

3SUN

Brand Book

Introduction

This document contains the main values and principles of 3SUN, as well as its brand identity guidelines. It can be shared throughout the company and with partners in order to maintain consistency of the brand in all graphical materials and to provide effectiveness of marketing activities.

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Brand

Mission

We empower the energy transition through high-performing and sustainable solar technologies.

Vision

We shape a future powered by solar energy through continuous innovation.

Brand

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Video

Purpose

We are committed to bringing back solar module production to Europe, paving the way for European Energy Independence.

Values

Ambition

We aspire to serve as a catalyst, igniting a renaissance in the photovoltaic industry in Europe. It's a brave journey, that we are embracing with a robust industrial project and a strong commitment to continuous innovation and maximum sustainability in producing solar panels.

Proximity

We believe that the energy transition is empowered by technology, yet authentically steered by people for the people. Therefore, fostering close connections with all market stakeholders paves the way for an impactful journey toward photovoltaic energy.

Passion

We believe that transforming the world into a better place through solar energy is the most beautiful job. This unleashes an unparalleled passion in all of us, consistently guiding our actions and clearly perceivable in our daily responsibilities.

Integrity

We consistently demonstrate the alignment of our actions with our words, driven by maximum transparency to establish credibility and trust.

Tone of Voice

A passionate Tone of Voice for a brand that values Ambition and Passion

TONE OF VOICE

Crafting a passionate Tone of Voice involves infusing communication with authentic enthusiasm and commitment, demonstrating 3SUN's energy, its unwavering passion, and its genuine love for what it does and represents.

LANGUAGE

The language used is vibrant and emotionally engaging to evoke a sense of inspiration and shows its full commitment to its cause and willingness to go above and beyond to achieve its goals.

STORYTELLING

Through vivid storytelling, 3SUN shares its ambitious journey of harnessing solar energy to make the world a better place, using content that reflects not just its growing ambition but also its deep dedication to environmental responsibility.

An educational Tone of Voice for a brand that values Proximity and Ambition

TONE OF VOICE

An educational Tone of Voice is informative and engaging, conveying a sense of expertise and knowledge, demonstrating that 3SUN is a credible source of information and an expert brand you can rely on.

LANGUAGE

The language is easy to understand, using clear, concise, and targeted wording to educate and inform 3SUN's multiple targets in a way that is engaging and accessible, without overwhelming them with too much information.

STORYTELLING

Overall, the storytelling balances expertise and authority with warmth and approachability, creating a sense of trust and connection with the audience while educating and engagingly informing them.

Tone of Voice

An approachable Tone of Voice for a brand that values Integrity and Proximity

TONE OF VOICE:

A sincere, down-to-earth, and open to conversation communication style characterizes 3SUN's engaging Tone of Voice.

LANGUAGE

Through a welcoming language, it adds a human touch to its communication, positioning itself as an empathetic and approachable brand capable of understanding customers' needs and concerns.

STORYTELLING

Overall, 3SUN communicates in a way that makes customers feel valued and appreciated. Its informal environment, open to novelty and collaboration, makes it easy for customers and partners to engage with the brand. This is how 3SUN builds trust and establishes meaningful connections through transparent and authentic communication.

A confident Tone of Voice for a brand that values Ambition and Passion

TONE OF VOICE

A confident Tone of Voice is authoritative, and strong, conveying a sense of power, expertise, and reliability. It is assertive, direct, and clear, ensuring a solution-oriented approach to customers' problems.

LANGUAGE

3SUN uses language that is powerful, impactful, and memorable to communicate its strengths and capabilities. At the same time, as a brand that can be counted on, 3SUN inspires trust, demonstrating to be able to effectively address challenges, even the toughest ones.

STORYTELLING

Portraying a robust know-how, celebrating milestones, showcasing achievements, and boldly sharing perspectives on the industry, 3SUN's storytelling brings to life the tangible results and the extensive efforts in innovation and sustainability.

Examples of our visual brand identity



Logo

Description

The 3SUN logo is a unique entity composed by the number 3 and the logotype. It features rounded shapes that are a nod to both the shape of the sun and that of CORE-H cells. Its minimalism conveys the technological aspect of the brand and its precision. Its colors are a reference to clean energy and technology (blue) and cleanliness and order (white).

The logo consists of a blue number '3' followed by the word 'SUN' in a dark blue, rounded, sans-serif typeface.[DOWNLOAD ASSET](#)

Minimum sizes

It is important to preserve the legibility and visual impact of the logo by ensuring it is not scaled down to a size where the details become unclear or difficult to read. The minimum size of the logo serves as a guideline to maintain its visibility and clarity. This ensures that the overall visual harmony and brand recognition are maintained across different logo sizes



Print: 8 mm



Digital: 120 px

Clear space

The specified area is a designated free area where no other graphic elements should be placed. This promotes readability and ensures visual clarity. The spacing and safe area around the logo are determined based on its measurement (X) and correspond to 1 of the logo's module size. Following these guidelines maintains consistency and effectiveness in various applications.



Positive and negative versions

Deep Blue is the primary color of the logo, but in order to ensure optimal readability across different applications, the negative version with the logo on white can be used as well.

The logo consists of a stylized '3' in a medium blue color, followed by 'SUN' in a dark navy blue color. The 'S' and 'U' are connected, and the 'N' has a distinctive shape with a small gap at the top.

3SUN

The logo is shown in white against a dark navy blue background. The '3' is in a medium blue color, while 'SUN' is in white. The styling of the letters remains consistent with the positive version.

