BIG SUN

SOLAR

Logo and Colors Guide

Last updated April 13, 2021

Introduction

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

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

Last updated June 11, 2021

About Us

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

Brand Attributes

BIG SUN SOLAR IS

- Trusted
- Approachable
- Analytical
- Professional
- Dependable
- Respectful
- Optimistic

Logo Design

Our Logo

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.

Horizontal Lock-up

Vertical Lock-up

Mono Color Logo

Black and white examples of the logo

BIG SUN
SOLAR

BIG
SUN
SOLAR

Color Combinations

Examples of acceptable background and mark color combinations

BIG SUN
SOLAR

BIG SUN
SOLAR

BIG SUN
SOLAR

BIG SUN
SOLAR

Icons

Brand Colors

Colors

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

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

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

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

Thank you