



Solara Avenue

BRAND STYLE

Guide

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COLOR PALETTE

A brief overview of the brand colors

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IMAGERY STYLE/APPLICATIONS

Photography and logo applications

LOGO USAGE

ALWAYS USE APPROVED VERSIONS, MAINTAIN CLEAR SPACE AROUND THE LOGO, AND AVOID ALTERATIONS SUCH AS STRETCHING, RECOLORING, OR ADDING EFFECTS.

LOGOTYPE



SUBMARK



PRIMARY LOGO



COLOR PALETTE



PRIMARY TYPEFACE

(En Clair)

THE BRAND'S PRIMARY TYPEFACE IS A SPECIFIC FONT STYLE THAT IS USED TO CREATE A CONSISTENT AND RECOGNIZABLE LOOK FOR A COMPANY OR ORGANIZATION.

THE PRIMARY TYPEFACE IS USED ON THE LOGO, AND IT IS TO BE USED ON ALL MARKETING MATERIALS, WEBSITES, AND OTHER PROMOTIONAL MATERIALS.

Ha

*A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z*

*a b c d e f g h i k l m
n o p q r s t u v w x y z*

*1 2 3 4 5 6 7 8 9 0 (. , : ' \$ % & *)*

SECONDARY TYPEFACE

PALACE
SUBHEADER
ALL CAPS
LETTER SPACING: -12

A A

A B C D E F G H I K L M
N O P Q R S T U V W X Y Z

PALACE
BODY TEXT
REGULAR CAPITALIZATION
LETTER SPACING: -15 to -30

A a

A B C D E F G H I K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 (, . ; ' \$ % & *)

IMAGERY GUIDELINES

IMAGERY SHOULD FEEL DREAMY,
ETHEREAL, ELEGANT, AND LUXURIOUS.

PREPARED BY:
THE MISFIT CREATIVE



THINK EUROPEAN SUMMER,
OLD MONEY, AND YACHT
TRIPS.



BRAND

APPLICATIONS



SOCIAL MEDIA – USE SIMPLIFIED LOGO WITH CONSISTENT FILTERS AND TYPOGRAPHY.

PACKAGING – APPLY TEXTURES AND BRAND MARK WITH AMPLE WHITESPACE.

WEBSITE – FOLLOW TYPE HIERARCHY AND COLOR PALETTE THROUGHOUT.