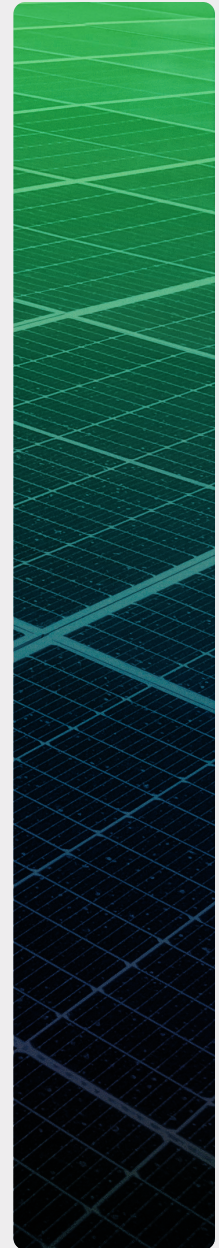


OptionOneSolar

Brand Style Guide

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About This Guide

This Brand Guide defines who we are, what we stand for, and how we communicate. It exists to ensure that every message, design, and interaction with Option One Solar feels unified, authentic, and unmistakably “us.”

From sales conversations to social media posts, this guide is a roadmap for keeping our brand consistent and professional.

It covers our **visual identity, brand voice, and core messaging**, and provides the foundation for how we show up across every platform.

Whether you’re part of our internal team or an external partner, use this guide to align your work with the values and image that have made Option One Solar the trusted choice for energy independence in our communities.



Goal of this guide

To help everyone present Option One Solar with the same clarity, confidence, and care that we bring to every customer interaction.

Our Promise

Dependable solar, built with integrity and backed by experience — giving you the power to save and the freedom to own your energy.



Logos & Usage

*Primary, Secondary, & Tertiary Logos
Logo Sizing, Clear Space, and Guidelines*



Primary Logo

OptionOneSolar

OptionOneSolar



Secondary Logo (Commercial Division)



Logo Sizing

OptionOneSolar } $\frac{1 \text{ inch}}{300 \text{ PPI}}$

OptionOneSolar } $\frac{0.75 \text{ inch}}{225 \text{ pixels}}$

OptionOneSolar } $\frac{0.5 \text{ inch}}{150 \text{ pixels}}$

Our standard for printing is 300 pixels/dots per inch (PPI/DPI).

OptionOneSolar } $\frac{0.25 \text{ inch}}{75 \text{ pixels}}$

Minimum Size

Our logos and their accompanied text should always be legible. This means all logos should not be smaller than 0.25 inches.





1 inch
300 PPI

1 inch and above are great for headers.



0.75 inch
225 pixels

0.75 logos are best when integrating our brand beside 12 point fonts.



0.5 inch
150 pixels

Both are 1/6th of an inch:



Minimum Size



0.25 inch
75 pixels

The commercial division has a much more compact logo, which makes it more important that it is sized appropriately.

Too Small



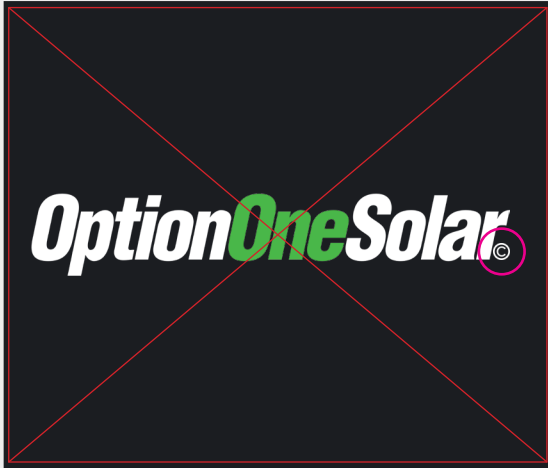
Primary Logo Clear Space



Secondary Logo Clear Space



Logo Guidelines / Do Not:



Add elements to the logo

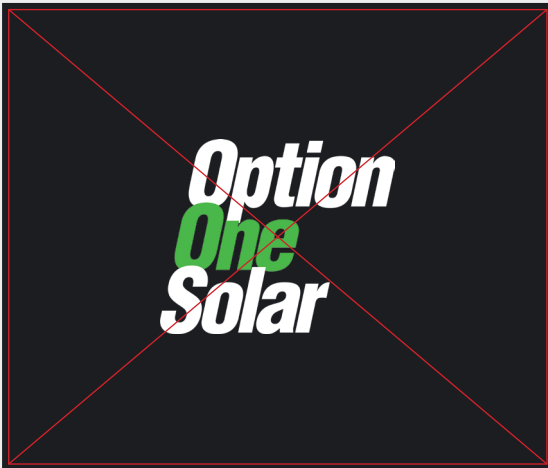


Change the color of the logo

Variations of green may be an exception
Ask for permission



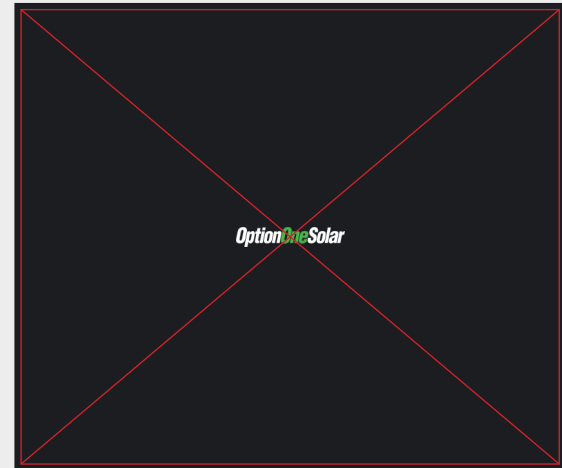
Squash or stretch the logo



Edit the layout of the logo



Alter the alignment of the logo



Shrink the logo below
its minimum size



Tertiary Logo (Office Sign Logo)

OptionOneSolar
Residential • Commercial • Battery Backup Systems

OptionOneSolar
Residential • Commercial • Battery Backup Systems



Logo Sizing

OptionOneSolar
Residential • Commercial • Battery Backup Systems

1 inch
300 PPI

This logo is used less frequently.

