



Savings for today. Energy forever.

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Dear Team

I am honored to present you with REC Solar's first Corporate Brand Manual. We have come a long way since the company was first founded by Fred and Judy, and the times when the company's marketing material was featuring a magic dragon. REC Solar is now the nation's largest residential system integrator and we are well on our way to be one of the top five commercial integrators.

What does size mean for us? It means opportunity and risk. The opportunity is to deliver on the promise of solar and make it a part of the mainstream energy supply, thereby creating a more sustainable world. The risk is that we lose a sense of our origins during this pursuit. It is on all of us to maintain our culture while we create the structures and processes to shoulder the growth in front of us.

The Brand Manual is another step towards these structures. In order to achieve recognition in the market place we need to have a consistent face to the customer. What could be achieved through easy communication when REC Solar was operating out of one office now requires a guideline that ensures we all follow a consistent branding approach.

Let us all create a strong brand that one day will be THE mainstream brand of solar!

Yours,

Angiolo Laviziano



### Brand Introduction

Band-Aid, Xerox, and Google are all household names that have been able to transform the name of their company to a brand that is in the minds of their customers. These are also examples of companies that have established a brand that is so strong it represents a class of products. People use band-aids from Johnson and Johnson and Xerox copies from Canon.

While it is unbelievable to think REC Solar would get to the point that when people think about putting solar on their home or business they “REC it.” What is believable is that when consumers think solar they think of REC Solar. The question that confronts us in the REC Solar Branding Manual is how do we avoid the challenges faced by Band-Aid and Xerox while earning the value of being a brand leader that brings solar solutions to the mainstream.

The areas that we will be focusing on in this manual will be defining our Brand Name and how we can reinforce the brand at each opportunity. We will define how to develop the REC Solar Brand Identity and what we do and what we can not do to protect our brand. Brand Personality is critical because it defines who we are and how we do it to a level of satisfaction that our customers expect. If we do all the above right then we achieve Brand Value. Brand Value is the result of the collective actions that in the end will actually add value to our balance sheet.

Please review the pages that follow and understand what Branding is all about, how you help us achieve it, and keep it growing to expand our company and help us bring solar to the mainstream.

REC Solar is our First Brand.

Michael J. Prowse  
COO/EVP  
REC Solar



A compelling corporate identity that expresses our personality and leadership position in the marketplace is important to REC Solar. As the solar industry becomes even more competitive, the need to establish a strong, national presence is increasingly apparent.

Our corporate identity is the face and personality we present to the national community. It's as important as the products and services we provide. Our identity is the total effect of our logos, products, brand names, trademarks, advertising, brochures, and presentations—everything that represents us.

Because the REC Solar brand cannot be compromised, we've created this guide to provide all the pertinent specifications you need to maintain its integrity.

The guidelines in this document are not meant to inhibit, but to improve the creative process. By following these guidelines, the materials you create will represent REC Solar cohesively to the public. You can view an electronic version of this document on the REC Solar Employee H Drive at H:\Corporate Brand Manual

We have tried to provide guidelines that are easy to follow. Whenever questions arise, look for more information on the H Drive or contact Corporate Identity [ichristensen@recsolar.com]. Changes to this guide will be provided periodically, so be sure to update your binder when we send you new information.

Thank you in advance for your help in following these simple rules.



Our company was founded in 1997 by Fred Sisson and Judy Ledford-Staley. The founders believe that renewable energy will revolutionize the energy industry – hence the name Renewable Energy Concepts Solar, Inc.

After several years of experimenting with wind, solar thermal and solar electric, the founders decided to focus on solar electric because it has greater potential to solve the world's energy problems. It was then the vision for REC Solar was solidified.

We believe by bringing solar to the mainstream energy supply, we will be part of the energy solution.

At REC, we truly believe in our vision and we continue to let our vision guide us in all our business decisions. We strive to be an environmentally conscious business in everything we do. Our conviction differentiates us from businesses that focus only on bottom line profitability.

Our corporate social responsibility mission is to be a sustainable, socially responsible, and environmentally conscious company. We lead by example through our company's commitment to encourage all employees to be part of the energy solution.



Though growing rapidly, REC Solar still maintains a small company feel. Our emphasis on innovation and commitment to cost containment means each employee is a hands-on contributor.

At REC Solar there's little in the way of corporate hierarchy and everyone wears several hats. The Sales Managers who are accountable for the company's sales revenue spend many hours mentoring new marketing employees. The Purchasing Manager comes up with new product ideas and the Installation Training Manager has many marketing ideas. Because everyone realizes they are an equally important part of the company's success, no one hesitates to help out an employee in another department.

Our hiring policy is aggressively non-discriminatory and favors ability over experience. The result is a staff that is entrepreneurial, flexible and extremely helpful. We have offices around the nation and our workforce reflects a wide demographic. When not at work, RECites pursue interests from cross-country cycling to sushi dinners, from flying to weed whacking. As we expand our solar team, we continue to look for those who share an obsessive commitment to bringing solar to the mainstream and have a great time doing it.





Our brand embodies our history, vision, culture and promise to customers. We are authentic, honest, respectful, approachable and professional.

At REC Solar, we promise our customers that we will deliver them the best customer experience and value.

How we deliver the best customer experience and value:

- By being professional. We are committed to excellence in everything we do – from educating customers to installing solar power systems.
- By our expertise. We are experts in solar solutions. We continue to innovate and improve on our skills.
- By our customer service. We are dedicated to providing the best customer service before and after installation.
- By providing the best value to our customers. We are not the cheapest company nor are we the most expensive. We believe in delivering the best possible value to our customers.

The REC Solar look and feel is clean, minimalist, and contemporary. Our look and feel represent our brand personality which is authentic, honest, respectful, approachable and professional.

We believe in bold tones which compliment our philosophy of sustainability, authenticity and harmony with nature. The general guidelines for our look and feel are two primary color tones and plenty of white space. For more information, please refer to our detail guidelines under REC Solar color palette.





Positioning is how our company is viewed by others in our target marketplace. While we have goals for positioning ourselves, ultimately our position is what others think and say about us. We can, however, greatly influence how we are positioned by communicating to our external audiences in a clear and consistent way.