3SUN

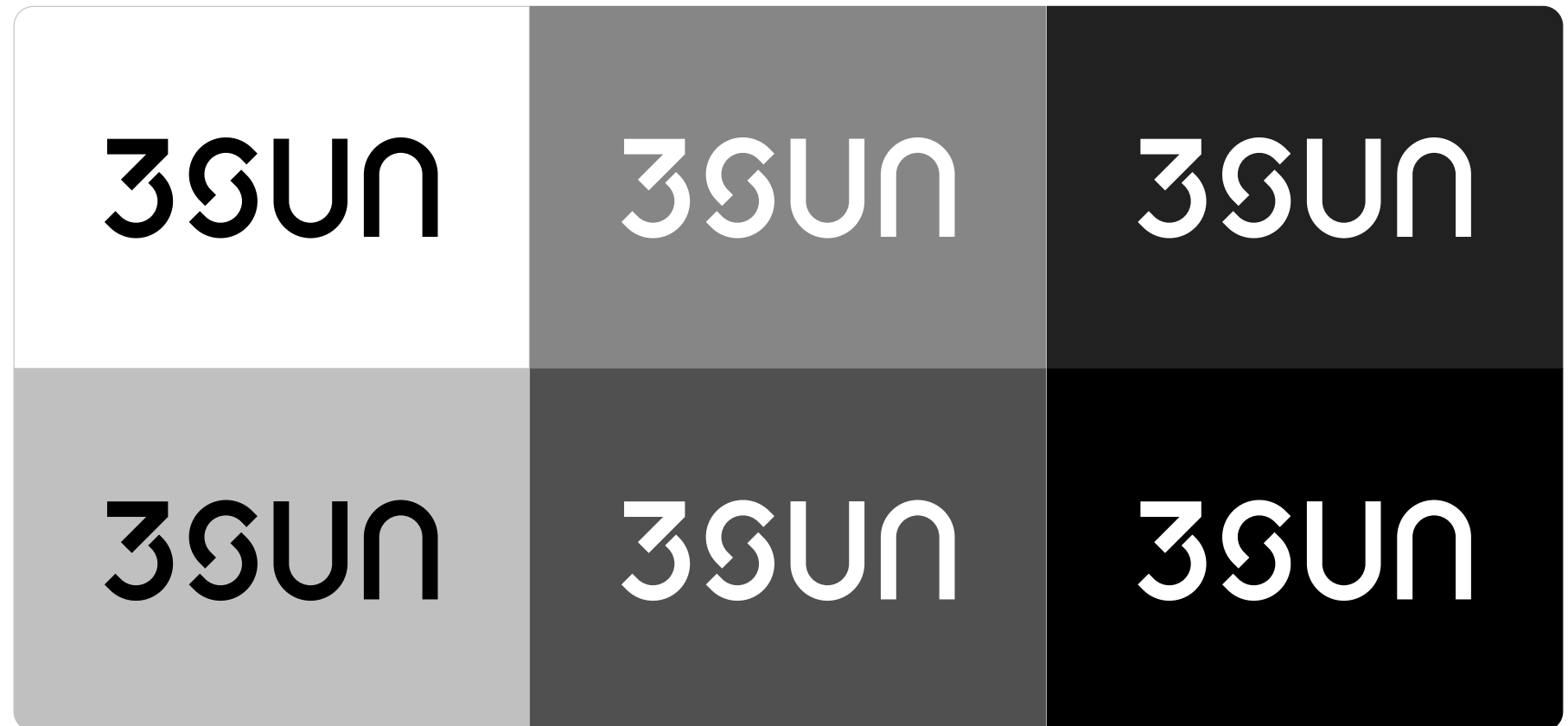
Monochromatic versions

To ensure proper contrast of the logo against a variety of backgrounds and reach optimal readability across different applications, the logo must be black on lighter backgrounds and white on medium and dark backgrounds.

Light Background

Medium Background

Dark Background



Wrong applications

In order to establish brand value and recognition, it is crucial to adhere diligently to the logo usage guidelines provided in the preceding pages.

Modifying the logo in any way that deviates from its appropriate usage, as explained here, is not allowed.

✗ Do not change the order of the composition



✗ Do not use abbreviation



✗ Do not alter the the elements



✗ Do not place on low contrast background



✗ Do not apply effects



✗ Do not change the colors



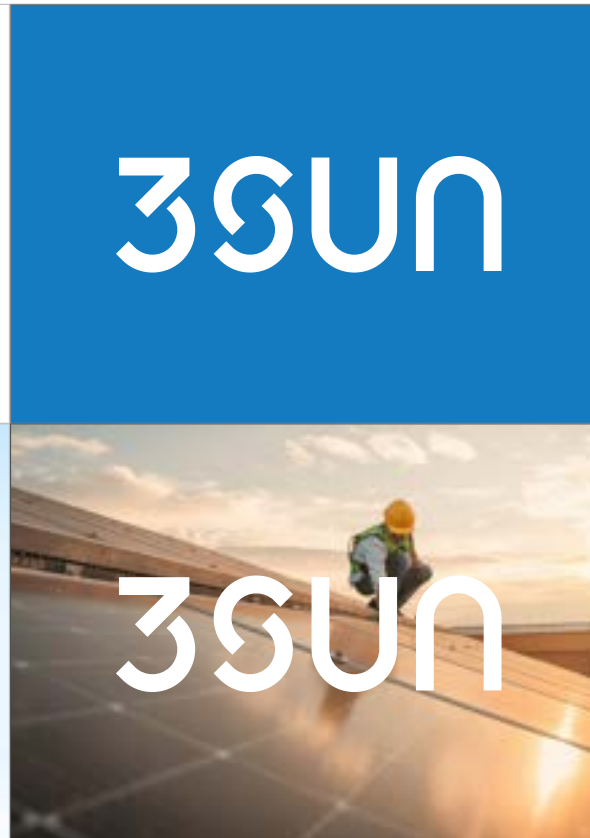
How to choose the most suitable logo color

When selecting the color for the logo, it is important to follow certain precautions. The priority should be given to contrast and readability. The color choice should be made in consideration of the background color. These precautions also extend to photographic backgrounds, where the logo should stand out clearly. In such cases, the flat color version is always preferable and it is recommended to slightly darken the image to enhance the contrast and readability of the logo.

✔ Light Background



✔ Medium Background



✔ Dark Background



The choices to avoid

The chosen color should prioritize logo readability and prevent low contrast with the background.

It is crucial to avoid using an excessive number of colors or selecting a gradient that blends too much into the background. When incorporating the logo into photographic backgrounds, it is vital to ensure that no elements within the background compromise the logo's readability. Taking these precautions will help maintain clear and legible representation of the logo in different contexts.

❌ Light Background



❌ Medium Background



❌ Dark Background



The payoff

The payoff's font has to be used always with the same style - bold. To ensure text readability, it is recommended that this version is used only in large formats.



Energy. Excellence. Evolution.



Energy. Excellence. Evolution.

Logo coexistence

When displaying the 3SUN logo alongside other logos, it is essential to follow correct alignments and adhere to the principles of exclusion zones. This ensures proper hierarchy and readability in the overall composition. The spacing between logos should generally be 1,1/2 times the size of module X, except when aligning them vertically, where for compactness, it can be reduced to 1 times the size of module X. In addition, logos should be optically resized to maintain a balanced visual presence, preventing any single logo from being more prominent than others. This ensures a harmonious and cohesive display of multiple logos.

Horizontal composition



Vertical composition



Colors

Color Palette

The 3SUN color palette is designed to create a sense of engineering development and technology while hinting to the origin of its energy.

It is a fundamental component of the brand's identity and by following these rules, you can ensure consistency and reinforce the brand's visual identity.

