

solar**edge**

Brand Identity Guidelines 2018

Overview

Our Vision

Our Mission

Our Brand Benefits

Reasons to Believe

Brand Personality

Brand Positioning

Brand Platform

Overview

Brand Manifesto

Brand Elements

Guidelines

Applications

Resources

Overview

Chapter 1

Overview

Our Vision

Our Mission

Our Brand Benefits

Reasons to Believe

Brand Personality

Brand Positioning

Brand Platform

Overview

Brand Manifesto

Brand Elements

Guidelines

Applications

Resources

Our Vision

We believe that a continuous improvement in the ways we produce and consume energy will lead to a better future for us all.

Overview

[Our Vision](#)

[Our Mission](#)

[Our Brand Benefits](#)

[Reasons to Believe](#)

[Brand Personality](#)

[Brand Positioning](#)

[Brand Platform](#)

[Overview](#)

[Brand Manifesto](#)

[Brand Elements](#)

[Guidelines](#)

[Applications](#)

[Resources](#)

Our Mission

Through engineering excellence and relentless innovation, we drive progress by creating the smart energy solutions that power the future.

Overview

Our Vision

Our Mission

Our Brand Benefits

Reasons to Believe

Brand Personality

Brand Positioning

Brand Platform

Overview

Brand Manifesto

Brand Elements

Guidelines

Applications

Resources

Our Brand Benefits: What We Deliver to Every Customer

Performance

Every SolarEdge product has been engineered to deliver class-leading efficiency, utility and value so that our customers get more out of every dollar invested in our technology.

Confidence

We constantly seek ways to improve and innovate in order to meet the changing demands of our customers, giving them ultimate confidence in the long-term value of our solutions.

Control

Our technologies are built to provide our customers and end-users with the ability to optimize and manage the energy they produce and consume.

Overview

Our Vision

Our Mission

Our Brand Benefits

Reasons to Believe

Brand Personality

Brand Positioning

Brand Platform

Overview

Brand Manifesto

Brand Elements

Guidelines

Applications

Resources

Reasons to Believe: The Pillars of Our Mission

Elite Engineering

World-class engineering talent and experience, and a culture built around a problem-solving mindset.

Global Expertise

Millions of products installed in 120 countries around the world.

Industry Leadership

Our financial strength and stability, combined with our cutting-edge technology, make us the preferred partner for industry-leading installers, integrators and distributors.

Overview

Our Vision

Our Mission

Our Brand Benefits

Reasons to Believe

Brand Personality

Brand Positioning

Brand Platform

Overview

Brand Manifesto

Brand Elements

Guidelines

Applications

Resources

Brand Personality: The Traits to Which Our Consumers Relate

Intelligent

We are proud of our ability to think forward and bring innovative solutions to market that address some of the world's most challenging energy issues.

Clear

Given the complex nature of our business, we put a high value on our ability to communicate, educate and assist our customers in a straightforward and simple manner.

Accessible

Driving relevance with a wide-ranging audience is key to our mission. We connect with people by being friendly and inclusive, speaking as a trusted advisor, and by being good listeners.

Overview

[Our Vision](#)

[Our Mission](#)

[Our Brand Benefits](#)

[Reasons to Believe](#)

[Brand Personality](#)

[Brand Positioning](#)

[Brand Platform](#)

[Overview](#)

[Brand Manifesto](#)

[Brand Elements](#)

[Guidelines](#)

[Applications](#)

[Resources](#)

Brand Positioning

The Place We Occupy in Our Customers Mind

SolarEdge is the global leader in high-performance smart energy technology. By deploying world-class engineering capabilities and a relentless focus on innovation, we create smart energy products and solutions that power our lives and drive future progress.

