

SOLAR ENERGY INTERNATIONAL

Educate. Engage. Empower.

BRAND GUIDELINES



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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

✓ Share knowledge succinctly and give general advice

✗ Communicate with overly complex terminology

✓ Enthusiastically convey a grasp on the subject matter

✗ Speak on a topic in a cold, calculated manner only

✓ Speak about realities tempered with optimism

✗ Communicate with pessimism or overt political statements

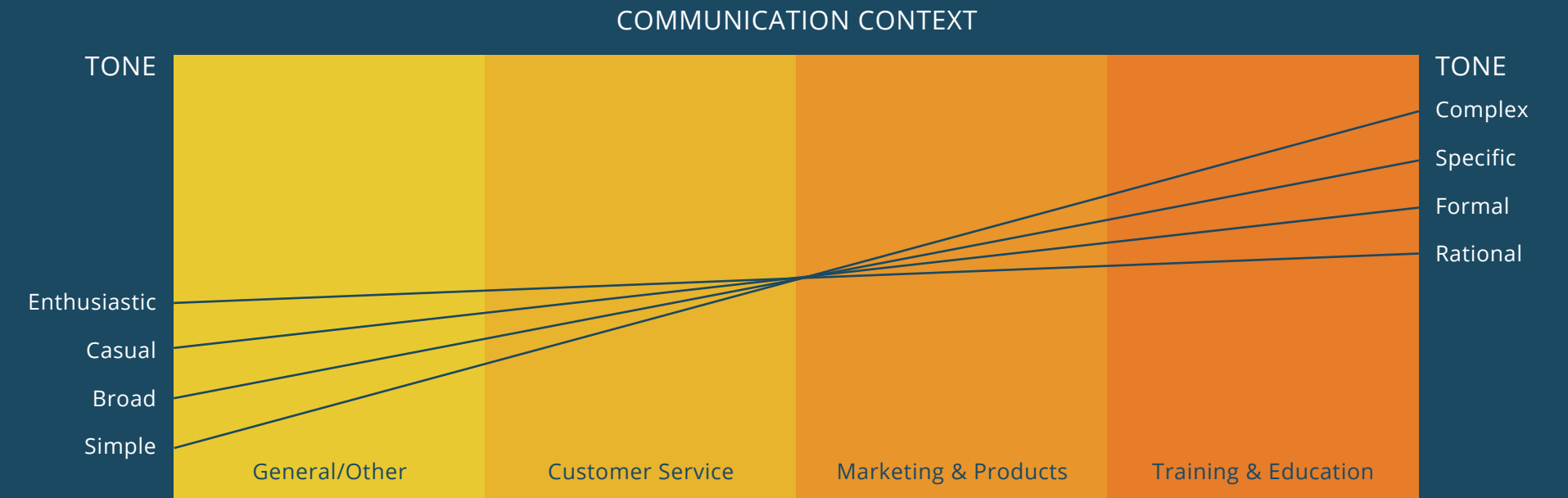


BRAND TONE

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.



