Logotypes

Primary logo

Salomon's iconic logo has been redesigned
to appear both more elegant and dynamic,
and to represent aesthetic movement and simplicity.

SALOMON

Its protection zone is defined by its height (x).
It is our main brand asset, it must appear on all brand contact points.

The logo stands out most at a smaller scale and off-centred. This minimalist approach gives it a premium edge.

Monogram

Our monogram is a powerful and iconic asset

Easily recognizable, it embodies our DNA, but is a secondary asset that we will not use besides the brand logotype.

It should only be used when lacking space to fully write “SALOMON”, or as a sub-branding component.

Exceptions will only be made on product branding. See here

Dont's

1

⊗ Narrowed

2

⊗ With the monogram

3

⊗ Changing the opacity

4

⊗ Changing the color

5

⊗ Applying rotation

6

⊗ Applying drop shadow

7

⊗ Applying an outline

8

⊗ Overlaying

9

⊗ Used on a colored background

10

⊗ Widen

11

⊗ With the claim

12

⊗ Outlined

13

⊗ Used with a background image

14

⊗ Outlines

15

⊗ Used on a black background

Brand claim

Copywriting sur le copywriting.

A universal
call to action

A call for people
to unleash
their full potential

Approachable
& Motivating

A celebration
of our inventive spirit

TOMORROW IS YOURS

Colors

Our branding colors are only black and white.

Black
HEX #000000
RGB 0, 0, 0

White
HEX #FFFFFF
RGB 255, 255, 255

For Web we use a third color: dove gray.

Dove Gray
HEX #707070
RGB 112, 112, 112

Iconography will bring other colors in.

Typography

We use the Salomon Sans for general use.
The Salomon Serif is for the claims.

Logotype	General font	Secondary font
-	-	-
SALOMON	**SALOMON SANS** **Corporate** **and functionnal**	SALOMON SERIF Aditionnal, mainly for claims and statements.
	-	-

Our typography is inspired by the characteristics of Salomon's iconic logotype and DNA.

The family is composed of two styles, both elegant and technical :
the Salomon Sans and the Salomon Serif.

SALOMON Sans

The Salomon Sans is for all general uses.

SALOMON Serif

The Salomon serif font particularly highlights the premiumness of the brand.
It is to be used for strong statements.

