BRAND GUIDELINES
INTRODUCTION

SEI’s brand book is meant to capture and communicate the visual and vocal ‘spirit’ or ‘ethos’ of SEI. This book should be used by the organization as a tool for comprehending and conveying SEI’s mission and objectives in a cohesive way. Understanding and following the requisites in this book will help to secure brand clarity and continuity across all external communications. In its essence, this book helps SEI maintain a consistent, clear and understandable presence and perception in and among the world around us.
MISSION & VISION

Solar Energy International (SEI) was founded in 1991 as a nonprofit educational organization. Our mission is to provide industry-leading technical training and expertise in renewable energy to empower people, communities, and businesses worldwide. Why? Because we envision a world powered by renewable energy!
BRAND VOICE

SEI’s brand voice is the ‘personality and presence’ SEI communicates with when using words to speak to our audience, influencing how we are perceived by those outside of the organization. Our brand voice endeavors to be consistent and recognizable so that SEI’s voice is identifiable despite different writers/content creators. The words below are meant to capture the qualities of all of SEI’s communications and should be kept in mind when writing on behalf of the organization.

Technical yet Accessible

As the industry-leader in solar training, SEI’s subject matter and curriculum tends to be technical in nature, and so we communicate in this regard when the context is fitting. Simultaneously, we communicate in a tempered and simplified tone, so as to reach the broadest audience possible to provide clear information and education to an audience with a diverse range of skills, aptitudes and learning styles.

Informed yet Relaxed

We seek to speak from an informed position, demonstrating our comprehension on a broad range of topics related to solar energy. At the same time, SEI’s persona is not stuffy or overly formal – we’re warm, upbeat, and fun - and we ought to let it show.

Genuine yet Compelling

As a thought leader in the solar sector, SEI’s voice carries an authority that others look to for guidance and hope. Because of this, it is imperative that we speak to our audience in such a way that includes a measure of both reality and optimism – that we do not look away from what actually exists, but that we anticipate and seek to communicate the best possible outcome.

KEY TAKEAWAYS

- Speak about realities tempered with optimism
- Communicate with pessimism or overt political statements
- Enthusiastically convey a grasp on the subject matter
- Communicate with overly complex terminology
- Share knowledge succinctly and give general advice
- Speak on a topic in a cold, calculated manner only
BRAND TONE

SEI’s brand tone goes beyond the words we use to communicate about ourselves and seeks to tell our audience how we feel about our specific message - and how they should too. In other words, it’s not just about what we are saying (voice), but how we are saying it (tone). Since a spectrum of tone exists, we want to leverage our tone to be consistent, memorable and inoffensive on behalf of SEI. View the section on the following page as a starting point to consider how SEI’s brand tone functions.

Tone Chart

Use the chart below to help determine proper tone for each setting.

<table>
<thead>
<tr>
<th>TONE</th>
<th>COMMUNICATION CONTEXT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enthusiastic</td>
<td>General/Other</td>
</tr>
<tr>
<td>Casual</td>
<td>Customer Service</td>
</tr>
<tr>
<td>Broad</td>
<td>Marketing &amp; Products</td>
</tr>
<tr>
<td>Simple</td>
<td>Training &amp; Education</td>
</tr>
</tbody>
</table>

Tone Modification

While we strive to keep our overall tone as consistent as possible, varying contexts and purposes will often determine final tone used. Consider the following when reviewing tone:

- Audience (ie: students vs. board members)
- Setting or means of communication (ie: email vs. phone)
- Goal of communication (ie: entertain vs. inform)
- History of communication (ie: what’s worked/hasn’t)

SEI Brand Guidelines
BRAND IDENTITY

SEI’s brand identity is what visually makes us unique. While SEI’s brand voice and tone is our ‘personality and presence through words and how we express them’, our brand identity is ‘the face and attire’ that represents SEI in the eyes of a watching world. Maintaining a presentable appearance ensures that SEI is recognizable, predictable and trustworthy to our audience (all things that already exist among the organization). Use the following guidelines to assure SEI’s visual presence is properly represented.
Primary Logos

