



BRAND IDENTITY GUIDE 2022



# Brand Identity Guide

**THANK YOU FOR REVIEWING THIS IMPORTANT DOCUMENT.**

Used properly, the guidelines found within this document will help maintain graphic and message continuity, protect our logo assets, and help us build powerful, relevant messaging across a broad array of media.

## **WHY IS THIS NECESSARY?**

Proprietary logos, approved typefaces, the visuals we choose and the words we use — every part of our brand is an important part of our whole brand. That's why it's extremely important that we use each very carefully. Following the guidelines and rules in this style guide will help us speak with a single, influential voice to generate bold, engaging communications, build strong bonds with our audiences, and protect our brand for years to come.

NEED SUPPORT WITH ANYTHING RELATED TO BRANDING FOR CLEAN POWER ELECTRICAL GROUP INCLUDING ITEMS SUCH AS APPROVED FONTS, LOGOS, GRAPHIC ELEMENTS, OR ADDITIONAL INFORMATION?

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Contact: Matt Heaven, Managing Director, Clean Power Electrical Group,

Email: [matt@cleanpowerelectrical.com.au](mailto:matt@cleanpowerelectrical.com.au) or his Business Advisory Service and Brand Manager,

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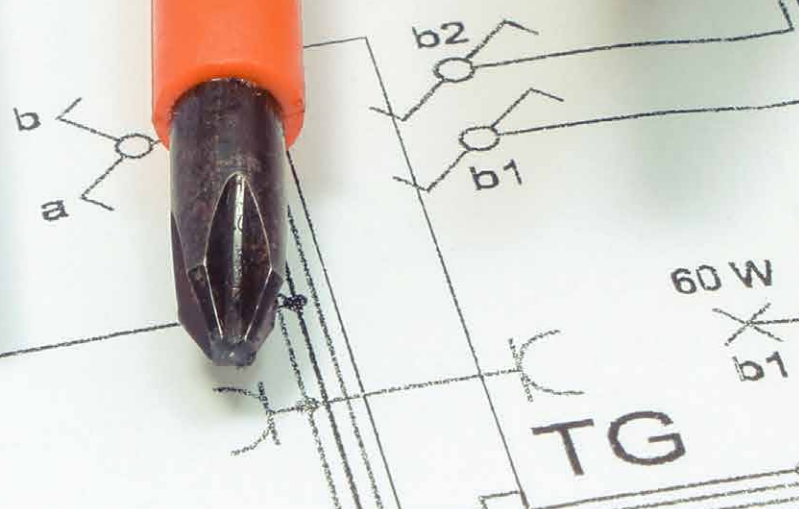
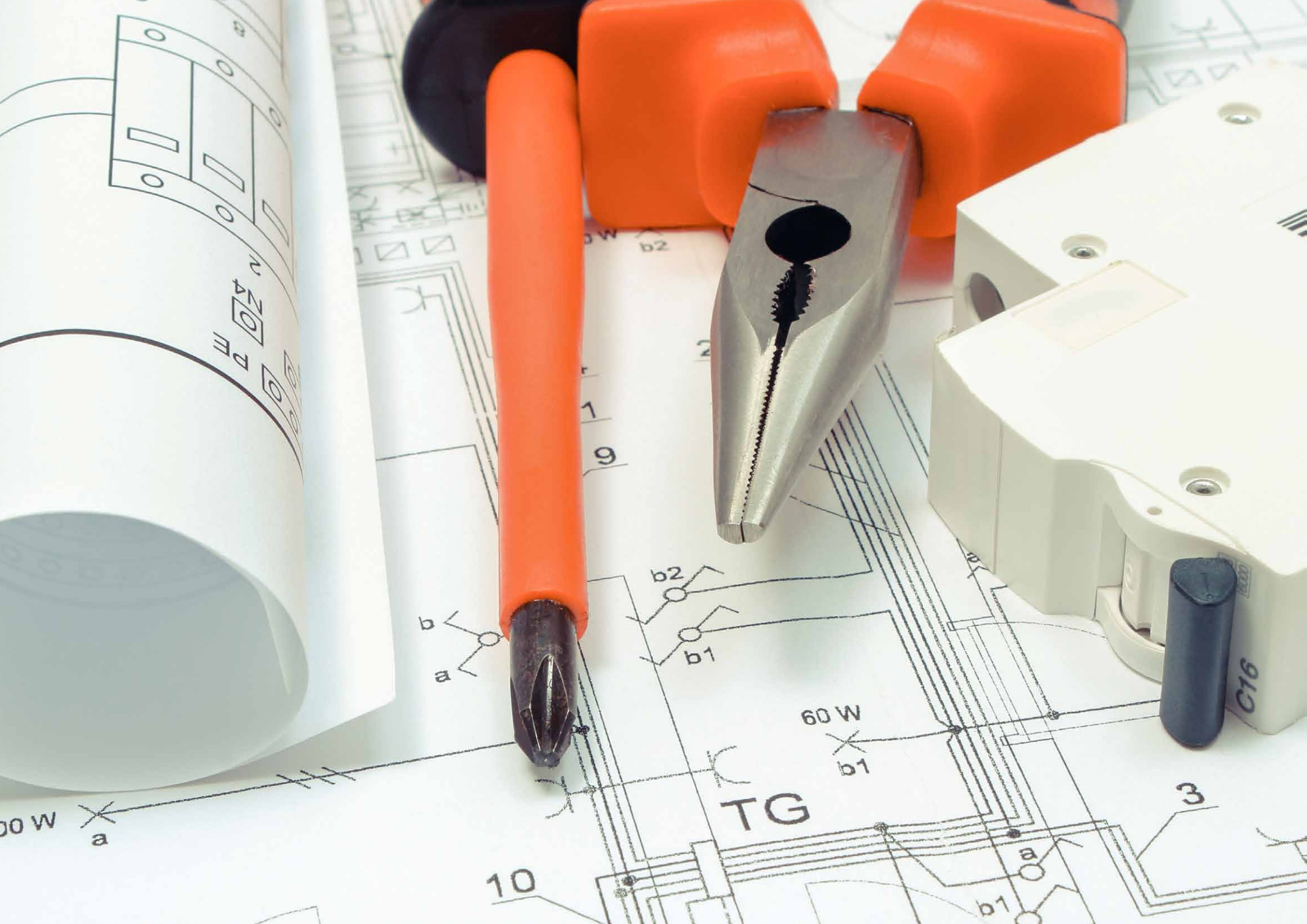
# Introduction

