



SolarTech Brand Guidelines 2026

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01

Brand Mission

Mission & Vision

At **SolarTech**, our mission is to deliver energy solutions that work; for our customers, our planet, and our future. We prioritize **people first, providing innovative, trustworthy solar services** rooted in excellence and accountability. By placing our **customers at the center** of every decision, we create solar systems that don't just generate power; they empower lives.

We envision a future **where clean energy is accessible, affordable, and dependable for all**. A world where sustainability is not an aspiration but an expectation; powered by passionate people, resilient technology, and a disciplined **commitment to continuous growth**.

Core Values

Passionate:

We bring energy and heart to our work, inspiring innovation and creativity in everything we do.

Disciplined:

We operate with structure and focus, holding ourselves to high standards to drive consistent excellence.

Customer Centric:

Every decision starts with our customers' needs. We listen, understand, and act with empathy to ensure people feel valued and heard.

Accountable:

We take full responsibility for our actions, learning from challenges and striving for continuous improvement.

Trustworthy:

We lead with transparency and integrity, ensuring our promises are not only met but exceeded.

Target Audience

Homeowners in the age range of 35-60



The Savings Seeker

Who they are: Budget-conscious homeowners tired of high utility bills.

How to speak to them: Highlight savings, incentives, financing options, and long-term value.



The Sustainability Champion

Who they are: Eco-minded homeowners, often EV owners or tech-forward families.

How to speak to them: Emphasize clean energy benefits, solar + EV synergy, and real sustainability data.



The Self Sufficient

Who they are: Homeowners who love upgrades that improve comfort and reliability.

How to speak to them: Focus on comfort, reliability, premium service, and hassle-free ownership.

Brand Voice & Tone

SolarTech's brand voice reflects who we are; **authentic, reliable, and mission-driven**. Every touchpoint should reinforce our core values and customer-first mindset.

Attributes:

- Professional yet Accessible: We simplify complex ideas so customers can make confident decisions.
- Values-Driven: We communicate with integrity and a clear purpose to serve people and the planet.
- Customer-First: We prioritize service over selling, meeting people where they are with empathy and clarity.

Brand Voice & Tone

Continued

Tagline in Use:

"Solar That Works For You"

Tone adapts by context but always remains:

Optimistic (visionary messaging)

Empowering (training/education)

Reassuring (customer support)

Inspirational (marketing)

Context Tone:

- Social Media - **Enthusiastic, Conversational**
- Customer Service - **Supportive, Reassuring**
- Marketing & Products - **Inspirational, Informative**
- Training & Education - **Educational, Empowering**
- Internal Communications - **Collaborative, Motivational**

02

Application Guidelines

Logos

Always default to use the newest horizontal SolarTech logo, unless spacing makes it unfeasible. (Newest logo is the one featuring the SolarTech slogan.)

Always utilize the white logo variation over a surface of color different than white