VERTICAL CENTER

SOLAR ENERGY INTERNATIONAL

HORIZONTAL LEFT

SOLAR ENERGY INTERNATIONAL

HORIZONTAL CENTER

SOLAR ENERGY INTERNATIONAL

Renewable Energy Education for a Sustainable Future

Alternative Logos

PRIDE

SOLAR ENERGY INTERNATIONAL

NO TAGLINE

SOLAR ENERGY INTERNATIONAL

CIRCLES ONLY

SOLAR ENERGY INTERNATIONAL

BLACK & WHITE

SOLAR ENERGY INTERNATIONAL

GRAYSCALE

SOLAR ENERGY INTERNATIONAL

Visit solarenergy.org/branding to access and download logo files

SEI Brand Guidelines

SEI Brand Guidelines
**Logo Sizing & Spacing**

**MINIMUM HEIGHT**
Measure at SEI full circles

**CLEAR SPACE**
Measure with SEI half-circles

Minimum clear space is one-half the height of an SEI circle

**Logo Misuse**

- Never apply a gradient or color change
- Do not stretch or skew logo
- Avoid using dark logo on dark colors
- Do not overlay logo in an unreadable way
- Do not use a pixelated or blurry logo
- Do not alter spacing or re-order elements
- Do not place logo in a container on image
- Do not alter the font, color, size or spacing
- Do not change the logo shapes

### Primary Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td>SEI Green</td>
<td>85, 13, 98, 1</td>
<td>234, 201, 56</td>
<td>#EAC938</td>
</tr>
<tr>
<td>SEI Yellow</td>
<td>10, 17, 92, 0</td>
<td>34, 129, 183</td>
<td>#2281B7</td>
</tr>
<tr>
<td>SEI Blue</td>
<td>82, 41, 9, 0</td>
<td>3, 156, 76</td>
<td>#039C4C</td>
</tr>
<tr>
<td>SEI Black</td>
<td>0, 0, 0, 100</td>
<td>0, 0, 0</td>
<td>#000000</td>
</tr>
<tr>
<td>SEI Navy</td>
<td>93, 67, 42, 28</td>
<td>27, 72, 97</td>
<td>#1B4861</td>
</tr>
</tbody>
</table>

### Primary Neutral Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dark Gray</td>
<td>65, 63, 62, 58</td>
<td>116, 116, 116</td>
<td>#333333</td>
</tr>
<tr>
<td>Medium Gray</td>
<td>56, 47, 47, 12</td>
<td>247, 247, 247</td>
<td>#777777</td>
</tr>
<tr>
<td>Light Gray</td>
<td>2, 1, 1, 0</td>
<td>247, 247, 247</td>
<td>#777777</td>
</tr>
</tbody>
</table>

### Tints & Shades

In some instances, it is necessary to use primary color tints (lighter values) and shades (darker values). This should be done sparingly, and in proper context (see below for example).

- Tints can be lightened up to 50% (maximum) of base color.
- Shades can be darkened up to 50% (maximum) of base color.

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td>SEI Green</td>
<td>82, 41, 9, 0</td>
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</tr>
</tbody>
</table>

**Example Use**

- Lighter: 10%, 20%, 30%, 40%, 50%
- Darker: 10%, 20%, 30%, 40%, 50%
Color Usage

Use this chart to determine contextually dominant and subdominant color palettes, based on the real estate of each color and its contents.

Color Misuse

Never use another color not in the palette
Avoid using bright primary colors together
Do not use dark on dark colors
Avoid using solid colors that cover central image features
Do not use light on light colors

START TRAINING
Enroll now in SEI's RE100: Introduction to Renewable Energy class.

LIVE WEBINARS
SEI Live: Interactive Workshops & Webinar Series includes live training seminars!

SIGNUP NOW
Oswald

<table>
<thead>
<tr>
<th>Font</th>
<th>Classification</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oswald Extra Light</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</td>
</tr>
<tr>
<td>Oswald Light</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</td>
</tr>
<tr>
<td>Oswald Medium</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</td>
</tr>
<tr>
<td>Oswald SemiBold</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</td>
</tr>
<tr>
<td>Oswald Bold</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</td>
</tr>
</tbody>
</table>

PROPER USES

- Headlines
- Subheadlines/Subheadings
- Large, bold text
- Callouts

Open Sans

<table>
<thead>
<tr>
<th>Font</th>
<th>Classification</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open Sans Light</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</td>
</tr>
<tr>
<td>Open Sans Light Italic</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</td>
</tr>
<tr>
<td>Open Sans SemiBold</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</td>
</tr>
<tr>
<td>Open Sans SemiBold Italic</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</td>
</tr>
<tr>
<td>Open Sans Bold</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</td>
</tr>
<tr>
<td>Open Sans Bold Italic</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</td>
</tr>
<tr>
<td>Open Sans ExtraBold</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</td>
</tr>
<tr>
<td>Open Sans ExtraBold Italic</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</td>
</tr>
</tbody>
</table>

