

Change log and open decisions.



WHAT THIS VERSION ESTABLISHES

- Current-brand audit: what EIC keeps, standardizes, revises and retires, with samples from Facebook, the website and the company profile.
- Brand architecture: residential solar leads, commercial proves, green building and roofing completes. Free steps separated from quoted work.
- “Solar supply & installation since 2018” proposed as the primary descriptor; “Smaller bills, greener future.” as the sign-off.
- Logo kept exactly as supplied. Usage rules only: backgrounds, the white plate, clear space, minimum sizes, don’ts. Traced vector masters, checked against the PNG.
- Palette built from the logo: EIC Forest leads, Solar Yellow accents, with HEX, RGB, provisional CMYK and tested contrast pairs.
- Typography: Inter for headings and numbers, Open Sans for text, with sizes for posts and A4 documents.
- Graphic language: roof peak, sun arc, Solar pill, spec tag, sun marker, icons, charts and tables.
- Photo and video rules built on EIC’s own Drive photography, with a shot list and privacy rules.
- Layered Photoshop templates: four posts, a five-slide carousel, a story, three paid-ad sizes and six concept posts.
- Generated imagery allowed for concept and education posts only, never as proof, with its prompts kept on file.
- Reel system: cover, hook, captions, spec card, roof-peak wipe and end card, with MP4 previews and transparent overlays.
- Proposal and report system: ten A4 pages, as a draft until real proposals are reviewed.
- Voice and claim boundaries: what to say about savings, zero bills, warranties, certifications, prices and partners.

SIGN-OFF

Final approver: Jessie · EIC-side approver

PENDING EIC CONFIRMATION

☐ Approved

☐ Approved with changes

☐ Revise

Signature

Date

OPEN DECISIONS FOR EIC

- 01

Original logo artwork. If EIC’s designer has vector or high-resolution files, send them; they replace the traced masters in v1.1.
- 02

Symbol-only mark. Whether to make one (for avatars and favicons) from the original artwork, or keep the full logo everywhere.
- 03

Primary descriptor. Confirm “Solar supply & installation since 2018”, used by default in this version.
- 04

Contact details. Confirm 0956 618 1277 and solar@eco-innovative.com as the only published contacts; retire the other two numbers and the Gmail address.
- 05

Numbers EIC can publish. Peak savings (₱75k on the website vs ₱150K in the profile), kW installed, households served: which, and on what basis.
- 06

Warranty, certification, financing. Exact terms, components, issuers and financing partners before any of them appear in ads or proposals.
- 07

Customer consent. Written consent for named testimonials, handover photos and Reels with customers.
- 08

Service area. “Metro Manila and nearby provinces” or “across Luzon”, and where the Fernandez school install is.
- 09

Proposal template. Lock after the team reviews three to five recent customer proposals (Jerome to collect).
- 10

Partner brands. Which equipment brands are formal partnerships or dealerships.
- 11

EIC-side approver. Who at EIC signs off the brand and each campaign.

PRODUCTION LIAISON

Jerome · proposals, source files, printers, vendors, approvals

Contact

Date

NEXT PHASE, NOT BLOCKERS FOR VERSION 1.0 REVIEW

Printer-validated CMYK and Pantone values · Proposal template lock, after real proposals · Symbol-only mark, from the original artwork · Vehicle, uniform, signage and site-board applications · Website and company profile rebuilt on this system · A planned photo and video shoot from the shot list · Canva versions of the templates, if EIC’s team needs them

LINKS

Live brand kit	https://eic-brandkit.vercel.app/
PDF guide	https://eic-brandkit.vercel.app/downloads/EIC-Brand-Kit-v1.0.pdf
Asset package (ZIP)	https://eic-brandkit.vercel.app/downloads/EIC-Brand-Assets-v1.0.zip
Change log and open decisions (PDF)	https://eic-brandkit.vercel.app/downloads/EIC-Brand-Kit-v1.0-Change-Log.pdf
Quick reference (PDF)	https://eic-brandkit.vercel.app/downloads/EIC-Quick-Reference-v1.0.pdf