



VERSION 1.0 — FOR REVIEW

Brand Kit **Proof, not promises.**

Eco Innovative Construction · Solar supply & installation since 2018

RESIDENTIAL · COMMERCIAL · GREEN BUILDING & ROOFING



Where the brand stands today.

Before building anything new, we reviewed what EIC already puts in front of customers: the Facebook page (posts, Reels, cover), the website, the company profile, crew uniforms and the project folders on the shared Drive. Each piece is kept, standardized, revised or retired.

Facebook page. 20 recent posts and 10 Reel covers, 9.1K followers, sampled 29 September 2026

Website. eco-innovative.com: savings calculator, free-assessment booking, FAQ

Company profile. 8-page PDF linked from the website

Shared Drive. 22 project folders, about 210 photos and 160 site videos

Keep

Real drone and crew photography

EIC’s strongest proof: real roofs, real crews, real equipment. It becomes the base of every layout.

The project-card order

Place, system, estimate, contact. The information stays; the layout gets more photo and less footer.

Talking-head explainers in Taglish

The Reel format with the most reach (127K views on “Mag-papa solar?”). New covers, same format.

The straight-talk website voice

“Solar isn’t for everyone... We tell you straight.” This becomes the voice for everything.

Deep green with a warm yellow

Close to the logo already. The values are corrected and fixed as a palette.

Standardize

One phone, one email

0956 618 1277 and solar@eco-innovative.com on everything new. Three numbers and two emails are in circulation today.

One type system

Inter for headings, Open Sans for text. Replaces the condensed display face, Poppins and outlined captions.

Logo size and place

Top-left, on the white plate, at least 200 px wide on a 1080 px post. Today it is a small round badge in a corner.

Place names

“City” or “District, City”, and “Town, Province”. One post says “Bulacan City”, which does not exist.

Savings lines

Always “Est.” plus the basis in small type. Today’s figures are a formula (kW × ₱1,300) with no basis shown.

Revise and retire.

Revise

Project cards

Rebuilt as the Project proof post: larger photo, spec tag, clear estimate line.

Reel covers

One cover system: two to four words, two colors at most, no glow or fire effects.

Testimonials

Real EIC photos instead of stock rooftops, typed quotes instead of Messenger screenshots.

Facebook cover

Replace the stock-style scene with a real EIC install and crew photo.

Company profile

Same content, rebuilt on the proposal system: new type, palette and real photos.

Retire

AI-looking people and scenes

Staged workers, bills and laptops that are not EIC. They undercut the real proof.

Unqualified claims

“Go Solar. Go Zero.”, “25-Year Warranty”, “Certified” and “the best solar solution” without the component, issuer or condition.

Old contact details

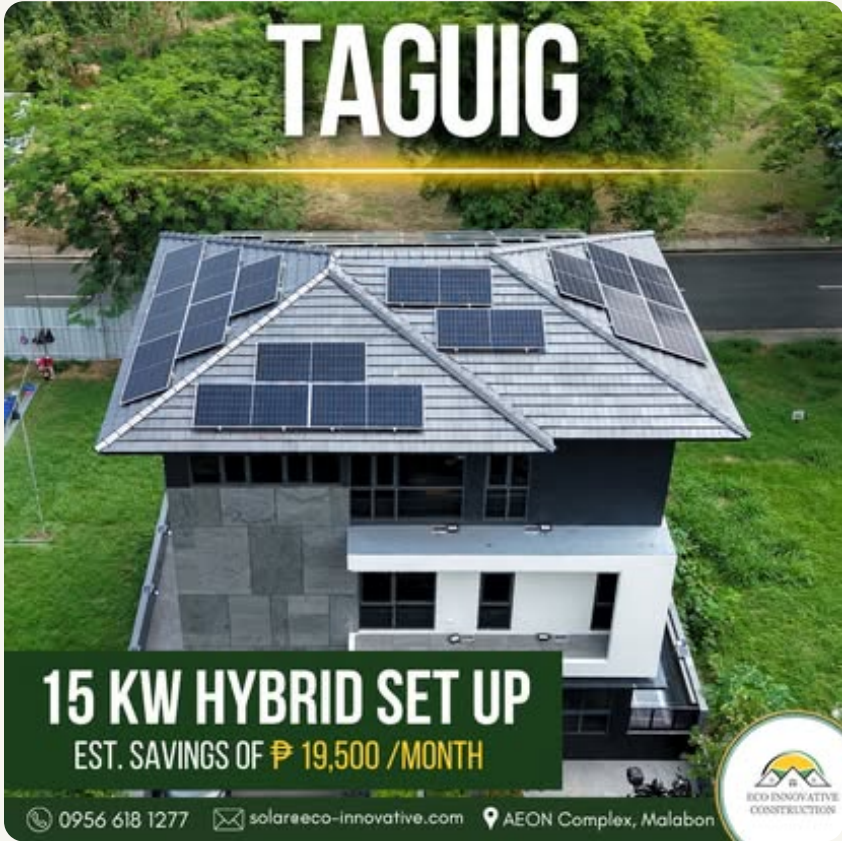
ecoinnovativeco@gmail.com, 0917 145 0559 and 0917-157-3119, until EIC confirms otherwise.

Effects and extra colors

Neon glow, fire, red and pink captions, 3D renders, outlined text.

Before and after.

BEFORE



Project card: the same information, rebuilt on the new system.

AFTER



BEFORE



Reel cover: the same information, rebuilt on the new system.

AFTER



Smaller bills, greener future.