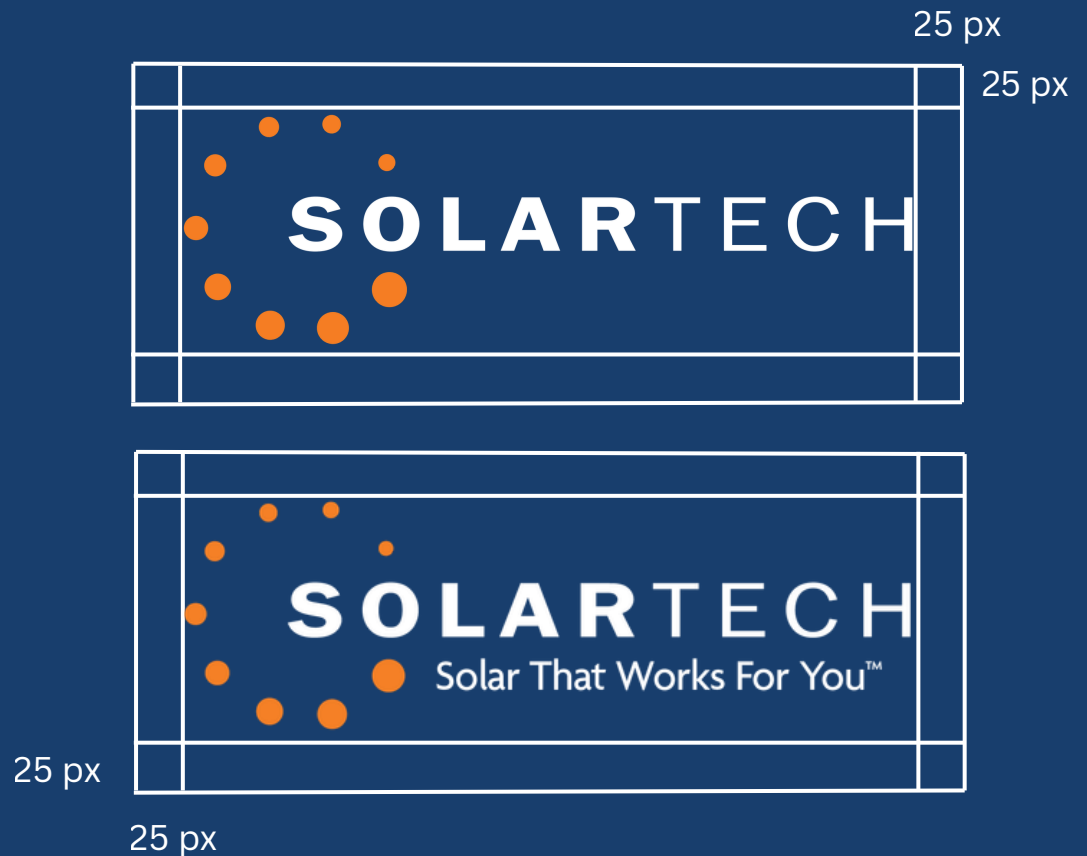


Logo Spacing

To maintain legibility and ensure the logo always appears clean and unobstructed, a minimum clear space of 25px must be kept on all sides of the logo.

Clear Space Requirements:

- A buffer of 25px must surround the logo on the top, bottom, left, and right.
- No text, graphics, images, or edge of a layout should enter this protected area.
- This spacing applies to all variations of the logo, including color, monochrome, and reversed versions.



Color Palette

Brand Color Rationale

Our color palette reflects SolarTech's identity while maintaining accessibility, clarity, and WCAG AA contrast standards.

SolarTech Blue

Our core brand color, chosen for its sense of trust, reliability, and technical strength. Its deep tone ensures strong contrast and readability across all applications.

SolarTech Orange

This accent color brings warmth, energy, and a clear connection to solar power. Paired with SolarTech Blue, it creates strong visual hierarchy while remaining WCAG AA compliant.



SolarTech Blue

RGB (24, 62, 109)

CMYK (77.98%, 43.12%, 0%, 57.25%)

HEX #183E6D

Blue Highlight

RGB (24, 134, 209)

CMYK (88.52%, 35.89%, 0%, 18.04%)

HEX #1886D1

Blue Undertone

RGB (12, 31, 55)

CMYK (78.18%, 43.64%, 0%, 78.43%)

HEX #0C1F37

Secondary Orange

RGB (239, 139, 34)

CMYK (0%, 41.84%, 85.77%, 6.27%)

HEX #EF8B22

SolarTech Orange

RGB (245, 128, 38)

CMYK (0%, 47.76%, 84.49%, 3.92%)

HEX #F58026

Yellow Highlight

RGB (237, 167, 38)

CMYK (0%, 29.54%, 83.97%, 7.06%)

HEX #EDA726

Typography

Primary Font: Roboto (Light, Regular, Medium, 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

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 Font: Agenda One (Regular, Medium, 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

