



Brand Guidelines.

Version 1.5 May 2025

UNLEASHING
NET ZERO

Updated Brand Guidelines May 2025.

Please Read – Brand Guidelines Update

We've updated our brand guidelines and ask that you take a moment to familiarise yourself with the changes.

The key update is a revision to our signature Bright Lime colour for CMYK (4-colour process) print work.

For full details, please refer to page 32 of the updated guidelines.

This change helps ensure our brand maintains its vibrancy and visual impact in print, closely matching the strength of our digital presence.

Effective immediately, all CMYK artwork must use the new Bright Lime specification. Updated logos reflecting this change will be distributed along with the revised guidelines.

Please ensure that all existing CMYK logos are replaced with the new versions going forward.

Thank you for supporting consistency across our brand.

An aerial photograph of a dense, green forest. A winding road with orange and white dashed lines curves through the trees. The eEnergy logo is overlaid on the right side of the image, featuring a stylized 'e' in bright lime green and the word 'Energy' in white.

eEnergy

Hello.

The eEnergy brand guidelines are our secret weapon for crafting a compelling public image that's both slick and professional. It's essential that everyone who comes into contact with our branded media adheres to these guidelines, whether they're producing, modifying, or just using it.

Our guide is designed to be straightforward and user-friendly, so anyone can follow it with ease. It's a constantly evolving document, so we're always tweaking it to stay ahead of the game. And whenever we make updates, we'll make sure to supply the latest version to our key stakeholders and suppliers in digital form, so they're always in the loop.



eEnergy

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Mission, vision & purpose.

Our purpose Unleashing Net Zero

Our lives are powered by energy. Some believe Net Zero is unachievable, and with today's energy prices increasing, and tomorrow's energy demands rising, Net Zero could seem an impossible challenge.

Light bulb moment: We're here for the challenge. Powered by our collective knowledge and innovative and proprietary technology, we're Unleashing Net Zero by challenging the way organisations access, measure, reduce, and connect to energy, both sustainably and profitably.

Our vision.

Making Net Zero possible and profitable for all organisations.

Our mission.

Eliminating energy waste and making Net Zero profitable.

Our values.

We've got energy. Zestful in our pursuit in Unleashing Net Zero, we're laser focused energy experts guided by our values:

- **We act with purpose.** We're fanatical and relentless in our mission to eliminate energy waste and make Net Zero profitable, we actively seek out ways to deliver exceptional results.
- **We go further.** Our collective knowledge and tech, powers us to make a dent in climate change every day, helping our customers move faster and go further towards Net Zero.
- **We build trust.** We're honest, decent, and straight-talking. Our actions build trust in ourselves, our teams, and our future.



Logo.

Configurations

Spacing

Misuse

Colour

Configurations.

There are two versions of the logo, including a primary, a campaign version and an icon.

The primary eEnergy logo is the main anchoring point for all of our sub-brands and campaigns. This is what we use on all of our corporate branding material and marketing communication material.

The icon is for use in square shaped areas whilst remaining strong enough to be identifiable at a range of sizes.

The logo should never be scaled too large or dominate any given layout.

Primary



Icon



Logo: Primary.

Maintaining an exclusion zone around the logo ensures that it always appears visible and legible. The more space around the logo, the more prominent it will be.

No additional design elements, text or images should be placed in this area.

When placing other elements closely to the logo, ensure they are never closer than the icon taken from the logo. In these examples, the exclusion zone is shown by a dashed line.

When a logo is reduced below a certain size, it can start to lose its clarity and structure. If a small version of the logo is required, it is recommended that it is not used below 50mm in width in order to retain its design integrity.

Always use the logo from the available logo suite, and never recreate it.



Exclusion Zone



Minimum size of Primary logo

50mm or 150px



Logo: Primary.

Maintaining an exclusion zone around the logo ensures that it always appears visible and legible. The more space around the logo, the more prominent it will be.

No additional design elements, text or images should be placed in this area.

When placing other elements closely to the logo, ensure they are never closer than the icon taken from the logo. In these examples, the exclusion zone is shown by a dashed line.

When a logo is reduced below a certain size, it can start to lose its clarity and structure. If a small version of the logo is required, it is recommended that it is not used below 50mm in width in order to retain its design integrity.

Always use the logo from the available logo suite, and never recreate it.

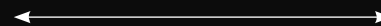


Exclusion Zone



Minimum size of Primary logo

50mm or 150px



Logo: Icon.

Maintaining an exclusion zone around the logo ensures that it always appears visible and legible. The more space around the logo, the more prominent it will be.

No additional design elements, text or images should be placed in this area.

When placing other elements closely to the logo, ensure they are never closer than the icon taken from the logo. In these examples, the exclusion zone is shown by a dashed line.

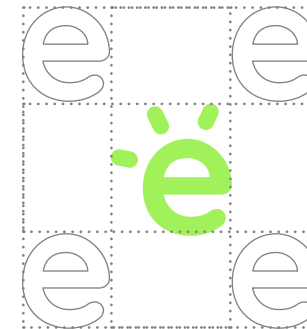
When a logo is reduced below a certain size, it can start to lose its clarity and structure. If a small version of the logo is required, it is recommended that it is not used below 25mm / 30px in width in order to retain its design integrity.

Usage of the icon should be restricted to applications that are too small or restrictive for the full eEnergy logo (e.g. favicon of a website).

Always use the icon from the available logo suite, and never recreate it.



Exclusion Zone



Minimum size of landscape logo

25mm or 30px



Avoiding misuse.

Don't use the logos in any other colour apart from the colour palette supplied.

Don't alter the relationship between the different elements of the logo.

Don't alter the height or width of the logo, make sure you maintain the correct proportions.

Don't alter the size of the copy.

Don't create sub-brands with the logo.

Don't apply filters or any kind of treatments to the logo.



Logo: Usage.

The logo is adaptable and retains the same colourway for most usages.

The only exceptions are light backgrounds, where the wordmark should be utilised in the Lime/Green colourway.

On dark photographic backgrounds, utilise the white logo. Make sure there is enough contrast to make the logo legible. If required, darken/ lighten the image in an app such as Photoshop, or apply a touch of one of the brand colours to the shadows (black is recommended).



Brand ribbon.

In order to create a consistent look across all of our assets we can deploy the use of our brand ribbon.

The ribbon consists of a band of black with a Bright Lime pinstripe across the top edge. The height of the pinstrip is one tenth of the height of the ribbon.

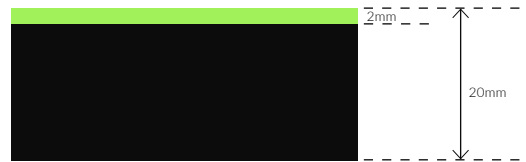
It is designed to give a consistent foundation to our assets.

When used in conjunction with our logo it ensures a consistent placement of the logo.

The logo should always appear to the right following the exclusion zone rules.

It can also contain important information such as our address, social icons, url etc. where needed such as on headed letters, adverts etc.

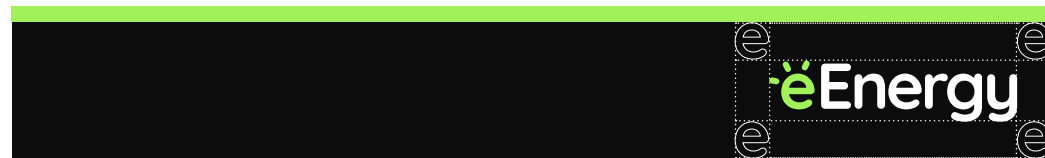
The brand ribbon should never be used on front or back pages of documents.



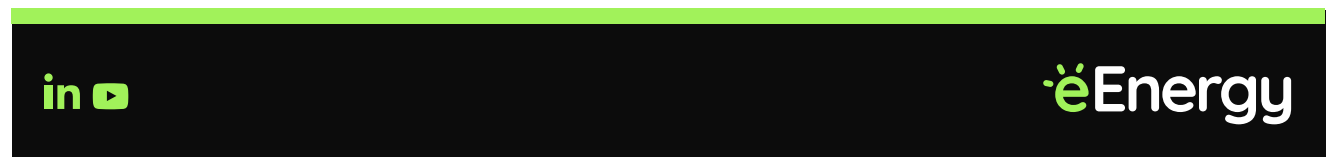
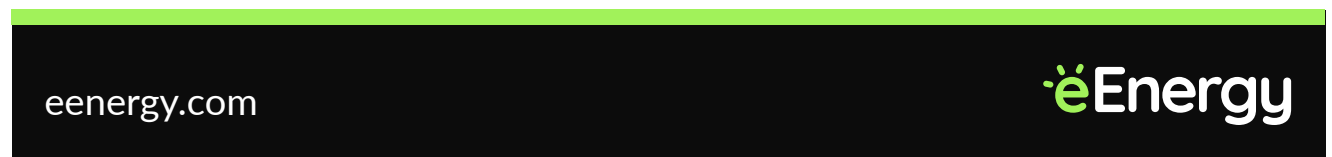
Brand ribbon construction



Brand ribbon



Logo placement



url and socials placement

The brand ribbon deployed.

Here are a few examples of how the brand ribbon gives us a consistent result across different mediums and platforms.

The cheapest kilowatt is the one you never use.

Eliminate energy waste and reduce carbon emissions with no upfront cost.

- Access cleaner energy.**
Access cleaner energy at the lowest cost from our online marketplace and deploy capital free onsite solar generation.
- Measure your waste.**
Capture real-time actionable energy data and insights, eliminating waste, unnecessary costs and carbon emissions.
- Reduce carbon and costs.**
Switch to energy efficient technologies with zero upfront cost, saving energy and reducing carbon.
- Connect sustainably.**
Deploy capital free fast and rapid EV charging points, and onsite solar generation for a sustainable future.

Scan the code to start your journey.

[LinkedIn](#) [eenergy.com](#)

eEnergy

Press advertisement

eEnergy

Contents.

- Executive Summary.....2
- ZeERO+ proposal.....3
- eAuction online marketplace.....4
- Bill validation included.....6
- MY ZeERO portal.....7
- Measure, manage and visualise your energy use.....8
- Getting started.....10

Document Revisions.

