

SOLVER. Brandbook

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Logo

Primary logo

The logo is based on the D-DIN typeface, communicating the brand's technical character, as well as the simplicity and functionality of its solutions.

Use this as the default version on light backgrounds, wherever full brand colors can be applied.



SOLVER.

Reversed logo

Use on dark backgrounds to maintain brand color consistency.

The image shows the word "SOLVER." in a bold, white, sans-serif font. The period at the end is a solid orange dot. The text is centered horizontally against a dark, solid background.

Monochrome logo (black)

Use on light backgrounds, in single-color materials, or wherever color usage is limited.

SOLVER.

Monochrome logo (white)

Use on dark backgrounds, in single-color materials, or wherever color usage is limited.

The word "SOLVER." is displayed in a bold, white, sans-serif typeface against a solid dark grey background. The text is centered horizontally and occupies the upper portion of the frame.The word "SOLVER." is displayed in a bold, white, sans-serif typeface against a solid orange background. The text is centered horizontally and occupies the upper portion of the frame.

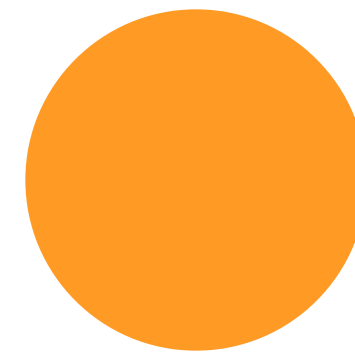
Clear space

The logo should always maintain the required clear space. Its size is defined by the height of the letter “R”, as shown.



Brand mark

The dot is an integral part of the logo and may function as a standalone brand element, always in orange.



Colors

Color palette

A high-contrast combination of black, white, and neutral greys, complemented by an accent orange color.

