PVSmile

# Brand Book

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**PVSmile Mission**

PVSmile accelerates the adoption of community-centred photovoltaic solutions across the Mediterranean by enabling smarter planning, operation, and participation in local energy systems. Through digital tools, advanced analytics, and AI-supported services, PVSmile helps communities optimise PV performance, improve self-consumption, and unlock flexibility and energy sharing opportunities. By connecting technical innovation with real-world stakeholder needs, PVSmile supports a more resilient, efficient, and inclusive energy transition.

**PVSmile Tagline**

## Turning Solar Energy Into Community Power

**PVSMile Philosophy**

PVSmile operates at the intersection of clean energy, digital innovation, and community empowerment, focusing on solutions that are technically robust and socially meaningful. Our approach is built on transparent decision support, interoperable tools, and practical pathways that help communities benefit from solar energy across the full PV lifecycle. PVSmile's philosophy is guided by three core principles:

- Community Empowerment
- Smart Integration
- Sustainable Impact

# Logo

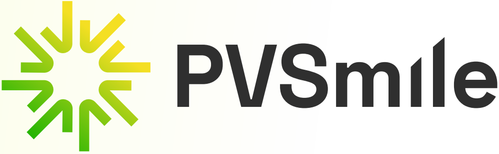
## Logo Description

The mark is built from multiple repeating elements that converge into a unified circular form. It communicates collective participation, shared value, and community-led adoption of photovoltaic solutions.

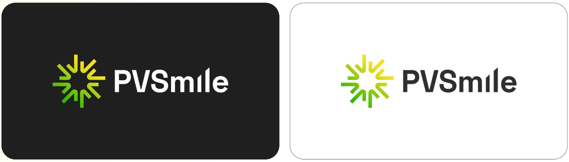
The radial arrangement suggests a connected network, expressing interoperability across actors and systems. It reflects PVSmile's ambition to support photovoltaic integration within smart-grid and energy-market contexts.

The modular geometry conveys a structured digital framework designed for monitoring and optimisation. It aligns with PVSmile's focus on data-driven services and AI-supported decision assistance for users.

The closed circular composition signals continuity, responsibility, and lifecycle thinking. It supports PVSmile's commitment to circular business models and traceability approaches for photovoltaic components and reuse.

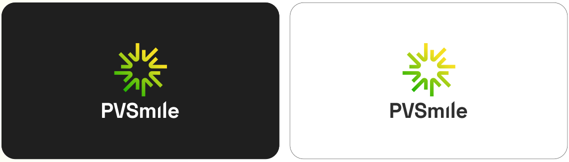


## Primary Logo



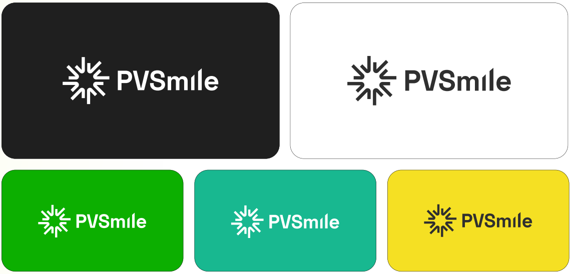
## Stacked Logo

The stacked logo is to be used sparingly and in instances where the primary logo does not fit as comfortably.



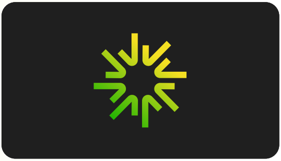
## Monochrome Logo

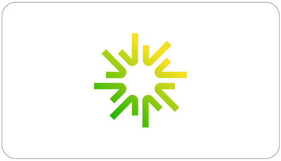
These are monochrome (single-color) versions to be used in the case of a clashing background color, in the case of a black-and-white theme, or finally in one-color printings.



**Symbol**

The symbol is the most minimal representation. It is used where the words “PVSmile” are already present or where their presence is not required. The symbol also serves as our social media profile image, and favicon.





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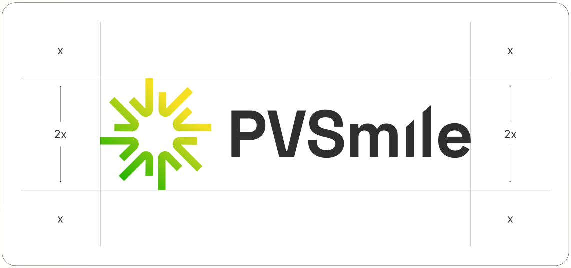
**Clearspace**

Clearspace is the area surrounding the logo that should be kept clear at all times in order to ensure the logo is always distinguishable from any surrounding graphics.

