



start solar
Investing for Future

Logo Guidelines

Logo - start solar

start solar logo is made up of three elements, the '*symbol*', '*company name*' and the '*tagline*'. The name of the company '*start solar*' should be in lower case only.



Breathing Space

When you place start solar logo in a design, please make sure you give it room to breathe; we call this *breathing space*.



Logo - Minimum Size

To enhance and support the integrity and consistency of the identity, the start solar logo should never be reproduced smaller than 3 cm.



Logo - Colors

start solar main colors are royal blue, orange and tuscan sun yellow.

RGB colors - for Web

 R:245 G:161 B:11
Hex Code: #f5a10b

 R:253 G:213 B:70
Hex Code: #fdd546

 R:40 G:65 B:11
Hex Code: #28416f

 R:0 G:62 B:109
Hex Code: #003e6d



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CMYK colors - for Printing

 C:0 M:43 Y:100 K:0

 C:1 M:16 Y:81 K:0

 C:100 M:82 Y:27 K:17

 C:100 M:46 Y:9 K:43

Logo - With Background Colors

start solar logo comes in two different colorways to create consistency.

For light backgrounds



For dark backgrounds



Logo - Fonts

We are using the *Myriad Pro* font for the company name and tagline.



Myriad Pro (Semibold)

start solar

Myriad Pro (Semibold)

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Logo - Additional Versions

When the primary logos are not appropriate, you can use a different version of the logo.

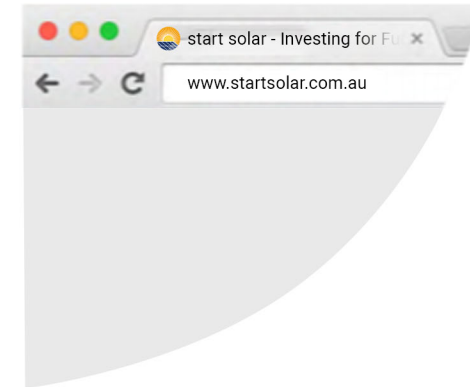
1. Horizontal logo

Text should be left aligned.



2. Favicon logo

Use in the browser tab only.



3. Mono versions

Use when a color production isn't an option.

