



# ***Branding Guide***

## ***2021***

**Solar Lighting International®, Inc.**

Phone +1.803.233.3461  
[www.solarlightingitl.com](http://www.solarlightingitl.com)

Rev. 3.2021

**With a diverse group of contractors and partners, SLI has developed a global force experienced in project analysis and implementation.**

# Introduction

## Welcome

Solar Lighting International, Inc. was started in 2006 after being split off from SC Solar, Inc. to bring custom-engineered solar lighting and traffic management applications to the forefront of much-needed infrastructure upgrades in the U.S. and worldwide.

Solar Lighting International, Inc. is an industry-leading designer and manufacturer of superior commercial solar lighting products. We have been manufacturing solar lighting systems since 2004 when the X-35 series commercial solar light was released. We have expanded since then and offer a wide range of solar LED street and parking lot lighting systems, as well as a wide range of pathway lighting, solar traffic and safety products, and custom lighting applications. Our products are designed and engineered in the United States and are a symbol of high-quality solar lighting solutions.

All of our solar LED light solutions are versatile, with the ability to be either ground or pole-mounted, for any size project. These systems also come backed by a 5-year comprehensive warranty, giving you the peace of mind to make the choice of solar LED lighting solution without the fear of needing to hire specialized experts to your staff. Solar Lighting International has offices in South Carolina and Amman, Jordan. We have a variety of selected installing partners in the US Virgin Islands, Puerto Rico, California, Arizona, Colorado, Connecticut, Saudi Arabia, and Bahrain. With a diverse group of contractors and partners, SLI has a global engineering and sales workforce experienced in project analysis and implementation. Providing the ultimate in customer service, SLI is blessed to have loyal and repeat customers.

*We hope you will join our vision and become part of the SLI family.*

**Dan Whigham**  
President



**Jill Beuhring**  
Marketing & Development





# Logo Introduction



Solar Lighting International requires our logo to be displayed on distributors' websites **with a link back to our website.**

The link to use is our home page link:  
<https://www.solarlightingintl.com/>

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## @ Symbol

The name Solar Lighting International® is a Registered Trademark - all references to our company must be typed out in full as follows:

Solar Lighting International®

-Or-

Solar Lighting International®, Inc.

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## Logo

Our logo may not be cropped or altered in any way. This includes cropping in order to fit on digital media / a website or literature and marketing materials. If there are any questions about the usage of our logo, please direct it to our Marketing Manager,

**Jill Beuhring**, at  
**[jill@solarlightingintl.com](mailto:jill@solarlightingintl.com)**.

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## Parts of our Logo

Solar Lighting International's logo contains our company name's initials, 'SLI', with light beams coming off of the 'I', to signify that we sell solar lighting.



# Primary Colors

The colors used in our logo are:

**Dark Blue:** #005695

**Light Blue:** #00aeef

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## Dark Blue

**RGB** 0 85 140

**HEX/HTML** 005695

**CMYK** 100 56 0 16

**PANTONE 7462 C**  
**HEX #005695**

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## Light Blue

**RGB** 0 174 239

**HEX/HTML** 00aeef

**CMYK** 76 0 0 0

**PANTONE 306 C**  
**HEX #00aeef**

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# *Literature & Images*

## **Using Our Digital Property**

When it comes to using Solar Lighting International, Inc.'s images, installation images, technical drawings and videos, please know that we strive to provide you with the very best in service and tools to support you and your end customer. We also want to avoid any of our images being used without our consent and/or being changed or altered without our knowledge. Therefore, we will provide you with the tools and imagery you need in order to support your webpage promoting our products and any and all presentations you may need in order to close larger sales. Taking images and copying content directly from our website is not something either party will benefit from in the long run. The Sales & Marketing team are more than happy to discuss your goals and visions and help you achieve them. We wish continued success to all our partners in sales and service.



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