



Sothis Brand Identity Guidelines

logo spacing

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x = sothis

logo size

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi lacus. Nulla tristique ante sit amet urna. Praesent ante erat, posuere non, luctus vel, pulvinar ac, mi. Vivamus neque. Praesent lobortis metus feugiat nisl.



03 Corporate colours

Sothis Blue	Pantone 298 C
Sothis Black	Pantone Black 6 C
Sothis Grey	Pantone 424 C

02

Background colours

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi lacus. Nulla tristique ante sit amet urna. Praesent ante erat, posuere non, luctus vel, pulvinar ac, mi. Vivamus neque. Praesent lobortis metus feugiat nisl.

Sothis blue background



White or light grey background



Black or dark grey background



05 Fonts and typography

logotype font

Font name: Lacuna regular

Note: the lower serif has been removed from the letter "i" on the logo. When using this font for titles on literature, all serifs should remain intact.

sothis

Strap line font

Font name: CorporateS Regular

Note: The tracking should be set to 228 and all letters should be uppercase.

HR & IT SUPPORT

Body copy font

Font name: CorporateS Regular/Bold