The X in the diagram indicates the minimum clearspace for each logo.



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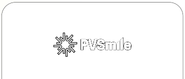
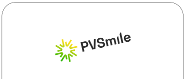
**Incorrect Usage**

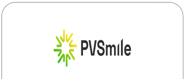
Use the PVSmile logo consistently to protect legibility, recognition, and brand integrity. Avoid modifications that alter proportions, structure, colour, or clarity, as these reduce visual consistency across applications.



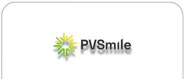
Do not outline



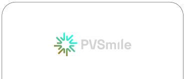
Do not position on angle



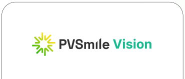
Do not stretch



Do not apply effects



Do not use inappropriate colors



Do not create custom versions

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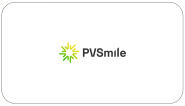
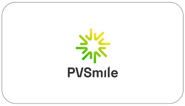
**Minimum Size**

Minimum size ensures the PVSmile logo remains legible and recognisable across print and digital applications.



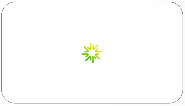
Primary Logo

120px / 25mm



Stacked Logo

90px / 18mm



Symbol

36px / 18mm

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**File Formats**

**SVG**

Use SVG for all digital applications where the logo must remain crisp at any size, including websites, web apps, UI components, presentations, and digital documents.

**PDF / EPS**

Use PDF or EPS for professional print and production workflows where the logo must remain fully scalable, including brochures, posters, signage, stationery, and partner deliverables.

Use the correct logo file format to maintain quality across outputs. Vector formats are required for print and scalable applications.

### PNG

Use PNG for digital use cases that require transparency and fixed export sizes, including slide decks, social media assets, email headers, and placements on coloured backgrounds.

### JPG

Use JPG only for scenarios where transparency is not required and small file size is essential, including compressed web banners, image-heavy layouts, and temporary preview applications.

# Colors

## Colors Description

PVSmile's palette is built around a green-to-yellow spectrum that communicates renewable generation, growth, and solar potential. The progression from deep green to bright yellow reinforces the idea of energy moving from source to impact.

The brand colours express a community-centred approach by feeling warm, open, and optimistic rather than industrial or technical. Combined with restrained neutrals, the palette supports inclusive communication across diverse audiences and contexts.

The palette is designed to work across digital environments, supporting clear hierarchy in interfaces, dashboards, and content-heavy layouts. The colours remain distinct and functional for highlights, calls to action, and emphasis without visual overload.

Neutral tones provide structure, readability, and consistency across backgrounds, typography, and UI elements. Together, neutrals and brand colours create a system that is recognisable, accessible, and reliable in both digital and print applications.

## Neutral Colours

### N–01

#303030
rgb(48, 48, 48)
cmyk(0.00, 0.00, 0.00, 0.81)

### N–02

#D3D3D3
rgb(211, 211, 211)
cmyk(0.00, 0.00, 0.00, 0.17)

### N–03

#FFFFFF
rgb(255, 255, 255)
cmyk(0.00, 0.00, 0.00, 0.00)

## Brand Colours

### B–01

#C83BD0
rgb(31, 217, 70)
cmyk(0.86, 0.00, 0.68, 0.15)

### B–02

#EE597E
rgb(25, 184, 144)
cmyk(0.86, 0.00, 0.22, 0.28)

### B–03

#FF985B
rgb(228, 245, 35)
cmyk(0.07, 0.00, 0.86, 0.04)

## Incorrect Usage

Use only approved colours

Don't eyedrop
CMYK / RGB / Hex values

CMYK → Print
RGB → Digital

Don't use the wrong color mode

**Not enough contrast**

Do maintain contrast and legibility

Don't modify colour values

Don't overuse brand colours

# Typography

**Typography Intro**

## Space Grotesk

Space Grotesk is the primary display typeface for PVSmile, selected for its contemporary character, strong structure, and high impact in headings and key statements. Its geometric forms support PVSmile’s blend of technological innovation and community-centred energy communication, ensuring a confident and recognisable visual tone. Used for titles and emphasis across digital and print materials, it provides clarity, hierarchy, and a modern identity that pairs consistently with Inter for body text.