Layout grid

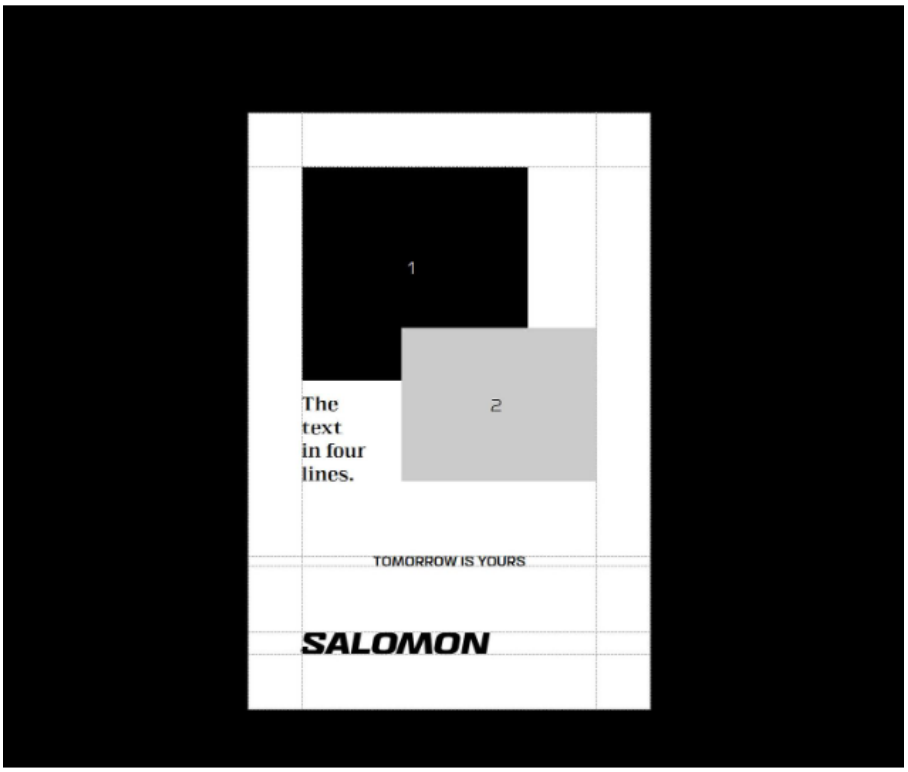
Evolving grid

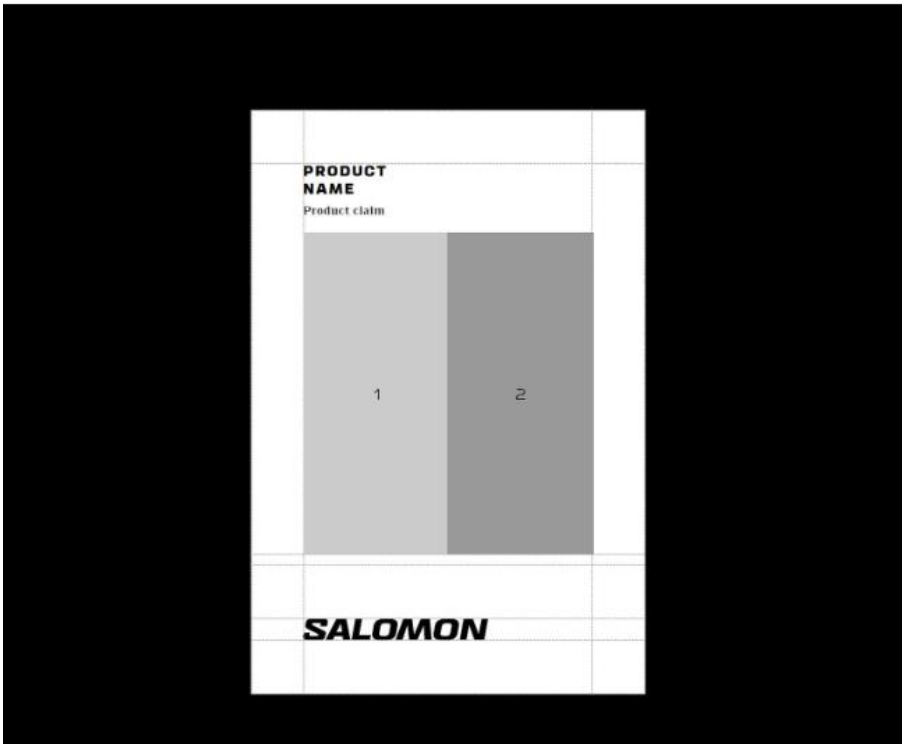
Our grid system is pragmatic. We associate elements (diptychs, triptychs) of our visual codification to create compositions of layered images, surrounded by white spaces.
It is easy to balance, and brings a premium aspect to the composition.

The body copies and baseline are set around the images and add both technicality and sharpness.

Grids exemples (global view)

Aligning elements on the grid will create the architecture of the layout. Having enough margins and being consistent within them will help too.





The Alchemist visual trick

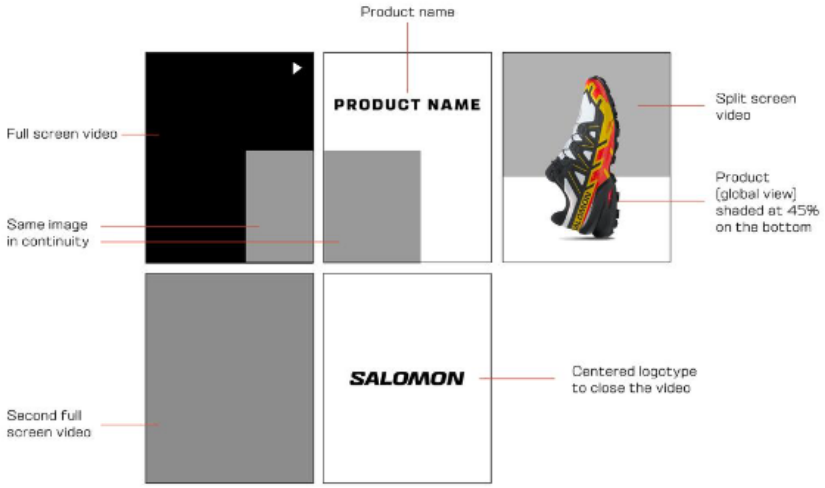
1. We combine several images from our key principles.
2. By extending the lines and textures from one to the other, we bring smoothness between the images.

Advertising layout

The original layout must be adapt to different formats.
We must keep the main elements,
(logo, product, images, typo, etc.).