REC Solar's positioning statement is as follows: REC Solar is the nation's leading solar electric provider for residential, small commercial and large commercial businesses. What does this mean? Our positioning statement has four primary elements:

**Our vision** – Bringing Solar to the Mainstream

**Our brand promise** – We Deliver the Best Customer Experience and Value

**Our position** – The Nation's Leading Solar Provider

**Our business** – Solar Electricity

**Our vision** – Bringing Solar to the Mainstream

Our vision is to make solar electricity part of the mainstream energy supply. By commercializing energy sources that reduce greenhouse gas emissions and reliance on fossil fuels, we can contribute to a more secure and sustainable world.

**Our brand promise** – We Deliver the Best Customer Experience and Value

We continue to deliver the best customer experience and value. Our stringent quality control process ensures that our customers have a delightful experience from start to finish and beyond. Our strategic partnerships with major module manufacturers give us the flexibility to provide the best value to our customers.

**Our position** – The Nation's leading Solar Provider

By almost any measure, REC Solar is the nation's leading solar provider in its field. We are the best in terms of revenue, profitability, market share, breadth of products, technology, customer base, customer satisfaction, service/support, field sales, expertise, and so forth. But a leader isn't just the biggest and the best. A leader views and responds to industry issues, customer concerns, and technology opportunities with greater responsibility and greater credibility. A leader has higher responsibilities and greater stature.



### **Our business** – Solar Electricity

So, what are we the leader in? It's simple—we are providing clean solar electricity to home and business owners while preserving the environment.

### **Our boilerplate standards**

Our company boilerplate is as follows:

REC Solar, Inc. is an industry-leading solar electric provider specializing in grid-tied residential and commercial installations. With a local presence in all major solar markets in the USA and with millions of watts installed, REC Solar is committed to lowering the cost of solar power through efficient processes, innovative products, and outstanding customer service. REC Solar is among the nation's largest solar companies and currently has offices throughout four states (CA, CO, HI, and OR). REC Solar is continuing its rapid expansion into other states and has the capability to implement solar installations in every location as incentives become available. For additional information on REC Solar visit [www.recsolar.com](http://www.recsolar.com) or call 1-888-OK-SOLAR (888-657-6527).



An approachable, professional, straightforward [hybrid of formal & informal], and confident tone best describes the personality we want to express about REC Solar.

Following these writing suggestions will help you achieve this goal:

- Write in a direct, conversational style.
- Tailor your words to the intended audience.
- Use crisp, active sentences to give more life to the written word; avoid using passive voice.
- Don't overuse acronyms or industry slang.
- Use short, simple words rather than large, cumbersome words.
- Use the second person rather than the third person, whenever possible.
- Use a minimum amount of jargon and colloquialisms to make your writing "world ready" and to ensure ease of use and translation by other countries.

In summary, write simple and direct prose, stressing our corporate attributes—an open-minded approach to solar technology and expertise—in an approachable manner.

In all cases, be sure you use the correct legal name for REC Solar, Inc. for your region or state, according to the REC Solar Corporate Style Guide.

Use "REC Solar, Inc." when the company is first mentioned in the text, followed by "REC Solar" in subsequent references.



### Word Usage

The following is a list of words used to describe our products and services:

- Solar electric system instead of solar energy system, solar power system, or PV system.
- Solar electric provider instead of solar energy integrator, solar power installer, or solar energy installer
- Small commercial solar electric system
- Large commercial solar electric system
- Residential solar electric system

When speaking or writing about an REC Solar electric system please note that AN should be used instead of A. Before acronyms, “an” is used in place of “a”. For example, “Purchase an REC Solar electric system today.”



REC Solar believes that solar electricity will be part of the mainstream energy supply. We can contribute to a more secure and sustainable world by commercializing energy sources such as solar electricity which reduces greenhouse gas emissions and reliance on fossil fuels.

We believe solar can fundamentally change the way electricity is distributed to people. To communicate this vision, REC Solar's corporate tagline is "Savings for today. Energy forever."

REC Solar's company tagline conveys two key concepts: it associates REC Solar with unlimited solar electricity.

As more people become educated on solar and various solar applications we need to increase awareness of REC Solar's key role within the solar industry as a leader.

In addition, we want people to realize that REC Solar products and services make going solar a delightful experience as well as a smart financial decision.



REC Solar wants to use its new corporate tagline, “Savings for today. Energy forever.” in all of its marketing communications efforts. We’ve designed the tagline to be used both with the logo and by itself, providing maximum flexibility in our efforts to use it frequently.

The REC Solar tagline is created using the Helvetica Neue or Verdana font. When incorporating the tagline with the company logo, you must adhere to all other guidelines for use of the REC Solar logo. Please follow the staging indicated below:



REC logo with tagline using  
Helvetica Neue 55 Roman font,  
black



REC logo with tagline using  
Verdana font, black

Savings for today. Energy forever.

When using the tagline by itself, it should appear in all black or all gray Cool Gray PMS 10U. If you are printing the tagline over a dark background you can use any one of the approved brand color that looks best. Do not combine the tagline with any logo other than the REC Solar logo. Do not alter the tagline in any manner including the typeface, proportions, or line break. Do not animate, morph, or otherwise distort its perspective or two-dimensional appearance. Please follow the staging indicated below:

Savings for today. Energy forever. Helvetica Neue 55 Roman, black

Savings for today. Energy forever. Helvetica Neue 55 Roman, gray

Savings for today. Energy forever. Verdana, black

Savings for today. Energy forever. Verdana, gray



The REC Solar logo is a registered trademark and always appears with a ®.



REC Solar's trademarks are valuable assets that must be selected and used carefully. Please adhere to these policies and guidelines for protecting our trademarks on product, program, and service names.

REC Solar defines a trademark as a word (for example, REC Solar), a design (such as the REC Solar sun rays logo), a tagline ("Savings for today. Energy forever")—or any combination of these elements adopted by REC Solar to identify the company and its products and services to distinguish it from competitors.

