

Brand Guidelines

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Who we are

OpenSolar provides the world's clean energy professionals with an end-to-end digital design, sales and management software to grow their businesses, free of charge.

Our mission

Accelerate the transition to clean energy globally.

Open and Free

Free of charge so you are free to grow

Fast and Accurate

Auto 3D design leveraged by DSM technology for industry-leading design speed and accuracy

End-to-end and Fully Integrated

Turnkey software for the whole solar workflow, or use our free API to integrate with your own CRM and other systems

Logo | Primary



Design specifications: Open Sans Light

#ffd500

#ffffff

#4d4d4d

Minimum logo width is 50px (0.52 inches/1.3cm)

OpenSolar's primary logo is the horizontal abstract logo mark. It's used on branded content such as all partnership content, OpenSolar App UI, press releases, and website. This logo is preferably placed over a white background. In some cases, it can be placed above photography (*see p. 18*).

"O" and "S" in OpenSolar must be capitalized. When scaling the logo, lock the height and width values to keep this ratio. Always use the logo files provided. **Do not re-create.** There are no alternative color versions.

DOWNLOAD LOGO

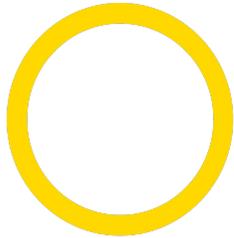


Not Good

Please do not do any of the following:



Logo | Stacked



OpenSolar

Design specifications: Open Sans Light

#ffd500

#ffffff

#4d4d4d

The OpenSolar stacked logo is used for our social network profile photos, apparel, video, and other marketing collateral.

[DOWNLOAD LOGO](#)

Logo | *Dark Background*



Dark Theme
color palette:

#ffd500

#2f2e2e

#ffffff

The minimum acceptable color contrast ratio for this logo over your background color is 5:91:1, any value smaller than this will not be web accessible.

DOWNLOAD LOGO

All aspects of the logo must be seen. Keep in mind that a yellow background must not be used either. There is no all white logo version.

To analyze more color compatibilities, use tools like [Material color tool](#) or [Adobe color contrast analyzer](#).

👍 Pass



👍 Pass



👎 Not Good



👎 Not Good



Logo | Use case examples

 Not Good

 OpenSolar®
[Your logo here] or  OpenSolar® [Your logo here]

For partnership content, give the logos breathing room.

 OpenSolar®
YOUR MESSAGE

Your message cannot be mistaken
as our branded statement.

 Pass

 OpenSolar® | [Your logo here]

or

 OpenSolar® [Your logo here]

[Your logo here]  OpenSolar®

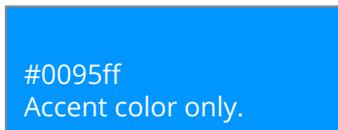
**Platform Integration to Drive Increased Efficiencies
in Time-Consuming, Multi-Layered Sales Process for
Solar Installers**

OpenSolar announces a new partnership with Company
name, the company's fourth U.S. partnership of 2021.

Color Palette

Marketing color palette

Use these colors for web, social, and newsletter content.

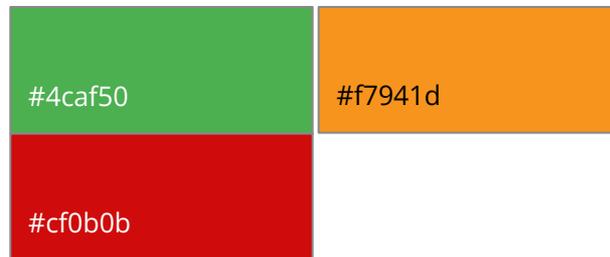


Blue should not be used heavily under any circumstances. This is commonly reserved for links.

