



Sunlight Financial[®]

Style Guide

Playfair Display

Our serif font should be used for headers.



Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 TUVWXYZ
 abcdefghijklmnopqrstuvw
 xyz
 1234567890-!@#\$%^&*()_

Lorem ipsum dolor sit
 amet, consectetur
 adipiscing elit, sed diam
 nonummy nibh euismod
 tincidunt ut laoreet
 dolore magna

Italic

*Lorem ipsum dolor sit
 amet, consectetur
 adipiscing elit, sed diam
 nonummy nibh euismod
 tincidunt ut laoreet
 dolore magna*

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 STUVWXYZ
 abcdefghijklmnopqrstuvw
 xyz
 1234567890-!@#\$%^&*()_

**Lorem ipsum dolor sit
 amet, consectetur
 adipiscing elit, sed diam
 nonummy nibh euismod
 tincidunt ut laoreet
 dolore magna**

Italic

***Lorem ipsum dolor sit
 amet, consectetur
 adipiscing elit, sed diam
 nonummy nibh euismod
 tincidunt ut laoreet
 dolore magna***

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 RSTUVWXYZ
 abcdefghijklmnopqrstuvw
 xyz
 1234567890-!@#\$%^&*()_

**Lorem ipsum dolor sit
 amet, consectetur
 adipiscing elit, sed diam
 nonummy nibh euismod
 tincidunt ut laoreet
 dolore magna**

Italic

***Lorem ipsum dolor sit
 amet, consectetur
 adipiscing elit, sed diam
 nonummy nibh euismod
 tincidunt ut laoreet
 dolore magna***



Open Sans

Our sans-serif font should be used for body text.



Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 UVWXYZ
 abcdefghijklmnopqrstuvwx
 yz
 1234567890-!@#%^&*()_

Lorem ipsum dolor sit
 amet, consectetur
 adipiscing elit, sed diam
 nonummy nibh euismod
 tincidunt ut laoreet dolore
 magna

Italic

*Lorem ipsum dolor sit
 amet, consectetur
 adipiscing elit, sed diam
 nonummy nibh euismod
 tincidunt ut laoreet dolore
 magna*

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 UVWXYZ
 abcdefghijklmnopqrstuvwx
 yz
 1234567890-!@#%^&*()_

Lorem ipsum dolor sit
 amet, consectetur
 adipiscing elit, sed diam
 nonummy nibh euismod
 tincidunt ut laoreet dolore
 magna

Italic

*Lorem ipsum dolor sit
 amet, consectetur
 adipiscing elit, sed diam
 nonummy nibh euismod
 tincidunt ut laoreet
 dolore magna*

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 TUVWXYZ
 abcdefghijklmnopqrstuv
 wxyz
 1234567890-!@#%^&*()_

**Lorem ipsum dolor sit
 amet, consectetur
 adipiscing elit, sed diam
 nonummy nibh euismod
 tincidunt ut laoreet
 dolore magna**

Italic

***Lorem ipsum dolor sit
 amet, consectetur
 adipiscing elit, sed diam
 nonummy nibh euismod
 tincidunt ut laoreet
 dolore magna***