Trademarks should be used as adjectives, not nouns (for example, REC Solar monitoring software, not REC Solar monitoring. If they are used as nouns, they may become generic and no longer protectable (for example, "aspirin," and "Kleenex").

### Registration and Trademarks

REC Solar owns trademark rights to the REC Solar name and logo. "REC Solar" is a registered word mark.

In addition, we own exclusive rights to a number of product family and product names as indicated on the next page. Our rights are protected and strengthened when our trademarks are used properly.

REC Solar's naming strategy emphasizes REC Solar as our corporate brand and employs descriptive terminology for product, program, and service names. Departments that have new products, programs, or services should contact Central Naming Service at Corporate Identity to begin the naming process.

### Notices

Please include the following notices on all REC Solar marketing materials. Note that the trademark list consists of the trademarks used in a particular document plus REC Solar, and the REC Solar logo, which are always listed.

### Trademark notice

REC Solar™, the REC Solar logo, and SolaRak™ are trademarks or registered trademarks of REC Solar, Inc. in the United States and other countries, and all other trade names, trademarks or service marks, whether registered or unregistered, are the property of REC Solar Inc. or third parties (collectively, the “Trademarks”). Nothing contained herein grants, by implication, estoppel, or otherwise, or should be construed as granting, by implication, estoppel, or otherwise, any license or right to use any Trademark without our written permission or that of the third party rights holder.

### Copyright Notice

Copyright 2008 REC Solar, Inc. All Rights Reserved. All text, photos, graphics, artwork and other material contained herein are copyrighted and may not be published, broadcast, rewritten or redistributed without permission from REC Solar, Inc.

### REC Solar Content Disclaimer

REC Solar, Inc. assumes no responsibility for any inaccuracies in this document. REC Solar, Inc. reserves the right to change, modify, transfer, or otherwise revise this publication without notice.

The following is a list of trademarks currently used by REC Solar organized to identify those marks that have been registered with the United States Patent and Trademark Office.<sup>1</sup>

#### REC Solar (®)

The boilerplate statement that goes at the end of marketing documents should list only the marks that are used in the document (plus REC Solar, REC Solar, Inc., and the REC Solar logo which are always listed). They should appear in the following order: Trademarks first, then service marks, then registered trademarks.

The correct verbiage is: “REC Solar and the REC Solar websites are registered trademarks of REC Solar, Inc. in the U.S. and certain other countries. All other trademarks mentioned in this document are the property of their respective owners.”

The REC Solar logo is our signature to the world and must not be compromised. It is integral to our worldwide corporate identity.

The REC Solar logo is composed of the Microgamma font type appearing next to the boxed sun rays, as illustrated below. This arrangement is the only version of the logo that can be used and is REC Solar's legal corporate signature.



The preferred usage is two-color, using PMS 659 Deep Blue, Uncoated and Coated, for REC and PMS 109 Yellow Uncoated or PMS 123 Yellow Coated for Solar and the boxed sun rays or the equivalent CMYK (process match) colors as noted on this page. In one-color printing, the logo can be either black PMS 3035 or Cool Gray PMS 10 Uncoated.

To ensure enough contrast for viewing the logo, do not use it on a patterned background or on one that is too yellow or too blue. Do not combine the REC Solar logo with any other logo or graphic element.

Do not alter the REC Solar logo in any manner including the typeface, proportions, colors, elements, or location of any of the text in relation to the boxed sun rays. Do not animate, morph, or otherwise distort its perspective or two-dimensional appearance.

Correct uses of the logo are shown below, along with various incorrect uses. Use the logo according to the standards.

### ACCEPTABLE TREATMENTS



Black logo



Approved color palette



Black logo over approved color palette



Overlay on image using approved color



Logo in approved color overlay on approved background color



Overlay on image using approved color and drop shadow

### UNACCEPTABLE TREATMENTS



Outlined Logo



Logo using unauthorized colors



Any rotation of logo



Logo placed over busy background



Drop shadow over white background



Placement of logo over colors that are too similar



No gradients on any part of logo

In addition to the above unacceptable treatments, no 3D renderings, image blurs, stretching, nor changing of perspective is allowed.

The REC Solar logo can be used in the same document as authorized logos from other companies and/or vendors. This may include the following scenarios:

- Advertising and promotions
- Proposals
- Presentations

All usage of 3rd party company logos for advertising and promotions must be pre-authorized by the Marketing Department prior to publication (Email: [branding@recsolar.com](mailto:branding@recsolar.com)). The 3rd party vendor logo can be equal but never exceed the size (in width and/or length) of the REC Solar logo. The REC Solar logo should always be placed in the more predominant location.

For all vendor co-operative programs please refer to the individual vendor co-op guidelines and policies agreed upon by REC Solar and the 3rd party vendor. These documents can be found in the following folder: H:\Marketing\Coop Programs.



Example A: Correct Usage of REC Solar logo with 3rd party vendor:

Reason: REC Solar logo is larger and in a more predominant location.



Example B: Incorrect or Not Approved Usage of REC Solar with 3rd Party Vendor

Reason: Other logo is situated in a predominating location over REC Solar Logo.



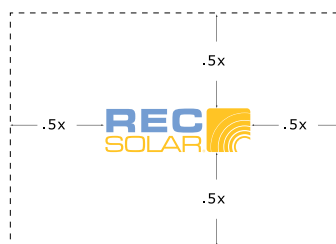
Example C: Incorrect or Not Approved Usage of REC Solar with 3rd Party Vendor

Reason: REC Solar logo is smaller than the 3rd Party

REC Solar's logo must be staged as illustrated below, where x represents any measured increment that keeps the overall logo size at .75" (19 mm) wide or greater. Note that .5x is the minimum amount of clear space that can surround the logo and logotype.



.75" is the minimum logo size reduction



.5x represents the minimum amount of clear space that can surround the logo and logotype



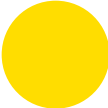




Colors, like typefaces, lead to easy recognition when used consistently. The REC Solar color palette was carefully chosen to give a cohesive identity to everything we design from packaging to printed materials.

The logo colors are Deep Blue PMS 659 and Yellow PMS 109 (uncoated) and PMS 123 (coated). These colors are also the primary colors in the REC Solar palette. These colors are rich and easily readable in a variety of media.

