SECURE SOLAR FUTURES

Resilient Solar Solutions®

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Headquartered in Staunton, Virginia, Secure Solar Futures combines state-of-the-art solar technology with an innovative business model to make commercial scale solar readily affordable in Virginia, helping customers to realize the economic, environmental and community benefits of solar energy.

Secure Solar Futures designs, develops, finances, owns and operates on-site solar photovoltaic (PV) solutions for schools, hospitals, governments as well as businesses to enhance their sustainability goals and to reduce their electricity costs. Our solar energy systems protect against future electricity price increases through 20-year solar service agreements. We pass along tax savings to our tax-exempt customers and provide opportunities to purchase on-site solar arrays at fair market value after an initial period. We use high quality solar panels and other equipment while seeking to source labor and professional services locally.

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Our logo is a visual representation of the Secure Solar Futures brand. The design expresses our focus on the sun and the typography emits our strength and reliability. This logo represents the core of our company and should be regarded as a means by which to introduce our story.

As a B-Corporation, there is a version of the Secure Solar Futures Master Logo locked with the Certified B Corporation seal in both the square and horizontal versions in full color, black, and white. Please make sure to adhere to all B-Corp brand guidelines when using these logos.

The two main typefaces of Secure Solar Futures are Proxima Nova and Roboto Condensed. Examples of these fonts can be seen to the right. Proxima Nova should be used for headlines, and Roboto Condensed should be used for body text.

In 2025, the marketing team added two typefaces to this style guide, Palatino Linotype and Zapfino. Palatino Linotype can be used for headlines or body text. Zapfino should be used as accent font only, for example, include one word on an event invitation or a birthday celebration slide. Zapfino should not be used as body text.

PROXIMA NOVA
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*

ROBOTO CONDENSED
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*

Palatino Linotype
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*

Zapfino
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*

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Below is the main color palette for Secure Solar Futures. CMYK builds are for print, RGB and Hex builds are for digital and web applications. Please note that CMYK builds can vary from printer to printer, please work with your printer to ensure accurate representation.

C 0	C 0	C 0	C 100 M	C M	C 0
M 90	M 52	M 30	87 Y 20	0 0 0	M 0
85	Y 100	Y 100	K 11	Y	Y 0
Y	K 0	K 0		K	K 100
K					
R 239	R 247	R 253	R 31 G	R 255	R 0
G 65	G 144	G 185	61 B	G 255	G 0
B 54	B 30	B 19	123	B 255	B 0
HEX: #ef4136	HEX: #f7901e	HEX: #fdb913	HEX: #1f3d7b	HEX: #ffffff	HEX: #000000
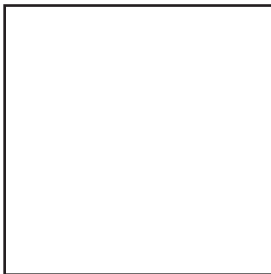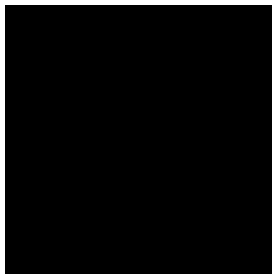
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Minimum sizing for the square Secure Solar Futures logo is 1.5"W. Minimum sizing for the horizontal Secure Solar Futures logo is 1.8"W. Minimum sizing for the seal is 0.35"W.

Ensure adequate white space around the logo by using the height of the S in Solar to determine the white space around the logo as shown to the right.

1.5"

1.8"

0.35"

B-CORP LOGO SIZING

Based on sizing requirements for the B-Corp logo, the
minimum sizing for the square Secure Solar Futures
B-Corp logo is 2.25"W. The minimum sizing for the
horizontal Secure Solar Futures B-Corp logo is 3.45"W.

2.25"

3.45"

COLOR AND IMAGE MODES

RGB: (Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use.

CMYK: (Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.

Vector: Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality.

Raster: Raster images are made up of a set grid of dots called pixels, where each pixel is assigned a color value. Unlike a vector image, raster images are resolution dependent. When you change the size of a raster image, you shrink or stretch the pixels themselves, which can result in a significant loss of clarity and produce very blurry images.

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FILE TYPES

PNG: PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard and are quickly becoming one of the most common image formats used online.

SVG: Scalable Vector Graphics (SVG) is a web-friendly vector file format. As opposed to pixel-based raster files like JPEGs, vector files store images via mathematical formulas based on points and lines on a grid. Always try to use an SVG in web and digital contexts first as it will show up the best.

EPS: EPS is an image format that stands for Encapsulated PostScript. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a single design element that can be used in a larger design.

JPG/JPEG: JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed.

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