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

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

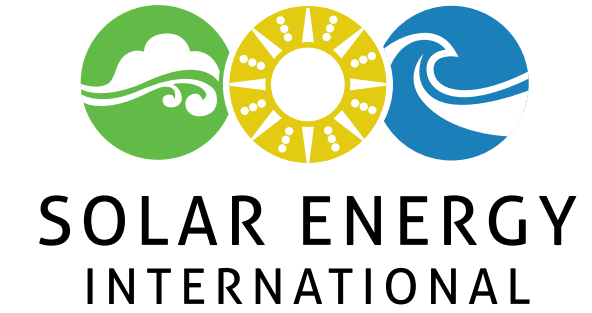


Alternative Logos

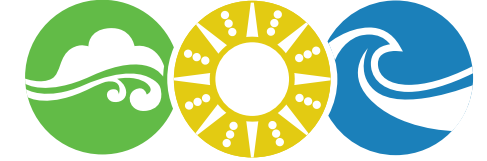
PRIDE



NO TAGLINE



CIRCLES ONLY



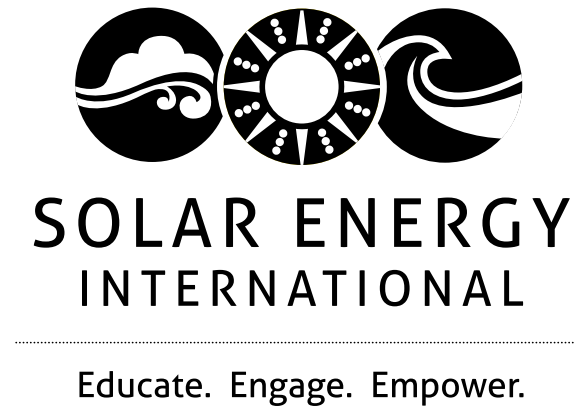
HORIZONTAL LEFT



HORIZONTAL CENTER



BLACK & WHITE



GRAYSCALE



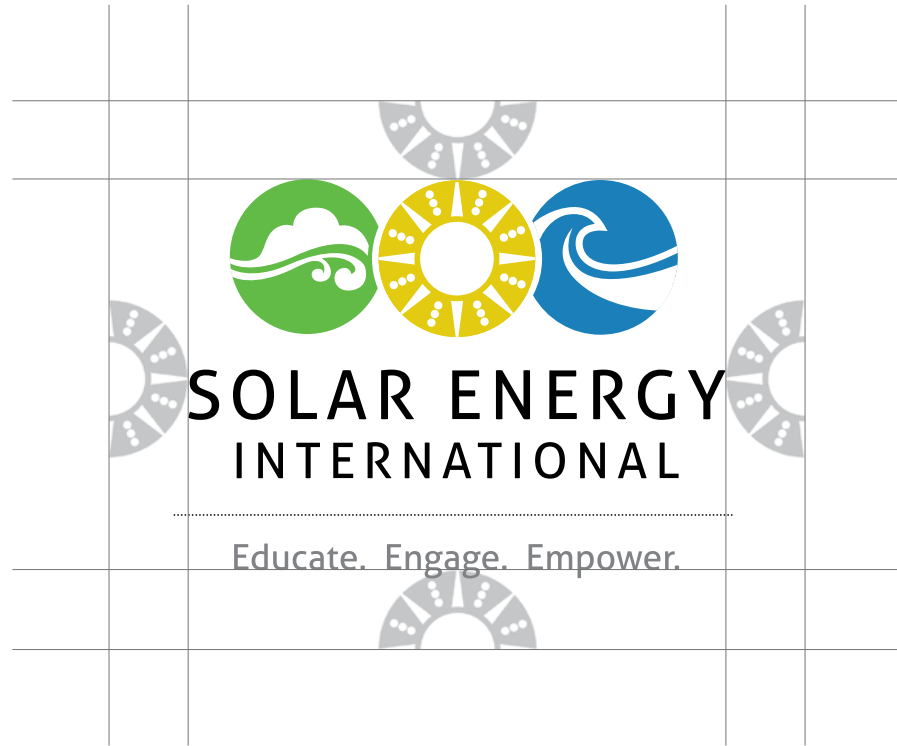
Visit solarenergy.org/branding to access and download logo files

Logo Sizing & Spacing

MINIMUM HEIGHT
Measure at SEI full circles

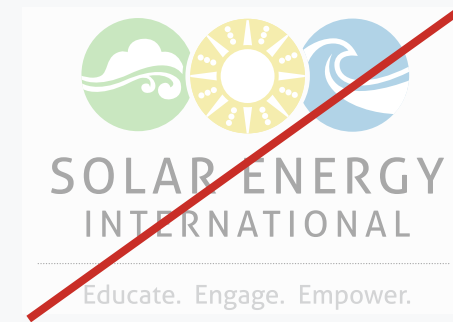


CLEAR SPACE
Measure with SEI half-circles

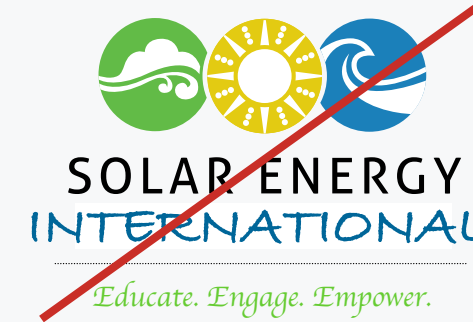


Minimum clear space is one-half the height of an SEI circle

Logo Misuse X



Never apply a gradient or color change



Do not alter the font, color, size or spacing



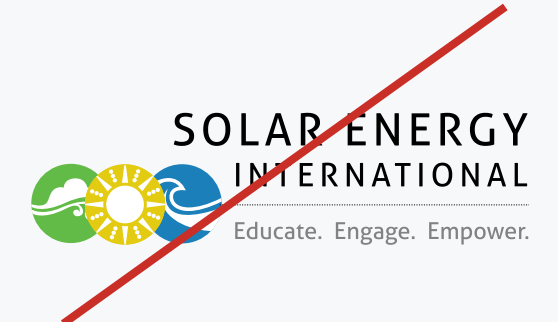
Do not change the logo shapes



Do not stretch or skew logo



Do not overlay logo in an unreadable way



Do not alter spacing or re-order elements



Avoid using dark logo on dark colors



Do not use a pixelated or blurry logo



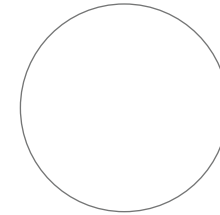
Do not place logo in a container on image

Color Palette

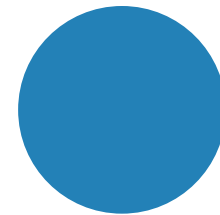
PRIMARY COLORS



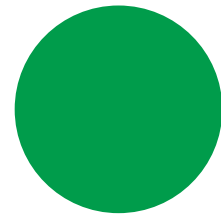
SEI BLACK
 CMYK: 0, 0, 0, 100
 RGB: 0, 0, 0
 HEX: #000000



