

SOLIBRI BRAND IDENTITY GUIDELINES

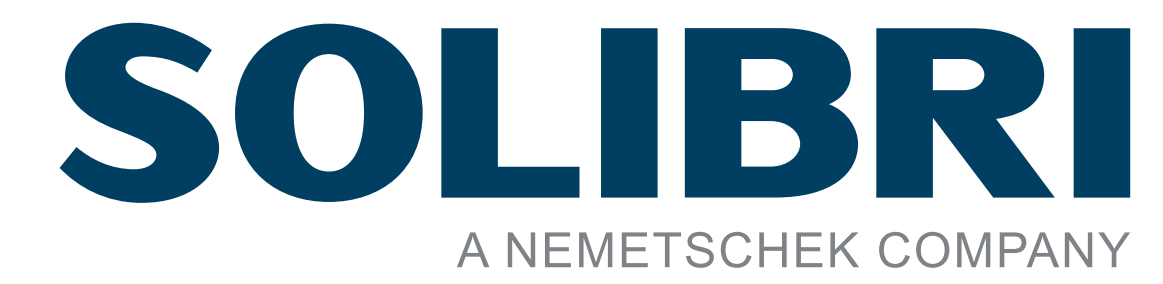
How to create brand expressions based
on quality assurance and quality control

We work in the field of quality assurance and quality control. By following these guidelines we can build **high-quality brand expressions.**

BRAND ELEMENTS

LOGO

This is our official logo.



SOLIBRI
A NEMETSCHKEK COMPANY

BRAND ELEMENTS

The official logo is set in our brand color; dark blue. The group modifier is set in grey.

The group modifier should be included in the logo whenever the logo is shown for the first time. Otherwise the group modifier can be dropped from the logo.

The exception when the logo can appear in a single color is when the printing method or environment requires a colorless option. The color options are black, white or grey.

LOGO USAGE



MAXON

GRAPHISOFT®

SOLIBRI



VECTORWORKS®

BRAND ELEMENTS

The Solibri brand identity is built on two main colours, blue and yellow.

There is also a wider range of complimentary colors available for creating infographics, presentations and UI graphic elements.

COLOR

PANTONE 548 C	C: 100 M: 20 Y: 0 K: 70	R: 0 G: 51 B: 75 #00334B		
PANTONE 122 C	C: 0 M: 15 Y: 90 K: 0	R: 254 G: 223 B: 70 #FEDF46		
C: 0 M: 0 Y: 0 K: 100	C: 0 M: 0 Y: 0 K: 15	C: 100 M: 0 Y: 0 K: 0	C: 70 M: 10 Y: 80 K: 0	C: 0 M: 80 Y: 50 K: 0
R: 0 G: 0 B: 0 #000000	R: 232 G: 232 B: 232 #E8E8E8	R: 73 G: 188 B: 255 #49BCFF	R: 124 G: 197 B: 118 #7CC576	R: 241 G: 105 B: 126 #F2687D

BRAND ELEMENTS

Solibri uses the font family Scout as the main font for creating visual expressions in both print and on the web. The main weights are Light & Bold. Scout Thin is reserved for large headlines and Scout Black for tiny headlines set in all caps.

Licenses for Scout can be purchased from Typekit:
typekit.com/fonts/scout

As our most valuable expressions are tightly integrated to fast evolving technologies we have chosen native fonts as the main fonts for user interfaces and small body texts where legibility at small sizes is crucial.

Arial works as the substitute font option when creating documents in Microsoft Office and similar softwares.

