



NECSOLAR

Identity Manual

Table of Contents

About Us	1	Stationary	10
Logo	2	Business Card	11
Logo Variation	3	Envelope	12
Logo Exclusion Zone	4	Letterhead	13
Incorrect Logo Usage	6	Advertisement: billboards	12
Identity Colors	7	Packaging & Apparel	17
Typeface	8		

About Us

NECSOLAR takes pride in its stellar safety and client satisfaction record while staying on the cutting edge of new solar technology. We are a turnkey solar installation provider who employs highly trained

engineers, journeyman electricians, Installation crews and consultants. We solve problems across disciplines with our diverse collective history in policy, structured finance, engineering, construction management and

environmental conservation. Our team is an elite group of individuals with the expertise to develop fully optimized systems that maximize clean power, performance, and return on investment.

Logo

NECSOLAR logo defines the values and responsibility to our communities and our planet.

the green defines the clean energy that solar power provides.

the yellow defines the sun, our sources of power and provider.



Logo Variations



These three variations of **NECSOLAR** logo are the official variation from the main logo.

These variations are the only acceptable logos that represent our brand.

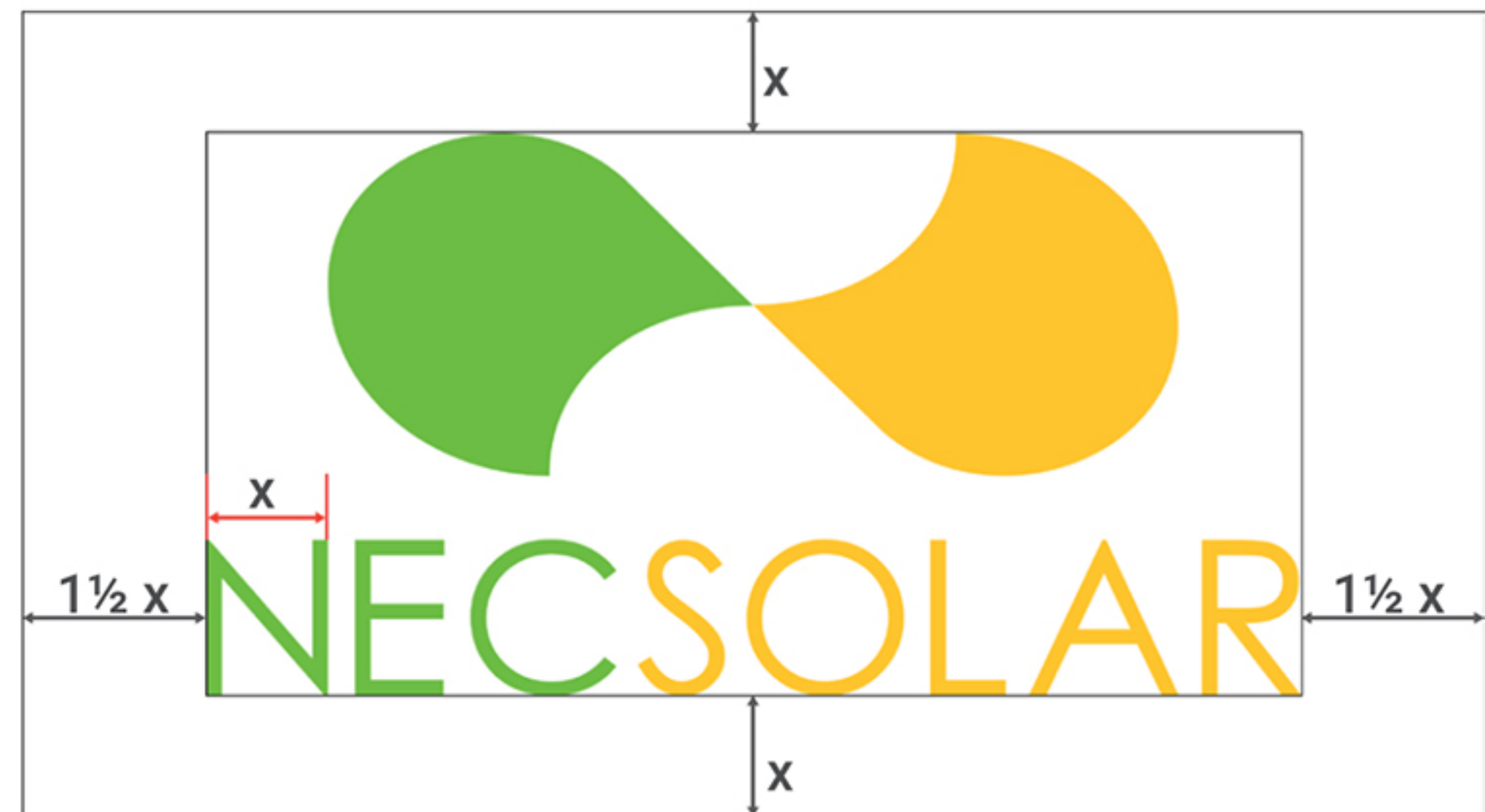


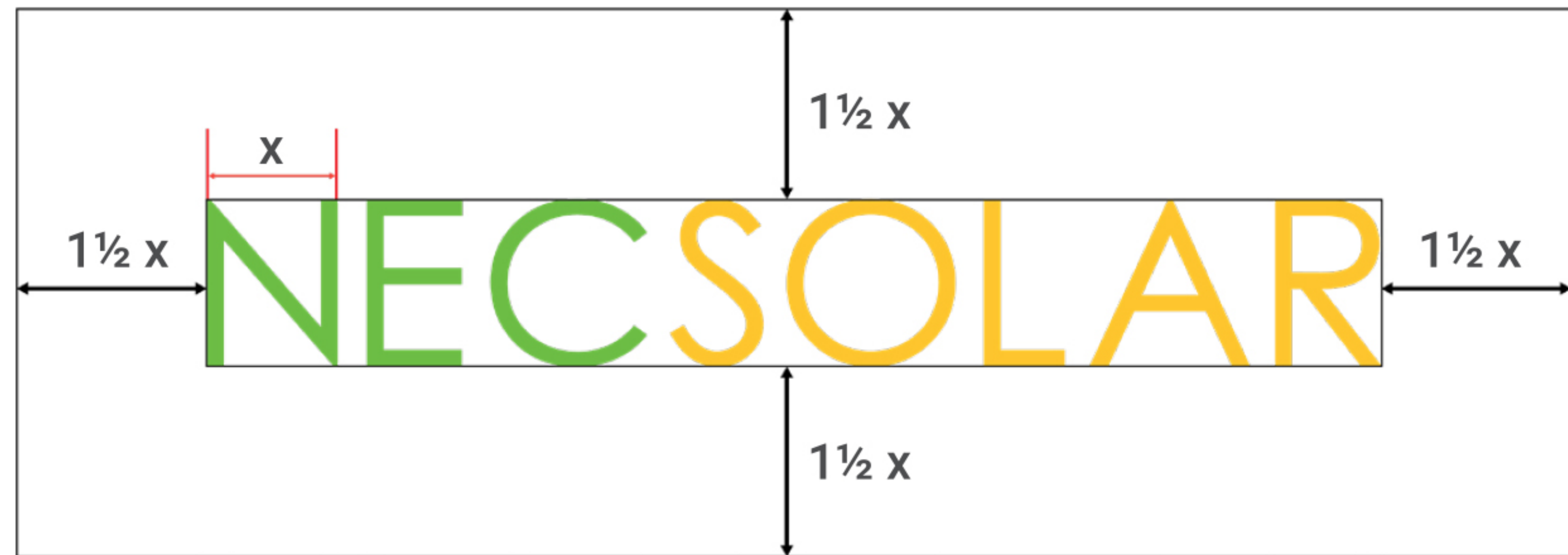
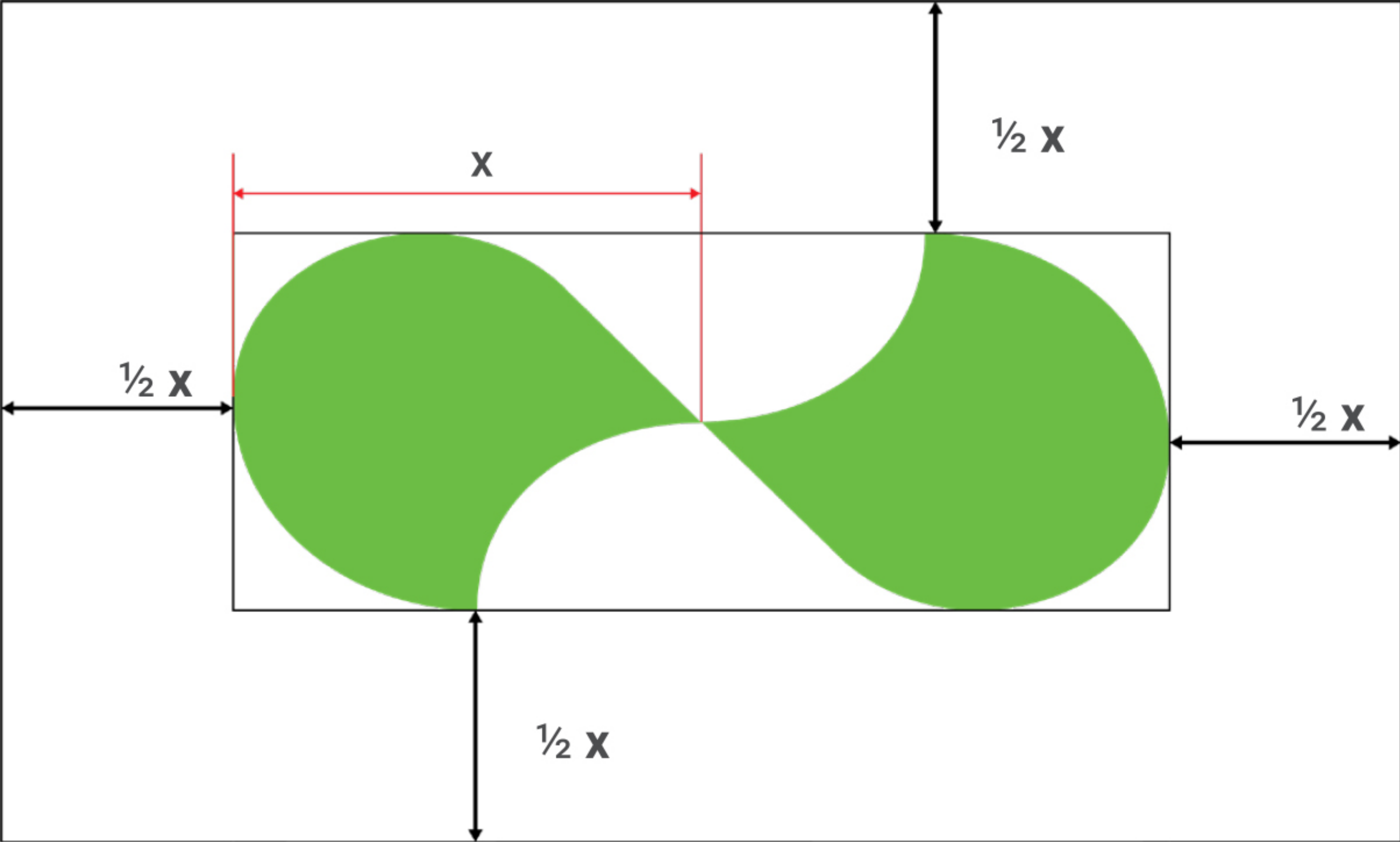
Any other other logos are unacceptable and will affect our identity and values.

