Solar
Technology
International

Brand identity guidelines

Contents

Introduction

This document explains how to implement our brand identity when creating print and digital communications. It is important that these guidelines are followed carefully so that our brand identity is visibly cohesive.

For queries or to seek approval regarding the use of our brand identity contact:

T 01684 774 000
info@solartechnology.co.uk

One
Without boundaries

Knowing what we stand for helps us to focus our efforts. The following pages introduce some of our key brand attributes.

Without boundaries
We never stand still in our pursuit of groundbreaking applications for off-grid solar technology, or the continuous evolution of its application. We simply don't accept that things can't be done, or done better.

We serve and support those who recognise the huge benefits and transformative potential to do and achieve more with off-grid solar technology. Our end users – from family campers to remote businesses and communities, to intrepid explorers and thrill-seekers – enjoy our products with complete confidence, wherever they are in the world.

We partner with pioneering OEMs to help them develop forward-thinking, highly relevant and market-savvy solar technology. Together, we share market insights and identify future applications so we can meet consumers' needs accurately, and ahead of the competition.

We are proven leaders in innovation, on an international scale. Our product development team has been first-to-market with a range of life-changing concepts and applications – creating brighter futures in remote African communities and powering world-record attempts along the way.

Without boundaries
What we believe in

We are:

Accessible

We're easy people to get along with – and our products are easy to understand and use. We keep things simple, and we don't hide behind bureaucracy or technical details: we simply seek to help as many people as possible enjoy the wide-ranging benefits of our products, services and support.

Collaborative

Genuine progress depends on working together, with our technology partners, our suppliers and our customers. We're results-focused problem solvers, so we always look for the best ways for everyone to make positive changes and achieve their goals.

Proactive

Our market leadership is based on continuously looking for the next leap forward in technology, or the next 'light-bulb' moment for how that technology can transform individuals and communities' lives in new or better ways. We don't sit around waiting for things to change... we instigate change, and actively seek the next leap forward in ideas and applications.

Inquisitive

We look around us and beyond what we already know, asking questions of each other, the market and the future. We share a thirst for new knowledge and technology that, when combined with our insight and expertise, will take people's experiences with solar to new levels.

Professional

Our reputation is built on taking ultimate responsibility for everything that has our name on it, or is associated with our brand. This professionalism, when combined with our personable nature, provides reassurance in everything we say and do – from thought leadership to products and packaging, to service and support, to enquiries and emails, and even to how we answer the phone.

Two
Identity elements

Identity elements
Introducing our logotype

Here's our logotype. It's inspired by our vision 'Without boundaries' and represents our proactive approach to seeking new and better ways to harness solar energy for off-grid applications.

Never redraw, recreate or distort the logotype. Always use the master artwork versions.

Identity elements
Logotype sizes – small use logotype

In order to ensure our logotype is reproduced correctly across all communications, we have created two size versions – small and large use.

When designing communications, always ensure that the correct size version of the logotype is used.

The small use version of the logotype will be used more regularly than the large use version. For example, it will be used on stationery and A4 or A5 documents.

See the following page for guidance on using the large use version.

Small use logotype with strapline
This version must be used when reproducing the logotype between the sizes of 50mm (maximum size) and 32mm (minimum size). When the logotype is used below 32mm you must revert to using the small use version without the strapline.

Use the logotype without strapline when 'Without boundaries' appears in close proximity as part of a headline or heading.

Small use logotype without strapline
Use this version when reproducing the logotype between the sizes of 50mm (maximum size) and 26mm (minimum size).

Never redraw, recreate or distort the logotype. Always use the master artwork versions.

Small use logotype with strapline

Solar Technology International
Without boundaries

50mm
(maximum size)

Solar Technology International
Without boundaries

32mm
(minimum size)

Small use logotype without strapline

Solar Technology International

50mm
(maximum size)

Solar Technology International

26mm
(minimum size)

Small use logotype with strapline reversed

Solar Technology International
Without boundaries

32mm
(minimum size)

Small use logotype without strapline reversed

Solar Technology International

50mm
(maximum size)

Identity elements
Logotype sizes – large use logotype

In order to ensure our logotype is reproduced correctly across all communications, we have created two size versions – small and large use.