Overview

[Our Vision](#)

[Our Mission](#)

[Our Brand Benefits](#)

[Reasons to Believe](#)

[Brand Personality](#)

[Brand Positioning](#)

[Brand Platform](#)

[Overview](#)

[Brand Manifesto](#)

[Brand Elements](#)

Guidelines

Applications

Resources

Brand Manifesto

Humankind's progression into the future has always been driven by two factors:

Our capability to create energy; and our ability to use that energy to make our everyday life more efficient and effective. That simple two-part formula has driven human progress since fire was discovered. But that formula has become immensely more complex and critical as the needs of people and businesses have evolved. That's why every day at SolarEdge we focus relentlessly on innovation and world-class engineering to create high-performance products that harness, manage and deploy smart energy. This in turn makes that energy more available and more accessible in order to power the technologies and functions that make up our lives. Because we know, that when smart energy powers life's most essential and ubiquitous tasks, people and families have more time to focus on what matters most, businesses perform better, and we all can move confidently forward.

Overview

Our Vision

Our Mission

Our Brand Benefits

Reasons to Believe

Brand Personality

Brand Positioning

Brand Platform

Overview

Brand Manifesto

Brand Elements

Guidelines

Applications

Resources

Brand Elements

The SolarEdge brand identity is composed of six brand elements: the logo, the colors, the edge, the graphic elements, the photography language and the typography.



OUR LOGO



MAIN ELEMENT



RED CHARCOAL BLUE LIGHT GREY OFF WHITE GRADIENT

OUR COLORS



IMAGERY



ICONS

Overview

Guidelines

Our Logo

Our Element

Typography

Voice + Tone

Color

Photography

Iconography

Infographics

Charts

Grid

Applications

Resources

Guidelines

Chapter 2

Overview

Guidelines

Our Logo

Meaning

Difference

Grid

Color Palette

Black & White

Clear Space

Minimum Size

Misuse

Our Element

Typography

Voice + Tone

Color

Photography

Iconography

Infographics

Charts

Grid

Applications

Resources

Logo Meaning

Our logo represents us and our vision. It's a movement forward which we strive to achieve with an edge. No matter how our logo is reproduced, it always stands for four characteristics:

Innovative, Smart, Reliable & Optimistic.

The logo for Solar Edge features the word "solar" in a bold, black, lowercase sans-serif font. The word "edge" is in a white, lowercase sans-serif font and is set against a red, rounded rectangular background that has a slight shadow effect, making it appear to float above the "solar" text.