PRIMARY COLOR PALETTE

DEEP BLUE

R 0 G 0 B 36
#000024
C 89 M 83 Y 52 K 72
PANTONE 289 C
RAL 5004
NCS 8505-R80B

ELECTRIC BLUE

R 20 G 123 B 193
#147BC1
C 87 M 34 Y 0 K 0
PANTONE Process blue C
RAL 5015
NCS 3050-R90B

WHITE

R 255 G 255 B 255
#ffffff
C 0 M 0 Y 0 K 0

SECONDARY COLOR PALETTE

LIGHT GREY

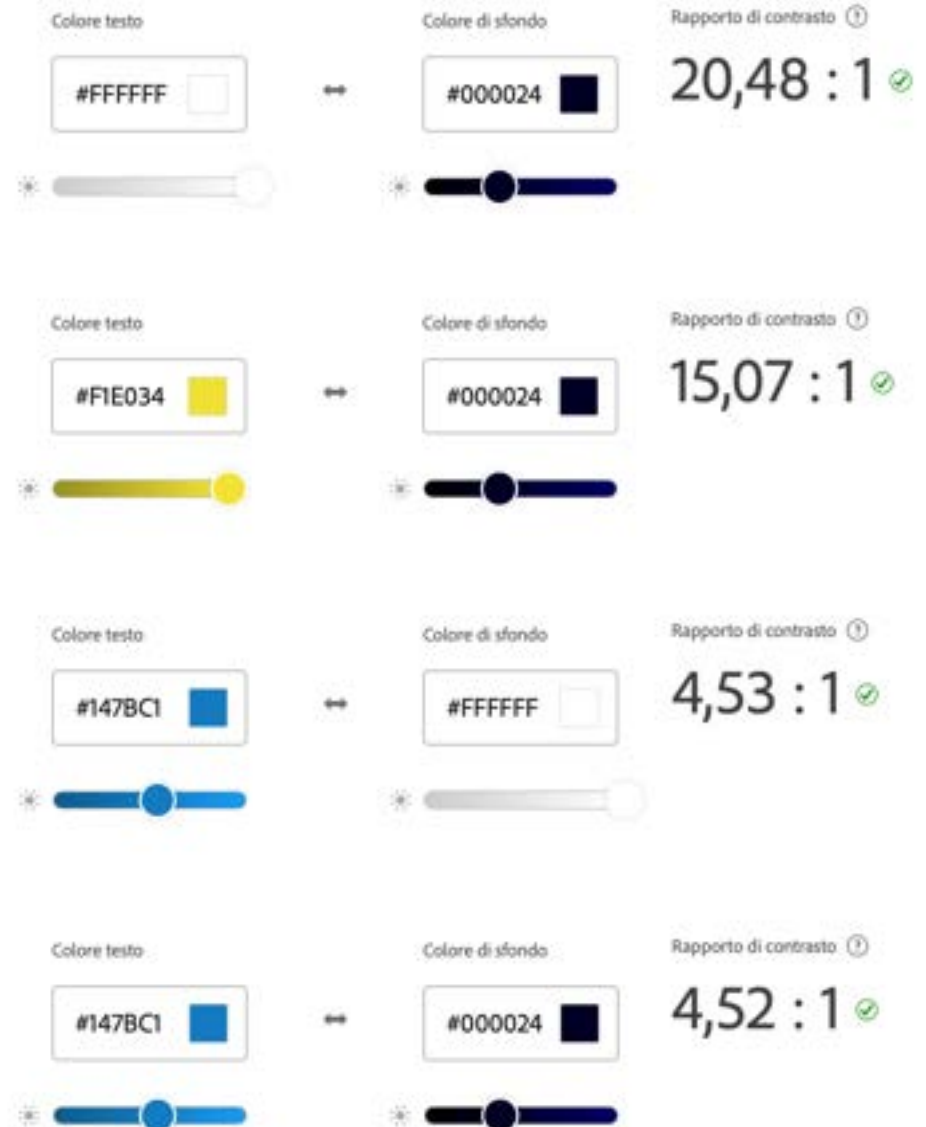
R 240 G 240 B 240
#f0f0f0
C 0 M 0 Y 0 K 5
RAL 9003
NCS s 0500-n

LEMON

R 241 G 224 B 52
#f1e034
C 5 M 5 Y 100 K 0
PANTONE Process yellow
RAL 1016
NCS 0570-G90Y

Color accessibility

The use of this color palette combined ensures readability and accessibility across all touchpoints.



Web design accessibility

Accessibility is a must when designing a web page.

These rules will guide you to ensure your content always respects accessibility criteria.

- Graphic elements in colors such as lemon, electric blue and white can be used on a dark background, while on a light background only deep and electric blue are allowed.

- For texts bigger than 18 pt words can be highlighted with electric blue and lemon on a dark background and with electric blue on a light background.

- For texts smaller than 17 pt highlighting can be done in white on a dark background and in electric blue on a light background.

GRAPHIC ELEMENTS



BIG TEXT - BIGGER THAN 18pt

Lorem ipsum
dolor sit amet,
consectetur.

**adipiscing elit,
sed do eiusmod
tempor incididunt.**

SMALL TEXT - SMALLER THAN 17pt

Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor
incididunt ut labore et dolore
magna aliqua. Quis ipsum
suspendisse ultrices gravida.
Risus commodo viverra
maecenas accumsan lacus vel
facilisis.

GRAPHIC ELEMENTS



BIG TEXT - BIGGER THAN 18pt

Lorem ipsum
dolor sit amet,
consectetur.

**adipiscing elit,
sed do eiusmod
tempor incididunt.**

SMALL TEXT - SMALLER THAN 17pt

Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor
incididunt ut labore et dolore
magna aliqua. Quis ipsum
suspendisse ultrices gravida.
Risus commodo viverra
maecenas accumsan lacus vel
facilisis.

Typography

Main Typeface

Outfit is the primary typeface used by 3SUN to compose headlines. It is a modern typeface known for its distinct combination of contrasting shapes. When using Outfit, only the following weights are allowed: Extra Light, Light, Regular, Medium, Bold.

By adhering to these guidelines, you can maintain consistency and a cohesive visual language in 3SUN's typography, ensuring a modern and impactful representation across various applications.

Outfit Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@#\$%^&*()_+;','./?*

Outfit Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@#\$%^&*()_+;','./?*

Outfit Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@#\$%^&*()_+;','./?*

Outfit Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@#\$%^&*()_+;','./?*

Outfit Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ**abcdefghijklmnopqrstuvwxyz****0123456789 !@#\$%^&*()_+;','./?***[DOWNLOAD ASSET](#)

Rules of composition

When having a text made up by title and subtitle, there should always be a tangible difference in dimension between the two.

It is also possible to highlight certain words in the title by using other contrasting color from the brand's palette.



Secondary Typeface

The designated font to be used is Arial.

This versatile typeface is available in Regular, Bold and Black weights.

Arial is specifically chosen for its maximum flexibility and features an airy metric that promotes excellent readability.

By utilizing this typeface, you can ensure that text content remains legible and visually appealing throughout various materials and platforms.

Following these guidelines will help maintain a consistent and cohesive typographic style to enhance readability and overall visual presentation.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&*()_+;',./?*

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&*()_+;',./?*

Arial Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&*()_+;',./?*

Quotation marks

They can be used to signal the presence of a quote and can be colored using the brand's palette. Their dimension is to be balanced based on the text dimension.


