

Energroup Brand Bible



What is Energroup?

Energroup is a renewable energy company focused on solar power and modern energy infrastructure.

The Brand Represents:

- Clean energy
- Advanced solar technology
- Reliable infrastructure
- Future-focused power solutions

Core idea: Providing sustainable power through intelligent solar energy systems.

Specialisation



Sustainable Infrastructure

Long-term renewable solutions that support environmental responsibility.

Renewable Energy Expertise

Specializing in solar energy systems and clean power solutions.

Engineering Precision

Energy systems built with advanced engineering and technical knowledge.

Innovation

Constantly developing modern renewable energy technology.

Target Audience

– Commercial & Infrastructure

Homeowners seeking affordable and sustainable energy solutions.

Reduce electricity costs

Energy independence

Sustainable lifestyle

– Residential Customers

Businesses and institutions requiring large-scale renewable energy systems.

Government energy departments

Infrastructure developers

Utility companies

Industrial facilities

– Sustainability-Focused Organizations

Organizations committed to clean energy innovation and environmental responsibility.

Sustainability-focused businesses

Technology partners

Engineering firms

Environmental organizations

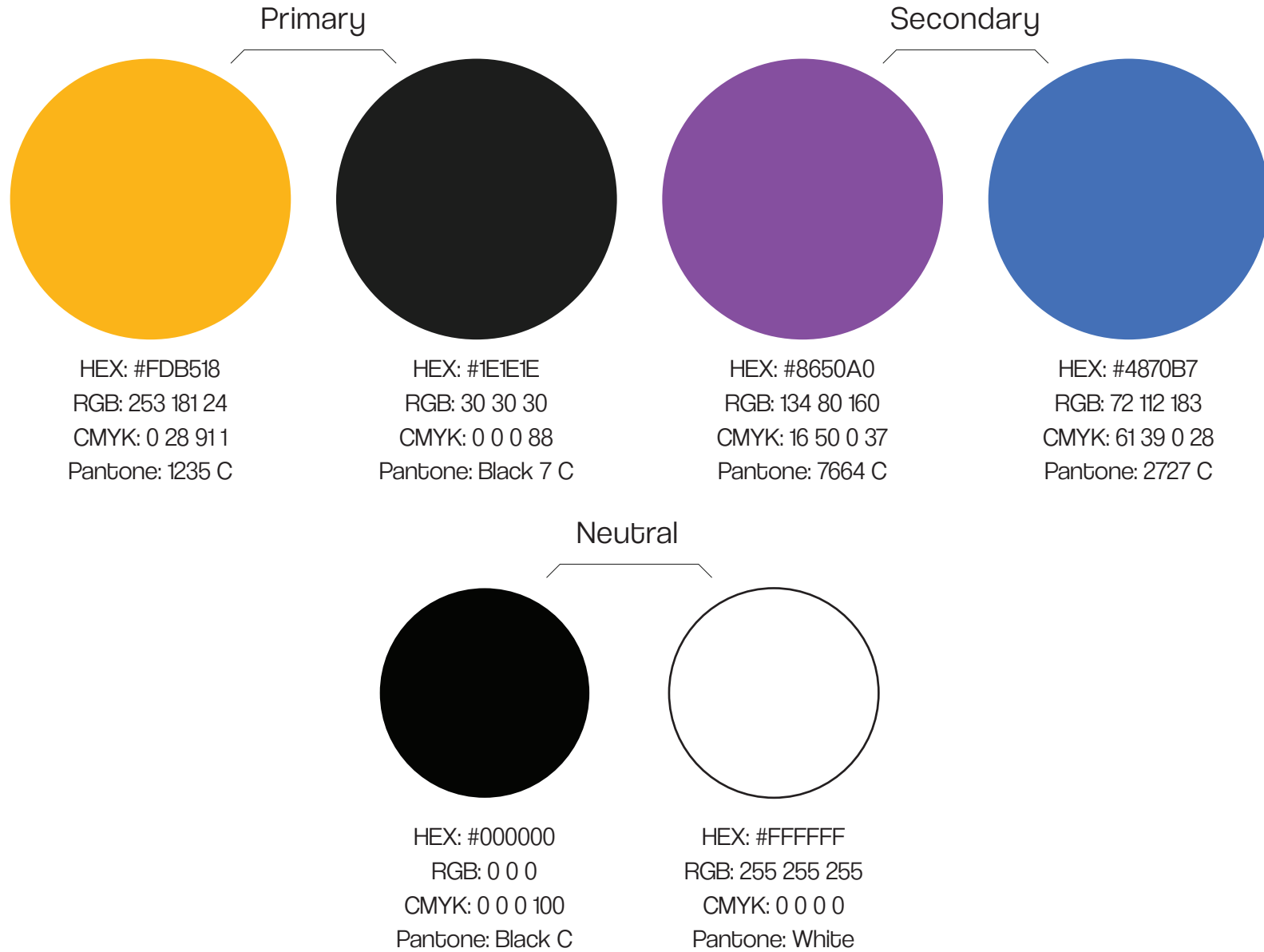
New Power. New Energy

Power built for tomorrow.

Clean energy infrastructure you can trust.

- Confident
- Professional
- Technical
- Trustworthy
- Forward-thinking

Colour Palette



Typography

Primary

Coolvetica (Book)

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Headline (Bold)

(Light)

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Tracking/ Letter Spacing

VA 40

Aa

Typography

Secondary

Eurostile (Reg)

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0 1 2 3 4 5 6 7 8 9

Headline (Reg)

[Regular]

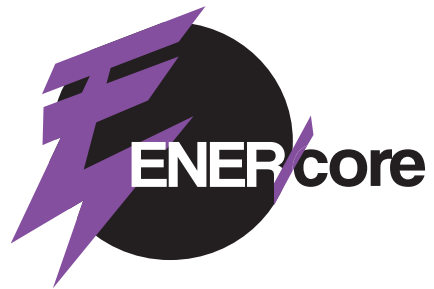
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Tracking/ Letter Spacing

VA 40

Aa

Primary Logo



Secondary Logo



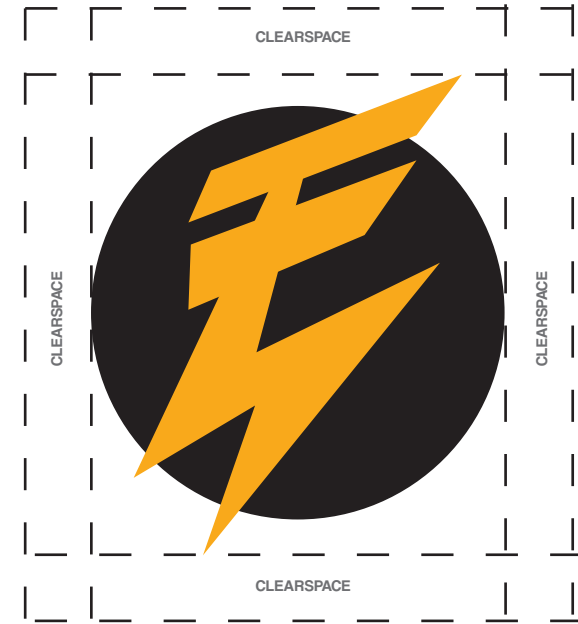
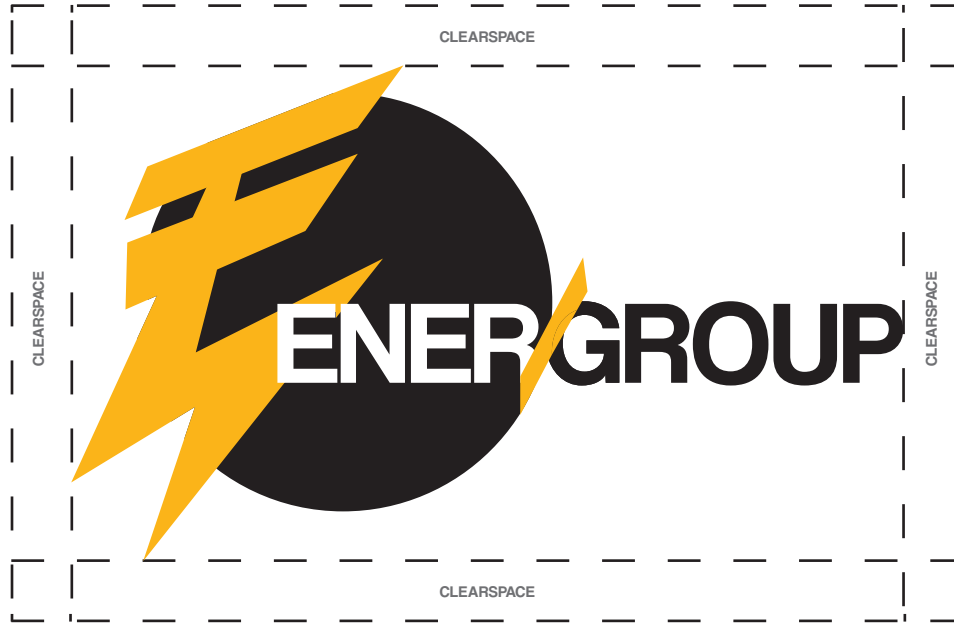
Logo Mark



