

S O & a



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AESTHETIC OVERVIEW

The motivation behind a ‘branding’ effort like this is to create a look and feel that can be easily associated with Soma, so that the public gets a consistent message and comes to recognize Soma as an integral, visible and active member of the community.

This package has been assembled as a set of guidelines by which to develop Soma visual materials. It is not intended to replace ingenuity and creativity, but to set boundaries so that the image and quality of Soma materials remains consistent and recognizable.

Previously, the Soma style has centered around dark, rich, neo-gothic imagery and design. The new Soma style is more modern and industrial, maintaining a strong respect for traditional arts and design while moving forward into new design territory.

About Layout and Readability

As Soma continues to grow, care should be taken to ensure that even in our marketing efforts, we are not so much attempting to draw attention as to inform the audience. Our designs should be clean and uncluttered, making use of space to organize content and information in a way that allows for easy readability.

PRIMARY LOGOTYPE

The Soma logo represents who we are, what we do, and how people identify us. It's the face of our brand.

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AVATARS

Avatars are icons used on social media mediums such as Twitter, Facebook, YouTube, Google+, etc.

ICON AVATAR SIZE:



PROFILE AVATAR SIZE :



LOGO GUIDELINES

All versions of the logo should always appear in the same color. No textures of any kind should ever be used on the logo. It should be kept simple and clean at all times. Please be conscious to not crowd the logo - leave plenty of breathing space. White space is good space. Never layer images and/or text on top of the logo.

PRIMARY TYPEFACE

The primary typeface for Soma is Proxima Nova. Proxima Nova Bold is mainly used for titles and headlines. This will serve as the premier sans-serif font for use in brand sensitive materials, promotions, and documents.

PROXIMA NOVA LIGHT:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

PROXIMA NOVA SEMIBOLD:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

PROXIMA NOVA LIGHT ITALIC:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

PROXIMA NOVA LIGHT SEMIBOLD ITALIC:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

PROXIMA NOVA REGULAR:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

PROXIMA NOVA BOLD:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

PROXIMA NOVA REGULAR ITALIC:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

PROXIMA NOVA BOLD ITALIC:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SECONDARY TYPEFACE

The secondary typeface for Soma is Adobe Caslon Pro. Adobe Caslon Pro is used mostly for body copy, but can also accommodate occasional headlines. This will serve as the premier serif font for use in brand sensitive materials, promotions, and documents. This fontface should never be used in all caps or all lower case.

ADOBE CASLON PRO REGULAR:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

ADOBE CASLON PRO SEMIBOLD ITALIC:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ADOBE CASLON PRO ITALIC:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ADOBE CASLON PRO BOLD:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ADOBE CASLON PRO SEMIBOLD:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

ADOBE CASLON PRO BOLD ITALIC:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TYPEFACE GUIDELINES

For all important videos, prints, and publications, Proxima Nova should be utilized. Proxima Nova Bold is used in headlines or title situations, and Proxima Nova Regular is used in secondary titles. Proxima Nova light may be used in secondary titles as well, but rather sparingly.

Adobe Caslon Pro should be used for body copy. Proxima Nova Regular and Light can be used for additional body copy, but rather sparingly.

There are, however, certain times, such as minor flyers, posters, and other collateral that various typefaces may be used if approved by the creative team.

Please, however, refrain from using fonts that normally appear on the door of a massage parlor or organic food supplier. Keep it legible. Keep is classy.

COLOR PALETTE OVERVIEW

The Official Soma Primary Colors* are Orange and Medium Grey. Supporting the Brand Colors, the Secondary Colors* are Dark Grey, Light Grey, Yellow and Green.

*These colors are exact and the color formulas are not to be altered in anyway.

SOMA PRIMARY COLORS:



Orange
18, 51, 83, 7



Medium Grey
32, 32, 32, 32

SOMA SECONDARY COLORS:



Dark Grey
0, 0, 0, 80



Light Grey
0, 0, 0, 20



Yellow
20, 18, 76, 1



Green
64, 19, 60, 2

COLOR PALETTE GUIDELINES

The colors on the previous page have been selected very carefully, and embody the brand that is Soma. These will be incorporated into the everyday experience of the brand. They will be used in the business suite, signage, and other official Soma materials.

This list however is not prescriptive of the only colors to ever use at Soma.

Color can tell a story just as much as any other individual discipline of design. We need to all be responsible in how we communicate with the colors we choose. These colors serve as a guide to inform the decisions we make to use colors outside of this set.

FINDING THE MOOD

The mood board represents the look and feel of the Soma brand:
Clean, modern and eclectic design centered around family, community and JESUS.



LAYOUTS

Always use grids. White space is your friend. Simplicity is your design policy. Uncluttered is the goal. Keep layouts clean and simple. Less is always more. Background textures can be used. Never use a dirt texture just because you can. Your textures should be ambiguous images. When in doubt, keep it clean and simple and lose the texture.

AS YOU DESIGN, NEVER STRAY FROM USING THE LOGOS, TYPEFACES, COLORS AND GUIDELINES FOUND IN THIS GUIDE. **NEVER MEANS NEVER.**

WHATEVER YOU DO, WORK HEARTILY, **AS FOR THE LORD** AND NOT FOR MEN. (COLOSSIANS 3:23)

WHATEVER YOU DO, DO ALL TO THE **GLORY OF GOD.** (1 CORINTHIANS 10:31)