OptionOneSolar
Residential • Commercial • Battery Backup Systems

0.75 inch
225 pixels

Minimum Size

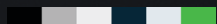
Do not go below this logo's minimum sizing.

Tertiary Logo Clear Space



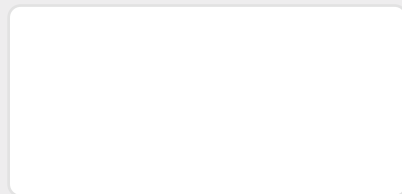
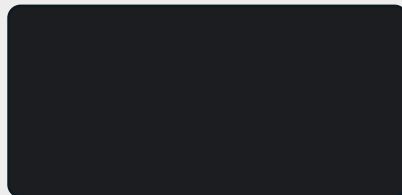
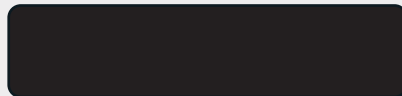
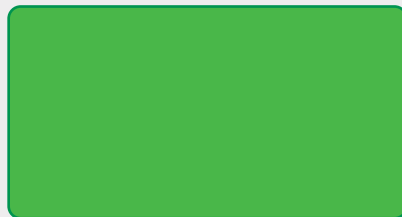
Color Pallette

*Primary & Secondary Colors
Color Combinations and Guidelines*



Color Palette

Primary Colors



OOS Green:

Web : 00cc00
 RGB : R000 G210 B023
 C : 72
 M : 0
 Y : 100
 K : 0

Black (Text)

CMY : 0 K : 100

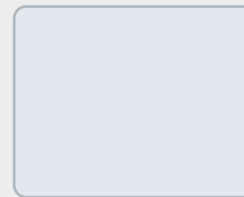
Cool Black

RGB : R027 G029 B033
 C : 10 Y : 0
 M : 0 K : 100

White:

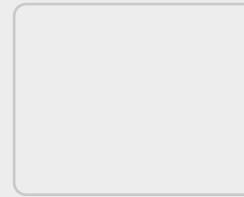
Web : #ffffff
 RGB : 255
 CMYK : 0

Secondary Colors



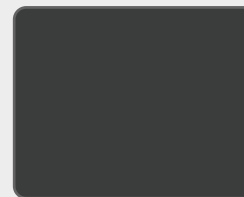
Light Blue:

C : 54
 M : 0
 Web : #00D217
 Y : 100
 RGB : R000 G210 B023 K : 0



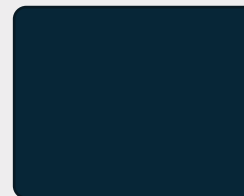
Light Gray:

C : 54
 M : 0
 Web : #00D217
 Y : 100
 RGB : R000 G210 B023 K : 0



Dark Gray:

C : 54
 M : 0
 Web : #00D217
 Y : 100
 RGB : R000 G210 B023 K : 0



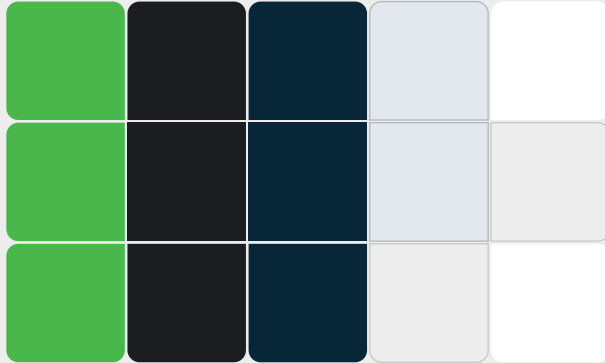
Dark Blue:

C : 54
 M : 0
 Web : #00D217
 Y : 100
 RGB : R000 G210 B023 K : 0



Color Combinations

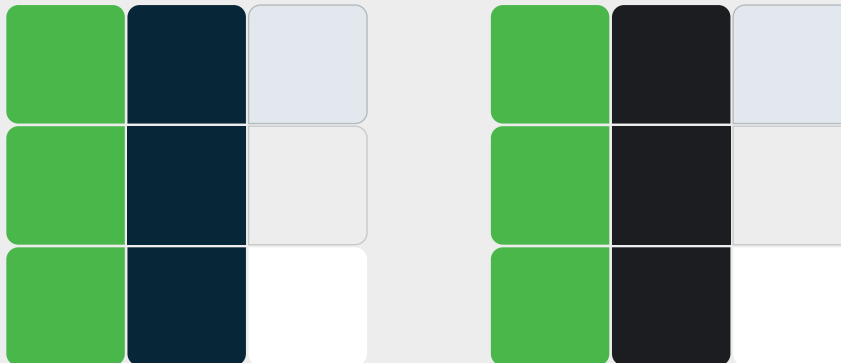
5-Tone Palettes



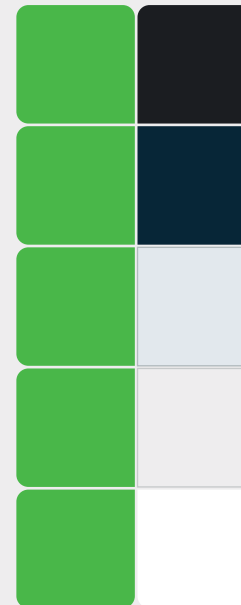
4-Tone Palettes



3-Tone Palettes



2-Tone Palettes



General text often uses neutral colors. In our case, gray. It lets other elements like headers or logos stand out.



