

Brand guidelines

The visual system behind Emaldo.
How we look, how we sound, and the
small choices that keep us recognisable.

A quiet system for a loud industry.

This document defines the visual and verbal toolkit that keeps every surface, web, print, product, packaging, recognisably ours.



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Warm & confident.

We write like a thoughtful neighbour who happens to be an engineer.
Short sentences. Plain words. Calm pride.

PRINCIPLE 01

You, and we.

Address the reader as **you**; refer to the company as **we**.
The customer is the protagonist.

PRINCIPLE 02

Sentence case headlines.

Headlines read like sentences and end in a period.
ALL CAPS is reserved for eyebrows only.

PRINCIPLE 03

Concrete over clever.

kWh, payouts, winters. **Specifics earn trust**.
Skip "revolution", "unlock", "future-proof" and other industry filler.

PRINCIPLE 04

One exhale per page.

Two short sentences, then one long, then a kicker.
Periods are quiet exhales, use them. Exclamations aren't part of our voice.

Sound like us.

● DO

From energy consumer, to energy owner.

Plain, declarative. Sentence case + period.

Lower your peaks, hedge your costs, earn from the grid you sit on.

Three concrete benefits, rhythmic but not breathless.

Quiet, indoor-rated, NMC-free.

Adjective stack. Specifics that an installer cares about.

See what your battery could earn.

A CTA framed around the reader's outcome.

● DON'T

~~Join the solar revolution today!~~

Hype + exclamation + tired metaphor.

~~Game-changing AI unlocks your home's potential.~~

"Game-changing", "unlock", anthropomorphised AI.

~~Power Up Your Life ⚡~~

Title Case + emoji + slogan-y verb.

~~Our battery thinks for you.~~

The battery stores and supplies. It doesn't think.

● LOGO

The Emaldo logo.

EMALDO LOGO

The logo consists of the word "emaldo" in a bold, lowercase, sans-serif typeface. The letter 'e' is stylized with a thick, curved tail that loops back towards the left, partially overlapping the 'm'.