R255 G255 B255
C0 M0 Y0 K0
#FFFFFF

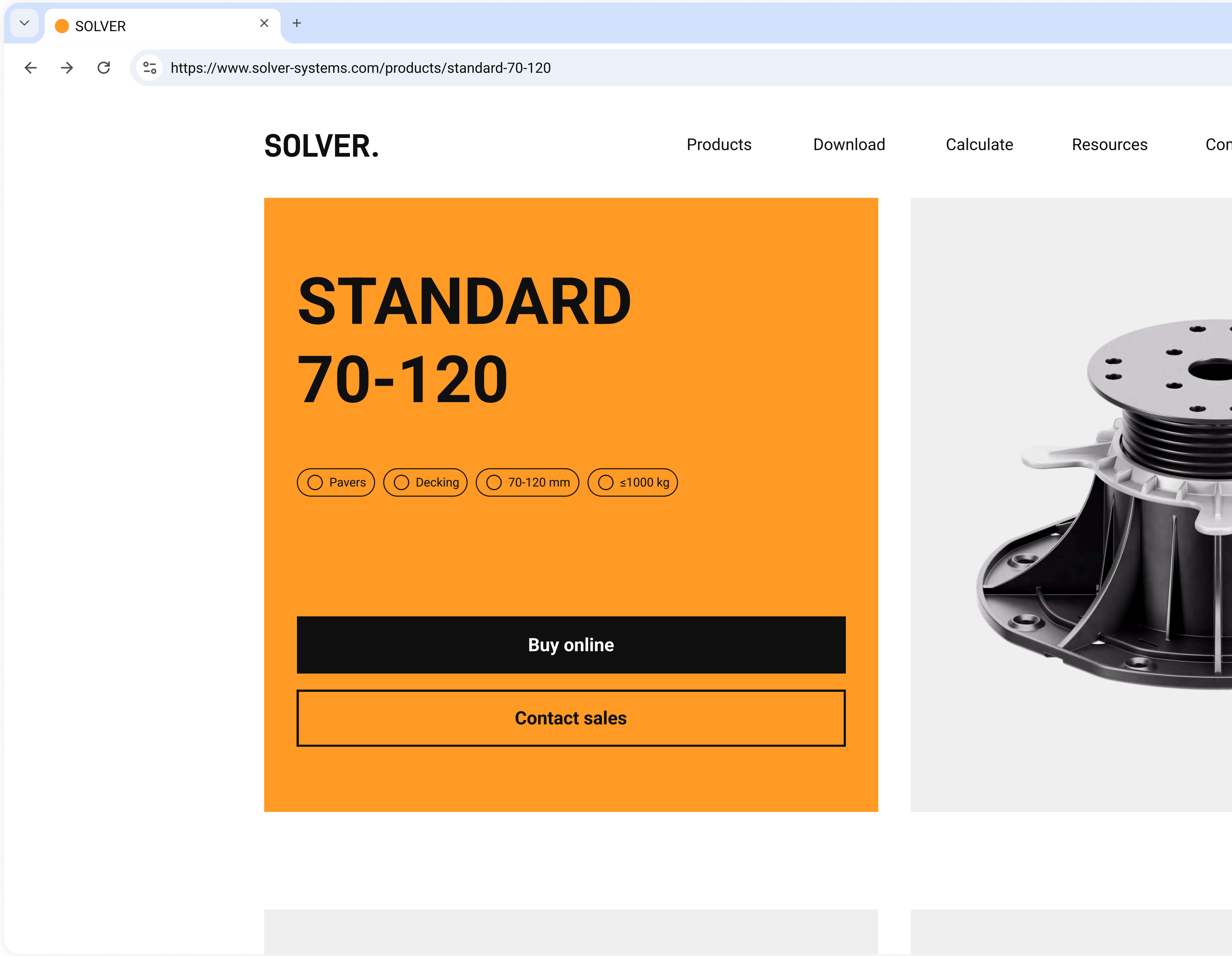
R240 G240 B240
C7 M5 Y6 K0
#F0F0F0

R15 G15 B15
C81 M71 Y62 K90
#0F0F0F

R255 G154 B38
C0 M48 Y87 K0
#FF9A26

UI usage

Use light backgrounds with high-contrast text and clear orange accents to highlight interactive elements and actions.



Typography

Primary typeface

Roboto is the primary typeface used across all digital and print materials where available.

Roboto is a free font available on Google Fonts:
<https://fonts.google.com/specimen/Roboto>

Roboto

Roboto Regular (400)

Lorem ipsum dolor sit amet, consectetur adipiscing elit,
sed do eiusmod tempor incididunt ut labore et dolore
magna aliqua.

Roboto Bold (700)

**Lorem ipsum dolor sit amet, consectetur adipiscing elit,
sed do eiusmod tempor incididunt ut labore et dolore
magna aliqua.**

Secondary typeface (system)

Use Arial as a fallback typeface when Roboto is not available.

Arial

Arial Regular (400)

Lorem ipsum dolor sit amet, consectetur adipiscing elit,
sed do eiusmod tempor incididunt ut labore et dolore
magna aliqua.