When designing communications, always ensure that the correct size version of the logotype is used.

The large use version of the logotype will be used when reproduced at sizes of 51mm and above. For example, it will be used on some livery and signage.

Large use logotype with strapline
This version must be used when reproducing the logotype at sizes of 51mm (minimum size) and above. When the logotype is used below 51mm you must revert to using the small use version (see previous page).

Use the logotype without strapline when 'Without boundaries' appears in close proximity as part of a headline or heading.

Large use logotype without strapline
Use this version when reproducing the logotype at sizes of 51mm (minimum size) and above.

Never redraw, recreate or distort the logotype. Always use the master artwork versions.

Large use logotype with strapline

51mm
(minimum size)

Large use logotype without strapline

51mm
(minimum size)

Large use logotype with strapline reversed

51mm
(minimum size)

Large use logotype reversed
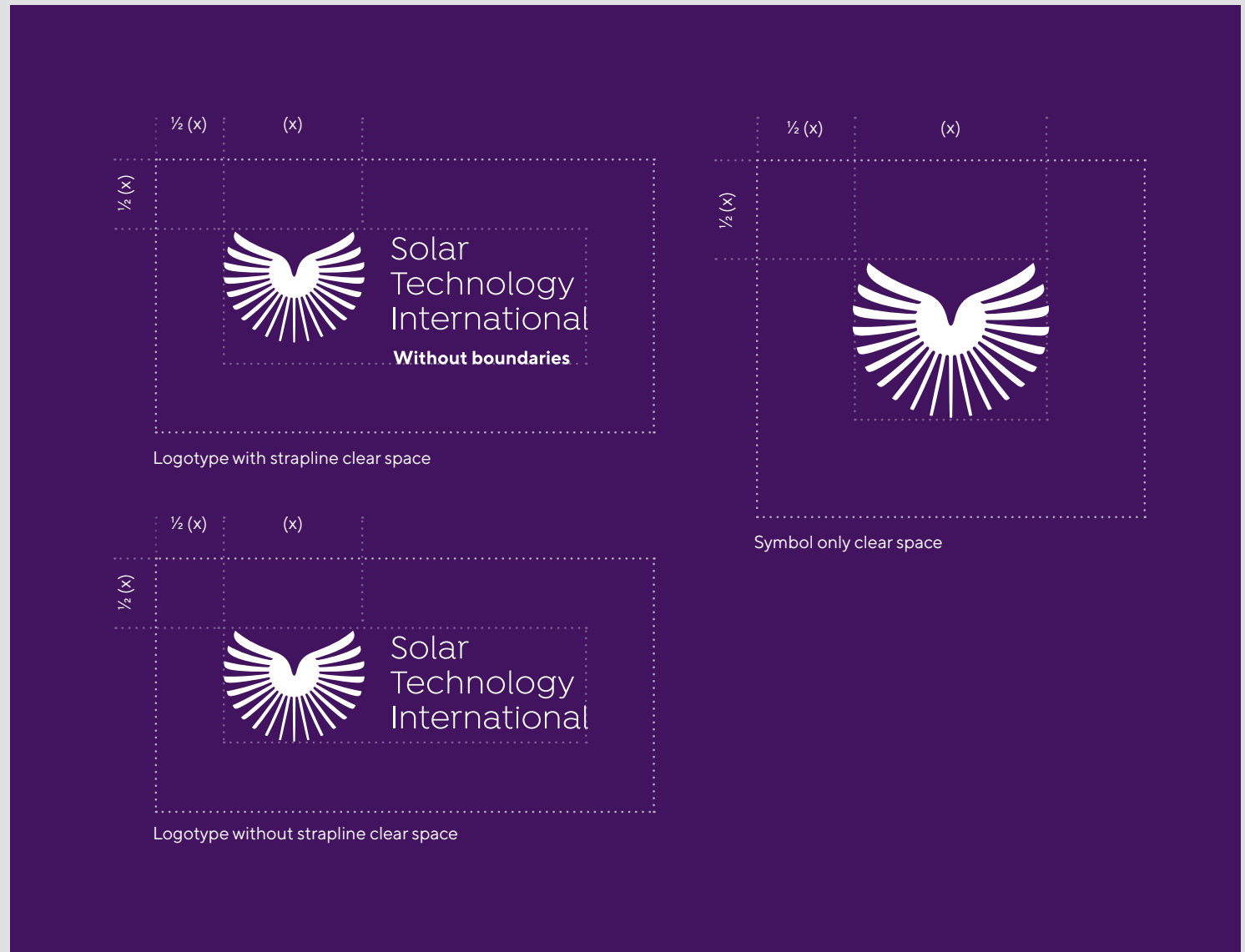

51mm
(minimum size)

Identity elements
Logotype clear space

The logotype must always be positioned away from other graphic elements to ensure it is legible and viewed clearly at all times.

To ensure the logotype and symbol are protected, there is an area of clear space surrounding and protecting them from other graphic elements. This clear space is indicated by the dotted lines, as shown opposite.

Greater distances than the minimum are encouraged wherever possible.

Never redraw, recreate or distort the logotype. Always use the master artwork versions.

½ (x)   (x)