LOGO MARK

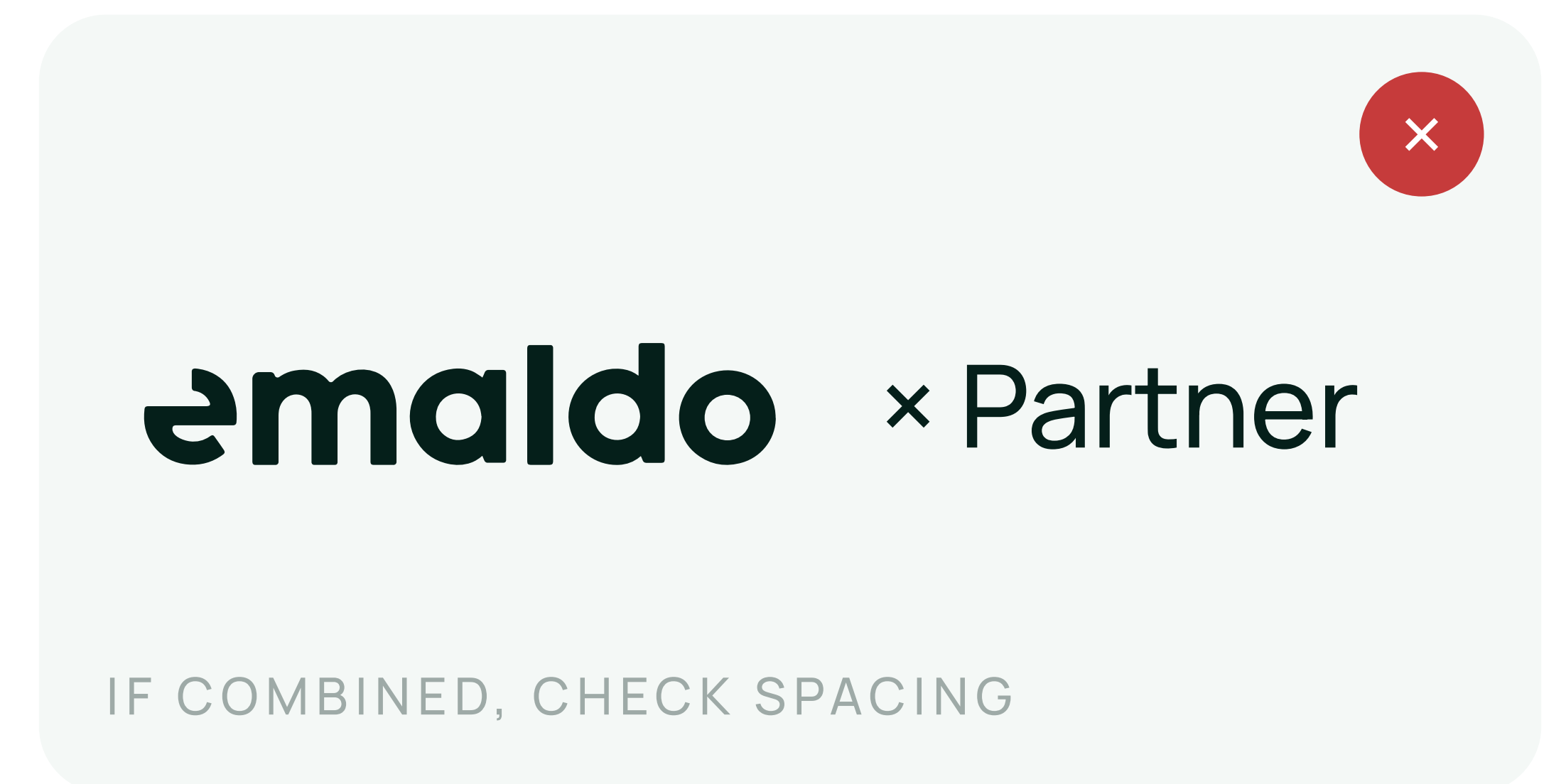