Logo Exclusion Zones

The X-width of the letter “N” in **NECSOLAR** is used to measure the exclusion zone of the logo.

The distance from the logo to the border which indicates the exclusion zone must be empty.





Incorrect Logo Usage

NECSOLAR logo is the identity of our brand. changes to the logo can lead to confusion and a loss of sense as to what nec solar represents.

Here are a few examples of what shouldn't be seen on the logo.



Do not add drop shadow to logo. The logo wont be legible.



Do not distort the logo. Distortion to the logo is not acceptable



Do not add strokes to logo. Strokes alter the logo.



Do not use colors that are not include in the color guidelines

Identity Colors



Pantone P 151-8 c

CMYK
71%, 0%, 100%, 0%

RGB
76, 183, 72

HEX: #4db848



Pantone P 7-8 C 2

CMYK
0%, 18%, 100%, 0%

RGB: 255, 207,

HEX:#ffd000



Pantone P 179-14
C

CMYK
0%, 0%, 0%, 89%

RGB: 67, 67, 69

HEX: #4c4c4e

These two colors are the driving force that represent the core values of **NECSOLAR** identity as a leading force to providing clean energy.

Typefaces

Century Gothic, Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9

Century Gothic, Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9**

Roboto, Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9

Roboto, Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9

Roboto, Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9

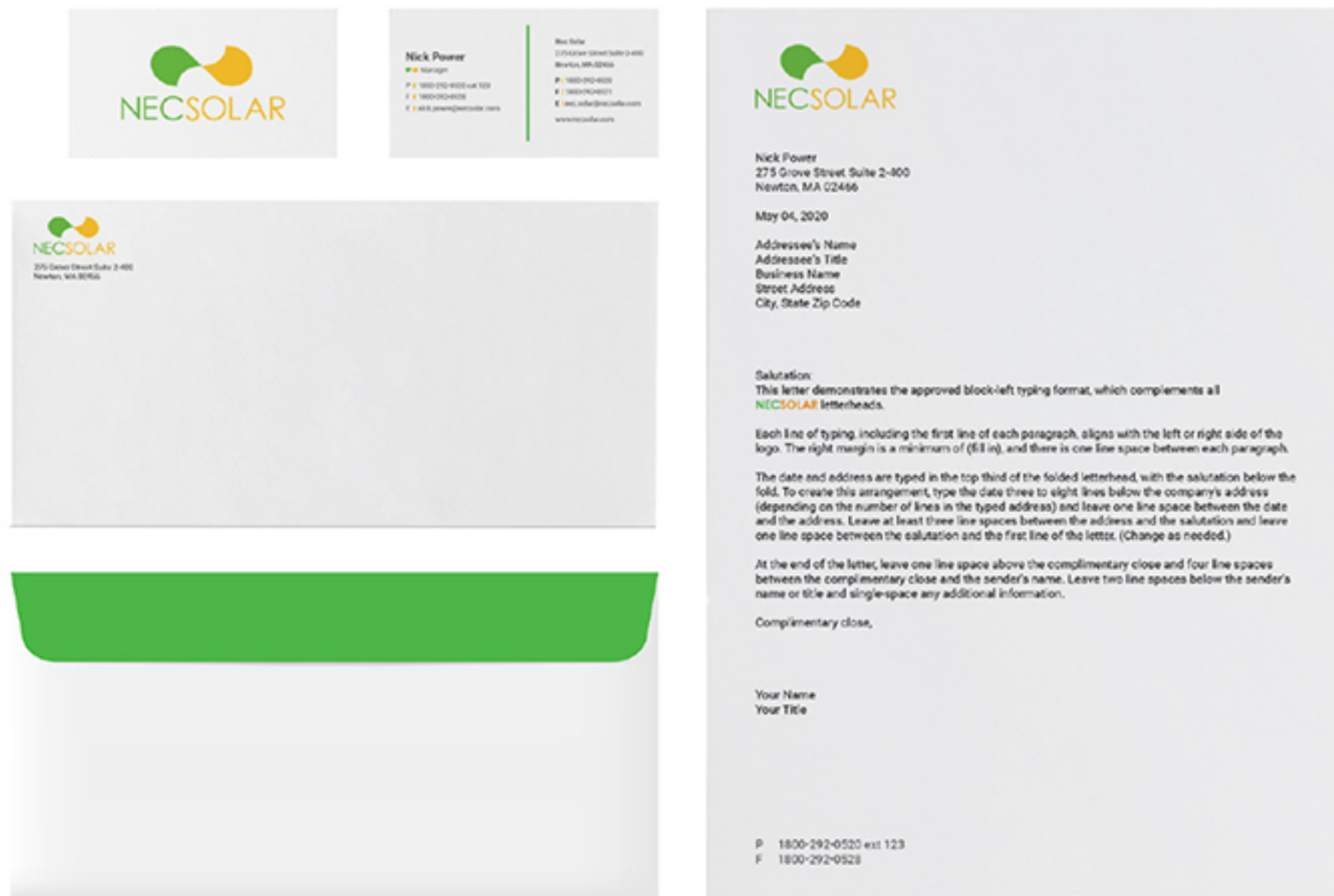
Roboto, Black

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9

Stationery

NECSOLAR stationery was designed with the simple idea of being minimal and clean. Why minimal and clean? And why does it work?

The concept of the idea comes from being a solar energy provider. Where we provide clean and renewable energy to many homes around the world with minimal impact to the environment.



NECSOLAR business card design holds up to our idea of having a minimal and clean concept throughout the design process.