½ (x)

Solar Technology International

Without boundaries

Logotype with strapline clear space

½ (x)   (x)

½ (x)

Solar Technology International

Logotype without strapline clear space

½ (x)   (x)

½ (x)

Symbol only clear space

Identity elements
Divisional descriptors

Here we show how a divisional descriptor can be added and used with the logotype in layouts where the focus is on specific business areas.

Set the type style and position following the instructions shown opposite. The text should either be set in dark grey as shown opposite or used white with the reversed version of the logotype. Refer to the colour section of these guidelines for further information.

Constructing divisional descriptors:

Division style
TT Norms Pro Regular, CAPS
Character spacing, add tracking
value of +50pt

SPECIAL PROJECTS

Solar Technology International

Example divisional descriptors:

HUMANITARIAN DIVISION

Solar Technology International

SPECIAL PROJECTS

Solar Technology International

Identity elements
Logotype position

The logotype should always be positioned in one of three positions when creating communications.

Top right position
The logotype should predominantly be positioned top right. For example, on the letterhead, product range brochure and product advert. See the applications section of these guidelines for examples.
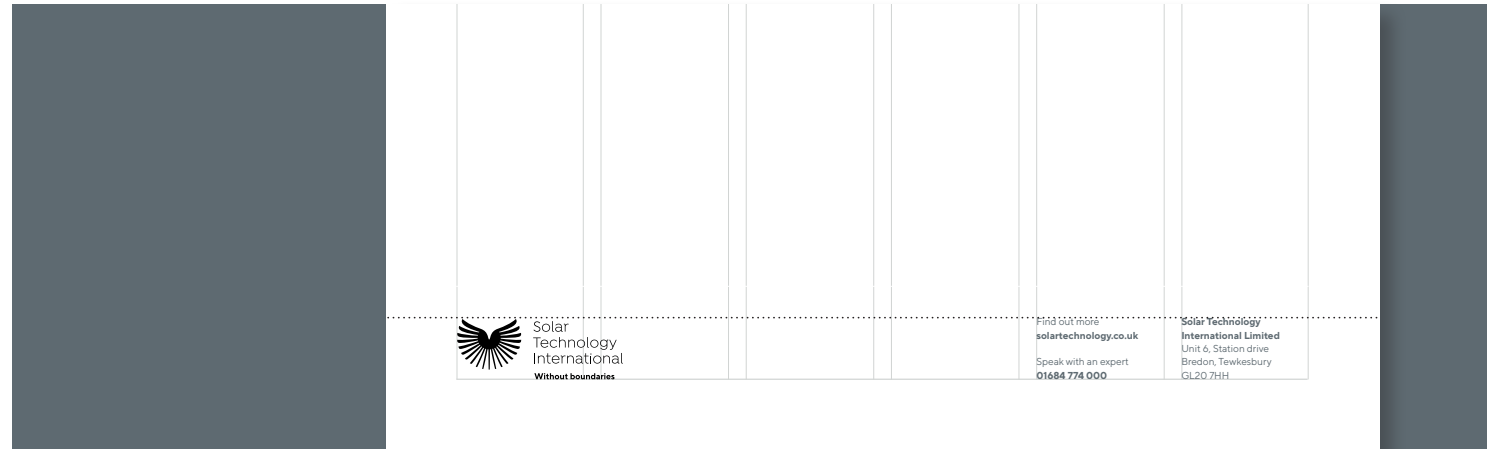
Top left position
The logotype can be positioned top left when aligning to text or where it makes more sense for the application. For example, the logotype is positioned top left on the website and event stands. See the applications section of these guidelines for examples.