Eco Innovative Construction designs, supplies and installs solar power systems for Filipino homes and businesses, and as a construction company it builds the roof they sit on. Every project starts with a free assessment and a written proposal sized to the customer’s actual usage.

The brand should feel like a good site engineer: clear, careful, and straight with you about the numbers.

PRACTICAL · CREDIBLE · CAPABLE · APPROACHABLE · TRANSPARENT

1

Right-sized

A professional assessment first, then a system sized to the roof and the actual usage.

2

Clear value

Savings shown with their basis. Estimates are called estimates; nothing is guaranteed that isn’t.

3

Real proof

Real installations, real crews, real equipment. Proof, not promises.

4

Reliable

A clear process, a proper handover and support after the install.

5

Plain language

Hybrid, grid-tie, net metering: explained simply, so customers decide with confidence.

Solar first. Residential leads. Commercial proves. Construction completes.

RESIDENTIAL SOLAR · LEADS

Solar for Filipino homes

Hybrid, grid-tie and off-grid systems sized to the household's daytime load: aircon, appliances and all.

◦ PENDING EIC CONFIRMATION

Standard packages, prices, warranty terms and maintenance plans

Free savings check and site assessment

Written proposal: system size, inclusions, projected savings

Battery backup where the home needs it

COMMERCIAL SOLAR · PROVES

Schools, factories and offices

Larger systems that show what the team can build. Flagship install: Mary the Queen School, Malolos, Bulacan.

GREEN BUILDING AND ROOFING · COMPLETES

The roof and the space

Roofing, energy storage, monitoring and sustainable construction, so one team is accountable for the whole system.

Free, before you decide: Savings check, site assessment (about 45 minutes on site) and a written proposal. No obligation.

Quoted in the proposal: System supply and installation, roofing and construction work, maintenance.

Three lines, three jobs.

PRIMARY DESCRIPTOR

Solar supply & installation since 2018

Wherever EIC is introduced in words: bios, captions, proposals, the website, email signatures, the end of every Reel.

o PROPOSED · PENDING EIC CONFIRMATION

SIGN-OFF

**Smaller bills,
greener future.**

Closes things: end cards, closing pages, the footer of an ad. Never as a headline on its own.

CAMPAIGN LINE

**Your roof.
Your powerplant.**

A headline for awareness campaigns and the website hero. Not a descriptor.

WHEN Use the primary descriptor whenever EIC is introduced in words. The sign-off closes a piece. The campaign line is a headline, used sparingly.

LABEL Residential · Commercial · Green building & roofing — Homes first, always in this order.

03 · LOGO

One logo, kept exactly as it is.

Use the logo exactly as supplied: full color, the houses, sun, hills, arc and wordmark together, in their original proportions.

Approved backgrounds: White and Warm White. On anything else (greens, yellow, photos) the logo sits on the white plate.

The house fronts in the artwork are transparent. On a dark background the color shows through the houses, which is why the plate exists.

No white, green or one-color version is approved. If EIC needs one, it comes from EIC's original artwork, not from this kit.



✓ Warm White



✓ Greens and photos: on the white plate

Space, size, and what not to do.



Clear space: x on every side, where x is the height of the capital letters in “ECO INNOVATIVE”. On the plate, the padding is x.

Screen	120 px wide
Print	30 mm wide
Social post, 1080 px wide	200 px wide, top-left, on the plate
Proposal page, A4	32 mm wide



Don't stretch or squash.



Don't recolor it, not even to white.



Don't rotate or tilt.



Don't add glow, shadow or outlines.



Don't place it straight on green or photos.



Don't crop the symbol away from the wordmark.



Vector masters were traced from the only file supplied, a 500 × 500 px PNG, and match it within anti-aliasing. If EIC has the original artwork, it replaces these in v1.1.

Green leads, yellow sparks.

EIC Forest

#154A2D · RGB 21 74 45
CMYK 81 / 29 / 84 / 49

Lead color. Headlines on light, ad backgrounds, table headers, the round arrow in the CTA.

Solar Yellow

#FFCC29 · RGB 255 204 41
CMYK 0 / 16 / 87 / 0

The accent. CTA pills, highlight marker, key numbers on green. Never text on light backgrounds.

Eco Green

#5FA46A · RGB 95 164 106
CMYK 63 / 8 / 71 / 3

Support. Icons, lines, chart series, tints. Not for small text.

Canopy

#23683F · RGB 35 104 63
CMYK 82 / 23 / 85 / 29

Partner to Forest in gradients, secondary buttons, the second data series.

Charcoal

#1E2521 · RGB 30 37 33
CMYK 78 / 65 / 71 / 62

Body text on light. In one-color print: 90% black.

Slate

#545454 · RGB 84 84 84
CMYK 0 / 0 / 0 / 80

Captions, footnotes, secondary text.

Warm White

#F7F6F0 · RGB 247 246 240
CMYK 3 / 2 / 4 / 0

Page and post background. An approved logo background.

White

#FFFFFF · RGB 255 255 255
CMYK 0 / 0 / 0 / 0

Cards and the logo plate.

CMYK values are estimates from a standard CMYK profile. Provisional until a printer proofs them.

Tints, balance, contrast.

Mint #E8F2E9

Eco Green at about 14%. Cards, table stripes, quiet sections.

Sun Light #FFF4CF

Solar Yellow at about 22%. Callouts and notes.



40% warm white and white · 35% forest and canopy · 10% eco green · 10% solar yellow · 5% charcoal

Green is always the larger area. Solar Yellow is the spark: a pill, a word, a line.