No.	Revision Description	Date	Completed By
1	ZeERO+ proposal	XXXXXX	XX

eEnergy.com

eEnergy Management Ltd
20 St. Thomas Street
London, SE1 9RS

t: 020 3813 1550
e: info@eenergy.com
VAT Number: GB 262071227
Company Number: 10046022

Headed paper

Where suppliers compete to win your energy contract.

Simplifying energy procurement and delivering price, contract and supplier clarity.

- 35,746**
Meter points consuming 4.6TWh of energy.
- 25**
Approved suppliers invited to each auction.
- 3,480+**
Successful energy auctions ran in 2022.

6 23/12/23 Copyright © of eEnergy • all rights reserved **eEnergy**

Presentation

Work with us to eliminate energy waste.

eEnergy

Social tile


Brand tagging.

We have a specific piece of artwork that should be used for brand tagging.

Brand tagging is when we need to signify that an entity or organisation is a **Part of eEnergy**.

There are horizontal and stacked versions, in both full colour and reversed out in white. These should be used at the discretion of the designer, based on the relevant space available.

Part of 

Part of


Part of 

Part of

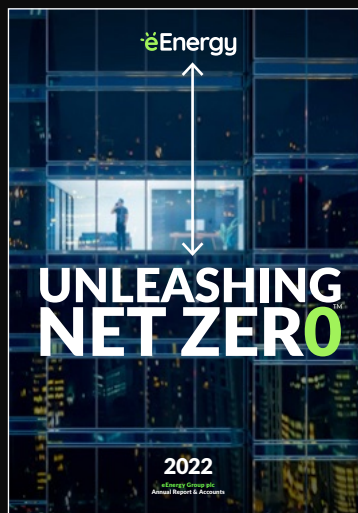

3.

To reinforce our purpose on our communications we have developed our Unleashing Net Zero Lockup.

This should never appear next to our main brand.

When being used there should always be a distinctive separation between the eEnergy Masterbrand and the Unleashing Net Zero lockup.

UNLEASHING NET ZEROTM



Typography.

Brand Fonts

Presentations

Proposals

Videography

System Fonts

Brand Fonts.

Lato is our typeface. Our typographic style is always simple and elegant with enough free space around the copy.

Lato Black.

Main headings / headlines / call out statistics are always in the weight black and should end with a full stop. They can be capitalised or title case.

Lato Bold.

Subheadings can be capitalised or title case and should end with a full stop. Just keep them consistent.

Regular & Light.

For paragraph text.

This guideline document should serve as an example of how you can use typography across all of our brands.

Our corporate font should be used on all of our publications and communications, both print and online.

Lato is available for free via Google Fonts:
<https://fonts.google.com/specimen/Lato>

Lato.

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@£\$%^&*()_+

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@£\$%^&*()_+

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@£\$%^&*()_+

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@£\$%^&*()_+

Brand Fonts.

Example 1.

Lato Black

Lato Regular

Lato Light



Knight Frank have worked with eEnergy since 2014 and they have secured very competitive electricity and gas prices for our properties under management.

David Goatman,

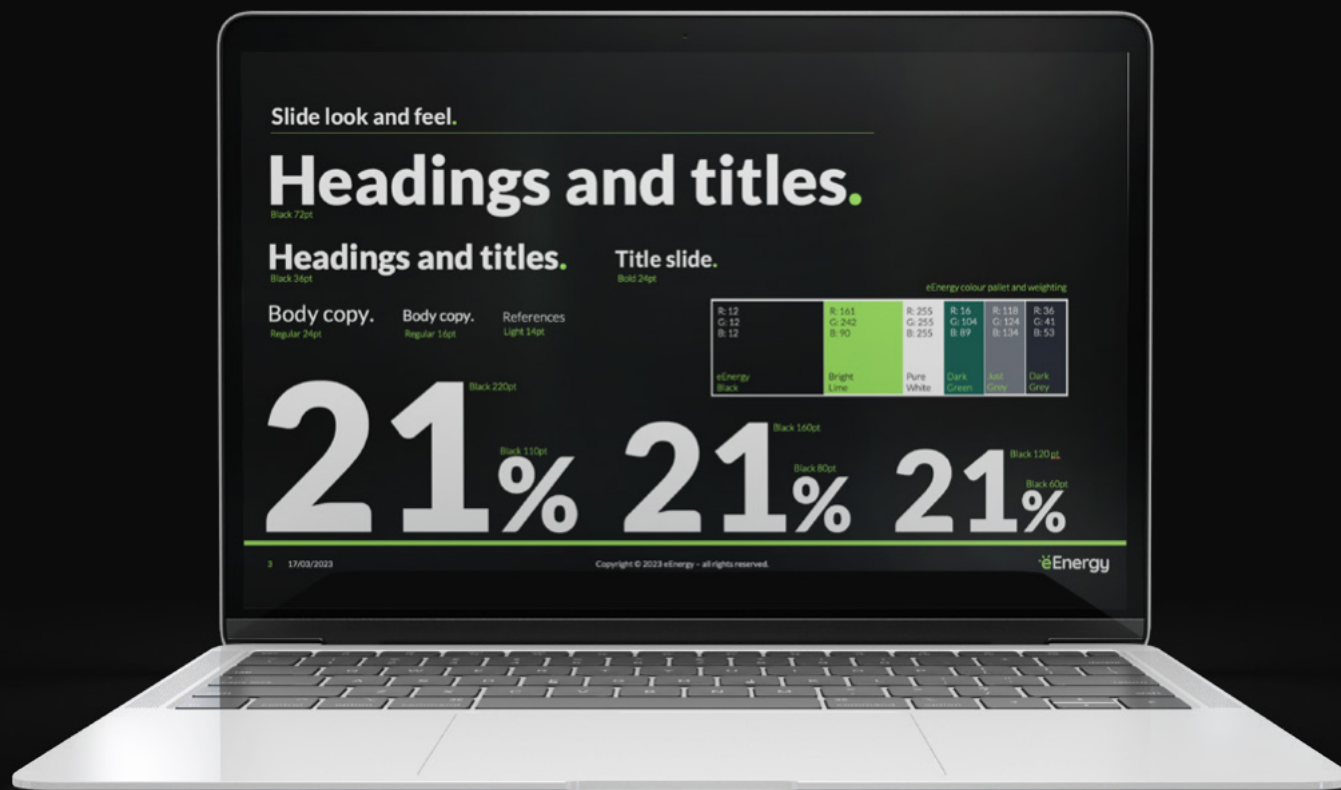
Partner, Head of Energy, Sustainability and Natural Resources EMEA at Knight Frank.

Brand Fonts.

Presentations.

PowerPoint presentations are an important component of our communications. They allow us to inform ourselves and our customers about our business, inspire by showcasing our products and services, and educate on important matters such as achieving Net Zero, energy management and sustainability.

eEnergy has its own PowerPoint presentation, which can be located in the templates section of Office 365. The presentation uses the approved eEnergy fonts.



Brand Fonts.

Presentations.

Lato Black 72pt

Lato Black 36pt

Lato Bold 24pt

Lato Regular 24pt

Lato Regular 16pt

Lato Light 14pt

Lato Black 220pt

Lato Black 110pt

Lato Black 160pt

Lato Black 80pt

Lato Black 120pt

Lato Black 60pt

Headings and titles.

Headings and titles.

Title slide.

Body copy.

Body copy.

References

21%

21%

21%

Brand Fonts.

Presentations Example.

Energy procurement.

4.6TWh under management.

Outperforming the market by up to 5%.

Reverse tender. Our auction online marketplace enables access to the lowest cost clean energy.

Fixed, Flexible, Baskets and PPA services.

Fixed Fixed Procurement. Delivery of a competitive fixed price energy.	PWP Basket - Purchase within periods. Tracking the wholesale energy markets, but minimises market risk premiums.
Flex Flexible Procurement. Best fit tender product and price, matching a client's specific needs.	PPA Power Purchase Agreement. Facilitation of long term clean electricity contracts with renewable developers.
PIA Basket - Purchase in advance. Tracking the wholesale energy markets, while providing cost certainty.	

Where suppliers compete to win your energy contract.

Simplifying energy procurement and delivering price, contract and supplier clarity.



35,746
Meter points consuming 4.6TWh of energy.

25
Approved suppliers invited to each auction.

3,480+
Successful energy auctions run in 2022.



Launching ZëERO+

Take back control of your energy.

- 0% commission.
- Access to the lowest cost green energy.
- Visualise your energy use with MY ZëERO
- Only pay for what you use, with bill validation.

£69 Per month for 3-years, £20 per month thereafter.

Priced per location. Includes one adviser and bill validation for new ZëERO members.

After the 3-year period the advisers are yours to keep. Continue access to my ZëERO and on-going support for £20 per month.

£2b

of commission is pocketed by energy brokers through undeclared commissions, ripping off small businesses annually.

Ofgem takes action on "unscrupulous" UK energy brokers | The Guardian | 2020.

Brand Fonts.

Word documents - Proposal.

eEnergy has its own Word documents, which can be located in the templates section of Office 365.

Lato Regular 12pt

Lato Bold 14pt

Lato Regular 12pt



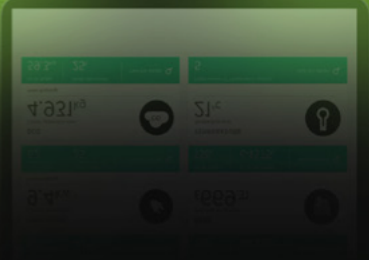
Z'èERO+ Proposal.

Client logo goes here.

00. Date. 2023

Contact Details

Name: Your name
Title: Your position | Energy Management
Mobile: your number
Email: your.name@eenergy.com



Brand Fonts.

Word documents - Proposal.

Lato Bold 24pt

Lato Regular 12pt

Lato Regular 12pt Left indent of 0.6cm

Lato Bold 16pt

Lato Bold 12pt



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Document Revisions.

No.	Revision Description	Date	Completed By
1	ZeERO+ proposal	xx.xx.xx	XX

eEnergy.com

eEnergy Management Ltd

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e: info@eenergy.com

VAT Number: GB 243371227
Company Number: 10064022



Brand Fonts.

