

# Brand Guideline

SOLFY

# Introduction

This **guideline document** is meant to help keeping **consistency** in the applications of the **SOLFY brand, logo** and trademark, particularly by guiding the activities of communication consultants, agencies and media.

All indications included within this document have to be **strictly followed** and any exception to the contents of the following pages should be specifically approved by SOLFY.



**Our logo means  
Happiness and Reliability**

# Logo Main Version

Horizontal version



Vertical version



The vertical version is for specific uses only.  
Always use the horizontal version when possible.





# Logo Extended Version

Horizontal version



Vertical version



# Logo Monochrome Version

**SOLFY**

**SOLFY**  
happy shopping

**SOLFY**

**SOLFY**  
happy shopping

For positive and negative version of the logo  
use only the horizontal version.



# Clear Area Around Logo

Horizontal version



Half the width of the letter S should be maintained as clear area around the horizontal logo.

Vertical version



Half the width of logo should be maintained as clear area around the horizontal logo.



# Don'ts

To make sure our logotype appears as consistently as possible throughout our communications, we've identified a few ways we don't want our logotype to appear.



Don't use the pictogram as an emoticon within the static logotype



Don't use our logo against a gradient background



Only use specified colours to represent the logotype



Don't use the coloured logo against a dark background



Never rotate the logo



Don't use the vertical logo in monochrome version

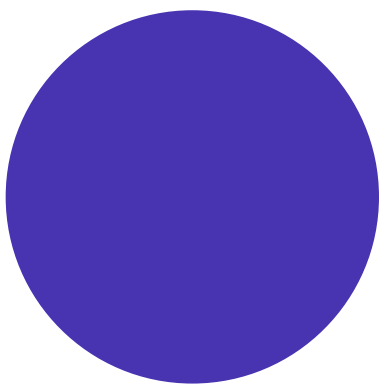
**SOLFY**



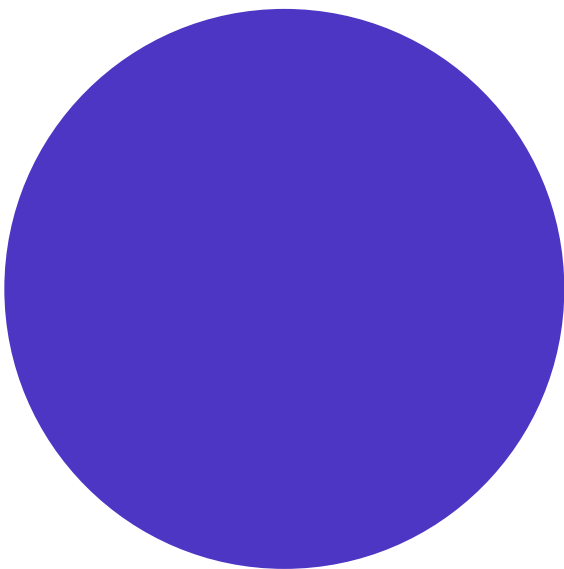
# Colours and Font

# Colours Palette

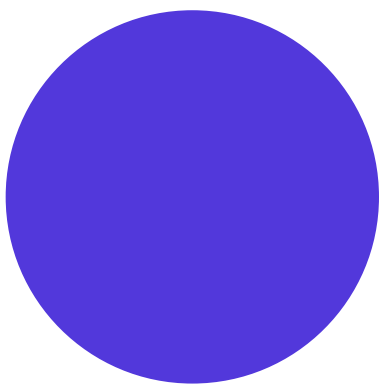
Violet



#4834B1  
R72 G52 B177  
C59 M71 Y0 K31

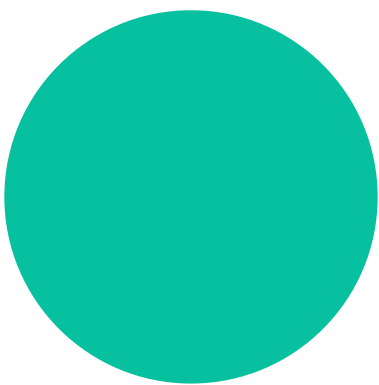


#4D36C4  
R77 G54 B196  
C61 M72 Y0 K23

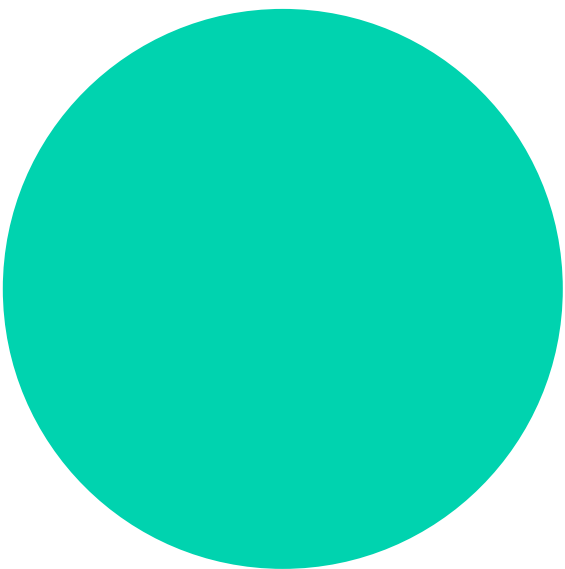


#5238DB  
R82 G56 B219  
C63 M74 Y0 K14

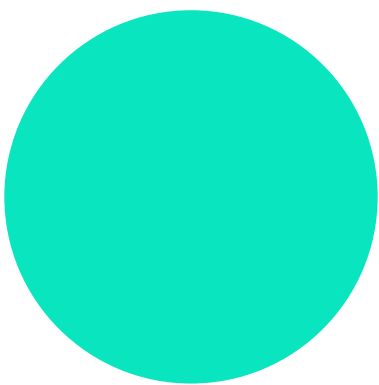
Green



#07C0A0  
R7 G192 B160  
C96 M0 Y17 K25

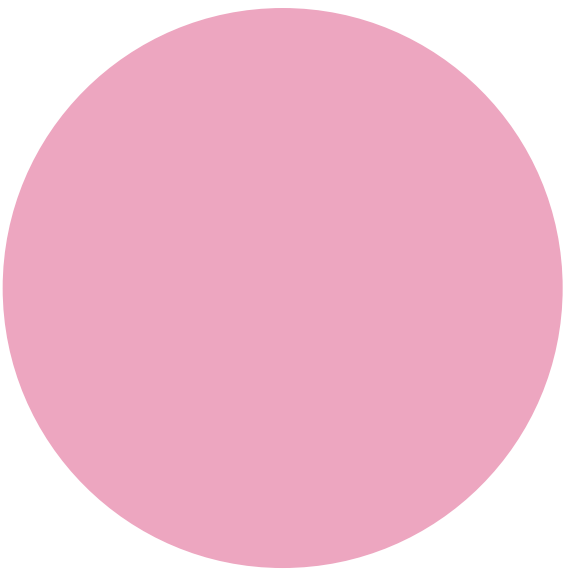


#00D3AF  
R0 G211 B175  
C100 M0 Y17 K17



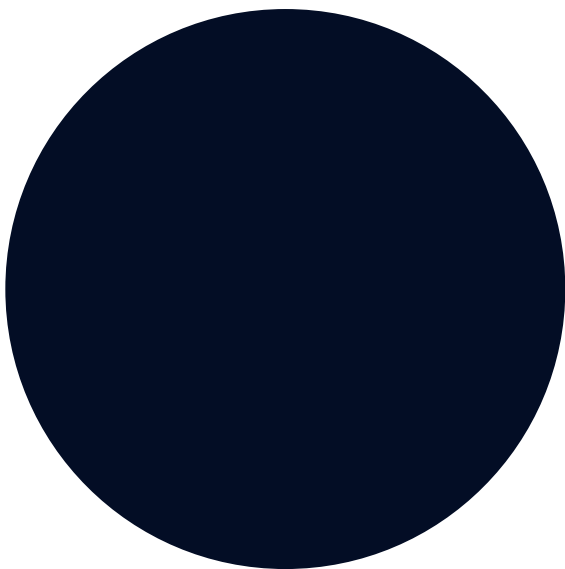
#09E5BF  
R9 G229 B191  
C96 M0 Y17 K10

Pink

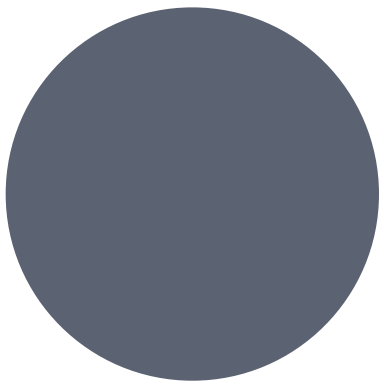


#EDA6C0  
R237 G166 B192  
C0 M30 Y19 K7

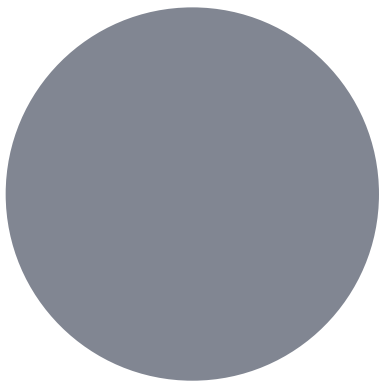
Dark



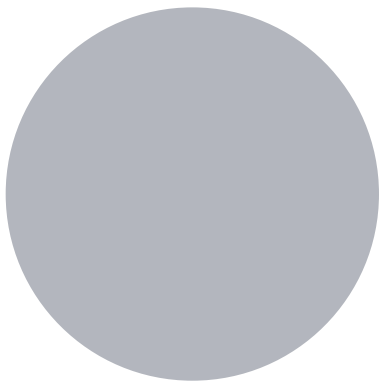
#030D25  
R3 G13 B37  
C92 M65 Y0 K85



#030D25  
Opacity 0.65



#030D25  
Opacity 0.5



#030D25  
Opacity 0.3

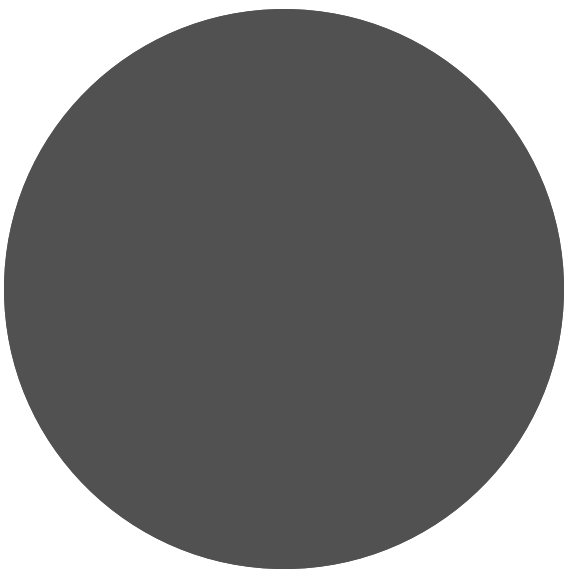


#030D25  
Opacity 0.08



#030D25  
Opacity 0.04

Neutral Grey



#515151  
R81 G81 B81  
C0 M0 Y0 K68