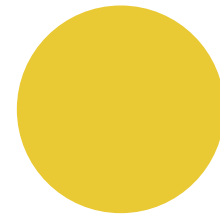
SEI WHITE
 CMYK: 0, 0, 0, 0
 RGB: 255, 255, 255
 HEX: #FFFFFF



SEI BLUE
 CMYK: 82, 41, 9, 0
 RGB: 34, 129, 183
 HEX: #2281B7



SEI GREEN
 CMYK: 85, 13, 98, 1
 RGB: 3, 156, 76
 HEX: #039C4C



SEI YELLOW
 CMYK: 10, 17, 92, 0
 RGB: 234, 201, 56
 HEX: #EAC938

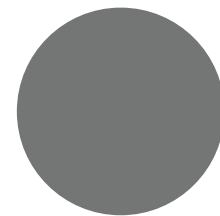


SEI NAVY
 CMYK: 93, 67, 42, 28
 RGB: 27, 72, 97
 HEX: #1B4861

PRIMARY NEUTRAL COLORS



DARK GRAY
 CMYK: 69, 63, 62, 58
 RGB: 51, 51, 51
 HEX: #333333



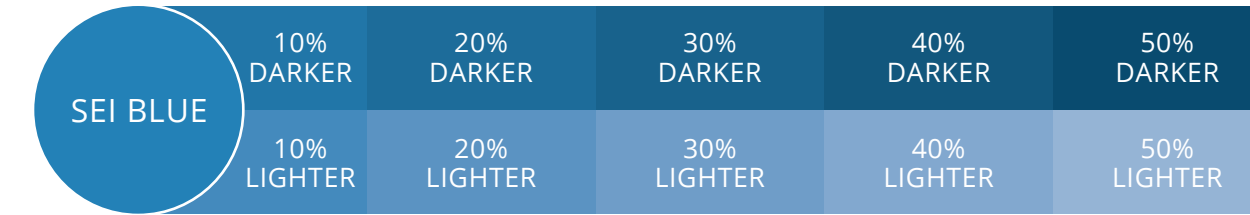
MEDIUM GRAY
 CMYK: 56, 47, 47, 12
 RGB: 116, 116, 116
 HEX: #747474



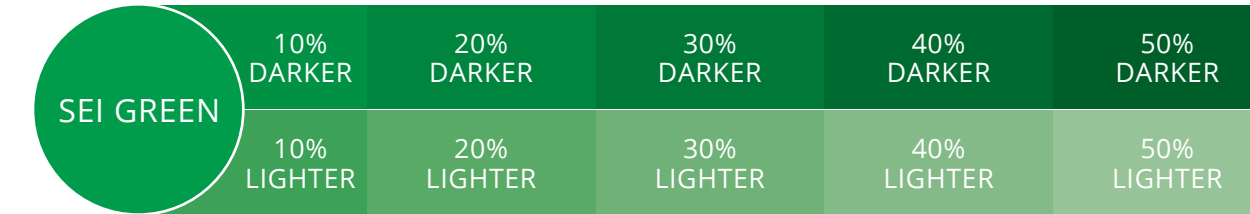
LIGHT GRAY
 CMYK: 2, 1, 1, 0
 RGB: 247, 247, 247
 HEX: #F7F7F7

Tints & Shades

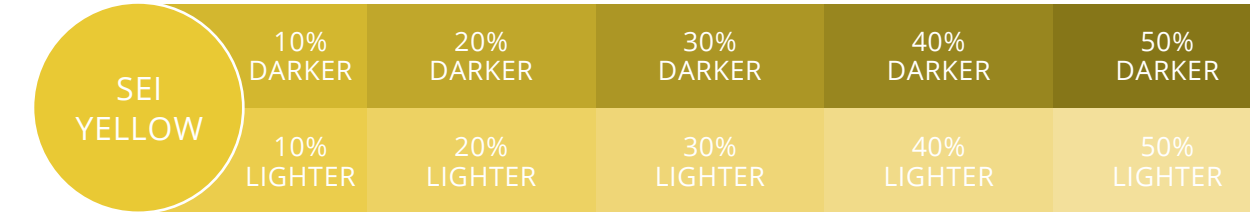
PRIMARY COLORS ONLY



SEI BLUE	10% DARKER	20% DARKER	30% DARKER	40% DARKER	50% DARKER
	10% LIGHTER	20% LIGHTER	30% LIGHTER	40% LIGHTER	50% LIGHTER



SEI GREEN	10% DARKER	20% DARKER	30% DARKER	40% DARKER	50% DARKER
	10% LIGHTER	20% LIGHTER	30% LIGHTER	40% LIGHTER	50% LIGHTER



SEI YELLOW	10% DARKER	20% DARKER	30% DARKER	40% DARKER	50% DARKER
	10% LIGHTER	20% LIGHTER	30% LIGHTER	40% LIGHTER	50% LIGHTER




SEI NAVY	10% DARKER	20% DARKER	30% DARKER	40% DARKER	50% DARKER
	10% LIGHTER	20% LIGHTER	30% LIGHTER	40% LIGHTER	50% LIGHTER

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.