PMS Cool Gray 10U provides a complement to the logo colors and can be used for all secondary type treatments. Black PMS 3035 is also part of the secondary palette.

We've also selected a single color for each line of products along with the REC Solar corporate palette. As additional vertical industries or products are created, we will develop color standards for each area. Staying with these color standards will produce an overall look that says "REC Solar" throughout the nation.

Primary Logo Color palette	Secondary Logo Color palette
<div> Deep Blue PMS 659</div>	<div> Black PMS 3035</div>
<div> Yellow PMS 109 Uncoated</div>	<div> Cool Gray PMS 10U</div>
<div> Yellow PMS 123 Coated</div>	

The following are the REC Solar typefaces demonstrating their appearance in a variety of uses.

All typefaces used should match these examples.

Myriad Pro  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890!;:/?,.@•%&\*()£\’<+>”©

Myriad Pro Italic  
*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890!;:/?,.@•%&\*()£\’<+>”©*

Myriad Pro Bold  
**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890!;:/?,.@•%&\*()£\’<+>”©**

Myriad Pro Bold Italic  
***abcdefghijklmnopqrstuvwxyz***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***1234567890!;:/?,.@•%&\*()£\’<+>”©***

Myriad Pro Light  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890!;:/?,.@¥%&\*()£\’<+>’

Myriad Pro Light Italic  
*uvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890!;:/?,.@•%&\*()£\’<+>”©*

Helvetica Neue 57 Condensed  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890!;:/?,.@•%&\*()£\’<+>”©

Helvetica Neue 57 Condensed Oblique  
*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890!;:/?,.@•%&\*()£\’<+>”©*

Helvetica Neue 77 Bold Condensed  
**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890!;:/?,.@•%&\*()£\’<+>”©**

Helvetica Neue 77 Bold Condensed Oblique  
***abcdefghijklmnopqrstuvwxyz***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***1234567890!;:/?,.@•%&\*()£\’<+>”©***

Verdana Regular  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890!;:/?,.@¥%&\*()£\’<+>’

Verdana Regular Italic  
*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890!;:/?,.@•%&\*()£\’<+>”©*

Verdana Bold  
**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890!;:/?,.@•%&\*()£\’<+>”©**

Verdana Bold Italic  
***abcdefghijklmnopqrstuvwxyz***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***1234567890!;:/?,.@•%&\*()£\’<+>”©***



REC Solar's photography system uses traditional photography coupled with digital processes to create clean and contemporary effects. Products and solar power systems are photographed from an angle to showcase the artistry of the product's design. Camera angle, positioning, and lighting combine to achieve the final effect.

### Standard Product/System Photography

All REC Solar products/systems are photographed in color from three standard angles: at three-quarter angle to the front of the unit, straight on to the front panel, and straight on to the back panel. It is typical to show a portion of the top of the product/systems to better indicate the shape and depth.

REC Solar product photography is currently available at the following link <H:/Marketing/Pictures>  
REC Solar must obtain written permission to use all 3rd party logos and names.

### Photography for Collateral/Advertising/Web

All REC Solar creative photography can be found at <H:/Marketing/Artwork/Finished Artwork/Advertisements>. We use photographs that convey our superior workmanship or emotional photographs that resonate with our three target audiences – residential homeowners, small commercial customers and large commercial customers.

The following is a guideline for photographs selection:



#### Residential Homeowners

- Photographs should be selected based upon curb appeal
- Photographs that showcase our superior workmanship on systems
- Photographs that show happy homeowners
- Photographs that conveys freedom and security
- Solar system must be a perfect rectangular or square shape without any shading. All of the photos must be pre-approved by the marketing department before use
- Solar system must be clean and not appear to have dirt or dust on the solar system



#### Small Commercial Business Owners

- Photographs that showcase our superior workmanship
- Photographs that show financial intelligence
- Photographs that show happy small business owners



#### Large Commercial Customers

- Photographs that showcase our superior workmanship on systems
- Photographs that showcase customer testimonials
- Photographs that show our design and engineering expertise

#### NOTE: Please do NOT use the following:

- Photographs that show construction debris
- Photographs that show installers not wearing proper clothing
- Photographs that show the Costco sign or logo
- Photographs that show construction crews without using safety gear or precautions.

Icons for designing solar systems used in collateral, white papers, data sheets, presentations, and other materials are also available from Corporate Identity. There is a wide selection of icons to represent everything from solar systems and REC Solar's engineering process to concepts such as racking systems.

The library contains grayscale versions of each icon that can be translated into color, single color, or black and white. For any four-color printing, the spot color designated for the market solution can be used as well as colors from the corporate palette. When working with four-color printing, be sure you convert to CMYK before going to print.

Single-color icons are preferred in two-color work, while grayscale is used in black and white materials only. The black and white icons are used primarily in documentation and on the web.

All icons are Adobe Illustrator EPS files. The library also contains GIF file icons for PC.

Jackets, pens, hats, T-shirts, polo shirts, dress shirts, sweatshirts, cups, and plaques all spell recognition and reward. Whether you wear these items on a shopping trip, while gardening, or when attending a barbecue; or take notes with a REC Solar pen in a meeting; or hit REC Solar golf balls on the golf course, you are building recognition and equity in the company. For this reason, it is important that you always use the REC Solar logo correctly and prominently on your merchandising items.

The following guidelines will help achieve the best effect for merchandising items.

The complete REC Solar logo (the boxed sun rays and the logotype) should appear in a prominent position on all the items you create. On any type of shirt or jacket, the logo should appear on the left front pocket rather than on a sleeve or on the back. On a cap or hat, it should appear on the front of the cap rather than on the visor.

When using the REC Solar logo on merchandising items, it may only be used in the following colors:

In one-color printing, it may appear as all black PMS 3035, all Cool Gray PMS 10U, or all white. In multi-color printing, the boxed sun rays is yellow PMS 109 Uncoated or PMS 123 Coated, and the “REC Solar” logotype is deep blue PMS 659 (coated and uncoated) and yellow PMS 109 Uncoated or PMS 123 Coated. No other color variations of the logo are acceptable.