Word documents - Proposal.

Lato Bold 16pt

Lato Regular 12pt

Left indent of 0.6cm

Lato Regular 12pt

Lato Bold 24pt

Lato Regular 12pt



Financial Benefits.

- Subscription model – no capital cost.
- 0% commission on energy procurement.
- Significantly reduce your energy consumption and carbon emissions across your entire portfolio.
- Re-invest the energy savings made into quantifiable energy efficiency projects, validating success in real time.

Operational Benefits.

- Scalable platform able to analyse and review thousands of sites and billions of data points, presented in easy-to-understand customisable dashboards.
- Visualise energy consumption in real time, pinpointing and eradicating unnecessary energy consumption by up to 10%
- Target areas of inefficiency, ensuring optimal reductions in costs and carbon.
- Engage employees and integrate real energy data into management reporting

Post contract after care.

At the end of the initial 3-year term, the eMeters installed in each of your locations are yours to keep with a simple transfer of ownership at no cost to you.

However, we know you'll want to keep eliminating energy waste and will likely wish to report your energy consumption as part of your ESG and Net Zero strategy. As such as simple £20 per month per eMeter you'll have access to the MY ZeERO portal to report and save on a 30-day rolling notice period to ensure service and data continuity.

eAuction online marketplace.

We outperform the traditional broker market by up to 5% through creating market competitive tension. We invite up to 25 authorised energy suppliers for each tender to bid for your energy contract. In 2022 we ran 3,480+ successful tenders and we manage over 4.6TWph across 35,746 AMR meters.



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Brand Fonts.

Videography - Watermark

eEnergy watermark throughout:

- Top right corner of the title-safe box
- Watermark visible in every shot
- Opacity: 40%

If your video has a white or off-white background throughout use a grey watermark .
Please follow the standards noted above.



Brand Fonts.

Videography - Lower thirds

Lower third graphics might display a person's name or title which informs the audience who is speaking at any given time.

They provide important information that helps viewers understand the story better.

They should:

- be used to identify speakers on screen
- appear the first time the speaker is seen on screen
- properly identify the subject with name, title and company
- appear in the lower corner of the title-safe box
- are preferably left-justified, but always placed on the opposite side of frame from speaker
- the box is reproduced at 75% opacity
- the box is trimmed to avoid excess space after the title*

Lower thirds font:

- Line one: first and last name of speaker
- Lato Bold – 55 pt
- Line two: job title, company name
- Lato Light – 35 pt

Type safe area



*Box before trimming



*Box after trimming



Brand Fonts.

Videography - Subtitles

Adding subtitles to your video helps give people the big picture more effectively so they can make a quick decision.

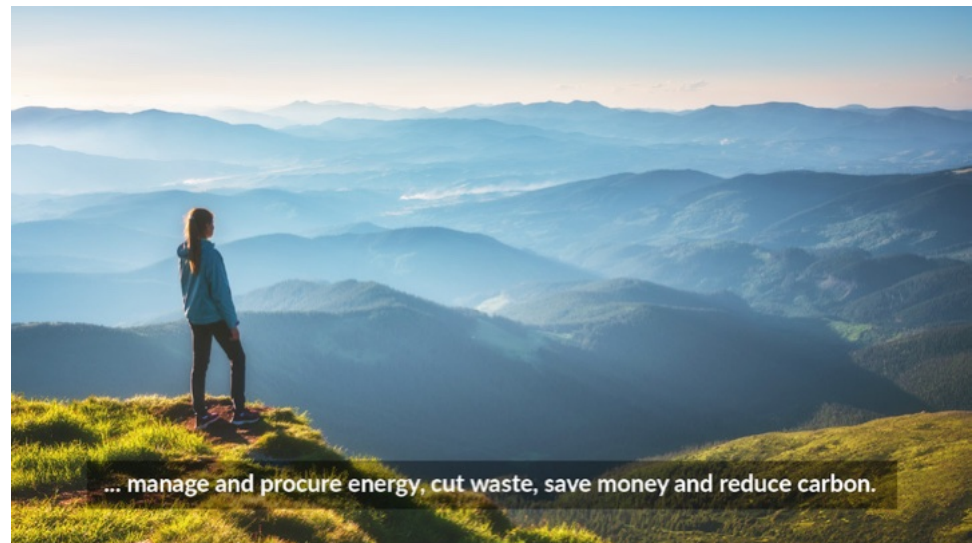
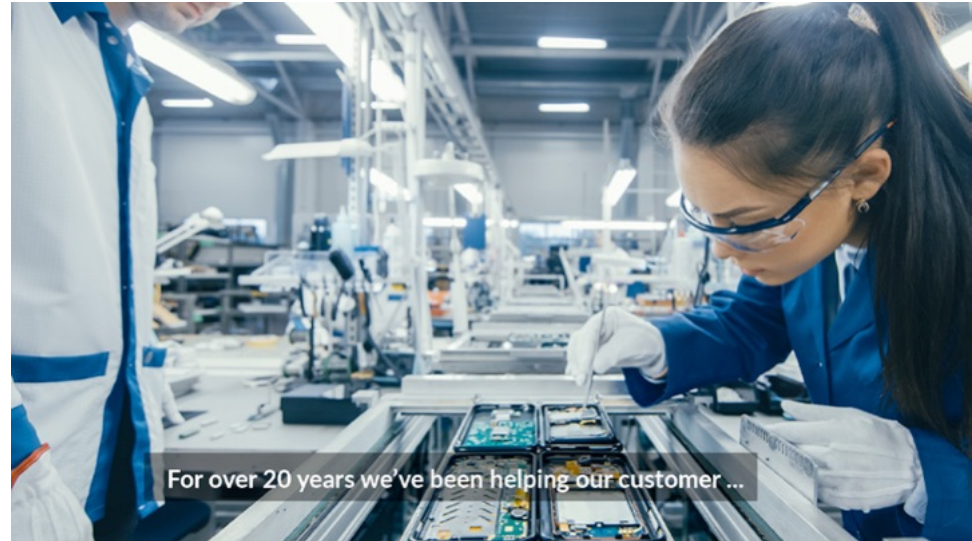
Box subtitles:

- Sentence case text/Lato Bold/size 35pt
- Text color: white
- One line
- Black box at 50% opacity

Note: Embedded subtitles are not allowed on YouTube. Subtitles are added as closed-caption SubRip (.srt) files.

To remove YouTube's automatic subtitles and upload your own (more accurate) subtitles:

1. Go to your Video Manager and click Edit next to a video
2. Select the Subtitles/CC tab
3. Select English (Automatic), or whichever language is used
4. Click Unpublish
5. Select Upload from the Actions menu to add your SubRip (.srt) files.



Brand Fonts.

Videography - On-screen text

Text on screen is an effective way to introduce or highlight important information. On-screen text should follow the standards established in our Brand Guidelines for consistency but will be altered to align with the best practices below.

- Keep type flow to a 15-word maximum (approximately) in a legible size in relation to the presentation medium (desktop, handheld, event).
- Use Lato Bold in either black or white. The punctuation should be reproduced in the Bright Lime.
- Do not use long flowing blocks of copy.
- Avoid using ALL capital letters.
- Do not use secondary or other colours for full background washes.
- Darken footage when applying white text overtop.
- Do not use cluttered colour visuals when contrast is very low.



System fonts.

In instances where using Lato is not possible, use Arial Black and Arial Regular.

It is a system font and is pre-installed on all PCs. This should be the default font for standardised communication, such as emails, or in instances where Lato is not accessible or available.

Arial

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@£\$%^&*()_+

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@£\$%^&*()_+

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@£\$%^&*()_+

Colour.

Primary Colours

Secondary Colours

Colour Weighting

Primary Tints

Primary Tints in Action

Extended Palette

Primary Palette.

Colour is the most powerful tool for creating or expressing a mood or feeling, colour brings our brand to life in unique ways. Colour used in a simple and balanced manner can communicate clarity, consistency and modern sophistication.

Bright Lime

C 48
M 0
Y 94
K 0

R 161
G 242
B 90

Pantone 7488

#A1F25A

Dark Green

C 88
M 37
Y 67
K 24

R 16
G 104
B 89

Pantone 562

#106859

Black

C 74
M 67
Y 66
K 85

R 12
G 12
B 12

N/A

#0C0C0C

Secondary Palette.

Colour is the most powerful tool for creating or expressing a mood or feeling, colour brings your brand to life in unique ways. Colour used in a simple and balanced manner can communicate clarity, consistency and modern sophistication.

Grey

C 57

M 45

Y 38

K 7

R 118

G 124

B 134

#767C86

White

C 0

M 0

Y 0

K 0

R 255

G 255

B 255

#FFFFFF

Dark Grey

C 81

M 72

Y 54

K 59

R 36

G 41

B 53

#242935

Weighted Colour Palette.

In terms of usage, the majority of colour applications should use the Primary colours. Your first application of colours should always try these first.