Overview

Guidelines

Our Logo

Meaning

Difference

Grid

Color Palette

Black & White

Clear Space

Minimum Size

Misuse

Our Element

Typography

Voice + Tone

Color

Photography

Iconography

Infographics

Charts

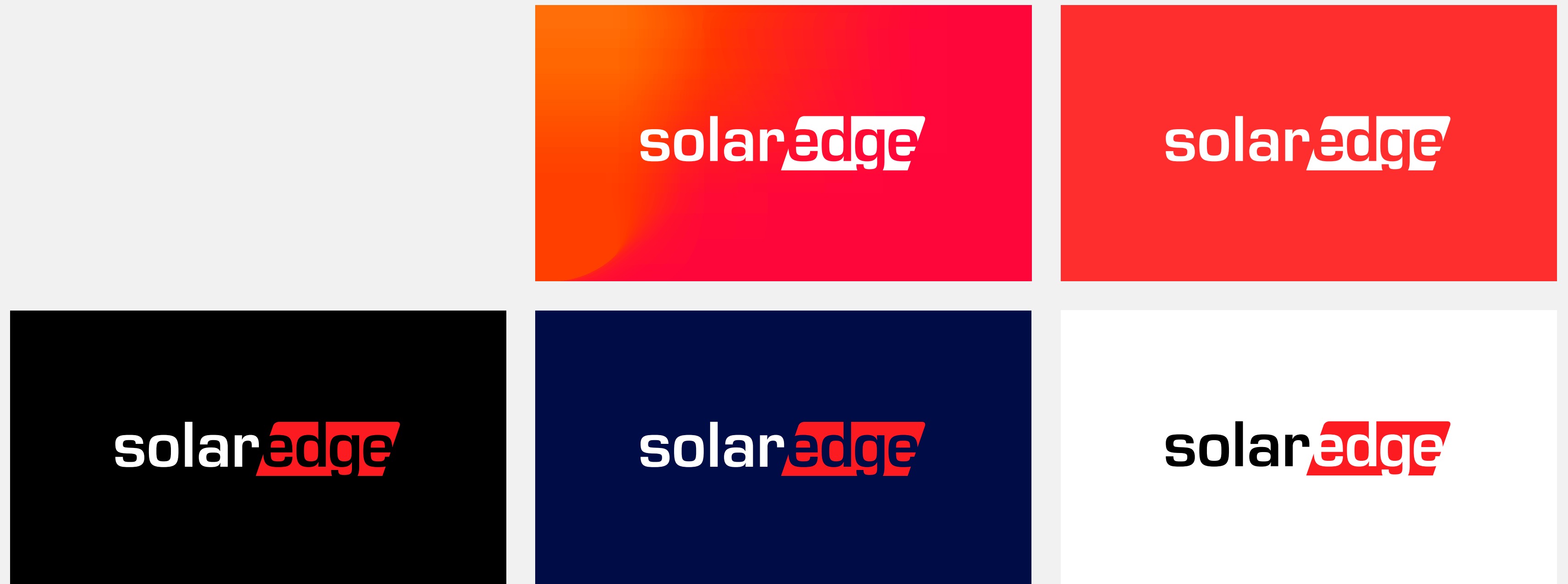
Grid

Applications

Resources

Color Palette

Our logo has four different variations depending on the background. Use only these four color combinations. The characters in the logo can only appear in black, red, or white - not dark blue.



Guidelines

Our Logo

Our Element

Meaning

Grid

Proportions

Usage

Extensions

Rectangle

Typography

Voice + Tone

Color

Photography

Iconography

Infographics

Charts

Grid

Applications

Resources

Element Usage Maximum

EXAMPLE OF %50 CUT



Picture

Sometimes clipped on one side of the edge shape, sometimes two images combined. Pictures must be edited to be light, sharp with a natural white balance.



1. ORIGINAL PICTURE



2. SHAPE OF EDGE

Overview

Guidelines

Our Logo

Our Element

Typography

Primary Typeface

Hierarchy

Tracking + Kerning

Leading

Alignment

Usage

Bullet Points

Digital Size

Misuse

Hebrew Typeface

Desktop Typeface

Asian Typefaces

Voice + Tone

Color

Photography

Iconography

Infographics

Charts

Grid

Usage

When using typography, composition is key. Position type over areas of clear space, not over areas that are busy. Color also plays an important role. When type is used over photography, the typeface color should always be white. If the text becomes illegible over a photograph, please find an image that allows the text to be legible.

PLAIN LAYOUT



Plain typography compositions require attention to color, legibility and length. On dark or red backgrounds, the typeface color is white. On white or grey background the typeface can be red (if it's the only type on the layout).

BIG TEXT



HEADLINE + SUB-TITLE



Full typeface composition must be on plain background and in respect to the edge - element.

Guidelines

- Our Logo
- Our Element
- Typography
 - Primary Typeface
 - Hierachy
 - Tracking + Kerning
 - Leading
 - Alignment
 - Usage
 - Bullet Points
 - Digital Size
 - Misuse
 - Hebrew Typeface
 - Desktop Typeface
 - Asian Typefaces

- Voice + Tone
- Color
- Photography
- Iconography
- Infographics
- Charts
- Grid

Primary Typeface

À Á Â Ã Ä Å Æ Ç È É Ê Ë Ì Í Î Ï Ñ Ò Ó Ô Õ Ö × Ø Ù Ú Û Ü Ý Þ ß à á â ã ä å æ ç è é ê ë ì í î ï ð ñ ò ó ô õ ö ÷ © ™ ! " # \$ % & ' (* _ +

lmnopqr **solaredge**

tuvwxyz fi fl

1234567890

We use Segoe UI as our primary typeface. It strikes a balance between being a well-crafted, recognizable typeface and one that has a functional, warm character. Referencing a number of classic typefaces, its shape is global, contemporary and timeless.

