



# **BRAND GUIDELINES**

# CONTENTS

## 01 Introduction

About Greentech Renewables

## 02 Logo

Main logo and various color and orientation options

## 03 Logo Guidelines

Logo Usage Do's and Dont's

## 04 Color Palette & Typeface

Primary and Secondary



# 01 INTRODUCTION

## **BUSINESS OVERVIEW:**

Greentech Renewables strives to be the most trusted distributor in the renewable energy industry, providing customers with the tools, resources, and comprehensive services to design, finance, sell, and install PV and energy storage solutions efficiently and cost-effectively.

## **CORE VALUES:**

Our core values of "Service, Integrity, and Reliability" shape our culture in our commitment to cultivating genuine customer relationships.

## **BIO:**

We remain a part of Consolidated Electrical Distributors, Inc., affording us the same scale and stability in servicing the nation's solar contractors with a history of success in distribution since 1957. We are local nationwide, with over 100 locations in major solar markets in the US. Our Greentech Renewables warehouses offer extensive on-site inventory and logistics support in addition to our financing, design, and residential and commercial services.

## **SLOGAN:**

Going Beyond Supply





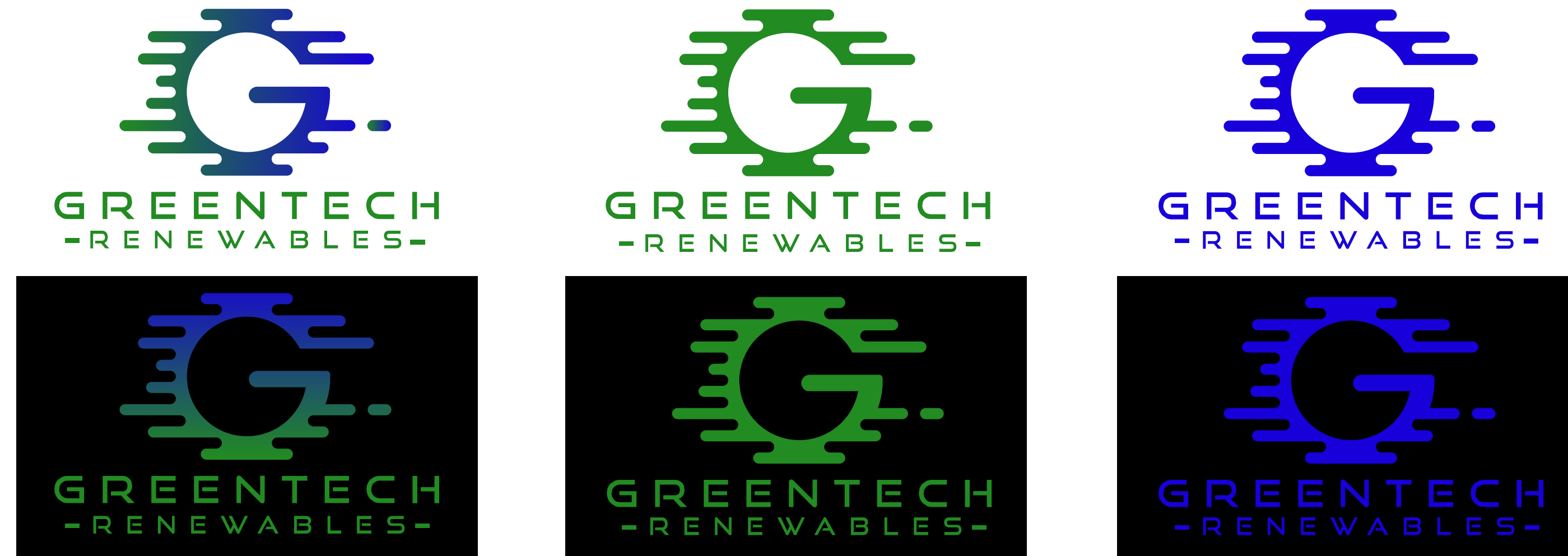
GREENTECH  
-RENEWABLES-

02

LOGO

# COLOR OPTIONS

In addition to our main logo, these color schemes are available for marketing use.