- Website navy #1B2340

Website link blue #188BF6

Website amber #FFB703
- Old card olive #1E3C1E

Caption mustard #DEA84E

Reel red #FC0000
- Reel lemon #FCFC24

White on EIC Forest

10.2 : 1 ✓

Solar Yellow on EIC Forest

6.8 : 1 ✓

EIC Forest on Solar Yellow

6.8 : 1 ✓

EIC Forest on Warm White

9.5 : 1 ✓

Charcoal on Warm White

14.5 : 1 ✓

Slate on Warm White

7.0 : 1 ✓

White on Canopy

6.7 : 1 ✓

EIC Forest on Mint

8.9 : 1 ✓

Solar Yellow on White

1.5 : 1 × Never yellow text on light.

White on Eco Green

3.0 : 1 × Large text and icons only.

Eco Green on Warm White

2.8 : 1 × Icons and lines, not text.

Inter speaks up.
Open Sans
explains.

Your roof.
Your powerplant.

Sized to your daytime load.
Our engineers check your roof and usage, then hand you a written proposal.

ROLE	FONT	1080 POST	A4
Your powerplant.	Inter ExtraBold	88–112 px	34–40 pt
Your roof.	Inter Regular	72–96 px	28–34 pt
How it works	Inter Bold	48–64 px	18–22 pt
Sized to your daytime load	Open Sans SemiBold	34–40 px	12–14 pt
Our engineers check your roof and usage, then hand you a written proposal.	Open Sans Regular	28–32 px	10–11 pt, leading 15
Est. savings based on your bill and 3.9 peak sun hours.	Open Sans Regular	22–24 px	8–9 pt
FREE ASSESSMENT	Inter SemiBold, caps	22–26 px	8–9 pt
₱ 10,400.00	Inter SemiBold, tabular	30–40 px	9–10 pt

Free fonts, clear rules.

Two families only: Inter for headings, labels and numbers; Open Sans for subheadings, body and captions.

Headlines pair a Regular lead-in with an ExtraBold statement. One idea per headline.

Sentence case. Capitals only for short labels.

Left-aligned by default. Headline line height 1.0–1.05; body 1.45–1.55.

Every price and number is set in Inter with tabular figures. Open Sans has no peso sign (₱): typed in Open Sans, it falls back to another font.

WHERE	HEADINGS	TEXT
Photoshop, Illustrator	Inter (Adobe Fonts or 06-Fonts)	Open Sans (Adobe Fonts or 06-Fonts)
Canva, Google Docs and Slides	Inter: built in	Open Sans: built in
Microsoft Office	Install Inter from 06-Fonts	Install Open Sans from 06-Fonts
Printers and vendors	Receive outlined or embedded PDFs: no font needed	Same
Locked office PCs only	Arial Bold, as a last resort	Arial

Never substitute Poppins, Montserrat, condensed display faces, serif or script fonts (the serif lives only inside the logo). No outlines, glows or shadows on type.

Inter (rsms, The Inter Project Authors) and Open Sans (Google) are both licensed under the SIL Open Font License 1.1: free for commercial use in print, web, video, ads and packaging, and free to embed in PDFs. Both are included in the asset package with their licences.

The PSD templates call Inter as Inter-Regular, Inter-SemiBold, Inter-Bold, Inter-ExtraBold, and Open Sans as OpenSans, OpenSans-Semibold, OpenSans-Bold: the names Adobe Fonts uses. Photoshop activates them automatically when a template opens. Without Creative Cloud fonts, install the files in 06-Fonts.

Roofs, sun and clear numbers.



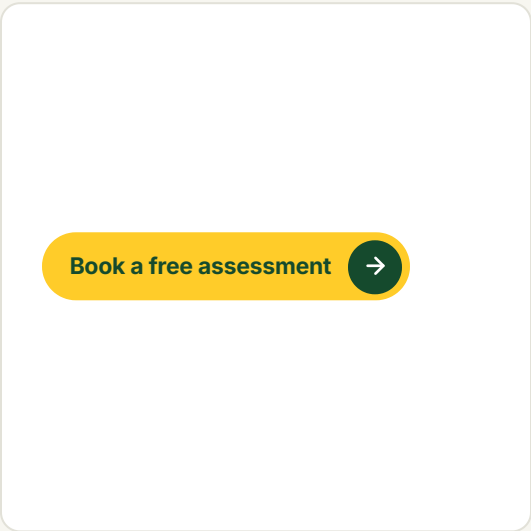
Roof peak

The roofline from the logo, as a separate shape. A frame for photos, a divider line, or a large watermark in Mint. Peaks point up; never flipped.



Sun arc

A quarter or half circle, from the logo's sun. Behind a subject or in a corner. Solar Yellow or Eco Green, one per layout.



Solar pill

The call to action: Solar Yellow pill, Forest text, Forest circle with a white arrow. One per layout.



Spec tag

City and system on one white tag with an Eco Green bolt. Only published city and system pairs.



Sun marker

A Solar Yellow pill around one key word in a headline, the whole word inside it. Light backgrounds only; on green, the word turns Solar Yellow instead.

Use one or two per layout. The logo plate and the contact bar don't count.

Components, icons, charts and tables.

