



# **SOLAHART STYLE GUIDE** 2020





# INTRODUCTION

This style guide allows you to promote your business in a style consistent with Solahart's corporate and product marketing. It presents a group standard that is consistent in all marketing communication to Solahart customers.

## **The Solahart logo and brand signatures are:**

Valuable trade marks

The property of Solahart Australia Pty Ltd. and its operating subsidiaries

Indicated with the insignia®

Not to be used by any person or organisation other than Solahart without written approval.

Use of the Solahart name and logo is a sign of the unique relationship that exists between Solahart dealers and Solahart. To take full advantage of this association, it is crucial to be consistent when applying all components of this style guide.



# TONE OF VOICE

Since 1953, Solahart has been the trusted name in Australian solar. To maintain this place in consumers' hearts and minds, it is important that all brand communications are consistent and reinforce our premium positioning.

Our brand tone of voice is friendly but professional. Intelligent but easy to understand. Aspirational but attainable. We are Australian at heart, but a leader on the global stage. Our claims are trustworthy and always substantiated.



# BRAND POSITIONING

## **GET SMART** **GET SOLAHART**

At Solahart, we believe the best brand positioning statements come from real insights and the truth. Our 'Get Smart. Get Solahart' positioning reinforces our key message.

"Through smart technology and smart people, we're helping smart Australians make a real difference to the planet, cutting their energy bills, and connecting them to their smart energy future."



## Preferred Logo

The Solahart identity logo can only be used by approved Solahart Dealers. Use the guidelines below to ensure its integrity.



## Colour Breakdown



### Solahart Red

C:0 M:99 Y:97 K:0  
R:237 G:28 B:36  
#ed1c24



### Solahart Blue

C:99 M:75 Y:5 K:0  
R:0 G:83 B:159  
#00539f

## Minimum Size



## Black Logo

One colour logo to be used in spot colour printing, such as classified advertising, where printing is limited to one colour.



## Colour Breakdown



### Black

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

## Safe Area





# LOGO USAGE



## Correct Usage



## Incorrect Usage







## Hot water Logo

To be used when promoting SHW only.



## Energy Logo

To be used when promoting PV only or in combination with SHW.



## No tagline Logo

To be used only when too small to view the tagline.





# YELLOW BOX INFO & 'GET SMART' LOGO



## Main Logo on white

The 'Get Smart' logo can only be used by approved Solahart Dealers. Use the guidelines below to ensure its integrity.



## Colour options:





## Headline font

### **GOTHAM BLACK/REGULAR**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
12345678901234567890**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
12345678901234567890

Only use uppercase. Gotham can also be used for subheads when impact is required.

## Subhead & copy font

### **AVENIR BLACK/REGULAR**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz**

**12345678901234567890**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
12345678901234567890

Avenir is the main copy font. This typeface comes in either bold or Roman and is very legible in the smaller font sizes. It can also be used for subheads.

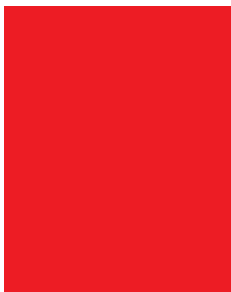


# BRAND COLOURS



## Main Brand colours

The brand colours should be used as the main colours in all design collateral.



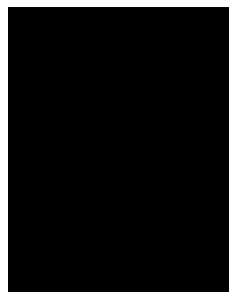
**Solahart Red**

C:0 M:99 Y:97 K:0  
R:237 G:28 B:36  
#ed1c24



**Solahart Blue**

C:99 M:75 Y:5 K:0  
R:0 G:83 B:159  
#00539f



**Black\***

C:0 M:0 Y:0 K:100  
R:0 G:0 B:0  
#000000

## Supporting colours

These colours can be used as highlights or background colours.



**Yellow**

C:0 M:31 Y:100 K:0  
R:253 G:183 B:20  
#fdb714



**Light Blue**

C:32 M:10 Y:5 K:0  
R:170 G:204 B:226  
#aacce2



**Cyan**

C:69 M:14 Y:0 K:0  
R:0 G:174 B:239  
#00aeef

\*Wherever Rich Black required please use C:40 M:0 Y:0 K:100



# ICON STYLES



## Style guidelines

Icons can be used to highlight features and benefits.  
They should always follow the simple graphic style shown here:





# PROMOTION PULL-OUTS



## Examples:

Any pull-outs required for specific promotions to match Solahart style as indicated and always using Solahart brand colours.

### Flag Style:



### Bubble Style:





# LIFESTYLE IMAGERY



## Reference images that we love

The Solahart lifestyle imagery should be bright and inspiring, featuring happy, real individuals and families.





# PRODUCT IMAGERY



The Solahart product imagery is modern and bright and highlights the Solahart products in real-life scenarios.

Always refer to Marketing Department before using product imagery to ensure that latest product renders are being used and that talent usage has been negotiated where applicable.



