

Visual ID Guidelines



**ADVANCED DIGITAL TOOLS FOR OPTIMISED PLANNING, MAINTENANCE
AND OPERATION OF SOLAR THERMAL HYBRID SYSTEMS**

Logotype

The logo consists of a stylized icon on the left, followed by the word "DIGISOLAR" in a bold, sans-serif typeface. The icon is composed of a dark red semi-circle on the left and a dark teal shape on the right that resembles a stylized 'D' or a partial circle. The word "DIGISOLAR" is split into two color sections: "DIGI" is dark teal and "SOLAR" is dark red.

DIGISOLAR

Isotype

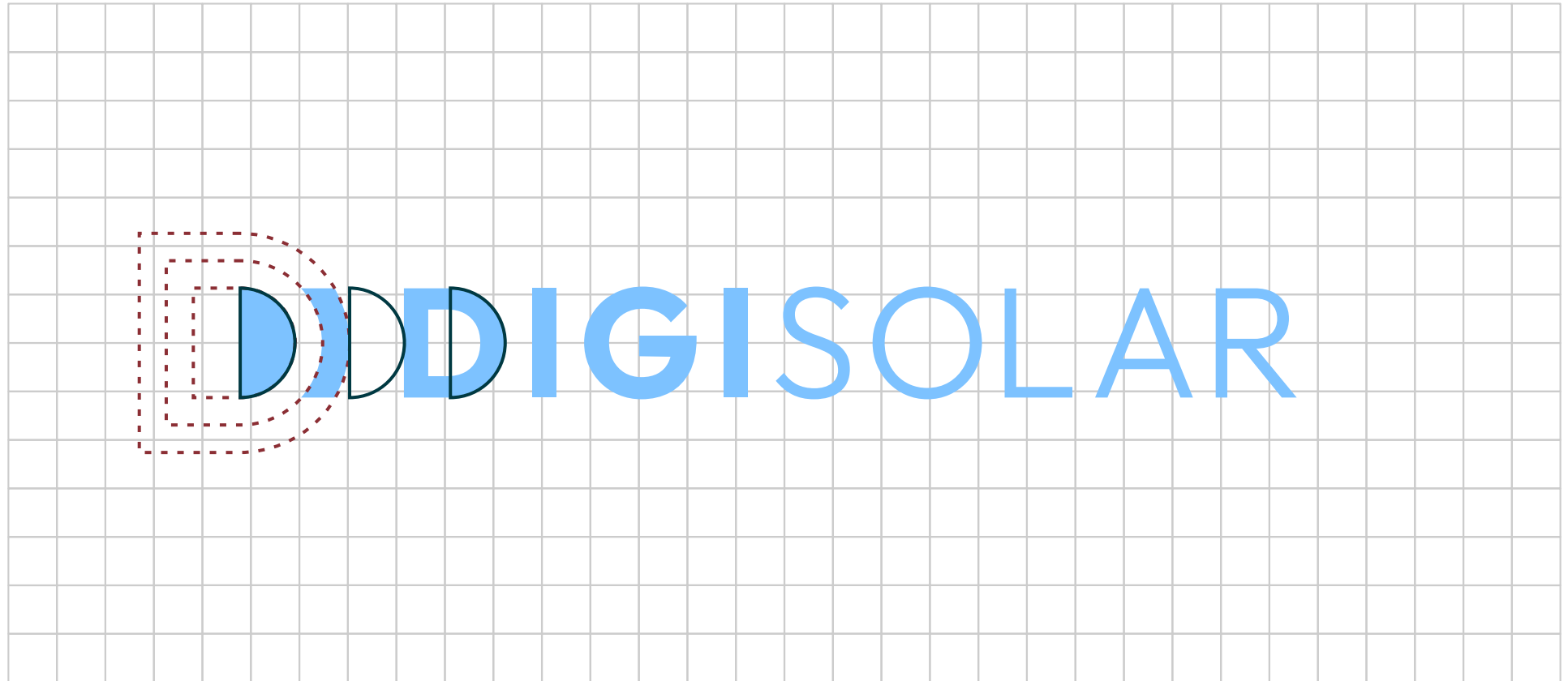


Logotype name

DIGISOLAR

DIGISOLAR uses the Outfit free font.

Logotype Architecture



Use of the double D for the construction and spacing of the logo.

Protection area



Logo protection area:
It is recommended that the area stays clear
of any text and images within the designated space.

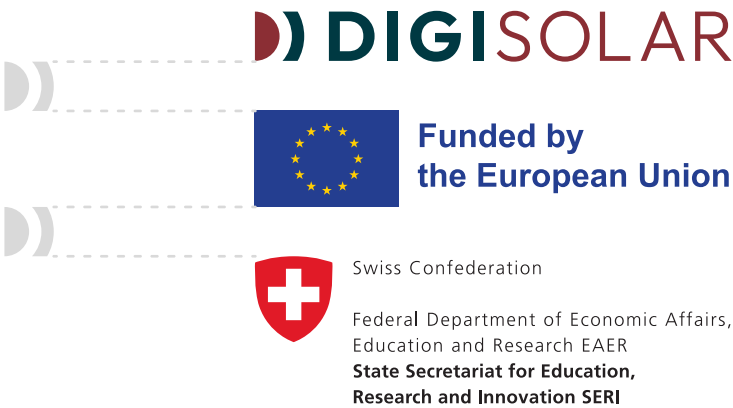


Coexistence

horizontal

minimum margin

logotype



vertical

minimum margin

logotype



Standard version



White background = Standard colour version



Grey 20% = Standard colour version

Whenever possible, the standard colour version should be used.

