

SolarFlex

Branding Guide

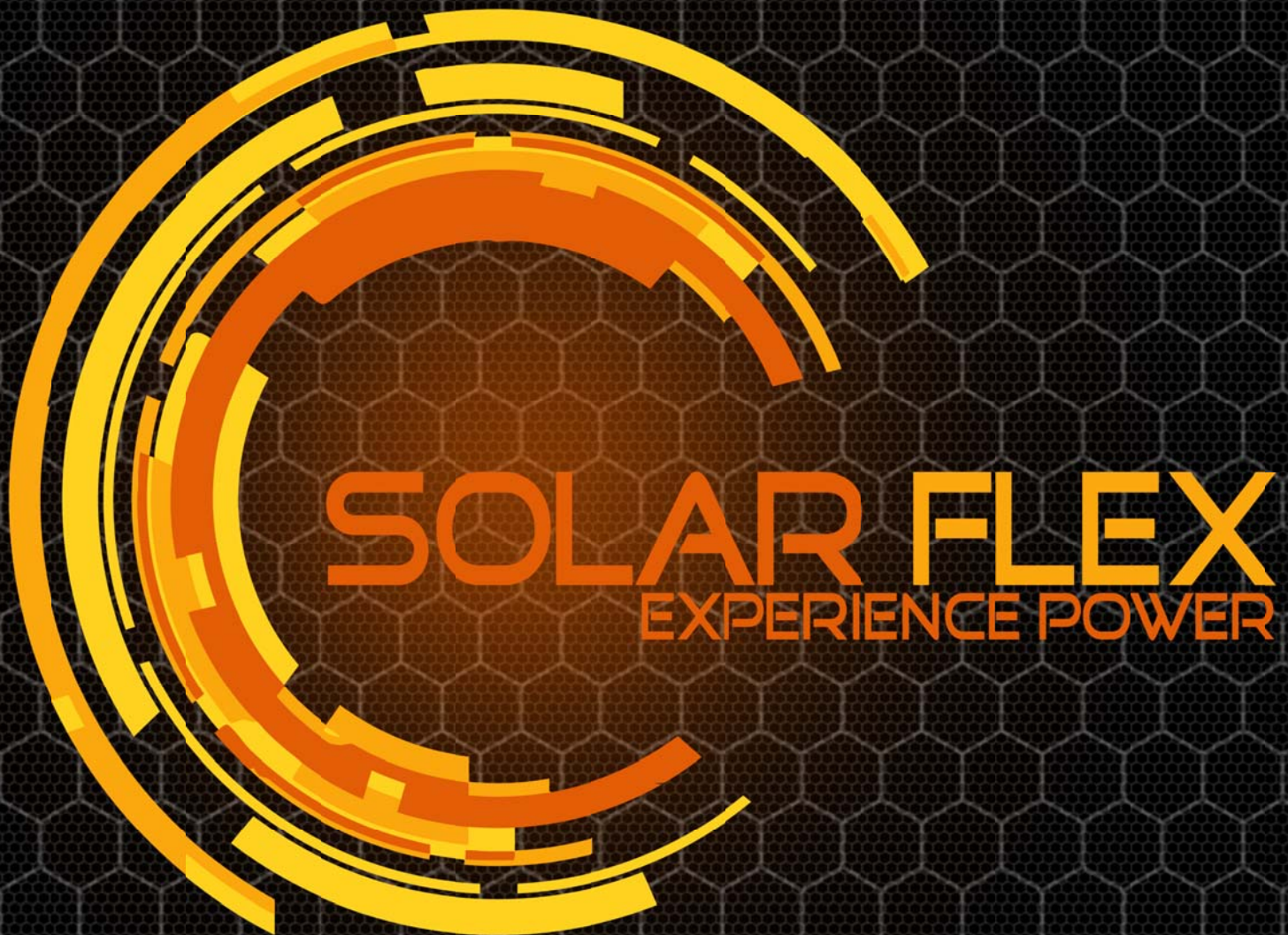


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Logo Application

When creating our company logo, we wanted to make a detailed yet simple enough design that would resonate with our customers. The logo can be broken down into four hues.

Color 1 Yellow	R- 216 G- 198 B- 35	C- 0 M- 0 Y- 90 K- 0	ffff00
Color 2 Red	R- 232 G- 26 B- 26	C- 0 M- 84 Y- 80 K- 19	ce2029
Color 3 Orange	R- 254 G- 158 B- 0	C- 0 M- 39 Y- 100 K- 0	ff9d00
Color 4 Orange	R- 254 G- 126 B- 0	C- 27 M- 50 Y- 100 K- 0	f98018

Our logo incorporates all of our primary brand values. We would like to express our innovation and cutting-edge style, which the imperfect semi circle certainly does. Also, we want to show that we relate to the sun, and our logo relates to the sun in terms of its spherical shape and yellow and orange colors. Yellow, while representing the sun also displays how our company provides an environmentally friendly way. The orange to reddish energy in color in our logo helps identify us as confident and strong as well as efficient.