Segoe UI comes in the following typefaces:

- Light
- Regular
- Italic
- Semibold
- Bold
- Bold Itlaic

Segoe UI

Overview

Guidelines

Our Logo

Our Element

Typography

Voice + Tone

Color

Photography

Overview

Main Photography

Shooting

Secondary Imagery

Product Shoot

Software Screenshots

Iconography

Infographics

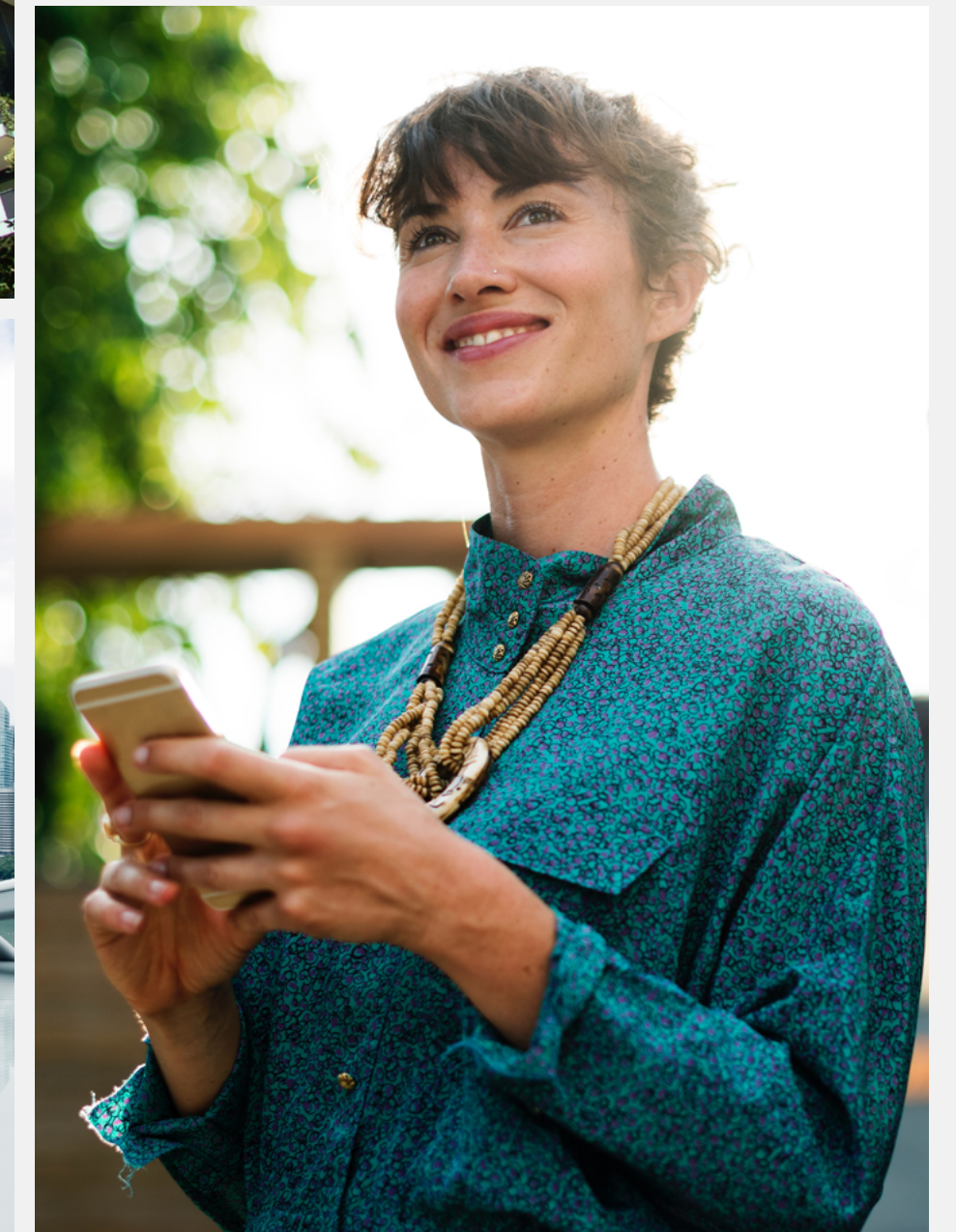
Charts

Grid

Applications

Resources

Main Photography



Overview

