

SOLa / CORPORATE DESIGN

Software that grows with your organisation.

Own the system.

Keep the ability to change it.



EXISTING ARTWORK / ORIGINAL GEOMETRY
CORAL #FD6B4E

Software that grows with your organisation.

SOLa gives a business a system it can make its own.

The cell is the starting point: a defined space for its data, workflows, and change. Cells can share capabilities while retaining their own authority.

The existing circular cell mark carries that idea. Coral gives it recognition; navy and Roboto give the surrounding material a clear, consistent frame.

The headline and ownership phrase come from the existing HHFL pitch.
Layout and usage recommendations in this guide are drafts.

01

Owned

Give things a defined boundary. Show who decides, what belongs together, and what changes.

02

Connected

Use round cells and explicit interfaces in diagrams. Keep independent entities visually distinct.

03

Deliberate

Use the existing artwork, sourced colors, and Roboto consistently. Make every element earn its place.

The SOLa cell mark.

The existing logo uses a coral circular boundary and an organic S-shaped path. Retain its curves, rounded stroke, opening, proportions, and original color.



ORIGINAL MARK + ROBOTO NAME SETTING

Use the actual artwork

Use `sola_cell_mark.svg` from the brand folder. The work-folder copy matches it byte for byte. Keep the artwork intact.

Give the mark space

Draft guidance: clear space of $\frac{1}{4}$ mark diameter. Start at 32 px on screen or 10 mm in print; proof it at final size.

Keep the source color

Coral #FD6B4E. Use a white or navy field. The SOLa text here is a layout setting in Roboto, not a newly invented logo file.

Coral at the center. Navy for structure.

These values come from the existing logo and SOLa's short business-plan template. This guide uses that document palette consistently; pitch-specific colors are recorded separately.

SOLAINK / DOCUMENT Navy #0A1628 RGB 10 / 22 / 40	CANVAS / DOCUMENT White #FFFFFF RGB 255 / 255 / 255	SOLAACCENT / LOGO Coral #FD6B4E RGB 253 / 107 / 78	SOLABLUE / DOCUMENT Blue #1747A6 RGB 23 / 71 / 166
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Supporting neutrals

Pale #F3F6FA
Muted #5F6B7A
Line #D8E0E9

Existing pitch family. HHFL uses blue #346E8C, teal #297B73, and violet #77628F. These are presentation-specific colors, not replacements for the coral logo. Keep the palette of a given document coherent.

Readable combinations. Navy on white: 18.1:1. White on blue: 8.4:1. Navy on coral: 6.4:1. Coral on white is 2.8:1: use it for the logo and decorative accents, not small text. Values are digital RGB; proof print colors with the selected profile.

**Clear.
Consistent.
Already SOLa.**

Roboto is already used in the business-plan templates and HHFL presentation. Use the existing family across the guide, documents, and product studies.

ROBOTO / 400 · 500 · 700

**Aa Bb Cc
0123456789**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz & @ → / +

DISPLAY / 700

Software that grows.

Draft scale: 48–80 px · 1.05 line height
Use short, left-aligned headlines.

READING / 400

Space to understand.

Body: 16–18 px · 1.55 line height
Limit text to about 65 characters a line.

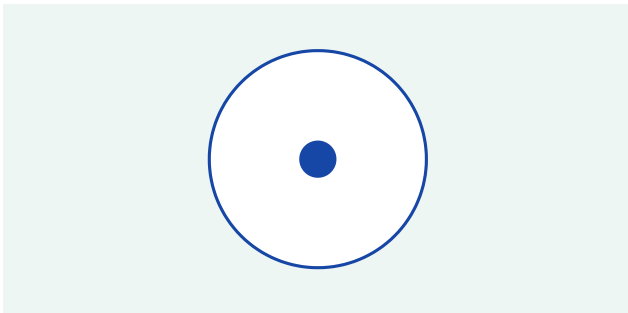
LABELS / 500

Review the change.

Use medium weight for labels and controls. Let spacing and weight establish hierarchy.

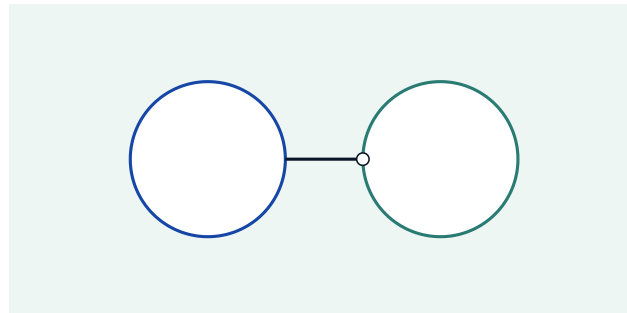
Start with the cell.

