

ROCSPOT

Brand Guidelines

ALL WEB & PRINT DESIGN MUST BE APPROVED BY JAMES SUGRUE PRIOR TO RELEASE.

Please contact james@rocspot.org with any design proofs and approval documents.

All master design files (PSD, IDD, AI, etc.) must be sent to James Sugrue prior to approval.

Logo.

The primary ROCSPOT logo has a respective clearspace marked by 'O'. Nothing shall interfere with the clearspace around the ROCSPOT logo. The secondary logo lockup has its own clearspace, also marked by 'O', both taken from 'ROC'.

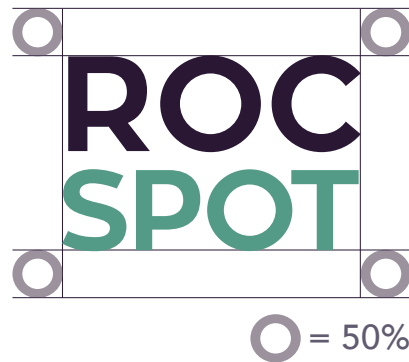
The horizontal logo remains the primary logo; however, if the secondary lockup proves to make more sense to be used due to size or placement, it may be used instead.

The primary logo will not be used smaller than 1" wide, and the secondary logo will not be smaller than 1/2" wide. This is to provide consistent legibility across all platforms.

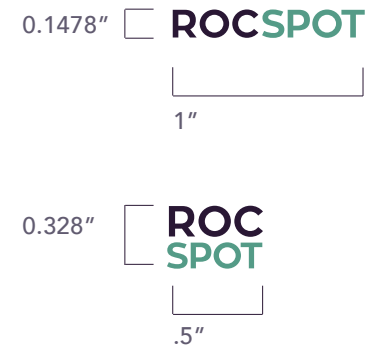
PRIMARY LOGO



SECONDARY LOGO



MINIMUM SIZE



Logo.

Additionally, the logo may be divided up by color depending on usage. The logo must maintain a high contrast from the background color/image that it is placed on. These colors must remain consistent across both the primary and secondary logo. The color palette is available on page 4.

PRIMARY LOGO COLORS



ROCSPOT



ROC
SPOT

SECONDARY LOGO COLORS



ROCSPOT
ROC
SPOT



ROCSPOT
ROC
SPOT

BLACK & WHITE USAGE



ROCSPOT



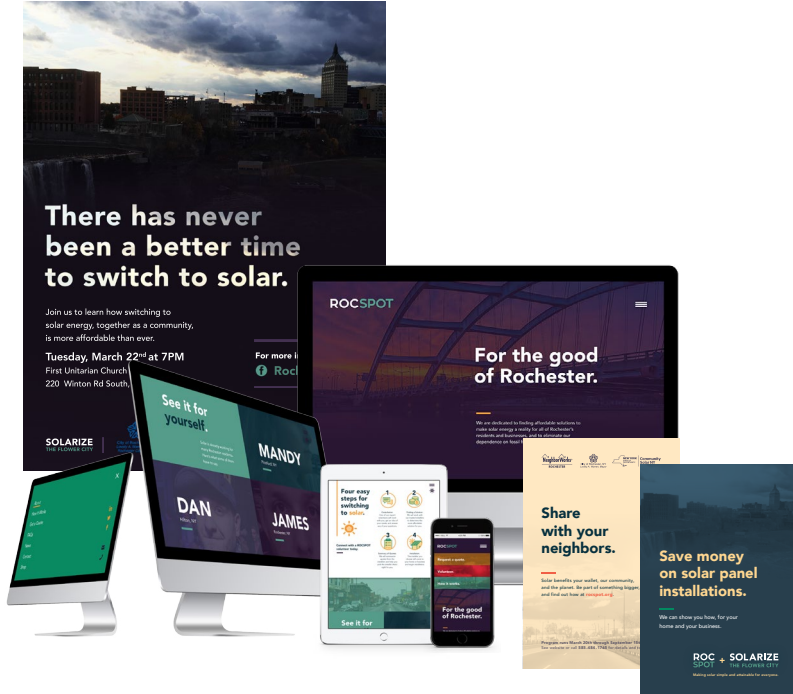
ROC
SPOT



ROCSPOT
ROC
SPOT

Color.

The primary and secondary color palette represent ROCSPOT and shall not be changed. Spot colors can be available upon request (james@rocspot.org for Pantone specs). If the designer feels as though another color would best represent the design at hand, it must be approved prior to release. Please email James Sugrue at the above email address for additional color approvals.



