



SOLAR INNOVA

looking for the future



**MANUAL FOR
CORPORATE
IDENTITY**



BASIC MANUAL FOR CORPORATE IDENTITY

INTRODUCTION

The corporate identity is created from the corporate image. A clear and homogeneous corporate image is projected on the activity of a company, both public spaces and in internal communications.

This manual is an indispensable tool and must be used for the application of the elements defined therein. Any use of these items differently from the one described in this manual will be considered incorrect.

Despite its character as a basic rule, it is the intention of this identity manual cover the use of graphic elements for both corporate online media to printed media.

Name

Is defined as a name or designation identifying the company from a purely linguistic or verbal with no visual or graphical reference whatsoever.

SOLAR INNOVA



Logo

The logo depicts the visual version of the name or company name defined by a font with personality.

The logo design has been carefully studied and is transmitted through graphic image, the values of our company.

The Orange combines the energy of red with the happiness of yellow and is associated with joy, sunshine and the tropics and evokes enthusiasm, happiness, attractiveness, creativity, determination, success and encouragement. It is a warm color, which produces an energizing effect and stimulate mental activity.

Moreover, the gray represents stability, creativity, confidence and success.

Thus tries to convey the feeling of a young, dynamic, related to the renewable energy sector, but turn serious and reliable.



Graphic Logo

Solar Innova also has an image type that retains the same color as the logo.





USES OF THE LOGO AND GRAPHIC LOGO

Planimetry: composition

The ratio will remain corporate logo for any application in which it must represent. Using a grid can be seen from the proportions of the corporate logo.

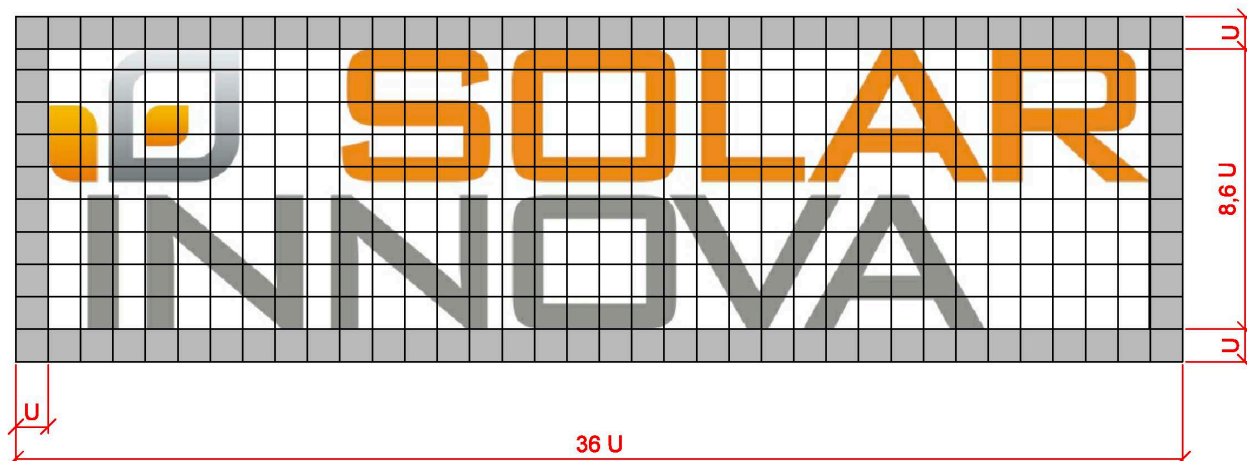
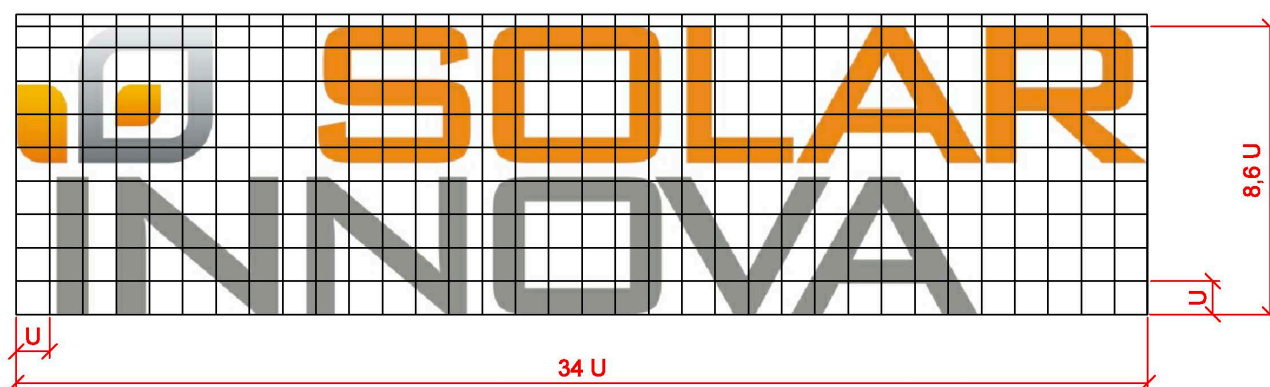
Each of the grids (U) represents a unit within the plane. The composition lattice distortions represented avoids incorrect use of the logo, maintaining their proportionality regardless of size or use means of reproduction.