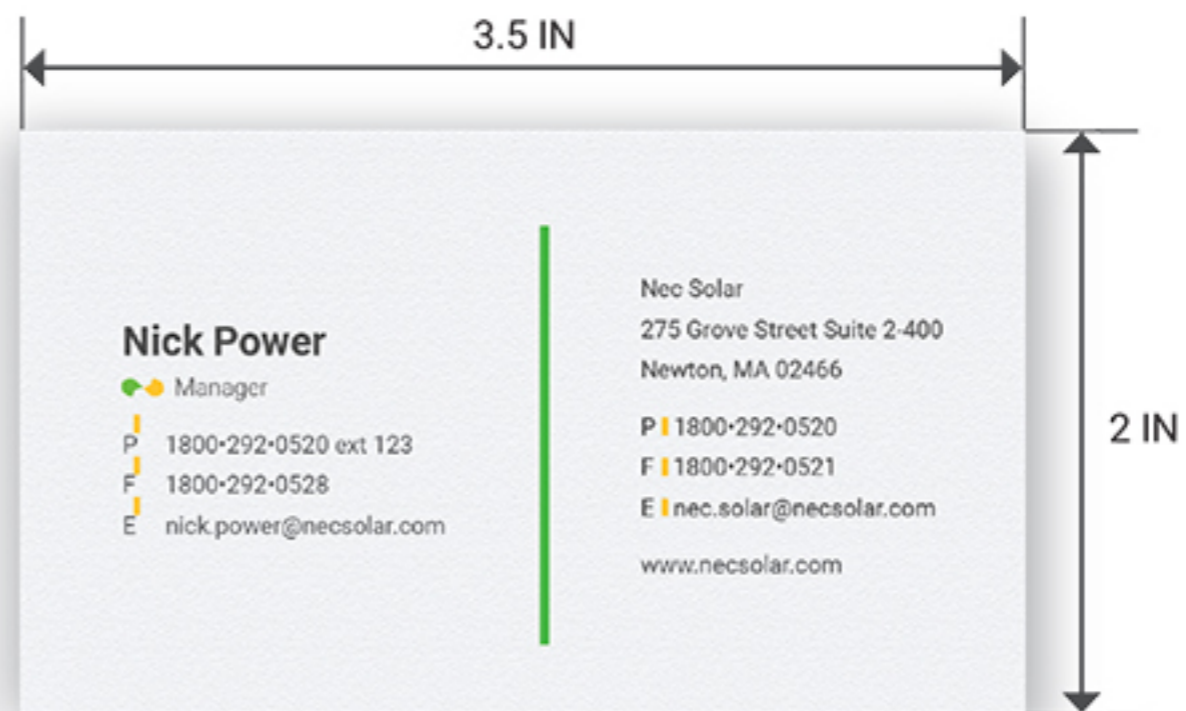
Our business card is designed in a 2 inches by 3.5 inches card.