# MONOCHROME

If the need arises to use a monochromatic logo, these options are available for marketing use.



# LOGO ORIENTATIONS



The appearance of the Logo and Greentech Renewables name must remain consistent in all applications, this includes promotional materials, signage, swag, digital content, etc.



# 03 LOGO GUIDELINES

The appearance of the Logo must remain consistent in all applications. The Logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the Logo in any way. Its orientation, color and composition should remain as indicated in this document.



Do not distort or warp the Logo in any way.



Do not crop photos or patterns through the Logo. This includes cityscapes, state logos, landscapes, and additional wording or lettering.



GREENTECH  
-RENEWABLES-



Always use the legitimate main Logo, maintaining the proportions, color, name, and fonts.



GREENTECH



If using any variation of the main logo, the full Greentech Renewables company name must be included.



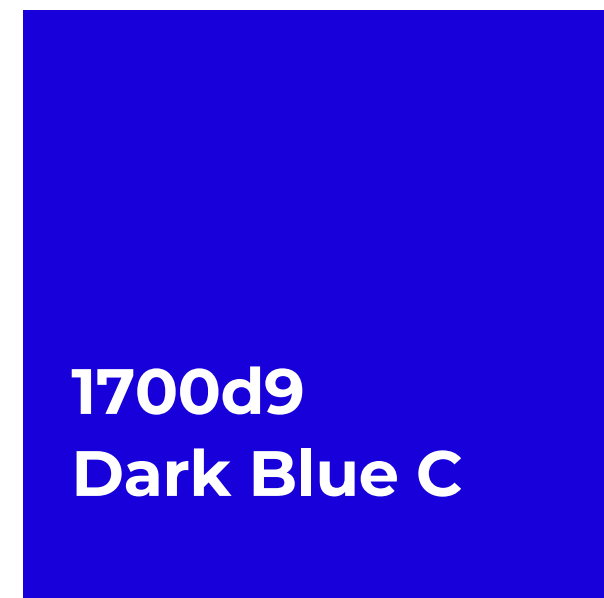
GREENTECH  
-RENEWABLES-

The monochromatic version is available for use when necessary.

# COLOR PALETTE

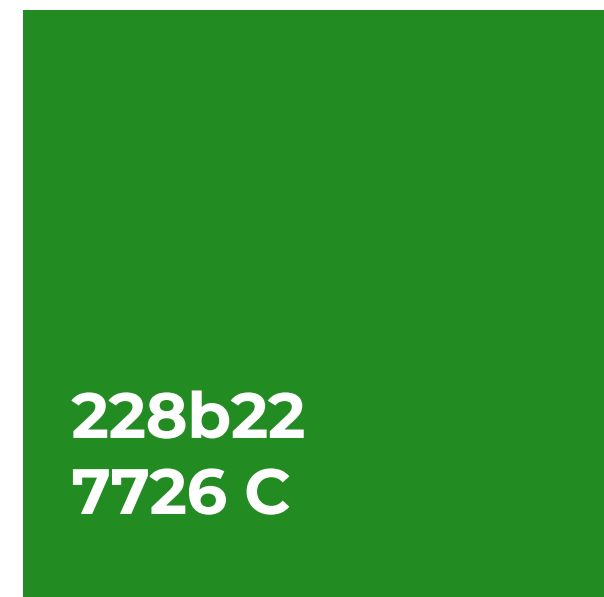
# TYPEFACE

Primary



R23  
G0  
B217

C90  
M8  
4  
Y0  
K0



R34  
G139  
B34

C84  
M21  
Y100  
K 8

Primary

# GOOD TIMES

# A

A B C D E F G  
 H I J K L M N  
 O P Q R S  
 T U V W  
 X Y Z  
 0 1 2 3 4 5 6 7 8 9

Secondary

# Montserrat - Light

# Aa

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  
 0 1 2 3 4 5 6 7 8 9





# QUESTIONS?

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