Monochrome versions

The DIGISOLAR logo is centered on a light grey rectangular background. The logo consists of a stylized 'D' icon followed by the word 'DIGISOLAR' in a bold, sans-serif typeface.

Grey background 25% = Negative black monochrome

The DIGISOLAR logo is centered on a white rectangular background. The logo consists of a stylized 'D' icon followed by the word 'DIGISOLAR' in a bold, sans-serif typeface.

White background 100% = Negative black monochrome

The DIGISOLAR logo is centered on a medium grey rectangular background. The logo consists of a stylized 'D' icon followed by the word 'DIGISOLAR' in a bold, sans-serif typeface.

Grey background 50% = White monochrome

The DIGISOLAR logo is centered on a black rectangular background. The logo consists of a stylized 'D' icon followed by the word 'DIGISOLAR' in a bold, sans-serif typeface.

Black background 100% = White monochrome

Application on dark tones

Correct application

White background 100%



Grey background 25%



Grey background 35%



Grey background 50%



Black background 100%



Incorrect application



Colour palette

Primary colours

 Solar red
C:28 M:90 Y:74 K:30
R:139 G:46 B:52
Hexadecimal: #8B2E34

 Digi blue
C:93 M:57 Y:51 K:54
R:0 G:57 B:66
Hexadecimal: #003942



Colour palette

Primary colours

 Solar red
C:28 M:90 Y:74 K:30
R:139 G:46 B:52
Hexadecimal: #8B2E34

 Digi blue
C:93 M:57 Y:51 K:54
R:0 G:57 B:66
Hexadecimal: #003942

Secondary colours

 Dark
C:17 M:0 Y:13 K:82
R:38 G:46 B:40
Hexadecimal: #262E28

 Light
C:2 M:2 Y:2 K:0
R:247 G:247 B:247
Hexadecimal: #F7F7F7



Font

Roboto Condensed

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;!&"()/@¿?%+-=

Roboto Condensed

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;!&"()/@¿?%+-=

Roboto Condensed is the suggested Visual ID font for text and headings. Outfit has been the selected font for the DigiSolar logo.

Font

Roboto Condensed bold

Heading 1
40pt / 2.5rem
line-height 100%

■ Sample text

Heading 2
28pt / 1.75rem
line-height 110%

■ Sample text

Heading 3
20pt / 1.25rem
line-height 120%

■ Sample text

Subheading
16pt / 1rem
line-height 150%

■ Sample text

Body text
16pt / 1rem
line-height 150%

■ Sample text

Roboto Condensed regular

Caption
12pt / 1rem
line-height 150%
letter-spacing 50%

■ Sample text

Font

Examples

Heading 1

DIGISOLAR

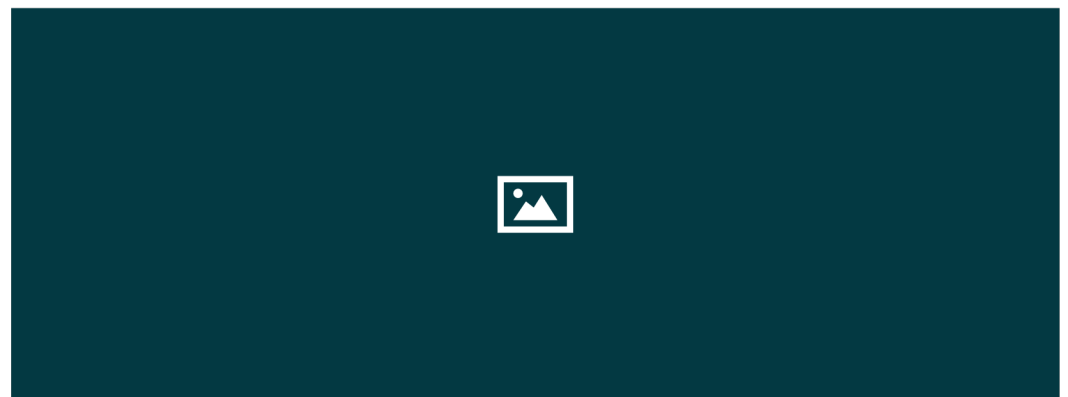
Heading 3

Advanced digital tools for optimised planning, maintenance and operation of solar thermal hybrid systems

Body text

DigiSolar is set to revolutionize large-scale solar thermal (ST) systems by seamlessly integrating them with other renewable energy sources, enabling hybrid-ST solutions that drive decarbonization, electrification, and energy flexibility.

Image



Caption

DigiSolar is set to revolutionize large-scale solar thermal (ST)