# Colour of Text

The primary text should be **Dark** (#030D25). The secondary text is **Dark** with certain opacity (only 0.65 – 0.3). The links should be **Violet** (#4D36C4).

Primary

#030D25

Link

#4D36C4

Secondary colours

#030D25  
Opacity 0.65

#030D25  
Opacity 0.5

#030D25  
Opacity 0.3

Primary and secondary texts in App

Auchan

1 of 2

8,15 €

Top Secret

1 of 3

15,20 €

Primary colour

Secondary colour  
Opacity 0.5

Link in text

Link colour

Contact us: [hr@solfy.com](mailto:hr@solfy.com)

Primary and secondary texts on solfy.com

100% win-win model: how it works

1. Solfy provides ready-made technical structure for instalment implementation to banks

2. Customers make purchases in instalment without interest and overpayment in Solfy merchant network

3. Merchants get money from purchases immediately

4. Customers refund money to a bank without interest and overpayment

5. Merchants pay Solfy only for the customers who made a purchase

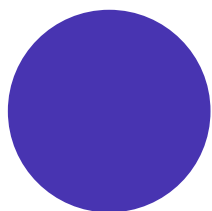
6. Solfy pays interest for the customers to the bank

SOLFY

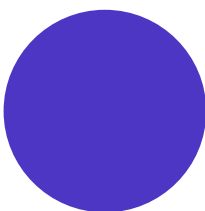


# Violet

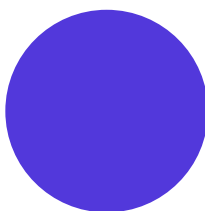
**Violet** (#4D36C4) is the main colour for the colour accent. Used to indicate active elements (buttons, links), highlight important points in the title and as a corporate colour in illustrations and icons. **#4D36C4** is preferable, but lighter or darker shades can be used, if necessary.