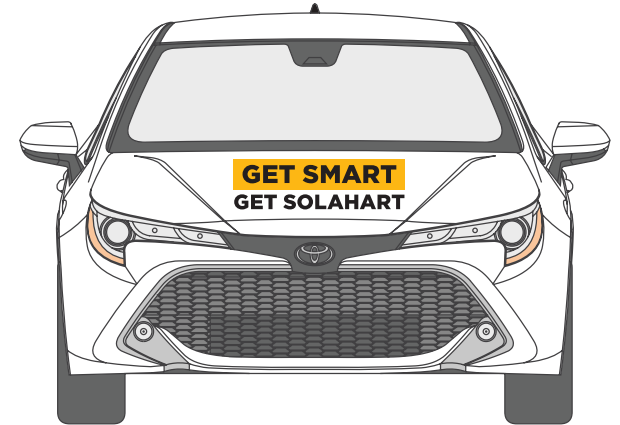
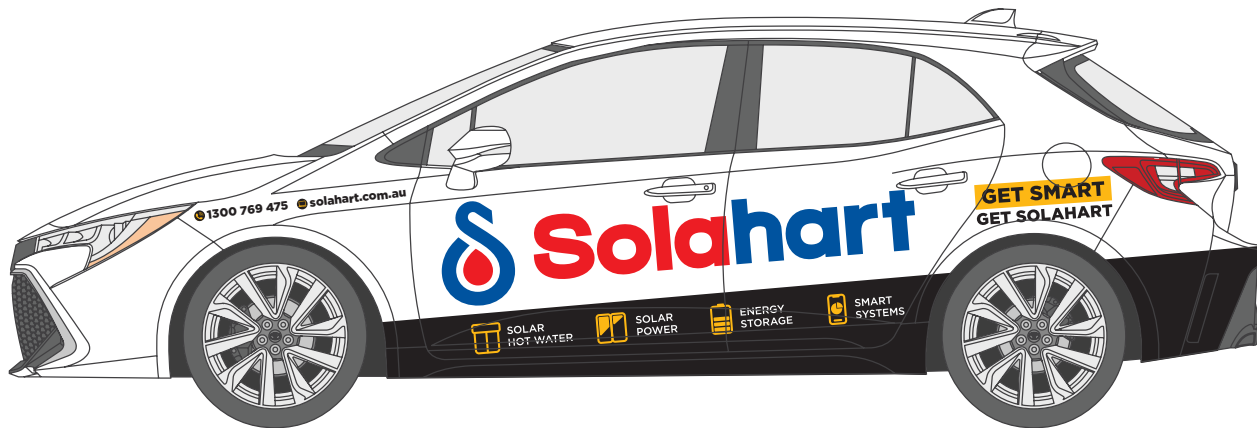


# BRANDED VEHICLES



## Vehicle Wrap

Vehicle branding uses the 'Get Smart' look and feel and is designed to suit the shape and specifications of each vehicle as required.





## Signage Examples

Solahart Signage must always follow the Solahart look and feel as indicated in these guidelines. Product and lifestyle imagery should take up the majority of the display area and where possible, the logo should be prominently displayed on a clean background. Content subject to size and application.

### Coreflute - 900x600



**WE GOT SMART WITH SOLAHART**

✓ FUTURE-PROOFING OUR HOME ✓ CUTTING OUR ENERGY BILLS

**GET SMART GET SOLAHART** BOOK A SOLAR ASSESSMENT TODAY AT [solahart.com.au](http://solahart.com.au) **Solahart** ENERGY FREE FROM THE SUN

### Dealer Signage - 6000x4050



**Solahart**

**GET SMART GET SOLAHART**

**SOLAR HOT WATER** **SOLAR POWER** **ENERGY STORAGE** **SMART SYSTEMS**

### Pull-up Banners - 2000x850



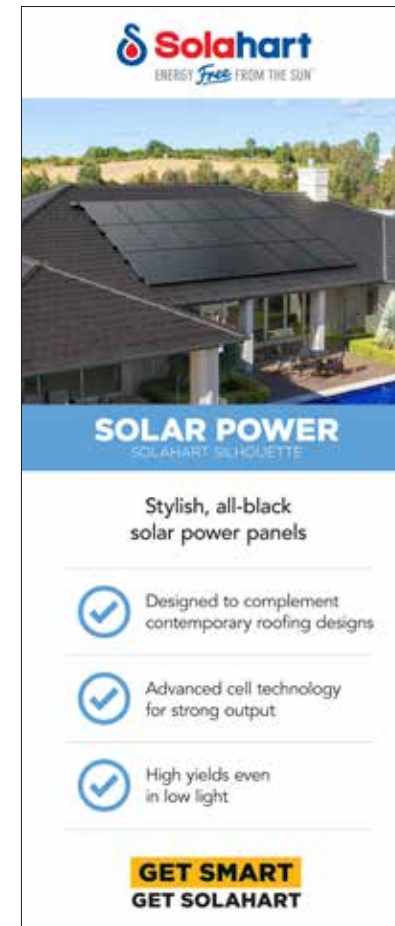
**Solahart** ENERGY FREE FROM THE SUN

**SOLAR HOT WATER** ROOF-MOUNTED SYSTEMS

Perfect when space at ground level is limited

- ✓ Super-simple technology
- ✓ Designed and built for the harshest Australian conditions
- ✓ Over 1 million systems installed worldwide

