



PROUD MEMBER OF SUNSPEC LOGO & DESCRIPTIVE TEXT USE GUIDELINES

VERSION 1 | MAY 2019

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INTRODUCTION

This document describes current Proud Member of SunSpec Alliance logo versions, approved usage of the logo, constraints related to the use of the logo, prerequisites for the use of the logo, and text descriptions to be utilized for notice and SunSpec descriptions.

For logo files, any questions related to the Proud Member of SunSpec Alliance branding kit and for approvals for press announcements, advertising, website content, or other use of the logo, please contact Marketing@SunSpec.org.



APPROVED LOGO

The Proud Member of SunSpec Alliance logo has a horizontal and vertical version and is available in color, black and white, and white on transparent.



PROUD MEMBER OF SUNSPEC ALLIANCE LOGO USE

The Proud Member of SunSpec Alliance logo must be used as provided electronically. No attempt to change the configuration or proportion of any artwork is allowed.

Logo Colors

The Proud Member of SunSpec Alliance logo may appear in color, in all black, or in all white. No other colors or color combinations may be used.



Logo Orange

CMYK: 5 77 100 0

RGB: 217 72 25

Hex # D94819



Logo Grey Text

CMYK: 69 61 55 41

RGB: 68 69 73

Hex # 444549



Logo Grey Background

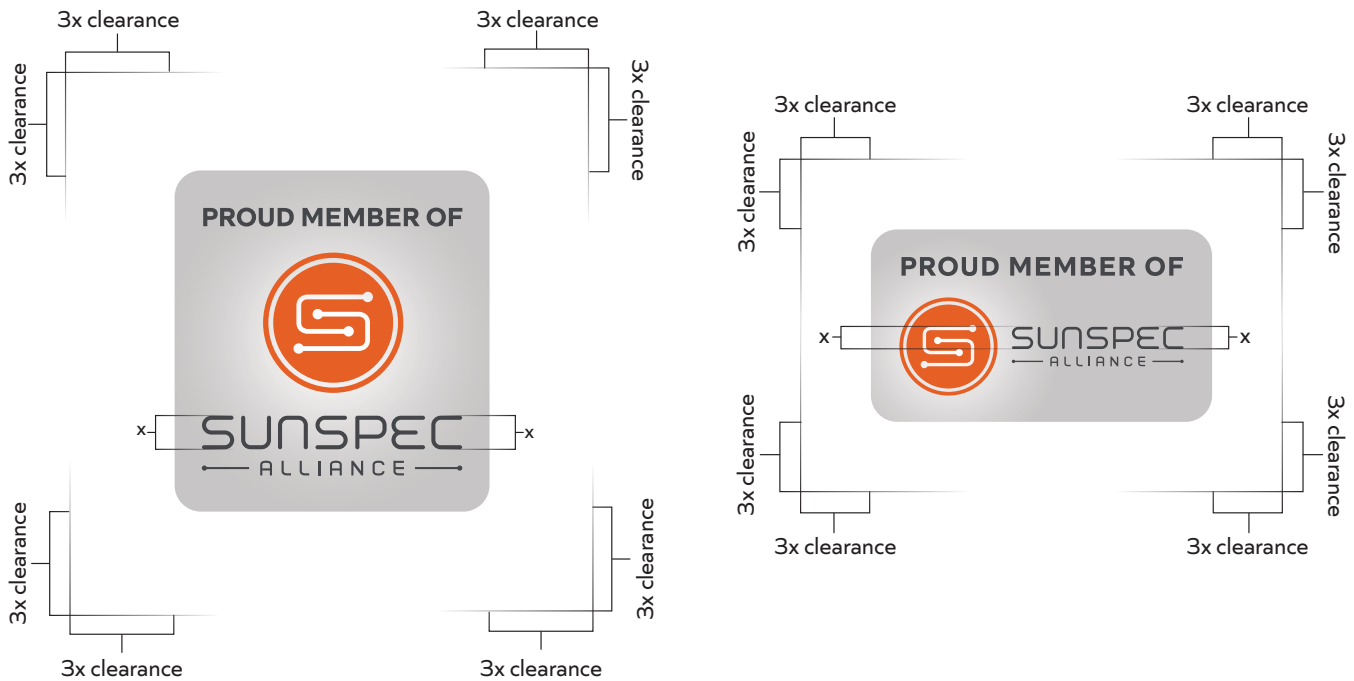
CMYK: 21 18 17 0

RGB: 201 197 198

Hex # C9C5C6

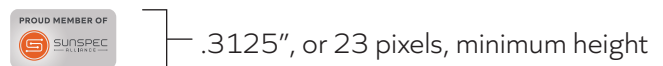
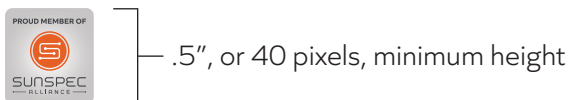
Required Clear Space

The area surrounding the Proud Member of SunSpec Alliance logo must be clear of other logos, graphics or text. This rule also applies when placing the Proud Member of SunSpec Alliance logo near the edge of a surface.



The required clear space is 3x, where x is equal to the height of the word "SunSpec" in the logo.

Preferred Minimum Size Guidelines



Logo Incorrect Use



Do: Scale the logo proportionally.

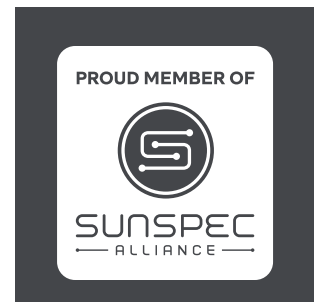
Don't: "Fit to space" when placing or scaling the logo.

Do: Use the logo as provided.

Don't: Modify the logo by changing the type/fonts or changing the angle of the logo.

Do: Keep the logo at an horizontal angle.

Don't: Place the logo at any angle, other than flat horizontal.



Do: Use the logotype and logomark as provided.

Don't: Resize or rearrange portions of the logo.