Guidelines

Our Logo

Our Element

Typography

Voice + Tone

Color

Photography

Overview

Main Photography

Shooting

Secondary Imagery

Product Shoot

Software Screenshots

Iconography

Infographics

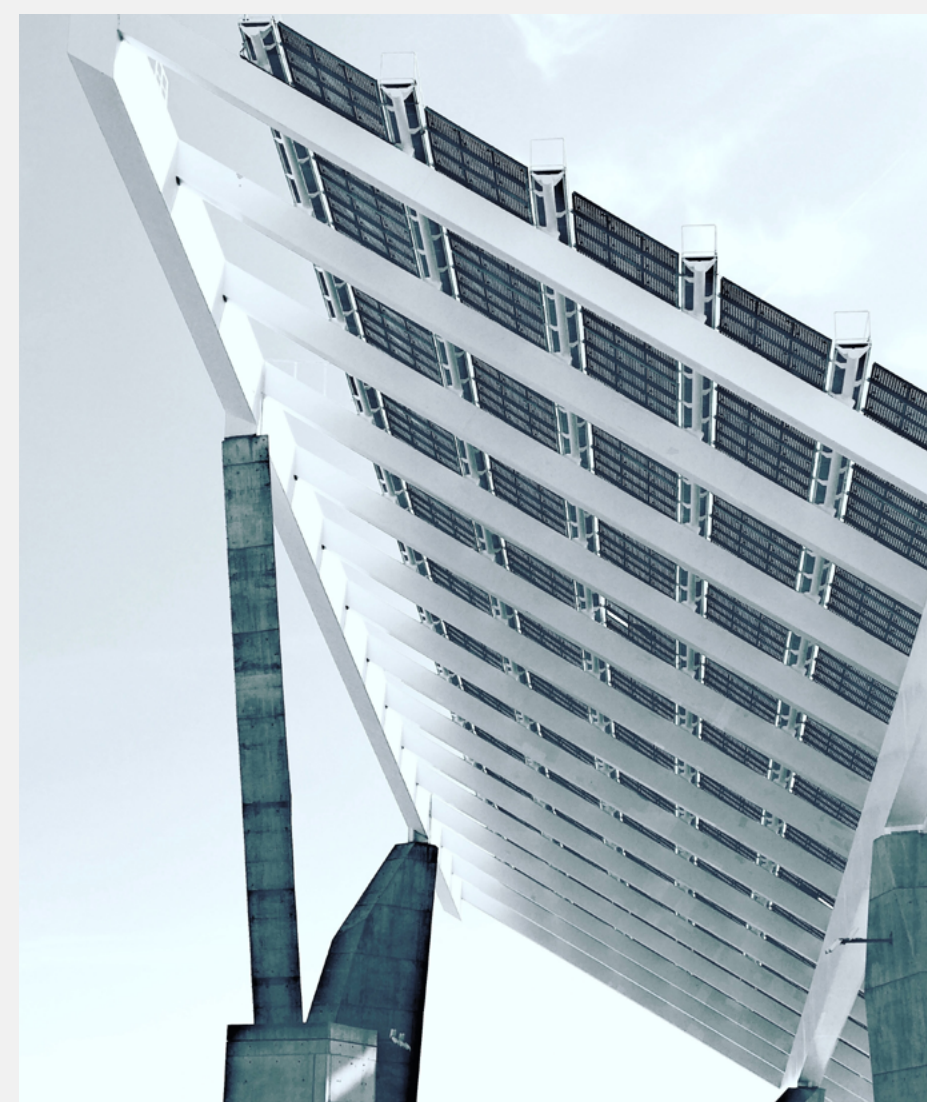
Charts

Grid

Applications

Resources

Secondary Imagery



(Not all images have been purchased. Visit [gettyimages.com](https://www.gettyimages.com) to obtain the rights for the water market images.)

