

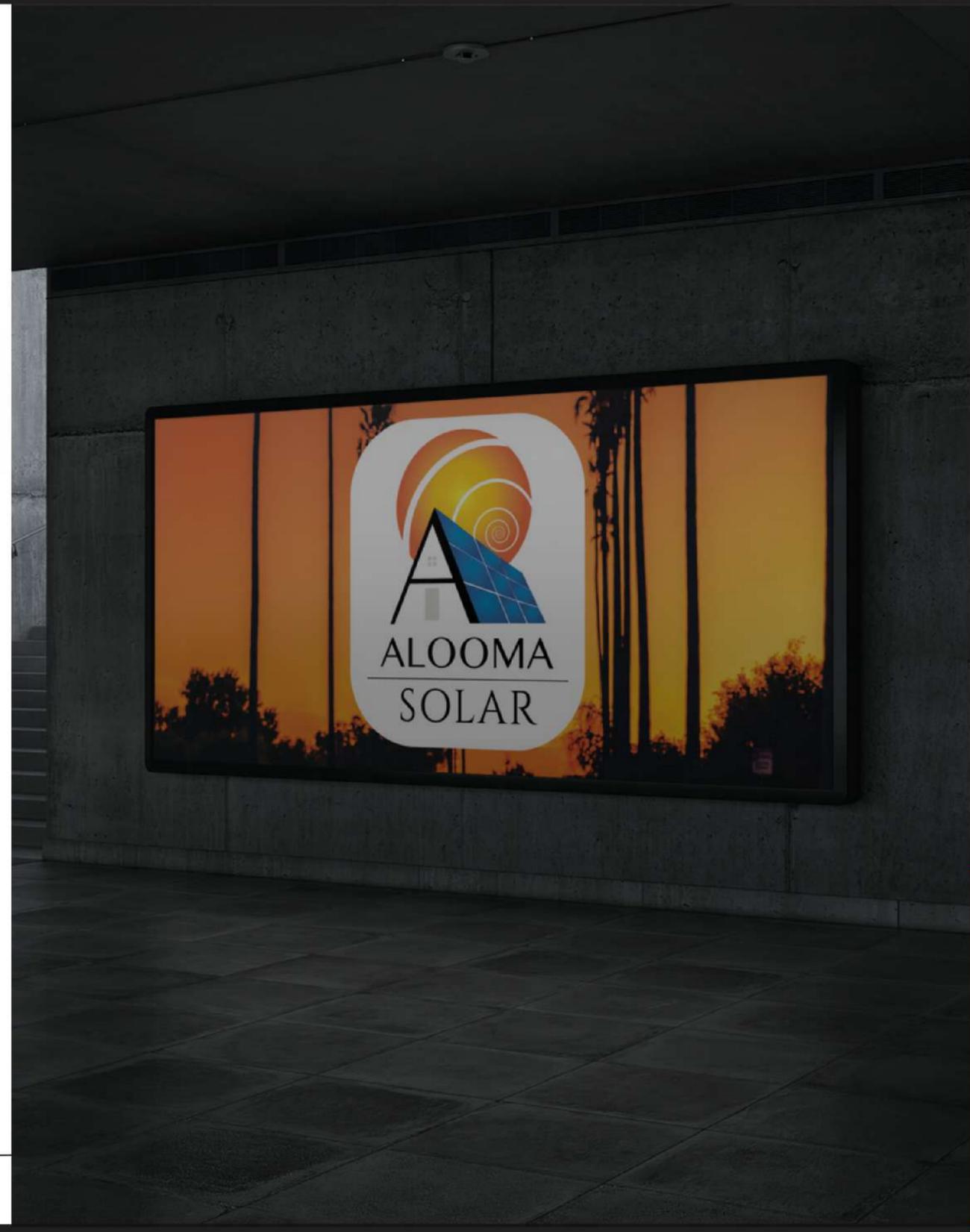


# Odegard & Co

## *Alooma Solar*

Our friend Scott is a veteran salesman who sees immense opportunity in the solar space. Though backed by one of the fastest growing partner companies in the US, Scott saw the need to differentiate himself from the slew of competitors by establishing a carefully crafted brand.