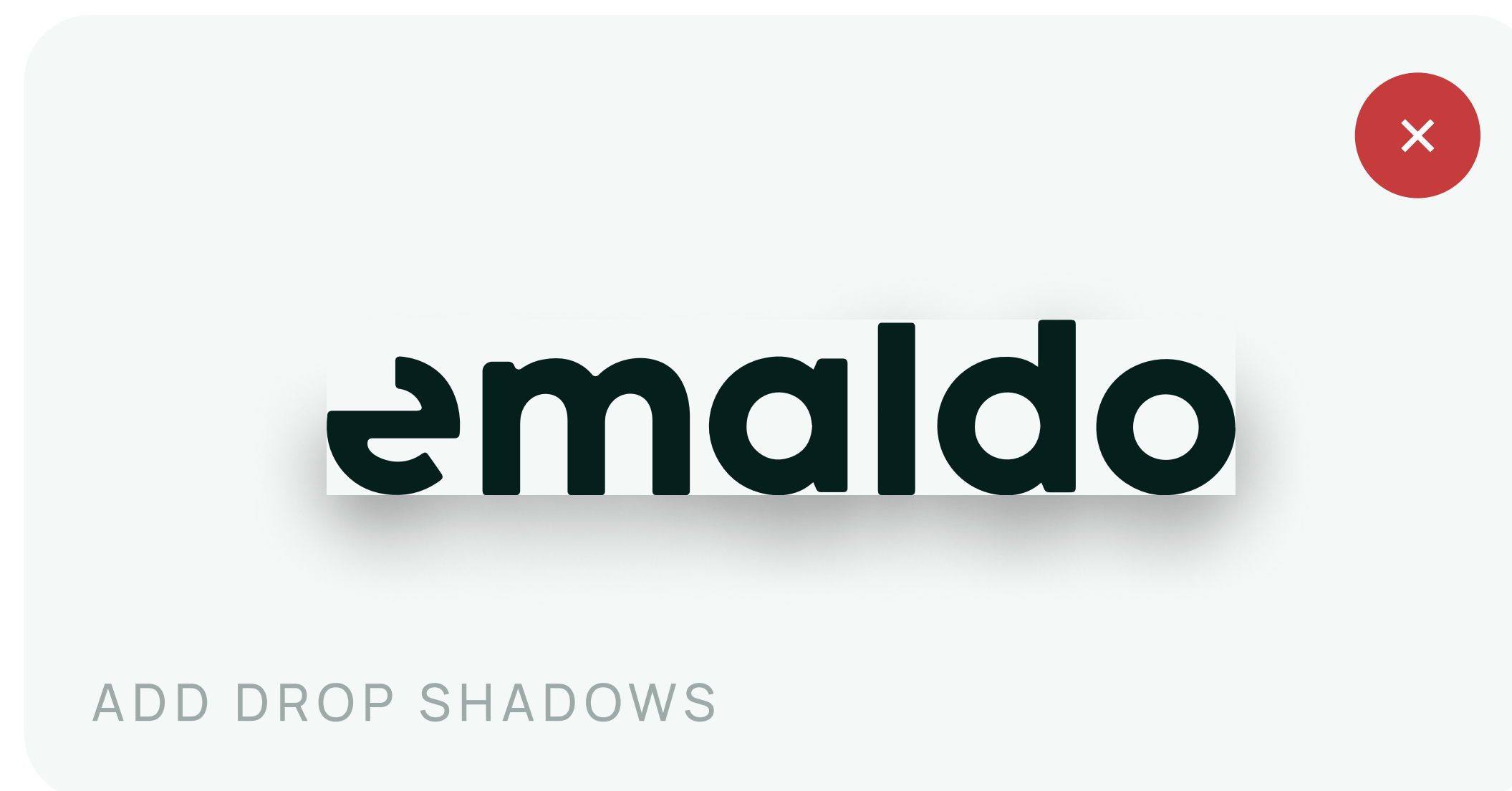
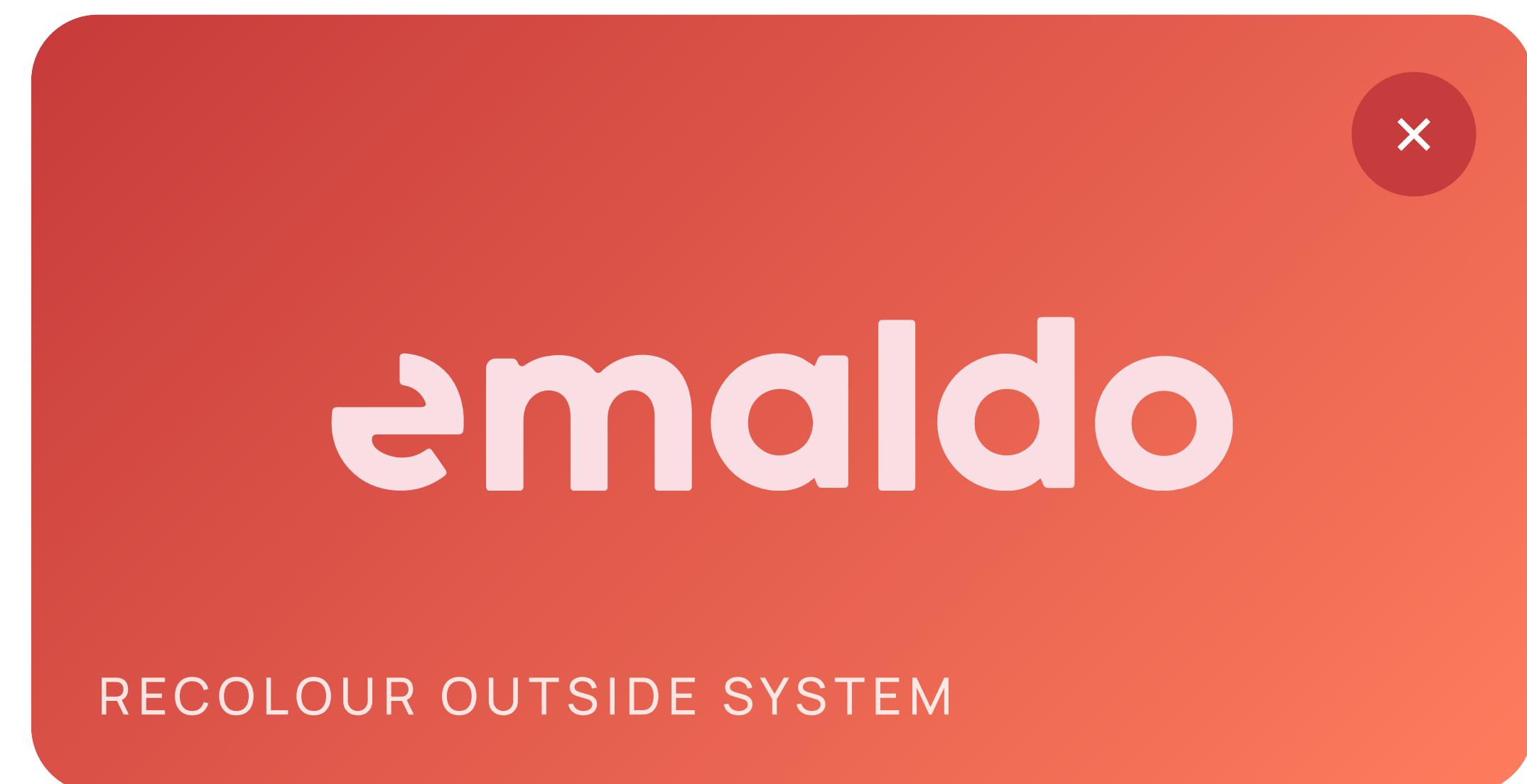
