Overview

Chapter 1
We believe that a continuous improvement in the ways we produce and consume energy will lead to a better future for us all.
Our Mission

Through engineering excellence and relentless innovation, we drive progress by creating the smart energy solutions that power the future.
Our Brand Benefits:
What We Deliver to Every Customer

**Performance**

Every SolarEdge product has been engineered to deliver class-leading efficiency, utility and value so that our customers get more out of every dollar invested in our technology.

**Confidence**

We constantly seek ways to improve and innovate in order to meet the changing demands of our customers, giving them ultimate confidence in the long-term value of our solutions.

**Control**

Our technologies are built to provide our customers and end-users with the ability to optimize and manage the energy they produce and consume.
Reasons to Believe:
The Pillars of Our Mission

**Elite Engineering**
World-class engineering talent and experience, and a culture built around a problem-solving mindset.

**Global Expertise**
Millions of products installed in 120 countries around the world.

**Industry Leadership**
Our financial strength and stability, combined with our cutting-edge technology, make us the preferred partner for industry-leading installers, integrators and distributors.
Brand Personality:
The Traits to Which Our Consumers Relate

Intelligent
We are proud of our ability to think forward and bring innovative solutions to market that address some of the world’s most challenging energy issues.

Clear
Given the complex nature of our business, we put a high value on our ability to communicate, educate and assist our customers in a straightforward and simple manner.

Accessible
Driving relevance with a wide-ranging audience is key to our mission. We connect with people by being friendly and inclusive, speaking as a trusted advisor, and by being good listeners.
Brand Positioning

The Place We Occupy in Our Customers Mind

SolarEdge is the global leader in high-performance smart energy technology. By deploying world-class engineering capabilities and a relentless focus on innovation, we create smart energy products and solutions that power our lives and drive future progress.
Brand Manifesto

Humankind's progression into the future has always been driven by two factors:

Our capability to create energy; and our ability to use that energy to make our everyday life more efficient and effective. That simple two-part formula has driven human progress since fire was discovered. But that formula has become immensely more complex and critical as the needs of people and businesses have evolved. That's why every day at SolarEdge we focus relentlessly on innovation and world-class engineering to create high-performance products that harness, manage and deploy smart energy. This in turn makes that energy more available and more accessible in order to power the technologies and functions that make up our lives. Because we know, that when smart energy powers life's most essential and ubiquitous tasks, people and families have more time to focus on what matters most, businesses perform better, and we all can move confidently forward.
Brand Elements

The SolarEdge brand identity is composed of six brand elements: the logo, the colors, the edge, the graphic elements, the photography language and the typography.
Overview

Guidelines
   Our Logo
      Meaning
      Difference
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      Misuse
   Our Element
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   Color
   Photography
   Iconography
   Infographics
   Charts
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Applications

Resources

Logo Meaning

Our logo represents us and our vision. It's a movement forward which we strive to achieve with an edge. No matter how our logo is reproduced, it always stands for four characteristics: 

Innovative, Smart, Reliable & Optimistic.
Our logo has four different variations depending on the background. Use only these four color combinations. The characters in the logo can only appear in black, red, or white - not dark blue.
Element Usage Maximum

1. ORIGINAL PICTURE

2. SHAPE OF EDGE

Sometimes clipped on one side of the edge shape, sometimes two images combined. Pictures must be edited to be light, sharp with a natural white balance.
Usage

When using typography, composition is key. Position type over areas of clear space, not over areas that are busy. Color also plays an important role. When type is used over photography, the typeface color should always be white. If the text becomes illegible over a photograph, please find an image that allows the text to be legible.

Plain typography compositions require attention to color, legibility and length. On dark or red backgrounds, the typeface color is white. On white or grey background the typeface can be red (if it’s the only type on the layout).

Full typeface composition must be on plain background and in respect to the edge - element.
Primary Typeface

We use Segoe UI as our primary typeface. It strikes a balance between being a well-crafted, recognizable typeface and one that has a functional, warm character. Referencing a number of classic typefaces, its shape is global, contemporary and timeless.

Segue UI comes in the following typefaces:

- Light
- Regular
- Italic
- Semibold
- Bold
- Bold Italic

Segue UI
Main Photography
Secondary Imagery

(Not all images have been purchased. Visit gettyimages.com to obtain the rights for the water market images.)
Brand Colors

Pantone 1795 C / 185 U
CMYK 0 90 80 0
RGB 255 50 50
HEX #ff3232

Pantone 2768 C / 282 U
CMYK 100 80 0 70
RGB 0 20 70
HEX #001446

Cool Gray 1 C / U
CMYK 0 0 0 5
RGB 241 241 241
HEX #f1f1f1

CMYK 0 0 0
RGB 255 255 255
HEX #ffffff

Pantone 1935 C / 206 U
CMYK 0 100 60 0
RGB 255 15 60
HEX #ff0f3c

Pantone 179 C / U
CMYK 0 87 93 0
RGB 255 65 0
HEX #ff4100

Pantone 158 C / U
CMYK 0 70 95 0
RGB 255 110 30
HEX #ff6e1e
The color balance of our brand needs to be precise in order to convey the proper impression of the brand language. It is important to maintain the balance of spot Solar Red and our gradient with the other colors.
Our iconography can take on two appearances. One style, displayed below, is visually more complex. One line is always turned into the Solar Gradient.
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Our simplified iconography, are icons with the functional use for UX applications where sizing is small and information communication is vital.
Good Luck!