



sonya

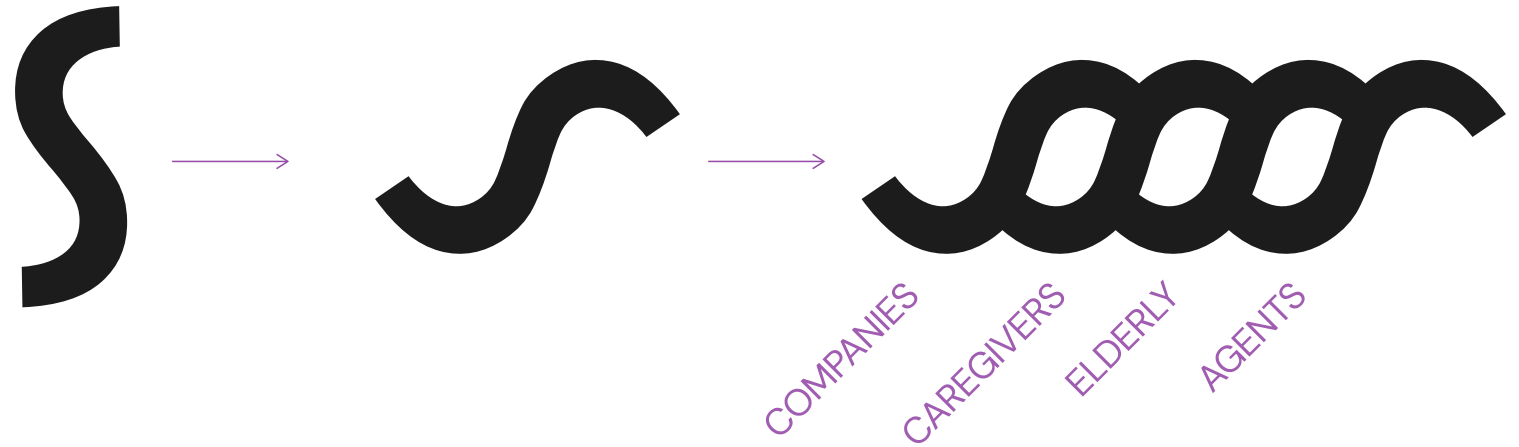
This guide serves to capture the SONYA brand in a way that ensures consistency and coherence at all points of contact with the different audiences.

01

Logo

Concept

The logo is inspired by the initial of the project, the “S” for Sonya, which symbolizes the connection between the different social agents involved: companies, elderly people, caregivers and other key players. The shape of the design evokes a chain, representing the union and collaboration between all of them to achieve the common goals of the project.



Main version

The main version of the logo is the official and most widely used representation. It is recommended to use it in most of the materials, as long as the conditions of legibility and contrast allow it.

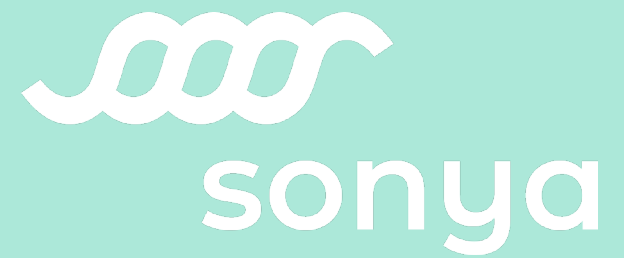


Secondary version

The secondary version of the logo is designed to adapt to specific environments where the main version is not suitable, either because of color, contrast...



Negative
version



Size

For proper legibility and optimal reproduction, versions of the logo are limited to the minimum reproduction sizes of 30 mm wide for physical media and 100 px for web media.



