

The Logo ●

The anatomy of our logo and how to use it.

solace.

solace.

solace.

The image shows the Solace logo, which consists of the word "solace" in a teal, lowercase, serif font, followed by a teal circle. A dashed black rectangular box encloses the entire logo. A smaller dashed black square box encloses the teal circle. An arrow points from the text "The Ping" to the teal circle.

The Ping

The wordmark and "The Ping" are a single inseparable unit. They should never exist apart.

THE LOGO - SIZING

To retain legibility, the logo should never be smaller than 40px in height.

solace.

solace.  40px

THE LOGO - WHITE SPACE

Logo should always be surrounded by a cap height of white space, with the exception of some web banner cases.



THE LOGO - DON'TS



Don't rotate the logo



Don't squish the logo



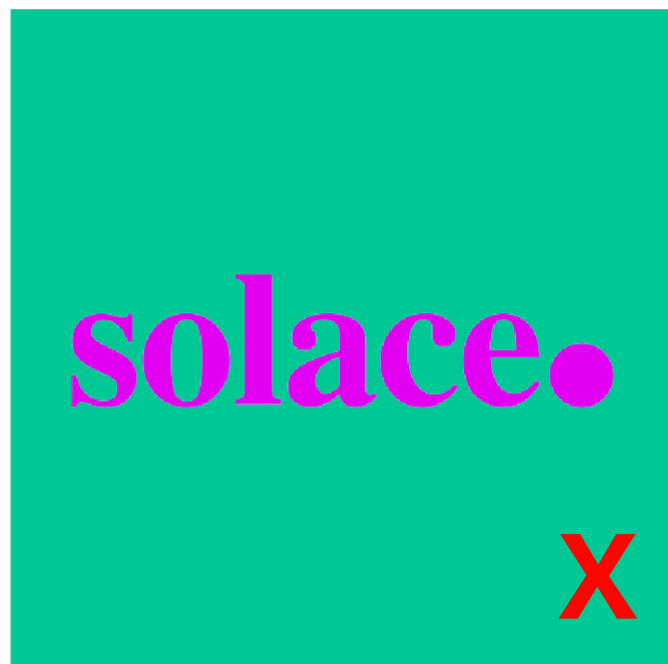
Don't squish the logo



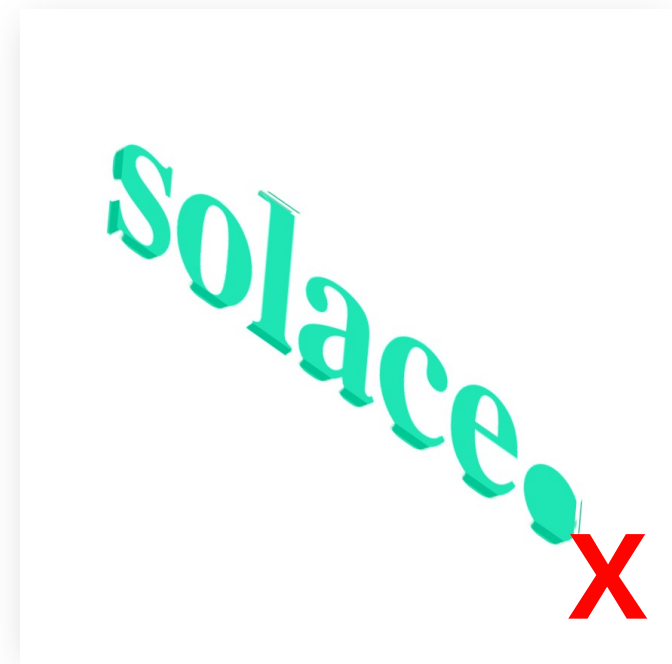
Don't skew the logo



Don't skew the logo



Don't use colors not in the brand book



Don't use effects



Don't use drop shadows



Don't fill the logo with a pattern



Don't place the logo on a busy background