BRAND PERSONALITY

Solar Sister’s personality is rooted in the qualities and skills of our women entrepreneurs and our staff, mixed with the spirit of human-centered design.
LOGOS

Please only use our logo once you have obtained permission from Solar Sister. Find all our official logos in this Dropbox folder.

**PRIMARY LOGOS**

Vertical on transparent background.  

Vertical on white background.

**SECONDARY LOGO**

Horizontal on transparent background

Please only use our logo with name as in logos shown here.
Solar Sister’s color palette is rooted in our brand personality. Primary colors are used in the logo, and both primary and secondary colors are used across our external communications - including our website, social media and publications.
TYPOGRAPHY

Solar Sister uses the font family, PT Sans, for a clean and vibrant look. All external communications should use this type font.

<table>
<thead>
<tr>
<th>PT Sans</th>
<th>Regular</th>
<th>Bold</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td></td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>abcdedefghijklmnopqrstuvwxyz</td>
</tr>
</tbody>
</table>

**Light. Hope. Opportunity.**

aAbBcC123  
PT Sans bold

aAbBcC123  
PT Sans bold italic

aAbBcC123  
PT Sans regular

aAbBcC123  
PT Sans regular italic
MULTIMEDIA

Solar Sister photography, video and graphics are inspiring and rooted in the real life experiences of our entrepreneurs and customers.

PHOTOGRAPHY + GRAPHICS

Where there is a watermark, please credit the image accordingly. Where there is no a watermark, please credit the image to Solar Sister. Where possible please link to our website: www.solarsister.org

VIDEO

When using any video footage from Solar Sister, please ensure it is credited, either at the end of the video or by placing our logo somewhere visible over the footage. See example below.
SOLAR SISTER PROVIDES WOMEN WITH ECONOMIC OPPORTUNITY, TRAINING, TECHNOLOGY AND SUPPORT TO DISTRIBUTE CLEAN ENERGY TO UNDERSERVED COMMUNITIES IN AFRICA.

Our Mission.