GivEnergy ®

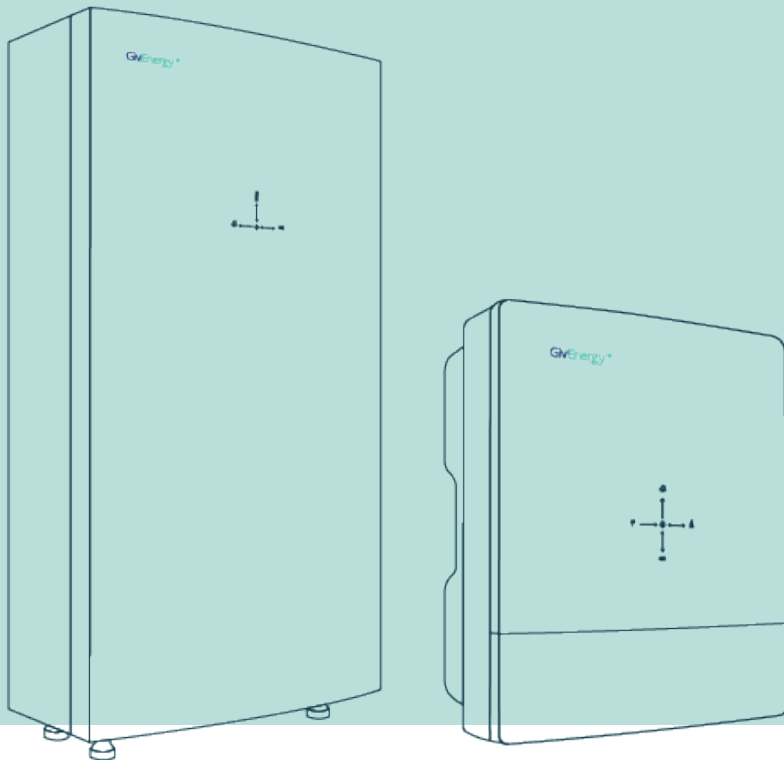# **Brand** guidelines

Empowering energy freedom for all

Hi,
we're
GivEnergy.

We're thrilled to find you here.

You're in just the right place for the information, rules, and resources you need to start working with the GivEnergy brand.

By following the guidelines we've laid out, you're helping us ensure that we can deliver the same great experience for anyone and everyone engaging with GivEnergy.

So, buckle up.
Let's take you
through our brand.

Brand story

01

What we stand for

GivEnergy is on a mission: to make sustainable energy accessible and affordable to all. In the process, we're building a world where energy doesn't cost the earth.
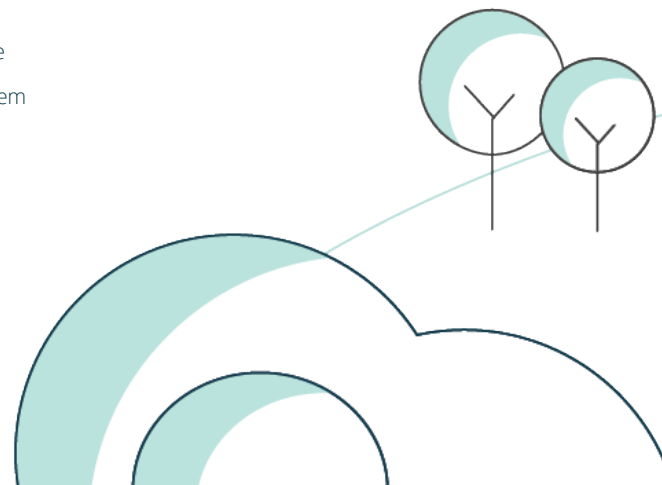
How we do it

GivEnergy provides premium energy management solutions at an accessible price. We engineer and manufacture a portfolio of electronic equipment designed to manage energy use and production.

The GivEnergy range includes inverters, battery systems, EV chargers, energy management software, and a host of supporting accessories. Together, these products create an end-to-end ecosystem for customers to control their energy.

Why our work matters

With a GivEnergy system, customers can store green energy – either from renewables, and/or from the grid via off-peak tariffs.

They can then use that stored energy to cheaply and cleanly power their property. The result is a drastic reduction in both energy costs and carbon emissions.

Who we work with

Wholesalers

Organisations looking to buy GivEnergy products in bulk as part of a supply partnership.

Installers

Qualified electricians looking to install GivEnergy products for customers.

Residential customers

Billpayers looking to get a GivEnergy solution for their home.

Commercial customers

Businesses looking for a GivEnergy solution to power an office building or large-scale energy project.

Brand attributes

We're a brand with big ideas about making the world a better place.

The GivEnergy mission: Empowering energy freedom for all.

The GivEnergy vision: To create a reliable and accessible smart ecosystem to reduce energy costs and environmental impacts, through education, technology and data.