[www.odegardco.io](http://www.odegardco.io)



# 01 Intro

# Brand Book

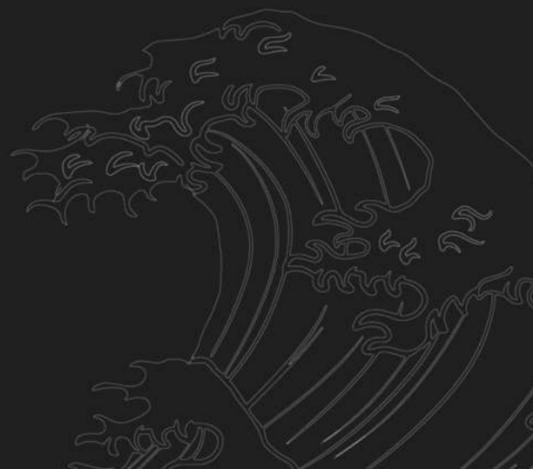
Intro

Logo

Physical

Digital

Guide





# Brand Book

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# 02

Logo Design

# Logo Design

Alooma means "a ray of light in the darkness" in Hebrew, so we knew Scott's brand had to be an embodiment of brightness. The radiating lines of spiraling sunshine light up the design with color and movement, while the A-frame house grounds the image with a clear understanding of what industry the company is in.



# Collateral Creation

Business cards are the bridge between a great introduction and the next step in the sales process. We wanted the Aloomasolar cards to have a memorable design and obvious call to action. The continuation of the solar spiral reinforces the expansive energy of the design.



