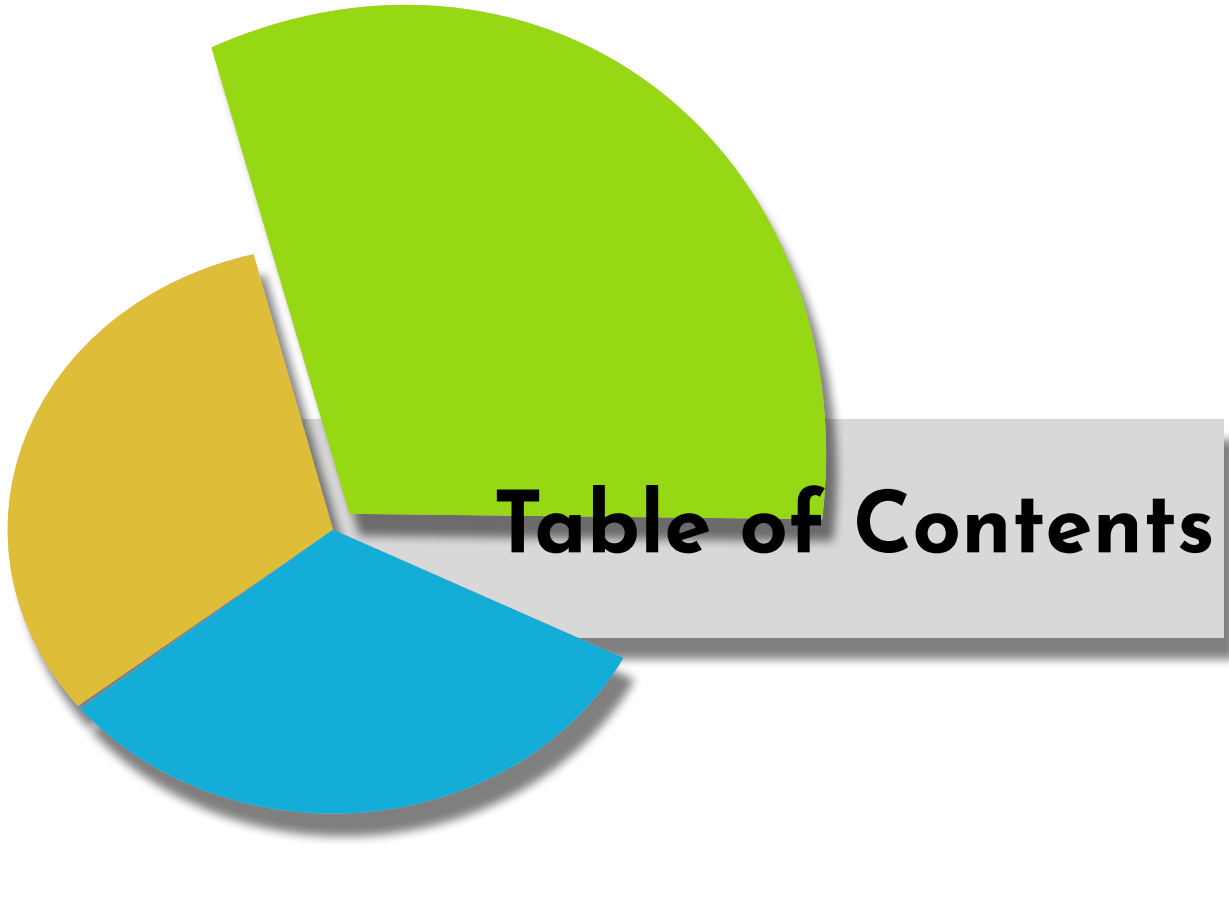




Brand Personality
Tone of voice
A logo
Colour palette
Typography
Imagery



Brand personality

Brand Personality

The SolarSmart brand aims to embody an innovative and friendly personality. SolarSmart aligns with environmental responsibility and renewable energy values while promoting a sense of community and collaboration. The brand reflects being environmentally friendly by using sunlight as a sustainable energy source to protect the planet for future generations.