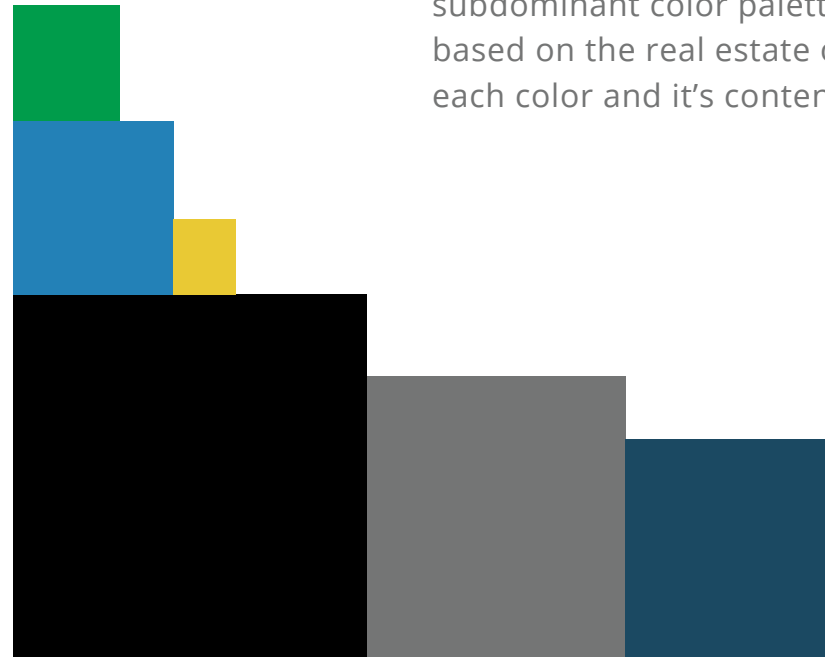
EXAMPLE USE



Color Usage

SEI WHITE

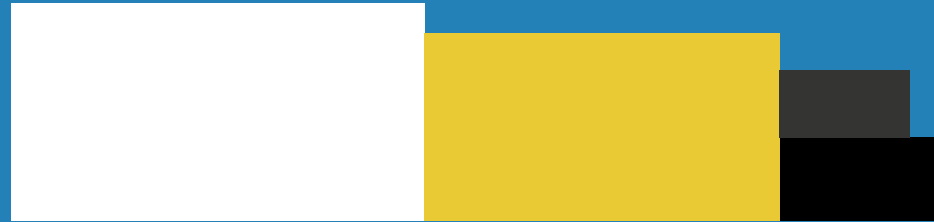
Use this chart to determine contextually dominant and subdominant color palettes, based on the real estate of each color and it's contents.



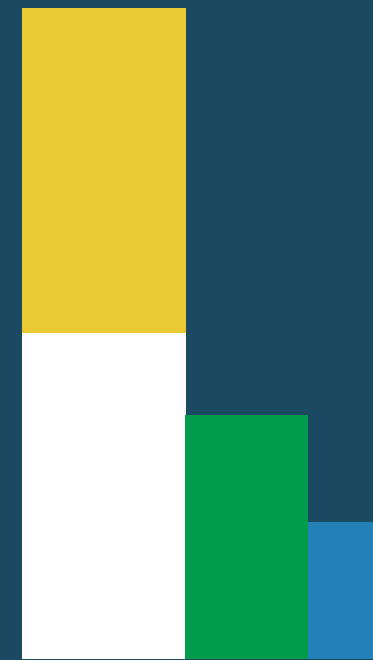
LIGHT GRAY



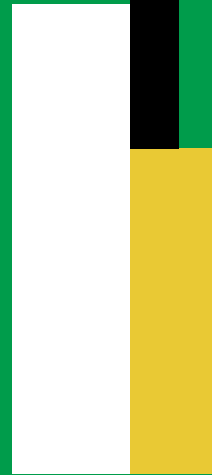
SEI BLUE



SEI NAVY



SEI GREEN



SEI YELLOW



Color Misuse X



Never use another color not in the palette Avoid using bright primary colors together Do not use tints or shades as main colors



Do not use dark on dark colors Avoid using solid colors that cover central image features Do not use light on light colors

Typography

PRIMARY TYPOGRAPHY

Oswald
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890



PROPER USES

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

VARIATIONS

Oswald Extra Light
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Oswald Light
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Oswald Medium
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Oswald SemiBold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Oswald Bold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

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

Typography

SECONDARY TYPOGRAPHY

Open Sans
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890



PROPER USES

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

VARIATIONS

Open Sans Light
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Open Sans Light Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Open Sans Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Open Sans SemiBold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Open Sans SemiBold Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Open Sans Bold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Open Sans Bold Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Open Sans ExtraBold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Open Sans ExtraBold Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

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

Typographical Hierarchy

Proper hierarchy is key to making sure that the essence of our written message is understood immediately. Since not all typographic combinations execute this task well, this section exemplifies how hierarchy, size, font variation and weight can properly set instances of type.