Guidelines

- Our Logo
- Our Element
- Typography
- Voice + Tone

Color

Hero Color

Brand Colors

Using Colors

Brand Gradient

Palettes

Misuse

Photography

Iconography

Infographics

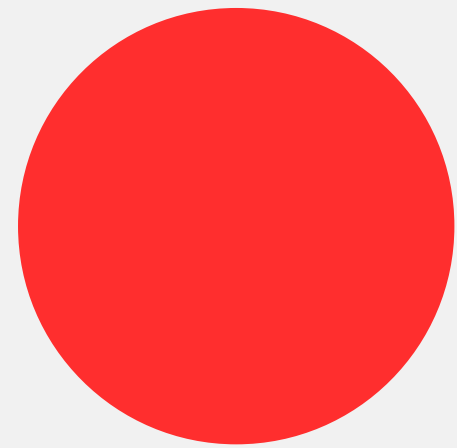
Charts

Grid

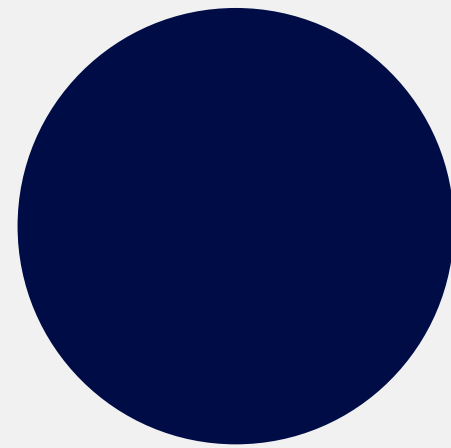
Applications

Resources

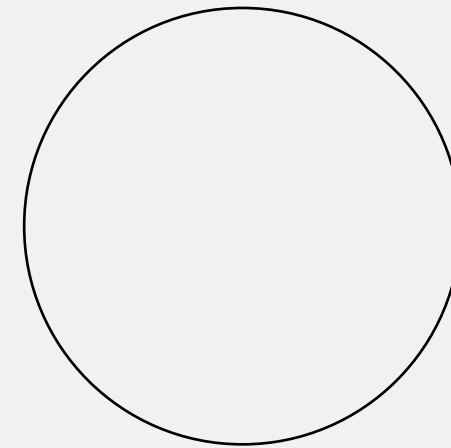
Brand Colors



Pantone 1795 C / 185 U
 CMYK 0 90 80 0
 RGB 255 50 50
 HEX #ff3232



Pantone 2768 C / 282 U
 CMYK 100 80 0 70
 RGB 0 20 70
 HEX #001446



Pantone Cool Gray 1 C / U
 CMYK 0 0 0 5
 RGB 241 241 241
 HEX #f1f1f1



CMYK 0 0 0 0
 RGB 255 255 255
 HEX #ffffff



Pantone 1935 C / 206 U
 CMYK 0 100 60 0
 RGB 255 15 60
 HEX #ff0f3c

Pantone 179 C / U
 CMYK 0 87 93 0
 RGB 255 65 0
 HEX #ff4100