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Creative examples

The following examples are intended to inspire and showcase the creative possibilities of typography, gradients, and brand elements within the 3SUN's visual identity system.

It is important to note that all images used in these examples are for illustrative purposes only.



Photography

Photography style: Do's

Images are indeed a crucial tool for effectively representing 3SUN's technology, modernity, and excellence. Choosing the right images can greatly enhance the brand's message and visual identity.

✔ People at work wearing all the safety devices needed



✔ Images cropped to obtain a dramatic look



✔ Product as a background of daily life scenes



✔ Natural lighting



✔ Manufacturing process



✔ Technical close ups



Photography style: Don'ts

It is very important to avoid using photos that convey stereotyped or overly technical images that do not align with the company's values.

Some additional considerations:

Authenticity and relevance: choose photos that reflect the diverse and inclusive nature of 3SUN. Avoid using images that perpetuate stereotypes or present an unrealistic portrayal of the company's activities.

Natural effects, colors, and lighting: avoid using photos with excessive filters, unnatural effects, or overly saturated colors. Opt for images with natural lighting and colors that accurately represent the subjects and settings. This helps maintain a professional and authentic visual representation.

❌ Cliché images



❌ Unnatural and clearly photoshopped images



❌ Overly technical images



❌ Overseen stock images



❌ Poor representation of diversity



❌ Unnatural lighting and colors



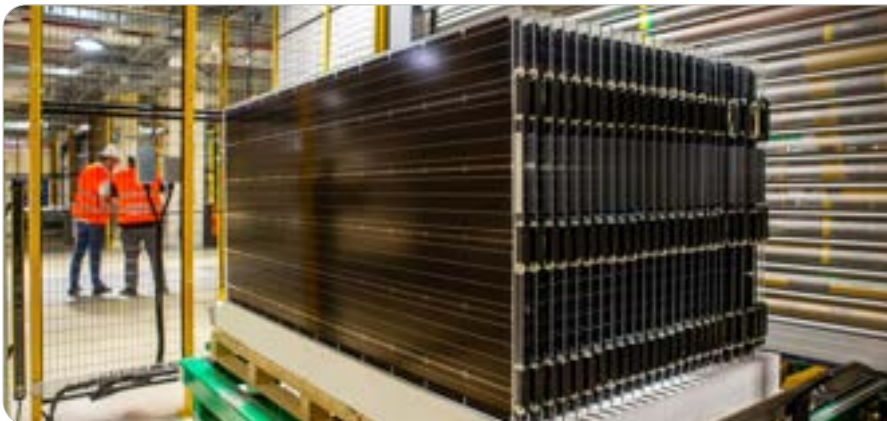
Color correction: people and products

When working with dark and medium tones, it is preferable to emphasize the cyan dominant. At the same time, bring out the highlight areas with a yellow tone, at the expense of red and orange.

✖ Before



✔ After



Photography effect

To achieve a distinct visual communication, on portraits it is possible to apply different lighting.

This effect can be replicated using a combination of filters.



Pattern

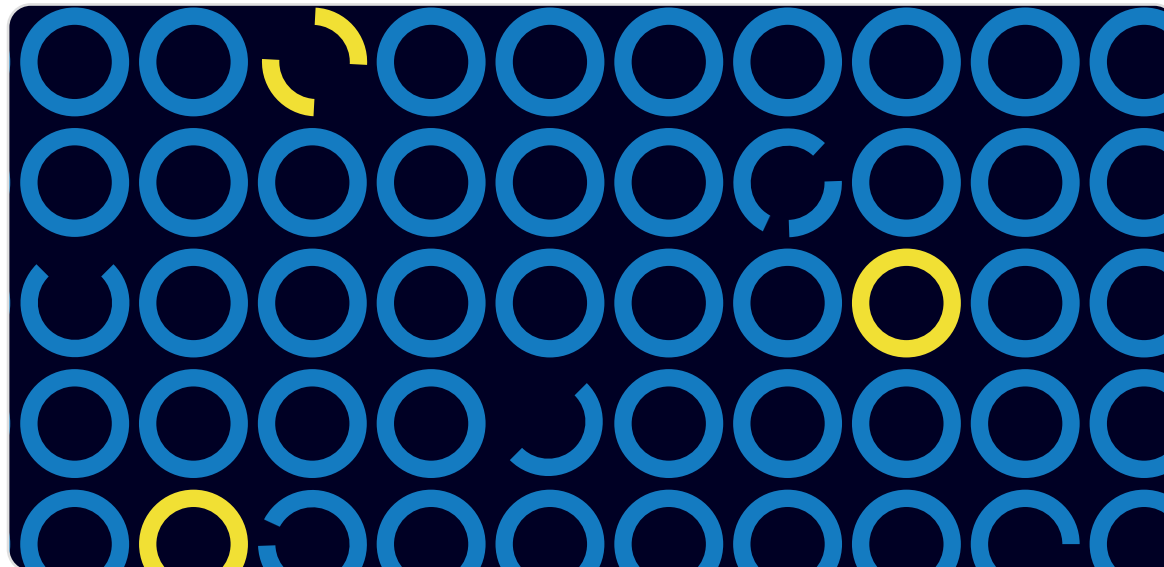
Design

Applying patterns to backgrounds can provide additional customization and reinforce the visual identity of the brand. Here are some points to consider:

Size and scaling: the pattern can be applied in various sizes depending on the design requirements. It should be scalable and adaptable to different dimensions without losing its visual impact. Ensure that the pattern retains its clarity and detail when used in both large and small sizes.

Positive and negative versions: the pattern can be applied as a positive element on a background or as a negative element by reversing the colors.

Details on the graphic circular elements: the thickness of the elements and the distance between each circle should always be the same as the one set in the given file. They can be colored in any shade of the brand book palette and can be used in a monochromatic version as well. The split circles are randomly disposed in the pattern, but they are never close to each other; they should also make up 10% of the total circles, while the yellow ones should be about 5%.



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Application

Using patterns can be successful in creating a textured effect to enhance and characterize images. Here are some examples of their application: on flat backgrounds, Gradient backgrounds, complete pictures or narrower sections.



Examples of applications

These examples showcase the versatility of patterns.

In the first example, a pattern is combined with a gradient on a flat background, showcasing the creative possibilities. The second example shows how patterns can be combined with photographic filters when applied to an image, resulting in an enhanced visual impact.