#4834B1

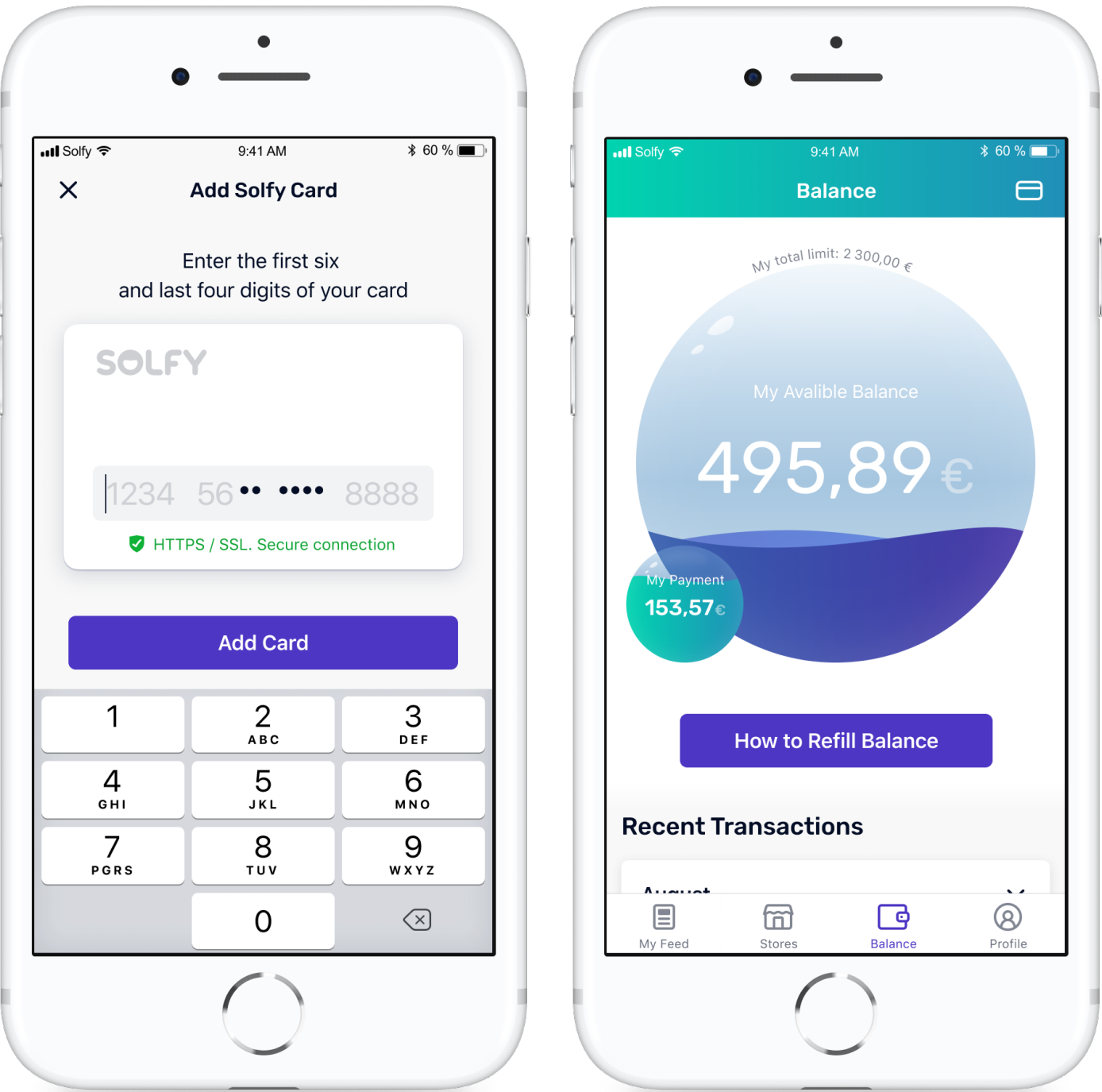


#4D36C4



#5238DB

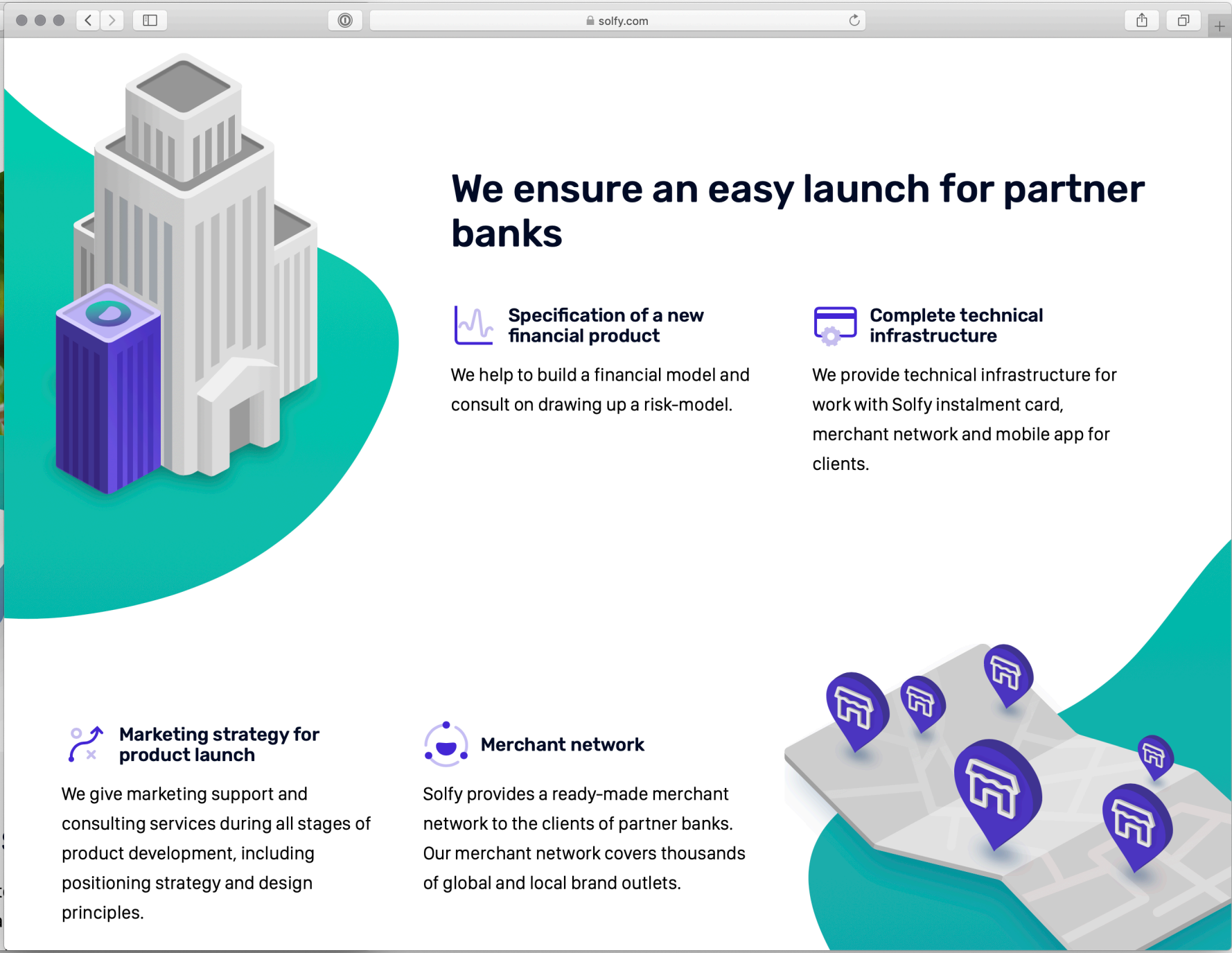
Buttons, Balance in App



Headline on Solfy.com



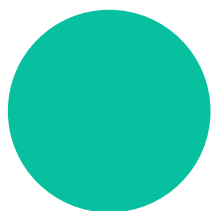
Icons and illustrations Solfy.com



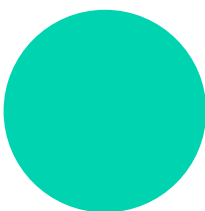


# Green

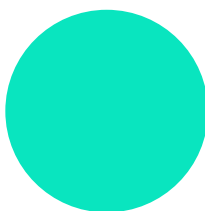
**Green** (#00D3AF) colour is used for branding, illustrations and to focus on the instalment period.  
**#00D3AF** is preferable, but lighter or darker shades can be used, if necessary.