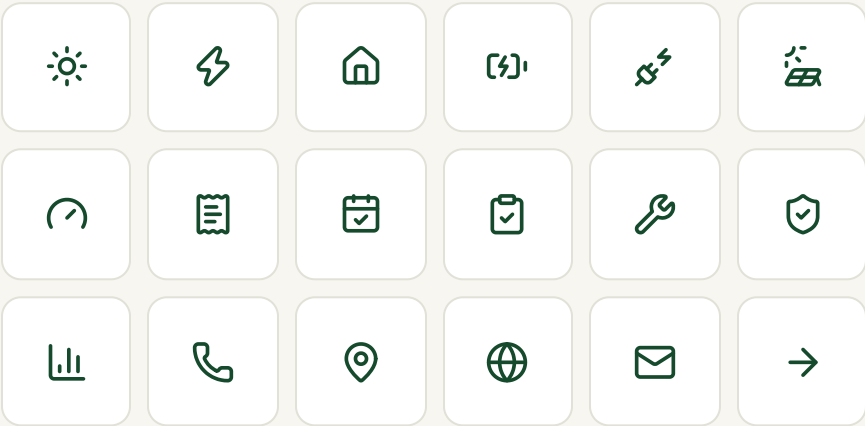


Logo plate. White rounded rectangle, padding x, corner radius x. Holds the logo on greens and photos.

Contact bar. A Forest bar with phone, web and place, each with its Solar Yellow icon. Bottom of feed ads and closing pages. The logo stays on its plate, top-left, never squeezed into the bar.

Info pills. White or Mint pills with an icon in a Forest circle. Up to four, for short benefits or steps.

Bolt badge. A Forest circle with a Solar Yellow bolt. Marks a tip, a fact or a step. Never glowing.



Lucide line icons (ISC licence), 2 px stroke at 24 px, round caps. No filled or 3D icons.

Forest or Eco Green on light; white or Solar Yellow on green.

In a circle when they sit in pills or badges: Forest circle, white icon.

Series order: EIC Forest, Eco Green, Solar Yellow, Slate. Never more than four.

Before and after: before in Slate, after in Forest. The saving is labelled in Inter SemiBold.

Numbers on or above the bars, in Inter with tabular figures. No 3D, no gradients inside bars.

Every chart names its source or says “Illustrative” or “Estimate”.

Header row in EIC Forest with white Inter SemiBold labels.

Rows in White and Mint, alternating. Numbers right-aligned, in Inter with tabular figures.

The recommended option is marked with a Solar Yellow tag, not a different color scheme.

Totals in Inter ExtraBold with a 2 px Forest rule above.

Real roofs. Real crews.



Aerial: The finished roof, from above



Installation: The crew at work



Equipment: Clean equipment walls



People: The team, in uniform

Do

- Real EIC installs, crews and equipment. Drone aerials straight down or at 45°.
- Natural daylight, true colors, straight horizons and verticals.
- Whole panels in frame. Neat cable runs and labelled breakers are proof: show them.
- Crew in EIC uniform, faces visible and working, not posing.
- Leave a calm area of sky, lawn or wall for type.

Avoid

- Stock or AI images presented as EIC work, customers or bills.
- Customer faces, names, street names, house numbers or plates without written consent.
- Heavy filters, HDR halos, neon, fire or glow effects.
- Text over the panels, the equipment or anyone’s face.

RATIO	SIZE	USE
4:5	1080 × 1350	Feed posts. Aerials: roof centered, some street or trees at the edges.
1:1	1080 × 1080	Square ads and the grid. Keep the whole array in frame.
9:16	1080 × 1920	Stories, Reels, covers. Subject in the middle third.
A4	2480 × 3508	Proposal covers and proof pages, at 300 ppi.

Overlays

- Shade only the side that carries text: EIC Forest from 80% to 0%, over no more than half the frame.
- Never shade the whole photo. The roof or the crew stays at full color.
- On busy photos, move the text onto a Forest or Warm White panel instead of adding more shade.

Covers, a shot list and generated images.



Reel covers and thumbnails

A face or the finished roof fills the top two thirds.

Hook of two to four words in Inter ExtraBold: white, with one word in Solar Yellow.

Keep the hook inside the centre 1080 × 1440 area, so the profile grid doesn’t crop it.

Logo plate small, top-left. No arrows, emoji, fire, glow or outlined text.

Shot list for every install

- 1. Drone: straight-down and 45° of every finished roof, midday or late morning
- 2. Crew: mounting rails, lifting panels, wiring, one wide team shot per site, in uniform
- 3. Equipment: the finished inverter and battery wall, breaker panel with labels
- 4. Proof: the net meter and the monitoring screen (no account details visible)
- 5. Handover: engineer explaining the system; customer only with written consent

Generated images

Generated images are for concept and education posts only: an idea, a mood, a panel on grass. Never an EIC install, staff member, customer, bill, meter or result, and never with a city or system caption. Proof posts use real EIC photos.

Concept posts only: ideas, education, campaigns. Project proof, client words and Reels about real installs always use real EIC photos.

