Brand Identity Guideline

soma

A strong brand motivates staff, attracts talent and builds customer loyalty. The most successful brands are those that have a clear identifiable identity which is applied consistently.

We realize that every touchpoint bearing the SOMA name and logo that people encounter helps to create the overall perception of SOMA.

This guideline is meant to help us express SOMA's code identity and values. Through correct and consistent use of visual system, we tend to keep our identity, style and brand strong and immediately recognizable.

By remaining consistent to our brand identity, we aim to demonstrate how SOMA will be an enterprise-grade logistic protocol and next-gen peer-to-peer social ecommerce platform.

SOMA is a hybrid-tech solution that unites the best of blockchain, ecommerce, social media, and existing tech stacks.

The logo is constructed from 3 main elements: fox, diamond and origami. The design style is clean, solid and geometric with increased emphasis towards enterprise users.

Fox

These creatures are extremely clever, and remarkably resourceful. The fox represents our commitment to think outside of the box and use our intelligence in different, creative ways. The fox is also a constant reminder for us to harness the blockchain technology so that it will bring positive impact towards a better world.
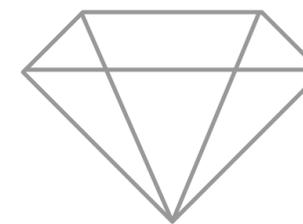
Diamond

Diamond encourages the aspect of value and sophistication, just like how SOMA through its cutting edge technology could preserve value by ensuring authenticity, even adding value through incentivized social element.
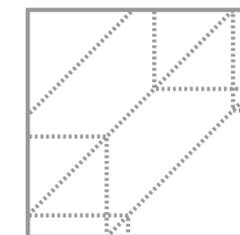
Origami

Origami is an extremely rich art form, and constructions for thousands of objects. Despite how simple an origami looks like, many complex mathematical shapes can be constructed using it. This aligns well with how SOMA presents a complex and cutting-edge protocol in a simple and approachable way.
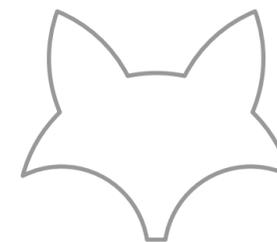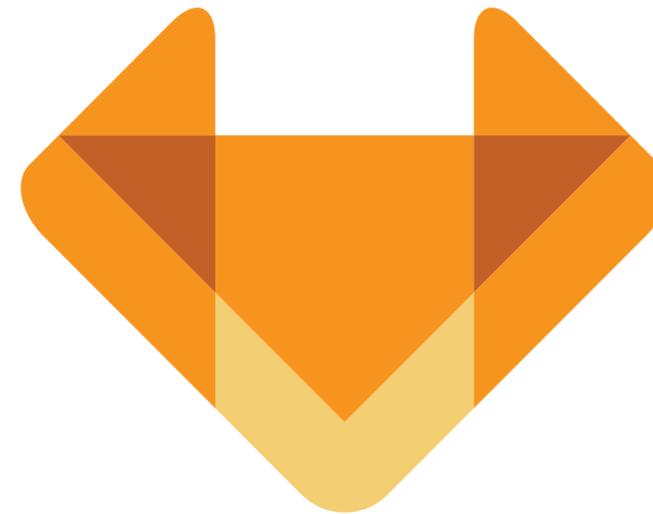
Fox

Diamond

Origami

Lockups

Here are the primary logo lockups for SOMA.
The primary logo lockups are recommended in
cases where the logo will be scaled down to
smaller sizes. As the scale relationship of our
logo is fixed, do not adjust the relationship
between the mark and the logotype.

The mark and wordmark should primarily be
locked up horizontally, however when the
horizontal logo does not work, use our
stacked logo. The stacked logo is best suited
for narrower spaces. The symbol may be used
by itself in special cases, but the wordmark
should never be used without the symbol.