x/2

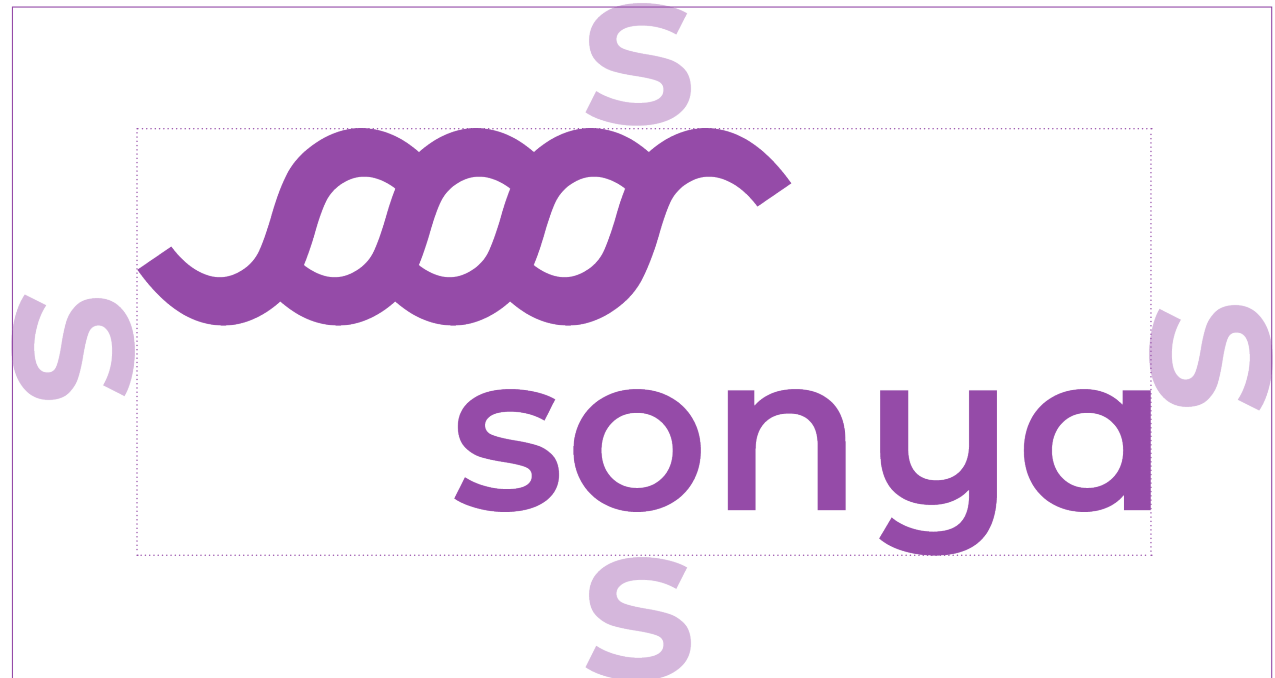


x/4



Safety Zone

The safety zone guarantees the correct visibility of the logo, preventing other elements from interfering with its legibility.



Color

The primary brand colors are purple and pastel mint. Use these colors consistently to maintain a cohesive visual identity, ensuring sufficient contrast for accessibility and clarity across all applications.

PURPLE

#954BA8
RGB: (149, 75, 168)
HSB: (288°, 55%, 66%)
CMYK: (56, 80, 0, 0)

PASTEL MINT

#ACE8D9
RGB: (172, 232, 217)
HSB: (165°, 26%, 91%)
CMYK: (37, 0, 22, 0)

Typography

Our primary typeface is DM Sans, a modern, geometric sans-serif designed for clarity and versatility across digital and print mediums. When DM Sans is unavailable, Arial serves as the fallback typeface, ensuring consistency and readability across all platforms. Always maintain a clear typographic hierarchy and accessibility in all applications.

Typography DM Sans

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789&?!%,,;*)+ -/

Typography Arial

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789&?!%,,;*)+ -/

Incorrect uses of the logo

There are clear guidelines to follow in the use of the mark.

01. Do not modify the distance between elements or the position

02. Do not distort

03. Do not modify the typography of the logomark

04. Do not change the colors

01.



02.



03.



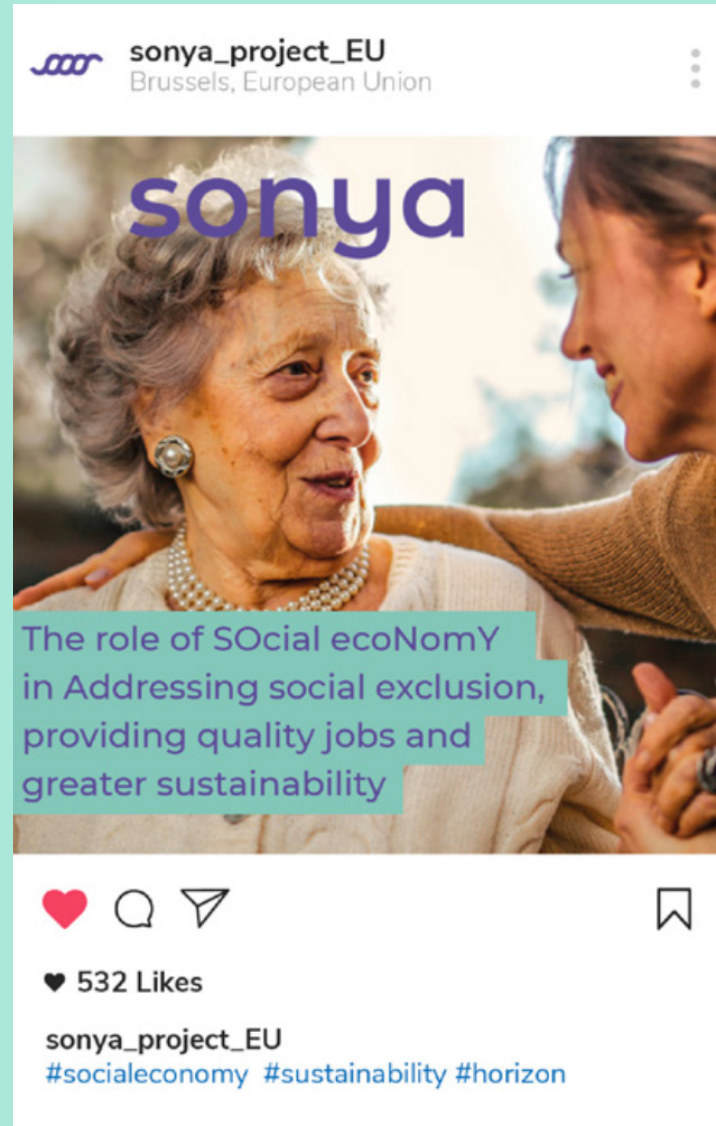
04.



