

Brand Book

PVSmile Mission

Our mission is to provide a sustainable and profitable energy solution for our customers, while also contributing to the global fight against climate change. We are committed to using renewable energy sources and reducing our carbon footprint.

PVSmile Vision

To become the leading provider of sustainable energy solutions, enabling our customers to achieve their goals while protecting the environment.

PVSmile Philosophy

We believe in transparency, integrity, and innovation. We are committed to providing our customers with the best possible service and support, while also ensuring that our business is sustainable and profitable.

Community Engagement

Smart Integration

Sustainable Impact

Logo

Logo Description

The logo consists of a stylized sun icon made of three green and yellow rays, followed by the word "PVSmile" in a bold, sans-serif font.

The sun icon is composed of three rays of varying lengths, creating a sense of movement and energy. The rays are colored in a gradient of green and yellow, symbolizing renewable energy.

The word "PVSmile" is written in a clean, modern sans-serif font. The "P" and "V" are slightly larger than the other letters, emphasizing the solar aspect of the brand.

The overall logo is simple, memorable, and effectively communicates the brand's focus on sustainable energy solutions.



PVSmile

Primary Logo



Stacked Logo



Reversed Logo



Color Variants



Symbol



Interface Usage



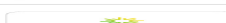
Interface Usage



Interface Usage



Interface Usage



Interface Usage



Interface Usage



Colors

Colors Description

The primary color is a vibrant green, representing renewable energy and growth. The secondary color is a bright yellow, symbolizing optimism and innovation.

The tertiary color is a light blue, conveying a sense of trust and reliability. The quaternary color is a dark grey, providing a professional and modern look.

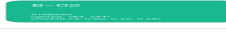
The neutral colors are a range of greys, from light to dark, used for text and background elements. The accent colors are a red and a purple, used sparingly to draw attention to key elements.

The overall color palette is clean, modern, and easy on the eye, reflecting the brand's commitment to sustainability and innovation.

Neutral Colors



Brand Colors



Interface Usage



Typography

Typography Data

Space Grotesk

Inter

The primary font is Space Grotesk, a bold, sans-serif typeface that conveys a sense of strength and reliability. The secondary font is Inter, a clean, modern sans-serif font used for body text and smaller headlines.

The font colors are primarily black and white, with occasional use of the brand colors (green, yellow, blue) for emphasis. The font sizes are clearly defined for each level of hierarchy, ensuring readability across all devices.

Typography

Font

AaBbCc
QRSTUV
1986®?!
Turning Solar Energy Into
Community Power

Typography

Font

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SUBSCRIBE NOW! SUBSCRIBE NOW!

Typography

Font

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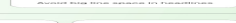
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Typography

Font

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Interface Usage



Type Hierarchy Rules



Minimum Size



Web Font Stack

Space Grotesk
Fallback: system-ui, -apple-system, Segoe UI, Roboto, Arial, sans-serif

Resources & Contacts

Resources

Our resources include a comprehensive guide to sustainable energy solutions, as well as a list of our key contacts and partners. We are committed to providing our customers with the best possible service and support.

Contact

For more information, please contact our sales team at sales@pvsmile.com or our customer support team at support@pvsmile.com.