#07C0A0

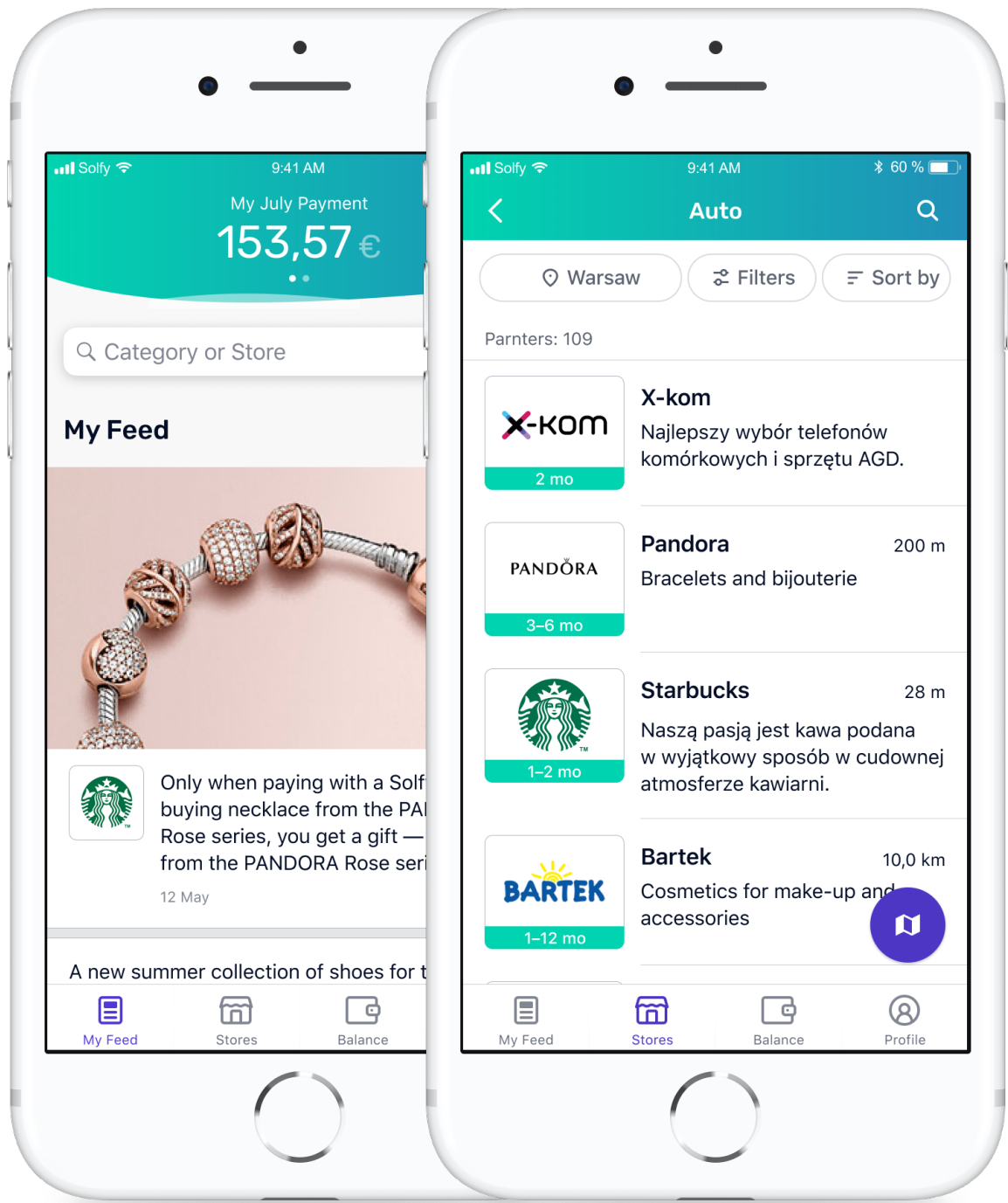


#00D3AF

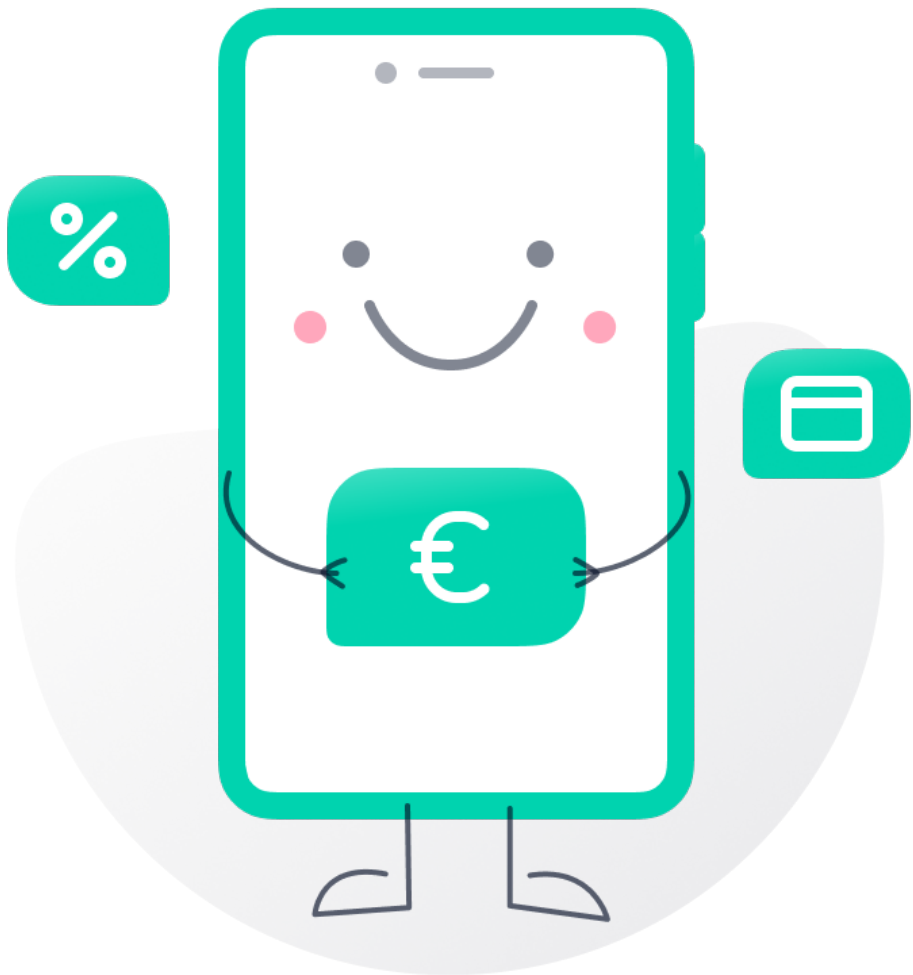


#09E5BF

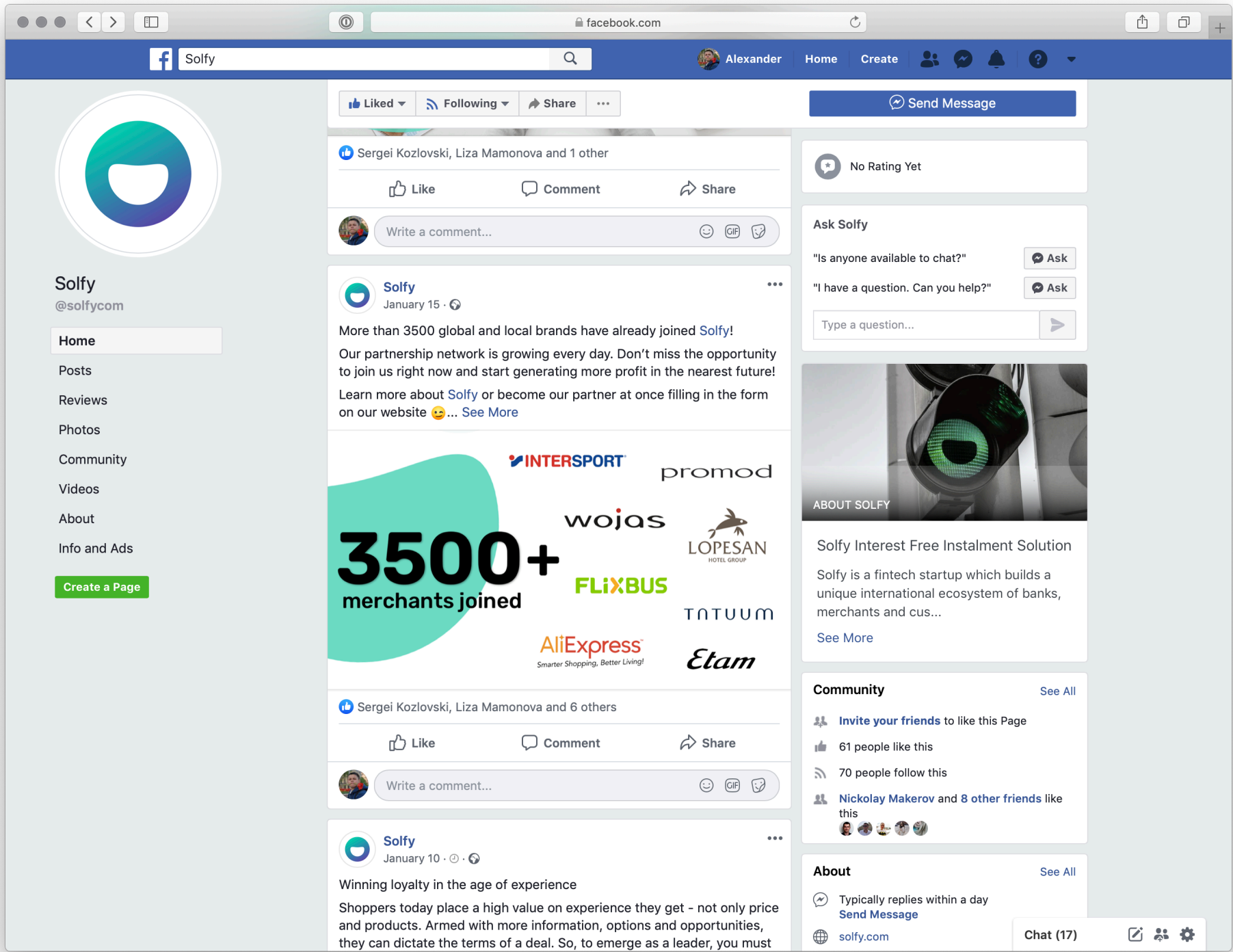
Mobile App



Illustrations

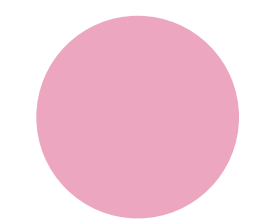


News on Facebook



# Pink

**Pink** (#EDA6C0) is only used for branding. It should not be dominant and attract much attention.

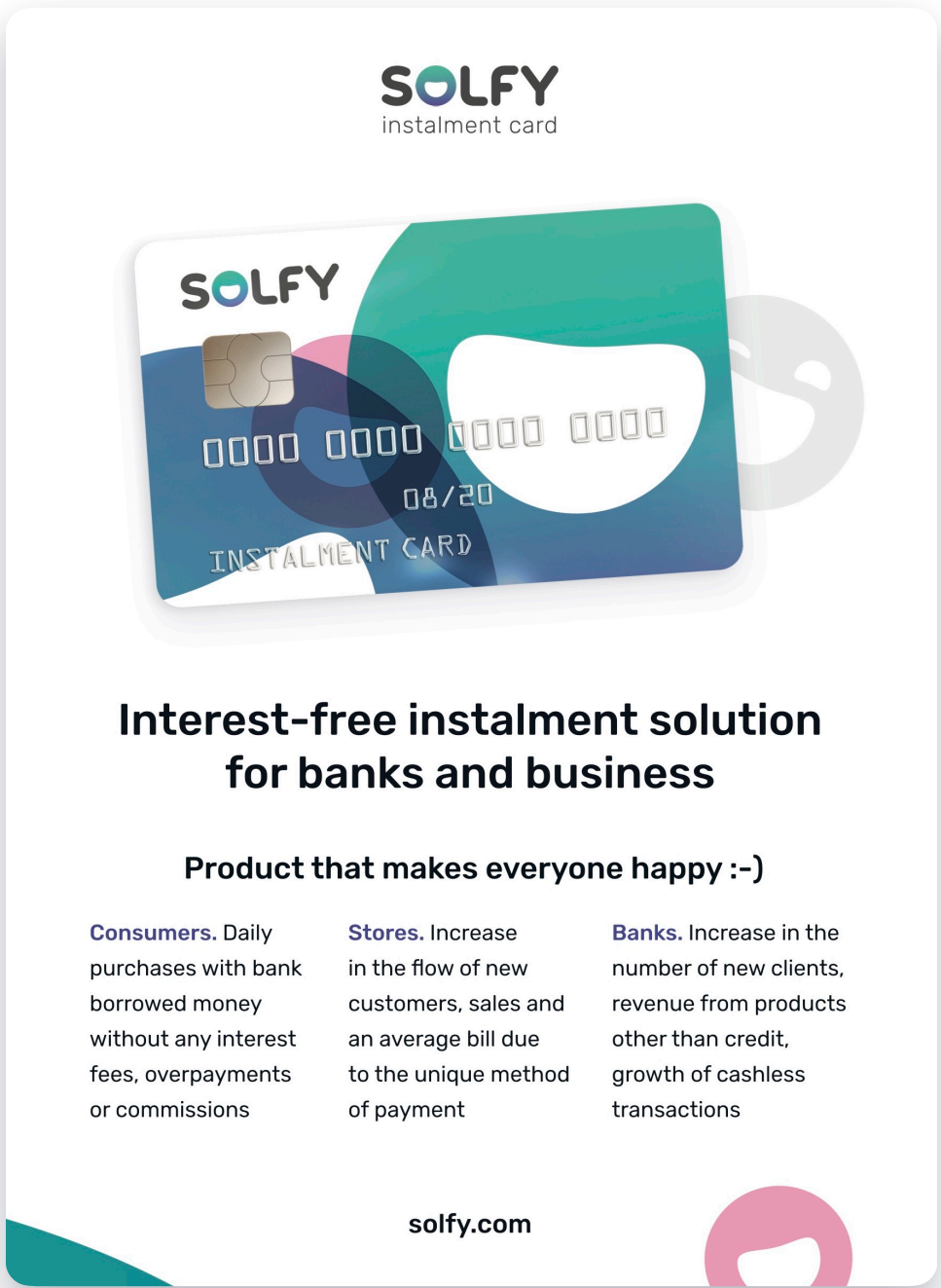


#EDA6C0

Card



Printed Booklet for Exhibitions



Illustrations



# Logo Colours

SOLFY

S

#515151  
R81 G81 B81  
C0 M0 Y0 K85



#00D3AF  
R0 G211 B175  
C67 M0 Y44 K0

#5A4AAB  
R90 G74 B171  
C80 M75 Y0 K0





