



BRAND GUIDE

SOLO | 2022



WHY?!

To design a strong brand identity the foundational work of the brand strategy must be established.

You must know what you are trying to communicate so you can communicate it successfully.

BRAND MESSAGING

BRAND VOICE

Our voice is **INTELLIGENT**, **GENUINE**, and **HELPFUL**.

We are **STRAIGHTFORWARD** and **DIRECT** with our partners, providing **CONFIDENT**, **CONVERSATIONAL** leadership. Our first responsibility is to help ensure the sustainable growth and success of the individuals that use our platform. Fully invested, we provide our expertise to help each partner build their business as if it were our own.

Intuitive

Scaleable

Trusted

Innovative

Reliable

Integrated

Dynamic

Supportive

BRAND MESSAGING

MANTRA

Accelerating Your Ascent

TAGLINE

The sun never sets with Solo

WRITING GUIDANCE AND GENERAL COPYWRITING PRINCIPLES:

- Be professional, yet conversational. Solo is an innovative leader in the solar industry, releasing the best available features to reps each and every day. Our writing needs to reflect the leadership mentality and how it enables platform users to fulfill their goals.
- We make powerful statements that back what our platform provides. We should always use clear, direct, concise, and consistent language to communicate what sets us apart from our competitors.
- Bred in the beginning of the solar industry, we are empathetic to the challenges our users must overcome in order to succeed. Our expertise is a pillar that our partners have come to rely on. We speak in their voice while telling their story and perspective.
- Brevity is the soul of wit. Bold headlines that tout what our product, feature, or service provides should always be at the forefront of our writing. The most enticing benefits should be clearly stated and understood at a glance.
- Let's not kid ourselves. Avoid humor in our writing. Puns, jokes, and topical discussions should be avoided. We clearly and accessibly communicate features and benefits to achieve understanding and adoption.
- Avoid language that becomes too technical, full of jargon, or internal vernacular. Solo provides services to both industry professionals and newcomers. Write in a conversational tone while providing technical context and illustration as required.
- It should go without saying, but good grammar is always expected. The Chicago Manual of Style should always serve as a guide if questions arise.

BRAND LOGO

PRIMARY LOGO

The primary logo is the combination of the wordmark with the icon.

EXTERNAL USE:

Third party promotion **MUST USE FULL LOCKUP.**

*You must always attribute content from Solo with the logo.



INTERNAL USE

The wordmark may stand alone or be coupled with the swirl icon.

solo

The Solo icon can be used as a supporting element. When doing so do not use the full logo lock up and use the word mark instead. **DO NOT USE ALONE IN ANY INSTANCE.**



BRAND LOGO

LOGO COLOR

SOLO is a mono logo that can be used in black or white. White should be used when being shown on a colored background, image or gradient.



MINIMUM SIZE

The Solo logo should never be smaller than 80px in digital or 30mm in print.



The Solo word mark should never be smaller than 30px in digital or 8mm in print.



BRAND LOGO

PADDING

The clear space around all sides of the logo and word mark allows it to stand out from the surrounding elements. The minimum whitespace around the mark and lock-up is equivalent to the 'o' in the word mark.



DO NOT

- Do not alter the Solo logo in any way, including the color, opacity, or proportion
- Do not rotate the logo
- Do not alter the size of PNG files
- Do not change the typeface nor recreate or manipulate the wordmark and the icon

T Y P O G R A P H Y

TITLES / HEADER

Gilroy is to be used for all titles and headers in Light, Semibold, Bold or Black.

Aa

LIGHT

SEMI BOLD

BOLD

BLACK

BODY COPY

Inter is used for all body copy and paragraph text in regular or light. Important text should be called out with Bold.

Aa

LIGHT

REGULAR

BOLD

SAMPLE TYPESET

Display Title

H1 Gilroy

H2 GILROY

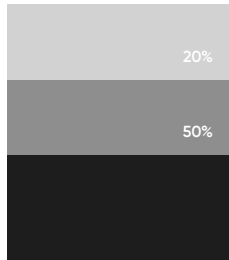
Inter Regular....Dici to quam adistes evenia doluptiatur, sit, as ne pa duci derum sitias vera nobitia **IMPORTANT** orumquiatur, si tor am non cuscim quia vellaut aut auda vellaccum inum dolorrum ut eariti omnit quas aborepeles nobit et aspe essit qui voluptas as apitiun tinctem aria dolorest modisquid.

