Solar Energy Systems (GES) · Logo Usage Guide

Logo versions, colours and usage rules



Primary logo



Symbol / profile



Reversed · dark background



Symbol · dark



Short · GES only



Short · dark background



One colour black

COLOURS

GES Orange
CMYK C0 M50 Y100 K0
RGB 243 146 0 · HEX #F39200
Pantone 144 C (nearest)

Sun Yellow
CMYK C0 M16 Y100 K0
RGB 255 213 0 · HEX #FFD500
Pantone 116 C (nearest)

Family Grey
CMYK C0 M0 Y0 K60
RGB 135 135 135 · HEX #878787
Pantone Cool Gray 8 C (nearest)

White
CMYK C0 M0 Y0 K0
RGB 255 255 255 · HEX #FFFFFF
Pantone —

TYPEFACES

The GES letters are custom-drawn; never type them, always use the logo file.
Descriptor lines: Avenir Next Condensed Demi Bold. Web fallback: Barlow Semi Condensed SemiBold.

USAGE RULES

- Use the primary logo on light backgrounds and the reversed version on dark backgrounds. On photos without enough contrast, place the logo on a solid area.
- Clear space: leave at least half the height of the letter G on every side of the logo.
- Minimum size: full logo 35 mm in print, 180 px on screen. For smaller uses, use the short GES-only version (at least 12 mm / 48 px); in square areas, use the symbol.
- Keep the thin separators between the letters; do not redraw, recolour, skew or stretch the logo, and do not add shadows or effects.
- For one-colour print, use the black version; the sun disc is printed as a 30% black tint.