PROPER USES

- Body copy
- Small, supportive text
- Subheadlines/Subheadings alternative
Typography

ALTERNATIVE TYPOGRAPHY

There may be times when SEI’s fonts are limited or unavailable and need a more generic font alternative. This section shows the preferred options for alternative fonts to be used in such cases. Examples include email, enewsletters, website fallback fonts, etc.

arial regular | helvetica regular | pt sans regular

proper uses
subheadlines/
subheadings
body copy

arial bold | helvetica bold | pt sans bold

proper uses
headlines
large, bold text
callouts

arial italic | helvetica oblique | pt sans italic

proper uses
highlights
extras

Typography

PROPER USES

Headline
Oswald Medium, 44pt

Subheadline
Open Sans Reg, 18pt

Body
Open Sans Reg, 12pt

Note how different colors change the visual arrangement and emphasis:

GET TRAINED. STAY INSPIRED.

Become a NABCEP certified Solar Professional with SEI.

For 29 years, SEI has been dedicated to training the global solar energy workforce. We deliver hands-on experience, safety, and technical skills solar training to scale the global workforce at a pace that significantly impacts climate change — whether that's equipping utilities with the skills to operate large-scale solar farms, or helping people access clean, reliable energy for the first time.

Note how different colors change the visual arrangement and emphasis:

START TRAINING FOR FREE

Enroll now in SEI’s RE100:
Introduction to Renewable Energy class.

vs.

START TRAINING FOR FREE

Enroll now in SEI’s RE100:
Introduction to Renewable Energy class.
Photography

OVERVIEW

SEI's imagery is vital to expressing our mission in a visual capacity. With a multitude of ways to capture its essence, this section aims to provide SEI's general approach to photographic direction and definition. Imagery can be categorized in two different ways: Event Photography and Instructional and Conceptual imagery. Illustration remains more general for the sake of flexibility.

EVENT PHOTOGRAPHY

This is the primary type of photography used to capture SEI. Images that disclose the act or process of solar training involving people, places, subject matter and curriculum are essential to expressing SEI's spirit. This kind of imagery is concrete and literal in nature - real settings, people, things and activities.

Visit solarenergy.org/branding to view and download photos.
Photography

INSTRUCTIONAL AND CONCEPTUAL PHOTOGRAPHY
This is the secondary type of photography used, with the focus more on inanimate objects such as solar panels, electric components, tools, and materials. While people, places and activities are often included, they are not mandatory. This kind of imagery tends to be more informative or philosophical in nature.

Illustration

MARKETING AND INSTRUCTIONAL ILLUSTRATION
Illustrations are also a key component to SEI's visual communication. While there are fewer definitive guidelines for illustrations, try to accommodate SEI's brand color palette, typography, color usage and logo implementation when possible and applicable.
Photography

COMPOSITION
Loosely following the guidelines below will help ensure imagery is communicating effectively:

- Implement the rule of thirds where applicable
- Keep the composition simple to highlight the subject(s)
- Allow for negative space around the main subject
- Select photos with depth (foreground/background)
- Select images that appear naturally lit and balanced
- Crop out unnecessary/distracting elements

Avoid using dark and poorly lit photos
Avoid images that show people without facial recognition
Avoid images that are awkward, staged, unnatural or disingenuous
Do not use images where subjects are missing proper safety attire
Do not use washed out images or images that include indiscernible subject matter

Depth: Foreground
Depth: Background
Negative Space

Rule of Thirds focal point on main subject

CROPPING EXAMPLE

Avoid using images that are overly dramatic or depict negative undertones
Do not use images that are awkward, staged, unnatural or disingenuous
Do not use washed out images or images that include indiscernible subject matter
SAMPLE APPLICATIONS

The following pages include sample applications where SEI’s branding is working properly. Allow these examples to help guide different scenarios for creativity.
APPROVAL PROCESS FOR EXTERNAL COMMUNICATIONS

SEI’s marketing team works hard to ensure that consistent and quality communication is reaching our audience. For this reason, there is an approval process where each new or revised external communication must be approved by the marketing team prior to release. This includes all print, digital and on-screen materials.

Procedure for Creation and Submission

To ensure a quick and smooth process of approval, make sure that the guidelines below are followed.

Review and Scheduling

Please allow the marketing team a minimum of 24 hours to review your materials. If there is no response within 3 business days, your material is not approved.

After approval, a marketing team member will work with you to schedule out your communication(s). Keep in mind that the earlier communication material is submitted and approved, the more flexibility there is for scheduling on a day(s) of your preference. As time goes on, the marketing calendar fills up.