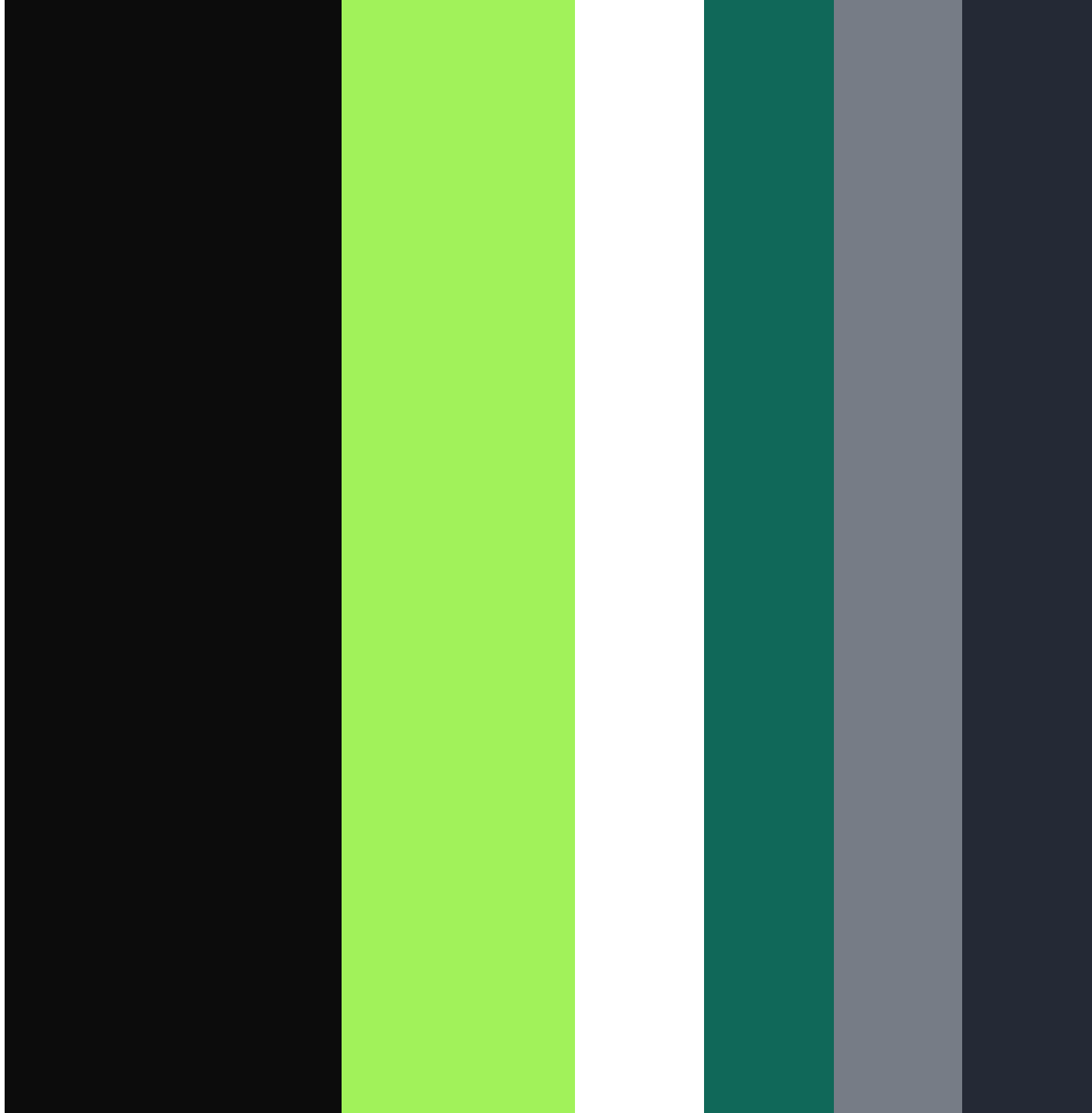
The green and lime may also be used to make a gradient for backgrounds or overlays on images.

They can also be utilised in situations when high contrast is needed, such as call-to-actions and hyperlinks.

Background colours.

Black as a background colour can be used to create impact and draw attention to the Bright Lime, however black is not the default background colour.

For all correspondence such as letters, emails, and PowerPoint slides that show large amounts of text or use graphs white is the default.



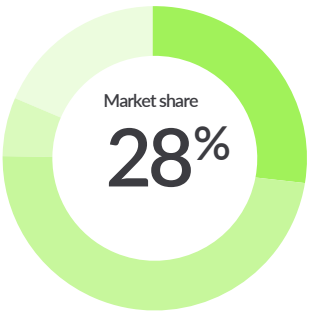
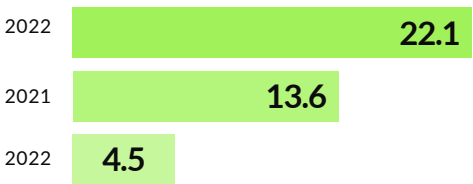
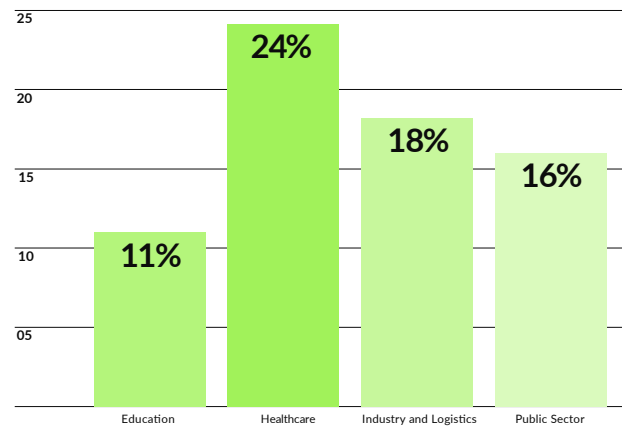
Primary Palette Tints.

The tints color palette can be used effectively in graphs and statistics to display multiple data sets.

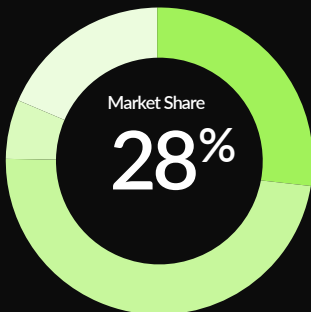
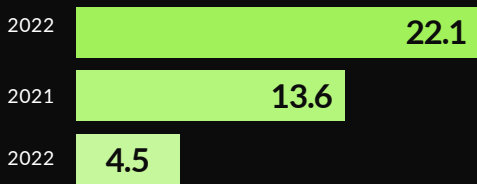
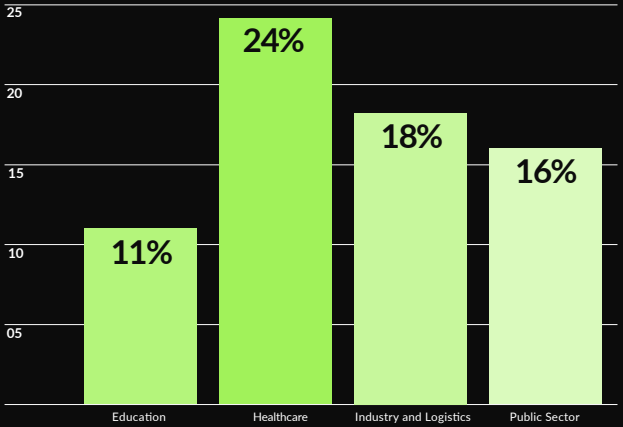
Bright Lime	Dark Green	Black
100% #A1F25A	100% #106859	100% #0C0C0C
80% #B3F47A	80% #3F867A	80% #3C3C3C
60% #C6F79C	60% #6FA49B	60% #6D6D6D
40% #D9F9BC	40% #9FC2BC	40% #9D9D9D
20% #ECFCDE	20% #CFE0DD	20% #CECECE

Primary Palette Tints in Action.

Charts can utilise the primary palette tints to draw attention to key data in charts. The examples right show the Bright Lime palette of tints being utilised but these could also be in the dark green or black.



- 28% Healthcare
- 58% Education
- 10% Industry and Logistics
- 17% Public Sector



- 28% Healthcare
- 58% Education
- 10% Industry and Logistics
- 17% Public Sector

Extended Palette.

The Extended colour palette can be used effectively to highlight key information in line with industry standard color labelling, e.g., when signalling a high, medium or low outcome/status, then red, yellow and green respectively would be used.

NOTE: This is the only instance that these colours should be utilised.

Red

C	0
M	87
Y	79
K	11

R	228
G	29
B	48

Pantone
032C

#E41D30

Yellow

C	0
M	22
Y	92
K	0

R	255
G	199
B	20

Pantone
123C

#FFC714

Green

C	91
M	0
Y	57
K	19

R	19
G	206
B	89

Pantone
354C

#13CE59

Visual Assets.

Our name

Iconography

Photography

eLash

Our brand name.

We all need to refer to our company in written form, whether this is in press releases, blog articles, email, on social media or in general communications.

For consistency, eEnergy should always be written in lowercase save for the second E, which is capitalised.

When written like this our distinctive brand name is still present and is unlikely to be mistaken for someone else's or a misspelling of the word "energy".

eEnergy ✓

eENERGY ✗

EENERGY ✗

Eenergy ✗

E-Energy ✗

e-Energy ✗

Iconography.

Icons are designed to communicate specific functions of products and services within applications. Please refer to your marcoms icons suite and make sure you use an existing icon where appropriate.

Our icons are simple and clear, made for purpose to indicate a function. The preferred icon style is two-dimensional and drawn with a consistent line weight to give an outlined appearance

Icons should always be designed for universal recognition and be as clear and uncluttered as possible.

The minimum size for reproducing icons in print is 12mm and 34px for digital applications. In instances where icons are being reproduced at minimum size and specialist materials are being used, it is recommended to use single colour printing to ensure a clear print and avoid the risk of misalignment issues.



12mm
34px

Minimum size

Iconography grid structure.

If additional icons are required, this grid is to be used in any icon design process. It allows for proportions across icons to be coherent.

Icon execution guidelines.

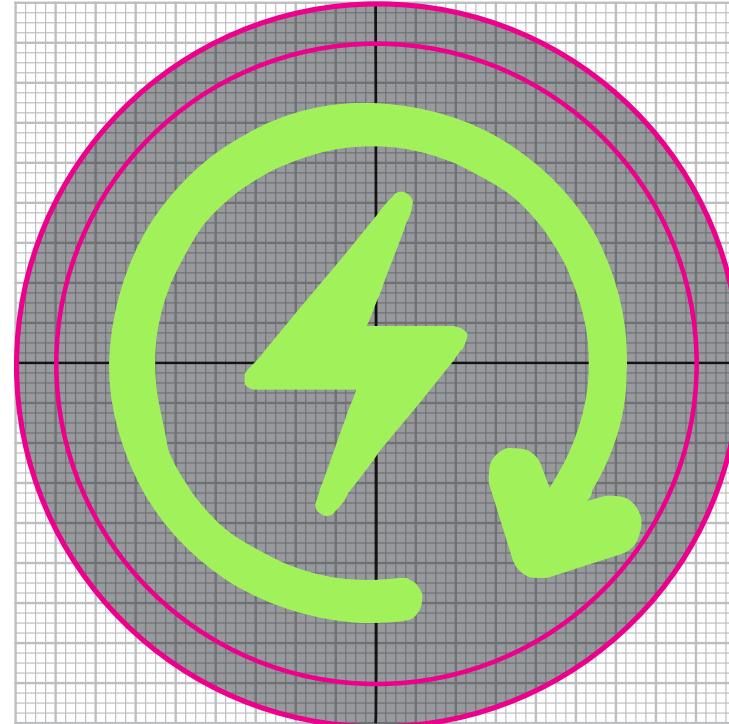
- Draw in a 144 x 144px frame.
- All stroke sizes should be 6pt.
- Use round end caps and rounded corners to create soft iconography that reflects the landmark.
- Icon should not extend outside of the inner safe area.
- Create with Adobe Illustrator.