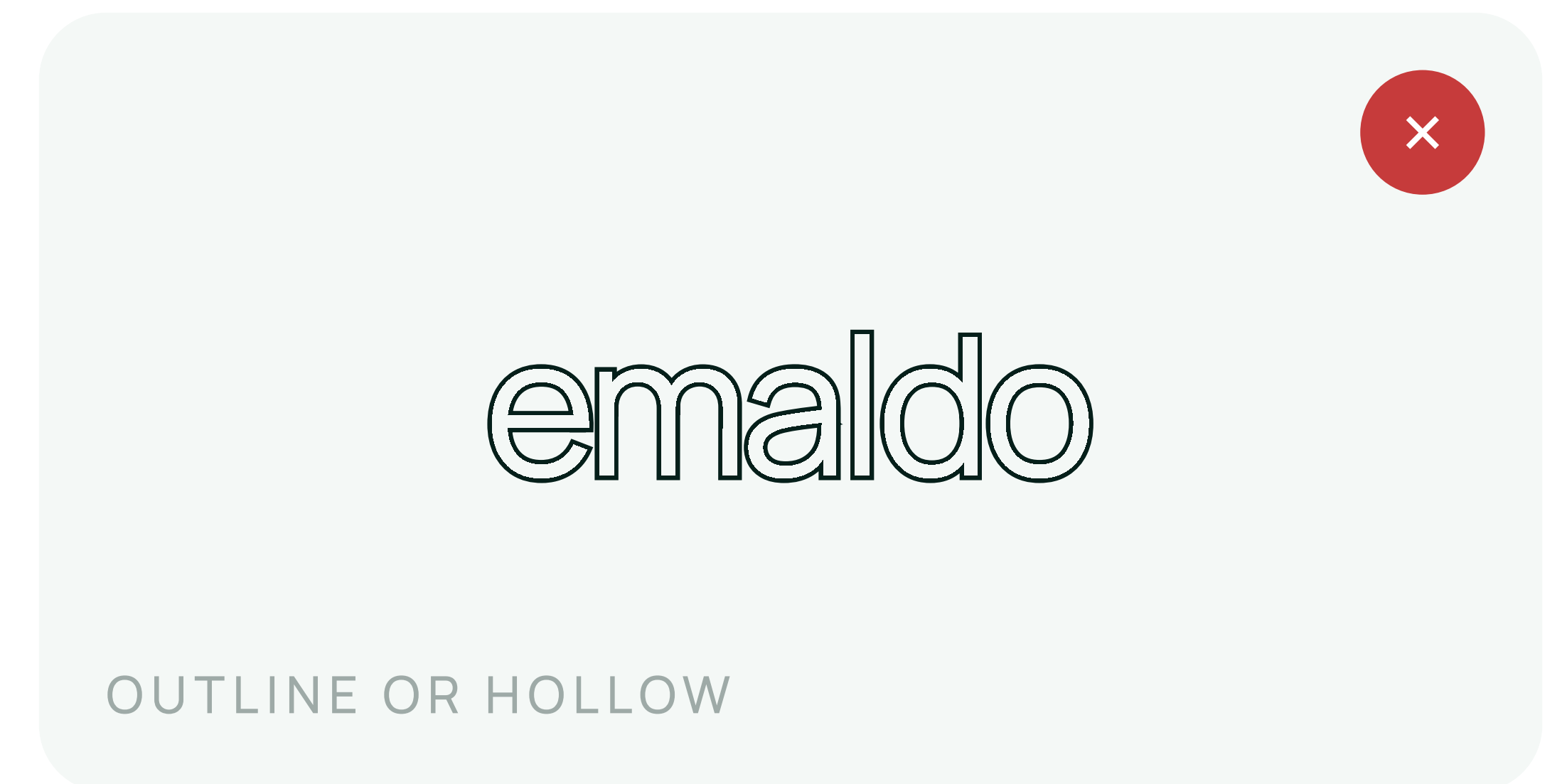