The logo and existing pitch diagrams use round boundaries. Keep that visual language: an independently scoped cell, its own contents, and a deliberate connection to another cell.



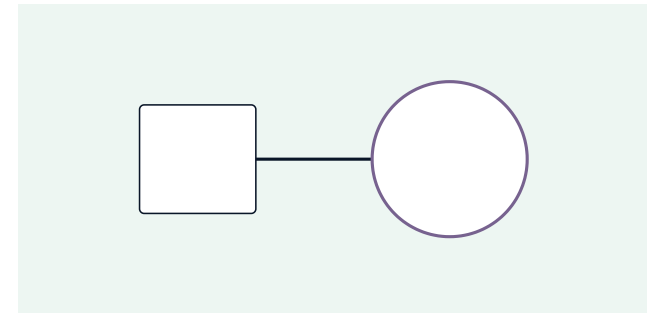
01 / Bound the cell

A round boundary denotes an independently scoped operational cell.



02 / Name the interface

Connect at boundaries. In an actual architecture diagram, label what crosses.



03 / Distinguish the parts

Rectangles represent artifacts. Keep them distinct from running cells.

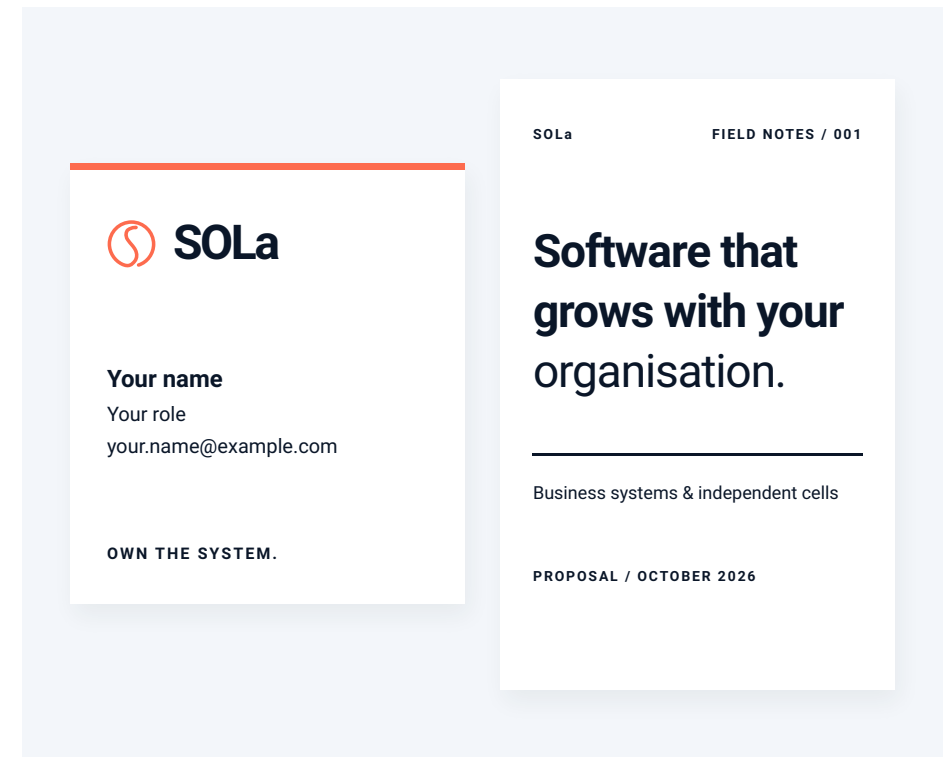
Existing notation. Use Cellmark for architecture, dependency, and transfer. Its editing guide distinguishes cells, artifacts, external systems, and ports. These three sketches illustrate that vocabulary.

Draft layout guidance. Use an 8 px spacing unit, generous margins, thin rules, and left-aligned text. Keep diagrams readable; split them before shrinking labels.

Recognizable. Before you read it.