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

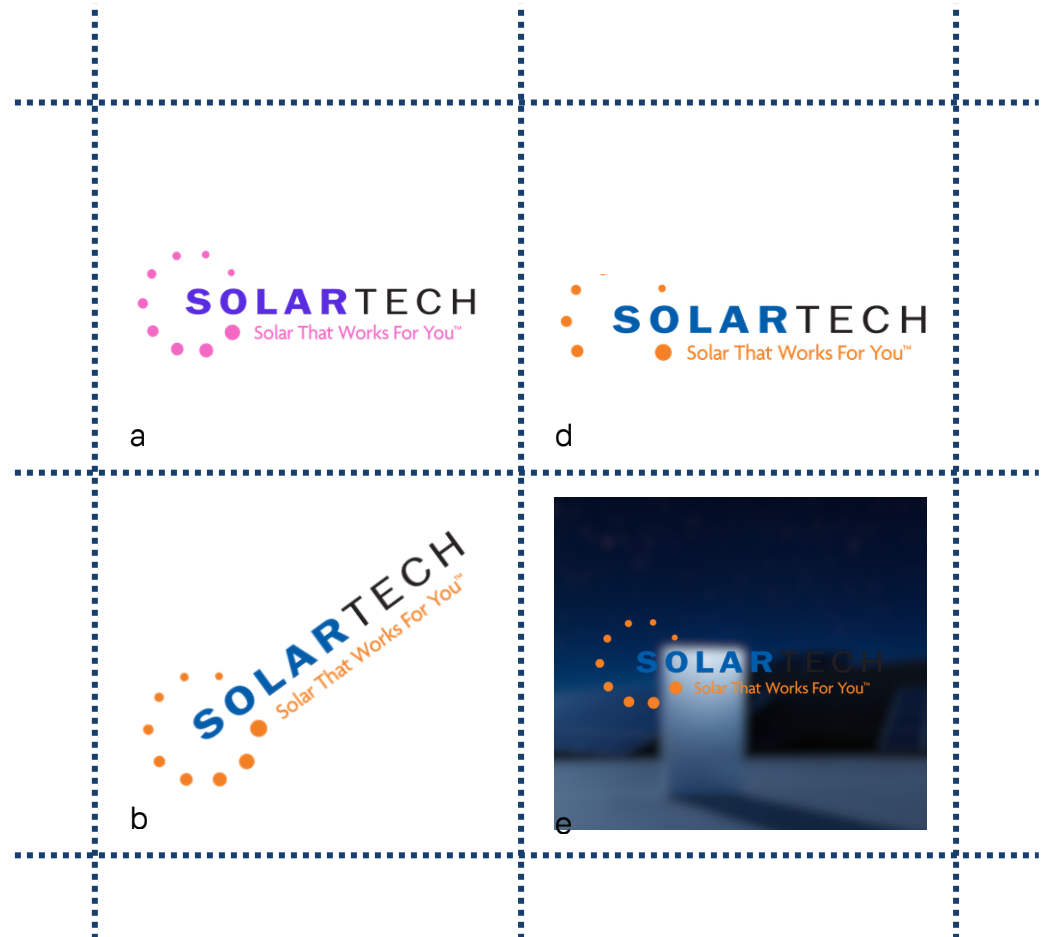
Aa

Incorrect Usage

The logo should not go outside of brand colors.

Examples of non-approved usage are shown to the right.

- a. Not in color palette
- b. No tilting
- c. Do not crop
- d. Do not use the color logo over images with dark backgrounds



03

Visual Elements

Photography

SolarTech photography should feel authentic, professional, and people focused, showcasing real installations, real team members, and real customers in natural lighting and real environments. Photos of homes that have palm trees and the ocean in the background are a plus. Highlighting that we are located in the SoCal region.

- Use real installs and real customers
- Use conceptual imagery sparingly
- Clean vector illustrations in brand colors
- Avoid low-quality or overly stylized stock images



Image Do's & Don'ts

Images and backgrounds should always be of high definition, clean of any trash or other elements that would detract from the photo's quality.



Design Examples

SolarTech frequently employs circular/curved elements to mask images.

All elements should be properly aligned following best graphic design practices, and have proper spacing between them to give a professional and elegant look

Another note on spacing, when creating designs ensure there is enough space between text boxes and the edge of the artboard. Things should not feel cramped.