For silk-screening, the minimum logo width is 0.75” or 19 mm. An embroidered logo should not appear smaller than 1.75” or 45 mm in length.

Please note that if you print logo on blue material for clothing you can only change the “REC” from blue PMS 659 to white.

Your department name, promotional event, or internal program name should not appear directly below the logo.

The REC Solar logo is strong enough to stand on its own and does not need to be combined with any other logo or graphic element. However, it is optional to include phone numbers, website URLs as well as the moving sun rays in merchandising items where it is graphically pleasing to do so.

Optimum background colors to choose for your merchandising items include the following:

For the **multicolor logo** and the all-blue or all-black logos:

- White
- Off-whites (cream, beige, stone, canvas, khaki)
- Light grays
- Dark Blue
- Black (except with black logo)

For the **all-white or silver/metallic logo**:

- Dark blue
- Black
- Dark gray

For the all **Cool Gray 10U logo**:

- White
- Off-whites (cream, beige, stone, canvas, khaki)
- Light blue
- Yellow
- Black

**Colors to avoid** include:

- “Neon” tones
- Bright red
- Bright yellow
- Violets
- Orange
- Pinks and roses
- Kelly or grass greens



The following items can be used as templates to create a variety of REC Solar branded merchandise.



Travel Mug

General Size	16oz fluid ounces
Recommended Use	Customer Appreciation Gift, Event Give-a-way, Employee Incentive
Mandatory Brand Icon	Corporate Logo
Optional Brand Icon(s)	Contact Information (phone number, website) Tagline Corporate Images and Designs
Minimum Brand Icon	20%-30% of the front face or a minimum of 2.75” wide
Maximum Brand Icon	50% of the front face
Corporate Logo Colors	Refer to Merchandising Guidelines
Environmental Notes	Purchase a mug that is made in the USA to reduce your overall carbon footprint. Ask the vendor to not place each mug in a separate box when shipping.



Ceramic Mug

General Size	12oz fluid ounces
Recommended Use	Customer Appreciation Gift, Event Give-a-way, Employee Incentive
Mandatory Brand Icon	Corporate Logo
Optional Brand Icon(s)	Tagline Corporate Images and Designs
Minimum Brand Icon	20%-30% of the front face or a minimum of 2.75” wide
Maximum Brand Icon	50% of the front face or 6” wide
Corporate Logo Colors	Refer to Merchandising Guidelines
Environmental Notes	Purchase mugs made in the USA to reduce your overall carbon footprint. Ask the vendor to not place each mug in a separate box when shipping.



Water bottle

General Size	0.6 liter bottle
Recommended Use	Customer Appreciation Gift, Event Give-a-way, Employee Incentive
Mandatory Brand Icon	Corporate Logo
Optional Brand Icon(s)	Tagline Corporate Images and Designs
Minimum Brand Icon	20%-30% of the front face or a minimum of 2.75" wide
Maximum Brand Icon	50% of the front face
Corporate Logo Colors	Refer to Merchandising Guidelines

Reusable Grocery Bags

General Size	12" tall x 12" wide x 6" deep
Recommended Use	Customer Appreciation Gift, Event Give-a-way, Employee Incentive
Mandatory Brand Icon	Corporate Logo
Optional Brand Icon(s)	Tagline Corporate Images, designs, contact information (phone number, website)
Minimum Brand Icon	10-20% of the image space
Maximum Brand Icon	50% of the image space
Corporate Logo Colors	Refer to Merchandising Guidelines
Environmental Notes	Purchase a bag that is ideally made of organic cottons or other natural fibers such as hemp or bamboo.



Computer/Shoulder Bag

General Size	11" tall x 16" wide x 3" deep
Recommended Use	Customer Appreciation Gift, Event Give-a-way, Employee Incentive
Mandatory Brand Icon	Corporate Logo
Optional Brand Icon(s)	Tagline Corporate Images and Designs
Minimum Brand Icon	2.75" in length
Maximum Brand Icon	6" in length
Corporate Logo Colors	Refer to Merchandising Guidelines
Environmental Notes	Purchase a bag that is ideally made of organic cottons or other natural fibers such as hemp or bamboo in the USA.

REC Solar vehicles are an important branding mix. The creative direction for our vehicles is strong, clear and vibrant design. The objective is to capture people's attention and to convey what we do with the most simplistic and classy graphics.

The following are guidelines for REC Solar vehicles:

- Vehicle must be a deep blue color
- Prominent logo placement on at least two sides
- Sun rays on both sides of the vehicle
- Phone number shown at least once
- Website URL shown at least once
- Contractors' license number
- Vehicle number placement on rear

#### Toyota Prius



#### Dodge Dakota



To better establish our identity on the Internet and World Wide Web, we've designed templates to lend a recognizable look to all our web designs. Within the template standards, there is plenty of room for creative solutions to make exciting web pages.

You should be particularly careful with color and logo treatment, because they can change when going from print to the web.

To keep logo colors consistent and clean on the web, please use a properly mapped GIF file.

All banners and web pages should be 504 pixels wide for both internal and external use.

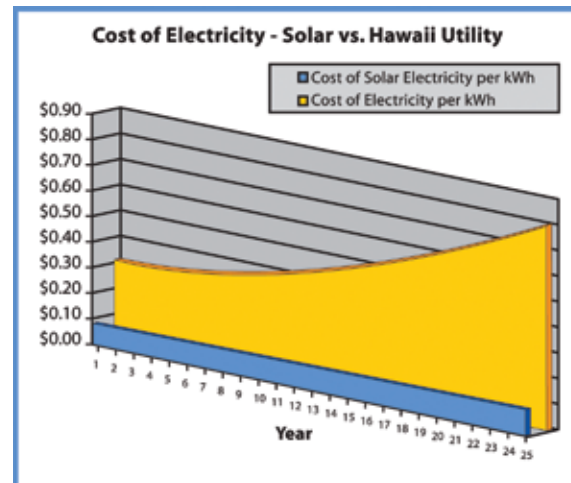
Below is an example of an REC Solar advertisement:



Vignettes and spot illustrations must be modified for use on the web; otherwise, they will not render properly.