FAVICON & SMALL MARKS



● WHAT NOT TO DO

Don't.



Palette & tints.

EMALDO GREEN
#144F44
PANTONE 561C
CMYK 83, 16, 45, 54

#43726A

#72958F

#A1B9B5

LIGHT EMALDO GREEN
#D0DCDA
PANTONE 5527C
CMYK 13, 2, 6, 6

DEEP FOREST
#05201A

#324E48

#637B76

#97A6A4

#CCD2D1

ACCENT · PILLS & DOTS

Energy Mint

#33DFB9

HOVER TINT

Mint Soft

#93DFCE

LIGHT CANVAS

Forest 20 · Tint 20

#F5F8F7

DEFAULT CANVAS

White

#FFFFFF

Pairings.

Aa

BG · #FFFFFF
TEXT · #05201A

Aa

BG · #05201A
TEXT · #FFFFFF

Aa

BG · #144F44
TEXT · #FFFFFF

Aa

BG · #33DFB9
TEXT · #05201A

Aa

BG · #D0DCDA
TEXT · #05201A

Manrope. That's it.

WEIGHT 400 · REGULAR

From energy consumer.

Headlines, display, body. The default for everything outside UI.

WEIGHT 500 · MEDIUM

Quiet, indoor-rated.

UI, buttons, eyebrows, stat numerals, & more.

Aa

Hero display	HERO	44 / 57	-0.04EM
Section heading	H1	32 / 42	-0.025EM
Subsection heading	H2	22 / 29	-0.025EM
Card title or feature lead	H3 · TITLE	14 / 18	-0.02EM
Body copy at a comfortable reading size for paragraphs of one or two sentences each.	H4 · TITLE	11 / 14	
Body copy at a comfortable reading size for paragraphs of one or two sentences each.	BODY	11 / 14	
LOVED BY HOME OWNERS	EYEBROW	9 / 12	+0.14EM