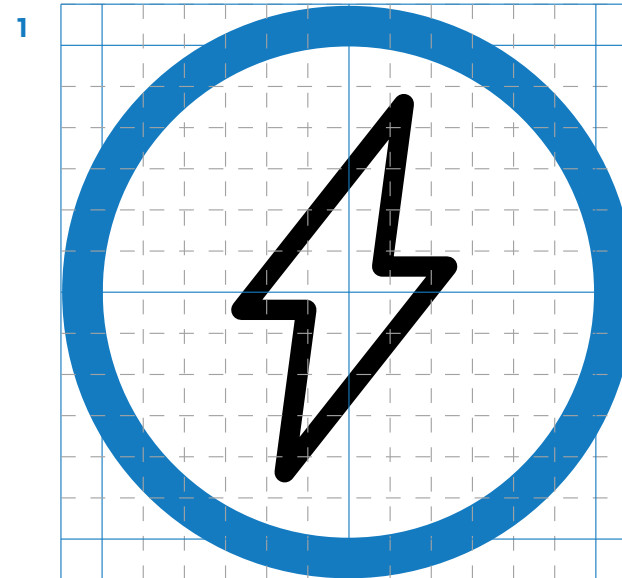


Icons

Design an icon

The icons are drawn using a grid composed of 14x14 modules, with each module having a size of 1.

The icons are outlined using lines with a thickness of 1.



Examples of icons

When designing icons, it is generally recommended to adhere to the principles of simplicity, conciseness, and cleanliness. Additionally, incorporating a shape reminiscent of a sphere, similar to that of the logo, can create visual harmony and reinforce the brand's identity. Icons can be designed in Deep Blue, aligning them with the brand's color palette and maintaining consistency.

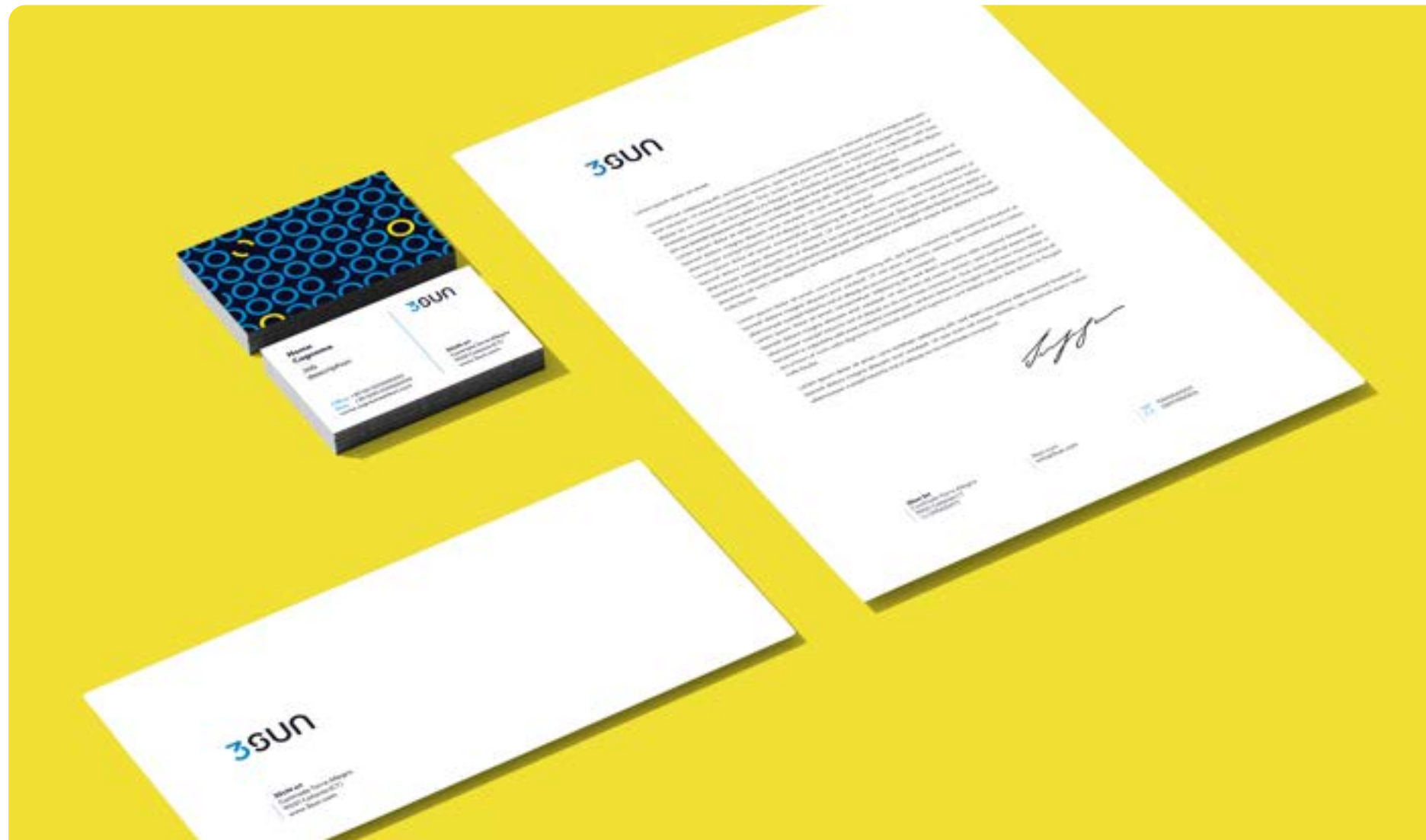


1. Performance - 2. Made in Europe - 3. Durability - 4. Resistance to extreme weather conditions - 5. Euro/W - 6. Flat roof with modules - 7. Pitched roof with modules - 8. Modules installed on ground system - 9. Photovoltaic cell - 10. Innovation - 11. Transport - 12. Trust - 13. Heterjunction - 14. Weight - 15. People - 15. Customer support - 17. Gigafactory

Stationery

Overview

This is an example of what the brand's visual identity will look like on corporate material.



Business Card

This is an example of what the brand's visual identity will look like on business cards.



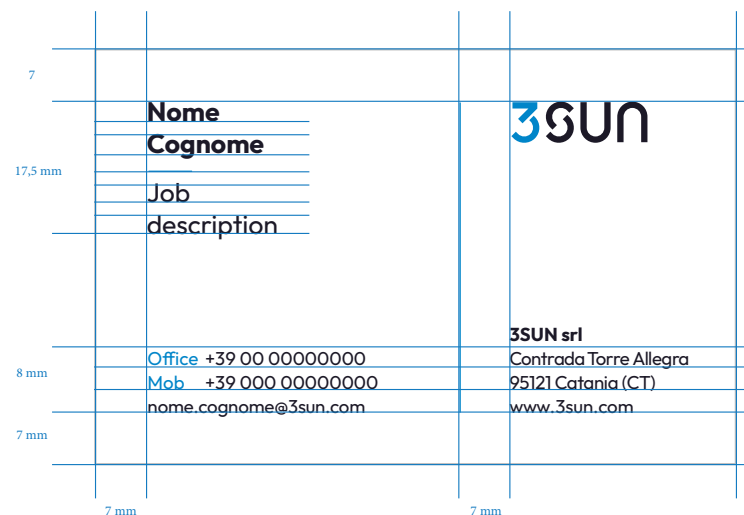
Business Card

Business cards size
85x55mm

Name and job title
10 pt
Outfit
Bold and Regular

Contacts
6 pt
Outfit
Regular

Company
Name and address
7 pt
Outfit
Bold and Regular



Cover Letter

This is an example of what the brand's visual identity will look like on cover letter.