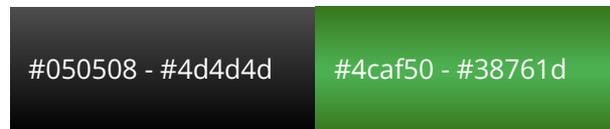
Highlighted App-specific colors

Documentation for the app's user interface (UI) can be found here:

<https://mui.com/customization/default-theme/>



Gradient background examples:



Color Palette | *Text & Color*

<p>BLACK TEXT ONLY RGB Code: #000000, #050508</p>	<p>Acceptable text colors vary RGB Code: #0095ff, #fff, #4d4d4d, #2f2e2e, #38761d, #cf0b0b</p> <p>Do not use yellow text (■ #ffd500)</p>	<p>WHITE OR YELLOW IS ACCEPTABLE Examples: #000, #ffd500</p>
<p>#0095ff is commonly reserved for links on digital and print materials.</p>	<p>WHITE TEXT ONLY RGB Code: #ffffff</p>	<p>WHITE, BLUE OR YELLOW Examples: #0095ff, #000, #ffd500</p>

For additional color combination support, visit Material Design Color Tool for more guidance:
<https://material.io/resources/color/#!/view.left=1&view.right=0>

Icons



The OpenSolar App icons are based on the <https://material.io> standards. We customized this library by creating icons that fit the needs of our platform. On the left shows a sample set of icons we use.

For more information, see the UI Documentation: <https://mui.com/customization/default-theme/>

Our website and newsletter graphics also follow suit with the outline style for icons. These are a list of some of the icons we used from the Wix library.



Button fill	#FFD800
Text colour	#212121
Drop shadow	Applied
Button fill	#66B551 + gradient
Text colour	#FFFFFF
Drop shadow	Applied
Text colour	#0094FF
Inner border width	2 px
Inner border colour	#E7E7E7
Button fill	#F8F8F8
Text colour	#212121
Inner border width	2 px
Inner border colour	#E7E7E7

Large CTA buttons



Small CTA buttons



Floating Action Buttons



Button Height	40px	30px	53px
Font style	Roboto 16pt, (Medium/ Regular)	Roboto 14pt, (Medium/ Regular)	Roboto 12pt, (Medium/ Regular)
Left and right padding	15 px or sized to fit space provided	12 px or sized to fit space provided	8 px
Icon height	21px	15px	15px
Corner radius	4px	4px	4px
Icon spacing	10px	10px	5px

Product & Technology team can access the design file on Figma

Typography

Style name	Font weight	Font size	Transform	Line height	Sample
h1	Light	96	Sentence	-1.5px	Almost before we knew it, we had...
h2	Light	60	Sentence	-0.5px	Almost before we knew it, we had left the ground.
h3	Regular	48	Sentence	0px	Almost before we knew it, we had left the ground.
h4	Regular	34	Sentence	0.25px	Almost before we knew it, we had left the ground.
h5	Regular	24	Sentence	0px	Almost before we knew it, we had left the ground.
h6	Medium	20	Sentence	0.15px	Almost before we knew it, we had left the ground.
subtle1	Regular	16	Sentence	0.15px	Almost before we knew it, we had left the ground.
subtle2	Medium	14	Sentence	0.5px	Almost before we knew it, we had left the ground.
body1	Regular	16	Sentence	0.15px	Almost before we knew it, we had left the ground.
body2	Regular	14	Sentence	0.15px	Almost before we knew it, we had left the ground.
BUTTON LARGE	Medium	15	All Caps	0.45px	ALMOST BEFORE WE KNEW IT, WE HAD LEFT THE GROUND.
BUTTON MEDIUM	Medium	14	All Caps	0.45px	ALMOST BEFORE WE KNEW IT, WE HAD LEFT THE GROUND.
BUTTON SMALL	Medium	13	All Caps	0.45px	ALMOST BEFORE WE KNEW IT, WE HAD LEFT THE GROUND.
caption	Regular	12	Sentence	0.45px	Almost before we knew it, we had left the ground.
overline	Regular	12	All Caps	1px	ALMOST BEFORE WE KNEW IT, WE HAD LEFT THE GROUND.
inviteLetter	Regular	20	Sentence	0.145px	Almost before we knew it, we had left the ground.
inviteLabel	Regular	12	Sentence	0.15px	Almost before we knew it, we had left the ground.
inviteText	Regular	12	Sentence	0.45px	Almost before we knew it, we had left the ground.
headText	Regular	16	Sentence	0.15px	Almost before we knew it, we had left the ground.
tooltip	Medium	10	Sentence	0px	Almost before we knew it, we had left the ground.