Pantone 158 C / U
 CMYK 0 70 95 0
 RGB 255 110 30
 HEX #ff6e1e

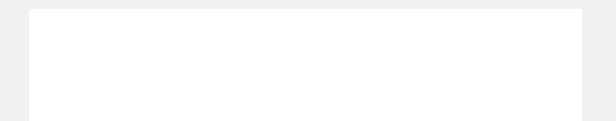
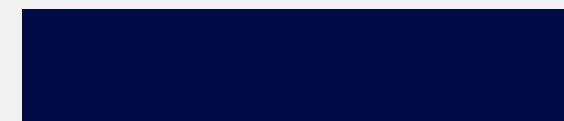
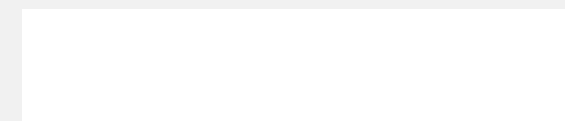
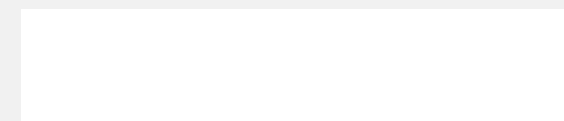
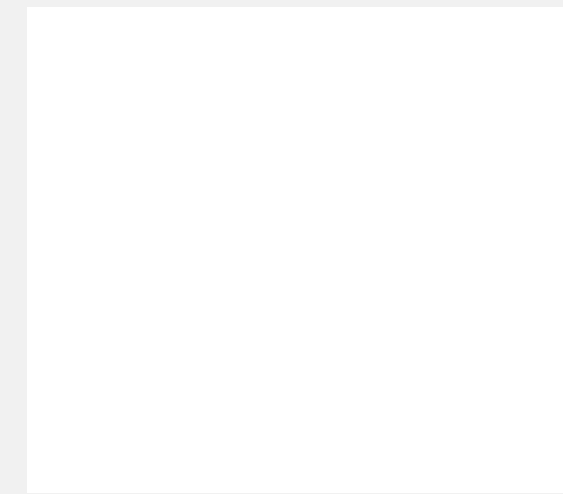
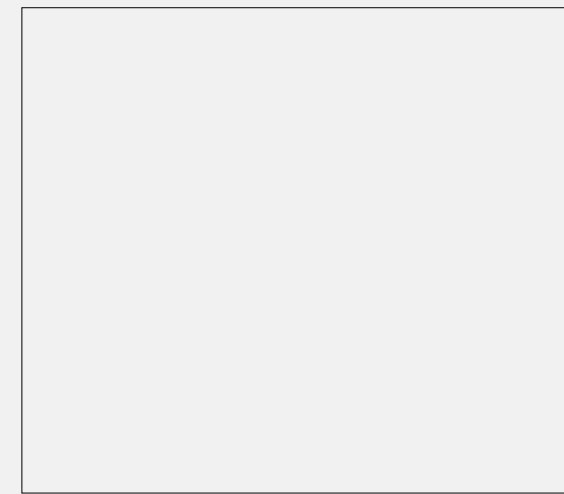
Guidelines

- Our Logo
- Our Element
- Typography
- Voice + Tone
- Color
 - Hero Color
 - Brand Colors
 - Using Colors
 - Brand Gradient
 - Palettes
 - Misuse

- Photography
- Iconography
- Infographics
- Charts
- Grid

Using Colors

The color balance of our brand needs to be precise in order to convey the proper impression of the brand language. It is important to maintain the balance of spot Solar Red and our gradient with the other colors.