02

**Application
samples**

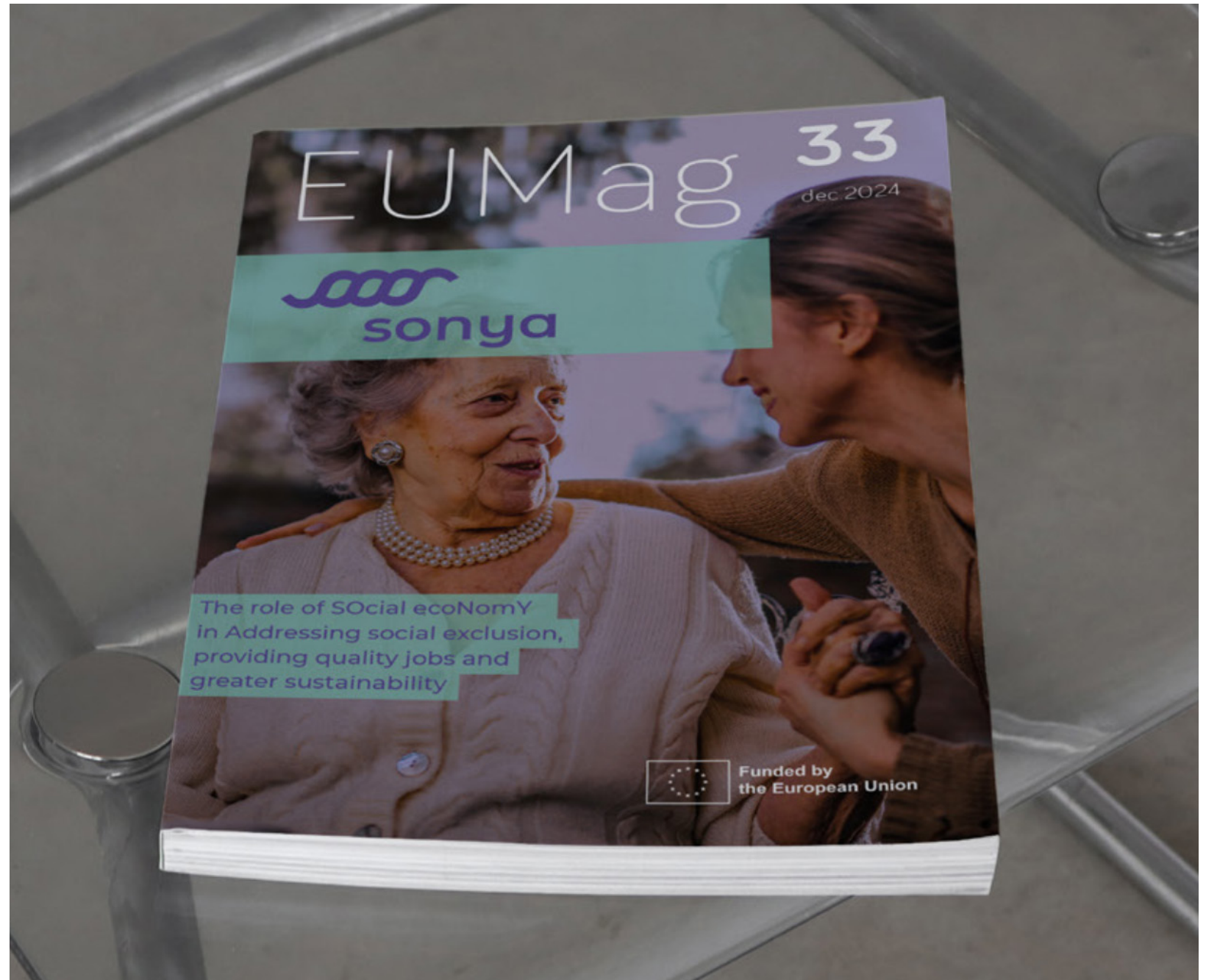
Social media



Rollup



Magazine



T-Shirt



