

GRAPHIC GUIDELINE

The logo needs to respect 1) the combined logo. Project logo + solvay Logo.

Combined logos

The Solvay logo must be on the right side and the initiative logo on the left. The size of the logo roundel determines the size of the initiative logo.

A graphic net as well as an important and comfortable space will have to be respected between the two logos.

Example:



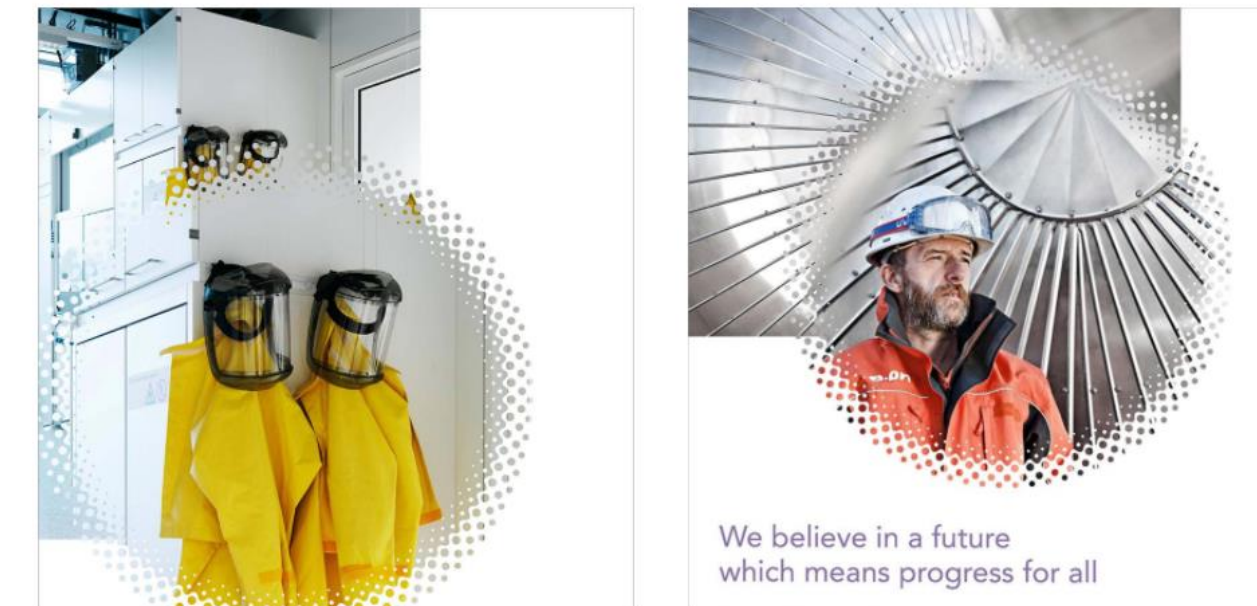
the graphic guidelines See colors below.

You can play with the dotted line effect:

Our "Dotted Zoom" effect

We establish a direct and simple dialogue between the dotted circle of the logo and the images.

Let's play dots. Zoom in, zoom out. This composition should be used in the majority of your applications.



Our color palette is bright, bold and modern. It reflects our purpose.

All colors allow flexibility and complement each others with the aim to create impactful and modern designs.

Light Grey
C0 M0 Y0 K10
R237 G237
B237
#ededed
PMS Cool Gray
1C

White
C0 M0 Y0 K0
R0 G0 B0
#ffffff

Solvay Blue
C100 M0 Y0 K0
R0 G158 B224
#009EE0
PMS Process Blue
C

Dark Blue
C97 M90 Y39
K36
R38 G41 B77
#26294d
PMS 553C

Teal
C76 M7 Y56 K0
R43 G167 B139
#2ba78b
PMS
2400C#2ba78b

Purple
C56 M60 Y6 K0
R136 G112
B170

Yellow
C2 M11 Y90
K0

Pink
C7 M66 Y38 K0
R227 G116 B126
#e3747e

Sky Blue
C58 M0 Y11 K0
R104 G198
B226

Orange
C0 M47 Y81 K0
R245 G155 B63
#f59b3f

#8870aa PMS 2094C	R255 G222 B20 #ffde14 PMS 115C	PMS 2445C#e3747e	#68c6e2 PMS 305C	PMS 157C
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From <<https://brand.solvay.com/our-logo/our-color-palette>>