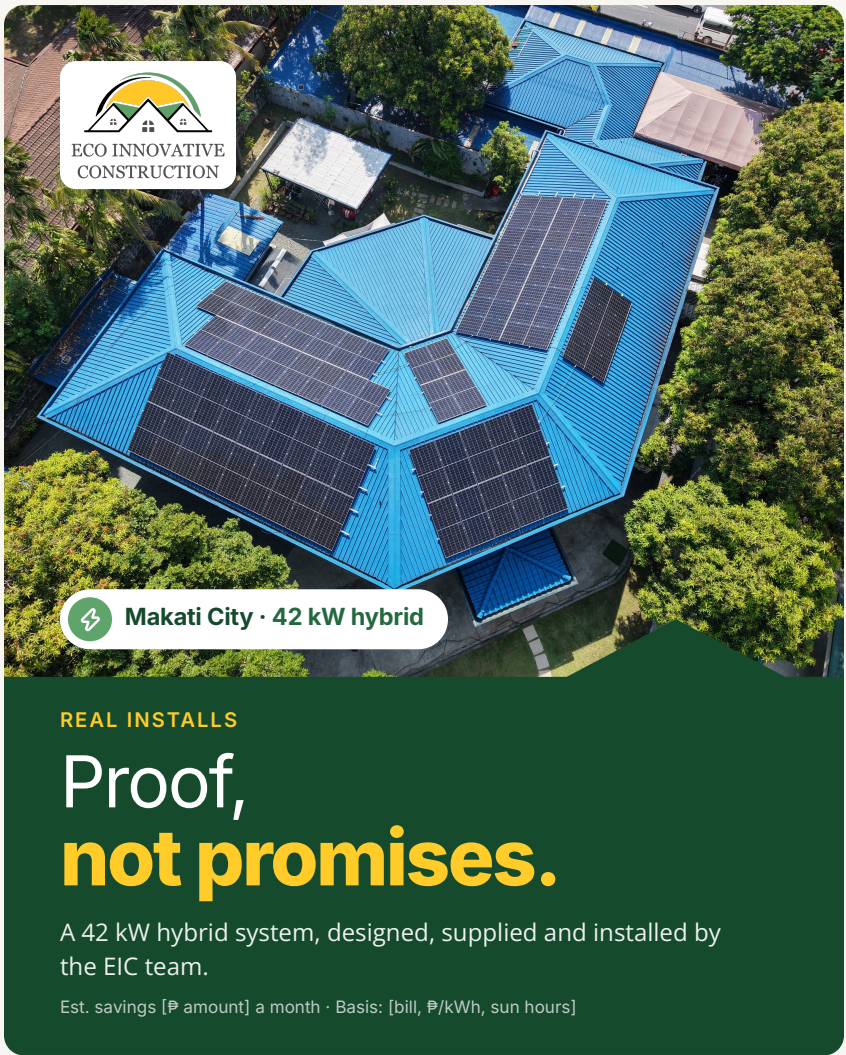
No city, system size, savings figure or customer name on a generated image.

Filipino settings: local houses, tropical plants, Metro Manila light. No foreign suburbs, no fake bills or meters.

Same layout rules as any photo: the logo on its plate, text off the subject, one Solar pill.

Keep the prompt with the file (source/generated/prompts.json) and confirm the generator account’s commercial-use terms before paid ads.

Where a platform asks, disclose AI-generated imagery.



08 · SOCIAL AND ADS

Proof first, then the offer.

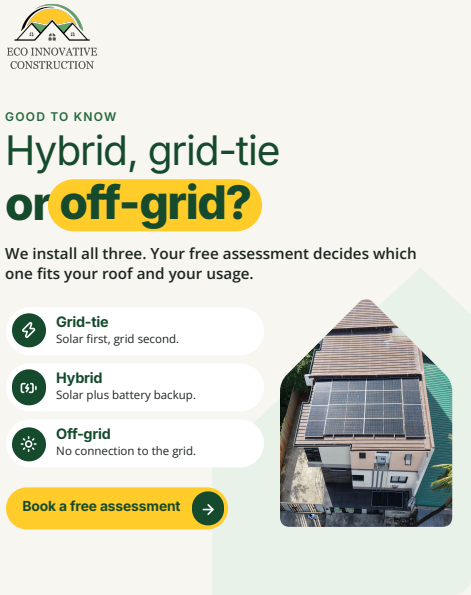
- 1 Logo on the white plate, top-left, 200 px wide inside the 72 px margin.
- 2 Spec tag: published city and system only.
- 3 Headline pairing: Regular lead-in, ExtraBold statement. Off the roof.
- 4 Estimate line with its basis, or a [placeholder] until EIC confirms the figure.
- 5 The roof stays clear: the panel starts below the array.

FORMAT	SIZE	MARGINS
Feed portrait	1080 × 1350	72 px
Square	1080 × 1080	72 px
Story and Reel	1080 × 1920	72 px sides; 250 px top, 420 px bottom
Link ad	1200 × 628	56 px

Four posts and a carousel.



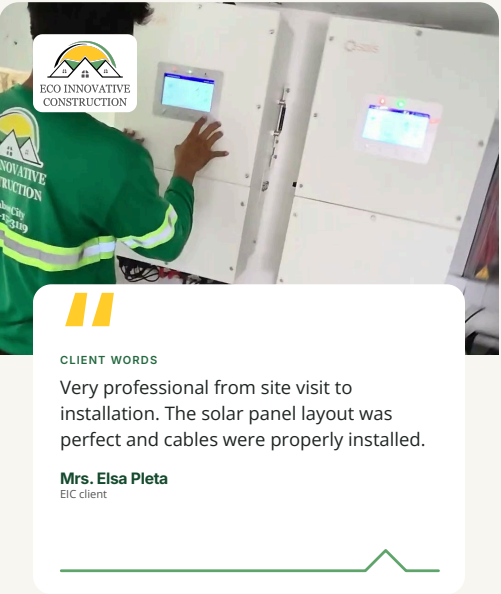
Project proof · A finished install. Replaces the old project card.



Explainer · One idea, explained simply. Education posts.



Free assessment · The offer. Organic post and the base of every paid ad.



Client words · A real quote, with consent, over a real EIC photo.

Carousel: how the free assessment works.



HOW IT WORKS

From your bill
to a booked
assessment.

3 steps →



01

Calculate your savings

Type your average monthly electric bill. See your system size, panel count and estimated monthly savings in 30 seconds, no sign-up.