Horizontal Logo Lockup

Stacked Logo Lockup

Mark

Clear Space

Clear space is an area surrounding the logo that should always be free of text or graphics. This clear space applies to all executions including print, web, broadcast media, and promotional items. This clear space should be applied to all cases of the SOMA logo. More clear space is always preferred.

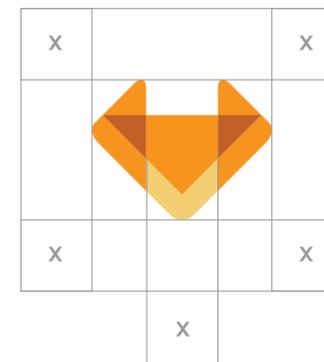Horizontal Logo Lockup

Stacked Logo Lockup

Mark

Minimum Size

The minimum allowable reproduction sizes for all SOMA identity components are listed to the right, with the minimum size of the symbol setting the standard. Reproductions below these sizes are not recommended as it will compromise the legibility of the wordmark.

For Print

 0.5 cm

 0.85 cm

 0.5 cm

For Digital

 30 px

 50px

 30px

Color Palette - Primary

SOMA Orange is the main brand color. It radiates warmth and inspires a person to interact and collaborate with the brand, discarding the barriers of communication. Orange is a mixture of 2 strong color which is red and yellow; a representation of how SOMA being approachable and dynamic, but also smart and reliable.

SOMA black has a steadying effect on other colors with which it comes into contact, it will tone down the stronger and brighter orange colors while illuminating the softer secondary colors. it is used mainly for headline and main navigation elements.

SOMA Orange

Pantone	1375 C
CMYK	C0 M50 Y100 K0
RGB	R247 G148 B30
Hex	#f7941e

SOMA Black

Pantone	5255 C
CMYK	C74 M70 Y58 K70
RGB	R35 G32 B40
Hex	#232028

Color Palette - Secondary

Burnt Orange and Mellow Yellow should only be used as a complementary for the primary orange color or a minor graphical elements. It helps SOMA to better suited the luxury goods color spectrum.

Argentinian Blue will be used mainly as second-level CTA (Call-To-Action) and when SOMA needs to convey more sense of trust and corporate look.

Medium Gray will be used mainly as third-level CTA, it is neutral and balanced, serves a good contrast for a person to notice when positioned side-by-side with SOMA Black.

Burnt Orange

Pantone	471 C
CMYK	C18 M72 Y100 K6
RGB	R194 G96 B39
Hex	#c26027

Mellow Yellow

Pantone	134 C
CMYK	C4 M18 Y65 K0
RGB	R244 G206 B115
Hex	#f4ce73

Argentinian Blue

Pantone	279 C
CMYK	C67 M33 Y0 K0
RGB	R56 G151 B240
Hex	#3897f0

Medium Gray

Pantone	7539 C
CMYK	C43 M35 Y35 K0
RGB	R152 G152 B152
Hex	#989898

Logo On Solid Backgrounds

We use the full-colored and reversed version of the logo when applying the logo against solid backgrounds. The following are examples of the horizontal logo usage showcase how all SOMA logos should be treated on the colors we recommend most: white, orange and black.

Logo in Black & White

The black-and-white version
is used in black-and-white productions (fax,
etc.) where the color version is unsuitable.
It can also be used in very exceptional
cases for special applications such as
embroidery or engraving.

Logo Use On Photography

The following are examples of logo usage
on photographic backgrounds. Do not
recreate the logo or alter the colors. To
ensure the legibility of the logo use the
full-color version of the SOMA logo
on light photography and the reversed out
version for darker photographs.

Typography

Maven Pro Regular, Medium & Bold is SOMA's corporate typeface, this typeface is closely aligned with SOMA's brand personality which is on the junction of approachability and sophistication. It has unique curvature and flowing rythm that makes it look futuristic in a subtle way, without sacrificing readibility and legibility when used on long paragraph. Its forms make it very distinguishable and legible when in context. It blends styles of many great typefaces and is suitable for any design medium. We use it in all of SOMA's promotional communications as well as within the product.

Maven Pro Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Maven Pro Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Maven Pro Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890