imprint area



A vertical lock-up can be used when the main logo would be rendered too small

## SOCIAL MEDIA ICONS



## LOGO MARGINS



maintain ample separation between the logo and other elements. one large S-height on all sides is a good guide.



# DO'S AND DON'TS

Consistency with logo use helps build a strong brand. Visual consistency lends credibility and looks professional.



don't stretch or squish, or alter the proportions of the logo.  
always scale proportionally.

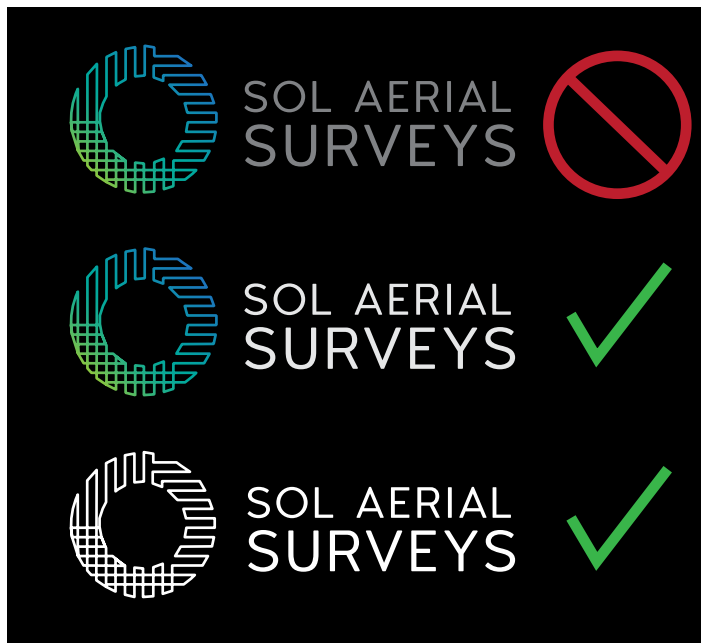


don't change the weight or color of the icon



don't alter the logo font, or substitute with a different font.  
don't change the arrangement of the elements

DO use the appropriate logo version for each situation.





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