Bottom left position
The logotype can be positioned bottom left when used as a sign-off on a back cover or when endorsing product brands. See the applications section of these guidelines for examples.
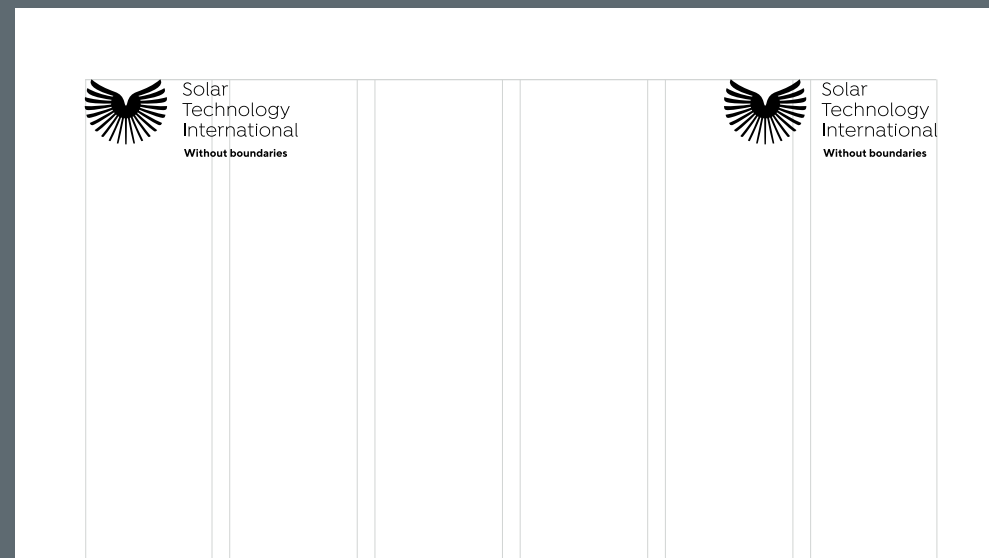
Never redraw, recreate or distort the logotype. Always use the master artwork versions.

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Find out more
solartechnology.co.uk

Speak with an expert
01684 774 000

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GL20 7HH

Bottom left position

Top left position

Solar Technology International
Without boundaries

Top right position

Solar Technology International
Without boundaries

Identity elements
Logotype do's and dont's

Here are examples of best practice and what not to do when applying the logotype to communications.

Never redraw, recreate or distort the logotype. Always use the master artwork versions.

