THE BRAND BOOK

UNIRAC CORPORATE BRANDING AND DESIGN MANUAL 2026

BETTER DESIGN STARTS HERE

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01.1 WHO WE ARE

COMPANY OVERVIEW

A pioneer in solar racking, Unirac has been North America's leading manufacturer of solar PV mounting systems for over 25 years. The premier U.S. solar racking manufacturer with products that outlive their warranties, Unirac has more than 25 GW of experience and over 2.5 million installations that back up their engineering service and supply-chain excellence.

Unirac is committed to being a partner throughout the full project lifecycle. At Unirac, Better Solar Starts Here.

MISSION AND VALUES

- **WE ARE PASSIONATE ABOUT OUR CUSTOMERS' SUCCESS:** We create lasting partnerships with our customers. We listen to our partners and act on their feedback to enhance the value of our offering. We succeed together.

- **WE COMMUNICATE OPENLY AND RESPECTFULLY WITH EACH OTHER:** We respect and listen to each other. We share ideas, ask questions, and challenge assumptions. We value feedback from everyone and appreciate candor. We constantly evolve our communication to meet the needs our distributed team.

- **WE MAKE IT HAPPEN!:** We have an entrepreneurial mindset and take initiative to drive impact. We take risks and learn quickly from experience. We are resourceful and committed to continuous improvement. We thrive off each other's excitement and positive energy.

- **WE WIN AS TEAM:** We are passionate about our work and our team. We seek collaboration early, leveraging the power of our collective experience. We celebrate and recognize wins together.

01.2 LOGO AND USAGE

YOU NEVER KNOW WHEN OUR LOGO IS GOING TO SERVE AS AN AMBASSADOR.

Our logo's consistent image across all platforms ensures instant recognition, creating a seamless and familiar presence that resonates with consumers wherever they encounter the brand. It reinforces brand identity, making the logo a reliable symbol of the company's values and promise, thus fostering trust and loyalty. This consistency acts as a visual anchor in a sea of competition, distinguishing the brand in a crowded marketplace and aiding in building a strong, cohesive brand narrative.

4 REGISTERED TRADEMARK SYMBOL

Including the registered trademark symbol with our logo is crucial as it legally signifies the logo's official registration and protection under trademark law. This symbol serves as a public declaration of our exclusive rights to the logo, deterring others from unauthorized use and safeguarding our brand's unique identity.

1 THE BRAND MARK (ICON)

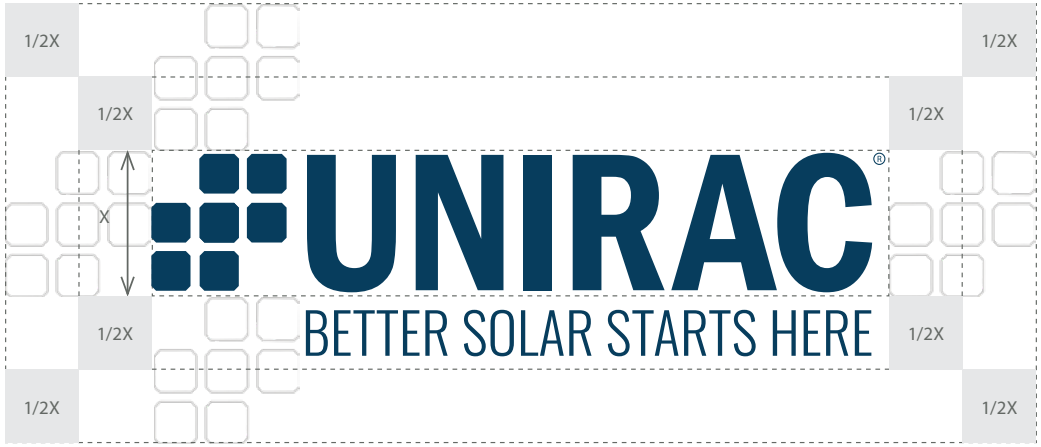
Used when space is limited or when the full logo would be too intricate to discern. This includes applications such as website tabs, app icons on mobile devices, social media profile images, and any other digital or print instances where the primary logo's details might be lost due to scaling. The icon should be used thoughtfully, ensuring that its presence maintains brand integrity and recognizability, typically when the brand has already been established and the icon alone can signal the full brand identity to the viewer.

3 THE SLOGAN

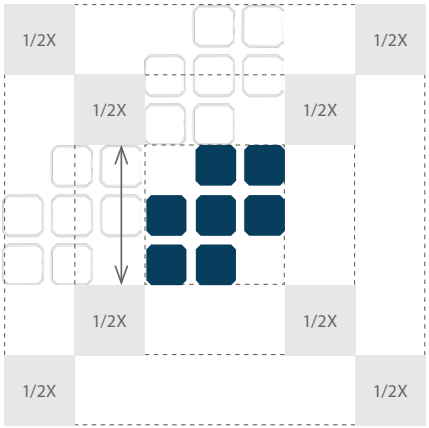
The slogan "Better Solar Starts Here" encapsulates Unirac's commitment to excellence and innovation in the solar industry, positioning the company as a leader in providing superior solar solutions. It serves as a rallying cry that conveys Unirac's promise of initiating a more efficient, reliable, and sustainable solar future with their products and services. This slogan also acts as a differentiator in the market, reinforcing the brand's identity and value proposition to customers who are seeking the best in solar technology and installation.