## Inter

Inter is PVSmile’s primary text typeface, chosen for its exceptional legibility and neutral, contemporary tone across digital and print environments. Designed for clear reading at small sizes, it supports content-heavy communication such as articles, reports, interface labels, and supporting information. Used consistently for body text and UI elements, Inter ensures accessibility, typographic clarity, and a balanced pairing with Space Grotesk for hierarchy and emphasis.

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Typostyle D–01

| | |
|---|---|
| Font Family | Space Grotesk |
| Font Size | 240 |
| Font Weight | Medium |
| Line Height | 216 |
| Letter Spacing | -2% |

AaBbCc
QRSTUV
1986®?!

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Typostyle H–01

| | |
|---|---|
| Font Family | Space Grotesk |
| Font Size | 80 |
| Font Weight | Medium |
| Line Height | 90 |
| Letter Spacing | -2% |

Turning Solar Energy Into Community Power

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Typostyle H–02

| | |
|---|---|
| Font Family | Space Grotesk |
| Font Size | 67 |
| Font Weight | Regular |
| Line Height | 70 |
| Letter Spacing | -2% |

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Typostyle H–03

| | |
|---|---|
| Font Family | Space Grotesk |
| Font Size | 42 |
| Font Weight | Regular |
| Line Height | 46 |
| Letter Spacing | 0 |

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| Typostyle | H–04 |
|---|---|
| Font Family | Space Grotesk |
| Font Size | 28 |
| Font Weight | Regular |
| Line Height | 36 |
| Letter Spacing | 0 |

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| Typostyle | B–01 |
|---|---|
| Font Family | Inter |
| Font Size | 20 |
| Font Weight | Regular |
| Line Height | 24 |
| Letter Spacing | 0 |

PVSmile kicked off in Athens (24–25 Nov 2025), uniting partners to align vision and steps on community PV lifecycles, smart-grid communities, and AI tools.

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| Typostyle | B–02 |
|---|---|
| Font Family | Inter |
| Font Size | 16 |
| Font Weight | Regular |
| Line Height | 20 |
| Letter Spacing | 0 |

PVSmile introduces advanced digital tools, AI-driven analytics and data spaces to optimize the planning, operation, maintenance and end-of-life management of community-integrated PV systems across their entire lifecycle.

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| Typostyle | C–01 |
|---|---|
| Font Family | Inter |
| Font Size | 12 |
| Font Weight | Regular |
| Line Height | 16 |
| Letter Spacing | 0 |

This project has received funding from the European Union's Horizon Europe Innovation Action programme under Grant Agreement No. 101184775.

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## Incorrect Usage

PVSmile introduces advanced digital tools, AI-driven analytics and data spaces.

Body copy should not be expressive

Headline

Avoid loose headlines

This is a headline

Avoid big line space in headlines

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## Type hierarchy rules

- Use Space Grotesk for H1–H3 and key titles only
- Use Inter for body, captions, UI labels, and long-form text.
- Avoid mixing additional fonts; maintain a maximum of two families.
- Maintain consistent hierarchy; do not improvise custom sizes.

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## Minimum Sizes

PVSmile introduces advanced digital tools, AI-driven analytics and data spaces to optimize the planning, operation, maintenance and end-of-life management of community-integrated PV systems across their entire lifecycle.

Minimum body size (dig)

14–16px

This project has received funding from the European Union's Horizon Europe Innovation Action programme under Grant Agreement No. 101184775.

Minimum caption size (dig)

12px

This project has received funding from the European Union's Horizon Europe Innovation Action programme under Grant Agreement No. 101184775.

Print minimums

8–9pt body, 6–7pt legal

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## Web fallback stack

Space Grotesk

Space Grotesk, Inter, system-ui, Arial, sans-serif

Inter

Inter, system-ui, -apple-system, Segoe UI, Roboto, Arial, sans-serif

# Resources & Contacts

**Conclusion**

In conclusion, PVSmile’s brand guidelines provide the foundation for presenting a consistent, professional, and recognisable visual and verbal identity across all communications. By applying these standards, we ensure PVSmile is represented clearly and coherently at every touchpoint, reinforcing the project’s mission to turn solar energy into community power. Consistent use of the logo, colour palette, typography, and layout principles strengthens trust, improves accessibility, and supports effective collaboration with partners, stakeholders, and communities. Together, these guidelines help communicate PVSmile’s values with clarity and ensure a unified presence across digital and print applications.

**Contact**

Visit PVSmile’s website at https://pvsmile.eu for more information or to access artworks files and promotional material, including the PVSmile’s logo suite, flyers, roll-up banner etc.