Thank you for reading this important document. The formal creation of the Clean Power Electrical Group gives us a unique opportunity to develop a distinctive and effective brand identity.

Central to this is our corporate identity which embodies the name Clean Power Electrical Group, our logo, and our colour scheme. This combination, in isolation, is referred to as our corporate identifier.

When coupled with the totality of the policies, staff, and activities of the company, it becomes our corporate image. This Guide is based on the need for us to ensure brand consistency and clarify what we stand for. The Brand Identity Guide is a compilation of guidelines that spells out the elements of our brand's identity and design system, such as logo, color palette, typography, and imagery. It serves as a reference for designers, writers, and content creators alike for how to represent our brand in the design assets and content they create.





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C16



# Guidelines

These guidelines are stipulated requirements meaning that no other logos, with the exception of those specified in the Guide, may be used. Any other logo or a variation, is not permissible, in any form. These guidelines provide the visual and written information necessary to establish and maintain our identity program. They are designs to assist you in using a style from which all stationery, documentation, livery, signs, presentation, and miscellaneous items are to be adapted.

## CORPORATE IDENTITY

Our corporate identity program can only be as strong as its weakest link in the system. The practice of some organisations which allows individuals the freedom to innovate or create uncoordinated images is unacceptable in the Clean Power Electrical Group.

These guidelines establish the framework to ensure continuity and uniformity throughout Clean Power Electrical Group. They contain the core elements which include our name, logo, colour scheme and typeface, and demonstrate applications for the most common areas of visual communication.