HEADLINE
Oswald Medium, 44pt

SUBHEADLINE
Open Sans Reg, 18pt

BODY
Open Sans Reg, 12pt

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 to 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:

<p>HEADLINE Oswald Regular</p> <p>BODY Open Sans Reg.</p>	<p>START TRAINING FOR FREE</p> <p>Enroll now in SEI's RE100: Introduction to Renewable Energy class.</p>	<p>vs.</p>	<p>START TRAINING FOR FREE</p> <p>Enroll now in SEI's RE100: Introduction to Renewable Energy class.</p>
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Photography

OVERVIEW

SEI's imagery is vital to expressing our mission in a visual capacity. With a multitude of ways to capture it's 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.



Visit solarenergy.org/branding to view and download photos

Photography

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.



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.

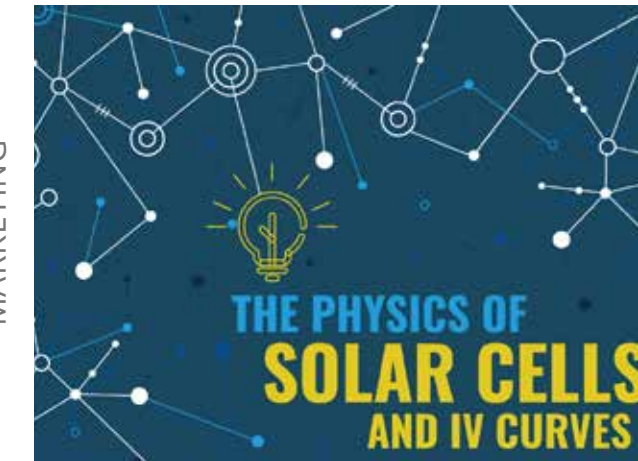


Illustration

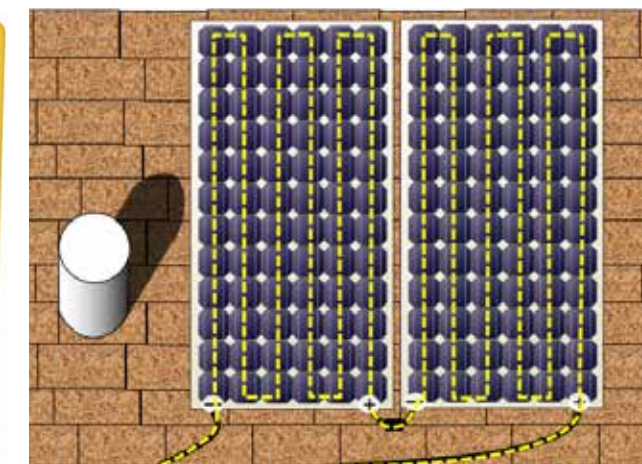
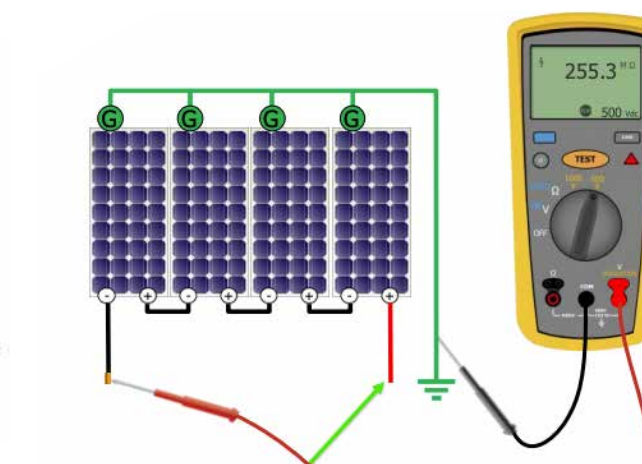
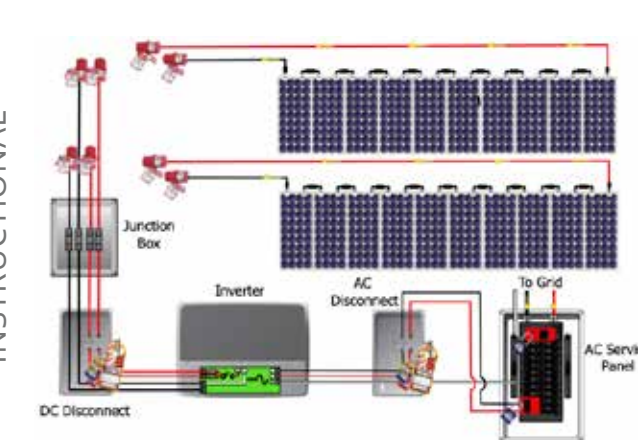
MARKETING AND INSTRUCTIONAL ILLUSTRATION

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.

