



Member Brand Guide Book

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Generous, proactive, and full of hope. That's who we are.

It began with a vision to create a company that was passionate about making life better for people... and actually do it, not just say so because it sounds good.

And so Solavei™ was born: a company that is now revolutionizing commerce, first by enabling its members to save on the products and services they use everyday, and second by distributing millions of dollars back to members for spreading the word... and making life better for lots of people along the way.

The Brand

Have you noticed? People 'light up inside' when they live and work with those they like, love, and trust. This is why we chose the name Solavei, which means "the light within." It is a constant reminder of the great power that our relationships possess, that even a single relationship has the potential to make life better for many.

In the following pages, we provide guidance on the Solavei brand, so that it can be understood and properly expressed. The goal is that all Solavei Members would be enabled to present the brand to the market with consistency and quality.

Brand Compliance Process

Our members have tremendous creative ability, and we want them to be empowered to extend the message. To ensure the Solavei™ brand is being presented to the market with consistency and quality, all materials using Solavei branding, logos, colors, trademarks, or any other branding elements must be approved by Solavei.

This is a mandatory process. Any non-approved branded materials are subject to removal by the brand compliance team. Abuse of the brand, use of non-approved materials, or other non-compliance may result in the cancellation of your membership.

We want to empower your creativity with the our tools and make this process as easy as possible. Solavei is dedicated to approving or providing feedback on any materials you create within a 48-hour period, excluding weekends. Each item sent to us will either be approved as-is, or not approved with required changes noted. Required changes will then need to be made and resubmitted for final approval.

Send all assets to brand@solavei.com with the type of brand materials in the subject line. For example, if you are looking to get approval on a web banner, you should place “web banner” in the subject line.



Brand Guidance



Logo

The Solavei™ logo is a unique and distinctive trademark. It is instantly recognizable and friendly, and represents the Solavei Epiphany: a single relationship has potential to make life better for many.

Logo Color

The primary identity colors for the Solavei brand are Solavei Purple and Solavei Gold.

Logo color

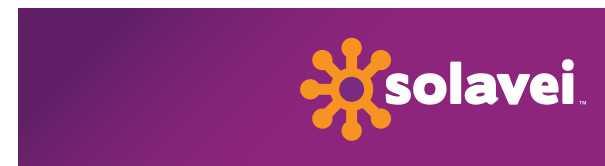
The primary identity colors for the Solavei brand are Solavei Purple and Solavei Gold.

The logo must never be altered, modified or recreated. Any attempt to modify or alter our logo is a direct violation of our brand standards.

For the greatest clarity and legibility, always maintain a strong contrast between the logo and background.



Alternates



Logo Do-Nots

The integrity of the Solavei™ logo must be respected at all times. Do not stretch, condense, crop or otherwise morph or manipulate it. Any modification of our logo confuses its meaning and diminishes its impact.



DO NOT change the color of the logo.



DO NOT link words to the logo.



DO NOT add effects to the logo.



DO NOT stretch the logo



DO NOT skew or distort the logo



DO NOT use the logo-type on its own



DO NOT change the typeface of the logo.



DO NOT place our logo within a box or carrier that isn't an approved brand color.



DO NOT distort the logo.



DO NOT change the size relationship between logo elements



DO NOT replace the logotype with other text or phrases



DO NOT use the logo on low-contrasting backgrounds



DO NOT place the logo on a busy background.



DO NOT shorten the name.



DO NOT create a symbol with parts of the logo.

Logo Clearspace

Clearspace represents the logo's parking spot. Always position it for maximum impact and give it plenty of room to 'breathe.'

The example shown represents the minimum clearspace. (Clearspace equals the height of the lowercase 's' in Solavei™).

Minimum Size

In reproducing the Solavei logo, consider its size and legibility. A logo that is too small ceases to serve any communicative function. The minimum-size use of the Solavei logo is .7 inch, when used without the mark, and 1 inch when used with the mark.

Minimum clearspace



Clearspace surrounds the logo and equals the x height of the letters (example: s).

Minimum size



1 inch

with mark

Logo Use in Copy

Solavei™ is the master brand.

Do not substitute the Solavei logo for the Solavei name in a headline or body copy.

The Solavei logo must always appear with the trademark™.

In Text

In text, the Solavei name should appear in upper and lower case. The first mention in text should have a (™).

In Headlines

In headlines, the Solavei name and product name should appear in all uppercase and lowercase text, e.g. Solavei. Do not substitute the logo for the Solavei name in headlines or text.

Accepted Terminology

- I'm on Solavei™
- Look on Solavei
- I like to Solavei

Do

We at Solavei
appreciate our lorem
ipsum dolor.

Do

Solavei Title

Do not

solavei is known
for their



Do not

solavei Headline



Logo Artwork Files

Using the appropriate Solavei™ logo files in all applications is very important. The logo clearspace is included in each file, do not let any elements overlap this space.

Designers

For all large scale and designer-driven applications, use the EPS vector files.

Microsoft Office & Other

For all Microsoft Office and other applications, use the PNG files.