Every aspect of the program can be properly implemented through adherence to the standards shown. The consistency of design discipline and its implementation is what will make our corporate identity work.

At the time of publication, every item of application may not have been represented and new situations will arise which are not necessarily the same as those demonstrated within this document. The same

disciplines apply however, and the spirit of the original concept is expected to be pursued.

To achieve the full effectiveness of these guidelines, we need the cooperation and support of all people within the Clean Power Electrical Group. The failure of many companies to understand the market effectiveness of a professionally designed, implemented, and maintained corporate identity program can lead to confusion in the community as to what the organisation stands for. It is therefore important that our corporate identifier is presented to the public in as few forms as possible to communicate clearly who we are, and that we are disciplined in our thinking and planning.

The impact created by this systematic approach will make us highly visible and memorable.

## CHECKLIST

The following points form an essential checklist covering applications of the corporate identity program which conform to acceptable standards of reproduction.

1. The logo must always appear in the configurations specified in these guidelines. Any variations regarding its form, shape or proportions, use, size, and positioning of typography and colour schemes will be unacceptable.
2. The Clean Power Electrical Group logo is the dominant logo to appear on all company materials. If used in tandem with another logo, the CPEG logo must predominate.
3. Authorisation for use of the logo may be granted or refused at the sole discretion of the Directors or their delegate.
4. No text or other visual material may be superimposed on the logo. Alterations to the logo's position, size and relationship to other elements is unacceptable unless specifications indicate otherwise. The logo should not be crowded by other visual material including borders and other typographic or graphic devices.
5. The Company may exercise the right to reject incorrect or inappropriate uses of the logo.
6. The logo remains the property of the Clean Power Electrical Group.
7. Any unauthorised use of the logo is a breach of copyright.



Our LOGO

## PRIMARY LOGOTYPES

These are the go-to logos for all brand communications. It's a trademark to help viewers easily identify the CleanPower brand. It is essential that the logo is always applied with care and respect.



## ALTERNATIVE LOCKUPS

The CleanPower brand also has a typographic-only mark (1) and an icon mark (2). These are to be used particularly in situations where legibility at small screen sizes becomes an issue. The CleanPower information lockup (3) should be standard when information needs to be listed on any type of form or email.



## LOGO COLOURS

The following information details the official colours used in the logo. No other colours can be used in place other than those specified in the following.

## FULL COLOUR VERSIONS

**Dark Green**  
 CMYK 70.0,100.65  
 RGB 77,107,53  
 Hex #4D6B35

**Apple Green**  
 CMYK 50.0,100.0  
 RGB 141,198,63  
 Hex #8CC63E

**Dark Green**  
 CMYK 70.0,100.65  
 RGB 77,107,53  
 Hex #4D6B35

**Apple+Lime Green Gradient**  
 CMYK 50.0,100.0+75.5,100.0  
 RGB 141,198,63+65,173,73  
 Hex #8CC63E+#40AD48

**Dark Grey**  
 CMYK 0,0,0,75  
 RGB 99,100,102  
 Hex #626366

**Apple+Lime Green Gradient**  
 CMYK 50.0,100.0+75.5,100.0  
 RGB 141,198,63+65,173,73  
 Hex #8CC63E+#40AD48

**Dark Green**  
 CMYK 70.0,100.65  
 RGB 77,107,53  
 Hex #4D6B35

**Dark Grey**  
 CMYK 0,0,0,75  
 RGB 99,100,102  
 Hex #626366

**Apple Green**  
 CMYK 50.0,100.0  
 RGB 141,198,63  
 Hex #8CC63E

## MONOCHROMATIC VERSIONS



## BLACK & WHITE VERSIONS

When using the CleanPower logo on dark backgrounds, simply inverse the logo to a complete white. When colour cannot be used, simplify the mark by using all black.

### BLACK VERSIONS



### WHITE VERSIONS





## CLEAR SPACE

To ensure the prominence and legibility of the logo, always surround it with a field of clear space. Clear space isolates the logo from competing graphic elements such as text or photography that may divert attention from the logo.