MARKETING



INSTRUCTIONAL



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



CROPPING EXAMPLE



Photography Misuse X



Avoid using dark and poorly lit photos



Do not use images where subjects are missing proper safety attire



Do not use images that are overly dramatic or depict negative undertones



Avoid images that show people without facial recognition



Avoid using images that are awkward, staged, unnatural or disingenuous

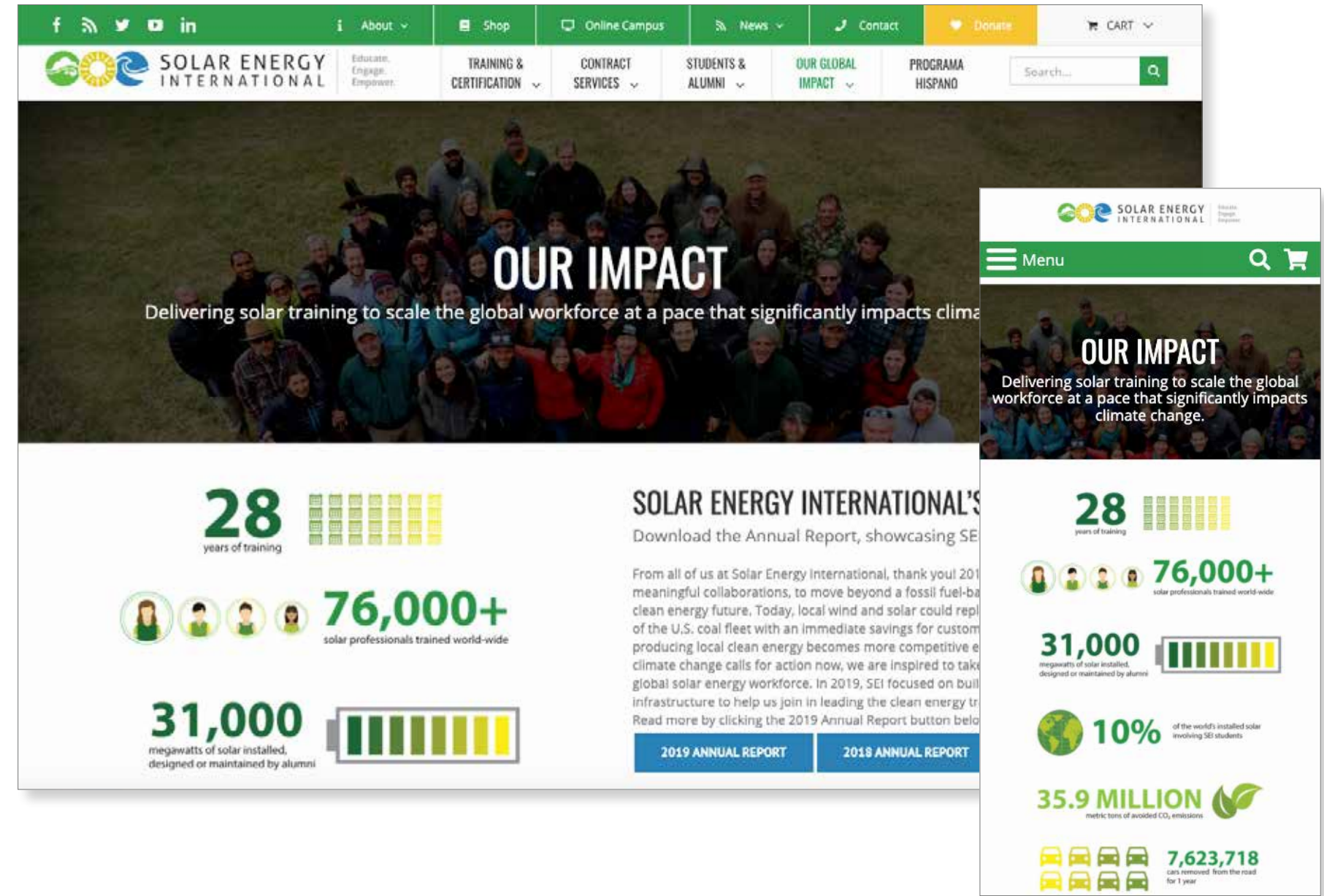
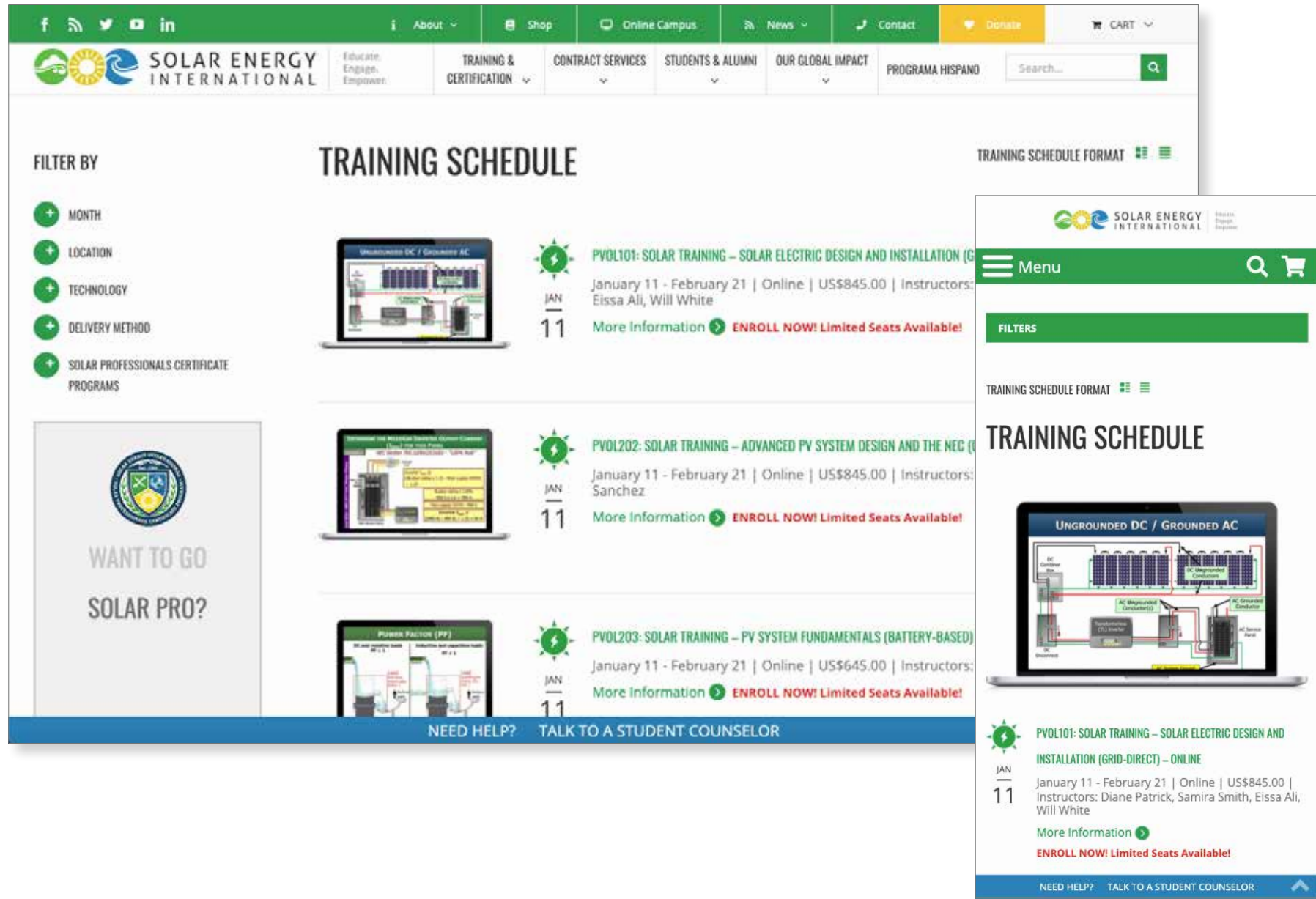