Ensure the logotype has sufficient contrast on light coloured backgrounds. ✓

Use the reversed version of the logotype on dark backgrounds. ✓

Ensure the logotype has sufficient clear space and contrast over images. ✓

Do not alter or change the look of the logotype in any way. ✗

Do not contain any part of the logotype in a shape. ✗

Do not change the text or use sub-brands with the logotype. ✗

Do not distort or use effects such as drop shadows with the logotype. ✗

Do not use the logotype on backgrounds with insufficient contrast. ✗

Do not use the logotype over complex backgrounds. ✗

Identity elements
Colours

Our colour palette consists of our core brand colours and our product range colours.

Core brand colours
The core brand colours have been chosen to compliment the product colours when used together. Purple is our primary brand colour and is one of the most recognisable parts of our brand identity. Rose is a highlight colour and should be used sparingly to compliment purple. Light grey and dark grey are neutral colours that can be used as backgrounds and in text.

Product range colours
Product colours have been chosen to help differentiate the ranges from each other. Used consistently, the colours will help to distinguish our products from our competitors.

If new product colours are introduced, ensure they are sufficiently different but within the same tonal range as current product colours.

Always use the specifications shown opposite when reproducing our colours in print and on screen.

Pantone® is a registered trademark of Pantone Inc.

Core brand colours

Purple (primary brand colour)	Rose (highlight colour)	Light Grey / silver (supporting colour)
Pantone 2627 **R**66 **G**20 **B**95 **C**81 **M**100 **Y**6 **K**35	Pantone 246 **R**194 **G**29 **B**172 **C**34 **M**88 **Y**0 **K**0	Pantone 427 **R**209 **G**212 **B**211 **C**7 **M**3 **Y**5 **K**8 (Match to Pantone 877 Silver for special uses)

Dark grey	80%	70%	60%	50%	40%	30%	20%	10%
Pantone 431 **R**94 **G**106 **B**113 **C**45 **M**25 **Y**16 **K**59								

Product range colours

Hubi Green	PV Logic Blue	SolarMate Orange	Freeloader Red
Pantone 7480 **R**0 **G**196 **B**115 **C**81 **M**0 **Y**68 **K**0	Pantone 3125 **R**0 **G**176 **B**202 **C**85 **M**0 **Y**18 **K**0	Pantone 151 **R**255 **G**121 **B**0 **C**0 **M**64 **Y**100 **K**0	Pantone Red 032 **R**237 **G**41 **B**57 **C**0 **M**87 **Y**60 **K**0
70%	70%	70%	70%
50%	50%	50%	50%
30%	30%	30%	30%
10%	10%	10%	10%

Identity elements
Typography

Brand typefaces
Our brand typefaces are Isidora and TT Norms Pro. Use Regular and Bold weights only.

Our brand typefaces should be used in all professionally designed communications.

System typeface
Our system typeface is Arial. Only use the system typeface for Word templates or PowerPoint presentations where our brand typefaces are not available.

Brand typefaces

Isidora
Bold
Regular

AaBbCcDdEeFfGgHhIiJjKk
0123456789 .,!?@£%*

TT Norms Pro
Bold
Regular

AaBbCcDdEeFfGgHhIiJjKk
0123456789 .,!?@£%*

System typeface (for Word, PowerPoint only)

Arial
Bold
Regular

AaBbCcDdEeFfGgHhIiJjKk
0123456789 .,!?@£%*

Identity elements
Layout and typography – A4

When designing layouts we use different elements from our brand identity – fonts, colours, imagery, icons etc. Typography is used to create messaging hierarchy across our communications.

Opposite are some basic principles which show how the different levels can come together for A4 layouts – headings, introductions, body copy and captions.

The logotype size for A4 formats is 45mm.

15mm

15mm

Solar Technology
International
Without boundaries

45mm

Product range logotype
Size based on 13mm cap-height

13mm

PV Logic®

Heading style one

Heading style two

Heading style three
We never stand still in our pursuit of groundbreaking applications for off-grid solar technology. We serve and support those who recognise the huge benefits and transformative potential to do and achieve more wherever they are.