# Brand Book

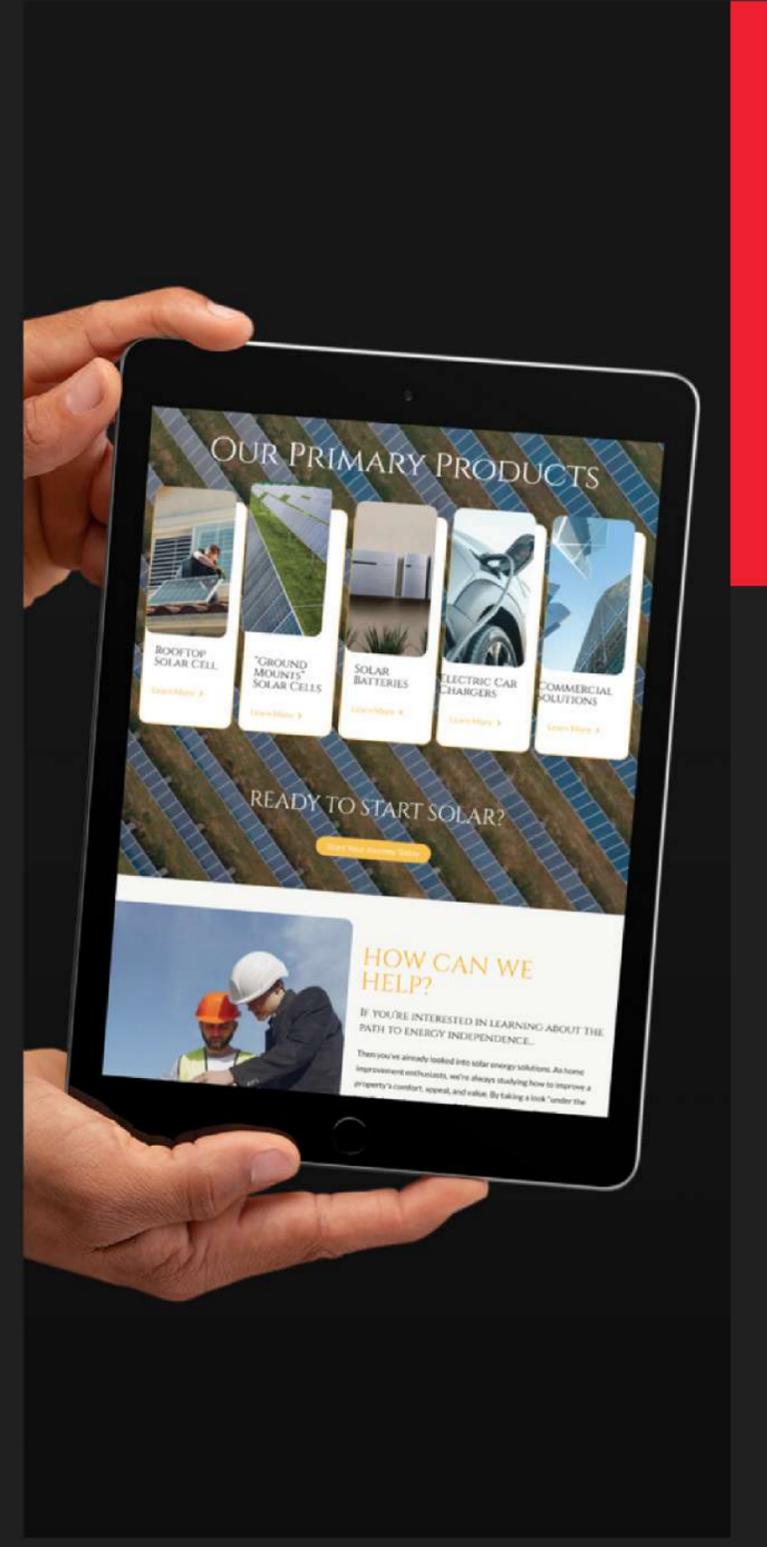
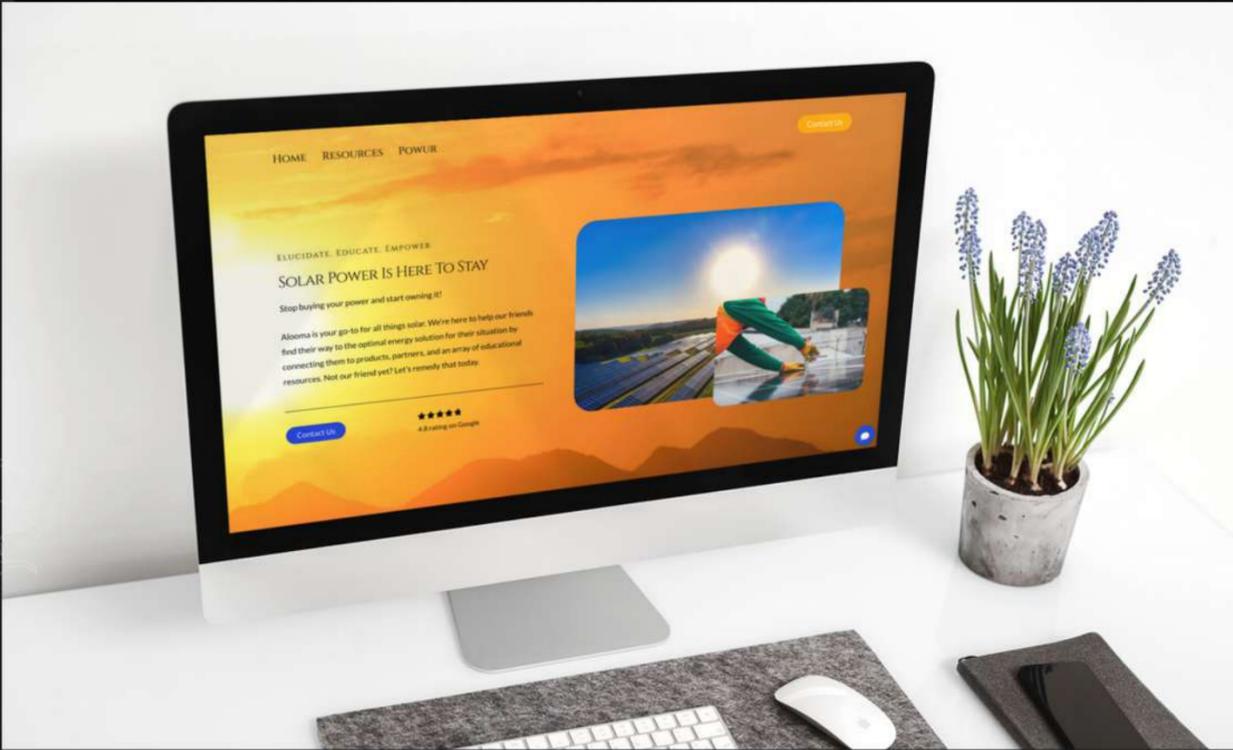
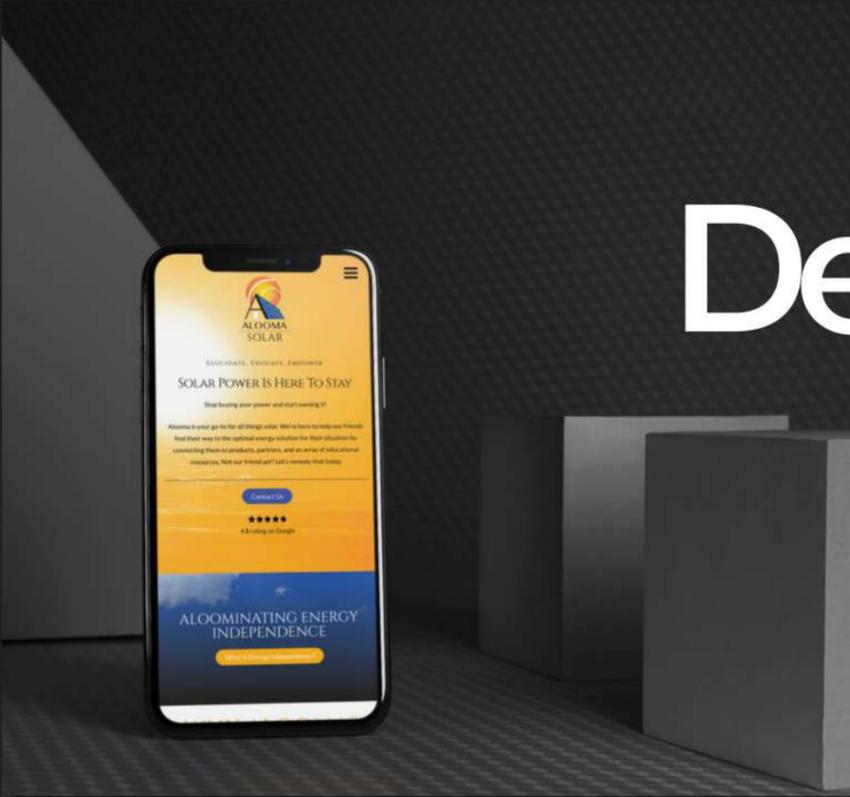
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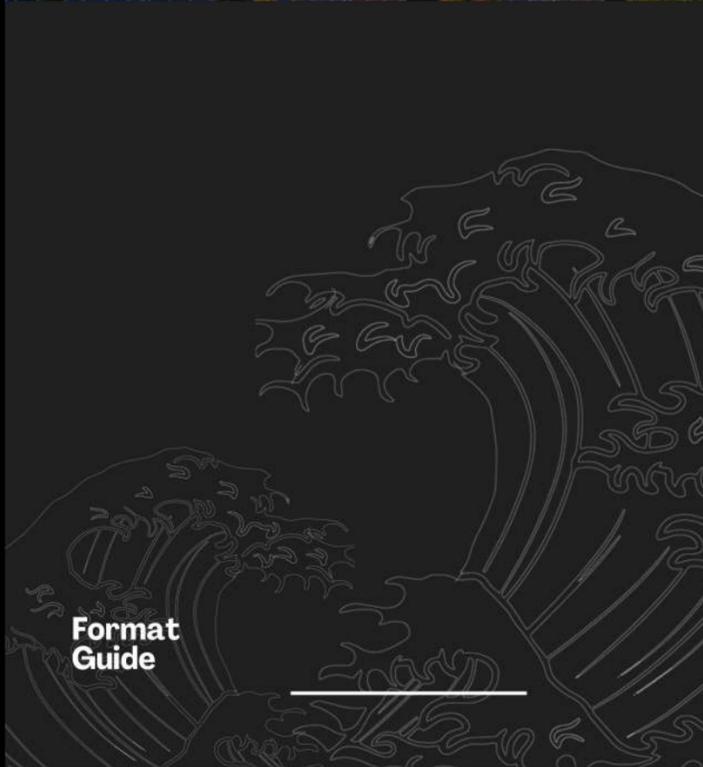
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# Website Development