Overview

Guidelines

Our Logo

Our Element

Typography

Voice + Tone

Color

Photography

Iconography

Illustrative Icons

Simplified Icons

Infographics

Charts

Grid

Applications

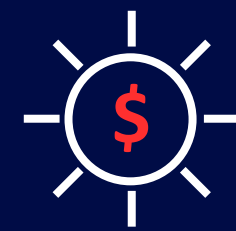
Resources

Illustrative Icons

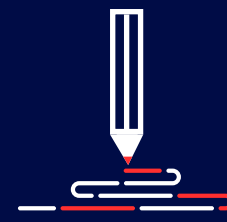
Color 1

Our iconography can take on two appearances. One style, displayed below, is visually more complex. One line is always turned into the Solar Gradient.

Size: 150 x 150 px
Line stroke: 6pt



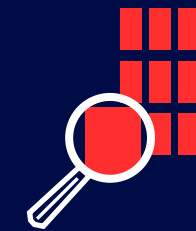
more energy



flexibility



installation



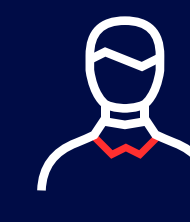
full visibility



safety



design



homeowner



installer



leading global player



publicly traded



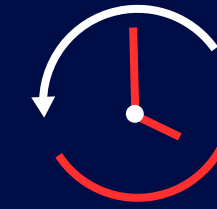
local team



shipped worldwide



water resistance



future proof



maintenance



product warranty

Overview

Guidelines

Our Logo

Our Element

Typography

Voice + Tone

Color

Photography

Iconography

Illustrative Icons

Simplified Icons

Infographics

Charts

Grid

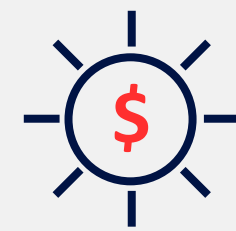
Applications

Resources

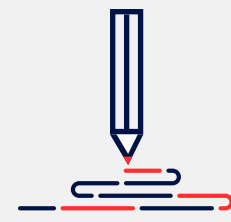
Illustrative Icons

Color 2

Our iconography can take on two appearances. One style, displayed below, is visually more complex. One line is always turned into the Solar Gradient.



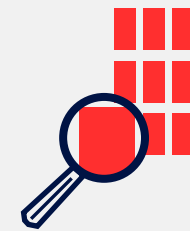
more energy



flexibility



installation



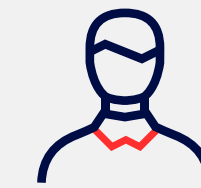
full visibility



safety



design



homeowner



installer

Size: 150 x 150 px
Line stroke: 6pt



leading global player



publicly traded



local team



shipped worldwide



water resistance



future proof



maintenance



product warranty

Overview

Guidelines

Our Logo

Our Element

Typography

Voice + Tone

Color

Photography

Iconography

Illustrative Icons

Simplified Icons

Infographics

Charts

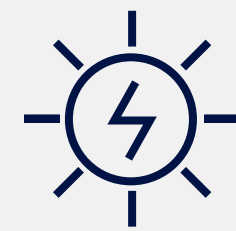
Grid

Applications

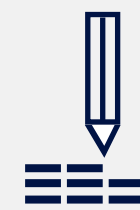
Resources

Simplified Icons

Our simplified iconography, are icons with the functional use for UX applications where sizing is small and information communication is vital.



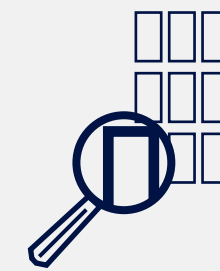
more energy



flexibility



installation



full visibility



safety



design



homeowner



installer



leading global player



publicly traded



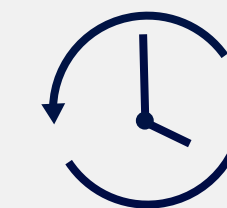
local team



shipped worldwide



water resistance



future proof



maintenance



product warranty

Overview

Guidelines

Applications

Resources

Good Luck!