Do not use washed out images or images that include indiscernible subject matter

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.







Educate. Engage. Empower.
Support Solar Energy International.

Solar Energy International (SEI) envisions a world powered by renewable energy. As a 501(c)3 nonprofit organization, we're dedicated to training the global solar energy workforce to significantly impact climate change.



29 YEARS
OF HANDS-ON, SAFETY,
AND TECHNICAL
SKILLS TRAINING



76,000
SOLAR PROFESSIONALS
TRAINED WORLDWIDE



10%
OF THE WORLD'S SOLAR
CAPACITY INVOLVED
SEI ALUMNI

2021 Instructor Training Sponsorship

Join Solar Energy International (SEI) at the organization's exclusive annual instructor training event — bringing together the industry's top solar experts for three days focused on exploring industry's latest trends, technologies, and concerns in an interactive networking and learning environment.



100
SEI INSTRUCTORS
ATTENDING



750
YEARS COMBINED
INDUSTRY EXPERIENCE



What to Expect

Instructor Training for Your Staff
Elevate your training and technical staff's solar expertise by learning side-by-side with 100 of the industry's brightest solar SMEs.

Educational Sessions
Daily educational sessions 9 am - 5 pm covering latest industry trends, technologies, and concerns.

Knowledge and Resource Sharing
Collaborate with industry experts, share your products, and get feedback about what is going on in the industry right now. SEI Instructors represent many different sectors of industry — from owners of small off-grid solar companies, to directors at leading solar manufacturers.

Join us as an Instructor Training Sponsor

2021 MEAL SPONSOR - (3) \$1,500 Meal Sponsors

- Bring 1 of your staff to engage in instructor training; learning the latest industry trends from the experts
- All meals included
- Sponsor banners placed during meal
- Agenda recognizes Sponsor