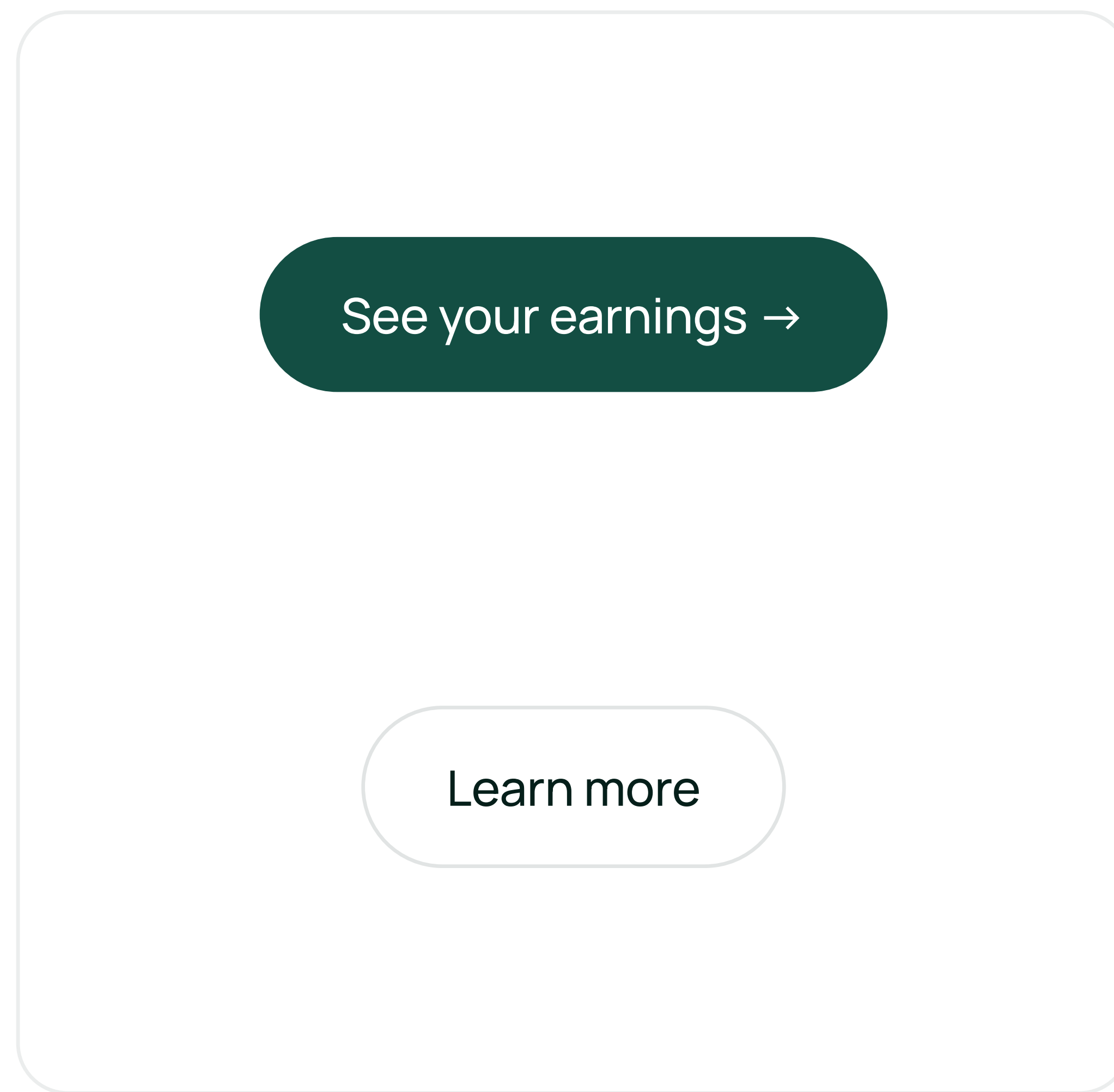
Leading = 1.3 × size.

Set line-height to 1.3 of the font size across every text style — display, body, captions. It’s the rhythm the brand reads at. Tighter looks cramped on screen; looser pulls type apart and breaks the calm.

Core blocks.