The logo has an aspect ratio of 25%. Which means that, if the width is 1 unit, the height should be 0,25 units.

Planimetry: security area

Is understood as security area to the space that must exist around the logo or label without breaching any other element or invade, thus achieving a correct view of the same and preventing therefore the visual pollution.

Provide the logo of a security zone reinforces the visual independence of the same against other graphic elements that may accompany it, providing immediate identification.





USOS OF THE GRAPHIC LOGO

Planimetry: composition

Will maintain the ratio of corporate imagotype for any application in which it is to be represented. Using a grid can be seen in the same proportions.

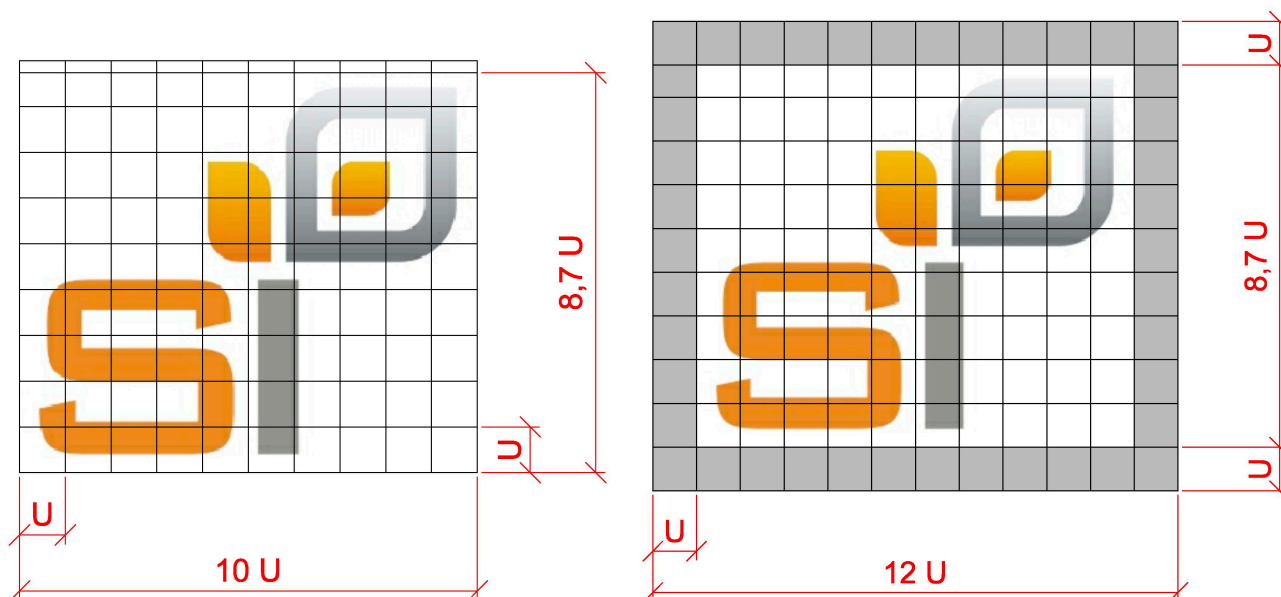
Each of the grids (U) represents a unit within the plane. The composition represented lattice distortions avoids incorrect utilization imagotype, maintaining its proportionality regardless of the size of use or reproduction medium.