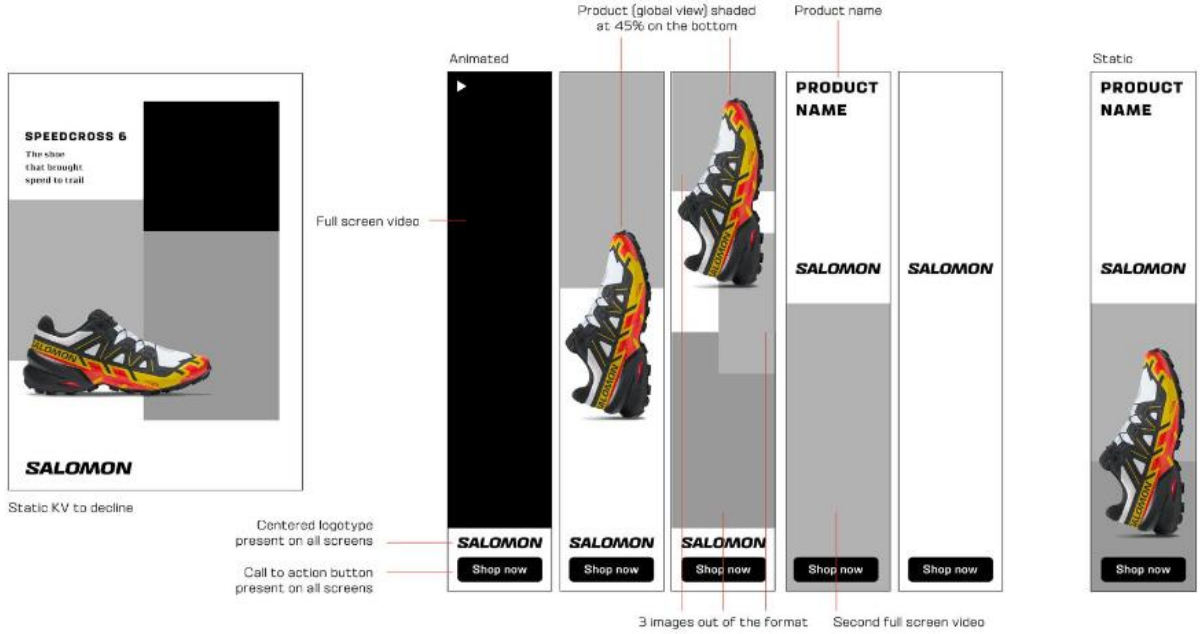
Social Media Organic

Static KV to decline

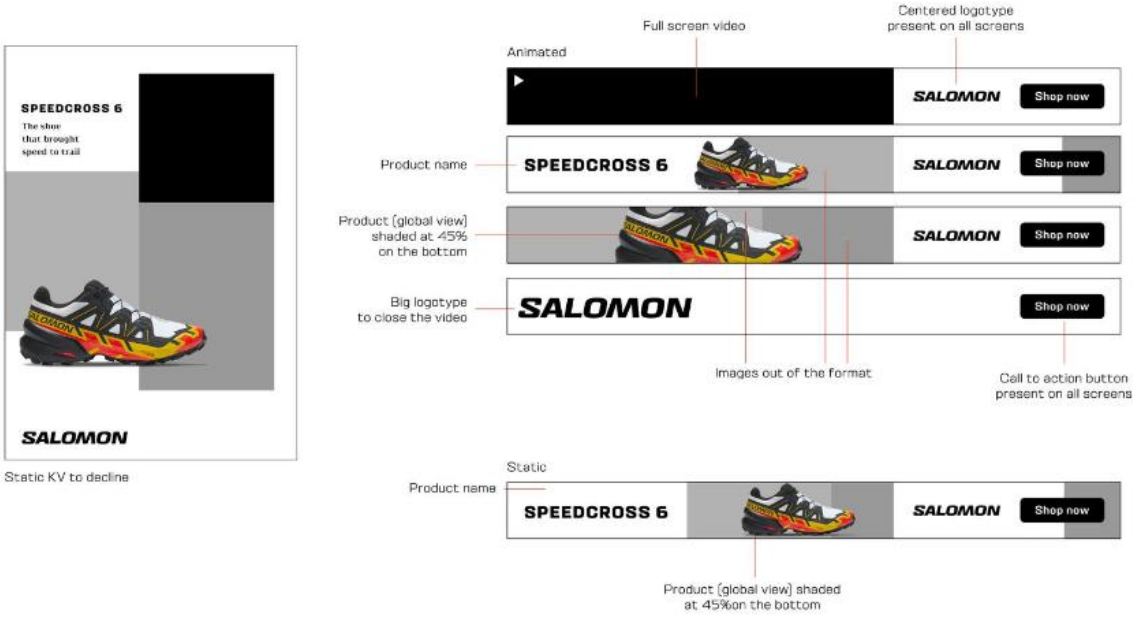


Paid media

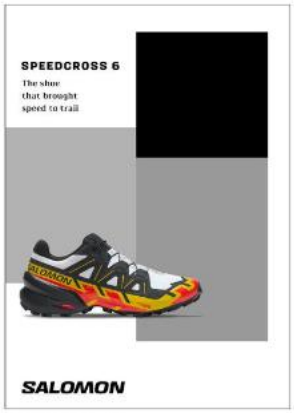
120 px per 600 px



