SMA PowerUP Brand Guideline 2019

1. SMA PowerUP logo

The SMA PowerUP logo is supplied in an .AI file format. The logo cannot be warped or compressed. The logo must always be to scale.

The SMA PowerUP logo colours are black, and red. The SMA PowerUP logo must always be displayed against a white background. To the extent technically possible, the logo should be reproduced in colour.

Special Cases

In the case of limited or one-color materials, the SMA PowerUP logo is represented in white or black. If the logo is shown against a dark background, the white-text SMA PowerUP logo must be used.

White-text Logo

Black-text Logo

Strapline

The SMA PowerUP Logo should always endevour to include the strapline "Trusted Solar Energy Partner" to explain the purpose of SMA PowerUP. If the strapline cannot be included due to lack of space (e.g. giveaways where only a small area can be labelled) the strapline can be ommitted.

Positioning

The SMA general logo (Energy that changes) should not be an *integrated* part of the SMA PowerUP logo. However the SMA general logo should still be added to marketing materials to show the strong connection between SMA and SMA PowerUP.

2. Fonts

As a general rule, please use Verdana, Tahoma or Arial.

3. Colours

Basic rules

The corporate colours are a key visual and stylistic element of the corporate design and ensure a uniform corporate identity. They originate from the SMA logo and consist of the colours blue, red and white. The colour red is used as a visual feature. The background colours are primarily white and grey, while the colour black is mainly reserved for text.

Designated use

- Red is used as an accentuating signal colour
- Black serves as a primary text colour
- Grey is used to highlight messages
- White dominates as a surrounding colour, setting the stage for all messages

SMA FIRMENFARBEN
COMPANY COLORS

	CMYK	RGB	HKS	Pantone	RAL	Hexcode
	C 100 M 50 Y 0 K 40	R 0 G 74 B 127		301 C	5010 Enzianblau Gentian blue	#004A7F
	C 0 M 100 Y 100 K 0	R 226 G 0 B 26	14 K	485 C	3020 Verkehrsrot Traffic red	#E2001A
	C 0 M 0 Y 0 K 0	R 255 G 255 B 255	–	–	9003 Signalweiß Signal white	#FFFFFF

SMA TEXTFARBEN
TEXT COLORS

	CMYK	RGB	HKS	Pantone	RAL	Hexcode
	C 0 M 0 Y 0 K 100	R 0 G 0 B 0	88 K	Black 6 C	9005 Tiefschwarz Jet black	#000000
	C 0 M 0 Y 0 K 60	R 135 G 136 B 138	–	–	–	#87888A
	C 0 M 0 Y 0 K 40	R 177 G 179 B 180	–	Cool Grey 6 C	7045 Telegrau 1 Telegrey 1	#B1B3B4

SMA FONDFARBE
BACKGROUND COLOR

	CMYK	RGB	HKS	Pantone	RAL	Hexcode
	C 0 M 0 Y 0 K 10	R 236 G 237 B 237		–	–	#ECEDED

4. Marketing Materials

Templates are available to assist in the artwork creation of materials such as advertisements, posters, powerpoint presentations, pull-up banners, canvases & business cards.

Before any marketing material is printed or released to the public, SMA requires that you share the developed artwork with SMA marketing colleagues for alignment with the SMA brand, and to seek approval for publication. Alternatively, you are able to share with us your logo (in AI or EPS format) and SMA marketing colleagues can create the artwork for you instead.

Online Promotion

Before publishing any announcements or online promotions on your website or social media channels, SMA requires that you share the intended messages and artworks that will be uploaded. This is to ensure that both SMA and the Trusted Partner are up-to-date and aligned.

SMA will work with the Trusted Partner to release the announcement at the same time from SMA channels, and the Trusted Partner channels. SMA will link promotions to the Trusted Partner and may request updated logos and contact details which will be shared from SMA channels.

The Trusted Partner should not make any announcements before SMA, unless under certain exemptions and have received written email approval.

For any questions or support, please send an email to Marketing@SMA-Australia.com.au