Heading style three
TT Norms Pro Bold,
Upper and lowercase, 17/19pt

Introductions/captions style
TT Norms Pro Regular
Upper and lowercase, 17/19pt

Body copy text
Consectetur odio. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Aenean cursus diam placerat nisi varius, vel vehicula

Small captions/annotations style

Footer details
TT Norms Pro Bold, Regular
Upper and lowercase, 8/10pt

Find out more
solartechnology.co.uk

Speak with an expert
01684 774 000

**Solar Technology
International Limited**
Unit 6, Station drive
Bredon, Tewkesbury
GL20 7HH

Heading style one
TT Norms Pro Bold,
Upper and lowercase, 54/52pt

Heading style two
TT Norms Pro Bold,
Upper and lowercase, 20/22pt

Body copy text
TT Norms Pro Regular,
Upper and lowercase, 10/12pt

**Body copy titles and
captions/annotations**
TT Norms Pro Bold,
Upper and lowercase, 10/12pt

15mm

15mm

Identity elements
Layout and typography – A5

When designing layouts we use different elements from our brand identity – fonts, colours, imagery, icons etc. Typography is used to create messaging hierarchy across our communications.

Opposite are some basic principles which show how the different levels can come together for A5 layouts – headings, introductions, body copy and captions.

The logotype size for A5 formats is 35mm.

12mm

12mm

Solar Technology International
Without boundaries

35mm

10mm

Product range logotype
Size based on 10mm cap-height

PV Logic®

Heading style one

Heading style two

Heading style three
We never stand still in our pursuit of groundbreaking applications for off-grid solar technology. We serve and support those who recognise the huge benefits and transformative potential to do and achieve more wherever they are.

Find out more
solartechnology.co.uk

Body copy text
Consectetur odio pellent esque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Aenean cursus diam placerat nisi varius, vel vehicula velit consectetur.

Small captions/ annotations style

Find out more
solartechnology.co.uk

Speak with an expert
01684 774 000

Solar Technology International Limited
Unit 6, Station drive
Bredon, Tewkesbury
GL20 7HH

Heading style three
TT Norms Pro Bold,
Upper and lowercase, 13/15pt

Introductions/captions style
TT Norms Pro Regular
Upper and lowercase, 13/15pt

Footer details
TT Norms Pro Bold, Regular
Upper and lowercase, 6/8pt

Heading style one
TT Norms Pro Bold,
Upper and lowercase, 36/34pt

Heading style two
TT Norms Pro Bold,
Upper and lowercase, 16/18pt

Body copy text
TT Norms Pro Regular,
Upper and lowercase, 8/10pt

Body copy titles and captions/annotations
TT Norms Pro Bold,
Upper and lowercase, 8/10pt

12mm

12mm

Identity elements
Layout and typography – DL

When designing layouts we use different elements from our brand identity – fonts, colours, imagery, icons etc. Typography is used to create messaging hierarchy across our communications.

Opposite are some basic principles which show how the different levels can come together for DL layouts – headings, introductions, body copy and captions.

The logotype size for DL formats is 35mm.

12mm

12mm

Solar
Technology
International

Without boundaries

35mm

8mm

PV Logic®

Product range logotype
Size based on 8mm cap-height

Heading style one

Heading style one
TT Norms Pro Bold,
Upper and lowercase, 32/30pt

Footer details
TT Norms Pro Bold, Regular
Upper and lowercase, 6/8pt

Find out more
solartechnology.co.uk
Speak with an expert
01684 774 000

**Solar Technology
International Limited**
Unit 6, Station drive
Bredon, Tewkesbury
GL20 7HH

Heading style two

Heading style three
We never stand still in our pursuit of groundbreaking applications for off-grid solar technology. We serve and support those who recognise the huge benefits and transformative potential to do and achieve more wherever they are.

Find out more
solartechnology.co.uk

Body copy text
Consectetur odio pellent esque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Aenean cursus diam placerat nisi varius, vel vehicula velit consectetur.

Consectetur odio pellent esque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.