EXAMPLES OF COLOR TREATMENT

PRIMARY COLORS

#281634	#072f3d	#549b87
R: 41 G: 23 B: 52	C: 81 M: 89 Y: 47 K: 59	R: 7 G: 48 B: 62
	C: 94 M: 69 Y: 53 K: 53	R: 84 G: 155 B: 135
		C: 69 M: 21 Y: 53 K: 2

SECONDARY COLORS

#3c3a53	#d12338	#f15f46
R: 60 G: 58 B: 83	C: 79 M: 76 Y: 43 K: 35	R: 209 G: 35 B: 56
		C: 12 M: 99 Y: 83 K: 2
		R: 241 G: 95 B: 70
		C: 0 M: 78 Y: 76 K: 0
#f79731	#028860	#ffd690
R: 247 G: 151 B: 49	C: 0 M: 48 Y: 91 K: 0	R: 2 G: 136 B: 96
		C: 86 M: 23 Y: 77 K: 8
		R: 255 G: 214 B: 144
		C: 0 M: 18 Y: 49 K: 0

Type.

The primary font for ROCSPOT is Avenir, which is also available for web use. The secondary font, Source Sans Pro, is available for free download and is to be used when Avenir is unavailable (and is also a web safe font). When both the primary and secondary fonts are unavailable to be used, Tahoma may be used in its place (email tags, word processors, etc.). Italics may be used as well for all three fonts. Additional fonts must be approved prior to use. No more than two fonts may be used on a single piece of design, and they must be contrasting and approved by ROCSPOT prior to use. Please email james@rocspot.org for clarification and approvals.

PRIMARY TYPEFACE

Avenir

Light

abcdefghijklmnopqrstuvwxyz ,.!: 1234567890

Book

abcdefghijklmnopqrstuvwxyz ,.!: 1234567890

Roman

abcdefghijklmnopqrstuvwxyz ,.!: 1234567890

Medium

abcdefghijklmnopqrstuvwxyz ,.!: 1234567890

Heavy

abcdefghijklmnopqrstuvwxyz ,.!: 1234567890

Black

abcdefghijklmnopqrstuvwxyz ,.!: 1234567890

SECONDARY TYPEFACE

Source Sans Pro

Extra Light

abcdefghijklmnopqrstuvwxyz ,.!: 1234567890

Light

abcdefghijklmnopqrstuvwxyz ,.!: 1234567890

Regular

abcdefghijklmnopqrstuvwxyz ,.!: 1234567890

Semibold

abcdefghijklmnopqrstuvwxyz ,.!: 1234567890

Bold

abcdefghijklmnopqrstuvwxyz ,.!: 1234567890

Black

abcdefghijklmnopqrstuvwxyz ,.!: 1234567890

TERTIARY TYPEFACE

Tahoma

Regular

abcdefghijklmnopqrstuvwxyz ,.!: 1234567890

Bold

abcdefghijklmnopqrstuvwxyz ,.!
1234567890

Social Media.

Social Media is what keeps ROCSPOT in constant communication with our audience. It allows us to educate, entertain, interact, and quickly answer questions, as well as dispel misinformation that our critics may post. Consistency is key in keeping ROCSPOT a trustworthy source of knowledge, a voice that our audience consider to be an unbiased expert on solar technology. Following these guidelines will insure that ROCSPOT's brand integrity remains intact, regardless of the outlet.



PERSONA

Friendly, Warm, and Professional

TONE

Humble, Scientific, Direct, and Honest

LANGUAGE

Simple and Fun

PURPOSE

Engage, Educate, and Inform

TARGET AUDIENCE

The target audience for ROCSPOT is the younger generation of homeowners, business owners, families, activists, and people who can benefit most from low cost renewable energy (low income neighborhoods & communities). These are the people most likely to share infographics, retweet cool and interesting facts, and spread information. People who are early adopters of new technology, who drive electric cars, wait in line for the new iPhone, and then function as walking advertisements.

WHO IS ROCSPOT

ROCSPOT is the Carl Sagan, Neil DeGrasse Tyson, Bill Nye of solar power. We empower our audience by making complex ideas into fun, easily digestible, and shareable facts, without dumbing them down or patronizing them. We are the cool teacher that you had in High School and will never forget. We are the coolest nerd you know. We have a bit of an edge, a quick wit, and can switch between the life of the party and the best resource in the laboratory without missing a beat. We exist to educate those on a quest for knowledge, while being able to playfully combat ignorance without haste.

WHAT WE SOUND LIKE

Our voice is educational and cool. We combine scientific jargon with pop culture and language the our audience can relate to. We keep it professional, but entertaining, by throwing in the occasional light pun or wordplay. We avoid politics, religion, or topics that divide our audience, such as the climate change debate. We deliver facts, without street slang, while using proper grammar, avoiding overuse of exclamation points and emoji.

FREQUENCY

We post throughout the week, no more than 4-5 posts per week, and never more than once a day. Our target times are afternoons, and evenings on weekdays, when our audience is starting to unwind at work or relax at home. Our primary days for posting are Saturday and Sunday, in the early afternoon, when social media traffic is at its peak.