BRAND GUIDELINES

MAY 2019

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PRIMARY LOGO

The main version of the logo is shown to the right, using the primary color scheme and layout. This version of the logo should be used whenever possible to maintain brand consistency.

LOGO: BLACK

The main version of the logo is shown to the right, using the black found in the tertiary color section of the brand guidelines. This version of the logo should be used when printing in one color or when a one-color version of the logo is appropriate, using designer's discretion.

LOGO: REVERSE

Reverse version of the logo. Use this logo on top of colors or images, at the designer's discretion. Solid background colors should only include brand colors included in the style guide or black/grayscale.

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LOGO WITH TAGLINE

A version of the primary logo with a proposed 'Change the World' tagline is shown to the right, with three options for the design and layout.

LOGO MARK

The logo mark is a secondary version
of the logo intended to be used in
applications where a more vertical
(or square) layout is appropriate. The
mark may be used in various marketing
materials to reinforce the brand.

SIZE & SCALE

The logo may be enlarged to any size, but should not be reduced below a height of 0.25" to retain legibility.

When including the tagline, the full logo lockup should not be reduced below a height of 0.55" to retain legibility.

0.25"

0.55"

POSITIONING

The logo should have a minimum clearance of space between all other elements, as shown below (using the "stem" of the 4 as a guide for padding).

24/7 SOLAR: BRAND GUIDELINES

INCORRECT LOGO USAGE

The following examples illustrate non-approved applications of the logo. These changes damage the integrity of the logo.

Changing arrangement of elements

Color alterations

Distorted
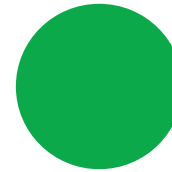

Changing size/positioning of lockup

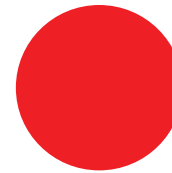Using reverse (white version) on a background without enough contrast

Full color on similar color background

PRIMARY COLORS
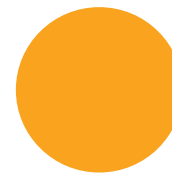
The primary colors are shown in PMS, CMYK, RGB, and Hex color codes.

PMS: Pantone 354 C
CMYK: 82/5/100/0
RGB: 16/168/75
HEX: #10a84b

PMS: Pantone 485 C
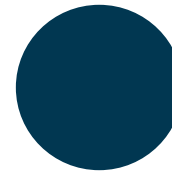CMYK: 0/99/97/0
RGB: 236/35/38
HEX: #ec2326

PMS: Pantone 1375 C
CMYK: 0/41/99/0
RGB: 250/164/29
HEX: #faa41d

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SECONDARY COLORS

The secondary colors are shown in PMS, CMYK, RGB, and Hex color codes.

PMS:	Pantone 548 C
CMYK:	100/75/44/37
RGB:	2/55/82
HEX:	#023752
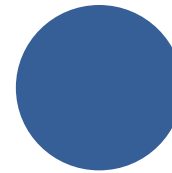
PMS:	Pantone 7684 C
CMYK:	87/67/16/2
RGB:	55/93/150
HEX:	#375d96
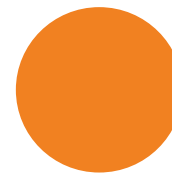
PMS:	Pantone 158 C
CMYK:	2/60/100/0
RGB:	239/129/34
HEX:	#ef8122

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TERTIARY COLORS

The tertiary colors are shown in PMS, CMYK, RGB, and Hex color codes.
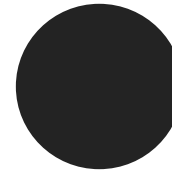
PMS:	Pantone 426 C
CMYK:	71/65/64/70
RGB:	37/37/37
HEX:	#252525
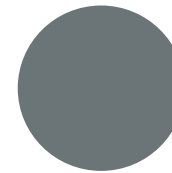
PMS:	Pantone 424 C
CMYK:	60/46/45/12
RGB:	107/117/120
HEX:	#6b7578

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PRIMARY TYPEFACE

The primary typeface is [Montserrat](#).
The font is a free-use Google font.

Use this font for main headline and subhead treatments. For headlines, use ALL CAPS.

Montserrat Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Montserrat Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Montserrat Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Montserrat Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Montserrat ExtraBold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

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SECONDARY TYPEFACE

The secondary typeface is Inconsolata. The font is a free-use Google font.

This font is used as an accent font on the 247Solar website and can be used at the designer's discretion.

Inconsolata Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Inconsolata Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

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TERTIARY TYPEFACE

The tertiary typeface is Open Sans.
The font is a free-use Google font.

Use this font for body copy, both in print materials and on the web.

Open Sans Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Open Sans Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Open Sans Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Open Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Open Sans ExtraBold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

SYSTEM FONT

A system font has been selected as a backup for instances when google fonts may not be available. Using a consistent system font will help create brand unity where possible.

Use this font when the other main fonts aren't available.

Helvetica Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

247SOLAR

BRAND MESSAGING

The 24/7 Solar brand messaging is a reflection of the positioning of the company and should drive all marketing initiatives and client facing materials.

Your brand is the simplest, most universal expression of who you are. It is often the first impression others have of you, and first impressions often are the basis for long-lasting attitudes and opinions. For those who already know you, your brand serves as a reminder and a re-enforcer, keeping your existence and their experiences of you top-of-mind.

VISION

We envision a sustainable world of low cost, abundant, clean energy.

MISSION STATEMENT

We contribute to this vision by developing, licensing, and selling proprietary transformative solar systems and components for power projects throughout the world of various types and scale.

We do this through flexible win-win collaborations that are fulfilling to employees and partners and that offer exceptional returns to shareholders and project investors.

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POSITIONING

247Solar Plants can generate power competitively with all other clean power sources today and with all traditional power sources tomorrow. Power project sizes range from 400 kW (~4 acres) to large central power plants. 247Solar Plants can be deployed quickly and operated simply. They use no water/steam, oils, or molten salts, which reduces costs and environmental drawbacks. The technology is low risk and financeable. Like PV and wind, costs decline with time because all 247Solar components are mass-produced.

VALUE PROPOSITION

247Solar Plants offer a low-risk, financeable, and rapidly-deployable turnkey clean power solution with 24/7 operation. In conjunction with PV and wind installations, they stabilize the grid with on-demand power. Independently, they offer higher ROI/NPV than PV or wind for projects from 400 kW (~4 acres) to utility scale.

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CORE VALUES

1)   Do the right thing
2)   Collaboration
3)   Honesty
4)   Logic
5)   Fairness
6)   Fearless

KEY ATTRIBUTES

1)   Innovative
2)   Good Partner
3)   Flexible, compelling model
4)   Exceptional team
5)   Well-connected

PERSONALITY TRAITS

1)   Respectful
2)   Responsive
3)   Honest
4)   Clear-eyed
5)   Committed
6)   Attentive to details

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FILE TYPES

A variety of file types are included for different applications. Refer to the instructions for when to use each file type.

.eps – This is a vector file type and is fully scalable without losing quality. Printers will likely require an eps file for the highest quality print possible.

.jpg – The jpg file is a raster graphic of lower quality than the eps and is suitable for email attachments and various digital applications.

.png – This file has a transparent background and should be used for similar applications as the jpg, where the logo will be placed over another element.

.pdf – This is a universal file type that can be used for a variety of applications. Printers may want a PDF included along with the eps file for reference.