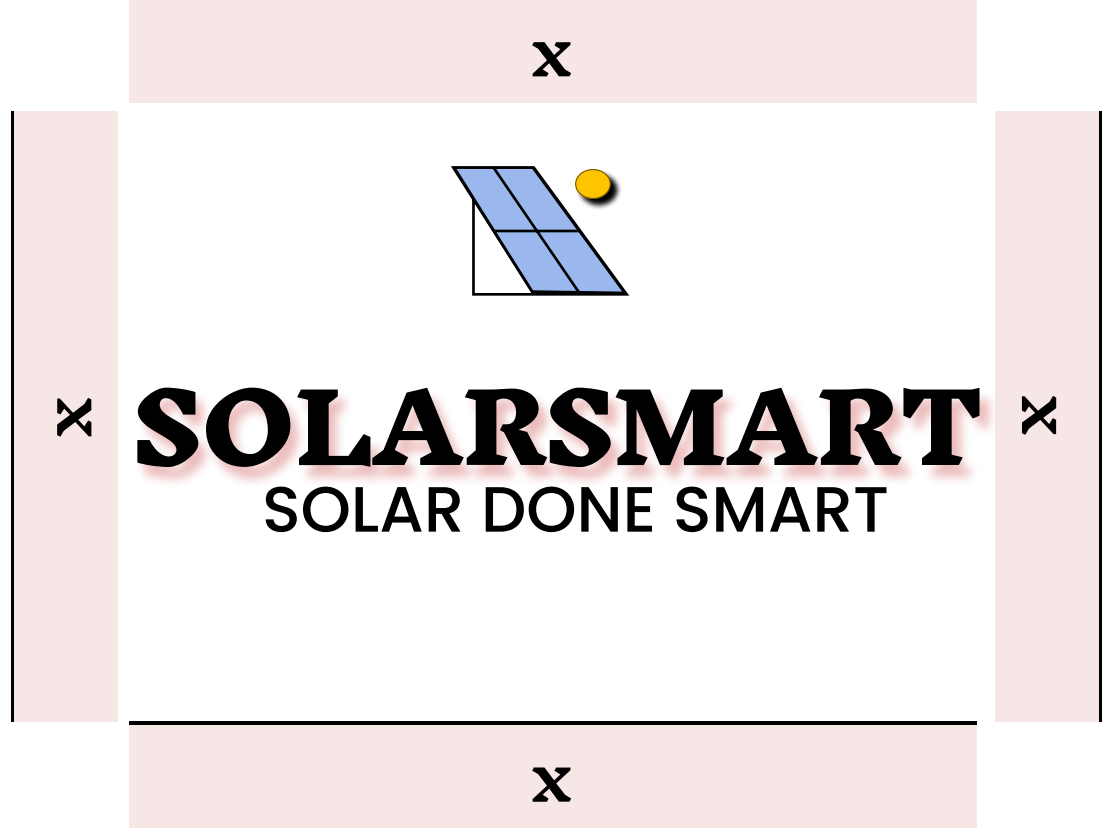
We aim for SolarSmart to be the first company that comes to mind when it comes to solar energy solutions. We want to raise awareness of the company and make it a trusted company for everyone. SolarSmart's goal is to gain the trust of our customers and make renewable energy the first thing that comes to mind in their daily lives.

Tone of Voice

At SolarSmart, we use an innovative, positive approach and aim to expand our target audience. We value society and the future generation in our goals. We want to make people trust us by caring about them. We want to take real steps towards sustainability. Our tone of voice is to create a warm and trusting environment, whether we are talking about solar technology or a problem.