Business Card

FRONT

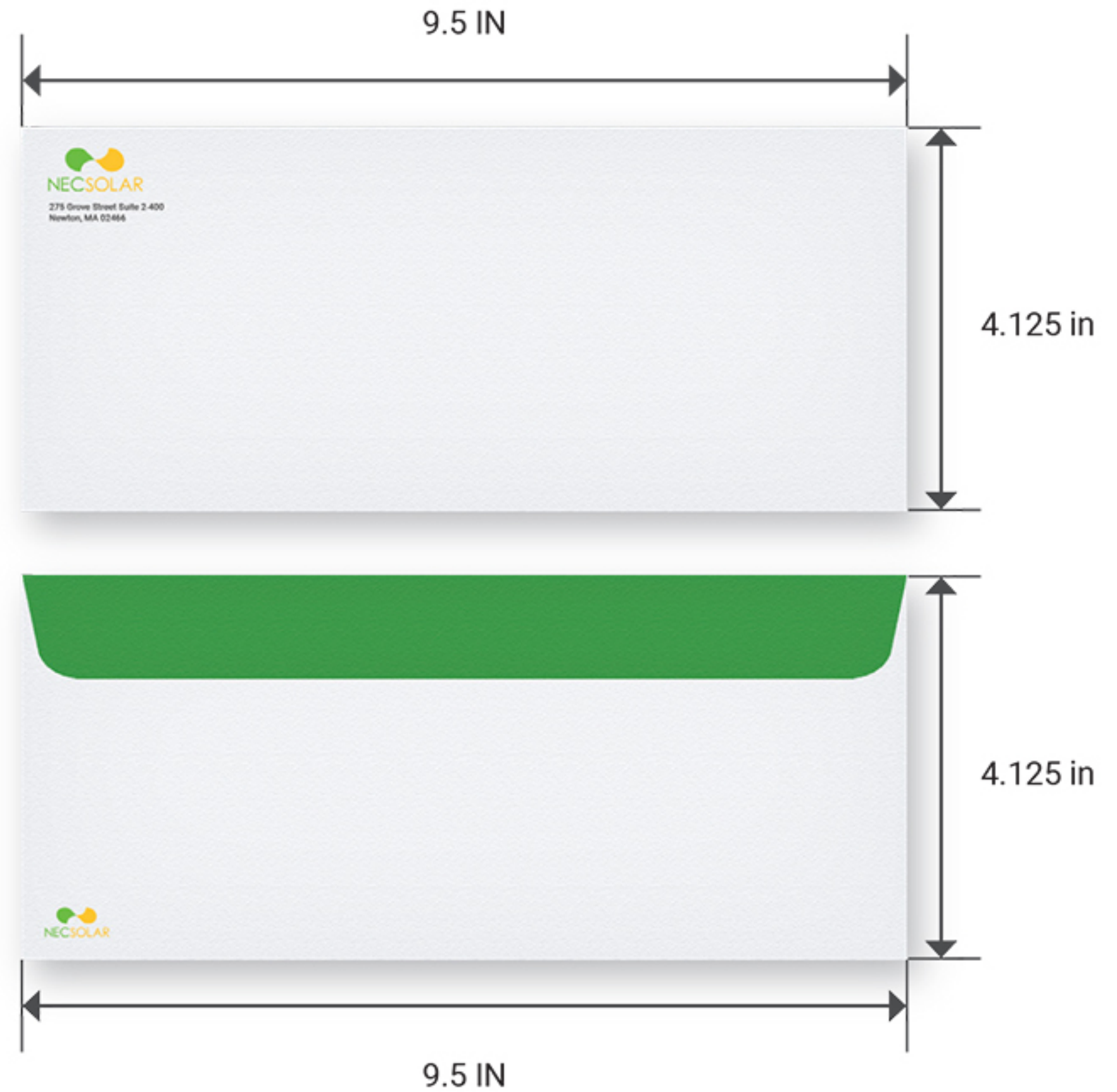


BACK



Envelope

minimal and clean, the dimension of the design envelope is 4.125 inches by 9.5 inches





Nick Power
275 Grove Street Suite 2-400
Newton, MA 02466

May 04, 2020

Addressee's Name
Addressee's Title
Business Name
Street Address
City, State Zip Code

Salutation:

This letter demonstrates the approved block-left typing format, which complements all NECSOLAR letterheads.

Each line of typing, including the first line of each paragraph, aligns with the left or right side of the logo. The right margin is a minimum of (fill in), and there is one line space between each paragraph.

The date and address are typed in the top third of the folded letterhead, with the salutation below the fold. To create this arrangement, type the date three to eight lines below the company's address (depending on the number of lines in the typed address) and leave one line space between the date and the address. Leave at least three line spaces between the address and the salutation and leave one line space between the salutation and the first line of the letter. (Change as needed.)

At the end of the letter, leave one line space above the complimentary close and four line spaces between the complimentary close and the sender's name. Leave two line spaces below the sender's name or title and single space any additional information.

Complimentary close,

Your Name
Your Title

P 800-292-0520 ext 123
F 1800-292-0528

Letterhead

The theme of the letterhead has a simple and clean style. The simplicity of the logo gives the letterhead a clean look.

Advertisement: Billboards

These are some simple designs where the slogan gives the brand a clear and clean meaning to what we stand for.





The clean way is the solar way

1800•292•0520

WWW.NECSOLAR.COM

FOLLOW US: @necsolar





The clean way
is the solar way

1800-292-0520
WWW.NECSOLAR.COM

FOLLOW US: @necsolar   



Packaging & Apparel



These are samples of how a package is designed. The front of the package has the logo up and center of the box. The side of the package has the type of solar panel stated on the side, along with the fast delivery statement.







21