COLOR

DESIGNERS

Solavei_Logo_4c_notag_EPS.eps

Solavei_Logo_4cRev_Blkc_notag_EPS.eps

MICROSOFT OFFICE & OTHER

Solavei_Logo_4c_notag_PNG.png

Solavei_Logo_4cRev_Blkc_notag_PNG.png

PNGs and JPG's widths provided: 150px (small), 300px (medium), 600px (large)

Typography - Fonts

Graphik Black is the Solavei™ headline font for all print and promotional applications. It is an essential part of the Solavei personality and is used primarily for display purposes including headlines and subheads.

Do not use within body copy of emails or word documents.

Graphik Black Is Used For Headlines

Graphik Regular is our text font on all printed communications. Graphik Regular is a highly functional typeface that comes in a full range of text weights.

This font can be used in a wide range of applications in a full range of text weights.

The Graphic Fonts are available for purchase from:
<http://commercialtype.com/typefaces/graphik>

Graphik Regular body copy lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Typography - Fonts

Hand of Sean is used to emphasize an individual's voice, or for headlines or quotes.

This font is not to be used for emails, body copy text, or to use to deliver specific details and information.

Hand of Sean Fonts are available for personal use from Dafont:
<http://www.dafont.com/hand-of-sean.font>.

Hand Of Sean is used sparingly, for quotations, or headlines.

Office desktop applications

We use Helvetica and Arial, which are standard fonts on all computers, for all general office desktop applications, including PowerPoint™ and Microsoft Word™. Arial is the standard font for PowerPoint and standard font for letter correspondence.

Helvetica body copy lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Arial body copy lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

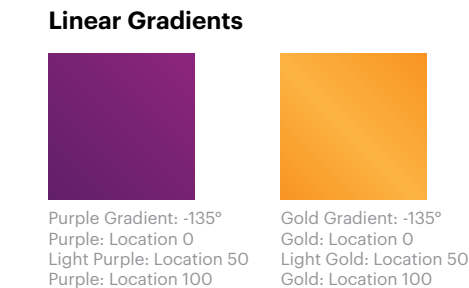
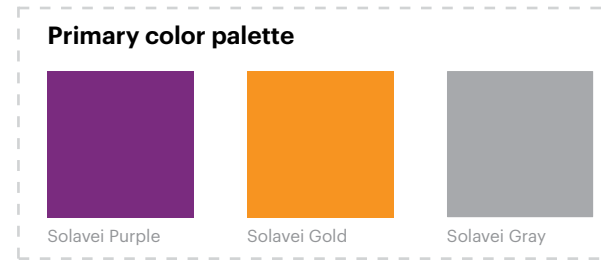
Color Palette

The focused use of color allows Solavei™ to build a bold and exciting brand identity.

The primary color for Solavei stems from the Solavei Purple and the Solavei Gold in the logo.

Solavei Gray is a strategic support color and should not be used as a primary color in any brand assets.

Solavei gradients can be made with the Purple and Light Purple or Gold and Light Gold. These are a specific design element that should be used sparingly within all creative elements.



Color chart

Color on white	Pantone™	CMYK	RGB
■ Solavei Dark Purple	2623C	c68 m100 y20 k21	r97 g31 b103
■ Solavei Dark Gold	1385 C	c0 m60 y100 k6	r230 g122 b30
■ Solavei Dark Gray	Cool Gray 10	c0 m0 y0 k70	r109 g110 b113
■ Solavei Purple	260 C	c63 m99 y14 k2	r122 g43 b127
■ Solavei Gold	1375 C	c0 m50 y98 k0	r247 g148 b33
■ Solavei Gray	Cool Gray 7	c0 m0 y0 k40	r167 g169 b172
■ Solavei Light Purple	255 C	c51 m100 y15 k3	r141 g37 b124
■ Solavei Light Gold	135 C	c0 m33 y84 k0	r252 g180 b66
■ Solavei Light Gray	Cool Gray 2	c0 m0 y0 k15	r222 g223 b224
■ Solavei Blue	653 C	c100 m45 y0 k14	r0 g105 b170

Tools



Member Contact Cards

The contact cards are designed to represent you and Solavei™ in a professional way.

They are designed to contain your contact information, with space on the backside for you to write additional information.

The template was created so that you can easily print your own contact cards. The branding and colors on this card should not be altered in any way. The template is designed for high-quality offset or digital print.

We will be providing the PSD's and an automated ordering process once the Solavei terms and conditions have been finalized and signed.

Business Card Front



Business Card Back



Email Signature

Identifying yourself as a Solavei™ member is an honor and a privilege. These email guidelines allow you to use the Solavei logo along with identifying who you are and your Rank within the Solavei network.

Rank levels can be found within the compensation information. When identifying yourself as a Solavei member we ask that you only use your contact information, rank, and logo. Additional logos, titles, and other information are against brand guidelines.

Email Signature

John Smith
Social Networker 2

Phone: 555-1234
Fax: 555-4321

Name
12pt Arial Font

Rank level
12pt Arial Font



Logo - no larger than
200 pixels wide

Social Badge

We want you to represent Solavei within all the channels that you communicate through. Use this badge as your Facebook Timeline picture, on your personal website, or within your Twitter communications.

Social Badges

