



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.

More than 2M Australians, 15M Americans, and 300M Europeans live in low and medium-rise apartment buildings, with the roof space for solar but no way of accessing it.

Allume's world-first solar technology, SolShare™, solves this problem by fairly sharing solar energy from a single rooftop solar system amongst multiple dwellings within the same building.

This smart hardware breaks down the technical and ownership barriers that have historically prevented apartment residents from accessing cheaper and cleaner energy from the sun.

Brand Unique Selling Proposition

The need for apartment residents:

to lower their energy bills,
increase resilience and reduce
their carbon footprint.

The need for governments:

to meet net zero
goals and solve
fuel poverty.

The need for asset owners & managers:

to increase asset
value & net operating
income.



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

Mountain Dew

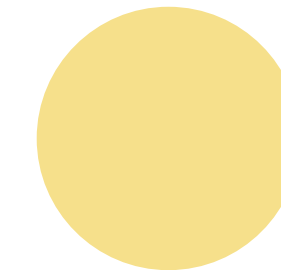
HEX: #cee0de
RGB: 206, 224, 222
CMYK: 8, 0, 1, 12
LAB: 88, -6, -1

Morning Mist

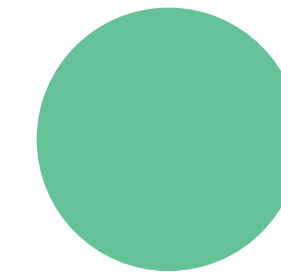
HEX: #e6f0ef
RGB: 230, 240, 239
CMYK: 4, 0, 0, 6
LAB: 94, -3, -1

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



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

ABCDEFGH
IJKLMNOP
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.