



Complete Sun

Graphic Style Manual



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About Complete Sun

Complete Sun is a solar company that helps other solar companies. They provide supporting customer services to help companies focus on their core business.

Slogan

Making solar simple

Logo

Variation 1



Complete Sun

Variation 2



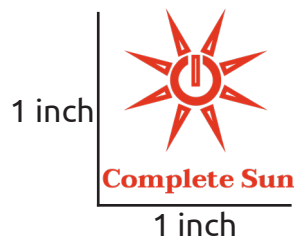
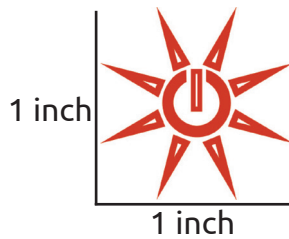
Complete Sun

Variation 3



Logo: Dos

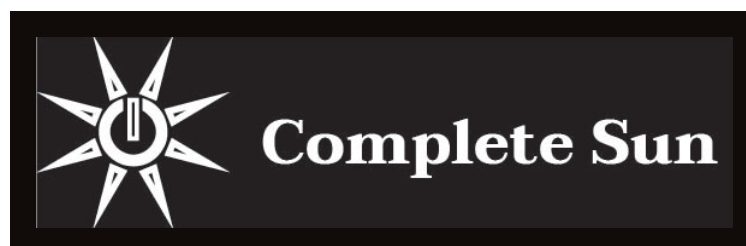
Do keep the proportions.



Do use the primary colors: blood orange (red), blackberry (black) and snowcone (white).



Do place the logo over a colored background.



Logo: Don'ts

Do not change the logo's scaling.



Complete Sun

Do not put the logo in a color that is not blood orange (red), snowcone (white), or blackberry (black).



Do not change the position of the sun and the company name in the logo.

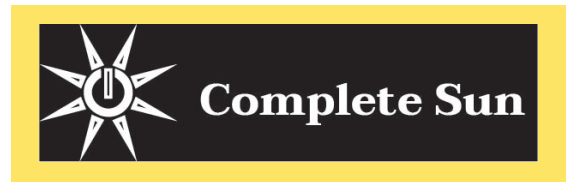


Do not add effects to the logo (shadows, glow effect, etc.)



Complete Sun

Do not put a snowcone (white) logo on a popcorn (yellow) colored background.

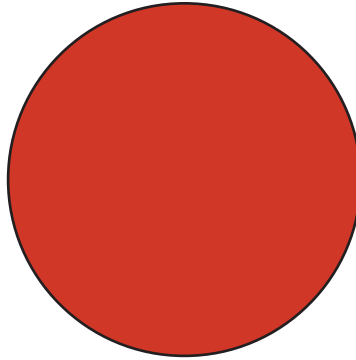


Do not put the logo or icon over a photo.



Color Swatches: Primary

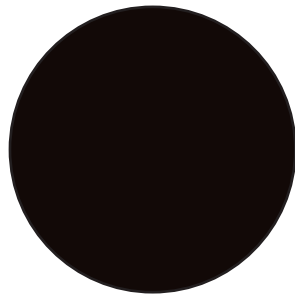
These are the colors that will be used most frequently with the brand. The logo can be colored in blood orange, blackberry or snowcone.



Blood Orange

PANTONE: 7626 C

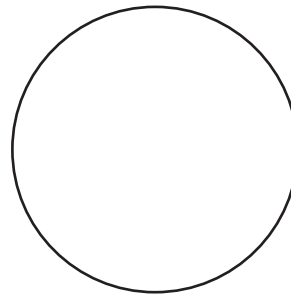
C: 12 R: 208
M: 92 G: 58
Y: 100 B: 39
K: 3