Label

- Faceatem
- nobist officient
- sequam et modi temo

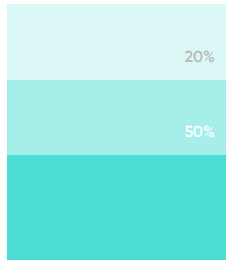
COLOR PALLET

PRIMARY



BLACK HOLE

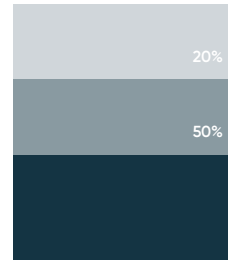
HEX #1D1D1D
RGB 29,29,29
CMYK 72,66,65,76



SUPERNOVA

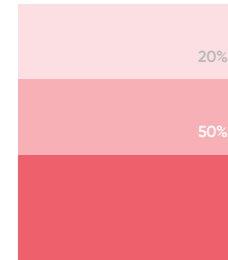
HEX #4CDDD4
RGB 76,221,212
CMYK 56,0,25,0

SECONDARY



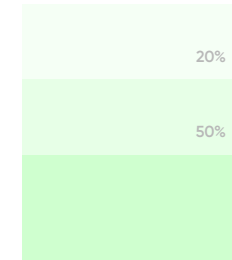
GALAXY

HEX #143443
RGB 20,52,67
CMYK 92,69,52,49



ASTEROID

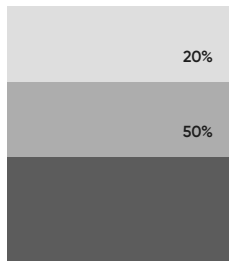
HEX #EE616C
RGB 238,97,108
CMYK 1,77,47,0



NEBULA

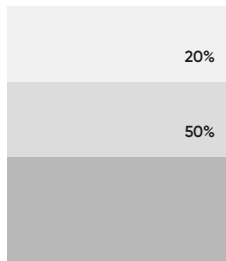
HEX #CFFFCF
RGB 207,255,207
CMYK 17,0,26,0

NEUTRAL



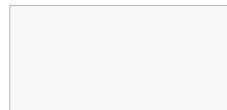
ECLIPSE

HEX #5C5C5C
RGB 92,92,92
CMYK 62,54,53,26



LUNAR

HEX #B8B8B8
RGB 184,184,184
CMYK 28,22,23,0



STAR DUST

HEX #F8F8F8
RGB 248,248,248
CMYK 2,1,1,0

GRADIENT



#4CDDD4 - #143443



#B8B8B8 - #143443



#EE616C - #10698F - #143443



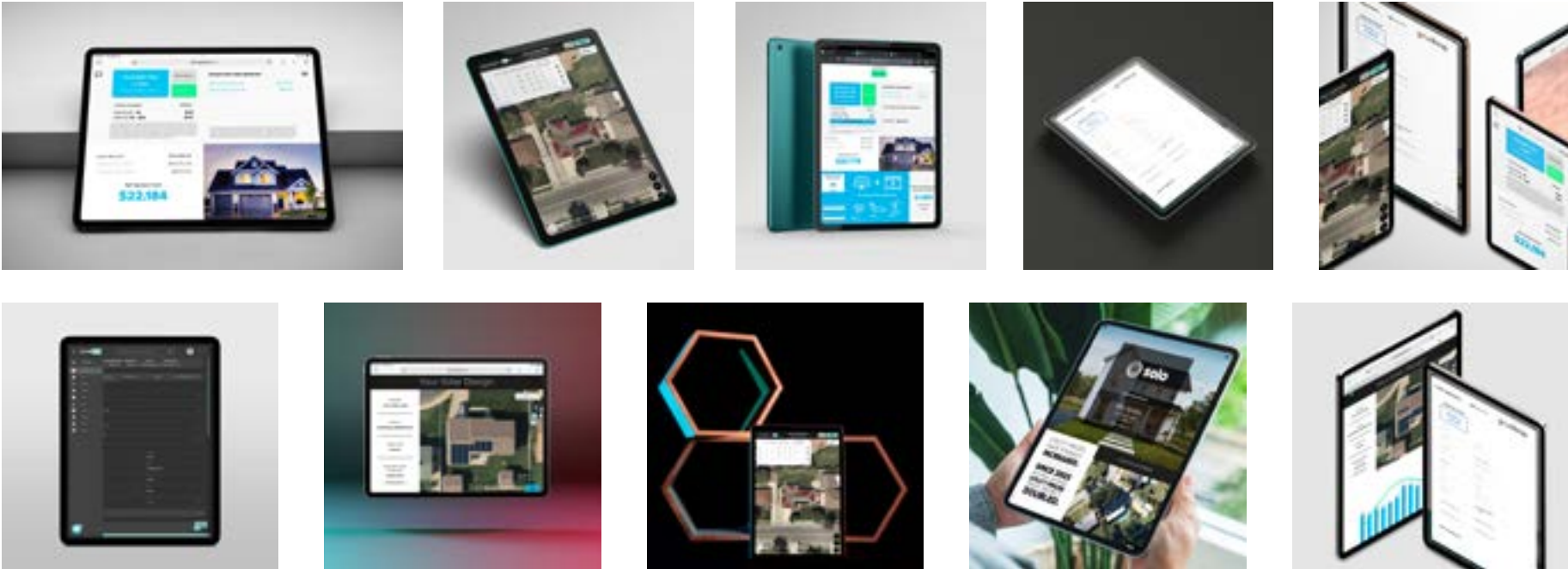
#EA3B51
#F7B0B6



#CFFFCF
#4CDDD4

IMAGERY

PRODUCT



SUPPORTING