# Solfy Font Usage

**Solfy uses the Google font Rubik** for the extended and texts in all online and offline communication materials. The text colours allowed are Dark and White (see colours page for details).

## Google font link

<https://fonts.google.com/specimen/Rubik>

## Embed Font

To embed the font into a webpage, copy this code into the <head> of your HTML document:

```
<link href="https://  
fonts.googleapis.com/css?family=Rubik"  
rel="stylesheet">
```

## Specify in CSS

Use the following CSS rules to specify these families:

```
font-family: 'Rubik', sans-serif;
```



Extended:  
Rubik Light – Tracking: 30

Regular font from Light to Black online  
and offline usage for all purposes

Iste quidem veteres

Iste quidem veteres

**Iste quidem veteres**

**Iste quidem veteres**

**Iste quidem veteres**

Italic font from Light to Black online (only for  
communication purposes) and offline usage

*Iste quidem veteres*

*Iste quidem veteres*

***Iste quidem veteres***

***Iste quidem veteres***

***Iste quidem veteres***



# How to play with shapes



# Stand-Alone Use Of The Pictogram

The “emoticon” pictogram can be used for animations or offline and online communications.



⊘ It is not possible to apply “emoticon” in the institutional logo itself.





# Promotional materials in POS

Plain version



Extended version