As an independent agent powered by a fast growing parent company, Scott needs a website that shed's light on his operation and connects his customers to all the resources he has to offer. This 3 page website works to not only articulate his unique value proposition, but provide ample links to organically created and partnered resources.

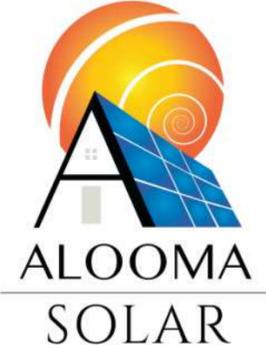


Creative  
Responsive  
Unique



Format  
Guide

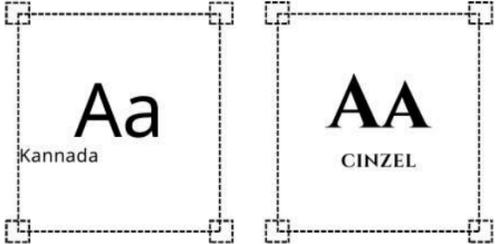
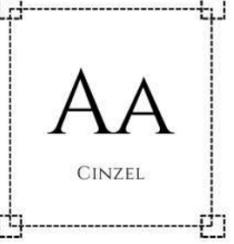
# Format Guide

LOGO	FAVICON
	

## Color Palette

 #FDD120	 #FDD120	 #FFFFFF	 #E7E3E3	 #000000 CYMK 60-50-50-100
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## Typography

LOGO TEXT	HEADINGS	TEXT
		

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