Monochrome Versions

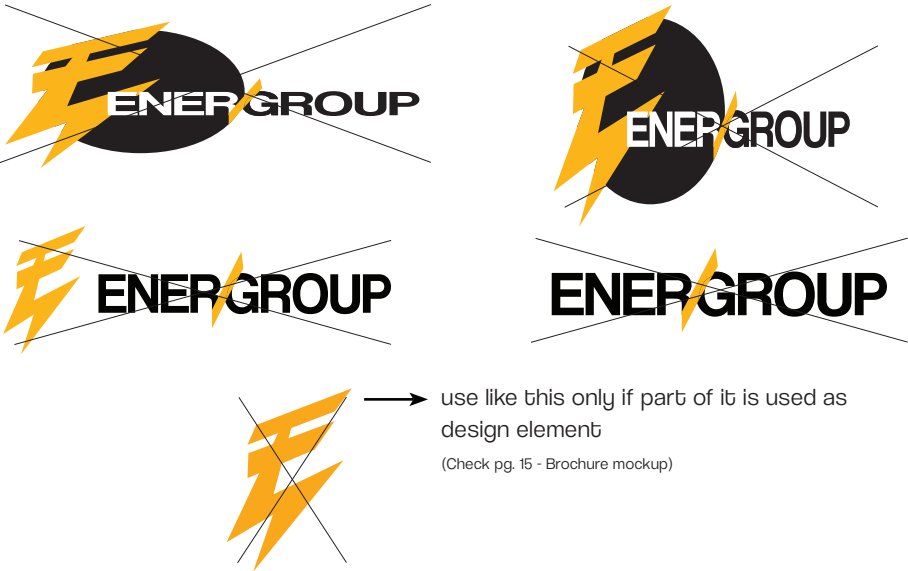


Logo Safespace



Incorrect Usage

Layout



Colours



Correct Usage

Grey Background



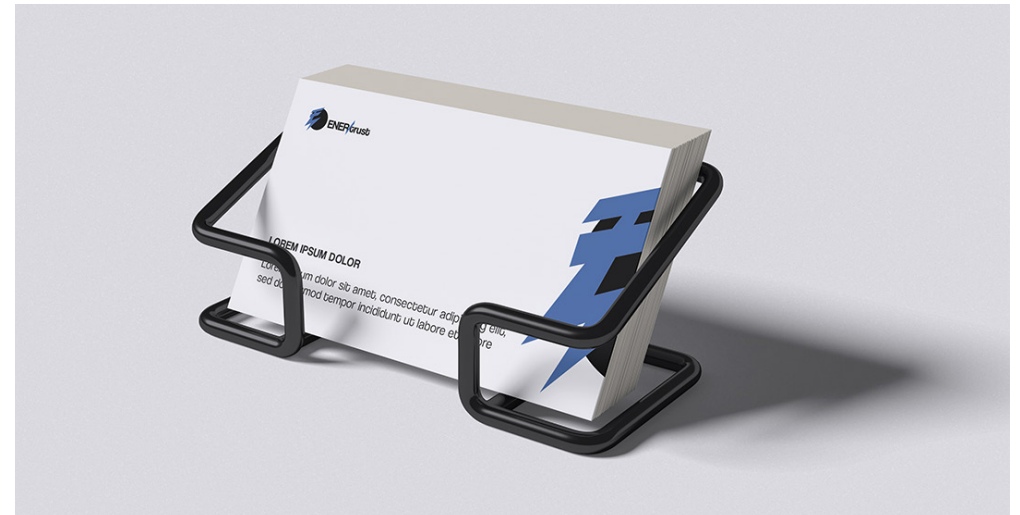
White Background



Minimum sizes: Print: 25 mm width Digital: 120 px width

Mockups

Business Cards



Mockups

Bruchure & Billboard



Mockups

Car Wrap



Logo Placement

