

## **SOLO** Style guide

Main logo and variations



Monochrome version for bright backgrounds



Monochrome version for dark backgrounds



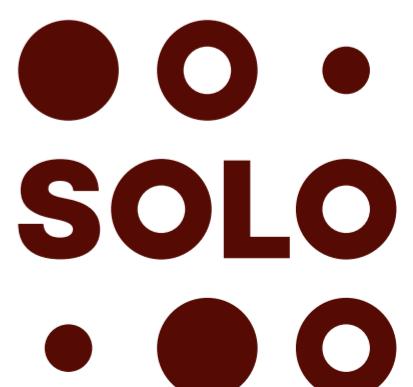
●○● Soils  
**SOLO** for  
●●○ Europe

●○● Soils  
**SOLO** for  
●●○ Europe

Scalability

●○● SOILS FOR EUROPE  
**SOLO** Soil organic  
●●○ carbon stocks

Sublogo



Logo without claim

## SOLO Style guide

### Sublogos



●○● SOILS FOR EUROPE  
**SOLO** Footprint  
•●○ on soils

●○● SOILS FOR EUROPE  
**SOLO** Soil sealing  
•●○ and urban soils

●○● SOILS FOR EUROPE  
**SOLO** Erosion  
•●○ prevention

●○● SOILS FOR EUROPE  
**SOLO** Soil organic  
•●○ carbon stocks

●○● SOILS FOR EUROPE  
**SOLO** Nature conservation  
•●○ of soil biodiversity

●○● SOILS FOR EUROPE  
**SOLO** Pesticide pollution  
•●○ and restoration

●○● SOILS FOR EUROPE  
**SOLO** Land  
•●○ degradation

●○● SOILS FOR EUROPE  
**SOLO** Soil  
•●○ structure

●○● SOILS FOR EUROPE  
**SOLO** Soil  
•●○ literacy

# SOLO Style guide

## Typeface and colour scheme

### Inter Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456890  
abcdefghijklmnopqrstuvwxyz 123456789  
ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456890  
abcdefghijklmnopqrstuvwxyz 123456789

Heading font (Inter designed by Rasmus Andersson, <https://rsms.me/inter/>)

●○● Soils  
**SOLO** for  
●●○ Europe

CMYK 20 / 90 / 90 / 70  
RGB 87 / 19 / 0  
HEX #571300

●○● SOILS FOR EUROPE  
**SOLO** Footprint  
●●○ on soils

CMYK 90 / 40 / 30 / 25  
RGB 0 / 99 / 127  
HEX #00637f

### Inter Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456890  
abcdefghijklmnopqrstuvwxyz 123456789  
ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456890  
abcdefghijklmnopqrstuvwxyz 123456789

Body text font (Inter designed by Rasmus Andersson, <https://rsms.me/inter/>)

●○● SOILS FOR EUROPE  
**SOLO** Soil sealing  
●●○ and urban soils

CMYK 70 / 0 / 30 / 20  
RGB 38 / 157 / 161  
HEX #269da1

●○● SOILS FOR EUROPE  
**SOLO** Erosion  
●●○ prevention

CMYK 5 / 15 / 0 / 60  
RGB 127 / 120 / 127  
HEX #7f787f

●○● SOILS FOR EUROPE  
**SOLO** Soil organic  
●●○ carbon stocks

CMYK 0 / 10 / 25 / 80  
RGB 85 / 78 / 67  
HEX #554e43

●○● SOILS FOR EUROPE  
**SOLO** Nature conservation  
●●○ of soil biodiversity

CMYK 80 / 0 / 80 / 35  
RGB 0 / 125 / 68  
HEX #007d44

●○● SOILS FOR EUROPE  
**SOLO** Pesticide pollution  
●●○ and restoration

CMYK 20 / 0 / 100 / 35  
RGB 161 / 161 / 0  
HEX #a1a100

●○● SOILS FOR EUROPE  
**SOLO** Land  
●●○ degradation

CMYK 7 / 33 / 81 / 24  
RGB 193 / 148 / 53  
HEX #c19435

●○● SOILS FOR EUROPE  
**SOLO** Soil  
●●○ structure

CMYK 15 / 55 / 90 / 45  
RGB 141 / 86 / 22  
HEX #8d5616

●○● SOILS FOR EUROPE  
**SOLO** Soil  
●●○ literacy

CMYK 15 / 70 / 50 / 20  
RGB 181 / 88 / 89  
HEX #b65859