Cover Letter

Cover Letter size
210 x 297 mm (A4)

Text
8 pt
Outfit
Bold and Light

Company and Contacts
8 pt
Outfit
Bold and Light



Press Release

Cover Letter size
210 x 297 mm (A4)

Headlines
16 pt
Outfit
Bold

Quotes
10 pt
Outfit
Regular

Text
8 pt
Outfit
Bold and Light

Company and Contacts
8 pt
Outfit
Bold and Light



Letter

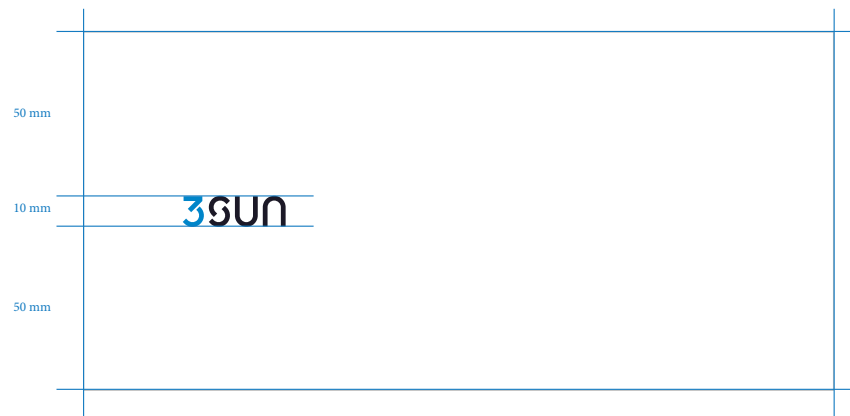
This is an example of what the brand's visual identity will look like on letters.



Letter

Letter size
230 x 110 mm

Text
8 pt
Outfit
Bold and Light



T-Shirt

This is an example of what the brand's visual identity will look like on a t-shirt.

The use of the logo combined with a rounded texture in the brand's palette will help convey an impactful brand image from the first glance.



Advertising

Advertising examples

This is an example of what the brand's visual identity will look like on different types of advertising.

It's important to always maintain the same layout style - with headline, body copy and image always interacting with each other closely and respecting all the previous guidelines.



Social Media

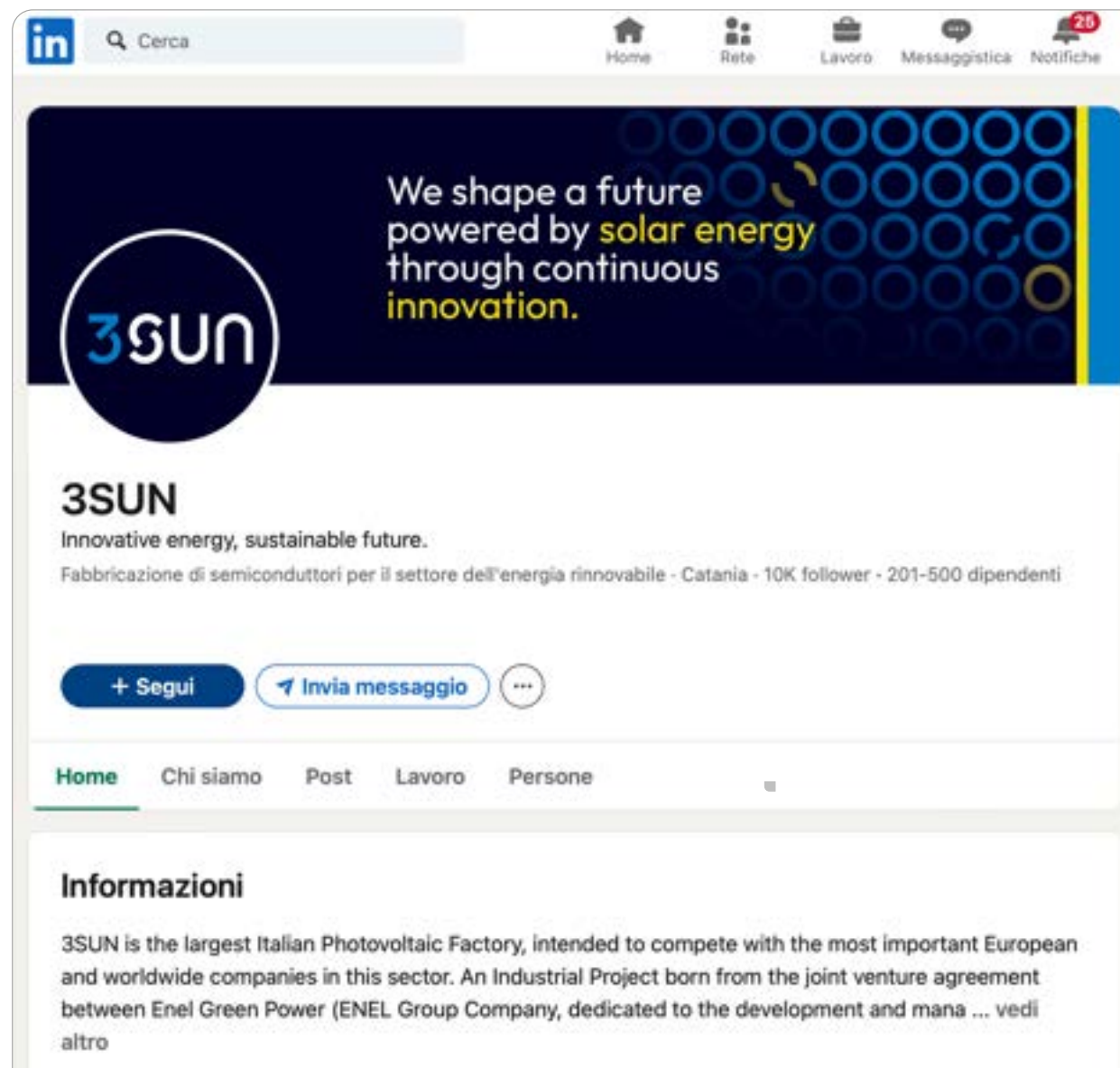
Profile image

When setting a profile image on different social medias, it's important to stress the brand's consistency and identity by using the logo on a dark background.

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LinkedIn Company profile

When setting the brand's LinkedIn profile, it's important to stress the brand's consistency and identity by using the logo on a dark background and by choosing a cover image that reflects the same visual style.



