





Brand Guideline



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| Our Brand ABOUT US



Our Brand

About Us

Choosing ORDOT Solar means choosing a reliable and experienced partner to help transition you to renewable energy. We have a team of experts with years of industry experience and the knowledge and skills necessary to design, install, and maintain your solar system to ensure optimal performance.

We use only the highest quality solar panels and equipment, ensuring that your system is durable and efficient. As these systems are warranties for 25 years, it is in our best interest to use the finest products available on the market. We also provide comprehensive warranties to offer you peace of mind that you're covered in case anything goes wrong.

We understand that every customer has unique needs and goals, so we offer customized solutions to meet your specific requirements. Whether you're a homeowner, business owner, or developer, we can help you find the perfect solar solution to fit your budget and energy needs!

Choose us and join our family of satisfied customers who have already made the switch to renewable energy. Contact us today to schedule a consultation and learn more about how solar power can benefit you.



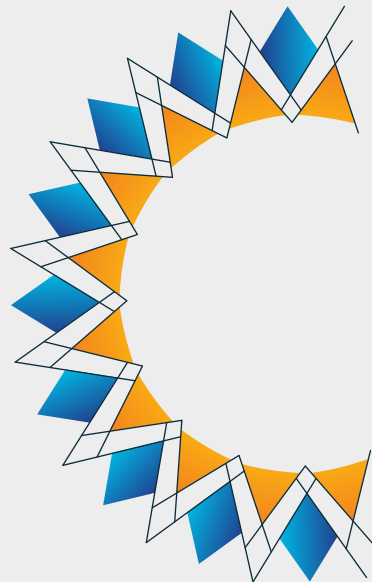
| Brand Elements GUIDELINE



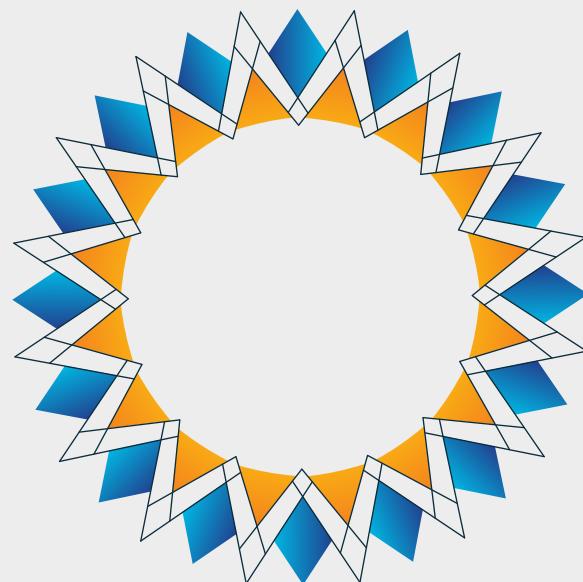
Logo Overview



Logo Structure



**Primary Logo
Structure**



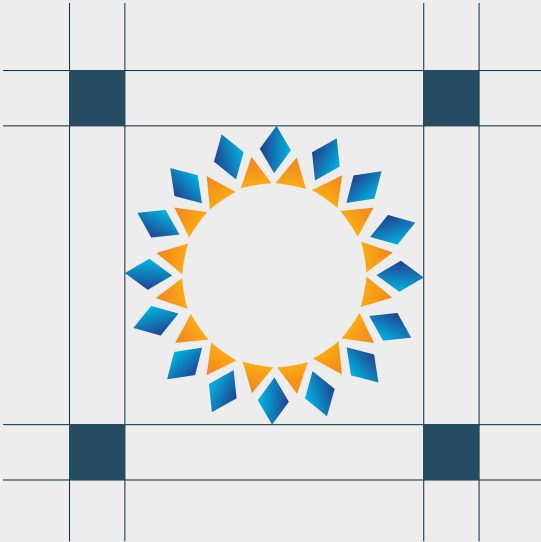
Icon Structure



Minimum Clear Space



Logo Size 200px &
Clear Space 50px



Logo Size 200px &
Clear Space 50px



Logo Minimum Size

Logo Size

The minimum size of the logo is 35 pixels.
If the logo falls below 35 pixels then the logo
Will fail to reveal its identity. So It is recommended
To keep the logo within minimum 35 pixels.



