



Logo manual, Solutia Services a.s.

How to deal with our company logo

Our company logo

It is an important part of our identity and symbolizes the quality, professionalism and values that our company stands for.

In order to ensure correct and consistent use of our logo, it is essential to adhere to the following guidelines.

Basic rules for using the logo

1. Consistent use:

- Always use the logo in the form as approved and distributed in official materials.
- Do not create your own versions of the logo or change its colors, proportions or font.

2. Location and Size:

- Ensure that the logo is always legible and easily visible, even when viewed in a reduced size.

3. Use on materials:

- The logo should be used on all official company materials such as business cards, letterheads, websites, presentations and promotional materials.
- When using the logo on any medium (printed or digital), follow all visual and technical specifications listed in the basic logo manual.

4. Approval and Monitoring:

- Any use of the logo must be approved in advance by the responsible person or department at Solutia Services a.s.
- Monitor logo usage regularly to ensure all rules and guidelines are followed.

Definition of corporate colors

Colors are defined in the main color systems.

CMYK and PANTONE systems are used in printing.

RGB and hexadecimal notation (#) is intended for on-screen use.

The RAL system is used in the construction industry.



CMYK	85, 50, 0, 0
HEX	#1c75bc
RGB	(28, 117, 188)
Pantone	285 C
RAL	5015



CMYK	0, 0, 0, 100
HEX	#000000
RGB	(0, 0, 0)
Pantone	Black C
RAL	9005

Logo protection zone

The protection zone is the size of the area in the safety vicinity of the logotype, into which the text or other distracting graphic elements should not interfere.

This zone guarantees legibility and sufficient impact of the logotype and is derived from the height of the letter "T" in the word Idea.



Basic logo variants

If the technical conditions allow it, the basic version of the logo should preferably be used.

Basic version



Black version



Version for dark backgrounds



White version



The logo color may be adjusted (e.g. using lighter or darker shades such as grey or white) **only for monochrome versions** of the logo.
The primary green color must not be altered.



Logo download

You can download current logo pack at
www.solutia-services.cz

Demonstration of prohibited use of the logo

The listed variants cannot be used in any case.

If the contractor insists on a variant that is disputed, this variant must first be approved.

Photo
background



Mixed
background



Low-contrast
background
Insufficient safe
space around the
logo



Wrong
contrast (color
hides the
letter)



Dark logo
on dark
background



Clarification to comply with logo usage guidelines

Adherence to these guidelines is critical to maintaining the integrity of our company logo.

Your cooperation in the correct use of the logo helps strengthen our brand and protects it from unauthorized use.

If you have any questions or need more information about the use of the logo, please [contact](#) our marketing or legal department.



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