Powerwall Certified Installer
Logo Guidelines

Use of Logo

Powerwall Certified Installers are permitted use of the below customized logo that incorporates the Tesla logo.

The logo can be used to enhance the customer experience and to inform of the brand.

Limit logo type to one per medium. The Tesla Powerwall Certified Installer logo should never co-exist with other Tesla logos. Certified Installers of multiple Tesla products should use the Tesla Energy Certified Installer logo, instead of multiple logos.

The logo may not be used in-line with text or integrated with other logos. It may be placed alongside third party/partner logos, maintaining the appropriate clear space.

Logo Color

The logo may only be used in the combination of colors shown below. The logo should be placed on a white background, and may not be placed on a pattern, over an image or at any level of transparency.

Black logo on white background

Cool Grey 10 logo on white background

Clear Space

Clear space must be maintained around the logo, and is determined by the X height of the 'Tesla' wordmark.

Flag Logo

In cases where the logo can not be placed on a white background, the flag lock-up should be used. The flag lock-up can be used on top of colored or photographic backgrounds, the color of the logo and the level of transparency must not be changed.

The top of the flag logo should always be anchored to the top of a layout. A minimum clear space of 1.5x is required from the other three sides of the logo.