Sol
Visual Identity
Guidelines

November 2013 | BX1 Team
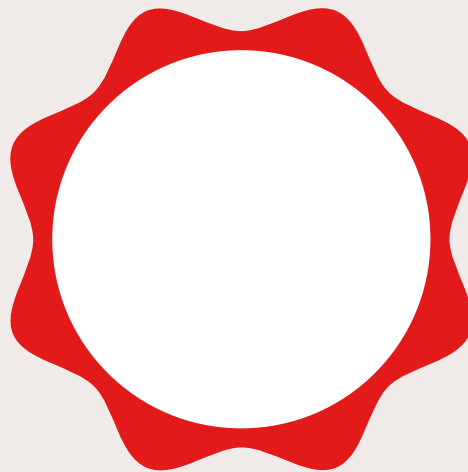
Contents

Identity Eelement

Sol's visual identity is composed with a bumpy round shape
symbolizing the Sun, and a pictogram that represents
the service's identity and characteristics.

Sol Identity Shape

Visual Identity
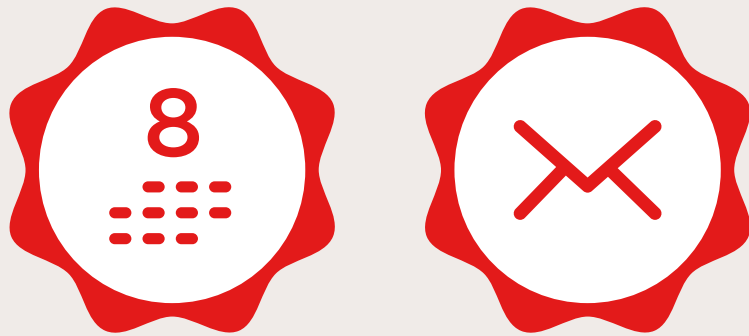

| Sol Shape | Pictogram | App Icon |

Symbol

Symbol is a basic visual component that represents Sol's identity.
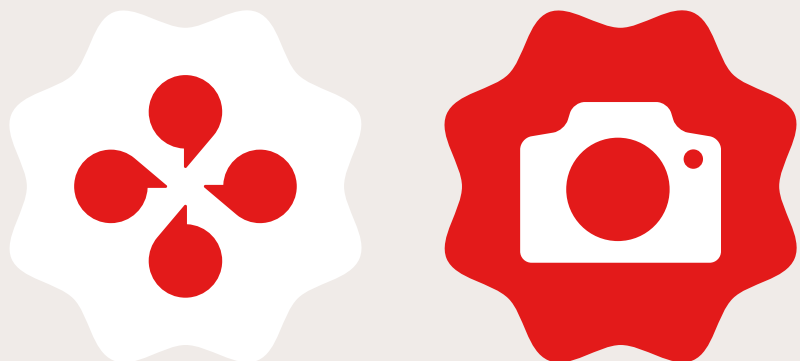There are 2 types of Symbols.
Basic : White circle with a red bumpy outline
Application : Solid colored bumpy icon without the outline

Basic

Application

Logotype

Logotype is a basic component that delivers Sol's visual image.
Altering the shape and color of this Logotype is strictly forbidden.

Eng

SolCalendar

Kor

쏠캘린더

Signature

Signature is composed of Sol's Symbol and Logotype.
We have the basic type and the application type.

Basic

 SolCalendar

 쏠캘린더

Application

SolCalendar

쏠캘린더

Basic Color System

The use of color is limited as below for consistency.
We use RGB for screen and CMYK for print.

RGB (Screen)

R 228   G 25 B25
#E41919

R 255   G 255 B255
#FFFFFF

CMYK (Print)

C 0   M 100 Y 95 K 0

R 255   G 255 B255

Color System Variation

The use of color is limited to red & white but there can be exceptions. As long as the Basic Color System is kept, variety of other colors can be added as a sub.

Basic Color System

Use red as main color along with white.

Color System Variation

Use red as main color along with white. The use of sub color is permitted.

Family System

Components in Basic Type, Application Type, Sol Shape Variation and pictograms can be used for composition.