So, what does that translate into in terms of our brand attitudes?

efficient
accountable visibility
smart scalable
sleek app control green
future-proofed support quality
empowerment
secure accessible net-zero
energy resilience ethical
clean sustainable
end-to-end ownership
energy independence
powerful
affordable
modular

carbon-neutral
innovative

grid-neutrality
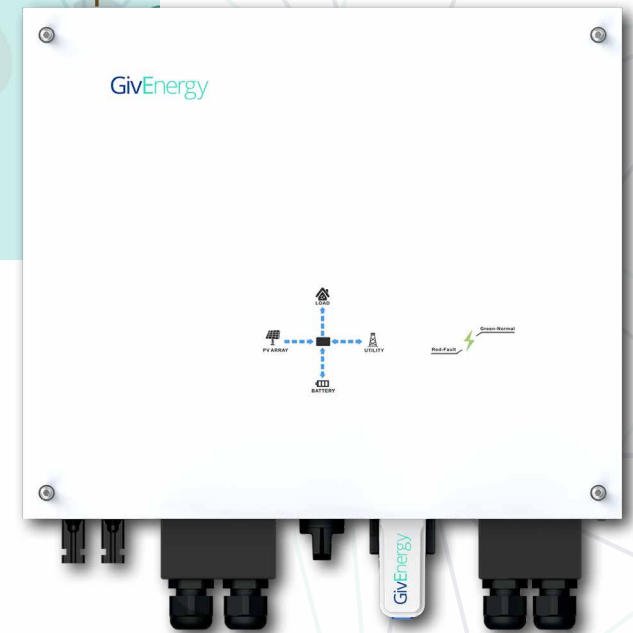
cost-saving
best-selling

Brand identity

We've worked hard to achieve hyper-growth for GivEnergy. With that hyper-growth has come the continued evolution of our brand identity. We've gone from a young brand with a similarly youthful design style, to a market leader with a sleeker and more mature look and feel.
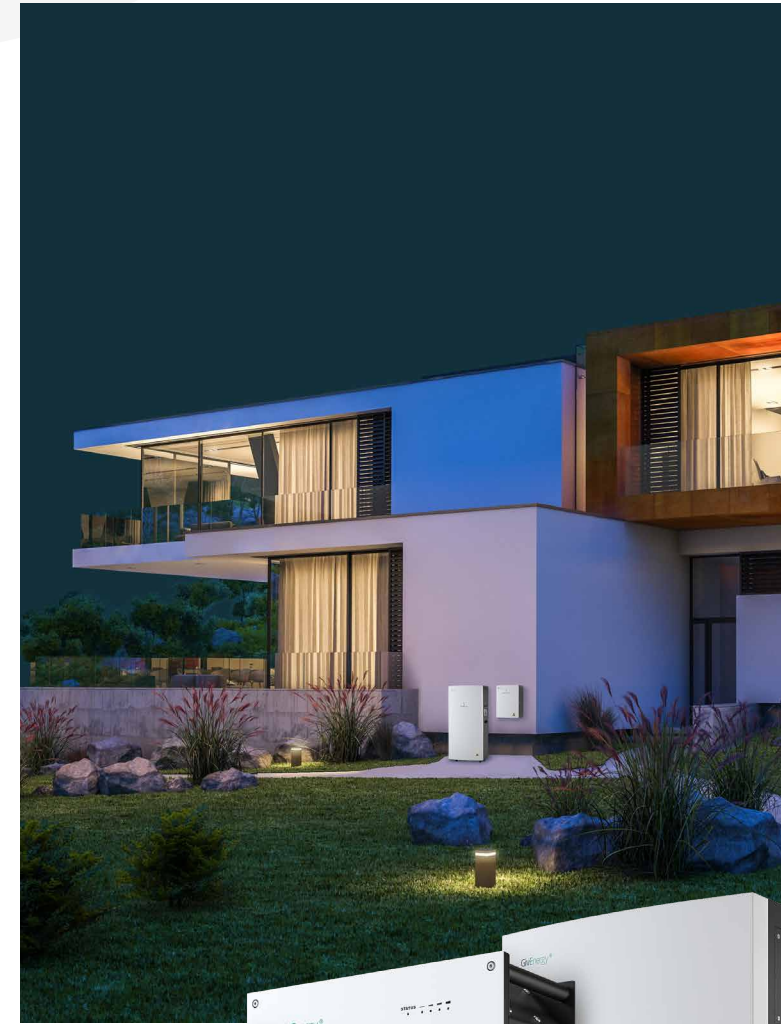
02

The old GivEnergy look

- Flat illustrations incorporating a simple, undetailed cartoon style design

- Rounded lines and use of random vector shape blobs with soft concaves and convex curves

- Light, bright colours dominated by the GivEnergy green

- Busy, collage style images with multiple overlapping illustrations

- Abstract, angular dots and lines as design accents

The new GivEnergy look

- 3D, hyper-realistic lifestyle images capturing reality through fine detail and composition accuracy

