



SAKTHI
SOLAR SYSTEMS
The Last Word of Power

SAKTHI SOLAR SYSTEMS

Branding Kit for Design & Marketing

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Brand essence

Premium solar engineering. Clean, confident, long-lasting power.

Personality

Reliable • Modern • Precise • Bold • Calm

Quick usage: Use Navy for trust/tech foundation, Red for highlights & calls-to-action, and lots of white space for a premium feel.

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This guide gives designers everything needed to create consistent visuals: logo usage, colors, typography, layout rules, and template specs.

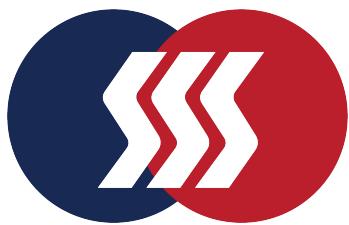
Logo System

Primary assets included: full logo lockup, icon mark, and wordmark. Use the full logo whenever space allows; use the icon for app icons, favicons, social avatars, and stamps.

Full Lockup



Icon



Wordmark



- **Clear space:** keep at least the width of the inner white 'S' stroke around the logo on all sides.
- **Minimum size:** print: 25 mm wide (full lockup), 12 mm wide (icon). Digital: 140 px wide (full), 48 px (icon).
- **Backgrounds:** preferred: white or very light grey. On dark backgrounds use the full logo in white (or the icon in white) and keep the Red accent only if contrast is strong.
- **Do not:** stretch, skew, rotate, add shadows, add outlines, change colors, rearrange elements, or place on busy photos without a solid overlay.

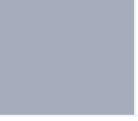
Approved Background Examples



Left: light background. Right: dark background (use white logo/icon).

Color Palette

Use Navy as the foundation (headers, body text accents, backgrounds). Use Red as the highlight (CTAs, key numbers, active states). Keep plenty of white space for a premium feel.

	Primary Navy #182954	Headers, nav, dark backgrounds, trust/tech foundation
	Primary Red #BB1F2C	CTAs, highlights, key actions, emphasis
	White	Main background, negative space
	Gray 50 #F7F8FA	Section backgrounds, cards
	Gray 100 #EEF1F5	Borders, dividers
	Gray 600 #636F8C	Secondary text
	Gray 300 #A5ACBC	Disabled states, subtle text/icons

Color usage ratio (recommended): White/Neutrals 70%, Navy 20–25%, Red 5–10%.

Accessibility tip: Use Navy text on White/Gray 50; avoid Red text on White for small body copy (use Red for buttons and large headlines only).

Typography

Choose clean, modern sans-serif fonts with strong numerals and good readability. Keep uppercase headings with slight tracking for a technical premium look.

Option A (recommended)	Space Grotesk (Headlines) + Inter (Body)	Modern, engineering-led, premium. Great for web and print.
Option B	Sora (Headlines) + Source Sans 3 (Body)	Friendly but still sharp; strong legibility.

Type Scale (for designers)

H1	48/56	Bold	Hero headlines
H2	34/40	Bold	Section headlines
H3	24/30	SemiBold	Card titles
Body	16/24	Regular	Paragraph text
Small	14/20	Regular	Captions, helper text
Label	12/16	SemiBold	Buttons, form labels

Uppercase headings: use +2% to +4% letter spacing. Avoid all-caps in long sentences.

Layout Rules (Design System)

Build layouts that feel premium: big imagery, simple hierarchy, and a consistent spacing scale. Use the circle overlap motif subtly (not as decoration everywhere).

- **Spacing scale:** 4, 8, 12, 16, 24, 32, 48, 64 px.
- **Radius:** 12–16 px for cards and buttons (slightly rounded, modern).
- **Shadows:** soft, minimal; prefer borders on light backgrounds.
- **Buttons:** Primary = Red background + White text; Secondary = Navy text + 1px border; Tertiary = text-only.
- **Grids:** 12-column desktop, 4-column mobile. Max content width 1200–1280 px.
- **Iconography:** simple monoline or solid icons; consistent stroke (1.5–2px).

Component Specs

Primary Button	BG #BB1F2C, Text #FFFFFF, Radius 14px, Padding 14x22, Hover: darken 8%
Secondary Button	Transparent BG, Border #182954, Text #182954, Hover: BG #F7F8FA
Cards	BG #FFFFFF on #F7F8FA, Border #EEF1F5, Padding 24px, Radius 16px
Links	Navy by default; Red on hover for key actions
Forms	1px border #EEF1F5, Focus ring Navy at 20% opacity

Social & Print Templates

These are design-ready specs for Canva/Figma templates. Keep text minimal, use strong photos, and reserve Red for the main CTA or key number.

Social template formats

Instagram Post	1080x1350	Headline top-left, photo full-bleed, Red CTA pill bottom-left.
Instagram Story	1080x1920	Big headline centered, 2-line subtext, icon watermark at 6% opacity.
Facebook/LinkedIn	1200x628	Left text block on White/Gray 50, right image, Red CTA button.
Reel Cover	1080x1920	Title + category label, consistent alignment across series.

Print/onsite specs

Business Card	85x55 mm	Front: icon + name. Back: full logo + contacts.
Letterhead	A4	Top-left logo, thin Navy line, footer with address/details.
Vehicle Sticker	Variable	Icon large on doors, wordmark on rear; Red accent stripe optional.
Site Board	8x4 ft / A0+	High contrast: White background, Navy text, Red CTA (phone).

Export checklist: Logo (PDF/SVG for print, PNG for digital), color swatches (ASE), typography links, and template files (Figma/Canva). Keep master files in a single “Brand Assets” folder with versioning.