Sol Shape Variation

Basic Type

Application Type

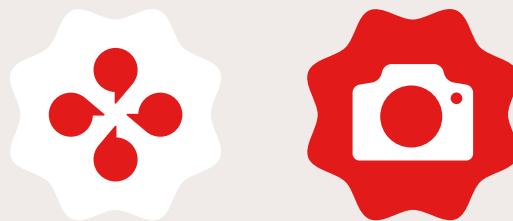Certain metaphors may not be suitable for Sol Shape's outline. In that case, use the solid Sol Shape.

Family System Example

Components in Basic Type, Application Type, Sol Shape Variation and pictograms can be used for composition.

Example : Basic Type

Example : Application Type

App Icon

App Icon is a design symbol of Sol on mobile.
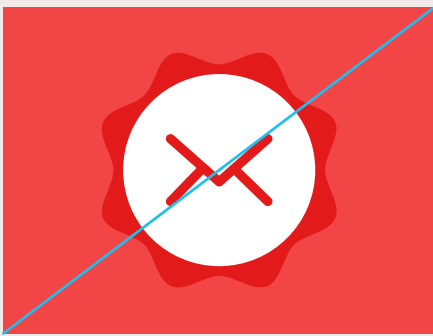Design of app icons can differ by the mobile O/S.

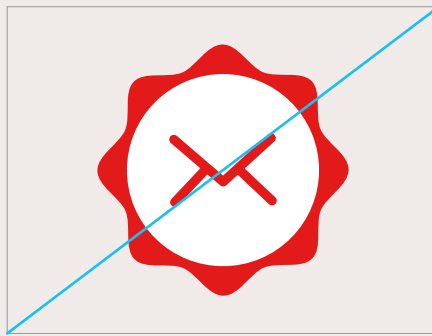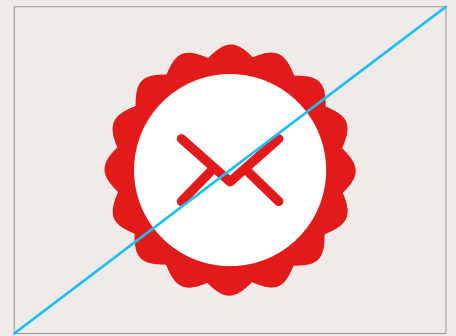|	Android	iOS
Basic		
Application		

Incorrect Usage

All design components of Sol icons must not be removed or altered under any circumstances.
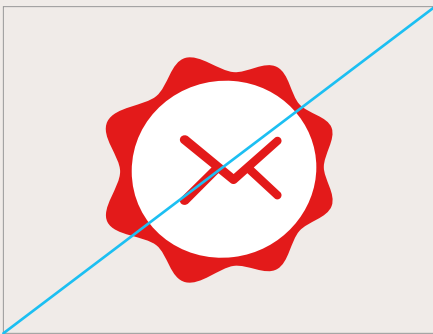
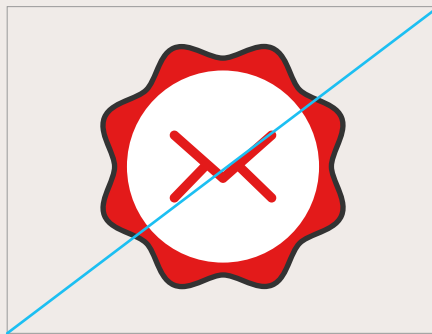

Avoid using similar background color.
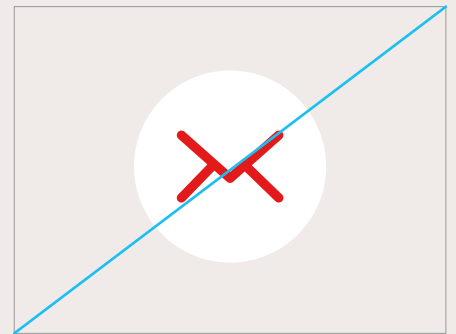

Must not rotate Sol Shape.

Must not alter Sol Shape.

Must not give any effect.
(e.g. perspective)

Must not add any strokes on Sol Shape.

Must not remove any components.