solutia®

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Logo manual, Solutia s.r.o.

How to deal with our trademarked company logo ®

Our company logo

It is an important part of our identity and symbolizes the quality, professionalism and values that our company stands for.

Trademark ®

Which is part of our logo, confirms our rights to use it and protects it from unauthorized use.

In order to ensure correct and consistent use of our logo, it is essential to adhere to the following guidelines.

Basic rules for using the logo

1. Legal protection:

- The ® trademark logo must only be used in accordance with trademark laws.
- Do not use the untrademarked ® logo unless express permission is granted.

2. Consistent use:

- Always use the logo in the form as approved and distributed in official materials.
- Do not create your own versions of the logo or change its colors, proportions or font.

3. Location and Size:

- Ensure that the logo is always legible and easily visible, even when viewed in a reduced size.
- The ® trademark must always be clearly visible and correctly placed next to the logo.

4. Use on materials:

- The logo should be used on all official company materials such as business cards, letterheads, websites, presentations and promotional materials.
- When using the logo on any medium (printed or digital), follow all visual and technical specifications listed in the basic logo manual.

5. Approval and Monitoring:

- Any use of the logo must be approved in advance by the responsible person or department at Solutia s.r.o.
- Monitor logo usage regularly to ensure all rules and guidelines are followed.

Definition of corporate colors

Colors are defined in the main color systems.

CMYK and PANTONE systems are used in printing.

RGB and hexadecimal notation (#) is intended for on-screen use.

The RAL system is used in the construction industry.

CMYK	50, 0, 100, 0
HEX	#8DC63F
RGB	(141, 198, 63)
Pantone	376 C
RAL	6018

CMYK	0, 0, 0, 100
HEX	#000000
RGB	(0, 0, 0)
Pantone	Black C
RAL	9005

Logo protection zone

The protection zone is the size of the area in the safety vicinity of the logotype, into which the text or other distracting graphic elements should not interfere.

This zone guarantees legibility and sufficient impact of the logotype and is derived from the height of the letter "I" in the word Idea.

Height of the letter "I"

This zone guarantees legibility and sufficient impact of the logotype.

Basic logo variants

If the technical conditions allow it, the basic version of the logo should preferably be used.

Basic version

solutia ®
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Black version

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Version for dark backgrounds

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White version

solutia ®
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The logo color **may be adjusted** (e.g. using lighter or darker shades such as grey or white) **only for monochrome versions** of the logo.
The primary green color must not be altered.

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Logo download

You can download current logo pack at
www.solutia.cz/o-nas/logo-ke-stazeni

Demonstration of prohibited use of the logo

The listed variants cannot be used in any case.

If the contractor insists on a variant that is disputed, this variant must first **be approved**.

Clarification to comply
with logo usage guidelines

Adherence to these guidelines is critical to maintaining the integrity and legalprotection of our trademarked ® company logo.

Your cooperation in the correct use of the logo helps strengthen our brand and protects it from unauthorized use.

If you have any questions or need more information about the use of the logo, please [contact](#) our marketing or legal department.

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Logo manual, version 1.1

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