



Branding Guide 2019-2020



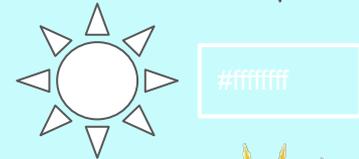
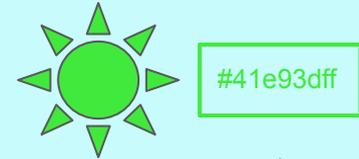
Logos and Color Palette



Logo #1 is used for our company letterhead, on any official business documents, and on our product line.



Logo #2 will be used for our business card, signs, posters, apparel, and so on.



Color Palette Contd. and Fonts



When you think of the Sun and solar energy, you think nature and you think clean. Nature is made up of all sorts of blues, greens, yellows, while clean/efficient is often signified through the color white. In addition, green often signifies stability and blue signifying cleanliness, both concepts that SolEnergy strives to achieve.

Oswald Bold was used to create our logo.

Oswald Normal is used for titles, headers, and documents that are presented, as it is easy to read and efficient.

Oswald Light is used in our business documents and in smaller print.

Barlow Bold was used on our business cards.



Zachary Stock, CEO
Louis Gennaro, COO
J.P. DiDonato, CFO



Mount Sinai High School
110 North Country Road
Mount Sinai, Ny, 11766
(631) 870-2800

Dear,

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Sincerely,

Letterhead

Our Mission Statement:

SolEnergy is committed to providing a clean alternative source of energy for consumers, businesses, and families around the world. SolEnergy will offer customers the opportunity to access the electrical power they need while providing money saving opportunities, brought to you by switching to solar. Through the use of our eco-friendly products, we are contributing to a cleaner and greener future.



Business Card



Front



Back



Branding Application #1- Holiday Business Cards



[HTTPS://SOLEENERGYLI.WIXSITE.COM/WEBSITE](https://solenergyli.wixsite.com/website)
 FLIP THE SWITCH TO SOLAR

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SolEnergy
 Mobile: (631)-870-2500
 Address: 118 North Country Road, Mount Sinai, New York 11766
 Email: solenergy.nysveinternational.org
 Instagram: sol.energy.19
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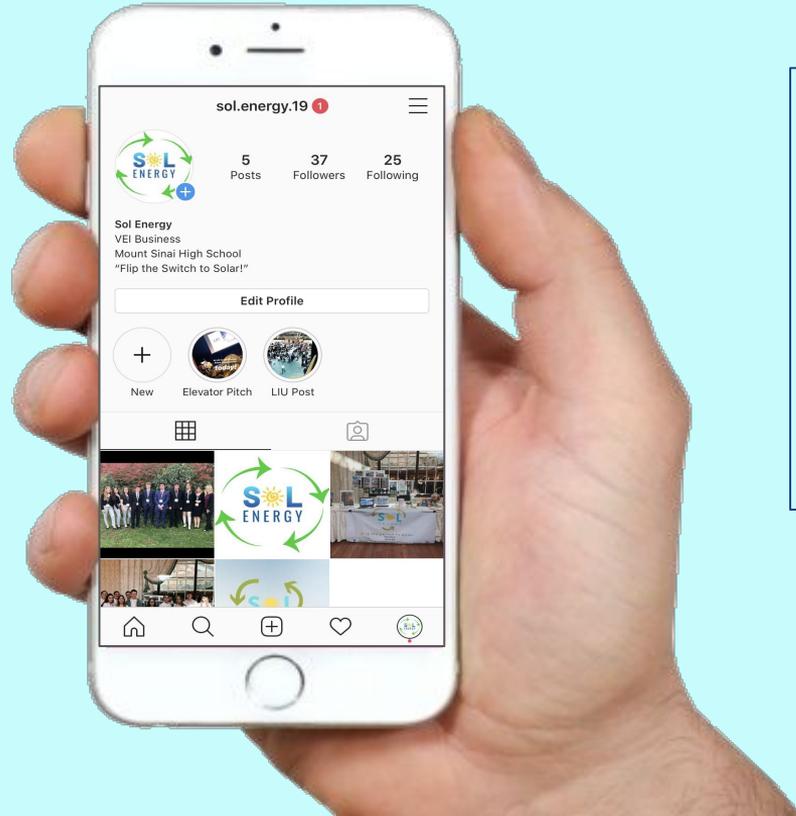
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Branding Application #2- Social Media

SolEnergy believes in maintaining a strong social media presence. We have an Instagram and a website where we will be active weekly, updating what we are doing, updating, and expanding upon.



On our website, you will be able to easily view and purchase our products, in addition to having the opportunity to learn more about the benefits of converting to solar energy, what we stand for, and more.