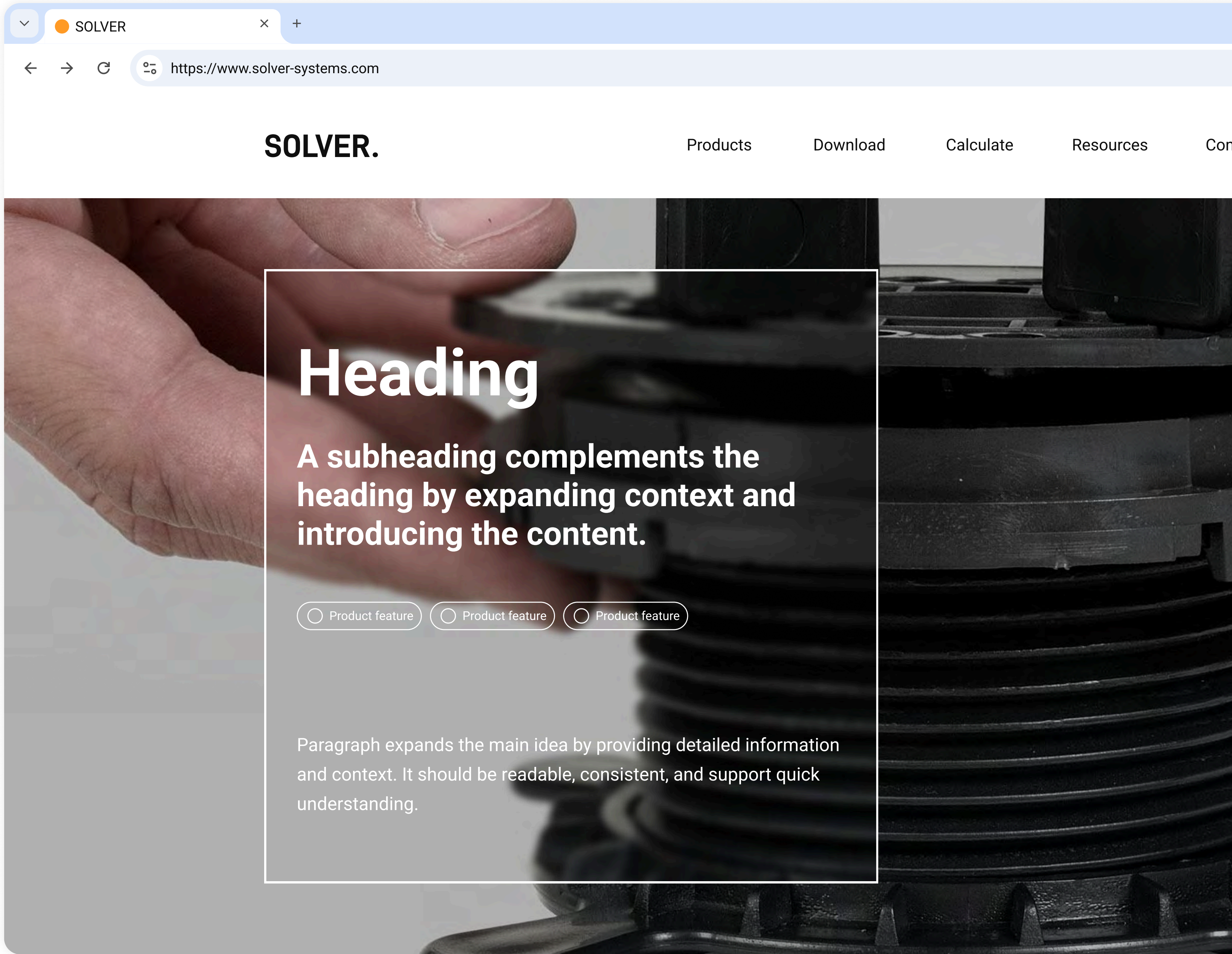
Arial Bold (700)

**Lorem ipsum dolor sit amet, consectetur adipiscing
elit, sed do eiusmod tempor incididunt ut labore et
dolore magna aliqua.**

Information hierarchy

Create a clear information hierarchy by differentiating headings, subheadings, and body text using size and font weight. Break longer content into paragraphs.

This ensures readability and allows users to quickly scan the content.



Photography

Product in hand

Photos showing the product in contact with the user, emphasizing scale, ergonomics, material textures, and usage.

Use natural shots, well-lit, with neutral backgrounds.



Product in use

Photos showing the product in real-life context, communicating functionality, durability, and practical benefits.

Front-facing shots are preferred.



Horizontal shots

Use for wide, contextual views showing the product environment in galleries, web layouts, and marketing materials.

Allowed image ratios: 4:3 / 3:2 / 3:1



Vertical shots

Use in mobile and social media formats, focusing on detail, the product, or user interaction.

Allowed image ratios: 3:4 / 2:3



Use cases



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solutions for your
projects.**

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