Icons and symbols should NOT:

- Icons are not sketches and they should not look cartoonish or child like.
- Do not colour in; always maintain the line style.
- Do not use as part of company logos or in conjunction with text that implies a company program.

Sizing Guidelines.

When using an icon as a primary or secondary design element in a communication, it shouldn't be smaller than 12mm.



Iconography.

1. Access
2. Measure
3. Reduce
4. Connect
5. Solar
6. Net Zero
7. Go further
8. Act with Purpose
9. Trust
10. Install
11. Maintained
12. Proposal
13. Survey



1. Access



2. Measure



3. Reduce



4. Connect



5. Solar



6. Net Zero



7. Go further



8. Act with Purpose



9. Trust



10. Install



11. Maintained



12. Proposal



13. Survey

Photography: General.

Our photos are bright and positive, they show the people who will directly benefit from our services. Where possible, we select photos which feature touches of colour similar to those in our palette.

We have two categories of photography which are general and targeted. *These are examples of general photos.*

Human.

Consumers are the hero in what we do. Therefore, we put people in our images to keep them at the heart of things.

Green.

We use living things over wind turbines and solar panels to express our connection to Net Zero, but we aren't averse to showcasing technology.



Photography: Image treatment.

We use an image treatment to ensure a consistent visual style and output for our brand photography.

This image treatment involves colour correction to skew photographs away from the warmer sections of the colour spectrum and an increase in the contrast settings.

This creates a photographic style that feels consistent to the brand, regardless of the content being depicted.



Photography: Brand appearance.

Our brand sometimes features directly in photography, particularly in instances where our proprietary technology is in action. We need consistent art direction for these kind of images. *These are examples of branded photos.*

Products.

Products are placed in the environment they are used, in clean and tidy places to connote our professionalism, quality and adherence to best practice safety.

Branding.

Logos on products, vehicles and clothing should be subtly placed in the shots and not dominate the canvas. Remember, we champion our customers in our imagery, our own presence should be no more than a nod to our involvement.



Photography: Image treatment.

We use an image treatment to ensure a consistent visual style and output for our brand photography.

This image treatment involves colour correction to skew photographs away from the warmer sections of the colour spectrum and an increase in the contrast settings.

This creates a photographic style that feels consistent to the brand, regardless of the content being depicted.



Photography: Image treatment.

Achieving the results.

Over the next 3 pages we will show you the basic technique required to achieve our image treatment. This will focus on using Adobe Photoshop and the default programs Preview (Mac) and Microsoft Photos (Windows).

Each image is different and therefore the values required to alter the image will differ with each.

The overall result should be a cooler, punchier image.



Before

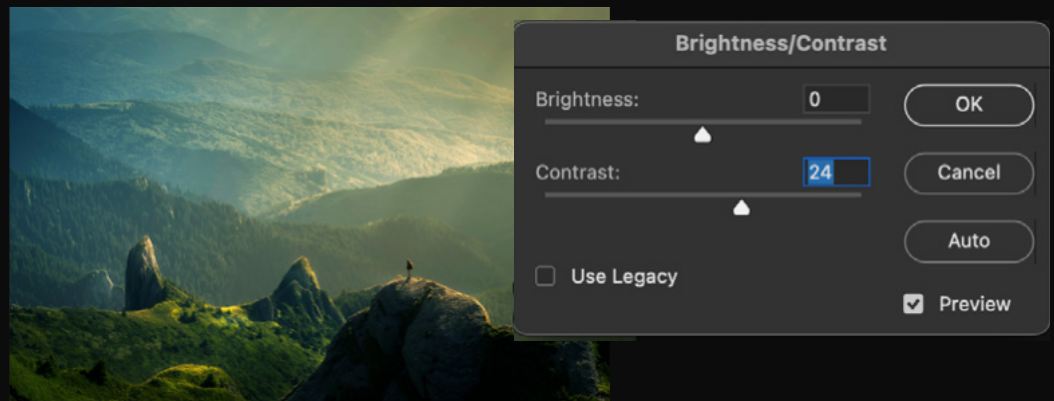
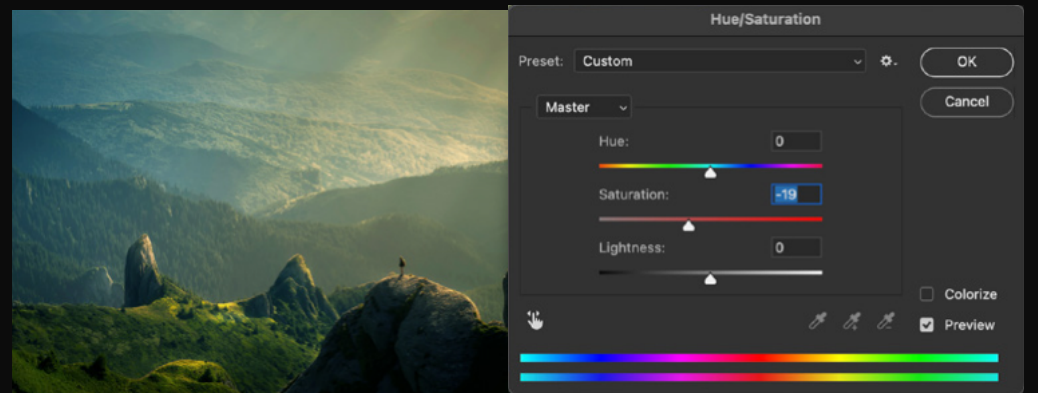
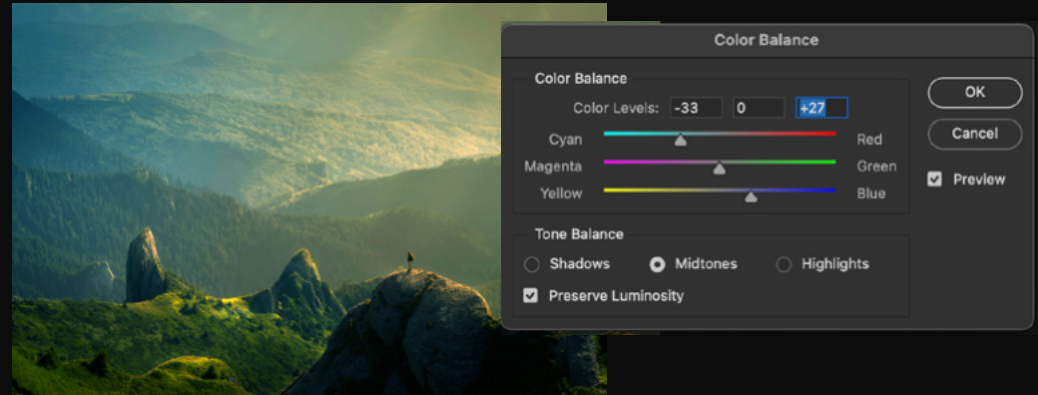


After

Photography: Image treatment.

Achieving the results in Photoshop.

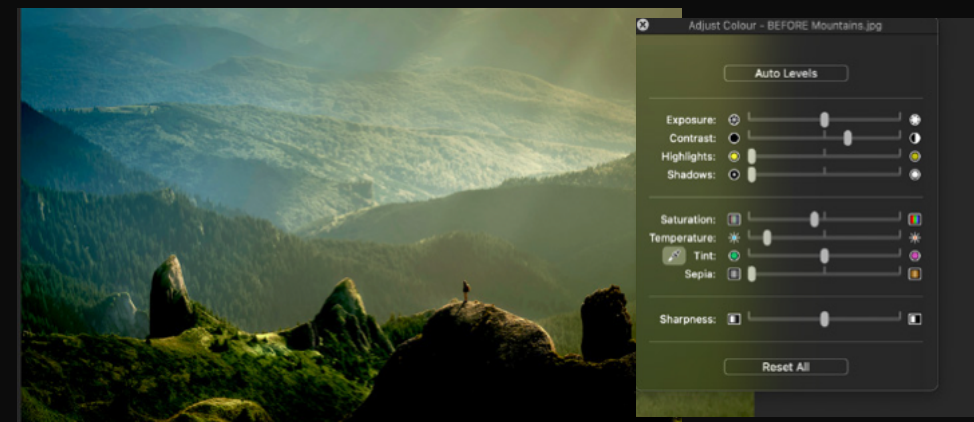
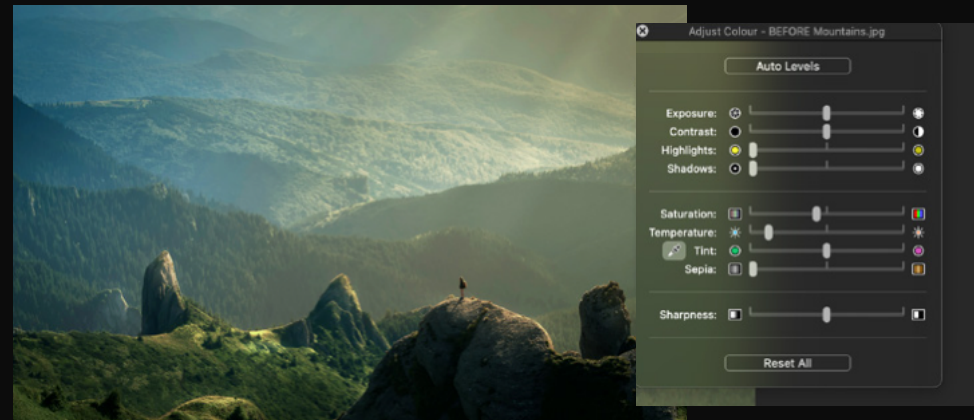
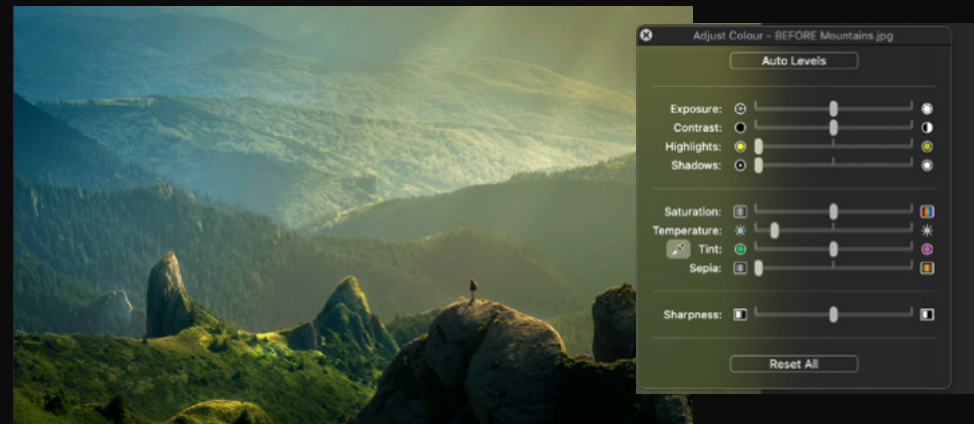
1. Open the image in Photoshop.
2. Open the Colour Balance window (image/adjustments/colour balance) and remove the warm tones by using the sliders and sliding to the blue sides of the spectrum.
3. Open the Hue/Saturation window (image/adjustments/Hue/Saturation) and reduce the colour saturation.
4. Open the Brightness/Contrast window (image/adjustments/Brightness/Contrast).
5. Save/Export your image.