After selecting your desired illustrations, contact Corporate Identity to help guide you in the process of making the image web-ready. When this process is complete, you can use this new version for all web sites.

Please keep in mind that visual shifts often occur between a PC platform and a Macintosh platform, and an illustration's appearance will vary depending on the monitor that is used.



We have created a variety of presentation templates for your use, whether you are in a small conference room or a large auditorium with thousands of people.

If you follow our guidelines carefully, your audience will know they're viewing a presentation from REC Solar. Simple rules, such as using graphics and illustrations rather than text, allow the audience to focus on the speech. Too much text can be distracting.

The presentation template can be found at H:\Marketing\Presentations\Presentation Templates. The following is the approved corporate Power Point template.

- Font Type: Verdana
- Font Color: Black
- Bullets: Microsoft Standard Black Bullets
- Title Page: Header 24pt, Sub-header 20pt
- Slides: Header 24pt, bold, black
- Body Copy: 16pt or smaller
- Include Tracker up top, 12pt, exactly centered between boxes and line
- The Tracker, Header, and Body Copy must all be left-aligned.
- Pictures always need gray border (2pt)
- Minimize copy, keep it clean and easy to read
- All Third Party Logos on bottom left or right corner of slides

### Corporate Template



In an effort to maintain REC Solar Systems' video production standards, Corporate Identity has several key vendors in place to standardize and facilitate your productions. Please contact Corporate Identity early in your planning stages to best take advantage of these resources.

Paul Provenzano  
Reconstructed Arts Inc.  
[ichristensen@recsolar.com](mailto:ichristensen@recsolar.com)





The corporate email signature for all REC Solar employees should include the following standard font characteristics:

Standard REC Email Signatures Key Points

- Font: Verdana
- Size: 11pt for the signature, 8pt for the disclaimer
- Color: Black
- Quotes: Optional, as long as they are professional, inspiring, and appropriate. USE GOOD JUDGEMENT.
- Replies: Only include your Name (in bold), title, phone number and company (REC Solar, Inc.)

Example:

**Fern Smith**  
Regional Marketing Manager  
805.547.2603  
REC Solar, Inc.

Email Signature Example

(optional insert of hand-written signature file here)

**Fern Smith**  
Regional Marketing Manager  
REC Solar, Inc.  
775 Fiero Lane, Suite 200  
San Luis Obispo, CA 93401  
(space)  
Cell: (805) 294-0493  
Office: (805) 540-5466  
Fax: (805) 528-9701  
Toll Free: (888) OK-SOLAR

(space)

Quote of your choice or environmental statement OR

(space)

DISCLAIMER:

This communication, along with any documents, files or attachments, is intended only for the use of the addressee and contains privileged and confidential information. If you are not the intended recipient, you are hereby notified that any dissemination, distribution or copying of any information contained in or attached to this communication is strictly prohibited. If you have received this message in error, please notify the sender immediately by email reply and destroy the original communication and its attachments without reading, printing or saving in any manner.

First impressions last. REC Solar's corporate identity is often first established with a business card placed in someone's hand or a letter received by a potential customer. Wherever you are located around the world, please use our corporate standards for letterhead, business cards, and envelopes. Be sure you maintain the color and logo standards depicted elsewhere in this guide



when creating stationery for your office.

Sell Sheet

General Size	Letter (8.5" width x 11" height)
Mandatory Brand Icon	Corporate Logo
	Contact Information (phone, website)
Optional Brand Icon(s)	Tagline
	Corporate Images and Designs
Minimum Brand Icon	2.75" in length
Maximum Brand Icon	6" in length
Corporate Logo Colors	Refer to Merchandising Guidelines
Environmental Notes	Print sell sheets at a local printer to reduce your overall carbon footprint. Print on recycled and/or post consumer waste with soy-



based inks.

Presentation Folder

General Size	9" width x 12" height
Mandatory Brand Icon	Corporate Logo
	Contact Information (phone, website)
Optional Brand Icon(s)	Tagline
	Corporate Images and Designs
Minimum Brand Icon	4" in length
Maximum Brand Icon	8" in length
Corporate Logo Colors	Refer to Merchandising Guidelines
Environmental Notes	Print folders from a local printer to reduce your overall carbon footprint. Print on recycled and/or post consumer waste with soy-



based inks.

Company Brochure

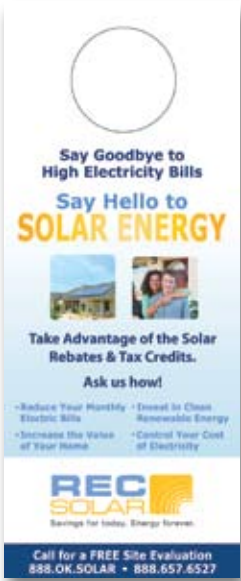
General Size	8.5" height x 3" width
Mandatory Brand Icon	Corporate Logo
Optional Brand Icon(s)	Contact Information (phone, website)
	Tagline
	Corporate Images and Designs
Minimum Brand Icon	2" in length
Maximum Brand Icon	3" in length
Corporate Logo Colors	Refer to Merchandising Guidelines
Environmental Notes	Print brochures at a local printer to reduce your overall carbon footprint. Print on recycled and/or post consumer waste with soy-



based inks.

Door Hanger

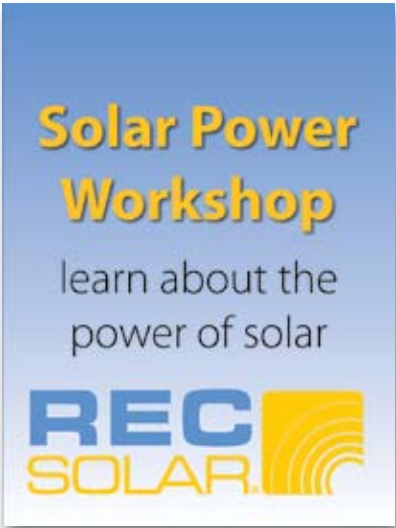
General Size	4" width x 12" height
Mandatory Brand Icon	Corporate Logo
	Contact Information (phone, website)
Optional Brand Icon(s)	Tagline
	Corporate Images and Designs
Minimum Brand Icon	4" in length
Maximum Brand Icon	8" in length
Corporate Logo Colors	Refer to Merchandising Guidelines
Environmental Notes	Print door hangers from a local printer to reduce your overall carbon footprint. Print on recycled and/or post consumer waste with soy-



based inks.