Increase NOI and Decrease Tenant Expenses on Multifamily and Commercial Properties

SOLARTECH

- Generate Additional Cash Flow
- Increase Tenant Retention
- Raise Property Value
- Meet ESG Goals

22 Years In Business | 12,000+ Completed Renewable Energy Projects | 200+ In-House Team Members

SOLARTECH (619) 743-9193

This infographic is divided into several sections. At the top, it features an aerial view of a large apartment complex with solar panels on the roofs. Below this, the main headline reads 'Increase NOI and Decrease Tenant Expenses on Multifamily and Commercial Properties'. The SolarTech logo is in the top right. The middle section contains four icons with corresponding text: a bar chart for 'Generate Additional Cash Flow', a building with a checkmark for 'Increase Tenant Retention', a house with an upward arrow for 'Raise Property Value', and a lightbulb for 'Meet ESG Goals'. The bottom section is a white rounded rectangle containing three statistics: '22 Years In Business' with a star icon, '12,000+ Completed Renewable Energy Projects' with a house and solar panel icon, and '200+ In-House Team Members' with a group of people icon. At the very bottom, the SolarTech logo, phone number '(619) 743-9193', and a QR code are displayed.

Design Examples Continued

SOLARTECH For Sales Use Only
Rebate Payment Process

Objective
Define the process for requesting rebates or customer cash back outside of promotional periods.

Maximum cash back offer is
\$5,000

Process Details

- All cash back/rebate offers to be paid fully by Dealer/Sales Rep
- Applies to all financing types (Cash, Loan, Lease/PPA)
- Available in all service territories.
- Rebate will be validated and processed once system has PTO and has been paid in full.

How To Claim The Rebate

- Instruct Sales rep or customers to email promotions@solartechonline.com within 90 days of installation.
- SolarTech will send the VISA Reward Card.



Why Choose SolarTech?

- Trusted Since 2001 – Over two decades of solar expertise.
- Superior Warranty Coverage – Long-term protection.
- Maximized Savings – Industry-leading efficiency reduces energy costs.
- Seamless Process – Panels, financing, and installation—all in one.
- Smart Energy Solutions – Take control of your energy costs with solar and battery storage.

Solar That Works for You

SOLAR MONITORING WITH SOLARFAX
Solar That Works For You

Monitoring Plans That Work For You

Most solar systems come with basic manufacturer monitoring, but alerts are often reactive, inconsistent, and unreliable. SolarTech delivers cutting-edge solar panel monitoring with expert support and secure, cloud-based technology, including SolarFAX integration for seamless data tracking.



Proactive Issue Detection



Cost Efficiency



Real-Time Monitoring



System Insights



Solar Monitoring Plan Breakdown

Basic
Included with Solar Purchase

- Manufacturer Apps (Enphase, Tesla, SolarEdge, SMA)
- Monitor with panel + inverter data
- System issues may not be caught for months
- Unable to monitor power usage without optional CT clamp

Enhanced
\$9.99/month

- SolarFAX® by SolarDataPros
- System issues flagged within 48 hours
- Monitor with inverter data
- Utility bill tracking + usage analysis
- Bill true-up tracking and forecasting
- Optimize grid and solar utilization
- EV charging recommendations
- Track energy trends and anomalies
- System expansion advice

Premium
\$14.99/month

Everything from Enhanced Monitoring plus:

- Annual Performance Review
- Analysis of system usage and consumption
- 1:1 Meeting with SolarTech expert
- Personalized recommendations on system optimization
- Insights on smart upgrades to match your evolving energy needs


Ready to protect your solar investment?
(619) 777 5655
SolarTechOnline.com

SOLAR MAINTENANCE CARE PLANS
Performance That Works For You

Your customer's system is only saving them money if it's performing at its best. These plans give them cleaner panels, early issue detection, priority service, and real savings—all year long.


WHY HOMEOWNERS NEED A MAINTENANCE PLAN

- Monitoring alone doesn't prevent efficiency loss.
- Dirt, debris, and weather can cut output by 10–30%.
- Most issues go unnoticed for months, costing real money.
- A healthy system = more power, fewer repairs, longer lifespan.