**GET SMART GET SOLAHART**



**Solahart** ENERGY FREE FROM THE SUN

**SOLAR POWER** SOLAHART SILHOUETTE

Stylish, all-black solar power panels

- ✓ Designed to complement contemporary roofing designs
- ✓ Advanced cell technology for strong output
- ✓ High yields even in low light

**GET SMART GET SOLAHART**



# SIGNAGE



## Exterior signage

Exterior signage uses our current 'Get Smart' styling, and is designed on a store by store basis on request.



Using lifestyle imagery



Using Solahart icons

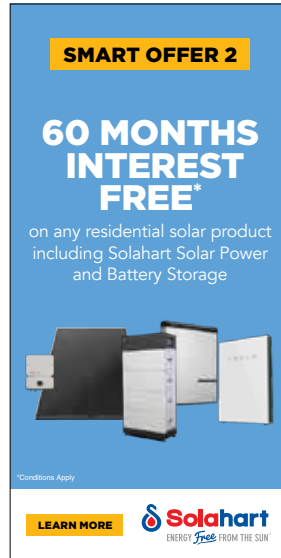




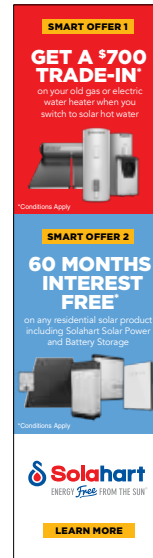
## Examples

Solahart Digital Assets must always follow the Solahart look and feel as indicated in these guidelines. All assets must have the Solahart logo as large as possible. Content subject to size and application.

Half Page – 300x600px



Skyscraper – 160x600px



Leaderboard – 728x90px



MREC – 300x250px





# SUSTAINABILITY LOGO



## Logo usage

A Greater Degree of Good represents a global commitment to sustainability and our dedication to ensuring access to affordable, reliable, sustainable and modern energy for all. The Greater Degree of Good logo should be paired with the Solahart logo where possible. Please refer to Marketing Department for specific logo guidelines if required.





**START YOUR SMART ENERGY FUTURE TODAY**

There's a great transition happening on the rooftops of Australia. And at Solahart, we're proud to be leading the charge, one home, one family, one solar panel at a time. We're leading smart, modern, sustainable energy for the people who love their energy bill, and connecting them to the smart energy future. It's time to join the revolution. It's time to get smart, with Solahart.

**SMART SOLAR SOLUTIONS FOR SMART BUSINESSES**





**GET SMART  
GET SOLAHART**

**AUSTRALIA'S FIRST SOLAR-SMART ELECTRIC WATER HEATER**

Solahart PowerFlow® is a solar-powered electric water heater that's smart, modern, and sustainable. It's the first solar-powered electric water heater in Australia. It's the first solar-powered electric water heater in Australia. It's the first solar-powered electric water heater in Australia.



**Key features**

- You'll save money on your energy bill.
- You'll save money on your energy bill.
- You'll save money on your energy bill.
- You'll save money on your energy bill.
- You'll save money on your energy bill.

**GET SMART WITH SOLAHART**

- We'll help you choose the right solar solution for your home or business.
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- We'll help you choose the right solar solution for your home or business.

Book a free on-site solar assessment!  
Call 0800 700 479 or visit [solahart.com.au](http://solahart.com.au)





# EMAIL LOGO USAGE



## Solahart Affiliates Lock-up

When combining the Solahart logo with other logos in your email footer, the Solahart logo should always be more prominent and separated from the affiliate logos with a divider line.

Affiliate logos should all be the same size and evenly spaced. See example below.





# SOCIAL MEDIA ASSETS



## Facebook ads

All social media assets to match Solahart image style, using approved fonts and brand colours. All Facebook adverts to adhere to 20% text rule as per Facebook guidelines.

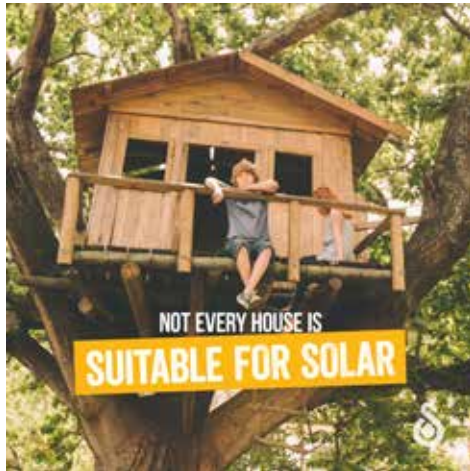




# SOCIAL MEDIA ASSETS



Facebook/Instagram posts





**FOR MORE INFORMATION CONTACT:**

Solahart Marketing  
[marketing@solahart.com.au](mailto:marketing@solahart.com.au)