Color Usage Guidelines

Our primary palette consists of black, white, and green. These colors offer a simple approach to crafting visually striking designs.

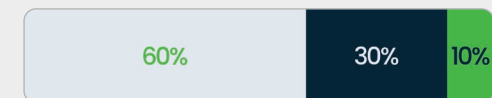
Green is how we represent our brand so it should be in everything we make.

Most things we create should follow a general design rule:

The 60%, 30%, 10% rule

Our designs should have a prominent color or ~60%, an accent color or ~30%, and a highlighted color or ~10%.

For example:



This is our design language that keeps everything we make simple, but effective.



Typography

*Primary & Secondary Typefaces
Type Hierarchy & Guidelines*



Primary Typeface

Helvetica *Light*

Helvetica *Medium*

Helvetica *Bold*

Helvetica *Black*

Helvetica Condensed Oblique

This font is most associated with our brand considering it's used in our logo.

Our primary typeface is meant to familiarize others with our brand and always comes first. Helvetica Condensed Oblique is eye catching, especially after being paired with Option One Solar's recognizable color scheme.

OptionOneSolar

(Helvetica Black Condensed Oblique)

Helvetica Black Condensed Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica NeueLTW0693BlkExtObli

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz



Secondary Typeface

Poppins

Light

Poppins

Regular

Poppins

Medium

Poppins

SemiBold

Poppins

Bold

Poppins

ExtraBold

Poppins

Black

Poppins

Our secondary typeface is **Poppins**, an easily legible, weighted typeface, suitable for any occasion. It is primarily used for general information.

In contrast to Helvetica, Poppins is not as compact which separates it from our primary typeface.

Poppins Italic

Use Poppins Italic to emphasize information. Poppins Italic should also be used for numerical values (years, percentages, money, etc), and may be used to integrate Poppins with Helvetica Oblique.

Poppins

(Regular)

Italic

Poppins

SemiBold

Italic

Poppins

Bold

Italic

Poppins

ExtraBold

Italic



Typography Hierarchy

Our typography hierarchy is a guide to how text should be structured on a page. Some parts of the hierarchy can be omitted based on the graphic being designed. For example, on a small graphic with limited size for text, you may just need a large heading, subject, and body/paragraph text.

48px **H1**
Black

Large Heading

30px **H2**
Bold

Second Heading

14px **H3**
Medium

Standfirst. A short intro/summary for content.

16px **H4**
Semibold

Subject/Topic Header

12px **BODY/
PARAGRAPH**
Regular

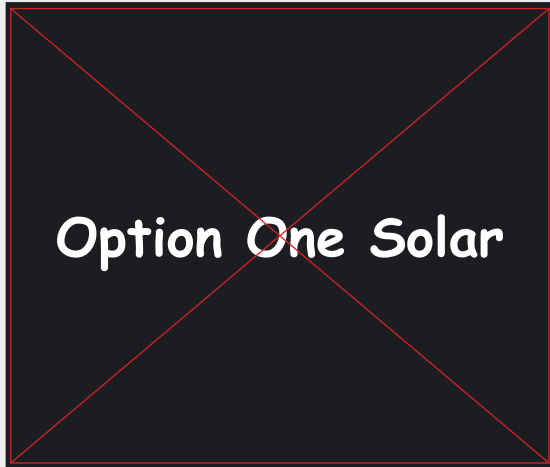
General text or expository information intended for use in long-form content like multiple paragraphs of text.

8px **CAPTION**
Regular

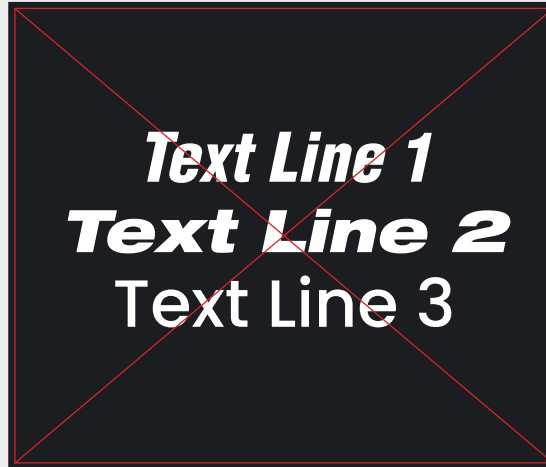
The smallest text. Used for small print disclaimers or photo credits.



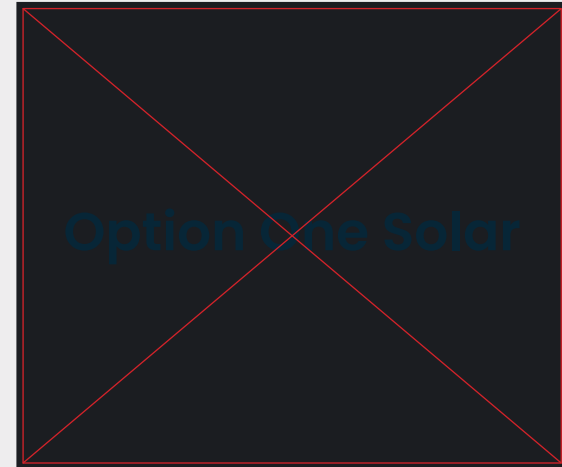
Typography Guidelines / Do Not:



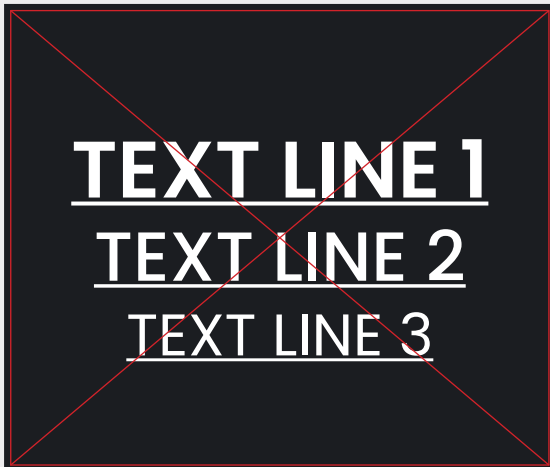
Use unapproved fonts, especially handwritten/decorative fonts



Mix more than 3 fonts



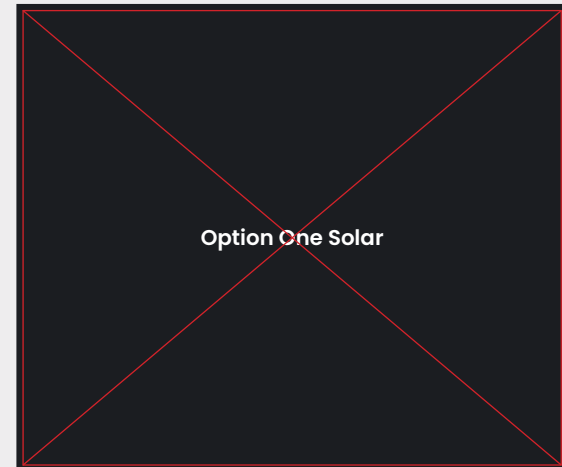
Use low contrast between text and the background



Overuse all caps or underline for emphasis



Bevel or emboss text



Shrink text below its minimum size

Photography Style

Photography Direction & Guidelines



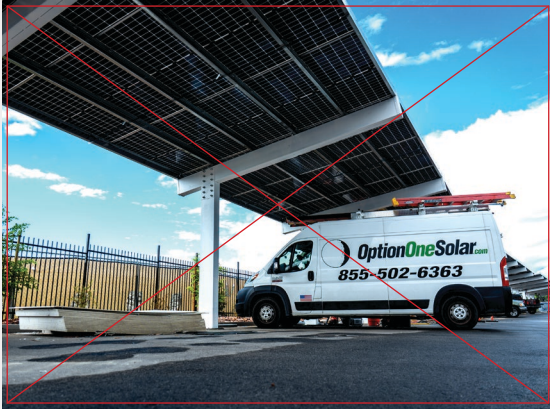
Photography Direction

Our Goal

1. **Bright & Clean**
Well-lit, sun-filled images that feel clear, warm, and positive.
2. **Craftsmanship Focused**
Show quality installations, clean wiring, equipment details, and professional workmanship.
3. **Local & Familiar**
Homes and landscapes that reflect Southern California communities.
4. **Simple & Uncluttered**
Clean compositions, minimal distractions, and modern, straightforward framing.
5. **Striking Visuals**
Compositions should make people take notice with its use of color and framing.



Photography Guidelines / Do Not:



Edit the contrast on photos to crush its exposure.



Use low resolution photos. Photos must be 1920×1080 or higher.



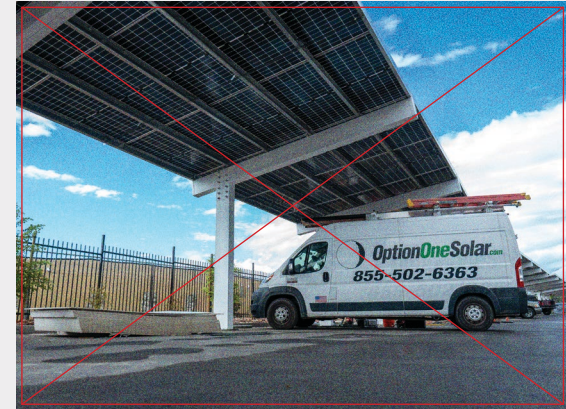
Increase saturation or vibrancy on photos to make everything pop.



Use messy or cluttered photos.



Use photographs that are not properly exposed.

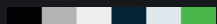


Use overly grainy or noisy photos.



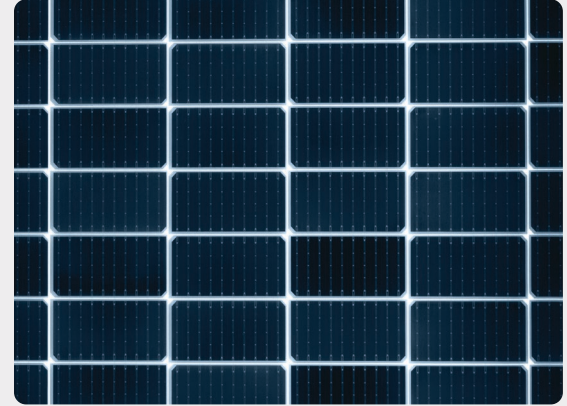
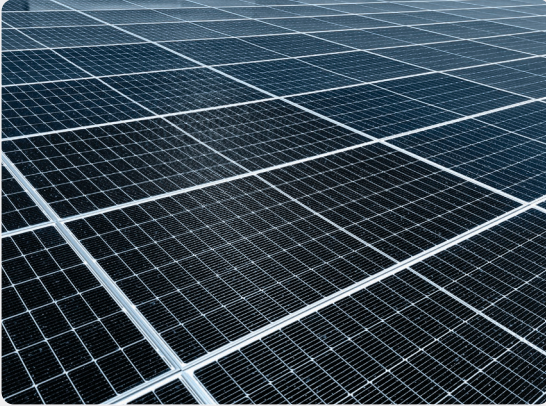
Graphic Elements