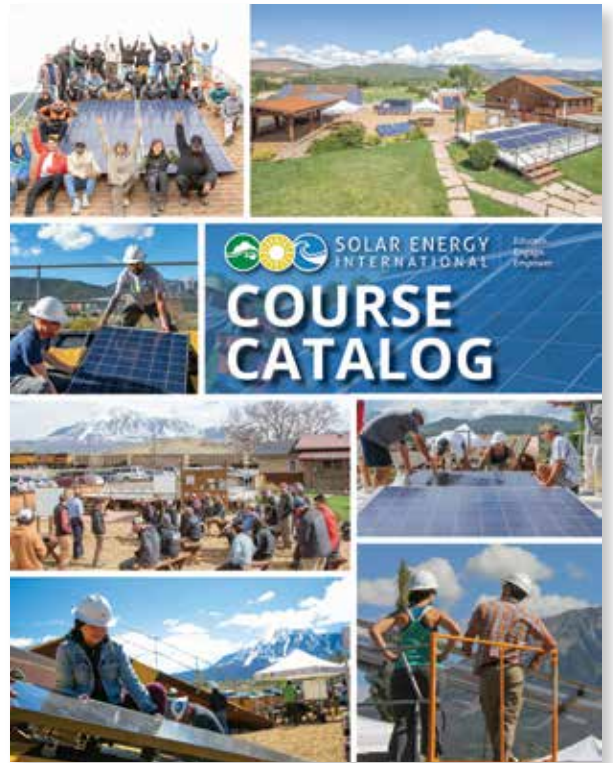
2021 SUPPORTING SPONSOR - (5) \$5,000 Supporting Sponsors

- Bring 1 of your staff to engage in instructor training; learning the latest industry trends from the experts
- All meals included
- Coordinated social media post announcing partnership
- Logo on all instructor training materials & promotion including: invitation, schedule, travel information, electronic course materials
- Logo & link on SEI website
- Sponsor promoted in Oct and Nov eNewsletter

2021 TITLE SPONSOR - (1) \$25,000 Instructor Training brought to you by [Sponsor]

- Up to 2-hour technical education session presenting to instructors
- Bring 8 of your staff to engage in instructor training; learning the latest industry trends from the experts
- All meals included
- Post educational content to instructors online portal (reaching ~100 instructors)
- BYO banners to event
- Coordinated social media post & press release announcing partnership
- Logo & link on SEI website
- Logo on all instructor training materials & promotion
- Sponsor promoted in Oct and Nov eNewsletter

To Support Solar Energy International (SEI) Today, Please Contact:
Marla Korpar, Development Director at marla@solarenergy.org or 970-527-7657 ext 208



SOLAR ENERGY INTERNATIONAL
EducatE. EngagE. EmpowEr.

COURSE CATALOG

Course Catalog

Section 2: Battery-Based, Solar Electric

ONLINE- PVOL303: Advanced PV Multimode and Microgrid Design (Battery-Based)
OR
CLASSROOM-BASED- PV303: Advanced PV Multimode and Microgrid Design (Battery-Based)

Description:
Multimode systems are complex energy storage systems that can operate in utility interactive or stand mode — and the market for these systems is experiencing exponential growth. Whether providing backup power when the grid is down, operating in self-consumption mode, or reducing peak demand charges, there are numerous use cases for PV systems with energy storage that interact with the utility grid. Lessons include detailed design considerations for AC and DC coupled systems, along with emerging equipment specifications and thorough design examples, National Electrical Code (NEC) and other code requirements are addressed in detail along with best practice design considerations for battery-based systems.

What You Will Learn:

- Multimode system configurations
- Load analysis and battery bank sizing
- PV array sizing
- Specifying multimode inverters
- Advanced multimode functions
- Code compliance, best practices, and installation considerations
- Charge controllers for multimode systems
- DC coupled multimode battery backup design example
- AC coupled system design considerations
- AC coupled multimode battery backup design example
- Energy Storage Systems (ESS) overview
- ESS residential sizing example
- Commercial time-of-usepeak shaving design example
- Multimode system operating considerations

ONLINE- PVOL304: Advanced PV Stand-Alone System Design (Battery-Based)
OR
CLASSROOM-BASED- PV304: Advanced PV Stand-Alone System Design (Battery-Based)

Description:
Off-grid is where PV got its start — and with so many applications for stand-alone power, new equipment developments, and cost reductions in energy storage technology, this sector of the market is growing like never before. Detailed analysis of load considerations, charge controllers, PV array sizing, and stand-alone inverters is followed by numerous design examples that address the wide-ranging specifics of off-grid applications, from a small DC lighting system to a residential stand-alone system to an stand microgrid. Also covered is generator sizing and integration, maintenance for stand-alone systems, and a healthy dose of best practices that have been learned through years of experience. Advance your PV knowledge well beyond where the grid goes with PVOL.

What You Will Learn:

- Stand-alone system configurations
- Charge controller and array considerations
- RV lighting system design example
- DC lighting system design example
- Clinic system design example
- Code compliance and best practices for stand-alone systems
- Advanced battery-based inverters
- Generator sizing
- DC coupled stand-alone residential system design example
- AC coupled stand-alone microgrid system design example
- Large scale microgrid considerations and case studies
- Stand-alone PV system commissioning and maintenance

Email Signature



Chris King
Marketing and Communications Manager
970-527-7657 x112 | 619-200-5624







BUILD A CLEAN ENERGY FUTURE

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.



SOLAR ENERGY
INTERNATIONAL

Educate.
Engage.
Empower.