Photography: Image treatment.

Achieving the results in Preview.

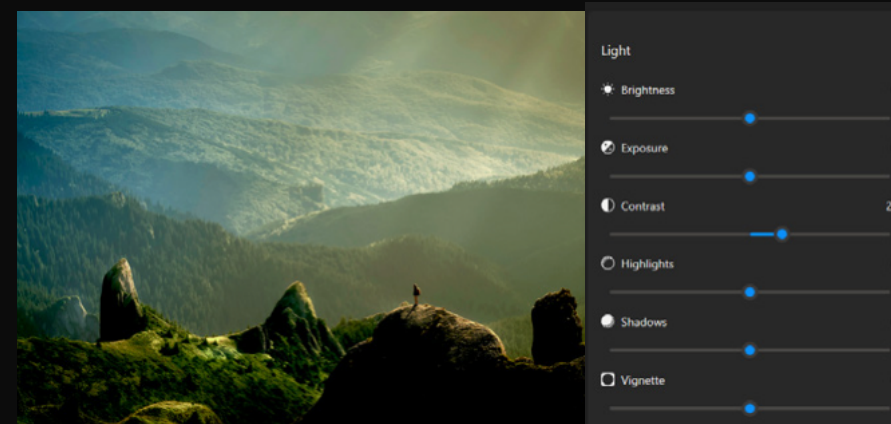
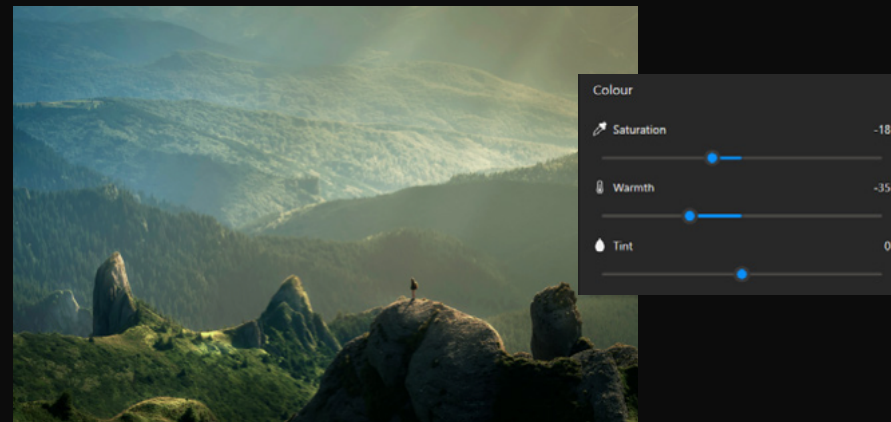
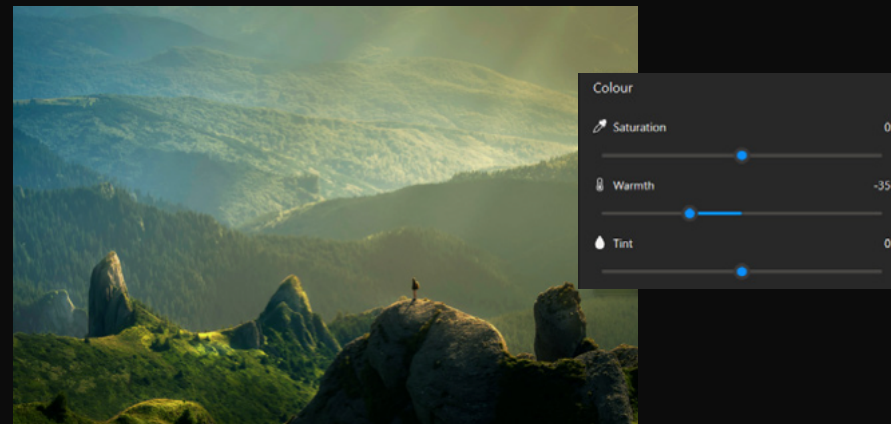
1. Open the image in Preview.
2. Open the Adjust Colour window (tools/adjust colour) and remove the warm tones by using the sliders reducing the temperature of the image.
3. Still in the Adjust Colour window reduce the saturation.
4. Finally in the Adjust Colour window increase the contrast.
5. Save/Export your image.



Photography: Image treatment.

Achieving the results in Microsoft Photos.

1. Open the image in Microsoft Photos.
2. Click the Adjustment menu at the top
3. Reduce warmth
4. Reduce saturation.
5. Increase contrast.
6. Save/Export your image.



Photography: Specialist.

We also use a specialist image treatment for feature images. The use of these images should be closely managed and each photo will need specialist treatment.

In addition to the cooler spectrum/high contrast image treatment, we can overlay a gradient map of our two brand green colours (Bright Lime and Dark Green) to pick out the shadows, highlights and midtones of an image.

This creates a “branded” feel to the image, without it becoming too far removed from our standard photographic approach.

Suggested gradient mapping:

Shadows - eEnergy Black

Midtones - eEnergy Dark Green

Highlights - eEnergy Bright Lime



Photography: Image treatment.

Type over photography.

Use the rules below to make legible type when applied to photography.

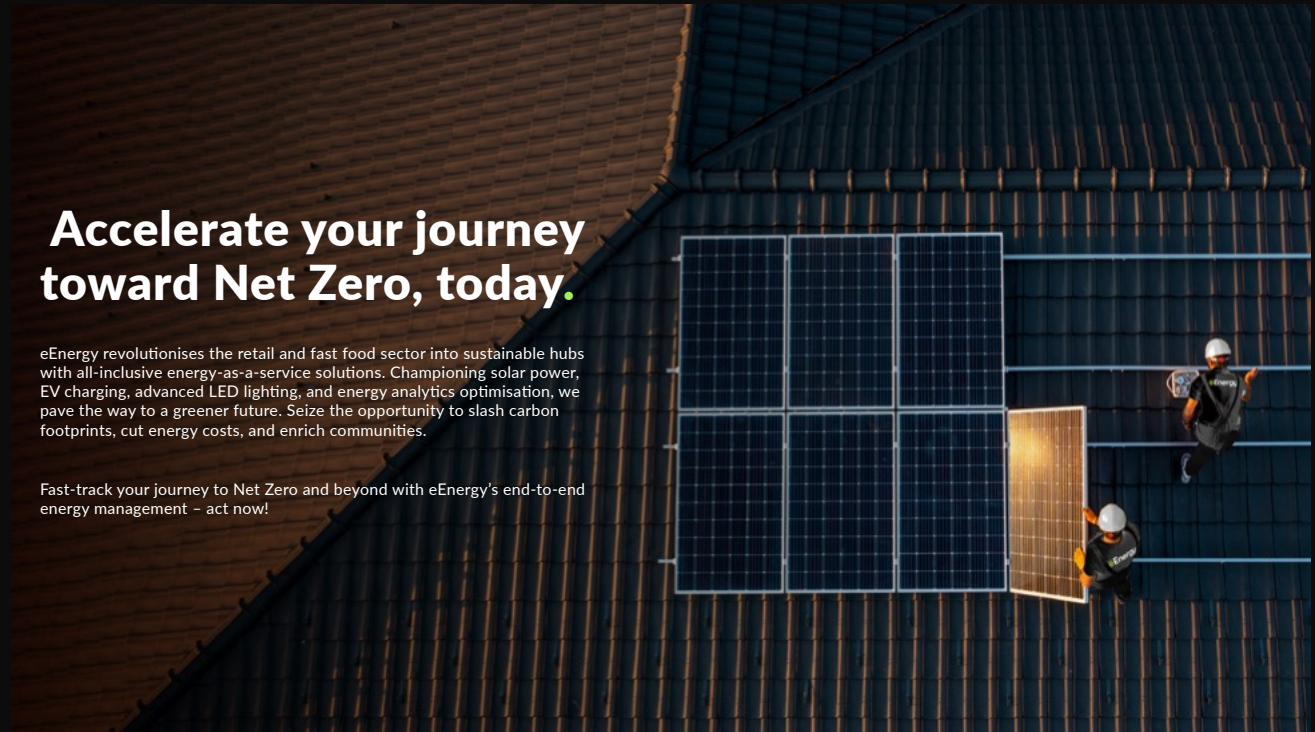
1. Clear space.

Type should be placed on the clearest and calmest area of the image to ensure maximum clarity. This can be the top, bottom, corner or center, but will vary across each image.