Poster/Signage

General Size	18” width x 24” length
Recommended Use	Used for event promotion, community branding, special promotions, and activities
Mandatory Brand Icon	Corporate Logo
Optional Brand Icon(s)	Tagline Corporate Images and Designs
Minimum Brand Icon	8% of space of the front face or a minimum of 8” wide
Maximum Brand Icon	50% of image space
Corporate Logo Colors	Refer to Merchandising Guidelines
Environmental Notes	Purchase posters that are made by a local printer to reduce your carbon footprint. Print on recycled and/or post consumer waste with soy-based inks.



## Magnet

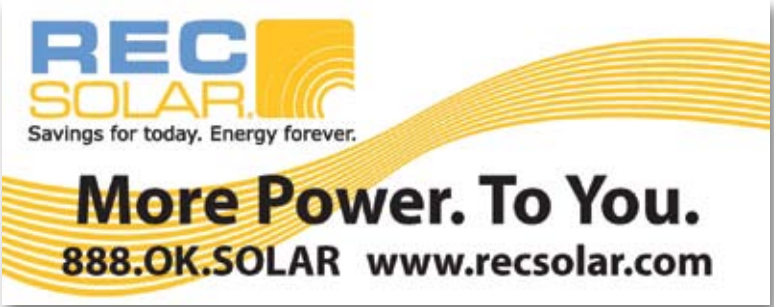
General Size	3.5" width x 7" height
Recommended Use	Customer Appreciation Gift, Event Give-a-way, Employee Incentive
Mandatory Brand Icon	Corporate Logo
	Contact Info (phone, website)
Optional Brand Icon(s)	Tagline
	Corporate Images and Designs
Minimum Brand Icon	10-20% of the front face or a minimum of 8" wide
Maximum Brand Icon	50% of image space
Corporate Logo Colors	Refer to Merchandising Guidelines





Bumper Sticker/Regular Sticker

General Size	12” wide x 4.5” tall
Recommended Use	Promotional Usage, gifts, and branding
Mandatory Brand Icon	Corporate Logo
Optional Brand Icon(s)	Contact Info (phone, website)
	Tagline
	Corporate Images and Designs
Minimum Brand Icon	10% of design space
Maximum Brand Icon	50% of design space
Corporate Logo Colors	Refer to Merchandising Guidelines
Environmental Notes	Print stickers at a local print house to reduce your carbon footprint.



Yard Sign

General Size	18" width x 24" length
Recommended Use	Put outside of home after the solar installation
Mandatory Brand Icon	Corporate Logo
Optional Brand Icon(s)	Contact Info (phone, website)
	Tagline
Minimum Brand Icon	Corporate Images and Designs
	25% of design space
Maximum Brand Icon	75% of design space
Corporate Logo Colors	Refer to Merchandising Guidelines
Environmental Notes	Print yard signs at a local printing house to reduce carbon footprint. Purchase recycled and/or post consumer waste paper and print with soy-based ink.



Promotional Banner

General Size	10' wide x 4' tall
Recommended Use	Used for event promotion, community branding, special promotions, and activities
Mandatory Brand Icon	Corporate Logo
Optional Brand Icon(s)	Tagline Corporate Images and Designs
Minimum Brand Icon	10% of design space
Maximum Brand Icon	50% of design space
Corporate Logo Colors	Refer to Merchandising Guidelines
Environmental Notes	Print banners at a local printer to reduce your carbon footprint. There are new recycled materials that you can use instead of standard plastics.



Trade shows are critical to the public's perception of REC Solar. Our exhibits are often the first interaction a potential customer has with our products and company. To project a high-quality, consistent image, follow the guidelines below and enlist the assistance of our vendors to ensure a strong REC Solar presence on the trade show floor.

Be sure to follow the standard logo, typography, color palette, and all other relevant specifications included in this guide to maintain our overall identity.

### Exhibit Booth Properties

For recommendations on building, shipping, refurbishing, materials, finishes, and color usage of exhibit booths, contact Marketing Operations Manager (ichristensen@recsolar.com).



Custom pieces of printed materials are often produced for trade shows and events, but they must follow the overall guidelines for collateral as depicted in this guideline. Be sure that you adhere to the standards that apply to your project.



Giveaways and promotional incentives such as shirts, cups, mugs, and mouse pads are important ingredients of a successful event. Please refer to merchandising guidelines for approved art.

The REC Solar Seminar Series program ensures consistency for all seminars delivered by REC Solar and our partners and differentiates REC Solar seminars from our competitors' programs. REC Solar and partner marcom managers help build equity in the REC Solar Seminar Series by using the program and its associated components in all seminars, resulting in increased loyalty and attendance.

The seminar program and materials are closely managed by Corporate Identity. Before conducting a seminar or using REC Solar Seminar Series materials, please consult with your local RSMS or the Corporate Identity. Be sure to follow the standard logo, typography, color palette, and all other relevant specifications included in this guide to maintain our overall identity.

The key requirements for a seminar to be considered part of the REC Solar Seminar Series are as follows:

- The seminar objectives, message, content, and schedule are clear and complementary to other seminars in the REC Solar Seminar Series program. The content should either originate from REC Solar or be reviewed by an REC Solar RSMS.
- Speakers should be knowledgeable concerning the seminar content and capable of speaking effectively in front of large audiences. Most speakers from REC Solar have experience addressing large groups, or have taken effective speaking courses.
- For competent coordination, registration, and logistical support, use REC Solar's Seminar Toolkit. This can be found in H:\marketing\Tool Boxes\Solar Seminars

The following elements have been developed for use in the REC Solar Seminar Series program:

- Seminar invitations
- Seminar Web registration system
- Onsite podium, directional, and registration signs
- Projector screen
- Attendee badges
- Speaker and host badge ribbons
- Attendee evaluation forms
- Stationery, envelopes, and fax confirmation forms

For more information, please contact your local Regional Sales and Marketing Specialist.