Scan for More Information

KEY BENEFITS TO HIGHLIGHT IN YOUR CONVERSATION

 **Daily Performance Monitoring**

SolarFAX® watches their system 24/7 and flags performance issues before it affects their bill.
Rep angle: "This protects your monthly savings. Early issues = early fixes."

 **Clean Panels = More Power**

Dust and pollen block sunlight. Clean panels consistently outperform dirty ones. **Rep angle:** "You'll literally see the difference on your next electric bill."

Full-System Health Checks

We inspect wiring, inverters, roof attachments, and more. **Rep angle:** "This helps avoid expensive surprises later."

Priority Service & Labor Discounts

Higher-tier plans get faster support and 10–20% off labor. **Rep angle:** "When something happens, you go straight to the front of the line, and get a discount on any required fixes."

Features	Basic \$44.99/mo	Enhanced \$79.99/mo	Premium \$99.99/mo
Panel Cleaning	1	2	3
System Health Check	1	2	3
24/7 Automated Monitoring (SolarFAX)	✓	✓	✓
Annual Performance Summary	✗	✓	✓
Priority Scheduling	✗	✓	✓
Labor Discount	10%	15%	20%
Bundle Savings	4%	11%	21%

04

Guidelines

SolarTech

Branding Guidelines 2026

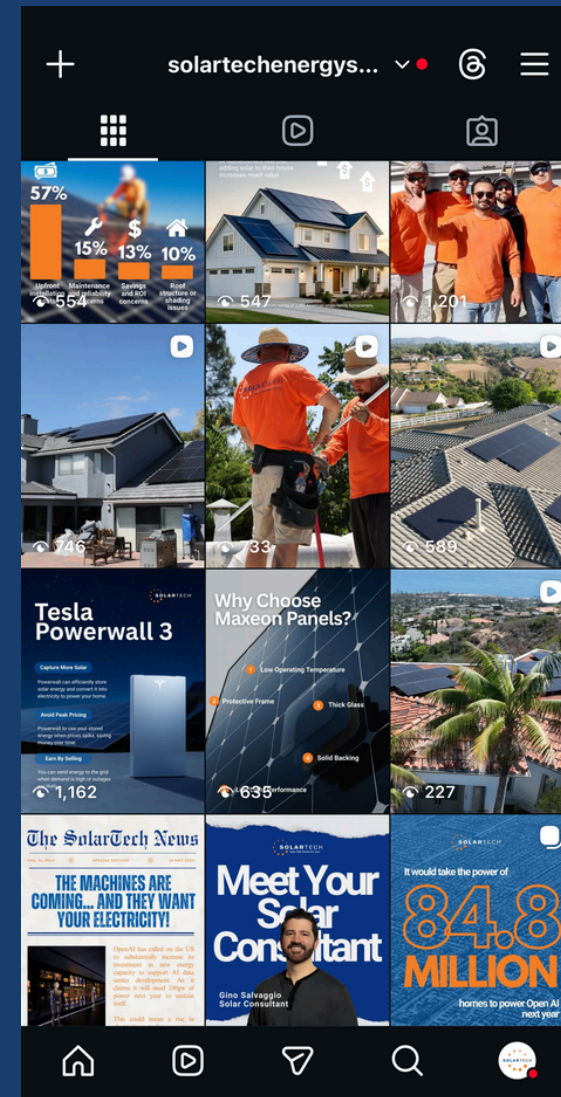
Social Media Guide

All social media captions must follow a clear structure that includes a strong hook to capture attention, meaningful value that educates or informs the audience, and a clear call to action, with every post also including a relevant link.

Emojis are allowed but to be used very sparingly if even at all. Hashtags are allowed. The more the merrier as it improves reach.

- Hook
- Value
- CTA
- Link

Social media content should maintain a balanced mix of imagery and text, avoiding text heavy visuals to keep the page clean, engaging, and visually approachable.



Ad Copy Guide

Ad copy for SolarTech should be clear, concise, and purpose driven. Headlines must be kept between 4 and 8 words to ensure immediate readability, while the body copy should follow a structured flow of feature first, benefit second, and a clear call to action last.