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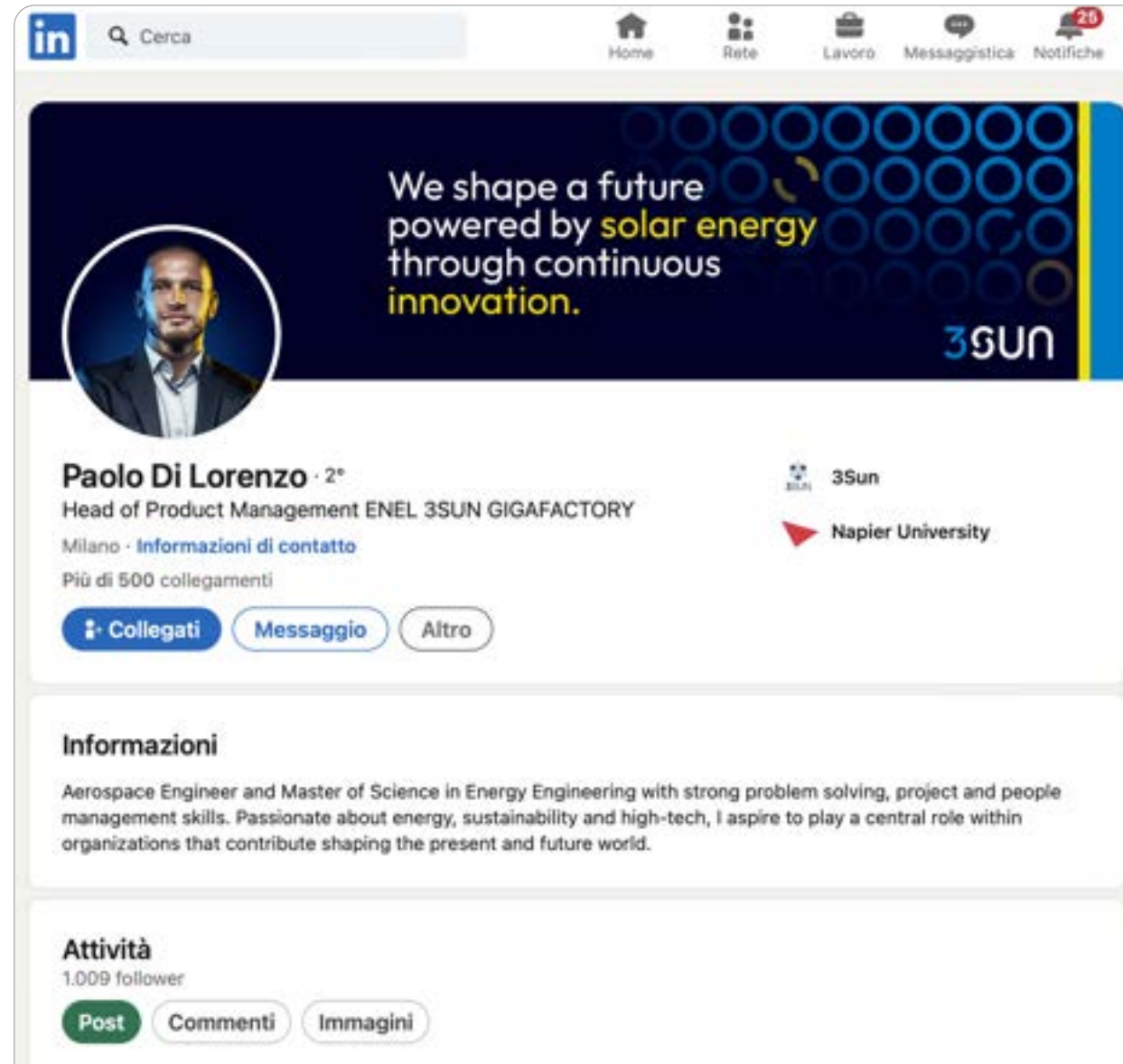
Employee image

The photographic style using colored lights referencing the brand's palette can also be used to create employees' profile images.



LinkedIn Personal profile

Each employee should use photography reflecting the brand's visual identity and a cover image mirroring that of the company profile.



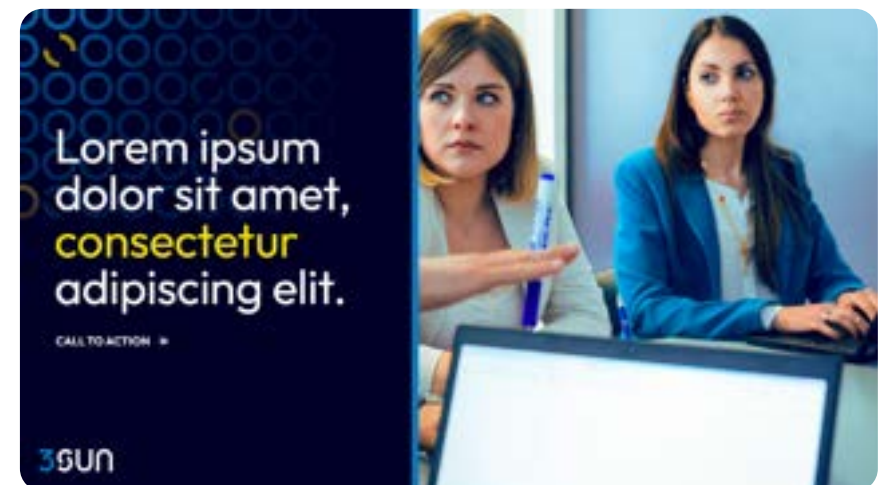
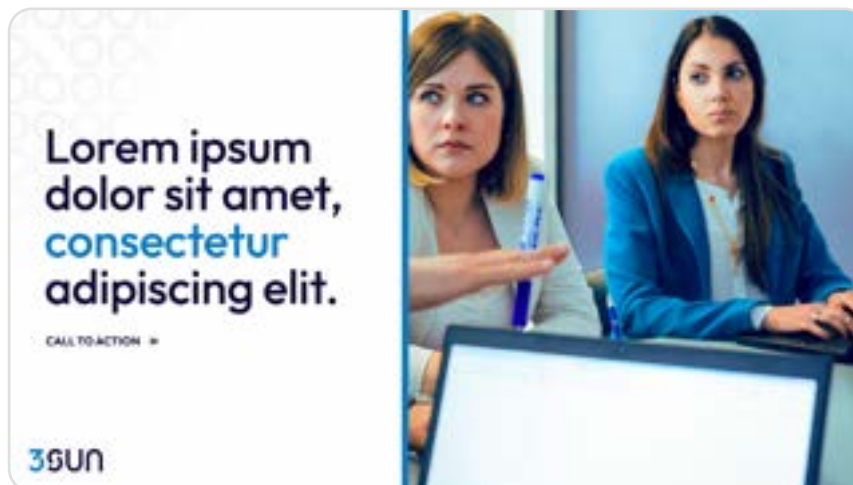
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Social media post

When creating post for social media, all the previous guidelines still apply; it is also necessary to adapt the font dimension to ensure readability on different devices.