This area is measured using the height of the capital C in the logo, as shown. No other graphic elements, typography, rules, or images should appear inside this clear space.



## MINIMUM SIZE

Minimum size refers to the smallest dimensions allowed for the CleanPower logo. The minimum sizes for each configuration of the logo are listed below.



for print : 2.5 mm minimum  
for web : 100 pixels minimum



for print : 1.8 mm minimum  
for web : 64 pixels minimum



for print : 6 mm minimum  
for web : 32 pixels minimum

## CO-BRANDING

In situations where the need to collaborate with partners, the following guidelines details the use of the CleanPower brand.

Please reach out to [identity@cleanpowerelectrical.com.au](mailto:identity@cleanpowerelectrical.com.au) for any questions.

When approval has been granted, partner logos may be used opposite the CleanPower logo. The CleanPower logo must take priority and must comply with all identity standards. The CleanPower logo must always appear on the right of other third-party logos and the minimum clear space must be observed.



## ASSOCIATED LOGOS

The key purpose of our marketing collaterals is to ensure that our clients are 100% clear that they are engaging with CleanPower products and services that are “associated” with third-party brands.

We therefore, do not use any third-party logos in any of our publications unless they are featured within, or form an intrinsic part of, a specific product shot.



**Panasonic**



## CORRECT LOGO USAGE

The logo can be placed on a background with one of the colours from the primary or secondary colour palette, as well as white, black, or gray. Here are examples of the logo applied in these instances.

The logo can also be placed on images, but there must be enough contrast between the image and logo for acceptable readability. In most instances, the logotype should be used in white when placed on imagery, except when the background is bright enough for the type to be rendered in colour.



## INCORRECT LOGO USAGE

The CleanPower logo should not be adjusted or edited in any way. Here are some examples of what not to do:

1. Do not change the colours of the logo.
2. Do not place elements in the logo clear space.
3. Do not condense, expand, or distort the logo unproportionally.
4. Do not add a drop shadow, bevel and emboss, inner glow, or any other text effects to the logo.
5. Do not adjust the placement of the logo icon.
6. Do not place the logo on top of an image with poor contrast and readability.
7. Do not resize any individual elements of the logo.
8. Do not rotate the logo.
9. Do not crop the logo.





Brand TYPEFACE

# Brand Typefaces

## PRIMARY TYPEFACES

Consistent use of typography helps to make the brand identity strong and cohesive across all applications. The typeface Lato was selected to complement the voice and tone of CleanPower's brand. This typeface is a websafe font with flexibility built in there are a range of styles within the font family. Raleway is the supporting font, acting as the body copy or alternate subhead styles.

### LATO

**Aa**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!@#\$\$%^&\*) 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!@#\$\$%^&\*) 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!@#\$\$%^&\*) 0123456789

### RALEWAY

**Aa**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!@#\$\$%^&\*) 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!@#\$\$%^&\*) 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!@#\$\$%^&\*) 0123456789

## SECONDARY TYPEFACE

When Lato and Raleway are unavailable or otherwise troublesome to work with, Arial is a good option to use. Such situations as when working with Microsoft Office Apps.

### ARIAL

**Aa**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!@#\$\$%^&\*) 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!@#\$\$%^&\*) 0123456789



# Colour USAGE



# Brand Colour Palette

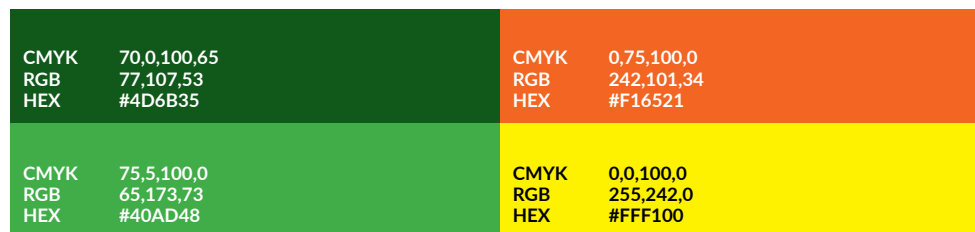
## OVERVIEW

Our colour palette has three sets: primary, secondary, and tertiary, each with its own mix of colours. Lean heavily on the primary apple green, but use supporting sets to build colour schemes that are complementary and balanced. White, black, and gray are also allowed to be used in combination with these colours.

