



CONSULTING

Brand Guidelines

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206.948.0880

www.sossolutionsco.com

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Introduction

About SOS Consulting LLC

SOS Consulting LLC combines strategic, creative and business operations services as an advisor to execution cost-effectively, helping companies to enhance marketing, sales and supporting functions, efficiently.

- Consisting of experienced professionals with proven backgrounds in their specialized area
- Offering different service and solution packages for each stage of your business
- Understanding and working quickly in time-sensitive situations
- Doing the work you do not have the time or resources to address
- Performing as a collaborative extension of your team

About the Brand Guide

This reference guide covers the key elements of SOS Consulting brand identity program. These elements include the corporate signature, color selections and typography, as well as print guidelines. Each element works with and complements the others to maintain a consistent SOS Consulting identity in each usage.

Consistent and proper use of these elements is essential to building and maintaining SOS Consulting's worldwide brand recognition and corporate identity.

The guidelines in this manual exhibit the recommended uses of the key elements in our identity as they appear in various applications. All materials that include SOS Consulting Corporation branding and/or logos must be approved by SOS Consulting Corporation prior to printing, publishing or distributing.

Typography

Segoe UI Family

Segoe UI Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Segoe UI Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Segoe UI Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Colors

Primary Palette:



R: 20
G: 42
B: 80
HEX: 142A50

C: 100
M: 87
Y: 39
K: 38



R: 65
G: 64
B: 66
HEX: 414042

C: 0
M: 0
Y: 0
K: 90

Secondary Palette:



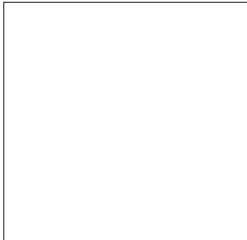
R: 121
G: 175
B: 66
HEX: 79AF42

C: 59
M: 11
Y: 100
K: 0



R: 129
G: 130
B: 130
HEX: 818282

C: 51
M: 42
Y: 43
K: 7



R: 255
G: 255
B: 255
HEX: FFFFFFFF

C: 0
M: 0
Y: 0
K: 0

Signature

Option One: Including Logo



Jaimie Pfeiffer

SOS Solutions

jaimie@sossolutionsco.com

206.948.0880

Option Two: No logo

Jaimie Pfeiffer

SOS Solutions

jaimie@sossolutionsco.com

206.948.0880

Logo

Standard Logo:



Legal Logo:



Logo Components



Logo Minimum



Minimum Size:



Clear zone



Clear zone is equal to the cap height of the "N" in Solutions

Do



Do:

- Always leave the logo some room to breathe. Use white or neutral backgrounds with logo
- If unavoidable, can use reversed out logo on SOS Consulting colors or a simple and uncluttered photo
- On black background, use reversed out logo
- Use clear zone mentioned on page 6

Do Not

X



Do Not:

- Do not sit logo on colors that clash with the brand colors
- Do not use the reversed out logo on backgrounds that are too light, cluttered or a busy photograph
- Do not rotate, stretch or squish the logo
- Do not add embellishments on logo - like drop-shadow, feather, inner glow, scribble, etc.

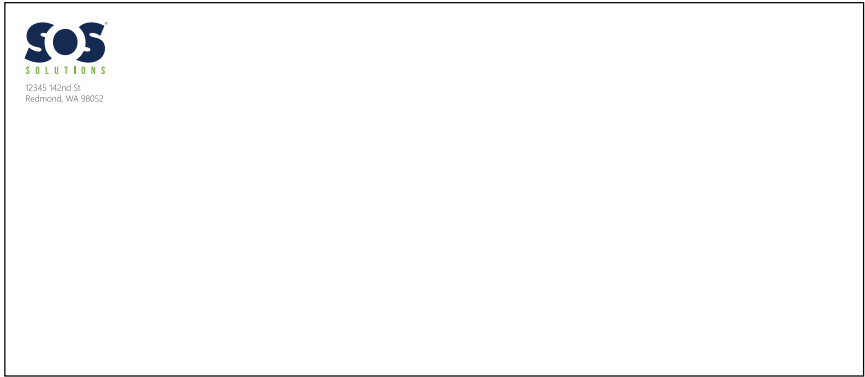
Icon

The logo icon can only appear associated with the ® copyright symbol. The Company signature is the most visible element of our identity, it must be reproduced properly and consistently at all times.

Never delete the ® symbol.



Letterhead Set



Glossary

Alignment: Precise arrangement of letterforms upon an imaginary horizontal or vertical line.

Body Type: Text material, usually set in sizes from 6 - 12 point. Also called text type.

Boldface: Type with thicker, heavier strokes than the regular font. Indicated as BF in type specifications.

Clear space: An area designed to be free/absent of all graphics and typography.

Flush left (or right): The even, vertical alignment of lines at the left (or right) edge of a column.

Font: Character set of a given size and style including upper- and lower-case letters, numerals and punctuation marks.

Format: The overall typographic and spatial schema established for a publication or any other application.

Heading: Copy that is given emphasis over the body of text, through changes in size, weight, spatial interval.

Headline: The most significant type in the visual hierarchy of a printed communication.

Logotype: Two or more type characters that are combined as a sign or trademark.

Margin: The unprinted space surrounding type on page.

Reverse: Type or image that is dropped out of a printed area, revealing the paper surface.

Rule: In hand-set metal type, a strip of metal that prints as a line. Generally, any line used as an element in typographic design, whether hand-set, photographic, digital or hand-drawn.

Sans serif: Typeface without serifs (or feet). A sans serif typeface is generally even in overall weight with very little contrast between thick and thin strokes. An example is Segoe UI typeface.

Serifs: Small elements added to the ends of the main strokes of a letterform in serified typestyles.

Signature: A company's logo or logotype, which identifies and brands all company products and communications.

Tagline: A company's proprietary positioning statement, used to identify and brand all company products and communications.

Typeface: The design of alphabetical and numerical characters unified by consistent visual properties.

Type family: The complete range of variations of a typeface design, including roman, italic, bold,

extra bold, expanded, condensed and other versions.

Typography: Originally the composition of printed matter from moveable type. Now the art and process of typesetting by any system or method.

White space: The "negative" area surrounding a letterform.

X-height: The height of lowercase letters, excluding ascenders and descenders. This is most easily measured on the lowercase x.

Contact Information

If you have any additional questions that were not able to be answered by this guide, please email info@sossolutionsco.com.

Please visit sossolutionsco.com for any further information.

206.948.0880
www.sossolutionsco.com