



BRAND GUIDELINES

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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





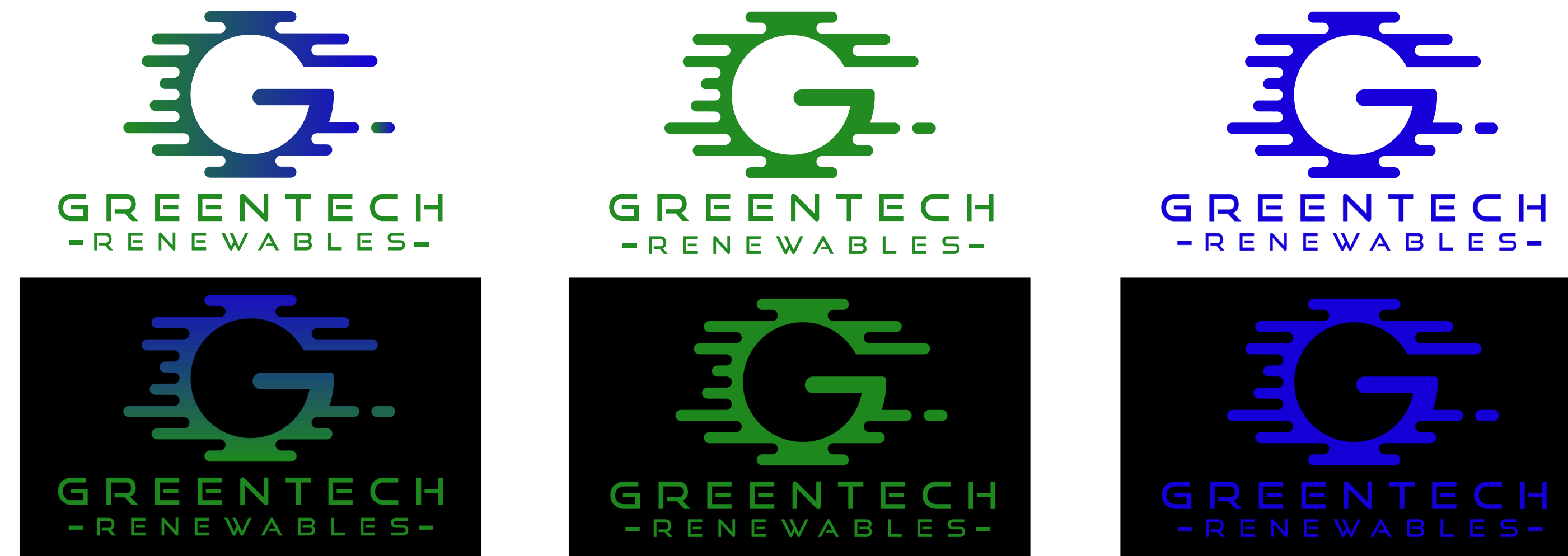
GREENTECH
-RENEWABLES-

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.



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



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



The monochromatic version is available for use when necessary.

COLOR PALETTE

Primary



1700d9
Dark Blue C

R23
G0
B217

C90
M8
4
Y0
K0

228b22
7726 C

R34
G139
B34

C84
M21
Y100
K 8

TYPEFACE

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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