Always choose the area that will provide optimum legibility.

2. Colour.

For maximum clarity and legibility, type should be applied over photography in white.



Photography: Image treatment.

Photography gradient.

When placing type onto busier images, a Dark Grey transparent gradient can be applied to the image to ensure that there is clear contrast between the background and type.

In Photoshop the gradient should be set to Multiply in the transparency settings. Make sure the headline and gradient doesn't cover the main focus of the image e.g. the light element.

In PowerPoint this can be achieved by placing a shape over the image and filling it with a gradient fill set to Dark Grey. The left hand slider should be set to a Transparency value of 0% and the right set to 100% Transparency.



Image Library.

Ideally we should shoot real locations but if this is not possible stock shots can be used. These should “capture” a moment, never be staged or contrived.

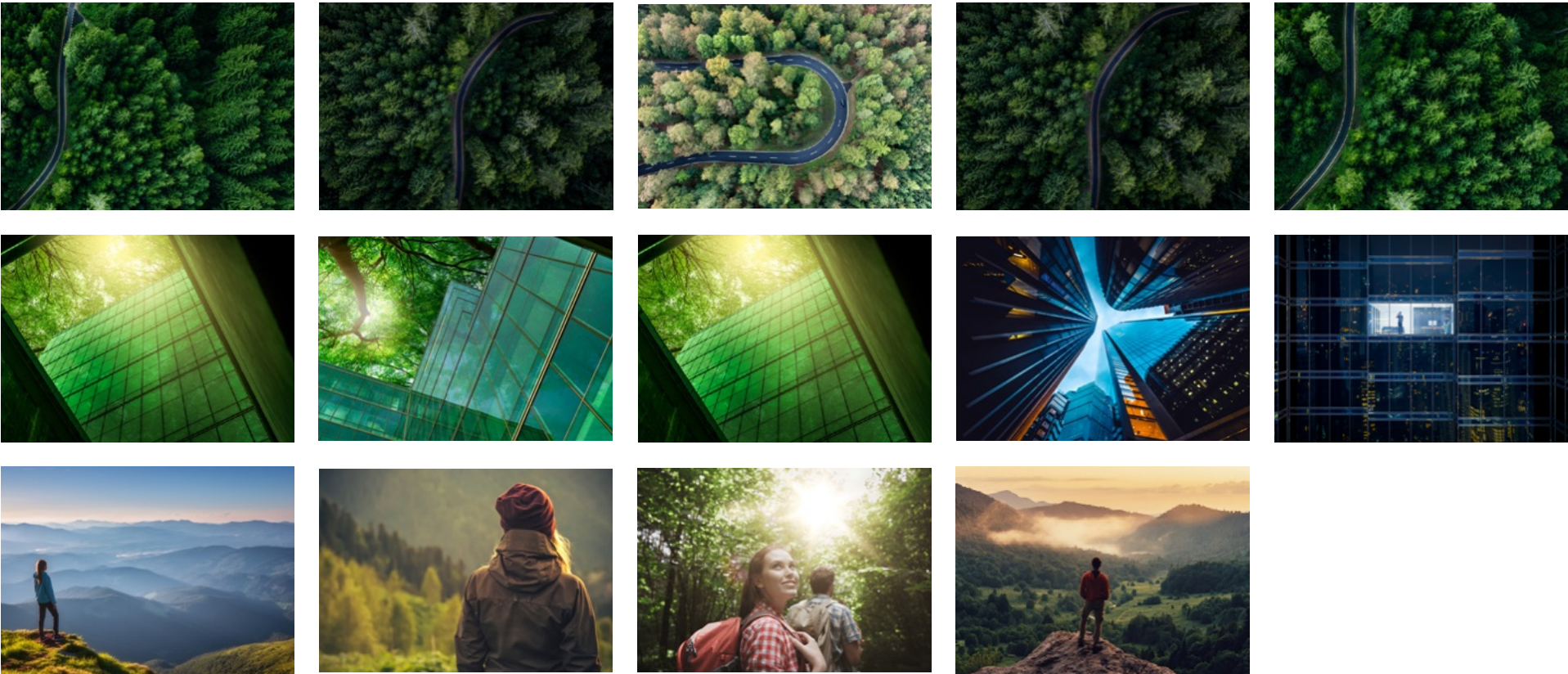
All stock photography should adhere to our photographic principals detailed previously.

The following pages supply sample galleries of some of these images available.

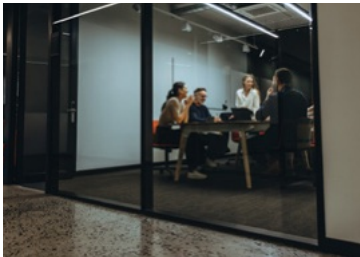
Please Note: The image library will be updated with new images as the need arises.



Brand Hero Images.



Access Images.



Reduce Images.



Connect Images eCharge.



Connect Images eSolar.



Target Sector - Education.



Target Sector - Healthcare.



Target Sector - Government.



Target Sector - Fast Food and Retail.



Target Sector - Leisure and Hospitality.



Target Sector - Industry and Logistics.



Target Sector - Other Commercial.



Photography: Internal team.

In addition to photography for our brand, we also need to ensure we capture a consistent look when photographing our team.

Plain, light background

This is so we can add in the eEnergy Bright Lime as a background if required.

Smart casual clothing

We want to ensure our company is portrayed in the right way. We are professional, but not stuffy or overly formal.

Approachable expression

Our team should look like what they are...approachable and friendly!



The eLash.

Our logo contains our brand icon – known internally as “the eLash”.

This icon is recognisable as part of our brand’s visual landscape, and we can use it as a standalone graphic device to hint and highlight at our brand’s presence.

We encourage creative use of the eLash graphic device, but it should also be managed with restraint, ensuring it adheres to our other brand guidelines and doesn’t ever seek to take centre stage.

In instances where we are addressing new audiences, our logo should take precedence over the eLash.



the eLash



The eLash.

Our logo contains our brand icon – known internally as “the eLash”.

This icon is recognisable as part of our brand’s visual landscape, and we can use it as a standalone graphic device to hint and highlight at our brand’s presence.

We encourage creative use of the eLash graphic device, particularly for internally-facing branded material, but it should also be managed with restraint, ensuring it adheres to our other brand guidelines and doesn’t ever seek to take centre stage.



The eLash.

Just like with our logo, the eLash should never be altered to suit a particular application.

The colour should never be changed.

If there is a contrast/visiblity issue then you should either adjust the image you are applying it to or select a different image.

Don't alter the height or width of the eLash.

Make sure you maintain the correct proportions.

Suggested scale.

You should scale the eLash so it roughly “halos” the subject’s head in the same way it “halos” the lowercase “e” in our logo. The size relationship should be roughly the same.

Part of the scene.

Where possible, the eLash should become a part of the scene – this means paying attention to foreground and background placements, as well as the depth-of-field of the image.

Multiple uses.

More than one eLash can appear in the same image, but we recommend using just one for maximum impact.

PLEASE NOTE: The selection of imagery is paramount to the success of the eLash deployment. Only choose imagery where the subject is face on to the camera to avoid the eLash having to appear in perspective.



Tone of Voice.

Tone of Voice

eEnergy Annual Report Style Guide

Tone of voice.

Our language is bright, positive and packed with action. We reflect our founder's entrepreneurial spirit in a can-do positive tone – guiding people to see us as different, challenging the status-quo, possessing something more, always straightforward, but always friendly and authentic.

Good.

The cheapest kilowatt is the one you never use.

We'll guide you to Net Zero, every step of the way.

Bad.

Doing nothing shouldn't be an option.

Save the planet.

We select words and phrases that are...

Clever and Entertaining.

We create cut through with copy that challenges and requires thought. It is never matter of fact or serious – the industry is “dry” enough without us adding to it. It should reflect a conversation, be the perfect balance between chatty and professional, something that reflects our personality.

Please Note: When delivering copy for investors, such as web pages or financial reports a more pragmatic approach may be required in delivering key statements.

Positive.

Climate change is an opportunity to change, but can be frightening, turning people off if positioned as we're all doomed. Even David Attenborough thinks so!

Friendly, yet Smart.

We are the experts, but we don't want to come across as the know it all and bamboozle our reader. We look to build long term relationships based on trust.

Straightforward.

We use simple and clear language in everything we produce, keeping the technical jargon to a minimum. Our clients are not experts, if they were they wouldn't need us.

Informative.

We provide the reader value in small bites; we drop in validated statistics and sound bites they can use and share.

Authority.

We create our own data and leverage others to tell our stories. We credit authors and never pass off the work of others as our own.

eEnergy Annual Report Style Guide.

This style guide is your go-to tool to keep all business communications consistent and strong. Even with many writers, it ensures we speak with one powerful voice.

What's in the guide?

- 1 Grammar, Punctuation, Spelling, and Capitalisation: We've sorted it all out – from the correct use of commas to the preferred British spelling. We've got it covered!
- 2 Citations and References: Using other sources in our report? This guide shows exactly how to format them.

Now, for the look and feel of our materials, refer to the eEnergy Brand Guidelines. They're your map for:

- 1 Graphics and Images: Logos, charts, photos - you name it, the guidelines show you how to use them.
- 2 Formatting and Style: From headings to bullet lists and beyond, our Brand Guidelines will help you nail the eEnergy look every time.

In short, this style guide and the Brand Guidelines are your keys to creating consistent, recognisable, and professional eEnergy communications. Stick with them, and you can't go wrong!



Tone of voice.

First person is preferred in the front and middle sections (e.g. “We help...”, rather than “The Company helps...”), while third person is preferred in the back section (e.g. “The Company is listed on AIM”).

In statements from individuals (e.g. the Chairman/CEO), it is acceptable to switch between first and third person depending on perspective, but it should be consistent within sentences (e.g. “I am pleased to report that the Company has delivered on its objectives” or “I am pleased to report that we have delivered on our objectives”, but not “I am pleased to report that the Company has delivered on our objectives”).

Good.

I am pleased to report that the Company has delivered on its objectives.

We help organisations to achieve Net Zero.

Bad.

The Company has delivered what it set out to achieve.