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Examples of social media post layouts



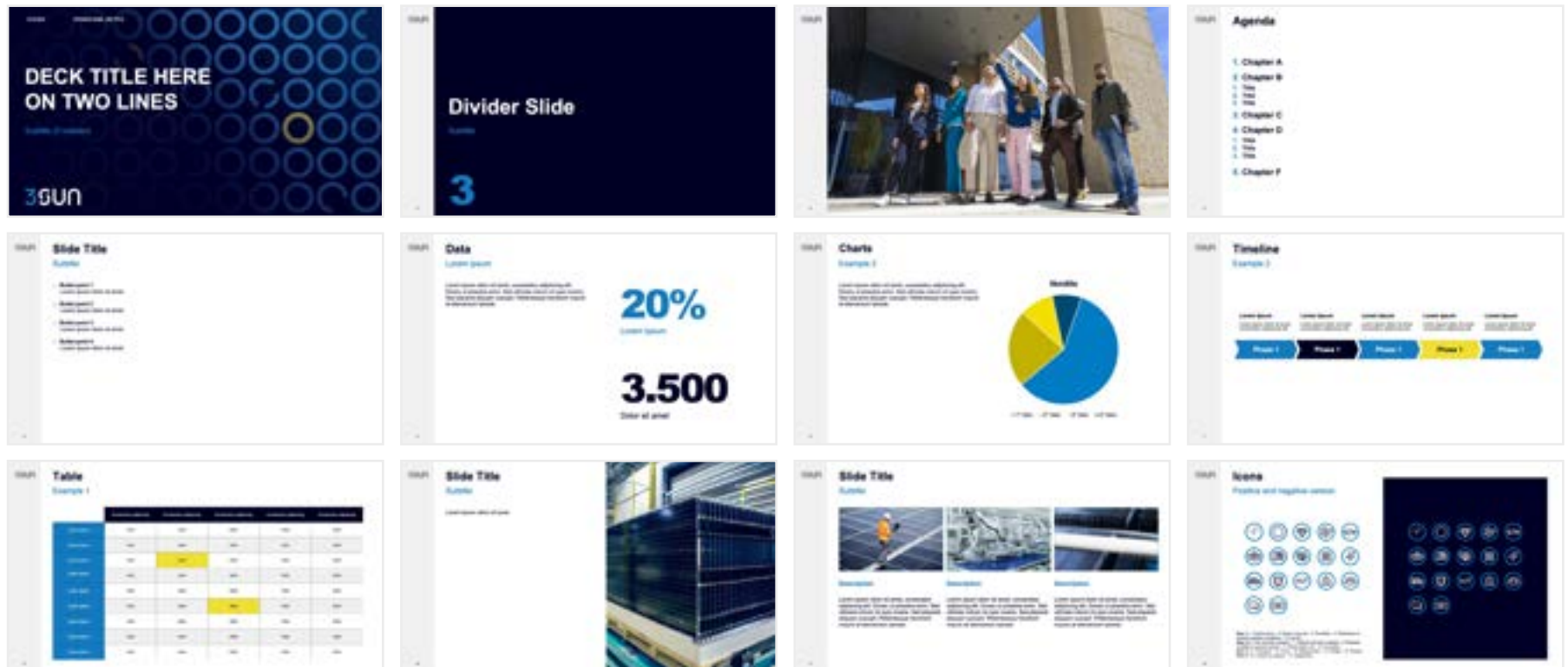
Examples of vertical social media post layouts



Powerpoint

Powerpoint

This is an example of how the corporate power point template will look like.
It's important to note that to ensure the best accessibility to the document, the text should be as synthetic as possible.

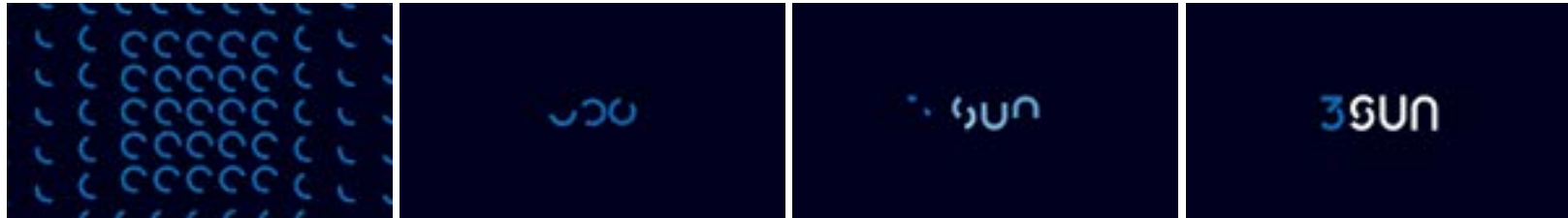


Video

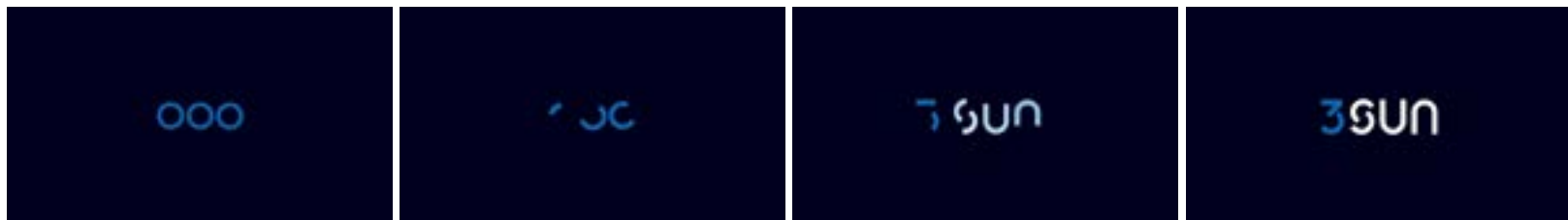
Logo animation

As a closing for video content, it is essential to include a logo animation, which will serve as the signature of the brand.

Duration: 6 seconds



Duration: 4 seconds


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Super Titles

For text used in video application the approach is to have it on our recognizable pattern background in both positive or negative version. The main usage of super should be for short impactful headlines, but if needed a sub-headline of few lines could be used.

Simple version (white, blue)



Complex Version


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Simple Caption & Lower Third

Simple caption should be used over video footage with a centered alignment and should consist of short single lines. Lower thirds can be used in two version, either with a framed pattern or with an initial pattern on an image, followed directly by the text. They serve the purpose of conveying basic information about the name and the role of the person speaking in the footage.

Simple Caption



Lower Third - Simple version



Lower Third - Complex version



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