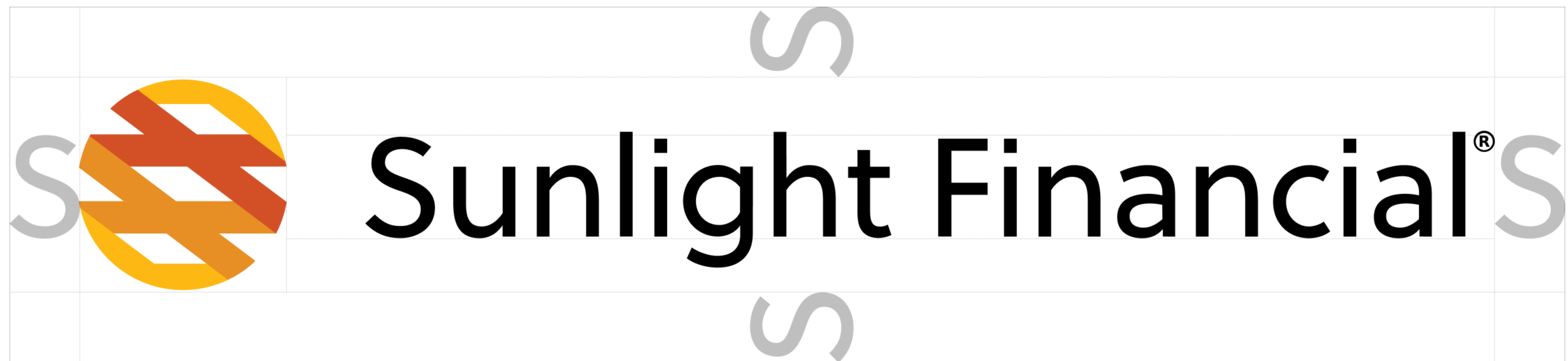
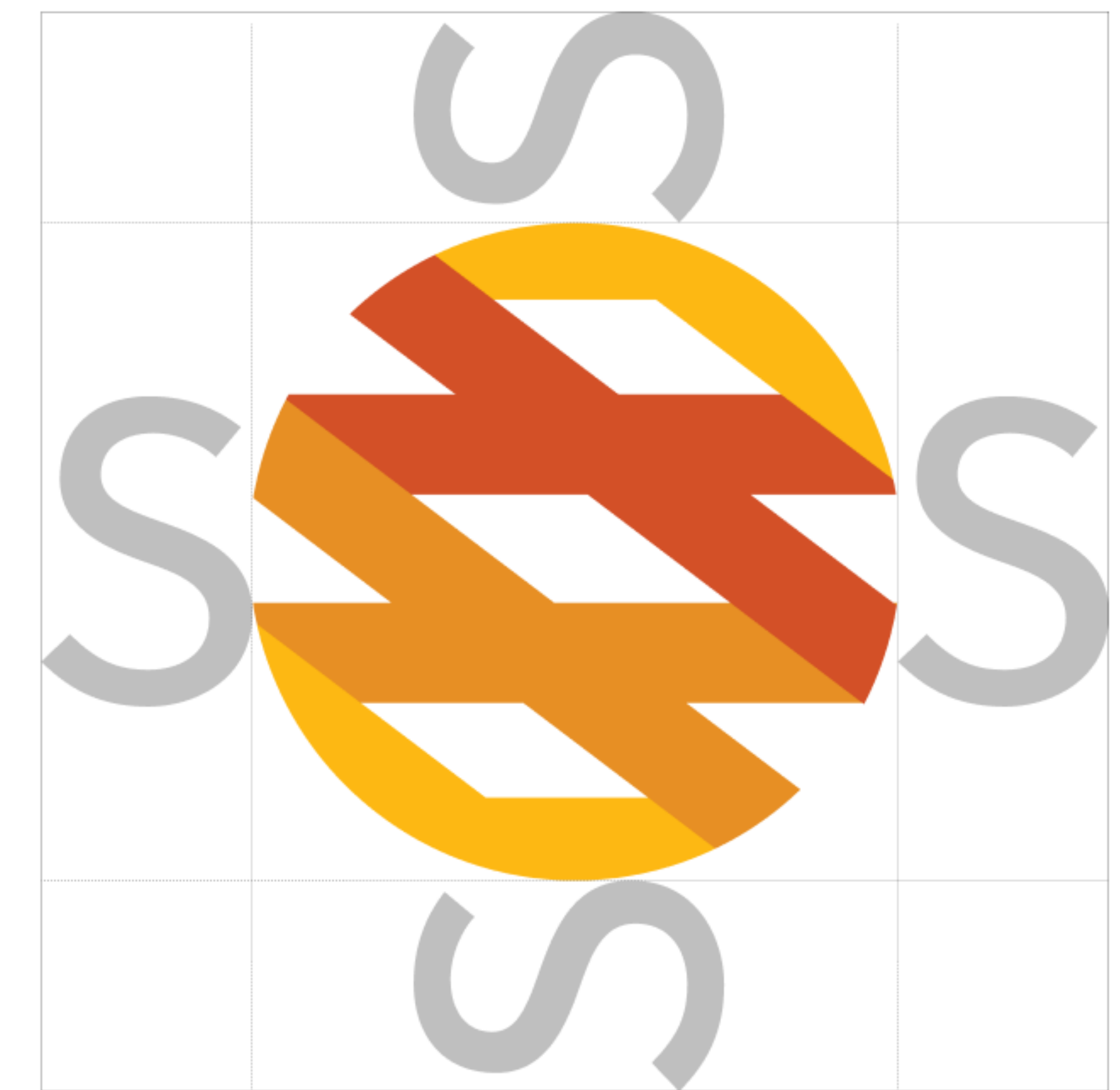
Logo Variations



You should always use the standard nameplate (above) aside from rare exceptions



Logo Padding



Primary Colors

Solar Financing



#E78E24 PANTONE: 2428 C R: 231 G: 142 B: 36 C: 7% M: 51% Y: 100% K: 0%



#D24F27 PANTONE: 173 C R: 210 G: 79 B: 39 C: 12% M: 83% Y: 100% K: 2%



#FCB713 PANTONE: 1235 C R: 252 G: 183 B: 19 C: 0% M: 31% Y: 100% K: 0%

Home Improvement



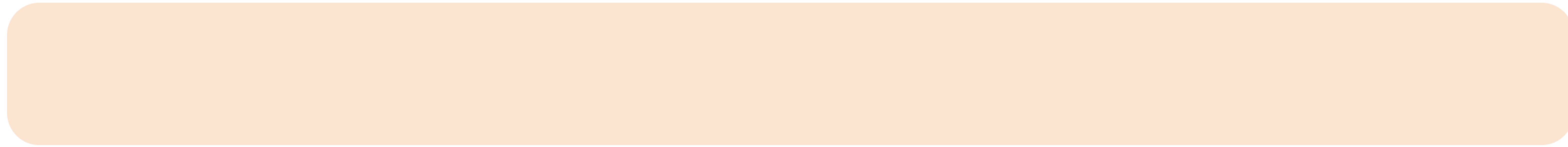
#24C7E7 PANTONE: 311 C R: 36 G: 199 B: 231 C: 75% M: 0% Y: 10% K: 0%



#1871DB PANTONE: 2172 C R: 24 G: 113 B: 219 C: 84% M: 56% Y: 0% K: 0%



Secondary Colors



#FBE4D0 PANTONE: 705 C R: 251 G: 228 B: 208 C: 1% M: 11% Y: 16% K: 0%



#24E78E PANTONE: 1235 C R: 36 G: 231 B: 142 C: 77% M: 0% Y: 75% K: 0%



#24E745 PANTONE: 2287 C R: 36 G: 231 B: 69 C: 82% M: 0% Y: 100% K: 0%



#E724D7 PANTONE: 232 C R: 231 G: 36 B: 215 C: 21% M: 87% Y: 0% K: 0%



#9624E7 PANTONE: 7442 C R: 150 G: 36 B: 231 C: 57% M: 83% Y: 0% K: 0%



Gradients



#C44422

#E2821A

#FF9F2F



#CC8906

#FFBB18

#FCE513



#003D85

#07ABDF

#2BDCFF



#0B9D24

#24E745

#7AFF91