Font

Orbitron

Arial

Orbitron and Arial are both fonts that can be found easily in an easy and free manner. Orbitron will be used for titles and segment names, while Arial will be used for paragraphs and sentences.

Logo:

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SolarFlex.ny@VEinternational.org

11/03/2017

To Whom it May Concern,

SolarFlex is a student-run company operating within Virtual Enterprise International. It is in its first year of business aiming to solve everyday problems. SolarFlex sells products with flexible solar panels attached that make everyday life easier. These products fall into two product lines: Adventure and Comfort. In the Adventure line, there are tents, flashlights, backpacks, coolers, and more. The Comfort line includes tables, speakers, blankets, phone cases, and chairs/heated seats. At SolarFlex, we would like to make it easier to obtain charge for various types of products, whether it be our solar energy absorbing umbrella to charging your phone at the beach or any of our other products, while being as eco-friendly as possible.

Best regards,

Job Position, SolarFlex

Business Card Template

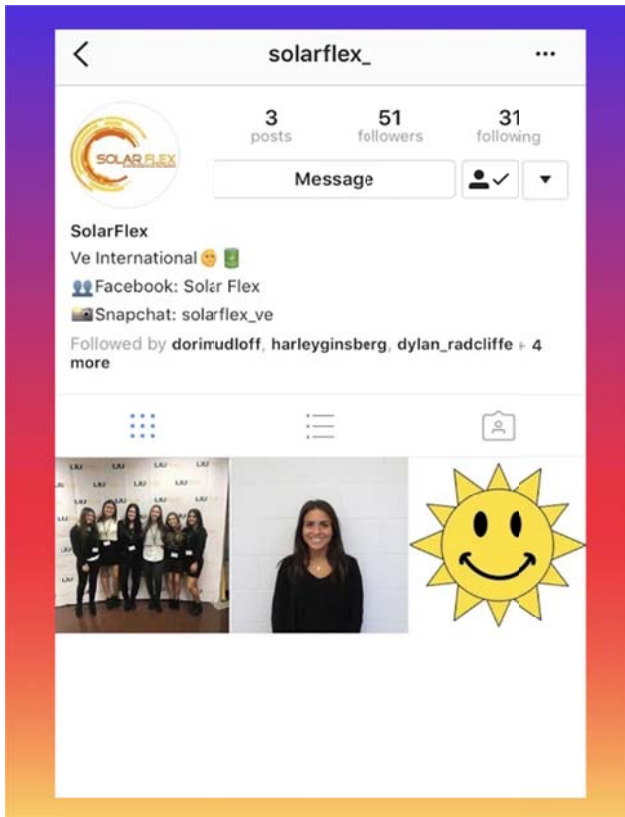


Back:

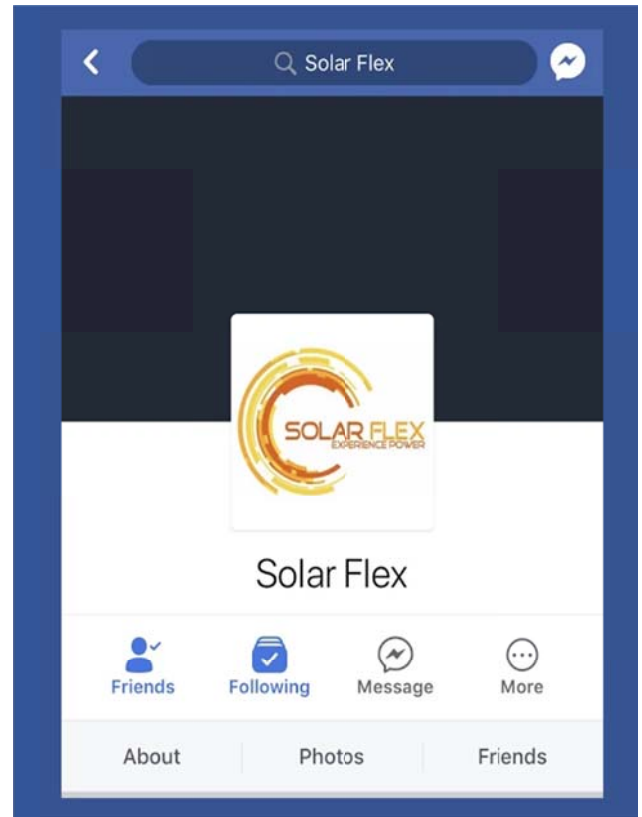


Social Media Outlets

Instagram



Facebook



Snapchat





Phone: 1-(516)-992-1427

Email: solarflex.ny@veinternational.org

SolarFlex

Special Offer: Orders over \$100 Free Shipping!



Company Flyer

About Us

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