Do: Use the logo in the colors provided.

Don't: Recolor the logo to non-brand colors or show the logo in colors other than the provided black or white versions.

Do: Make sure there is good contrast between the background and the logo.

Don't: Outline the logo or add internal drop shadows or bevels to make it stand out.

PREREQUISITES AND REQUIREMENTS FOR USE OF THE LOGO

The Proud Member of SunSpec Alliance logo may be used by current member companies and organizations of the SunSpec Alliance. Membership status must be active and in good standing and dues paid must be current. The Proud Member of SunSpec Alliance logo may not be used in any manner that would otherwise imply or convey SunSpec Alliance endorsement of a specific company, its products or its services.

Use of the mark as outlined here is bound by the terms of the SunSpec Membership Agreement.

Prohibited Usage

- The Proud Member of SunSpec Alliance logo may never be used in a manner that would disparage SunSpec Alliance.
- The Proud Member of SunSpec Alliance logo may never be translated into other languages.
- The Proud Member of SunSpec Alliance logo may never be used in any manner that implies certification of a product or service.
- The Proud Member of SunSpec Alliance logo may never be used on any device that may undergo SunSpec Alliance certification testing.
- The Proud Member of SunSpec Alliance logo may never be used on letterhead, business cards or other stationery as the primary logo.
- The Proud Member of SunSpec Alliance logo may not be altered, cut apart, separated, or otherwise distorted in appearance.
- The Proud Member of SunSpec Alliance logo shall be presented in a manner in which it stands alone and shall not be combined with or incorporated into other designs.
- The use of the Proud Member of SunSpec Alliance logo must comply with the additional graphics usage guidelines set forth in this Style guide.

NOTICE CONVENTION / TEXT DESCRIPTIONS

In text material relating to the Proud Member of SunSpec Alliance logo, the statement, "The Proud Member of SunSpec Alliance Logo is a logo of SunSpec Alliance." should be used in addition to the appropriate notice symbol to indicate that SunSpec Alliance owns the logo.

Description of the relationship between the member company/organization and SunSpec Alliance: "(Name of Company) is a member of SunSpec Alliance."