



Brand Guidelines

CLEAR SPACE

A minimum clear space for the logotype is equivalent to the height of the word 'SOLAR' within the logotype.

**MINIMUM SIZE**

To preserve the quality and definition of the logotype, a minimum size of 10mm (width) has been established.



LOGO TYPES

PRIMARY VERSION

The primary and preferred version is the full colour mark, on a white or cream background.

REVERSE OUT VERSION

For use where the colour version is not clearly visible.

SINGLE COLOUR VERSION

For use on single colour print jobs.

LANDSCAPE VERSION

In instances where the logo appears too small, the landscape logo can be used.

PRIMARY VERSION



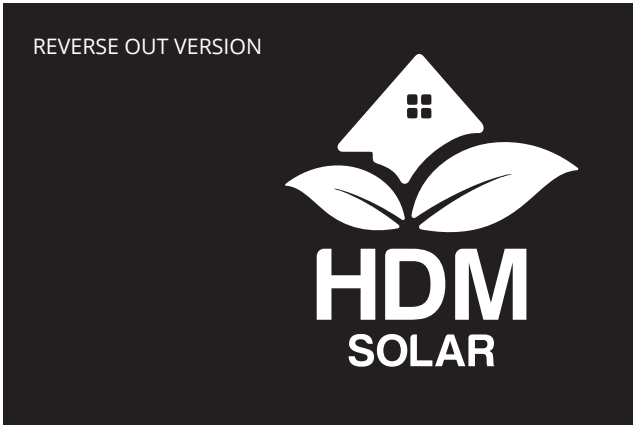
LOGO & STRAPLINE LOCK UP



SINGLE COLOUR VERSION



REVERSE OUT VERSION



LANDSCAPE VERSION



SINGLE COLOUR VERSION



LOGO USAGE

The corporate logotype must always be reproduced consistently and accurately to maintain the integrity and strength of the HDM Solar identity.



✗ DO NOT change the colours



✗ DO NOT change the configuration



✗ DO NOT distort the logo



✗ DO NOT change the proportions of the logo elements



✗ DO NOT use the logo on a dark background



✗ DO NOT rotate the logo


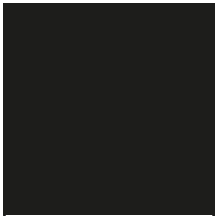
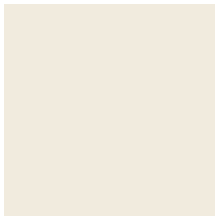
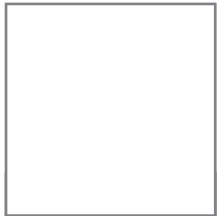


✗ DO NOT crop the logo

PRIMARY COLOUR SPECIFICATIONS


The HDM Solar primary colours are specified with Pantone®, CMYK, RGB and HEX references.

Where possible Pantone® colours should be used. If the production process does not allow the use of Pantone® colours the appropriate alternative can be used. Please note some Pantones are the closest match to the colour breakdowns.

| | | | |
|---|--|---|---|
|  |  |  |  |
| PANTONE 378C | PANTONE BLACK 3 C | PANTONE 7500C | PANTONE WHITE |
| C 58 M 38 Y 90 K 21 | C 72 M 66 Y 66 K 77 | C 4 M 6 Y 12 K 0 | C 0 M 0 Y 0 K 0 |
| R 105 G 116 B 60 | R 28 G 28 B 27 | R 242 G 234 B 220 | R 255 G 255 B 255 |
| HEX #69743C | HEX #1C1C1B | HEX #F2EBDE | HEX #FFFFFF |



SECONDARY COLOUR SPECIFICATIONS

A series of sub colours have been created. These should be used as trim colours to add some contrast, they cannot over power the primary colours.

| | |
|---|--|
|  |  |
| PANTONE 7481C | PANTONE 2728C |
| C 76 M 5 Y 70 K 0 | C 100 M 78 Y 6 K 0 |
| R 44 G 174 B 122 | R 1 G 80 B 156 |
| HEX #2DAE7A | HEX #01509C |

WEB COLOURS

The colours shown should be used on the website only. The Gold colour is for Add to Basket button and red for the sale marked products.

| | |
|---|--|
|  |  |
| HEX bd7e0d | HEX d10d0e |
| R 189 G 126 B 13 | R 209 G 13 B 14 |

TYPOGRAPHY

Consistent application of one typeface will improve the recognition and recall of the HDM Solar identity.