*Backgrounds, Patterns, Textures, Grids, Icons,
Templates, Gradients, Pop-Outs, & Usages.*

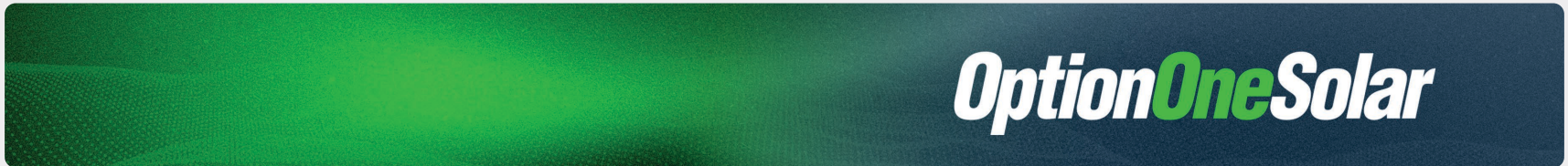
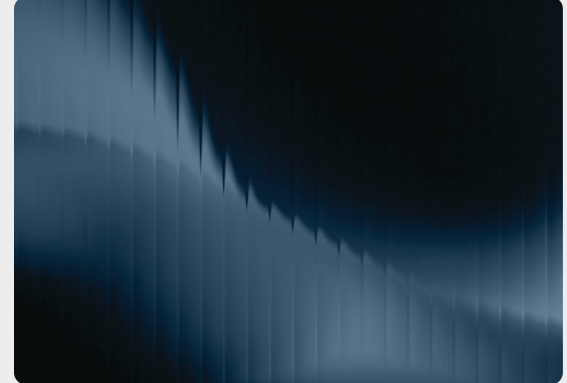
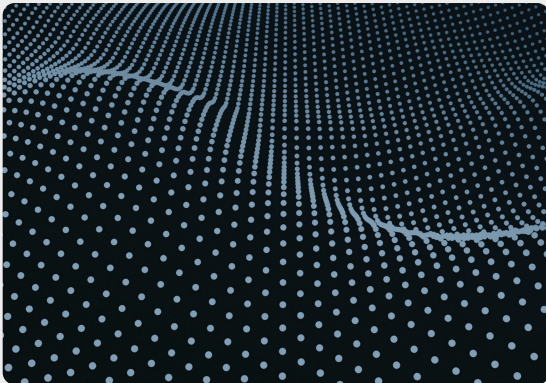


Backgrounds & Patterns

Backgrounds



Patterns

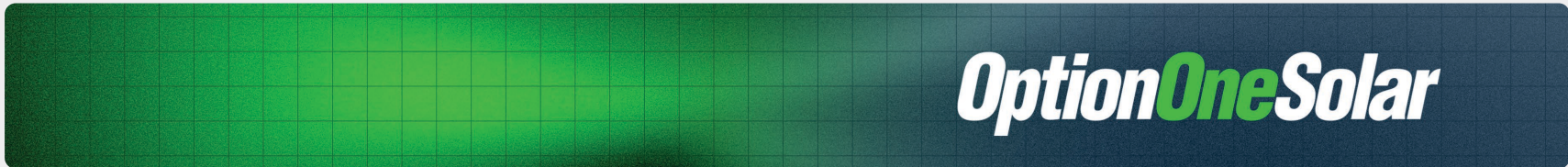
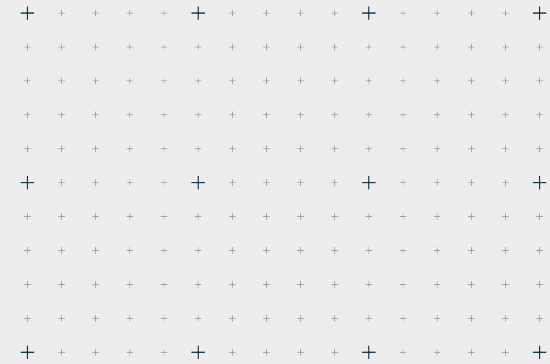
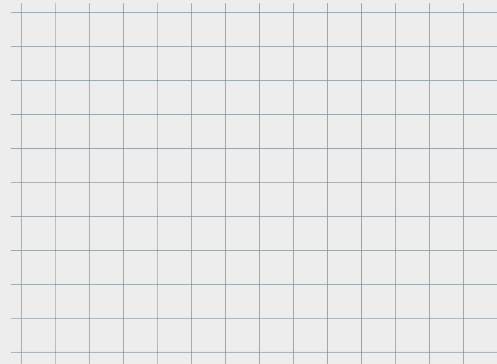
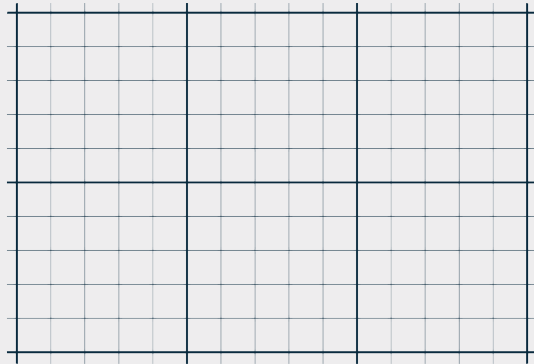


