

BRAND GUIDELINES

Brand Guidelines Document



1 Logo Usage

Primary Logo
Clear Space & Minimum Sizing

Primary Logo

SUNRACK consists of “SUN” and “RACK”, the SUN represents the solar, the RACK represents racking system, so we focus on solar mounting solutions.

SUNRACK
恒创光伏

SUNRACK

Clear Space & Minimum Sizing

Our logo is protected by a minimum clear space which must remain free of other elements, including typography and photography, when being used.

The ideal clearance space is equivalent

to the height of half the 'N' character in our logomark.

Please adhere to this clearance and minimum size restrictions for print and digital use.

Clear Space



Minimum Sizing

Digital

SUNRACK

300 px

Print

SUNRACK

3 cm

2 Color Palette

Primary Colors

Primary Colors

Together, these colors create a visually striking and memorable brand identity. They should be used consistently across all brand elements to maintain brand recognition and convey the unique personality of SunRack

50% Black	50% Black	50% Black	50% Black
Navy Blue	Azure	Grass Green	Gradient
Navy Blue RGB #153275 CMYK C100/M94/Y35/K1 PANTONE 288 C	Azure RGB #098AC2 CMYK C80/M38/Y14/K0 PANTONE P 112-15 C	Grass Green RGB #1FB82A CMYK C73/M0/Y100/K0 PANTONE 2271 C	
50% White	50% White	50% White	50% White

3 Typography

Primary Typeface

Primary Font Weight

Primary Typeface

The chosen typeface for SunRack is Montserrat. This modern and sleek sans-serif typeface exudes a sense of professionalism, while its geometric shapes convey a contemporary aesthetic.

Montserrat

Montserrat

Primary Font Weight

Discover the versatility of Montserrat. With a range of weights, clean letterforms, and balanced proportions, it offers legibility and modernity. This typeface includes a wide range of glyphs and punctuation marks, ensuring

comprehensive language support. Ideal for SunRack, it embodies a contemporary and professional aesthetic.

Montserrat - Light

abcdefghijklmnopqrstu-
vwxyz ABCDEFGHIJKLM-
NOPQRSTUVWXYZ
0123456789 @&\$%^

Montserrat - Regular

abcdefghijklmnopqrstu-
vwxyz ABCDEFGHIJKLM-
NOPQRSTUVWXYZ
0123456789 @&\$%^

Montserrat - Medium

abcdefghijklmnopqrstu-
vwxyz ABCDEFGHIJKLM-
NOPQRSTUVWXYZ
0123456789 @&\$%^

Montserrat - Bold

**abcdefghijklmnopqrstu-
vwxyz ABCDEFGHIJKLM-
NOPQRSTUVWXYZ
0123456789 @&\$%^**

Aa Bb Cc Dd