

Brand At-A-Glance



Logo Usage

The Solenis logo is a strong, distinct visual grounded in the Pathway. The top portion represents our customers, while the bottom represents Solenis as a team supporting — and lifting up — our customers.

The logo is one complete element and must never be altered. Digital files are available in color, reverse, gray and black in jpeg, png and eps formats.

Clear Space

Type and graphics should stay outside of the area defined by the height of the character “e” for both the Solenis and Diversy logo.

Clear Space “e”

Usage Restrictions

- NEVER use the logo in a sentence or slogan.
- NEVER typeset the logo in the Inter font.
- NEVER use the logo without the Pathway.
- NEVER place the logo on a color that doesn't allow contrast.
- NEVER change the approved logo colors or their placement.
- NEVER add a word, graphic or phrase to the logo.
- NEVER combine the logo with another logo.
- NEVER distort the logo.

Solenis partners with customers to deliver tailor-made solutions that drive value and deliver measurable business impacts. These quick reference guidelines will help you and your team ensure consistency for both internal and external communication.

Primary Brand Colors

Deep Navy HEX: #072635 RGB: 7, 38, 53 CMYK: 94, 73, 53, 60 PMS: 5395 C	Clear Blue HEX: #3366FF RGB: 51, 102, 255 CMYK: 78, 62, 0, 0 PMS: 2727 C	Vibrant Spruce HEX: #00CC99 RGB: 0, 204, 153 CMYK: 69, 0, 56, 0 PMS: 7465 C
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Accent Brand Colors

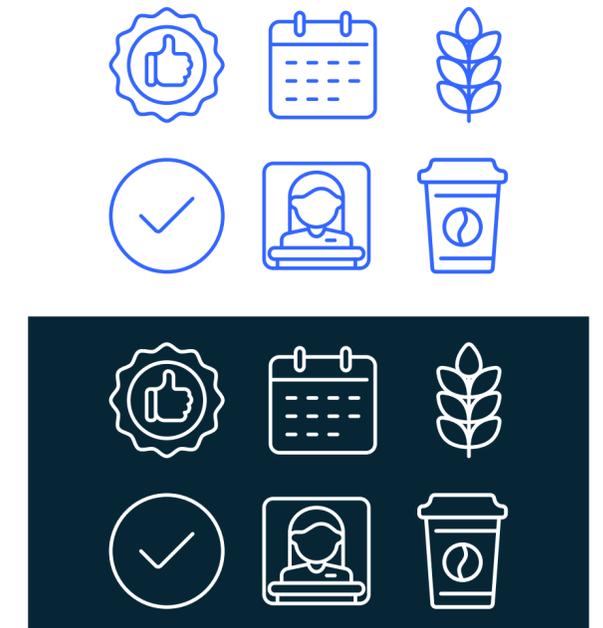
Tree Poppy HEX: #FE8B1E RGB: 254, 139, 30 CMYK: 0, 55, 97, 0 PMS: 1495 C	Dark Lavender HEX: #6C4FAD RGB: 108, 79, 173 CMYK: 68, 80, 0, 0 PMS: 266 C	Bright Cerulean HEX: #04B7CF RGB: 4, 183, 207 CMYK: 72, 4, 18, 0 PMS: 3125 C
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Brand Neutrals

Sky Blue HEX: #5C8AB5 RGB: 92, 138, 181 CMYK: 67, 38, 12, 0 PMS: 646 C	Black Oak HEX: #4D4D4F RGB: 77, 77, 79 CMYK: 3, 3, 0, 69 PMS: 7540 C	Slate Gray HEX: #717171 RGB: 127, 127, 127 CMYK: 52, 43, 43, 8 PMS: 877 C	Fog Gray HEX: #D1CCD1 RGB: 209, 204, 209 CMYK: 17, 16, 12, 0 PMS: Cool Gray 1 C
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Icons

Solenis icons incorporate simple lines and limit details. Ensure icon strokes remain proportional when scaling. Icons should only be used in one color.



Trademarks and Service Marks

Solenis product brands must be followed by a TM or SM but only where they first appear on a page. Do not use a TM when referring to Solenis the company. The Solenis logo must always have a TM. The first standard presentation of Solenis trademarks and service marks is as follows: product or brand name in initial caps followed by trademark or service mark symbol and generic descriptor in lowercase.

Trademark Examples:

- AmercorTM corrosion inhibitors
- PraestolTM flocculants
- DimensionTM corn oil extraction aids
- OnGuardTM XD analyzer

Service Mark Examples:

- FusionSM strength and performance technology
- OptiFillSM strength program
- Biobond. Improving the Sustainability of PaperSM program

NOTE: After the first reference of a trademark or service mark, do not use the TM or SM.

First Reference: AmercorTM corrosion inhibitors

Second Reference: Amercor corrosion inhibitors

Questions?

A complete Brand Guide is available from the Solenis Communications Department, along with logos, layout guidance and other digital assets. Contact brand@solenis.com with questions or for materials.

Typography

Inter

Aa Bb
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 123456789 .!@#%&*()_-+=

Source Serif 4

Aa Bb
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 123456789 .!@#%&*()_-+=

Arial

Aa Bb
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 123456789 .!@#%&*()_-+=

Times New Roman

Aa Bb
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 123456789 .!@#%&*()_-+=

Branded Fonts

Inter comes in a full set of weights and styles, but it is mainly used in Bold for headlines and subheads. Find it in Google Fonts at fonts.google.com/specimen/Inter

The Source Serif 4 family is the secondary typeface for all materials. Use it for body copy and callouts in print and digital. Find it in Google Fonts at fonts.google.com/specimen/SourceSerif4

Fallback Fonts

For use cases where the Inter family cannot be used or is unavailable, such as PowerPoint presentations or Word documents, use the Arial family.

For use cases where the Source Serif 4 family cannot be used or is unavailable, such as PowerPoint presentations or Word documents, use the Times New Roman family.