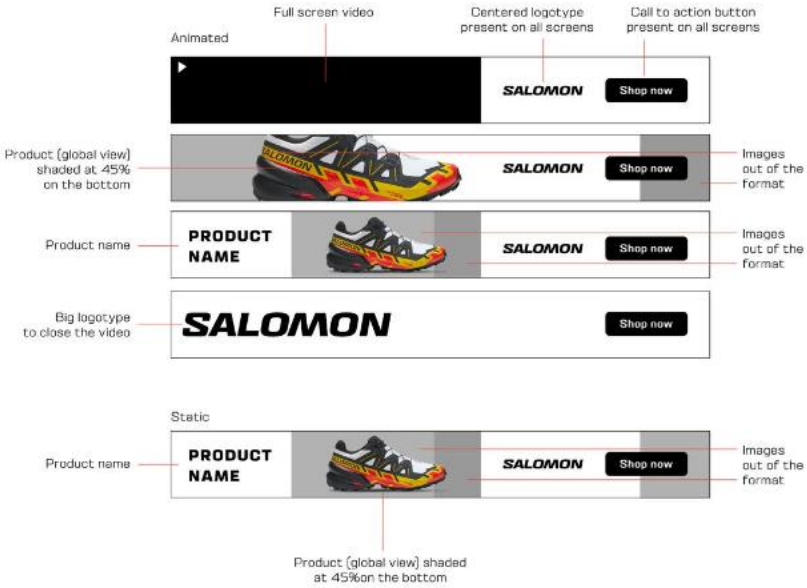
970 px per 90 px



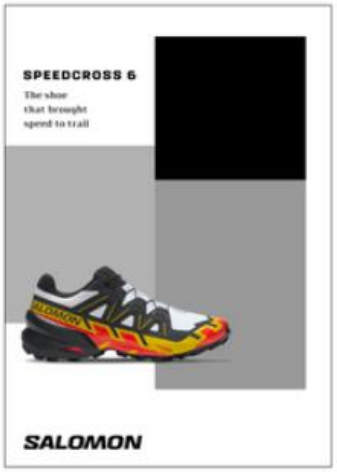
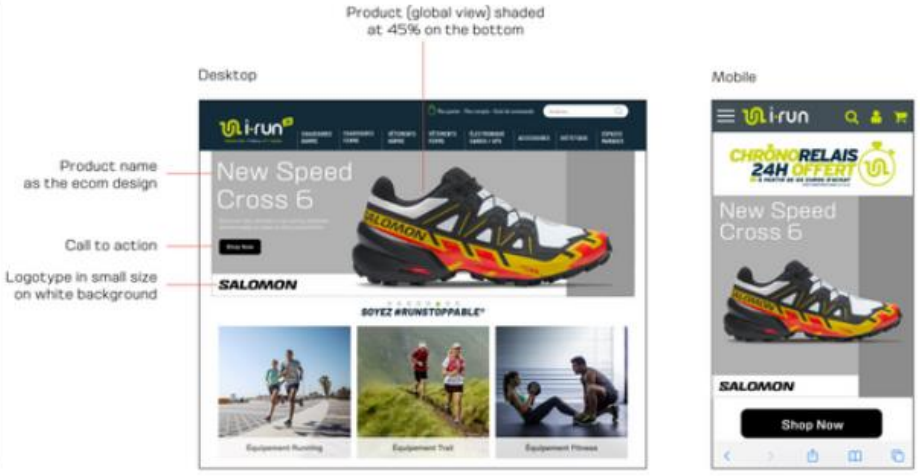
728 px per 90 px



Static KV to decline



Etail



Static KV to decline