Logo

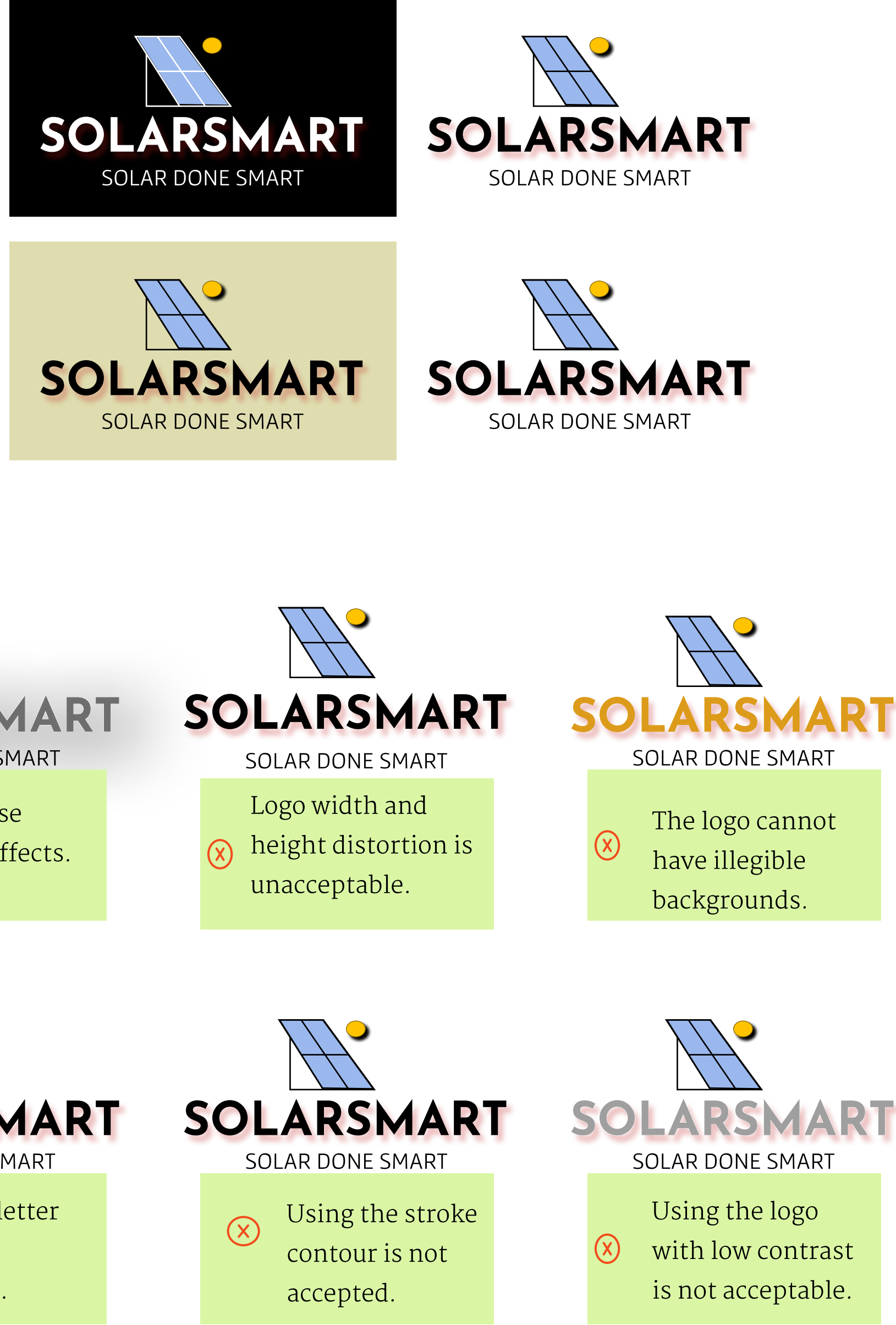
Primary Logo



There should be at least some clearspace around the logo and any other words or images that go with it. Our Solarsmart "X" width sets the minimum amount of empty space around the logo.

DO

DON'T



Colour Palette

Strategic Color Application
Consistent color usage across platforms increases brand memorability and recognition. Our color palette reflects environmental friendliness and reliability in renewable energy. Our green color choices differentiate us from our competitors in the competitive solar energy market, demonstrating our awareness.

Colors and Brand Identity
Our color palette is a key element of our brand identity, carefully designed to create a consistent visual experience across all touchpoints. Colors reflect the company's core values and easily connect with target audiences.

Applications
Our color palette guides the visual hierarchy across all materials:
Digital platforms and websites
Marketing materials
Product packaging
Corporate communications

Color Psychology
Our color palette evokes the following in the brand:
Innovation and forward-thinking
Environmental responsibility
Technical expertise
Reliability

Neutral

Secondary

4

Transparency

Primary



Typography



Primary font name: Inknut
Antiqua-36 pt Medium

Secondary font name: Poppins
24pt-Regular

Body text font name: Martel
regular -12pt

I am a header

I am a sub header

I am the body text
sit amet, consectetur adipiscing elit, sed diam
nunc nunc nunc nunc nunc nunc nunc nunc nunc nunc