The Graphic Logo presents an aspect ratio of 87%. This means that if the width is 1 unit, the height should be 0,87 units.

Planimetry: security area

Is understood as security area to the space that must exist around imagotype or label without breaching any other element or invade, thus achieving a correct view of the same and preventing therefore the visual pollution.

Provide the imagotipogotipo of a security zone reinforces the visual independence of the same against other graphic elements that may accompany it, providing immediate identification.



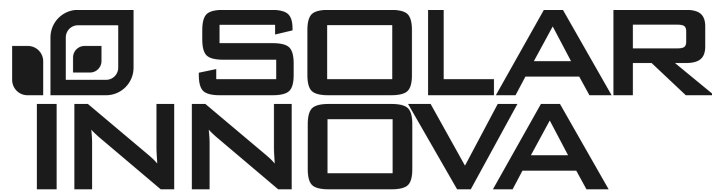


Correct uses of the Logo and Graphic Logo

Take as the main option both the design and the Graphic Logo presented so far, but may be a need, due to the particular characteristics of the support or otherwise, to use other variants thereof.

Are presented below as a series of variants which can be considered within the norm, in case they are considered more appropriate than the standard presented so far.

Flat ink Logo



Logo with Black background



Logo with white background





Flat ink Graphic Logo



Graphic Logo with white background



Graphic Logo with white background





Incorrect uses of the Logo and Graphic Logo

In general, any use than that described above is considered inaccurate.

In any case, are not proper uses which include non-corporate colors, gradients and effects, and backgrounds with images.





CORPORATE COLORS

Below the corporate colors as different color codes.



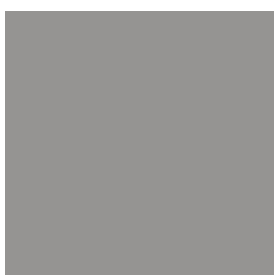
R G B
230, 120, 22



C M Y K
0, 48, 96, 1%



PANTONE
151 C



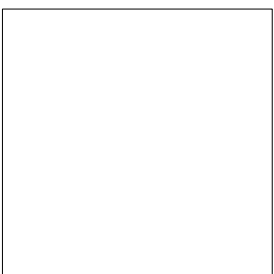
R G B
131, 130, 128



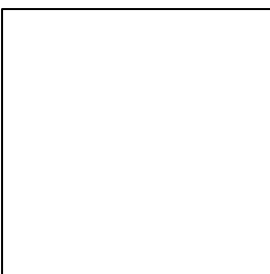
C M Y K
57, 47, 97, 0%



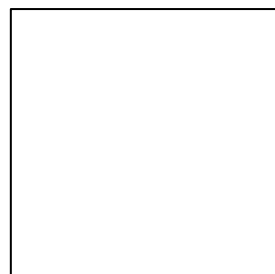
PANTONE
877 C



R G B
255, 255, 255

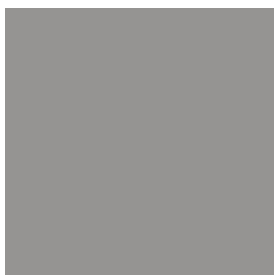


C M Y K
0, 0, 0, 0%



PANTONE
ANPA 70-1 AdPro

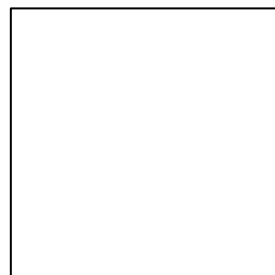
As web applications will prevent the use of pure black (000000), in which will be used instead gray (333333).



ff6600



999999



ffffff



TYPOGRAPHY

Below are the most commonly used fonts in both print and online.

LOGO TYPOGRAPHY

BankGothic Md BT

GENERIC TYPOGRAPHY

Verdana

Verdana italics

Verdana black

VERDANA CAPITAL

VERDANA CAPITAL BLACK

VERDANA CAPITAL ITALICS

VERDANA CAPITAL BLACK AND ITALICS