It's all about the font family, Open Sans.

Open Sans is available for free at [Google fonts](#) and [Adobe fonts](#).

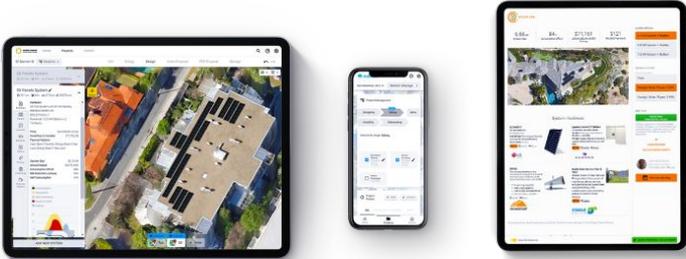
For blogs, Email campaigns, and the website:

Heading 1, Open Sans Light
Heading 2, Open Sans Bold
Subheading, Open Sans Semibold Italics

Body text, Open Sans Normal

Caption, Open Sans normal italics

Photography | *Product Shots*



More examples

Reach out to our Pro Experience Marketing team for access to these product shots.

Product Shots

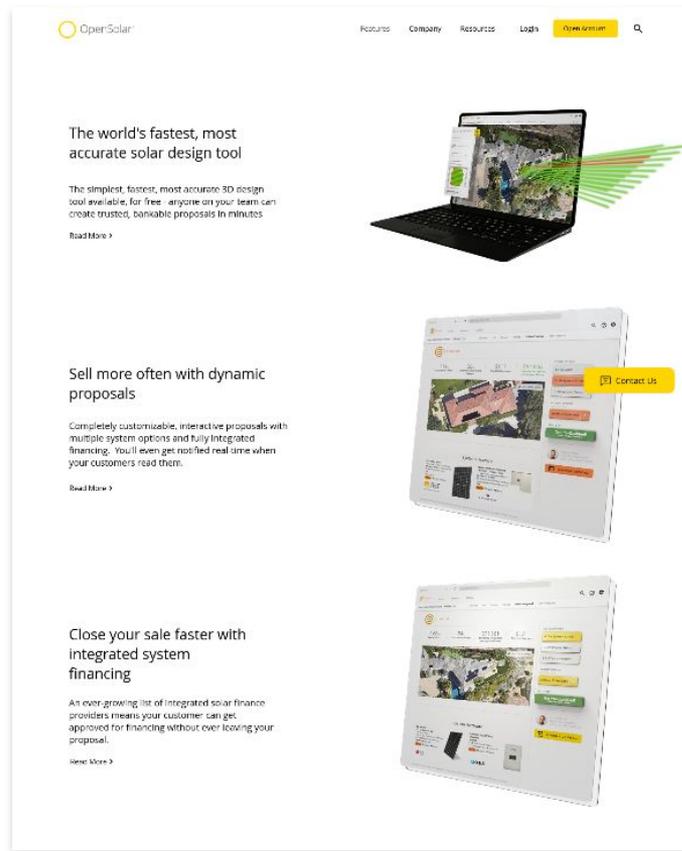
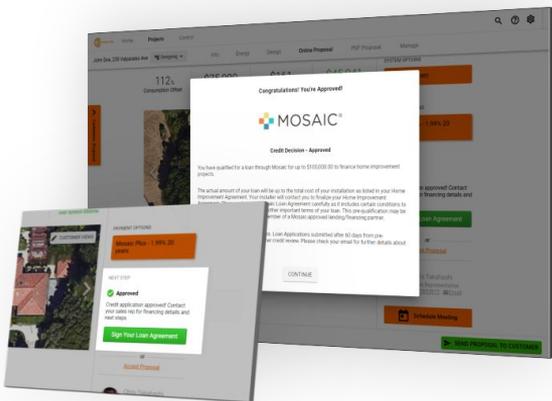
These images always shows the OpenSolar App in action on a desktop, tablet, or mobile device. These shots can either be static images, videos, or GIFs.



