

SOLO Style guide

Main logo and variations



Monochrome version for bright backgrounds



Monochrome version for dark backgrounds



Scalability



Sublogo



Logo without claim

SOLO Style guide

Sublogos



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 FOR EUROPE
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