30 seconds, no sign-up

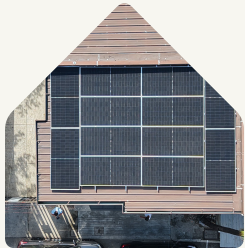


02

See if you qualify

Solar isn't for everyone: below a certain bill size the payback takes too long. We tell you straight, either way.

A straight answer

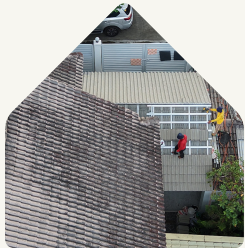


03

Schedule your free assessment

Pick a slot for a free site visit. Our engineers check your roof and usage, then hand you a written proposal.

About 45 minutes on site





FREE ASSESSMENT

**Smaller bills,
greener future.**

Solar supply & installation since 2018

✓ 100% free

📅 About 45 minutes

📄 Written proposal

🛡️ No obligation

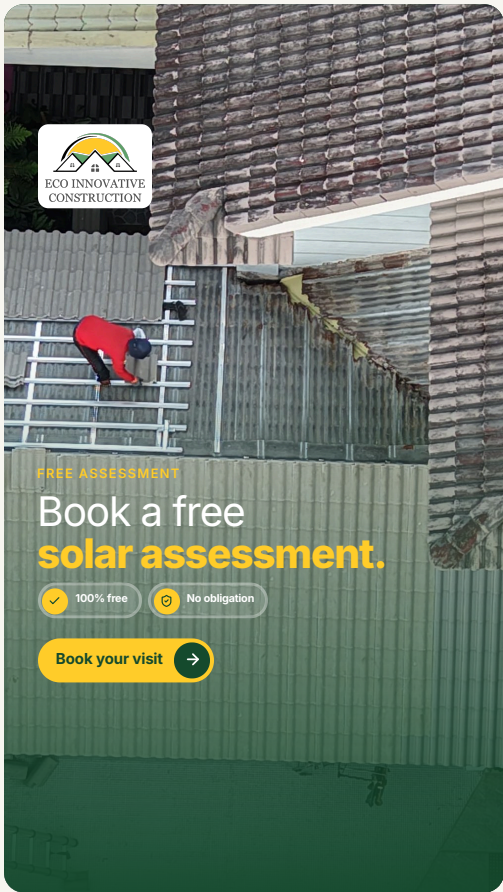
Book a free assessment →

1080 × 1350, three to ten slides. Slide 1 is the hook; the last slide is the end card.

One idea per middle slide, numbered.

The roof-peak line runs across every slide, so the set reads as one piece.

Story and paid ads.



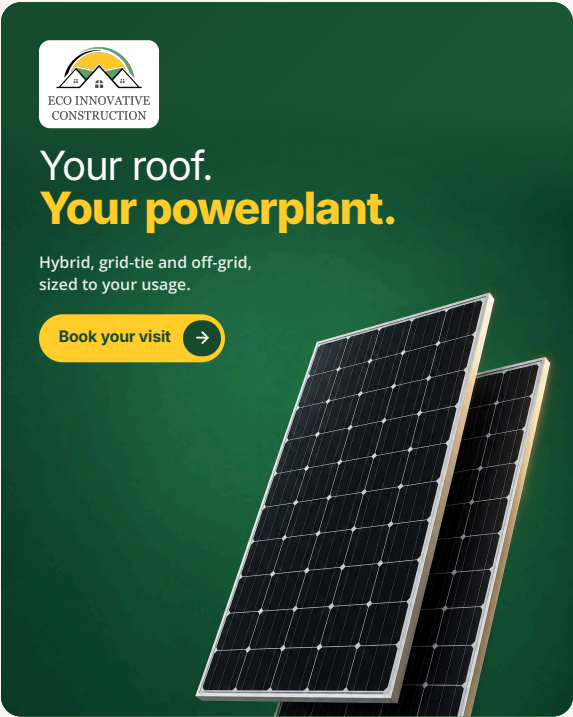
Lead with the free assessment, not a price.

Headline on the image in five words or fewer; the rest goes in the primary text.

Keep text and logo out of the paid safe zones on 9:16 placements (top 14%, bottom 35%).

Feed ads carry the contact bar and one Solar pill. Vertical and link ads use the platform's own button instead of the bar.

Concept posts, with generated imagery.



GENERATED These six use generated images (GPT Image 2.5 via Higgsfield, 29 September 2026). They show how the system handles ideas and campaigns; the pictures are not EIC projects. Swap in real EIC photos whenever one fits.



Hook, explain, sign off.



Reel cover



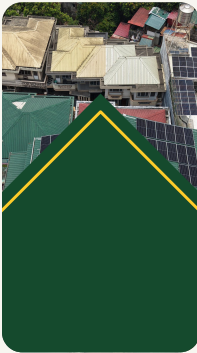
Hook card



Caption style



Spec card



Roof-peak wipe



End card

Every motion template comes as a PSD frame (editable text), a PNG key frame and an MP4 preview. The hook, caption, spec card and wipe also come as transparent ProRes 4444 overlays (.mov) that drop onto footage in Premiere Pro, Final Cut or CapCut desktop.

KEEP CLEAR	ORGANIC	PAID
Top	250 px	≈ 270 px (14%)
Bottom	420 px	≈ 670 px (35%)
Left	72 px	≈ 65 px (6%)
Right	140 px (buttons)	≈ 65 px + buttons

Hook (0–2 s). The question or the number, readable with the sound off. The cover and the hook card share the headline.

Beats (2–4 s each). One idea per beat: the roof, the equipment, the step. Captions on every spoken line.