## PRIMARY



## SECONDARY



## TERTIARY



## 60% RULE OF THUMB

A robust colour palette provides lots of design options, but thoughtful consideration and restraint must be exercised to make sure we don't lose our visual identity.

30% At left is a general guide for making effective choices as you use colour in compositions. This isn't meant to imply a strict mathematical distribution of the colours on the page; rather, these ratios should help your layout pass a squint test.

## 10%



# Brand Visuals

# Graphic Patterns

## GRAPHIC PATTERNS

The CleanPower branding pattern can be used on a variety of different collateral all across the brand. The pattern can even be used with type or imagery placed on top.



## GRADIENTS

CMYK 50,0,100,0  
RGB 141,198,63  
HEX #8CC63E

CMYK 75,5,100,0  
RGB 65,173,73  
HEX #40AD48

CMYK 0,75,100,0  
RGB 242,101,34  
HEX #F16521

CMYK 0,45,85,0  
RGB 249,157,62  
HEX #F89D3E

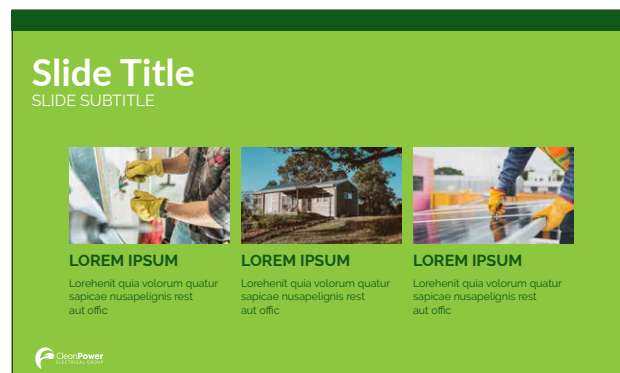
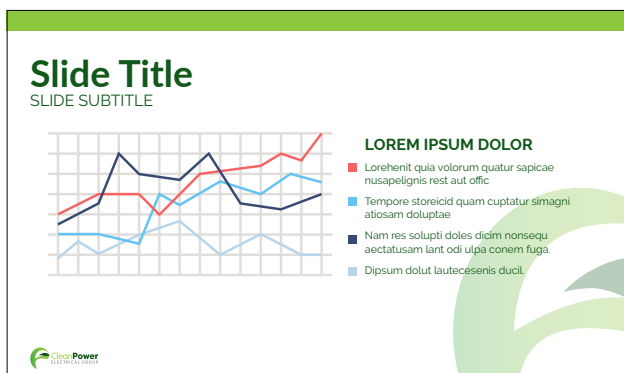
# Photography

Photography helps carry CleanPower's brand and voice. Provided are examples that help portray the CleanPower image. In general, photography should convey a feeling of authenticity to viewers. Avoid being too flashy or excessively staged. The camera and lighting should be used with purpose.



# Presentation Templates

Presentations must always use the official CleanPower branding. We have an official branded PowerPoint template available for use in presentations for both internal and external audiences.



# Stationery

## CORPORATE FOLDER



## BUSINESS CARDS



## LETTERHEAD



## EMAIL SIGNATURE

**First Name Last Name**  
CORPORATE POSITION

**T** +61.1234.5678 **M** +61.1234.5678 **E** name@cleanpowerelectrical.com.au **W** www.cleanpowerelectrical.com.au



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CleanPower Electrical Group is a proud winner of the NECA excellence awards State Winner in 2022 for the best Commercial Small Project in Adelaide for successfully delivering Stage Two of the Harbour Town Upgrade.

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