To ensure consistency with the look and tone of REC Solar's advertising, we request that you follow these guidelines:

### **Brand Attributes/Personality**

All existing and future REC Solar advertising must communicate the following brand attributes and characteristics:

#### **Authentic**

We are authentic. We lead by example with our environmental stewardship

#### **Expert/Excellence/Professional**

The nation's leader in solar installations

#### **Honest**

Honest, straightforward communication with others

#### **Approachable/Respectful**

Talking in terms that our customers understand—conversationally and not offensively

#### **Value**

We deliver the best value to our customers

#### **Brand Look and Feel**

Clean, contemporary, minimalist



Print advertising includes newspaper, magazine, direct mail, yellow pages, flyers and post-it-notes. The REC Solar Print advertising guidelines ensure consistency on the look-and-feel of the REC Solar Brand.

### Page Layout

To maximize communication of the REC Solar brand, a look and feel has been developed that should be consistent across all print advertising. This is not a template, but a guideline to be followed to maintain consistency in all advertising efforts.

The layout of REC Solar print ads has a modular design. Each element of an ad (visual, headline, body copy) is contained within a roughly square/rectangular space. Headlines are reversed out of a darker background.

### Logo Placement

The REC Solar logo is set apart from other elements of the ad, separated by white space in order to provide quick identification of the REC Solar brand. For residential, small commercial and large commercial advertising, the logo appears in the upper left or lower right corners of the ad, separate from the other elements.

### Color Coordination

The general rule of thumb is to limit the use of color to the two primary colors of our logo. White space and muted gray tones are encouraged for a clean, contemporary and minimalist look and feel.

### Disclaimer

All REC Solar Advertisements must carry the following disclaimer near the bottom or backside of the artwork. "Copyright, [Year] REC Solar. All rights reserved. REC Solar is a registered trademark of REC Solar, Inc. and/or its affiliates. Other names may be trademarks of their respective owners.

### Environmental Footnote

When using recycled and or post-consumer waste products printed with soy-based inks, add a footnote with the recycled symbol and copy that says, "printed on recycled and/or post-consumer waste paper with soy-based ink."

Print Advertisement

General Size	3 column width
Mandatory Brand Icon	Corporate Logo Contact Information (phone number, website)
Optional Brand Icon(s)	Tagline Corporate Images and Designs
Minimum Brand Icon	Logo must be at least 3" in length or 10% of the ad space
Maximum Brand Icon	Logo should not exceed 7" in length or 60% of the ad space
Corporate Logo Colors	Refer to Merchandising Guidelines





Online Advertisements

General Size	504 pixels wide
Mandatory Brand Icon	Corporate Logo Contact Information (phone number, website)
Optional Brand Icon(s)	Tagline Corporate Images and Designs
Minimum Brand Icon	15% of design space
Maximum Brand Icon	50% of design space
Corporate Logo Colors	Refer to Merchandising Guidelines



Direct Mail

General Size	8.5" length x 5.5" height
Mandatory Brand Icon	Corporate Logo Contact Information (phone number, website)
Optional Brand Icon(s)	Tagline Corporate Images and Designs
Minimum Brand Icon	Logo must be at least 2.5" in length
Maximum Brand Icon	Logo should not exceed 6" in length
Corporate Logo Colors	Refer to Merchandising Guidelines
Environmental Suggestions	Print direct mail postcards at a local print house on soy-based ink to reduce carbon footprint. Use recycled and/or post consumer waste paper products.



The following items can be used as templates to create a variety of REC Solar branded clothing items.

Shirt/Sweatshirt/Polo

General Size	Variety of Sizes
Mandatory Brand Icon	Corporate Logo Contact Info (phone, website)
Optional Brand Icon(s)	Tagline Corporate Images and Designs
Minimum Brand Icon	1.75" in length or 0.75" in width on the front pocket. At least 6" in length on the back side space.
Maximum Brand Icon	Logo should not exceed 3" in length on the front pocket and 12" in length on the back
Special Brand Note	If the color of the shirt is blue, you can change the "REC" on the logo to white only.
Corporate Logo Colors	Refer to Merchandising Guidelines
Environmental Notes	Use organic/natural materials and/or made in the USA.



Hat/Beanie

General Size	Variety of Sizes
Mandatory Brand Icon	Corporate Logo
Minimum Brand Icon	2.5” in length on the front face of the hat.
Maximum Brand Icon	6” in length on the front face of the hat.
Special Brand Note	If the color of the shirt is blue, you can change the “REC” on the logo to white only.
Corporate Logo Colors	Refer to Merchandising Guidelines
Environmental Notes	Use organic/natural materials and/or made in the USA.



Jacket/Fleece Jacket

General Size	Sizes will vary
Mandatory Brand Icon	Corporate Logo
Optional Brand Icon(s)	Tagline Corporate Images and Designs
Minimum Brand Icon	2.5” in length on the front pocket. At least 6” in length on the back.
Maximum Brand Icon	12” in length on the back
Special Brand Note	If the color of the shirt is blue, you can change the “REC” on the logo to white only.
Corporate Logo Colors	Refer to Merchandising Guidelines
Environmental Notes	Use organic/natural materials and/or made in the USA.



Safety Helmet

General Size	Sizes will vary
Mandatory Brand Icon	Corporate Logo
Optional Brand Icon(s)	Tagline
	Corporate Images and Designs
Minimum Brand Icon	3" on the front face
Maximum Brand Icon	6" on the front face
Corporate Logo Colors	Refer to Merchandising Guidelines



REC Solar OEM Products

REC Solar Wireless Display

General Size	7.5 x 4.5 inches (190.2 x 113.8 x 52 mm)
Mandatory Brand Icon	Corporate Logo
Optional Brand Icon(s)	Tagline Corporate Images and Designs
Minimum Brand Icon	1.75" length
Maximum Brand Icon	4" length
Corporate Logo Colors	Refer to Merchandising Guidelines





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