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NEOVOLTA  
BRAND GUIDELINES

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# INTRODUCTION

NeoVolta's brand guidelines are designed to capture our commitment to empowering both installers and homeowners through safe, efficient, and straightforward energy solutions. From our installer-centric product designs to our simple yet innovative marketing approach, everything we create is guided by a deep understanding of real-world needs. These guidelines provide a framework that ensures our communications remain consistent, authentic, and aligned with our core values.

As you explore this document, you'll discover the key elements that shape the NeoVolta brand—our voice, visual identity, and storytelling. We believe that by staying true to these principles, we foster trust and recognition in an ever-evolving energy market. Whether you're an installer, a homeowner, or a member of our team, these guidelines unify our collective vision, ensuring that every interaction with NeoVolta reflects our promise of innovation, reliability, and unmatched customer support.

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NeoVolta is dedicated to delivering innovative energy solutions that address modern power challenges with reliability and practicality. By focusing on safety, user-friendly design, and consistent performance, NeoVolta aims to give homes and businesses greater control over their energy needs. Guided by values that emphasize empathy, problem-solving, and accountability, NeoVolta empowers customers with forward-thinking technology to stay ahead in a rapidly evolving landscape.

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NeoVolta aims to solve the energy dilemma.

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NeoVolta's vision is to give homes and businesses control over their energy needs. By focusing exclusively on power and storage technologies, NeoVolta delivers high-quality, American-engineered and American-built solutions that are safe, efficient, and dependable.

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# BRAND VALUES

One Level

NeoVolta embraces a culture of shared responsibility, ensuring any team member can step into any role or task as needed for seamless collaboration and uninterrupted support.

Lead with  
Empathy

NeoVolta actively listens and responds with genuine care, fostering a culture that values every perspective and guides solutions through respectful, thoughtful interactions.

Bring Solutions to  
the Problem

NeoVolta takes a proactive, hands-on approach to every challenge, focusing on actionable resolutions rather than simply identifying issues.

Say/Do Ratio

NeoVolta upholds its commitments by ensuring that every promise made is fulfilled, building trust through consistent, reliable follow-through.

Ready, Fire, Aim.  
Course Correct.

NeoVolta values quick, decisive action over perfection, with the understanding that solutions can be refined and adjusted as new insights emerge.

The American  
Drive

NeoVolta channels the pioneering spirit of American innovation, embracing a relentless, can-do attitude to propel forward-thinking solutions and positive change.

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# TONE OF VOICE

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Expertly  
Approachable

NeoVolta combines deep technical knowledge with clear, accessible language, ensuring messaging is both trustworthy and easy to understand.

Installer Focused

NeoVolta tailors its tone to the real-world experiences of installers, addressing challenges with empathy and offering practical solutions.

Innovative, Yet  
Practical

NeoVolta highlights cutting-edge technology in a straightforward manner, emphasizing tangible benefits rather than technical jargon.

Honest and  
Transparent

NeoVolta maintains direct, clear communication that emphasizes product quality, reliability, and genuine support for customers and installers alike.

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# LOGO DESIGN

- 2.1 Logomark
- 2.2 Logotype
- 2.3 Lockup
- 2.4 Clear Space
- 2.5 Minimum Sizes
- 2.6 Placement



# LOGOMARK

The logomark for NeoVolta symbolizes innovation and energy with a bold, modern design. The simple yet striking geometric form captures the essence of clean, sustainable energy.

The use of 5 sharp lines and symmetry reflects NeoVolta's commitment to reliability and advanced technology, making it a strong visual representation of the company's mission to lead in the renewable energy space. This logomark is designed to be versatile and impactful, whether displayed in large formats or small digital applications.



# LOGOTYPE

The Montserrat Medium typeface with rounded edges strikes a balance between modern simplicity and inviting warmth.

Its clean lines and softened corners embody NeoVolta’s commitment to user-friendly solutions, reflecting both the brand’s technical expertise and approachable, customer-centric philosophy.