Textures & Grids

Textures

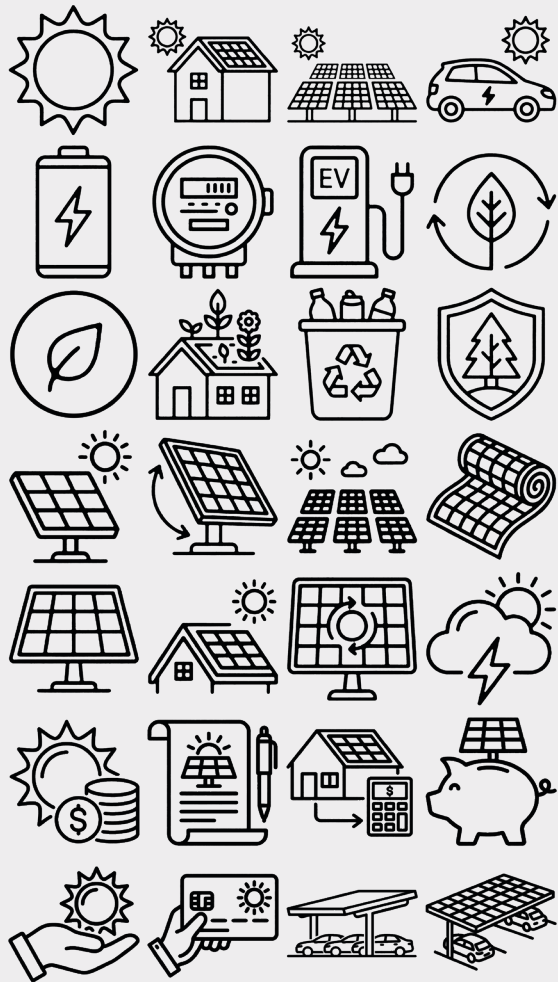


Grids:

