

BRAND SYSTEM

Brand & OpenSolar Starter Kit

A practical foundation for consistent proposals, web pages, documents, email, JotForm, Microsoft 365 and future marketing assets.

Independent advice

Options explained around your property, usage and objectives.

Coordinated delivery

Qualified installation partners selected for the project.

Long-term value

Design decisions focused on performance, usability and aftercare.

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Brand position

Solar Renewables & Importations Ltd is positioned as an intelligent energy consultancy and coordinated project-delivery business for homeowners, organisations and commercial property operators.

- Core promise: Intelligent energy. Trusted delivery.
- Personality: informed, clear, calm, progressive and commercially credible.
- Customer experience: assess first, explain options, coordinate delivery, support aftercare.

Visual identity

- Deep navy #0F1B2D - authority and technical confidence.
- Energy green #1F9D72 - renewables, progress and value.
- Solar gold #E8A33D - warmth, action and premium detail.
- Electric blue #55D6FF - technology, data and innovation.
- Warm paper #F6F4EF - clarity and approachability.

Logo use

- Use the horizontal logo for proposals, OpenSolar, website headers and email signatures.
- Use the square mark for social profiles, favicon and app icons.
- Keep clear space around the logo equal to the height of the sun symbol.
- Do not stretch, recolour individual components or place over busy imagery.

Messaging pillars

- Whole-system thinking: technologies designed to work together.
- Evidence-led decisions: consumption, property and objectives first.
- Transparent delivery: clear roles, qualified partners and documented handover.
- Commercial intelligence: feasibility, cash flow, funding and long-term value.
- Education: practical resources that help customers understand their options.

OpenSolar and proposal setup

- Upload the horizontal SVG or a converted transparent PNG.
- Use the navy, green, gold and warm-paper palette in proposal themes.
- Set the company contact information and website consistently.
- Add approved terms, privacy wording and installer-specific accreditations.
- Separate indicative savings from guaranteed outcomes.
- Use project-specific installer details in the contract and compliance sections.

Next step

Send your postcode, recent energy information and a short description of the project. We can then arrange an initial assessment and explain the most useful next stage.

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