Logo Placement

1. Top Left	2. Top Centred	3. Top Right
1. Mid Left	2. Mid Centred	3. Mid Right
1. Bottom Left	2. Bottom Centred	3. Bottom Right



Application Icon



What To Avoid

Presenting a clear and consistent brand is crucial to building recognition for our mission and protecting our image and reputation worldwide. Please DO NOT alter the Ordot logo in any way. This examples illustrate unacceptable uses of our logo. Please do not in any way, re draw, compromise or manipulate the logo.



Do not use outlines



Don't reduce transparency



Do not change the object placement



Do not change order



Don't scale in horizontal and vertical



Do not make shadow



Do not change icon colors



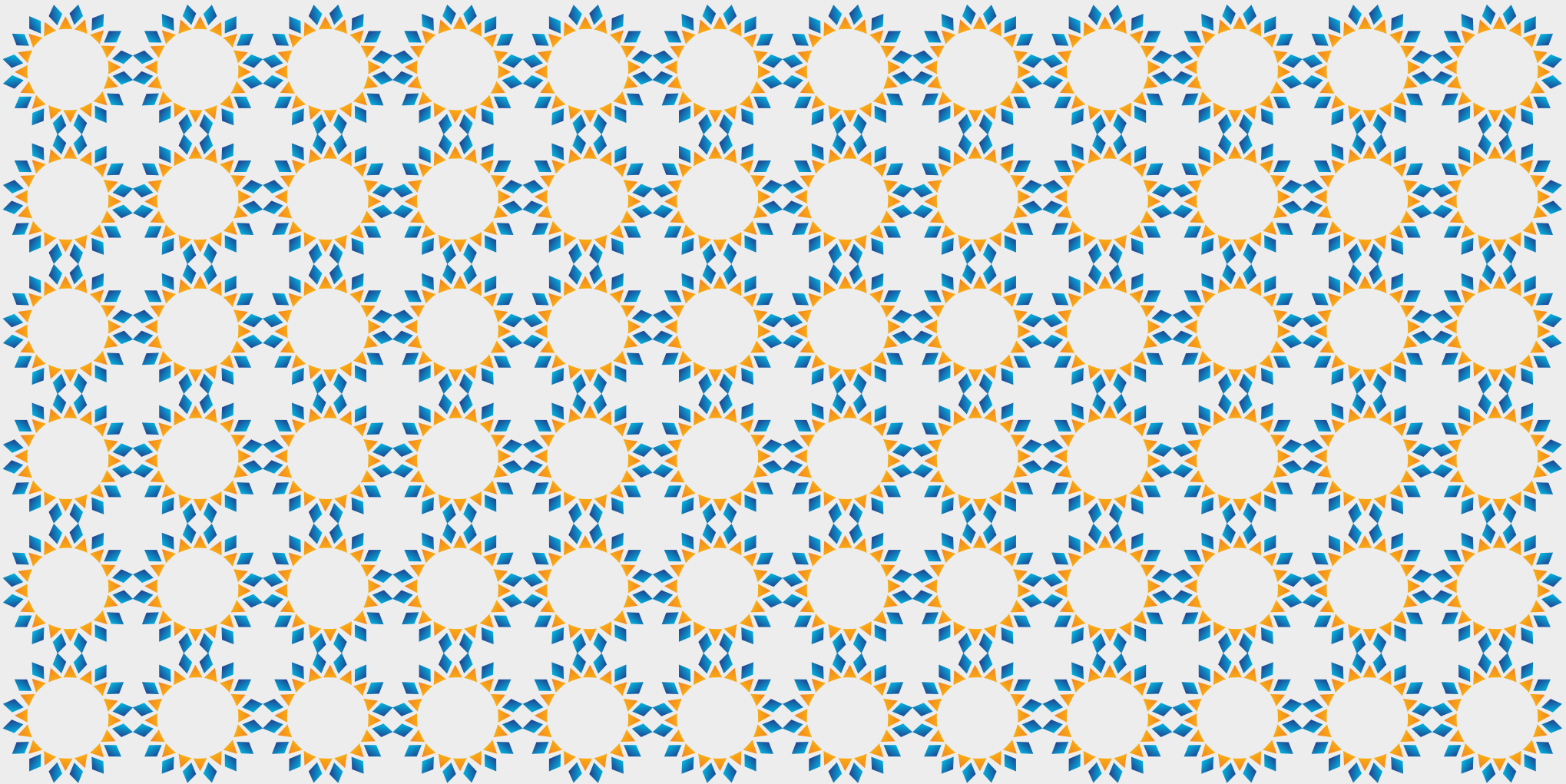
Do not outline the font



Do not make font gradient



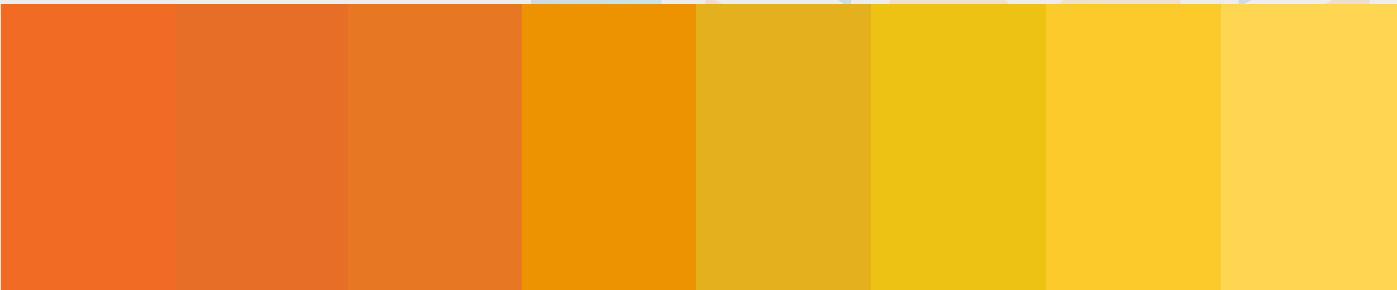
Pattern



| Brand Color Palette



Color Palette



| Brand Typography



Primary Typeface

COCOGOOSE

Light