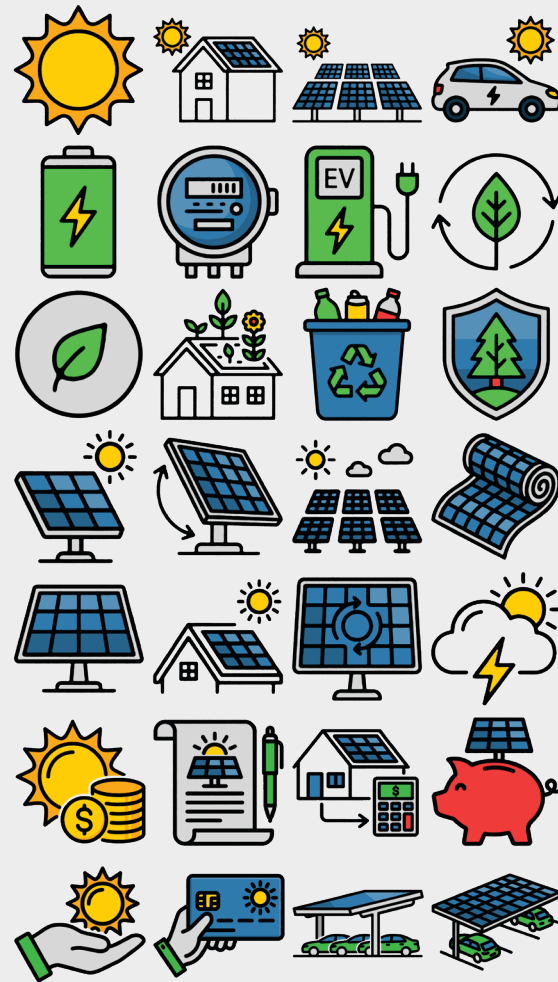


Icons

Line Art



In Color

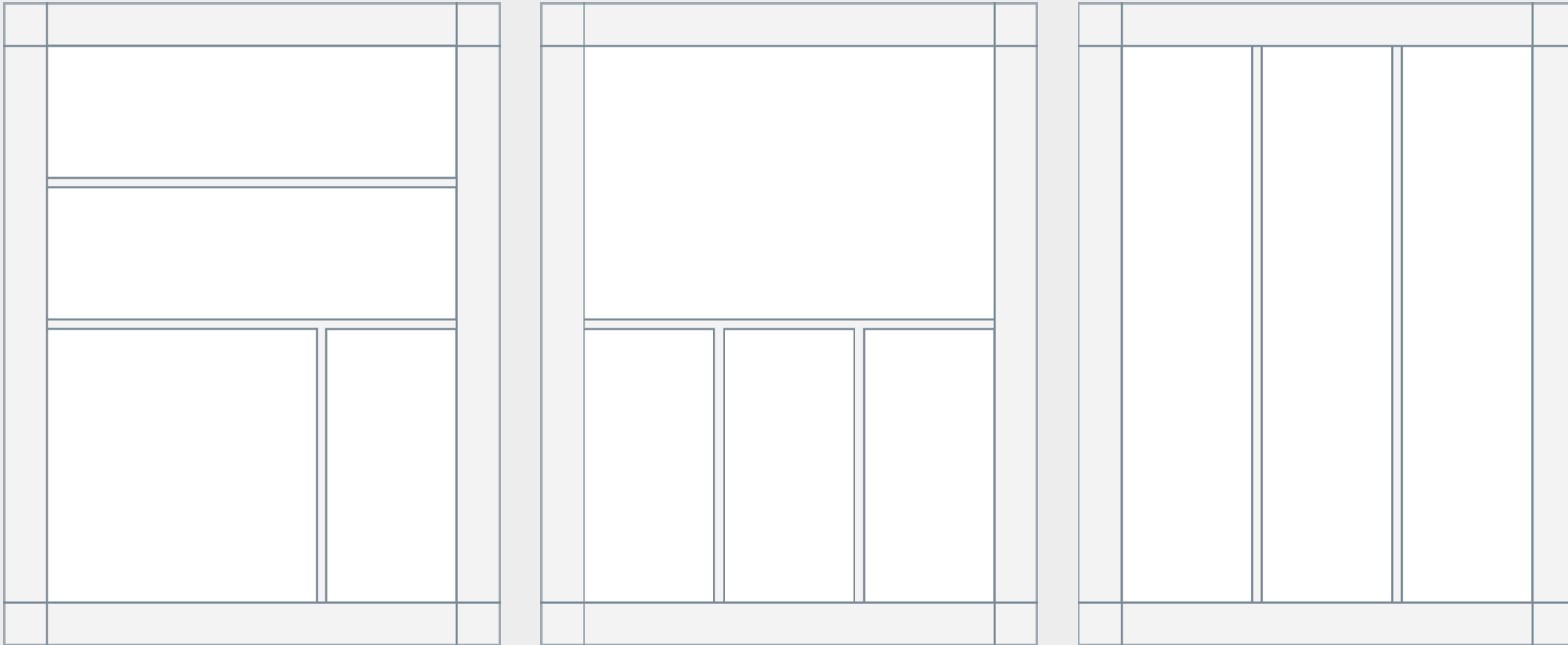


Icons should be minimalistic and contextually appropriate. Limit color palettes to a maximum of four colors, but incorporate lighter or darker shades to give the icon depth and prevent a flat appearance.



Design Elements

Templates & Grids



Templates & Grids

These templates fit in almost any design.

The key to a good design structure is simplicity.

Guidelines

600 pixels per inch (standard)
Margins: 0.75 inch / 450 pixels

Gutters: 1/6 inch / 100 pixels
Bleed: 0.25 inch / 150 pixels

OptionOneSolar



Design Elements

Gradient

Gradients offer smooth transitions from one hue to another and can make a flat, boring photo or background pop.



Pop Out

Pop-Outs are a great way to make images stand out.

It makes page designs feel unique and highlights a subject.

With a splash of color on the back layer, pop-outs can follow our color scheme while still showcasing our photography style.



Graphic Elements In Action

Visual Flair

A little visual flair goes a long way.

Graphic elements should be kept in mind across all of our materials because it helps us to make strong, and memorable graphics, unique to our brand.

Not everything requires all of these elements.

Designs should draw attention without feeling cluttered.

Usages

CUT OPERATING COSTS. POWER YOUR FUTURE.
COMMERCIAL SOLAR AND BATTERY SYSTEMS BUILT FOR SERIOUS SAVINGS AND LONG-TERM STABILITY.

- SLASH ENERGY COSTS & BOOST ROI**
Electric rates are rising — lock in predictable power costs for 20+ years.
- ACCELERATED DEPRECIATION**
Federal & State MACRS let you recover up to 60% of your project cost in tax savings.
- ENERGY RESILIENCY**
Battery backup keeps operations running and demand charges down.
- CUSTOM SOLAR CARPORTS**
Turn your parking lot into a cost-effective asset that adds shade & protection.
- SAFE HARBOR FROM INFLATION**
Hedge against volatile energy prices with a clean, fixed-cost power source.

START WITH AN ENERGY AUDIT
We'll use your UtilityAPI data to design a custom ROI forecast.

50-70% REDUCTION IN ANNUAL ENERGY COSTS!

OptionOneSolar COMMERCIAL
SOLAR INSTALLATION
DOWNEY, CA

THE SMARTER WAY TO POWER YOUR BUSINESS.
FROM SMALL DENTAL OFFICES TO HUGE WAREHOUSES, OPTION ONE SOLAR DELIVERS ENGINEERED EFFICIENCY.

HOW IT WORKS:

- COLLECT DATA**
We securely connect to your UtilityAPI energy usage.
- DESIGN & ANALYZE**
Our engineers build your custom solar + battery systems.
- SEE YOUR ROI**
Transparent forecast showing costs, incentives, and payback.
- DEPLOY & SAVE**
Enjoy lower bills, resilience, and higher asset value.

WHY BUSINESSES CHOOSE

- PROVEN TRACK RECORD**
across all industries.
- IN-HOUSE ENGINEERING & FABRICATION**
for faster delivery.
- END-TO-END SERVICE**
design, install, monitoring, and maintenance.
- \$0 DOWN FINANCING OPTIONS**
available.
- LONG-TERM WARRANTY PROTECTION**
for peace of mind.

Visit OptionOneSolar.com/Commercial to upload your energy data and view your savings potential!

WHY PAY 10X MORE FOR POWER?

OptionOneSolar
Residential • Commercial • Battery Backup Systems

Image of a technician in a green jacket working on solar panels.

OptionOneSolar

★ 2025 ★
THE OFFICIAL COMMUNITY'S CHOICE AWARDS
Best of the Desert WINNER

THE SUN IS FREE
YOUR ELECTRICITY SHOULD BE TOO

WHY ARE YOU STILL PAYING 10X MORE FOR POWER?
California utilities are cashing in — billions year after year — while raising rates 68% over the last decade, making electricity 10X more expensive than solar.

25 YEAR
At Option One Solar, we design systems that deliver maximum performance, long-term savings, and true energy independence — giving our customers 10X savings every day.

WHAT YOU GET WITH OPTION ONE SOLAR

- ✓ Up to \$335,000 in lifetime savings
- ✓ Fast installs in 2-6 weeks
- ✓ Tesla Powerwall backup during outages
- ✓ \$0 down financing - Lowest Payments
- ✓ 25-40+ years of projected energy production
- ✓ \$3+ per watt added to home value / \$30k-50k+ equity

GET YOUR FREE CUSTOM QUOTE
(760) 507-2806 OptionOneSolar.com

WE'RE NOT THE CHEAPEST
WE'RE THE BEST

BUILT TO LAST. THREE GENERATIONS STRONG.
"The bitterness of poor quality remains long after the sweetness of low price is forgotten."
— Benjamin Franklin

OWN YOUR POWER
If you can afford your electric bill, you can afford solar — and start building equity instead of throwing money away.