Avoid exaggerated or hype driven language, and ensure all messaging aligns with and reinforces our brand promise, “Solar That Works For You™,” emphasizing reliability, trust, and real customer value.

- Headlines: 4–8 words
- Structure: Feature → Benefit → CTA
- Avoid hype terms
- Must align with “Solar That Works For You™”

Messaging Guide

SolarTech messaging should always communicate trust, longevity, and reliability. As one of the longest-running solar companies in the market, our voice must feel confident, knowledgeable, and steady, never reactive or exaggerated. We speak to customers as a trusted advisor, focusing on long-term value rather than short-term hype.

Our messaging must remain customer centric at all times. Every message should clearly explain how SolarTech solves real energy problems through dependable systems, in-house service, and accountability before, during, and after installation. We emphasize what makes us different, especially our ability to service and support our customers long after install, reinforcing our promise of Solar That Works For You™.

Tone should be professional, clear, and approachable, with a sense of urgency when appropriate but never pressure-driven. We avoid buzzwords and exaggerated claims, instead using straightforward language backed by experience, proof, and real outcomes. Passion shows through our commitment to quality, community involvement, and sustainable growth, not through flashy language.

Consistency is critical. Messaging across all platforms should align in voice, structure, and intent, ensuring SolarTech is immediately recognizable whether a customer sees an ad, social post, website page, or event recap. Every message should reinforce trust, deliver value, and guide the audience toward a clear next step.

Writing Rules

Use the Oxford comma in all lists and write in active voice to keep messaging direct, confident, and easy to understand.

Numbers one through nine should be spelled out, while numerals should be used for 10 and above. Avoid hype, exaggerated claims, or over-promising results, and ensure all statements are accurate, responsible, and aligned with customer expectations.

Keep paragraphs short, ideally two to three sentences, to improve readability across digital platforms. When presenting multiple points, use bullet lists to clearly organize information and help readers quickly understand key takeaways.

- Oxford comma
- Active voice
- Spell out 1–9; use numerals for 10+
- No hype or over-promising
- Short paragraphs (2–3 sentences)
- Use bullets for clarity

Writing Rules Continued

CTA Standards

Approved:

- Get a Free Quote
- Schedule Your Consultation
- See If Your Home Qualifies
- Explore Solar Options
- Request Your System Audit

Not Approved:

- Hit us up
- Tap here for a crazy deal
- Click click click
- Don't miss out!

05

Final Thoughts

Approval Process

All content must be created and published with consistency, accuracy, and brand integrity in mind. Every asset should strictly follow the SolarTech Style Guide and use approved templates to ensure a unified look, tone, and message across all platforms.

Before publishing, all content must receive proper internal review and sign off to confirm accuracy, alignment with brand standards, and strategic intent. This process ensures accountability, reduces errors, and maintains the high level of trust associated with the SolarTech brand.

- Follow the Style Guide
- Use approved templates
- Receive sign-off before publishing → Sonny → Steve

Non Negotiables

These standards seen in this guide are mandatory across all SolarTech materials and exist to protect brand consistency, credibility, and trust. All messaging and visuals must remain customer centric, trustworthy, and disciplined, clearly reflecting our experience and our promise of Solar That Works For You™.

Only approved logos, colors, fonts, and templates may be used, with no alterations or off-brand variations. All claims must be accurate and verifiable, and hype, over-promising, or misleading language is not allowed. Every piece of content must follow the SolarTech Style Guide and receive approval before publishing. If content does not educate, build trust, or strengthen the brand, it does not get published.

Quick Checklist

Before any content is submitted or published, it should pass a final quality check to ensure it fully represents the SolarTech brand. Review each piece to confirm it sounds and looks like SolarTech, follows all formatting and tone rules, and includes an approved call to action.

If any part of the content does not meet these standards, revisions must be made before submission. This checklist helps maintain consistency, professionalism, and brand trust across every touchpoint.

- Does it sound like SolarTech?
- Does it look like SolarTech?
- Does it follow formatting and tone rules?
- Is the CTA approved?

If any answer is “no,” revise before submission.



SOLARTECH

Solar That Works For You™