Photography | Mockups

Mockups

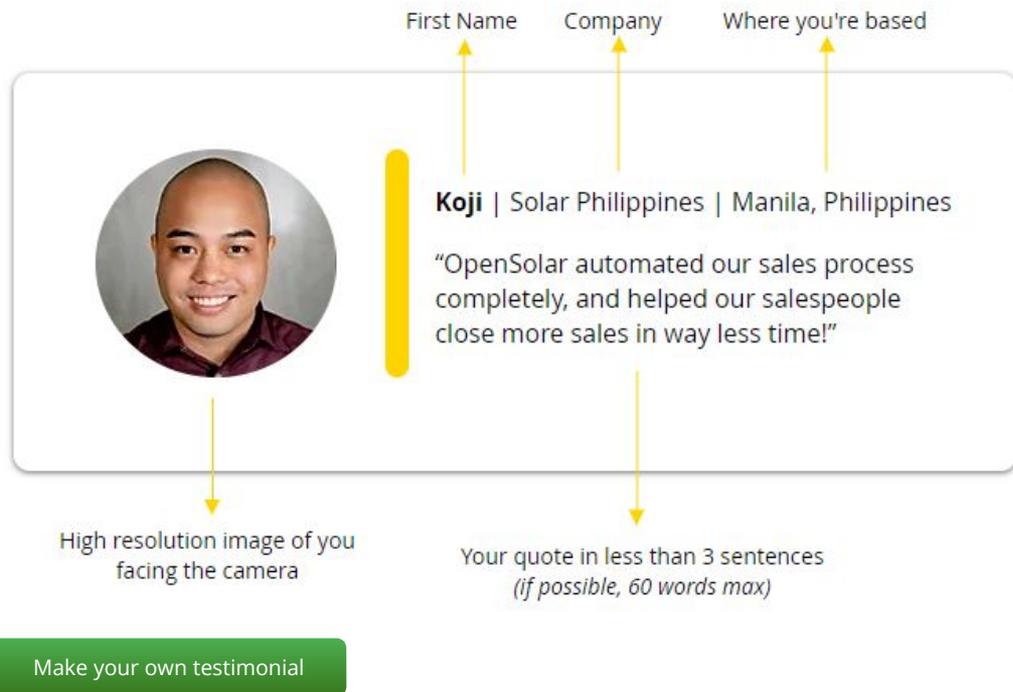
Examples of feature snapshots available in desktop view. Mockups are used to visually depict features or integrations on the app. For more examples of use cases, visit our [Features page](#).



Partner testimonials | Use Case Examples

Solar Pros in their element

Simply choose a template that suits your needs, add your own text and images, and you'll have a professional-looking testimonial in no time



Photography | *Stock photos & profile shots*

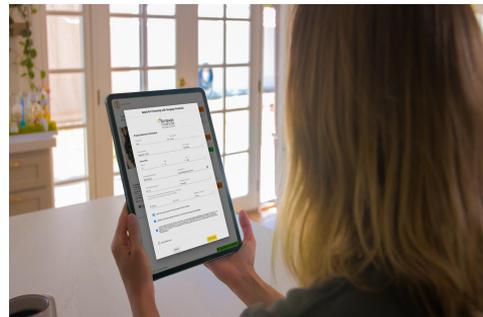
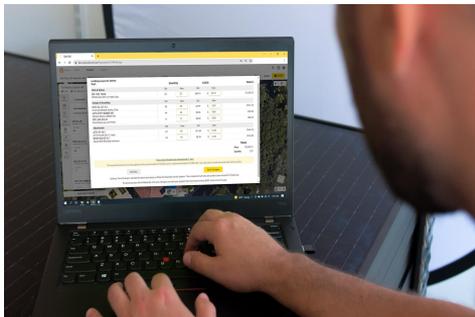
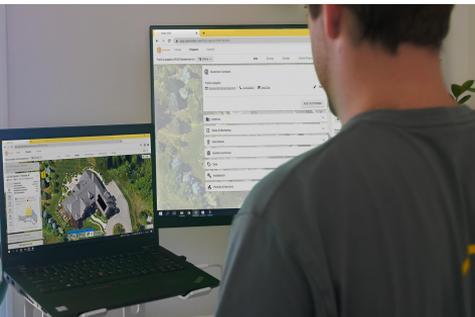
Solar Pros in their element