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

Demi 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

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



Secondary Typeface

MONTSERRAT

Light

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

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

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



| Brand Stationary





Letterhead

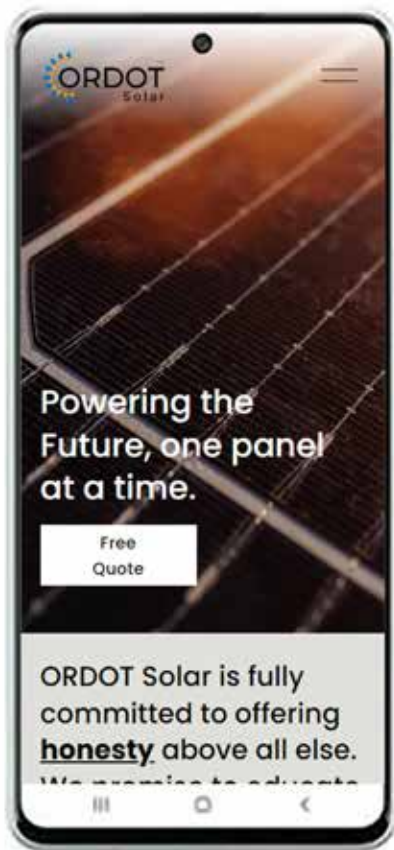
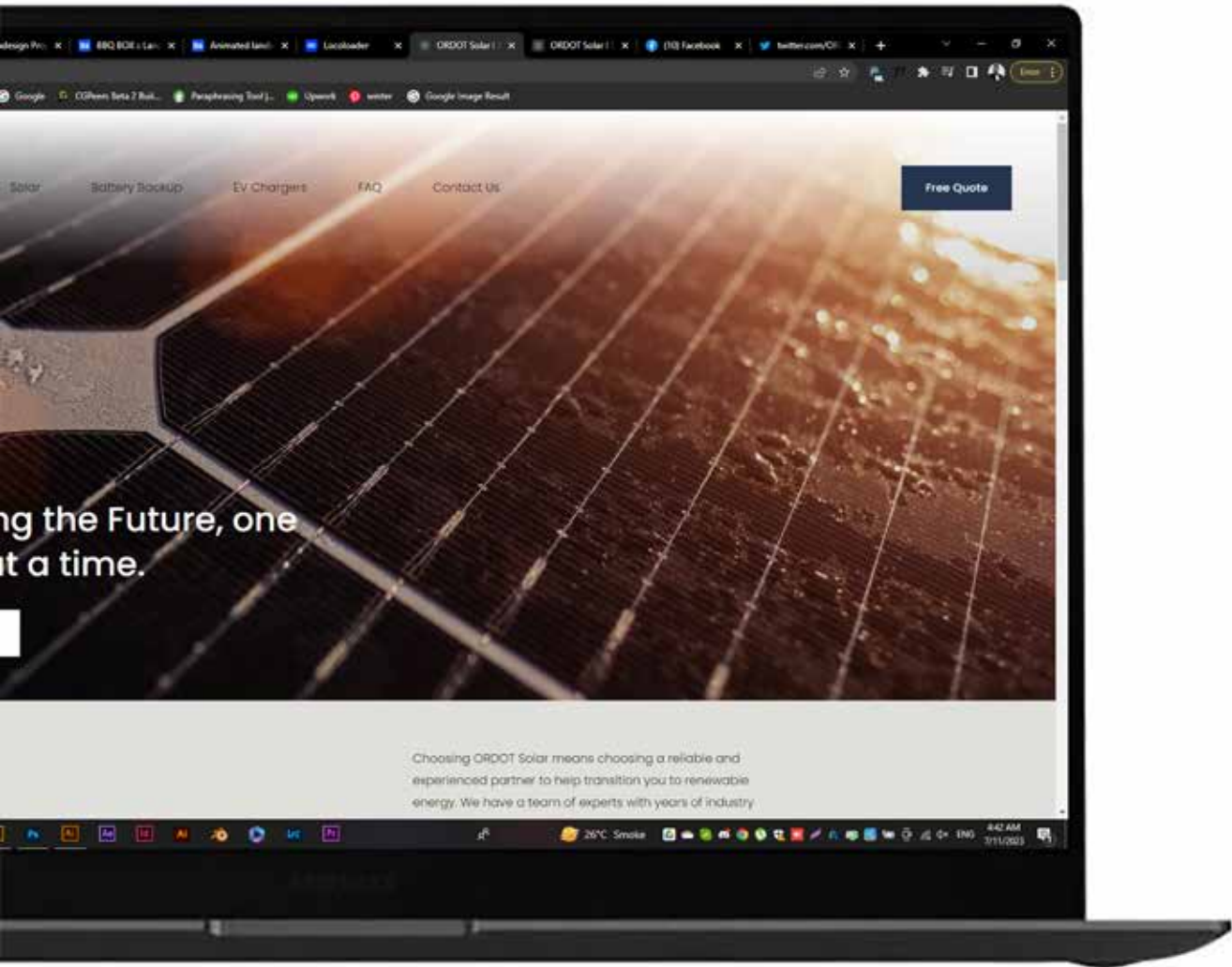