Blackberry

PANTONE: 6 C

C: 60 R: 18
M: 60 G: 9
Y: 60 B: 7
K: 90



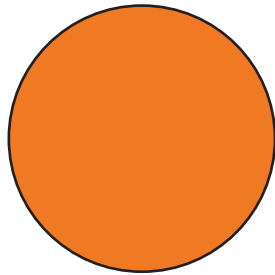
Snowcone

PANTONE: N/A

C: 0 R: 255
M: 0 G: 255
Y: 0 B: 255
K: 0

Color Swatches: Secondary

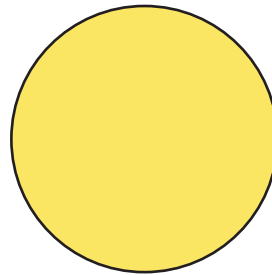
These accent colors can also be used with the brand, however, they should not be used as frequently as the primary colors. These colors also should not be used on the logo.



Tangerine

PANTONE: 158 C

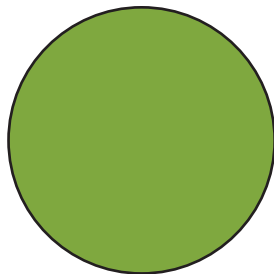
C: 2 R: 239
M: 64 G: 122
Y: 99 B: 36
K: 0



Popcorn

PANTONE: 100 C

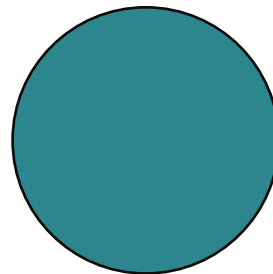
C: 2 R: 253
M: 6 G: 228
Y: 73 B: 100
K: 0



Kiwi Green

PANTONE: 7489 C

C: 56 R: 128
M: 16 G: 168
Y: 100 B: 100
K: 1



Aqua Blue

PANTONE: 5483 C

C: 79 R: 53
M: 33 G: 133
Y: 40 B: 142
K: 5

Typeface for Title Text

Taviraj Bold (12 pt font)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

'?""!'"(%)[#];,.

Taviraj Bold is only used for titles and should only be used in bold. This is what it would look like on a white background.

Taviraj Bold (12 pt font)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

'?""!'"(%)[#];,.

Taviraj Bold is only used for titles and should only be used in bold. This is what it would look like on a white background.

Aa

Taviraj Bold

Aa

Taviraj Bold

Typeface for Body Text

Ubuntu Regular (12 pt font)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

'"!("%)[#];,.

Ubuntu Regular is the body text. This is what it would look like if it were in a paragraph on a white background.

Ubuntu Regular (12 pt font)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

'"!("%)[#];,.

Ubuntu Regular is the body text. This is what it would look like if it were in a paragraph on a dark background.

Aa

Ubuntu Regular

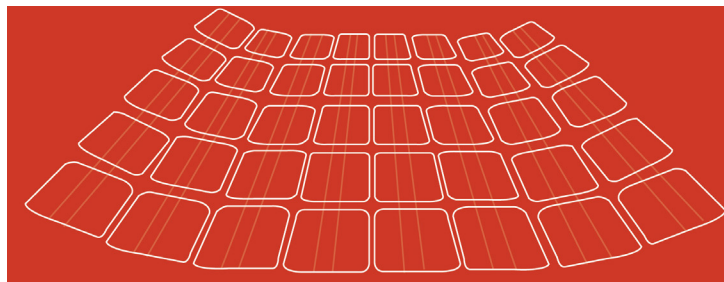
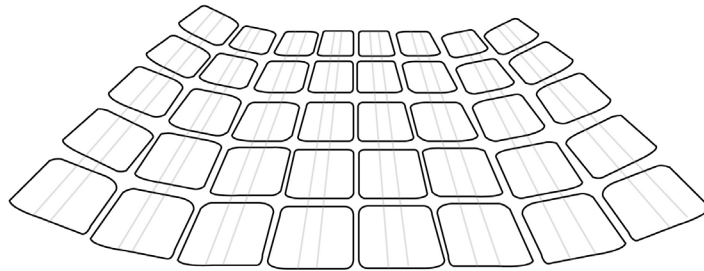
Aa

Ubuntu Regular

Graphic Element: Grid

Grid Pattern

This solar panel grid pattern when used should go to the edge. It should be used above a blood orange colored background with snowcone lines or a snowcone background with blackberry lines. The pattern shouldn't be placed above a photo.