GET YOUR FREE CUSTOM QUOTE
(760) 507-2806 OptionOneSolar.com



Brand Voice

*Values, Personality, Audience,
Messaging, & Guidelines*



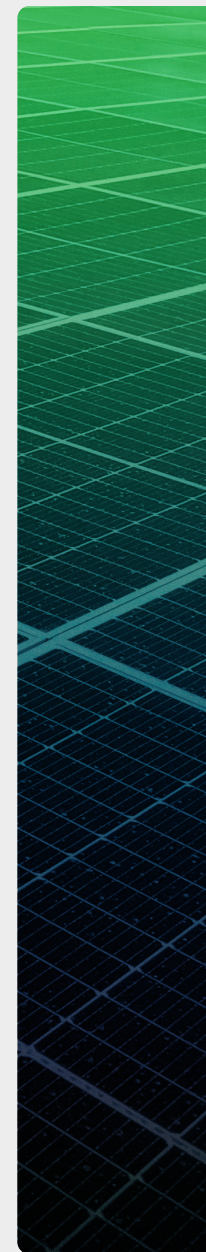
Mission & Values

Mission

Empower homeowners with clean, affordable, reliable energy through quality solar installations, honest communication, and local expertise. Energy independence shouldn't be a luxury, it should be the standard.

What We Stand For

- **Integrity First:** Honest, transparent, and customer-first. We always do the right thing.
- **Customer Empowerment:** Education is key to feeling confident in your investment. We give our customers peace of mind through education and communication.
- **Excellence in Craftsmanship:** Expert design, quality materials, and lasting performance.
- **Community Commitment:** We've built lasting relationships with customers by promoting regional energy independence and powering local neighborhoods.
- **Innovation with Purpose:** We adopt and embrace new technologies that add real value to customers without gimmicks.



Brand Personality

Option One Solar is

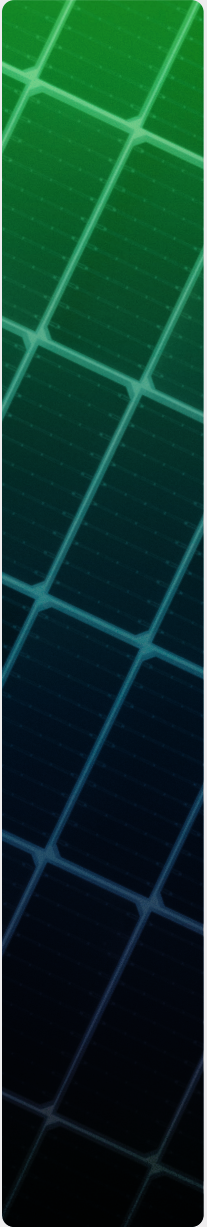
knowledgeable, confident, and approachable. Professional expertise with the warmth of a trusted neighbor. Our voice embodies a team that's serious about quality, yet down-to-earth and always easy to work with.

Target Audiences

1. Homeowners in the High Desert and surrounding regions who:
 - Are frustrated by rising utility costs
 - Value financial savings and energy independence
 - Appreciate quality, longevity, and service over cheap options
 - Want a trustworthy and committed, local solar company
2. Large property owners or businesses looking to reduce overhead costs

Psychographics

- Forward-thinking and proactive about home/business investments
- Motivated by long-term savings and control over costs
- Family-oriented or community-minded
- Environmentally aware, but driven primarily by financial practicality



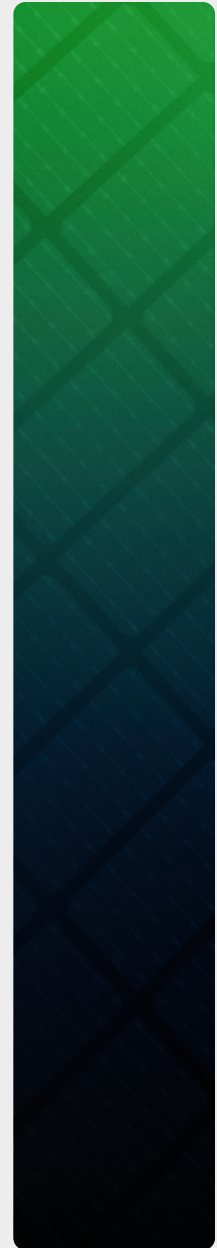
Tone & Messaging

Tone of Voice

- **Confident, Not Arrogant:** We know what we're doing, and we show it through clarity, not hype.
- **Friendly Guidance:** We're approachable but professional.
- **Educational:** We simplify solar without dumbing it down.
- **Local, Not Small-Time:** We're rooted in our community, but our standards are world-class.

Key Messaging

- **Energy Independence:** "Own your power — stop paying utilities more every year."
- **Long-Term Value:** "Our systems are built to last, backed by industry-leading warranties."
- **Trust & Expertise:** "Over 50 years of electrical experience and decades of proven results."
- **Community:** "Proudly serving our neighbors across the High Desert and beyond."



Brand Voice Guidelines

Use:

- Clear, direct sentences
- Everyday language (no jargon)
- Empowering and positive phrasing
- Short, impactful statements

Avoid:

- Overly technical or corporate wording
- Fear based or negative messaging
- Passive voice “It happened” vs. “We did it”
- Long winding paragraphs

Brand Voice In Action

- Ad Copy:
“Why pay 10x more for power? Own your energy with Option One Solar.”
- Website Headline
“Power your home. Protect your wallet.”
- Social Media
“Another High Desert homeowner just took control of their power bill — for good.”
- Customer Email
“Your project is officially approved! Here’s what to expect next as we move toward installation.”