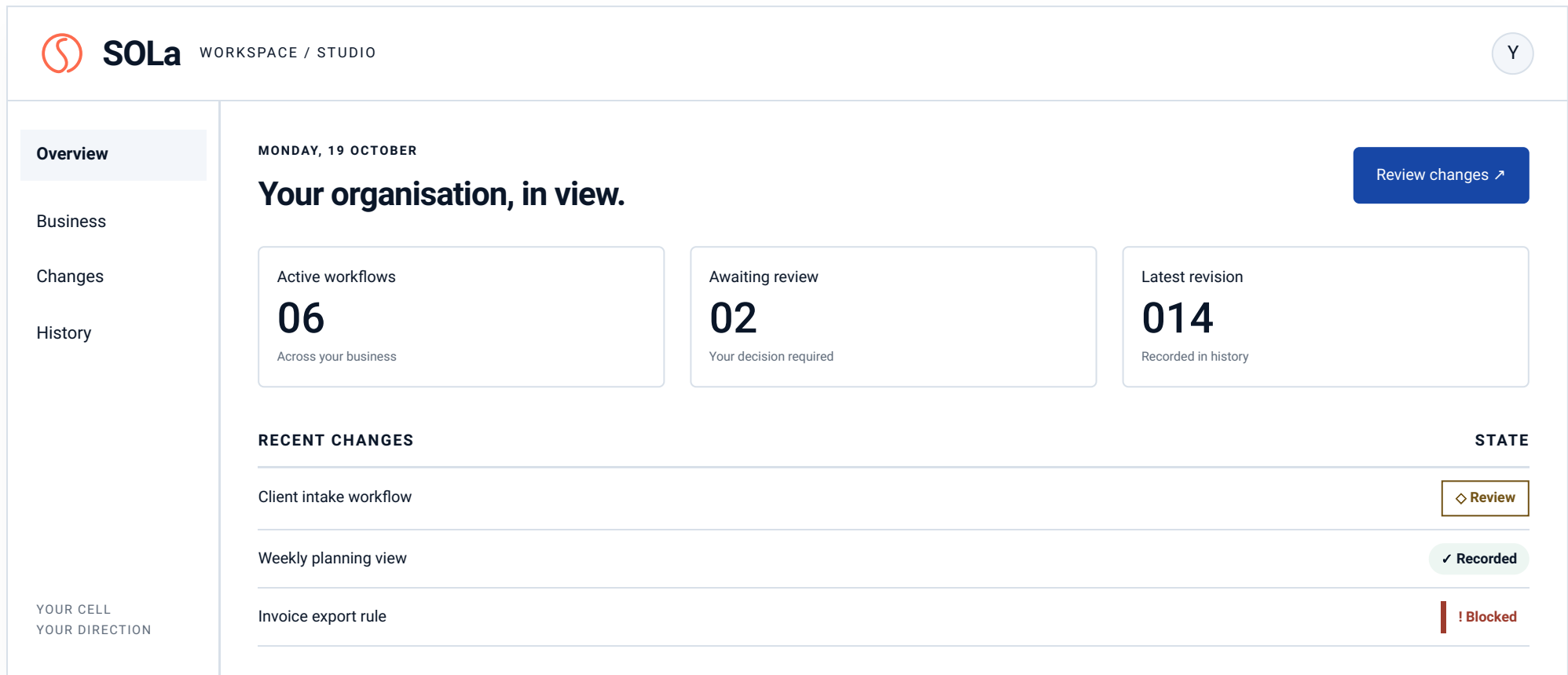


One language across a first meeting, a proposal,
and the small details people keep.



Calm where the work happens.

The brand should frame the work. Clear states, readable numbers, and a visible next step give the owner a sense of control.



Use shape with color. Review uses an outlined diamond; recorded uses a check; blocked uses an exclamation. Text always explains the state.

Keep controls familiar. 44 px minimum touch targets. A clear focus ring. Explicit labels. No branded decoration inside dense data.

Say what it means.

Direct, grounded, and quietly confident. Explain the action and its consequence. Use “your” when ownership matters; use specific verbs when something changes.

WHEN INTRODUCING SOLA

Software that grows with your organisation.

Lead with the owner's purpose. Introduce cells when the reader needs the detail.

WHEN A CHANGE IS READY

Your new workflow is ready for review.

Name the change and next step. Reserve “live” for something actually applied.

WHEN SOMETHING CANNOT PROCEED

This change needs your approval before it can go live.

Explain what is needed. Keep the owner's authority visible.

WORDS TO BUILD WITH

Your organisation · cell · own · connect · review · change · history · evolve

WORDS TO LEAVE OUT

Revolutionary · seamless · limitless · fully autonomous · guaranteed

Existing identity. Consistent application.

Verified source material

Logo	aelabs / brand/logo/sola_cell_mark.svg Matches work/Logos exactly.
Core colors	SOLa_short_VII_header.tex Navy, coral, blue, pale, muted, line.
Typography	Roboto · existing HHFL font assets Regular / Medium / Bold.
Pitch language	HHFL deck: "Software that grows with your organisation."
Diagrams	HHFL Cellmark guide: round cells, explicit interfaces, distinct artifacts.

DESIGN GUIDE / FOR REVIEW

Build on what is yours.

The logo, source colors, type family, and quoted pitch language are existing materials. Layouts, type sizes, spacing, and application studies are proposed guidance for this document.

- Download PDF ↗
- Read as Markdown ↗
- Get the original SVG mark ↗