End card (2 s). Logo plate, primary descriptor, phone and web. The sign-off line is optional.

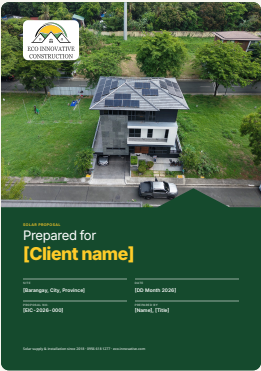
Entrances. Headline lines rise 24 px and fade in, the ExtraBold line 120 ms after the lead-in. Ease-out, cubic-bezier(.2,.8,.2,1).

Spec tag. Slides in from the left edge and settles, 300 ms. Once per Reel.

Roof-peak wipe. The signature transition: a Forest roof shape rises from the bottom and reveals the next scene, 600 ms. Chapter changes only.

Captions. Burned in, Open Sans Bold 44 px, white on a Forest box at 90%, between 1150 and 1450 px from the top.

The numbers, laid out plainly.



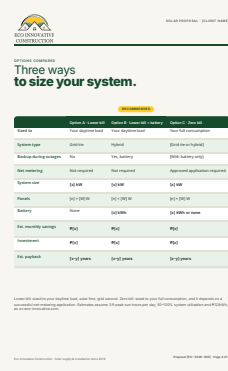
Cover



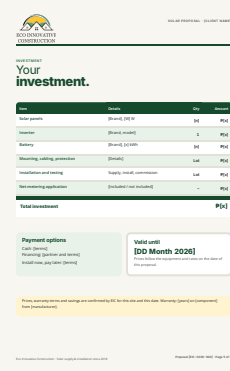
Section divider



Solution summary



Comparison table



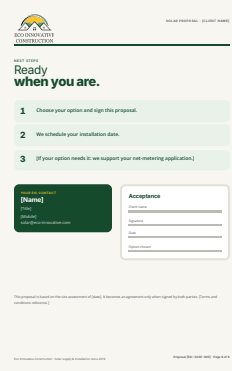
Investment table



Process



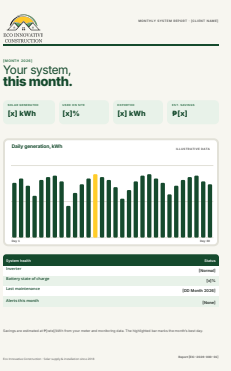
Proof



Next steps



Closing page



Monthly report

DRAFT Draft structure. Not locked until the team has reviewed three to five recent EIC customer proposals. Every client figure is a [placeholder] until the assessment.

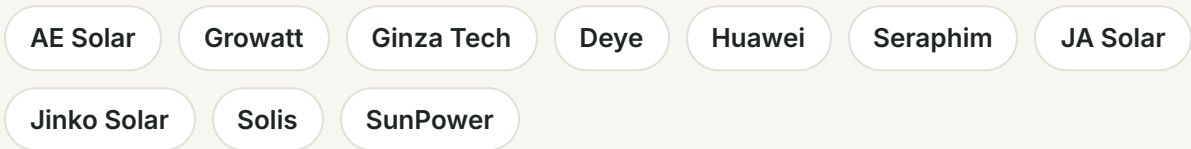
A4 portrait, 18 mm margins, 12-column grid. Page numbers and the proposal number in every footer.

Numbers in Inter with tabular figures. Every estimate names its basis on the same page.

Section titles in the headline pairing; body in Open Sans 10.5 pt.

Warranty, pricing and savings figures come from the assessment and EIC's confirmation, never from a template.

Their equipment, our installation.



EIC’s. The layout, the type, the palette, the photos, the logo plate and the contact bar.

The manufacturer’s. Each equipment logo, in its own official colors, from the manufacturer or distributor. Not recolored, not in EIC’s package.

Lockup rule. “Equipment we install” strip: logos at equal visual height on White, 2x apart, below EIC content and never above the EIC logo.

- o PENDING EIC CONFIRMATION

Which brands are formal partnerships or authorised dealerships. Until EIC confirms, the wording is “Brands we install”, never “official partner”.

Say it straight. Show the math.

Start from the customer’s situation (the bill, the roof, the outages), not from EIC.

Show the math: every number carries its basis, or the word “estimated”.

Plain words first. Explain a technical term the first time: hybrid, grid-tie, net metering.

Headlines of two to eight words across both lines, then one supporting sentence.

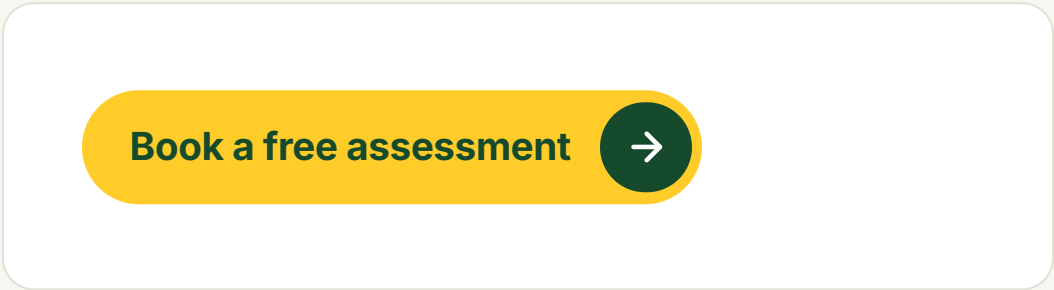
English for proposals, reports and ads. Taglish is welcome in captions and Reel hooks.

No exclamation marks or emoji inside designed posts. Captions may use one.