20x

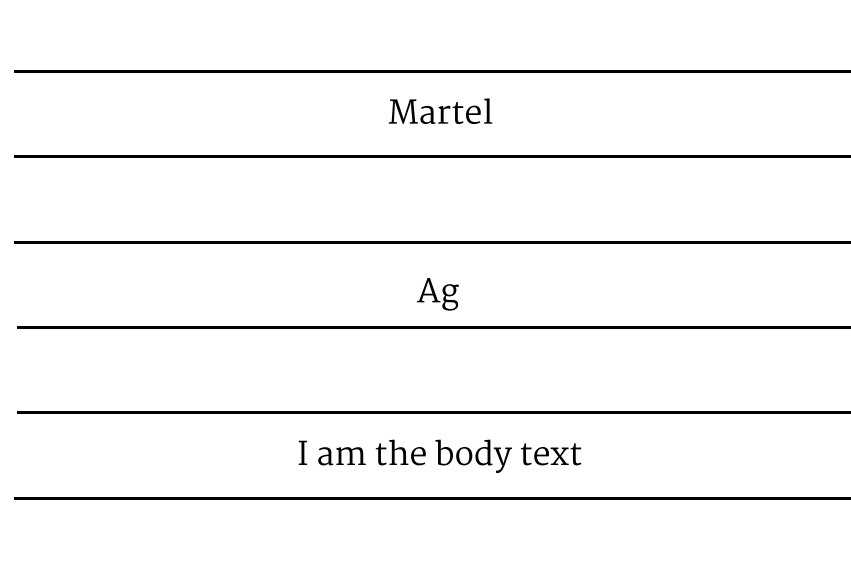
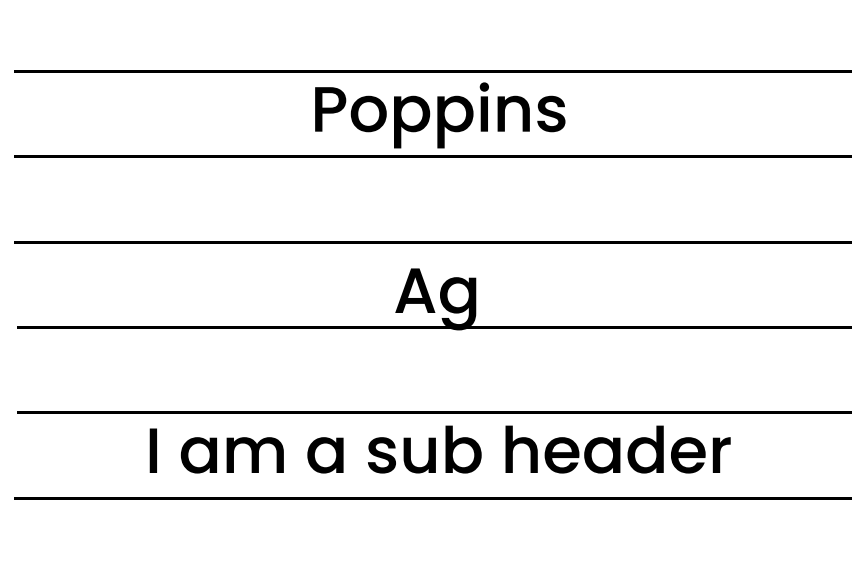
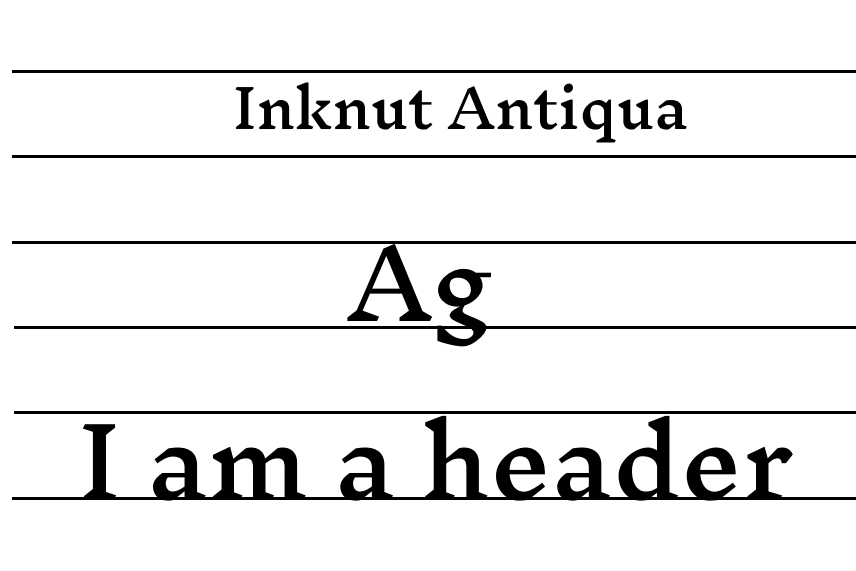
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16x

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Imagery

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