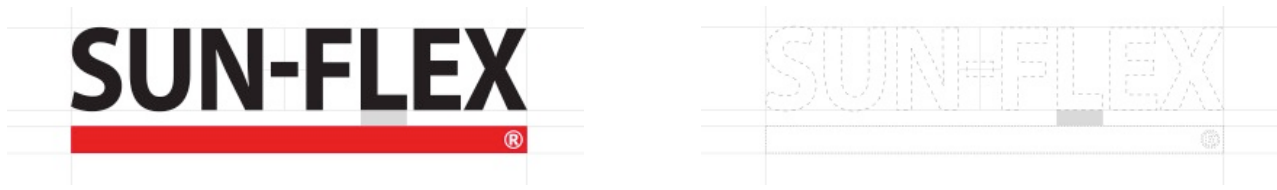# SUN-FLEX GRAPHICAL GUIDELINES

1. Logo

The logo is simple, but follows a few key rules:
- The height of the space between the text and the horizontal red line, is equal to the base of the "L" in the text.
- The height of the red horizontal line itself, is equal to one third of the height of the "L".
- The bent parts of the "S" and "U" do not follow the exact height of the rest of the letters. If it did, they'd look smaller than the other letters. The bent parts is allowed to "flow" outside.
- The width and the height of the dash in between "SUN" and "FLEX" is equal to the width and the height of the middle 'finger' in "E". The position of the dash is center/center in between "SUN" and "FLEX".
- The color of the horizontal red line is *Pantone Solid Coated, 185 C.*
- The color of the text is *Pantone Solid Coated: Black 6 C.*
- The ® must be present in all printed materials. The logo shall not be made so small that the ® cannot be distinguished.
- In digital materials, the logo is sometimes very small. If it becomes so small that the ® symbol cannot be seen, it can be removed for this specific instance.

1.1. Alternate Logos

The alternate logos (monochrome and monochrome inverted,) exist for occasions when it's absolutely necessary. The Monochrome logo shall be used in Fax-templates, for instance. The Monochrome inverted one should only be used on dark online or printed materials.

2. Typeface
Lato (hairline) for headlines and Source Sans Pro (regular) for the body text.

3. Colors

- The red is Pantone Solid Coated: 185 C.
- The black is Pantone Solid Coated: Black 6 C

As SUN-FLEX' main color is black, there is also no "main color" per se, but instead the company uses an accent color (Red) which is used in conjunction with the black, at about a ratio of 1:4. This produces a "main color" which consists of two actual colors: black and red. Confusing, but that's how it is.