Write Eco Innovative Construction in full on first mention, EIC after. Never “Eco-Innovative”, “EcoInnovative” or capitals in running text.

Claim boundaries: say this, not that.

TOPIC	SAY	DON'T SAY
Savings	"Estimated savings of ₱[x] a month, based on your bill, ₱12/kWh and 3.9 peak sun hours."	"Guaranteed savings." Figures with no basis.
Zero bill	"Sized to your full consumption, with an approved net-metering application."	"Go zero." "Zero bill" on its own.
Warranty	"[x]-year [panel / inverter / battery] warranty from [manufacturer]."	"25-year warranty" with no component or source.
Certification	"[Certification], issued by [body]."	"Certified" on its own.
Price	"Your exact price is in your written proposal."	"Cheapest." "Lowest price." Prices in ads.
Payback	"Estimated payback of [x-y] years, on the assumptions above."	"Pays for itself in no time."
Track record	"Since 2018." Published installs with city and system.	Totals EIC hasn't confirmed (kW installed, households, peak savings).
Partners	"Brands we install."	"Official partner" without written confirmation.
Customers	City and system size. Names, faces and quotes with written consent.	Street, village, house numbers, Messenger screenshots.
Superlatives	"Real installs." "Proof, not promises."	"The best solar solution." "#1." "Leading."



Verb first, specific, low pressure.

One CTA per piece, in the Solar pill.

Never "Buy now", "Limited slots" or countdowns.

Before you publish

- ☐ Logo on White, Warm White or the white plate, with clear space
- ☐ Only palette colors; yellow is the smaller area
- ☐ Inter headlines, Open Sans text, prices in Inter
- ☐ Real EIC photo; text off the roof, equipment and faces
- ☐ Customer names, faces and places only with written consent
- ☐ Every number says "Est." or names its source
- ☐ Contact: 0956 618 1277 · solar@eco-innovative.com
- ☐ Prices, warranties, certifications and partner claims confirmed by EIC



Quick

reference.

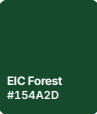
Eco Innovative Construction · Brand Kit
Version 1.0 — For Review
eic-brandkit.vercel.app

LOGO



Full color only, never recolored, stretched, rotated or cropped. White and Warm White backgrounds; on greens and photos, on the white plate. Clear space x = the cap height of “ECO INNOVATIVE”. Min 120 px on screen, 30 mm in print, 200 px on a 1080 px post.

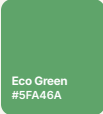
COLOR · GREEN LEADS, YELLOW SPARKS



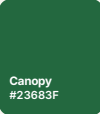
EIC Forest
#154A2D



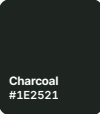
Solar Yellow
#FFCC29



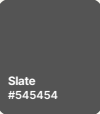
Eco Green
#5FA46A



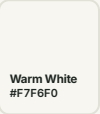
Canopy
#23683F



Charcoal
#1E2521



Slate
#545454



Warm White
#F7F6F0

TYPE

Your roof.
Your powerplant.

Open Sans SemiBold for subheadings
Open Sans Regular for body text and captions.
₱ 10,400.00 · Inter for every number

Inter Regular lead-in + Inter ExtraBold statement for headlines. Sentence case, left-aligned. Open Sans has no ₱; prices always in Inter. Photoshop: fonts come from Adobe Fonts; otherwise install 06-Fonts.

CALL TO ACTION

Book a free assessment →

CLAIMS

- Savings are “estimated”, with their basis
- Warranties name the component and manufacturer
- No prices in ads: the price is in the proposal
- “Brands we install”, not “official partner”

- No “zero bill” without the net-metering condition
- Certifications name the issuer
- No “best”, “#1” or “leading”
- Customers: city and system; the rest with consent

FILES

eic - [asset] - [variant] - v[version].[format]

e.g. eic-logo-fullcolor-v1.0.svg · PSD templates in 03-Social-Templates, 04-Motion and 05-Proposal-Templates

Solar supply & installation since 2018

Smaller bills, greener future.

14 · DOWNLOADS

Take the files. Keep them as they are.

EIC - Brand - Assets - v1.0/	The package, as unzipped
README.txt	Folder map, naming rule, colors, fonts, notes
00 - Guide/	Brand kit PDF, change log, quick reference, proposal sample
01 - Logo/	The logo (SVG, PDF, EPS, PNG) and the logo on its white plate (SVG, PNG)
02 - Elements/	Roof peak, sun arc, Solar pill, spec tag, contact bar, icons
03 - Social - Templates/	Posts, carousel, story, paid ads and concept posts: PSD and PNG previews
04 - Motion/	Reel cover, hook, caption, spec card, wipe, end card: PSD, PNG, MP4, MOV, safe-zone guide
05 - Proposal - Templates/	Ten A4 pages: PSD and PNG previews (draft)
06 - Fonts/	Inter and Open Sans, with their licences (SIL OFL 1.1)
07 - Photo - Library/	Selected EIC photos, renamed, location data removed

NAMING RULE eic - [asset] - [variant] - v[version].[format] e.g. eic-logo-fullcolor-v1.0.svg

Version 1.0, for review.

VERSION 1.0 — FOR REVIEW

29 September 2026

Final approver: Jessie

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>

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.

Open decisions, approval and next phase.

- 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.

FINAL APPROVER

Jessie

☐ Approved

☐ Approved with changes

☐ Revise

Signature

Date

PRODUCTION LIAISON

Jerome

Proposals, source files, printers, vendors, approvals.

NEXT PHASE, NOT BLOCKERS

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