Graphic Element: Bar

Blood Orange Bar

This bar is used at the bottom of pages. It is 8.5 X 0.535 inches. The color of the bar should be blood orange. If text is being placed over the bar it should be in 10 pt font and snowcone.

Bar without text



Bar with text



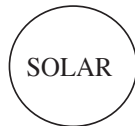
Stationary Suite

Letterhead

Paper size: 8.5 X 11 inches

Body type font size: ____ pt

Full bleed print



Complete Sun LLC.
1065 W Levoy Dr,
Taylorsville, UT 8412

Phone: (801) 444-4444
Email: completesun@mail
Web: completesun.com

Complete Sun, LLC.

Dear John Doe,

"But I must explain to you how all this mistaken idea of denouncing pleasure and praising pain was born and I will give you a complete account of the system, and expound the actual teachings of the great explorer of the truth, the master-builder of human happiness. No one rejects, dislikes, or avoids pleasure itself, because it is pleasure, but because those who do not know how to pursue pleasure rationally encounter consequences that are extremely painful.

Nor again is there anyone who loves or pursues or desires to obtain pain of itself, because it is pain, but because occasionally circumstances occur in which toil and pain can procure him some great pleasure. To take a trivial example, which of us ever undertakes laborious physical exercise, except to obtain some advantage from it? But who has any right to find fault with a man who chooses to enjoy a pleasure that has no annoying consequences, or one who avoids a pain that produces no resultant pleasure?"

"But I must explain to you how all this mistaken idea of denouncing pleasure and praising pain was born and I will give you a complete account of the system, and expound the actual teachings of the great explorer of the truth, the master-builder of human happiness. No one rejects, dislikes, or avoids pleasure itself, because it is pleasure, but because those who do not know how to pursue pleasure rationally encounter consequences that are extremely painful.

Nor again is there anyone who loves or pursues or desires to obtain pain of itself, because it is pain, but because occasionally circumstances occur in which toil and pain can procure him some great pleasure.

Sincerely,

Complete Sun

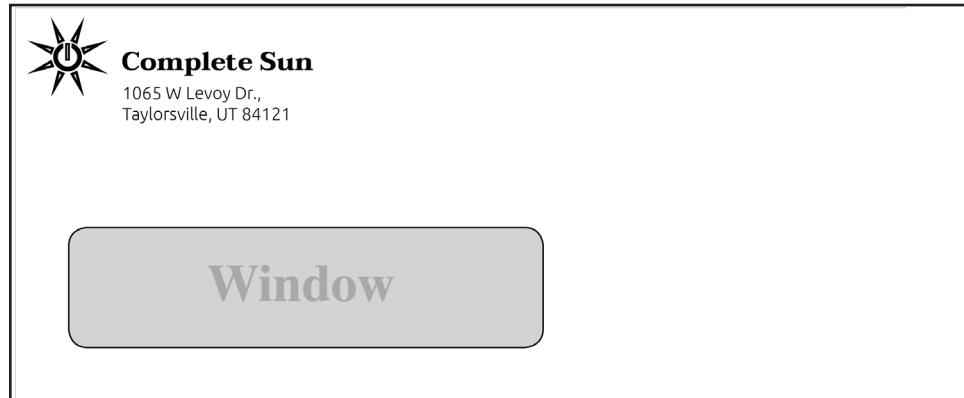
Making Solar Simple

Envelope

Envelope size: 9.5 X 4.125 inches

Body type font size: ____ pt

Full bleed print



Business Cards

Card size: 3 X 2 inches

Body type font size: ____ pt

Full bleed print

Front



Back