Small captions/annotations style

Heading style two
TT Norms Pro Bold,
Upper and lowercase, 16/18pt

Heading style three
TT Norms Pro Bold,
Upper and lowercase, 16/18pt

Introductions/captions style
TT Norms Pro Regular
Upper and lowercase, 13/15pt

Body copy text
TT Norms Pro Regular,
Upper and lowercase, 8/10pt

Body copy titles and captions/annotations
TT Norms Pro Bold,
Upper and lowercase, 8/10pt

12mm

12mm

Identity elements
Layout and typography – A6

When designing layouts we use different elements from our brand identity – fonts, colours, imagery, icons etc. Typography is used to create messaging hierarchy across our communications.

Opposite are some basic principles which show how the different levels can come together for A6 layouts – headings, introductions, body copy and captions.

The logotype size for A6 formats is 30mm.

10mm

10mm

Solar
Technology
International
Without boundaries

30mm

7mm ⌈**PV Logic®**

Heading style one

Find out more
solartechnology.co.uk

Speak with an expert
01684 774 000

**Solar Technology
International Limited**
Unit 6, Station drive,
Bredon, Tewkesbury
GL20 7HH

Product range logotype
Size based on 7mm cap-height

Heading style one
TT Norms Pro Bold,
Upper and lowercase, 26/24pt

Footer details
TT Norms Pro Bold, Regular
Upper and lowercase, 6/8pt

Heading style two

Heading style three
We never stand still in our pursuit of groundbreaking applications for off-grid solar technology. We serve and support those who recognise the huge benefits and transformative potential to do and achieve more wherever they are.

Find out more
solartechnology.co.uk

Body copy text
Consectetur odio pellent esque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Aenean cursus diam placerat nisi varius, vel vehicula velit consectetur.

Consectetur odio pellent esque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.

**Small captions/
annotations style**

Heading style two
TT Norms Pro Bold,
Upper and lowercase, 12/14pt

Heading style three
TT Norms Pro Bold,
Upper and lowercase, 10/12pt

Introductions/captions style
TT Norms Pro Regular
Upper and lowercase, 10/12pt

Body copy text
TT Norms Pro Regular,
Upper and lowercase, 8/10pt

**Body copy titles and
captions/annotations**
TT Norms Pro Bold,
Upper and lowercase, 8/10pt

10mm

10mm

Identity elements
Product brand logotypes

Our product brands have distinct logotypes, each one has a different name and colour, as shown opposite.

Ensure that product brand colours closely match those specified in the colour section of these guidelines.

Never redraw, recreate or distort product brand logotypes. Always use the master artwork versions.

New product brands
The following page shows how to construct new product brand logotypes.

Standalone product brands
Independent product brands such as Lifos can use their own logotype style.

PV Logic®

Hubi®

SolarMate®

Freeloader®

PV Logic® Rigid

Hubi® Go

SolarMate® Arena

Freeloader® Sixer

PV Logic® Semi-flexible

Hubi® Work

SolarMate® Secure

Freeloader® Supercharger

PV Logic® Fold-up

Hubi® Retro

SolarMate® Tibu

Freeloader® CamCaddy

SolarMate® Lumi

SolarMate® Festoon

Identity elements
Constructing new product brand logotypes

Here we show how to create new product brand logotypes.

Firstly, set the type following the instructions shown opposite.

Choose a colour that is not in use by another product brand. Ensure that the colour is of a similar tonal value to current product brand colours. Refer to the colour section of these guidelines for further information.

Finally, create master artwork versions for print and screen.

PV Logic®
Rigid

(x)

½ (x)

(x)

⅓ (x)

Product range
Isidora Bold, upper and lowercase

Registered symbol
TT Norms Pro Bold
Aligned to cap-height*

Product type
Isidora Regular, upper and lowercase

*Where lowercase characters are above the cap-height such as an 'i' (as shown above), align registered symbol to top of lowercase character.