Cabin has been chosen as the title font as it is more widely available. It is on Google Fonts and it can be used on web and print.

Open Sans font has been chosen for any body copy and again is available on Google fonts.

Helvetica is only to be used when Open Sans is unavailable.

TITLE FONTS
Cabin Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body Copy Typeface
Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Subtitute Fonts
Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

STATIONERY

These are some examples of some HDM Solar stationery. Any body copy should be in Open Sans and only the brand colours are to be used.



B1/B2, The Nore Estate
Hovefields Avenue,
Basildon SS13 1EB

Malcolm Campbell
Branch Manager - Basildon

07496 984182
01268 923330
malcolm.campbell@hdmsolar.co.uk

hdmsolar.co.uk



Business Card Example

The Installer's Wholesaler
Open a trade account today





The Installer's Wholesaler



Order Online



Discounted Prices




Expert Advice



★ Trustpilot
4.9 Star Feedback


Same & Next Day Delivery



Call us for reliable same day delivery or order before 5pm to receive your goods pre 9.30am the next day as standard.

0800 0016 802
hdmsolar.co.uk

Brochure



The Installer's Wholesaler

0800 0016 802 | admin@hdmsolar.co.uk | hdmsolar.co.uk
Unit 3, Vista Business Park Wiltshire Road, Hull HU4 6PA
VAT No: GB352427313

Letterhead Example

Adam Firth
Managing Director

M: 07768098289
E: adam.firth@hdmsolar.co.uk
40 Kingfisher Way, Dinnington, Sheffield S25 3AF
hdmsolar.co.uk



HDM
SOLAR

Clean Energy Business Awards UK Winner:
Family Business of the year 2023
Sustainability Energy Startup of the year 2023



Solar
Energy
UK

Member

Email Footer Example

CLOTHING

Please ensure when using the logo on clothing that it is not smaller than the minimum size stated on 1.0. On dark colours use the white version of the logo.



T-Shirt



Polo Shirt



Hoodie



Alternative T-Shirt

BUSINESS STRAPLINE

The company strapline encompasses what HDM Solar do as a company. When the logo appears stand alone with no other marketing messages, the strapline should be used. It is to be displayed in Titlecase in the brand green and in Cabin font.



WEBSITE PRODUCTS

When adding a product to the website, there is an option to add 4 call outs. These can be highlighted in the colours shown below.

The add to basket button must always remain in the gold colour specified in 2.0 so that it stands out from the rest of the page.

Availability

+

Price

+

Product type

+


Brand

+

More filters

+

SALE




Add to basket

Pylontech US3000C 3.5kWh Li-Ion Solar Battery 48V

£989.00 (ex VAT £824.17) ~~Was £1,250.00~~

SALE




Add to basket

Pylontech US5000 4.8kWh Li-Ion Solar Battery 48V

£1,295.00 (ex VAT £1,079.17) ~~Was £1,699.00~~

SALE




Add to basket

Solar iBoost Plus Immersion Controller

£309.50 (ex VAT £257.92) ~~Was £369.99~~

SALE



Add to basket

Tigo TS4-A-O Optimiser

£36.99 (ex VAT £30.83) ~~Was £44.99~~


Sort by

SALE

TEXT

TEXT

TEXT



Add to basket

Pylontech US3000C 3.5kWh Li-Ion Solar Battery 48V

£989.00 (ex VAT £824.17) ~~Was £1,250.00~~

SOCIAL & GOOGLE STYLES

To ensure the HDM brand looks consistent through all communications, the following layout should be used. The swoosh of the leaf contains the brand logo in the top corner and the product logo in the bottom corner if applicable.

Full colour logo sits within a leaf/swoosh across all designs to allow flexibility across the designs

Cabin to be used throughout



Square Version



Green Alternative Version



SOCIAL & GOOGLE STYLES

The graphics here show how the style can be used on graphics without a price point or company graphics.



