



SOLEM

CONNECTED IRRIGATION MADE EASY

Graphic charter

Guideline

A **modular & scalable** product range for irrigation, pool & automation systems.

Simplicity,

Easy-to-install,
easy-to-use solutions.

Performance,

Innovation at the heart of
our business to meet our
customers' needs.

Robustness.

Products to last.

TYPES OF MARKETS

Residential

Connected gardens

Municipality

Parks,
Sports fields,
Green walls

Agriculture

Market gardening,
Horticulture,
Arboriculture

Logotype

Classic version.

MEANING

Société **L**anguedocienne d'**É**lectronique & **M**écanique.
The pictogram is a minimalist representation of a printed circuit board close-up.

DESIGN

Midnight Gradient (p.6), Opacity 100%, 90° Orientation
Typography: Eurostile Next LT Pro - Bold extended



Logotype

Compact versions.



B&W versions. Use for B&W printing only.



Logotype

Rules must be observed to preserve the integrity of the **SOLEM** brand.

Do not stretch, compress, rotate or distort the logo in any way, nor add shadows or outlines.

Do not erase pictogram.



Typography

Fonts to use on any web or print communication related to the SOLEM brand.

MAIN

Inter 

Inter light
 abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789@#&\$!?\$€+=*°

USE FOR BODY TEXT
 Inter regular
 abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789@#&\$!?\$€+=*°

Inter medium
 abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789@#&\$!?\$€+=*°

Inter semi-bold
 abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789@#&\$!?\$€+=*°

USE FOR MAIN TITLES
 Inter bold
 abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789@#&\$!?\$€+=*°

SECONDARY

Quasimoda 

Quasimoda light
 abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789@#&\$!?\$€+=*°

Quasimoda regular
 abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789@#&\$!?\$€+=*°

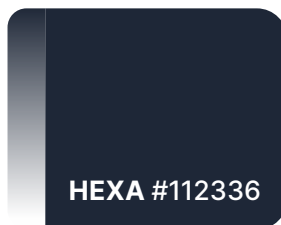
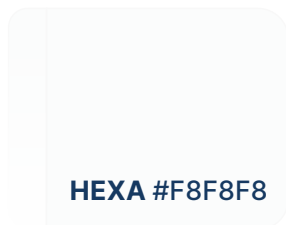
Quasimoda medium
 abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789@#&\$!?\$€+=*°

USE FOR SECONDARY TITLES
 Quasimoda semi bold
 abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789@#&\$!?\$€+=*°

Quasimoda bold
 abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789@#&\$!?\$€+=*°

Colors

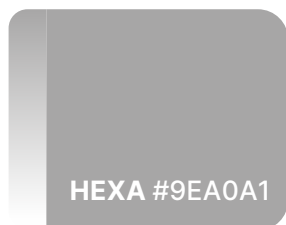
MAIN



Midnight GRADIENT



SECONDARY

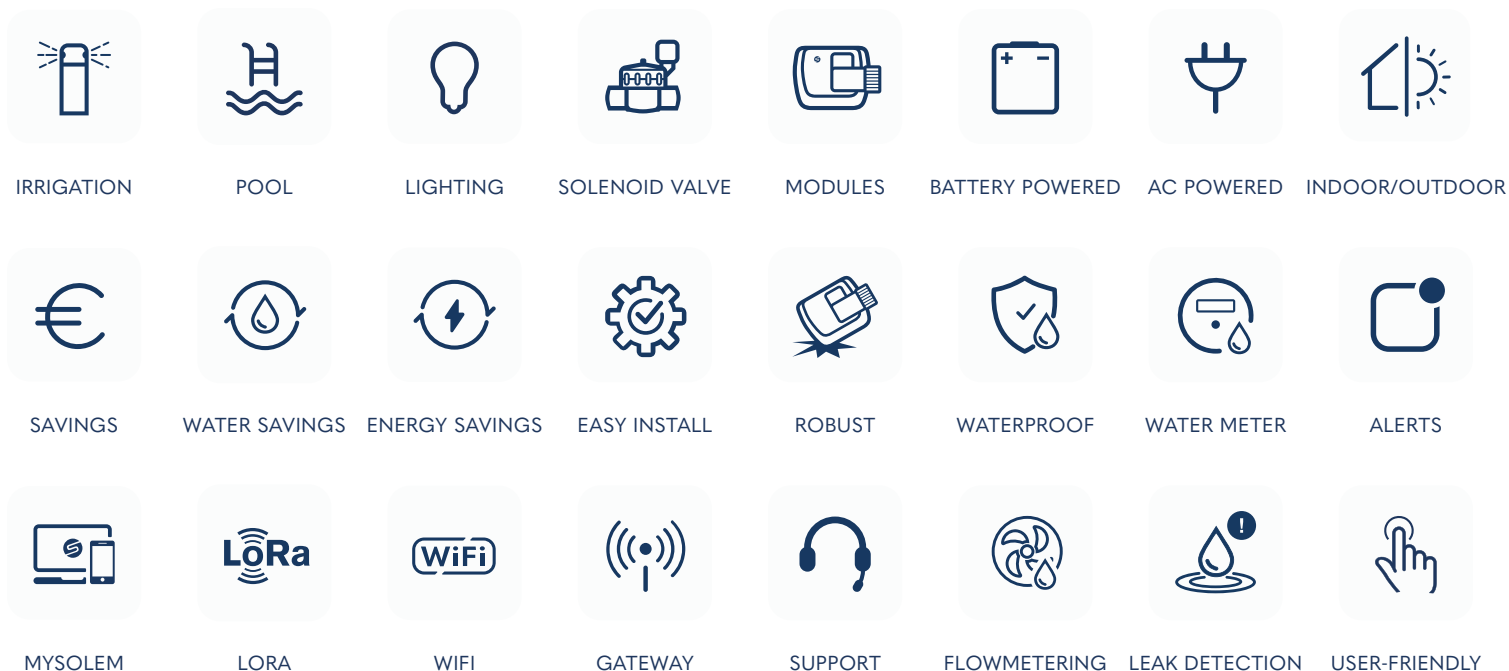


ACCENT COLORS



Pictography

Graphic elements frequently used to refer to **SOLEM** solutions.

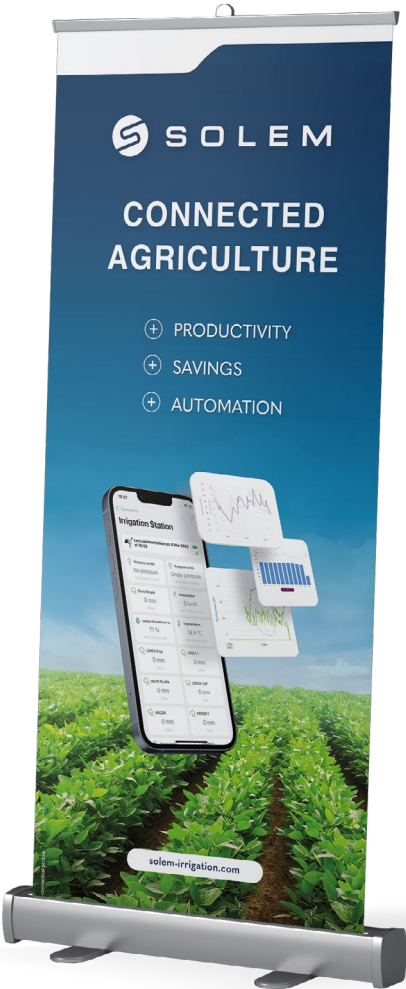


Examples

WEB



PRINT





SOLEM

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Contact

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