N E O V O L T A <sup>TM</sup>

# LOGO LOCKUP

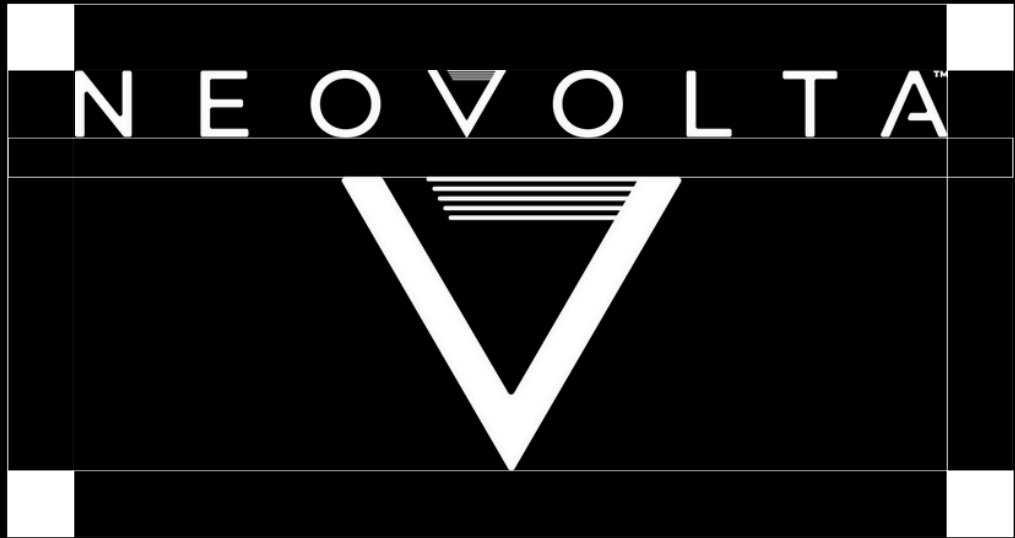
The NeoVolta logo lockup combines both the logomark and logotype in a cohesive, unified design that reinforces the brand’s identity. This lockup ensures recognition across all applications, maintaining a strong and consistent visual presence that highlights both the symbol and the brand name together.



# CLEAR SPACE

Clear space around both the logomark and the logotype ensures maximum impact and legibility. By maintaining this protective area, any surrounding text or graphics remain visually balanced, allowing the NeoVolta logo to stand out without distraction.

Clear space around the NeoVolta logotype ensures it remains both legible and visually distinct. By keeping the surrounding area free of any other elements, the wordmark stands out, reinforcing brand recognition and maintaining a clean, professional look.



# MINIMUM SIZES

Proper sizing ensures the NeoVolta logotype remains legible and visually distinct. For larger print applications, maintain the logotype at .75", or 50px for larger digital displays.

For smaller print or digital usage, the logotype should be no smaller than .156" (15px). This helps preserve clarity and consistency across all media.

NEO ▽ OLTA™ | .75" or 50px

NEO ▽ OLTA | .156" or 15px

# PLACEMENT

Whenever possible, position the NeoVolta logo on the primary grid line, aligned to the left side for maximum visibility. If available space is limited, place the logo in either the top or bottom left corners of the page. Refer to the Brand Collateral section of this document for detailed stationery layouts and further placement instructions.

NEOVOLTA™

Date -  
01 JANUARY 2025

To -  
JAMES SMITH  
FOUNDER & CEO

Dear James Smith,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui

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# COLORS

- 3.1 Color Pallet
- 3.2 Combinations

# White

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

HEX: #d9d9d9                      20%  
HEX: #a6a6a6                      40%  
HEX: #737373                      60%  
HEX: #545454                      80%

HEX: #29e348

# Black

C: 0 0                      R: 0                      HEX: #000000  
M: 0                      G: 0  
Y: 100                      B: 0  
K:

HEX: #545454                      20%  
HEX: #737373                      40%  
HEX: #a6a6a6                      60%  
HEX: #d9d9d9                      80%

Supporting Color



# COMBINATIONS

The consistent use of color is vital to effective brand recognition. Our brand should always be represented in one of the colors on this page, aside from specific recommendations within this guide.

NEO ▽ OLTA™

NEO ▽ OLTA™

# TYPOGRAPHY

- 4.1      Typeface
- 4.2      Weights
- 4.3      Type Scaling
- 4.4      Example Formatting
- 4.5      Common mistakes

# TYPEFACES

Poppins serves as the go-to typeface for main headlines, providing a clean, modern look that commands attention. Open Sauce is reserved for body copy, ensuring clarity and a comfortable reading experience across various materials. Codec Pro is used for eyebrows, offering a subtle, refined emphasis that ties the brand’s identity together.

**Poppins Bold & Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()

Open Sauce

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()

CODEC PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()

# WEIGHTS

Poppins Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()

**Poppins Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()**

Open Sauce Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()

Codec Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()

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# TYPE SCALING

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**Heading 1 – Poppins Bold – 64px**

**Heading 1 Subtitle – Poppins Regular – 21px**

**Heading 2 – Poppins Regular – 48px**

**Heading 3 – Section Header – Poppins Regular – 28px**

**HEADING 4 – EYEBROW – CODEC PRO REGULAR CAPS – 18px**

**Body Copy – Open Sauce Regular – 16px**

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# EXAMPLE FORMATTING

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ALL-IN-ONE ENERGY SOLUTION ← Eyebrow

## Unmatched Power, Seamless Integration ← Heading 2

NeoVolta is the ultimate all-in-one energy solution—more capable, compatible, and easier to install than any other. With seamless generator integration, support for AC and DC solar, and the most powerful inverter, NeoVolta delivers unmatched performance in a sleek, compact design. ← Body Copy

# COMMON MISTAKES

rotating

kerning down  
kerning up  
(UNLESS EYEBROW)

center  
alignment unless  
excpetion

too much  
shadow

stretching

squeezing