These images show the OpenSolar App in the hands of a Solar Professional. They are prime examples of our Solar Pros communicating with their clients.

Only use these images for OpenSolar related material as these people are our community members.



Testimonial profile photos
must be in a circular frame.



Photography & Logo | *Use case examples*

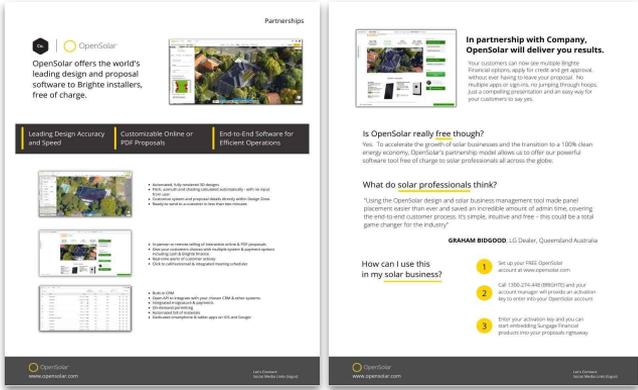
👍 Pass



👎 Not Good



Presentations | Documents



Brochures

VIEW EXAMPLE

We use Canva or Google Slides for effective editing, collaboration, and project hand over.

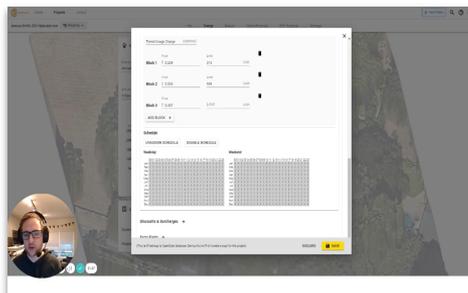
Presentations | *Video Components*

The Marketing team produces videos for Partnership announcements, marketing campaigns, webinars, and tutorial walkthroughs utilize these graphic components. Here are examples of approved video presentations.



Video inserts

Every OpenSolar video starts with an animation of our logo. Take Birchy's [post-COP26 experience](#) for example.



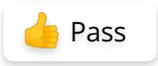
Walkthrough tutorials

Depending on the occasion, Openers are visible on the bottom left corner.

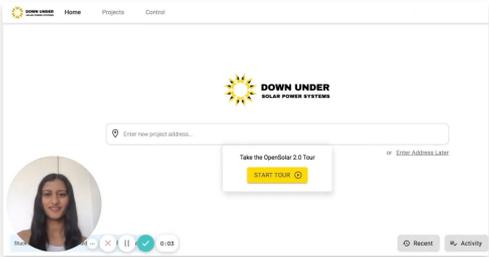
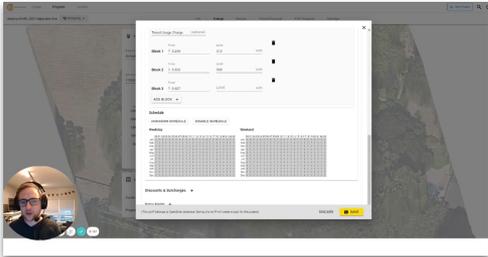


Downloadable backgrounds are in the [Zoom Backgrounds](#) folder.

Presentations | Use Case Examples



Click on any of these images to watch the quality content, transitions, and mockup inserts.



The solar ring shouldn't be a lone element in any graphic. Blue should only be used conservatively as an accent color.



Trademarks



OpenSolar is a registered trademark of OpenSolar Pty Ltd.

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