01.3 LOGO CLEARSPACE

FULL LOGO



BRAND MARK (ICON)



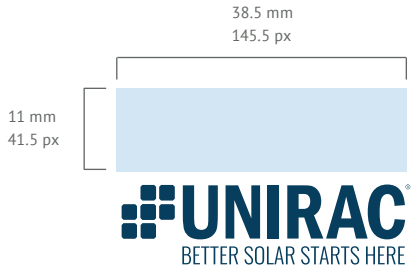
USAGE ON DARK BACKGROUND

UNIRAC
BETTER SOLAR STARTS HERE

USAGE ON LIGHT BACKGROUND

UNIRAC
BETTER SOLAR STARTS HERE

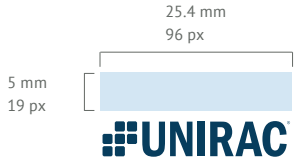
01.4 MINIMUM LOGO SIZES



THE LOGO (WITH SLOGAN)

PRINT APPLICATIONS
MINIMUM WIDTH: 38.5 mm
MINIMUM HEIGHT: 11 mm

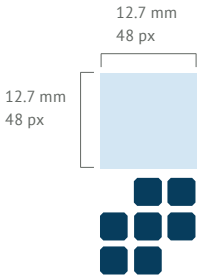
DIGITAL APPLICATIONS
MINIMUM WIDTH: 145.5 px
MINIMUM HEIGHT: 41.5 px



THE LOGO (WITHOUT SLOGAN)

PRINT APPLICATIONS
MINIMUM WIDTH: 24.5 mm
MINIMUM HEIGHT: 5 mm

DIGITAL APPLICATIONS
MINIMUM WIDTH: 96 px
MINIMUM HEIGHT: 19 px



THE BRAND MARK (ICON)

PRINT APPLICATIONS
MINIMUM WIDTH: 12.7 mm
MINIMUM HEIGHT: 12.7 mm

DIGITAL APPLICATIONS
MINIMUM WIDTH: 48 px
MINIMUM HEIGHT: 48 px

MINIMUM LOGO AND BRAND MARK (ICON) SIZES

For maintaining the integrity and clarity of the Unirac logo and icon, it's essential to adhere to the best practices regarding their sizing and usage. The minimum size for the logo should be no less than 1 inch (25.4 mm) in width for print and 96 pixels for digital applications to ensure legibility and impact. When it comes to the icon, a minimum size of 0.5 inches (12.7 mm) for print and 48 pixels for digital use is recommended.

Both the logo and the icon should be used on backgrounds that provide sufficient contrast, ensuring they remain distinct and easily recognizable. It's important to avoid scaling them below these minimum sizes to prevent a loss of detail and effectiveness. Additionally, always ensure there is ample clear space around the logo and icon, free from text or other graphic elements, to maintain their prominence and clarity in all forms of communication.

01.5 INCORRECT USE

STAYING CONSISTENT

Maintaining the original form and proportions of the Unirac logo is crucial as any alteration or distortion can significantly undermine the brand's identity and recognition. Consistency in the logo's appearance across all platforms and materials is key to building and reinforcing brand trust and reliability. Altering the logo not only compromises its design integrity but also dilutes the brand's message and can confuse or mislead customers, detracting from the brand's professional image.

Do not apply a drop shadow to the Logo or the Brand Mark.

Do not apply a stroke to the Logo or the Brand Mark.

Do not display the Logo or the Brand Mark on a slant or at an angle.

Do not apply unescessary effects, like reflections to the Logo or the Brand Mark.

Do not distort or skew the Logo or the Brand Mark in any way, shape, or form.

Make sure you are using the right color guideline for different background colors.

- Dark blue on light bg and light blue on light Bg.

02.1 COLOR PALETTE

UNIRAC DARK BLUE

PANTONE 302 C

CMYK C: 100 M: 36 Y:0 K: 64
RGB R: 0 G:60 B:92
HEX 003B5C

90%
80%
70%
60%
50%
40%
30%
20%
10%
0%

UNIRAC MEDIUM BLUE

PANTONE 7460 C

CMYK C 80 M 39 Y 2 K 0
RGB R 34 G 132 B 195
HEX 2284c3

90%
80%
70%
60%
50%
40%
30%
20%
10%
0%

UNIRAC LIGHT BLUE

PANTONE 291 C

CMYK C: 34 M: 11 Y: 0 K: 0
RGB R: 161 G: 200 B: 0
HEX A1C8EB

80%
70%
60%
50%
40%
30%
20%
10%
0%

UNIRAC ORANGE

PANTONE 1505 C

CMYK C: 0 M: 70 Y: 100 K: 0
RGB R: 255 G: 111 B: 0
HEX FF6900

90%
80%
70%
60%
50%
40%
30%
20%
10%
0%

02.2 FONTS

OSWALD

Aa

BOLD - UPPERCASE ONLY
ABCDEFGHIJKLMNOPQRSTUVWXYZ

MEDIUM - UPPERCASE ONLY
ABCDEFGHIJKLMNOPQRSTUVWXYZ

REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

EXTRALIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PRIMARY FONT

PT SANS

Aa

REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

SECONDARY FONT