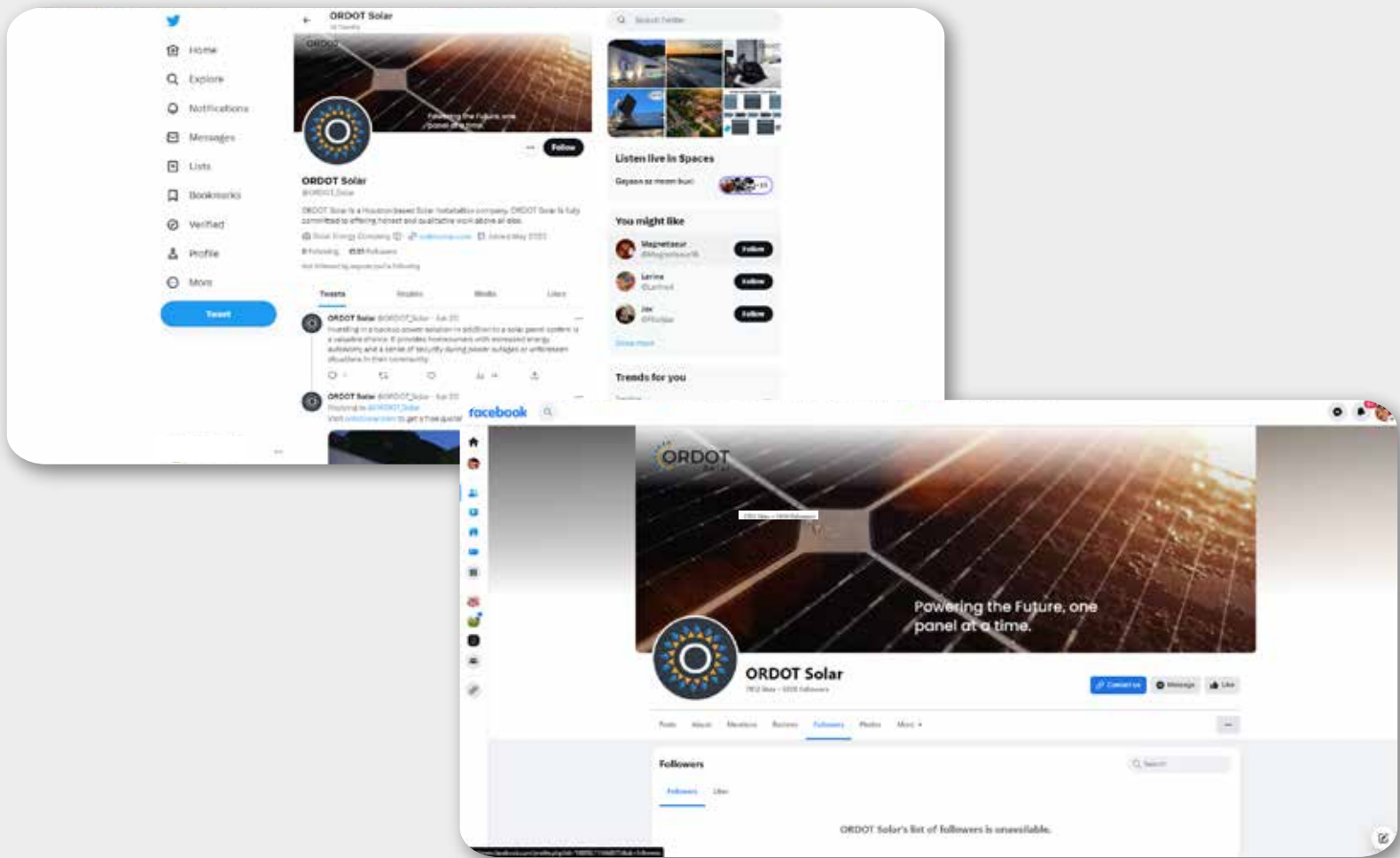
| Social Media



Website



Twitter / Facebook



Helmet