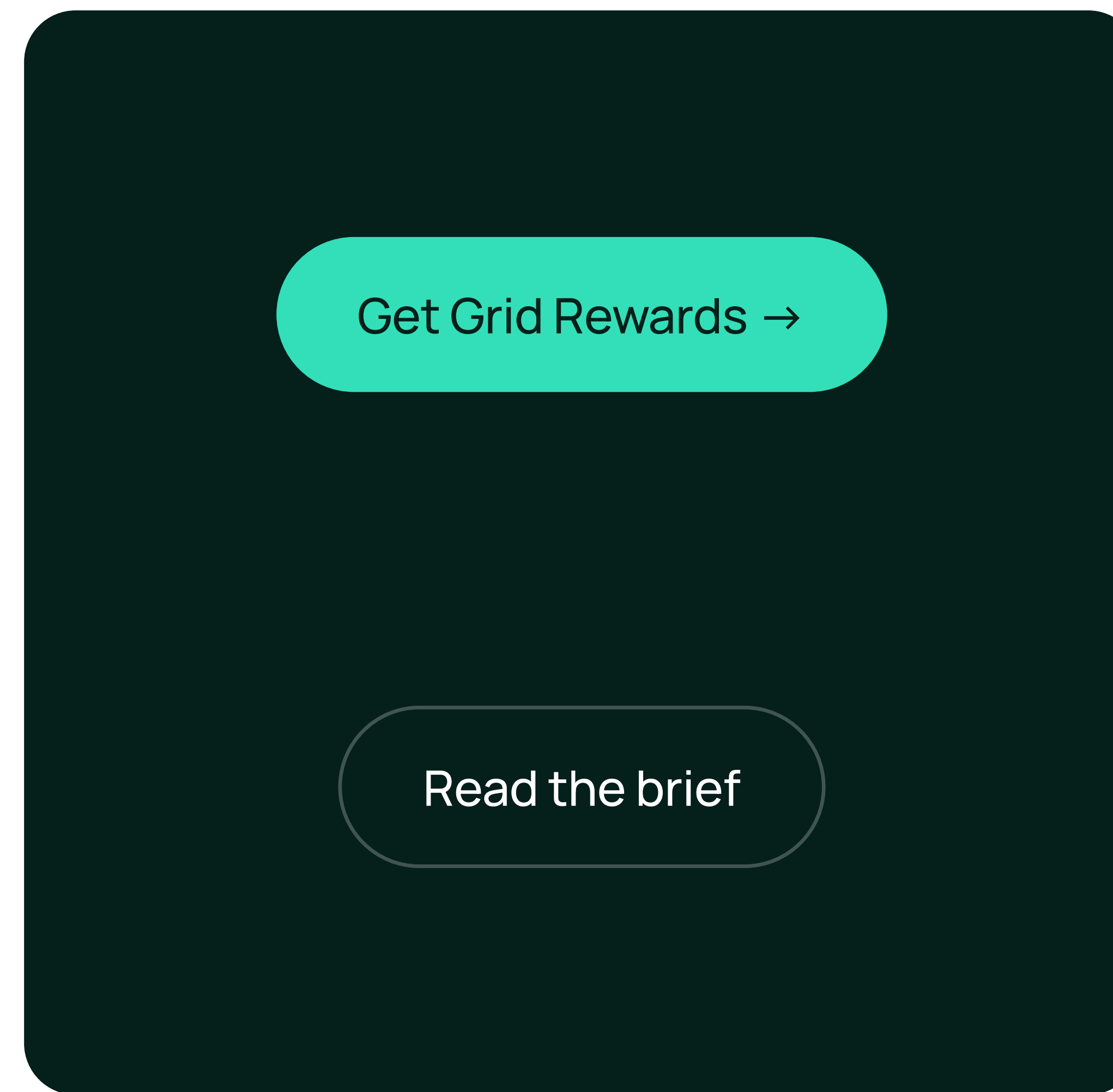
BUTTONS · LIGHT

Never square.



BUTTONS · DARK

Energy Mint & Deep Forest



CARD

20px radius, hairline edge.