The Company helps companies cut their emissions.

Upper/lower case initials

all job titles title case
all report/statement names in title case (in-text refs)
Annual General Meeting
annual report
Articles of Association
Audit & Risk Committee;
Nomination Committee; and
Remuneration Committee
Board
Chairman
Chief Executive
Company, Parent Company
COVID-19
Currency: US Dollar, Euro,
Sterling, etc.
Director
Executive
financial statements
Group
interim report
Non-Executive
note
ordinary shares
section (when referring to the
Companies Act)

Spelling

UK spelling
adviser
focusing
judgement

Abbreviations

Do not have full stops within
abbreviations e.g. UK/US
Annual General Meeting ('AGM')
earnings per share ('EPS')
International Financial Reporting
Standard ('IFRS')
IFRS title format e.g. IFRS 2
Share-Based Payment
(the 'Code')
Singular/plural
auditor
earnings per share (plural)

Apostrophes

20 years' experience
Auditor's Report
CEO's Report
Directors' remuneration
Directors' Report
shareholders' funds

Hyphenated (all refs)

fractions: two-thirds, four-fifths
non-xxx
post-xxx
pre-xxx
re-appoint/ment
re-elect/ion
separating identical letters:
co-operate,
pre-eminent

Hyphenated (only when describing a noun (adjectival), e.g. short-term loan)

-month/-year
equity-settled
in-house
performance-related

Unhyphenated (all refs)

cash generating
nil cost
risk free
short/medium/long term
website (one word)
write down
year end
year on year

Numerical data

one to nine in words, 10 and
above in
numerals (though where two
numbers
used closely together, make
consistent,
e.g. “nine to eighteen”, not “nine
to 18”)
£nil
£[•] million
£[•] billion
[•]p
[•]%
31 December 2022
£'000 (in column headers)
em dashes in tables
single quotes

Directors' names

first name surname (in text
and tables)
David Nicholl
Harvey Sinclair

Company names

eEnergy Group plc

Division names

Energy Services
Energy Management

Corporate stationery.

Stationery.

At eEnergy, we're not just about Unleashing Net Zero, we're also one of the UK's top 5 digital energy services providers. So naturally, we prefer to keep things digital and tree-friendly. But we understand - sometimes you just have to kick it old school, embrace your inner lumberjack, and print some stuff. So, for those rare moments when you need to reach out to someone who's still living in the pre-internet era, we've got a selection of stationery ready. But remember, only use it when absolutely necessary - after all, we're in the business of saving energy, not wasting it on unnecessary paper trails!



Brand in action.

Brand



in



action.



eEnergy

Sports sponsorship.

As part of our continued effort to increase awareness of our brand with larger markets we have committed to sponsorship deals with English Football League Clubs Blackpool FC and MK Dons.

When reproducing our Masterbrand Logo on any collateral the single colour versions of the logo should be used to avoid issues with legibility.



Single colour logo increases legibility.



2 colour logo difficult to read.



Single colour logo increases legibility.

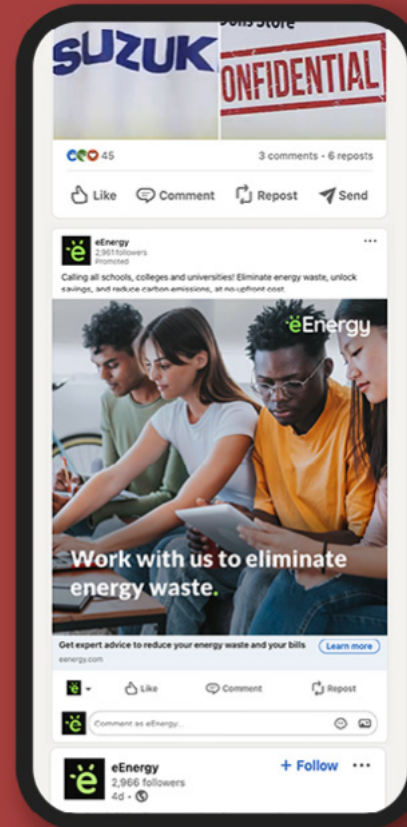


2 colour logo difficult to read .

Social tiles.

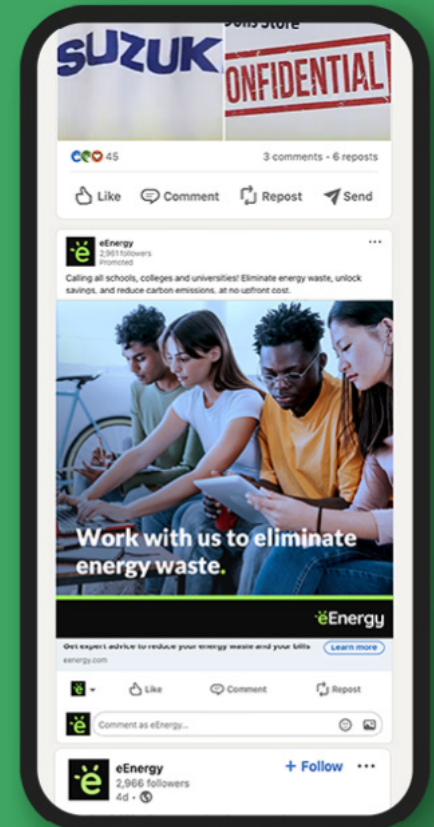
To continue the success we have already achieved we will need to increase our online engagement.

Social media offers an effective route to our markets and therefore we should have consistency across every post we upload.



Social tile example of incorrectly executed.

Logo difficult to read on busy background
Location of logo
No colour treatments of image
No use of gradient so headline is difficult to read.

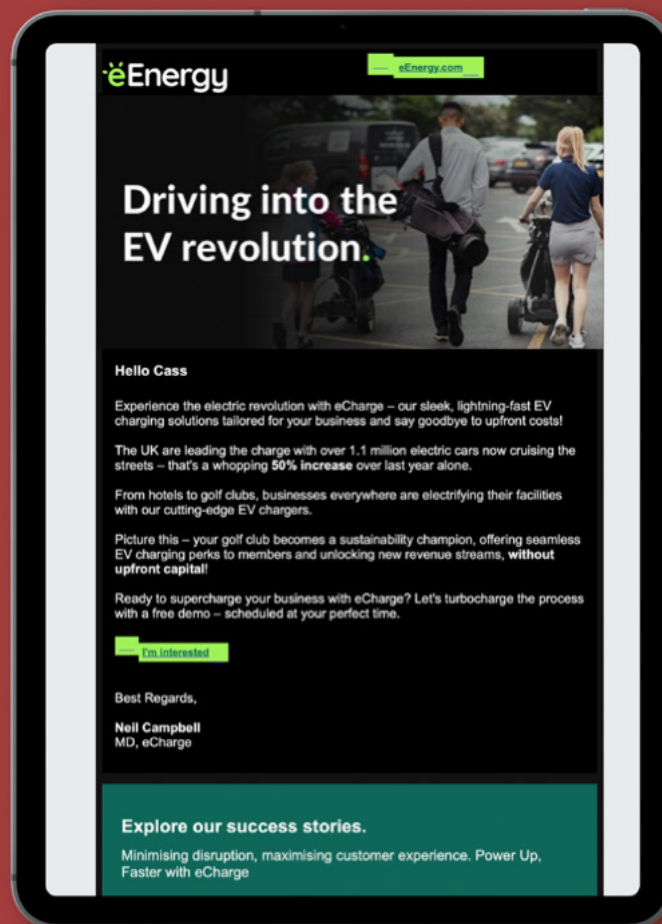


Social tile example of correctly executed.

Footer (lime and black)
Location of logo
Colour treatments of image (page 46 brand guidelines)
Gradient (page 50 brand guidelines)
Font Lato Black, and contrasting full stop.

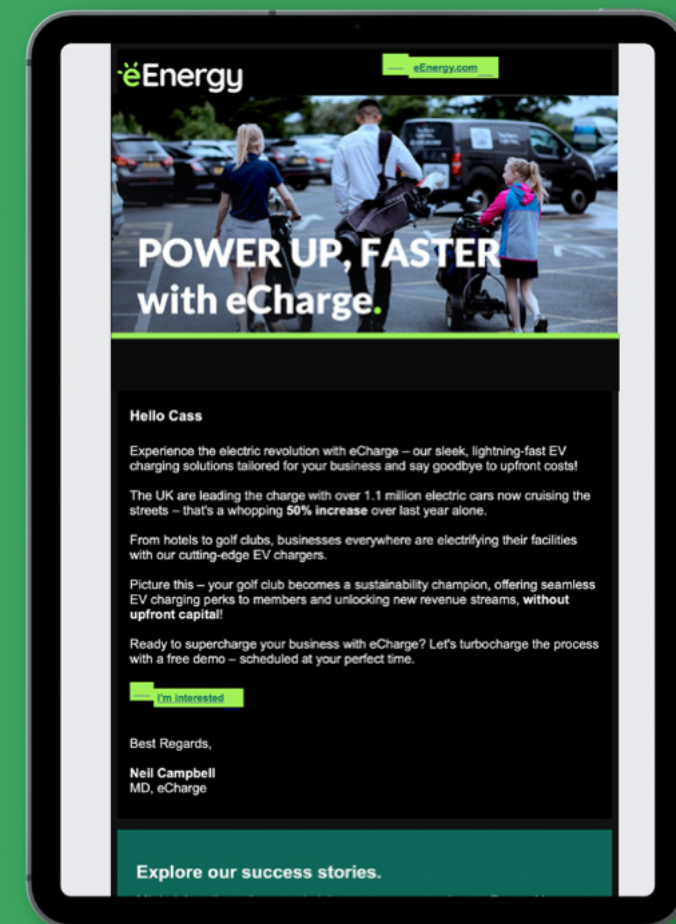
Email campaign headers.

Consistency across all platforms.



Email header example of incorrectly executed.

No colour treatments of image
Gradient very heavy and covers most of image.



Email header example of correctly executed.

Footer (lime and black)
No logo as this is carried on the email header
Colour treatments of image (page 46 brand guidelines)
Gradient (page 50 brand guidelines)
Font Lato Black, and contrasting full stop.



eEnergy.com

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