

**BIG SUN**  
**SOLAR**

## Logo and Colors Guide

*Last updated April 13, 2021*

# Introduction

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This document contains the rules for our logo and color system. Follow these rules strictly to maintain brand consistency.

This document includes the elements you may need—logos and colors—to create a consistent tone, look, and feel for Big Sun Solar’s brand materials.

About Us

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**Big Sun Solar** is the common sense choice for businesses to adopt solar energy.

## Brand Attributes

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### **BIG SUN SOLAR IS**

Trusted

Approachable

Analytical

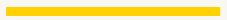
Professional

Dependable

Respectful

Optimistic

# Logo Design



## Our Logo

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Our primary logo is a strong wordmark with an arced line striking through the middle representing the sun.

These are preferred arrangements and color combinations. Examples of alternate logo arrangements and color combinations are discussed in further detail on the following pages.



**BIG SUN**  
**SOLAR**

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Horizontal Lock-up



**BIG**  
**SUN**  
**SOLAR**

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Vertical Lock-up

## Mono Color Logo

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Black and white examples of the logo

**BIG SUN**  
**SOLAR**

**BIG**  
**SUN**  
**SOLAR**

## Color Combinations

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Examples of acceptable background and mark color combinations



**BIG**  
**SUN**  
**SOLAR**

The logo is displayed on a white background. The word "BIG" is in blue, "SUN" is in blue, and "SOLAR" is in yellow.

**BIG**  
**SUN**  
**SOLAR**

The logo is displayed on a yellow background. The words "BIG", "SUN", and "SOLAR" are all in blue.

**BIG**  
**SUN**  
**SOLAR**

The logo is displayed on a blue background. The words "BIG" and "SUN" are in white, and "SOLAR" is in yellow.



**BIG SUN**  
SOLAR

**BIG SUN**  
SOLAR

**BIG SUN**  
SOLAR

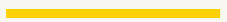
**BIG SUN**  
SOLAR

# Icons

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# Brand Colors



# Colors

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The core palette will cover the majority of your needs. It's intentionally small in variety so as to not dilute the brand visuals, which adds confusion.

## Primary Color Palette

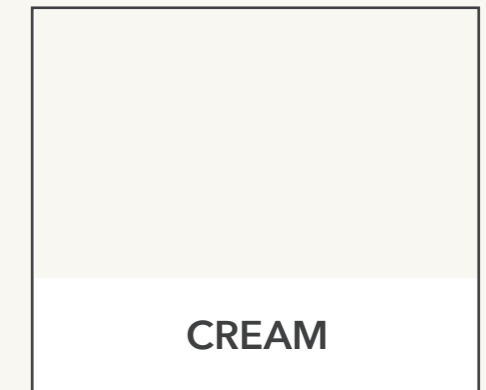
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HEX #00249C  
RGB 0 36 156  
CMYK: 100 86 0 10  
Pantone: Dark Blue C



HEX #FFD100  
RGB 255 209 0  
CMYK 0 5 100 0  
Pantone 109 C



HEX #F8F7F2  
RGB 248 247 242  
CMYK 0 0 2 0  
Pantone P 1-1 C

**Thank you**