TYPOGRAPHY



MAIN FONT

SCOUT FONT FAMILY
THIN – BLACK

FALLBACK OPTION

ARIAL
REGULAR & BOLD

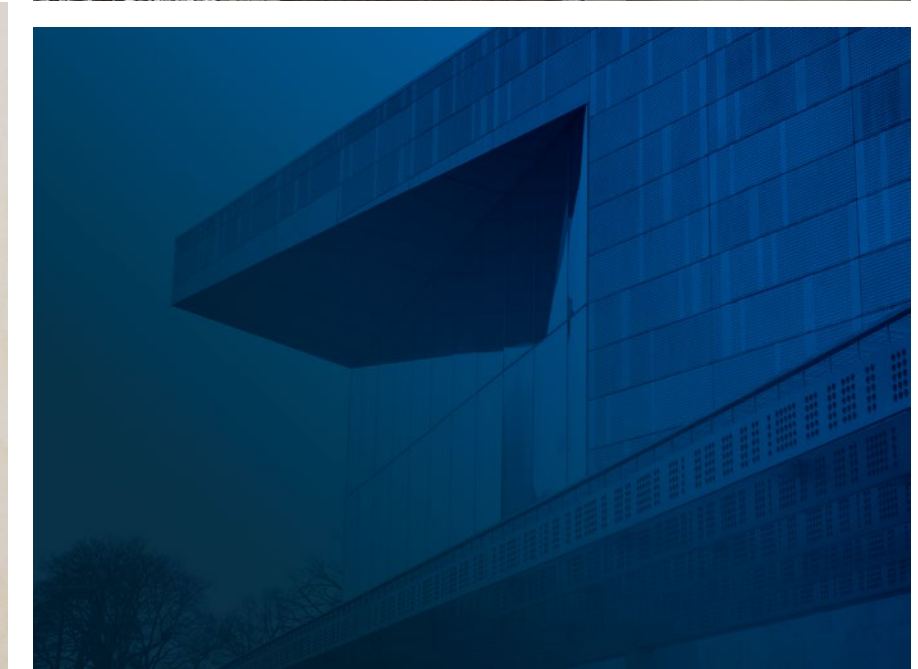
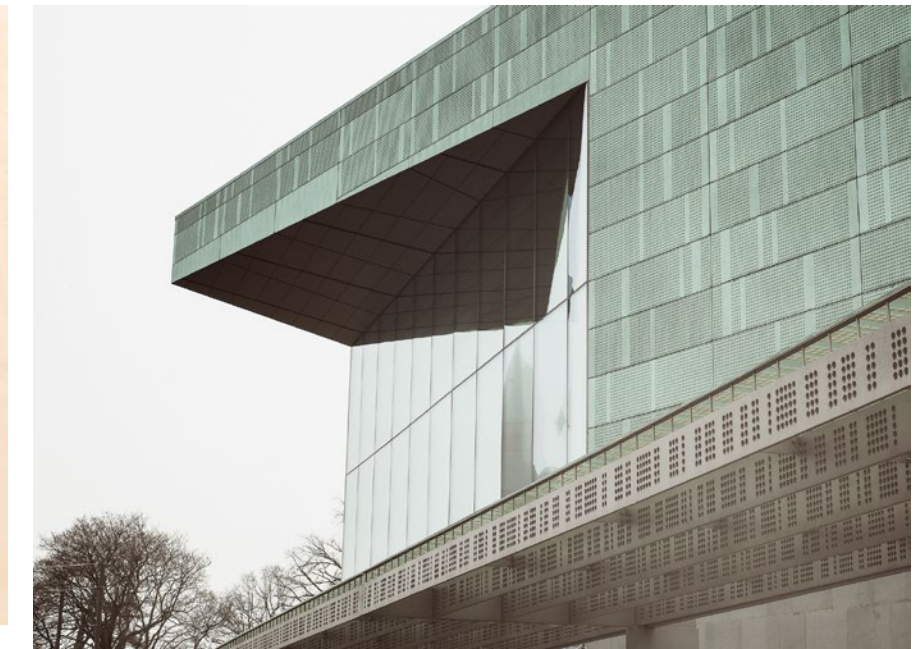
NATIVE OPTIONS

DEPENDING ON
OPERATING SYSTEM:
ROBOTO, SAN FRANCISCO,
SEGOE UI ETC.

BRAND ELEMENTS

The core brand imagery focuses on the end user, not the technology itself. Thus, the images used to build the Solibri brand identity aim to portray the industry in a humane and relaxed manner.

BRAND IMAGERY



DISCOVER MORE

The future of model checking. Today.
Discover our solutions at solibri.com

GO CREATE &
TAKE GOOD CARE
OF OUR BRAND