allume

Brand
Guidelines

We help multi-dwelling residents access rooftop solar through world-first technology that connects a single rooftop solar system to multiple residences. Our customers include social housing providers, architects, developers, asset owners, and property investors who face the challenge of integrating sustainable energy solutions in multi-dwelling buildings.

Allume's technology ensures equitable distribution of solar benefits, significantly reducing energy costs and helping owners meet sustainability goals. We provide more than just solar solutions; we are driving a movement towards a more sustainable, inclusive future, where everyone can access clean, affordable energy from the sun.

Brand Summary

Vision

A world where everyone can access clean, affordable energy from the sun.

Mission

Developing and scaling world-first solutions to empower multi-dwelling customers with rooftop solar.

allume

24 px   24 px   24 px   24 px   24 px

Our Logo

Ensure proper use of the logo by following guidelines on colour accuracy, scale, and white space.

ACCESS LOGOS

Light
Backgrounds

Dark
Backgrounds

B&W Uses

Logo **Variants**

ACCESS LOGOS

Bella Vista

HEX: #08645a
RGB: 8, 100, 90
CMYK: 92, 0, 9, 60
LAB: 37, -26, -1

Harbour Mist

HEX: #84b2ad
RGB: 132, 178, 173
CMYK: 25, 0, 2, 30
LAB: 69, -16, -2

Space Explorer

HEX: #021e1b
RGB: 2, 30, 27
CMYK: 93, 0, 10, 88
LAB: 9, -11, -1

Expressive Colors

Use these sparingly to highlight keywords or for buttons & headings

HEX: #f6e08b
RGB: 246, 224, 139
CMYK: 0, 8, 43, 3
LAB: 89, -3, 44

Mountain Dew

HEX: #cee0de
RGB: 206, 224, 222
CMYK: 8, 0, 1, 12
LAB: 88, -6, -1

Morning Mist

HEX: #e6f0ef
RGB: 230, 240, 239
CMYK: 4, 0, 0, 6
LAB: 94, -3, -1

HEX: #65c298
RGB: 101, 194, 152
CMYK: 47, 0, 21, 23
LAB: 71, -37, 12

Brand Colours

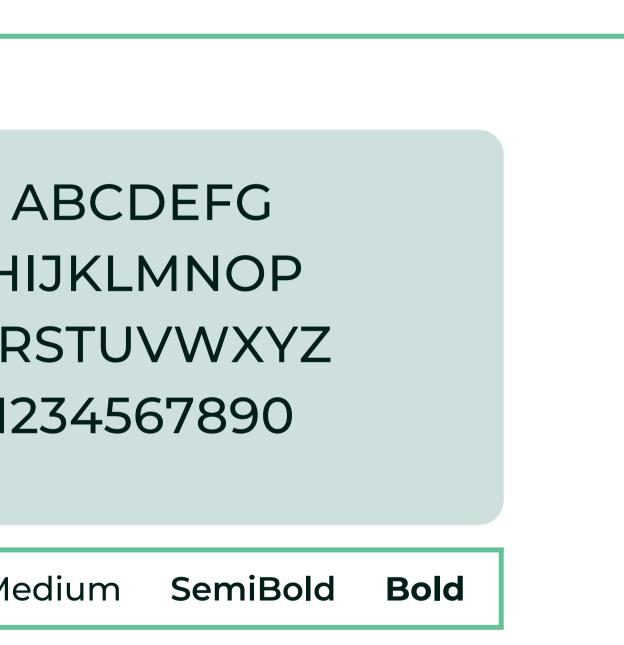Light and natural colours like green, blue, and yellow represent energy, sustainability, and sunlight.

Aa

ABCDEFG
HIJKLMNOP
QRSTUVWXYZ
1234567890

Montserrat

Regular   Medium   **SemiBold**   **Bold**
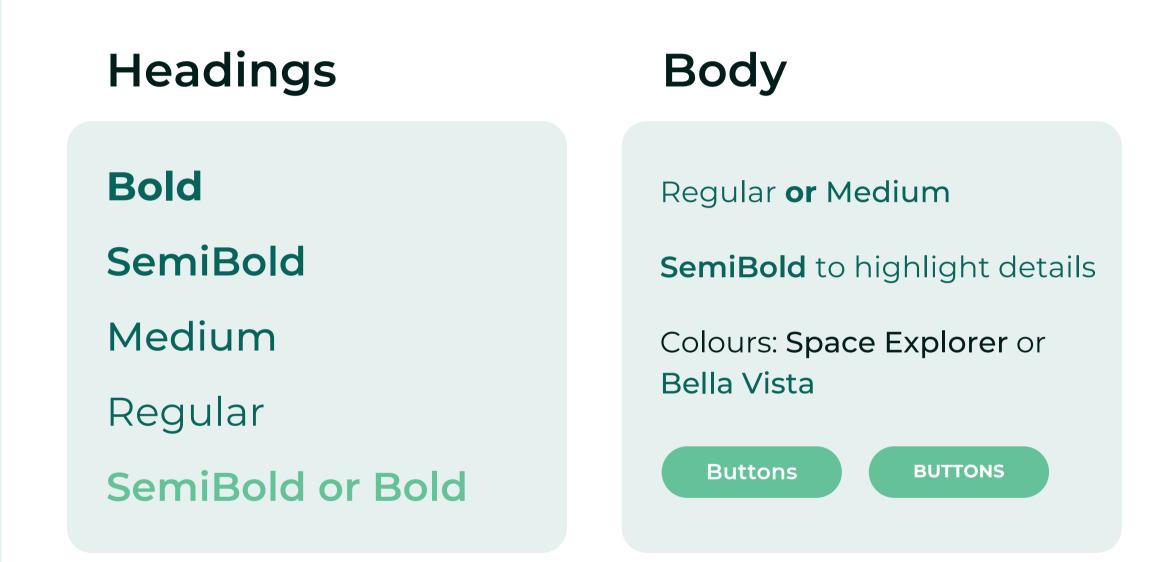
Brand Typography

We use a custom font for readability and elegance to enhance brand identity across all communication channels.

Headings

Bold

SemiBold

Medium

Regular

SemiBold or Bold

Body

Regular **or** Medium

SemiBold to highlight details

Colours: **Space Explorer** or **Bella Vista**

Buttons   BUTTONS

Rules/Exceptions

Don't Use: **Montserrat Extra Bold** or **Montserrat Black**

Used Sparingly: **ALL CAPS**

Backup fonts where Montserrat isn't available:
- Century Gothic
- **Verdana**

Typography Uses