- Muted illustrations using a reduced colour palette to create a cleaner effect

- Moodier colours dominated by the GivEnergy blue

- Use of real people and real places to bring the GivEnergy brand to life
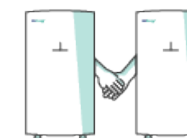
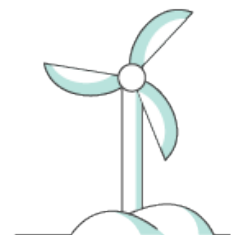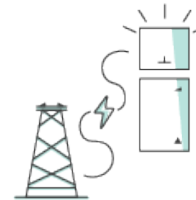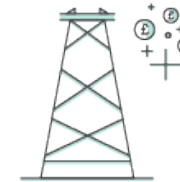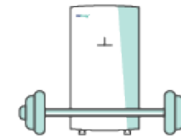- Simple, triangular accents used sparingly

Brand imagery

03

Accent illustrations

Accent illustrations support copy by bringing words to life. They add visual appeal to our content and help tie together our colours, our content, and our concepts.
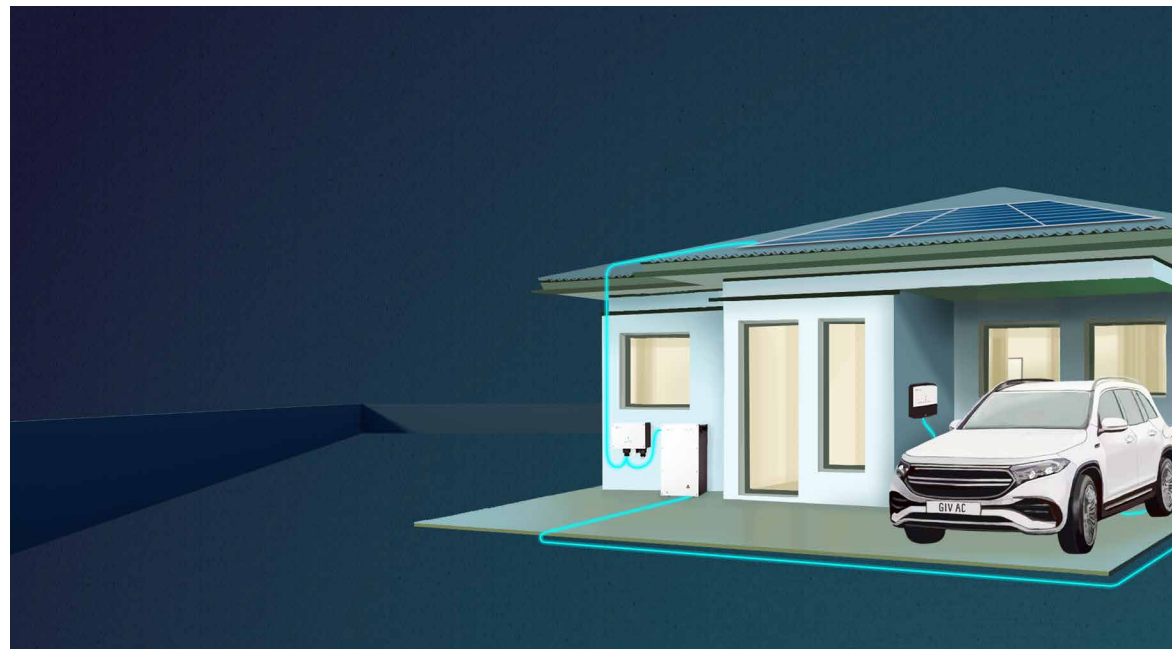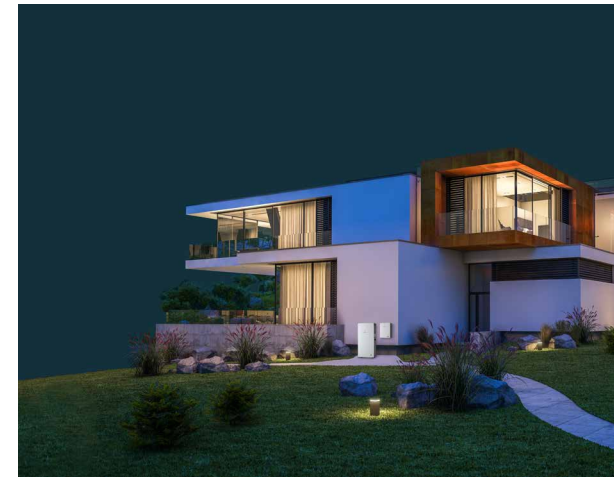
- Clean compositions that aren't overly detailed or complicated, with small, subtle touches of texture

- A minimalist approach to colour, incorporating a limited number of our brand hues with ample contrast

- Anonymous, ambiguous forms when depicting the human form

- Typical use case: alongside a bulletpoint on a website

Lifestyle illustrations

Lifestyle illustrations show GivEnergy products in a context that the customer can relate to. In turn, they help us engage more users as they imagine themselves using the product in their own property.
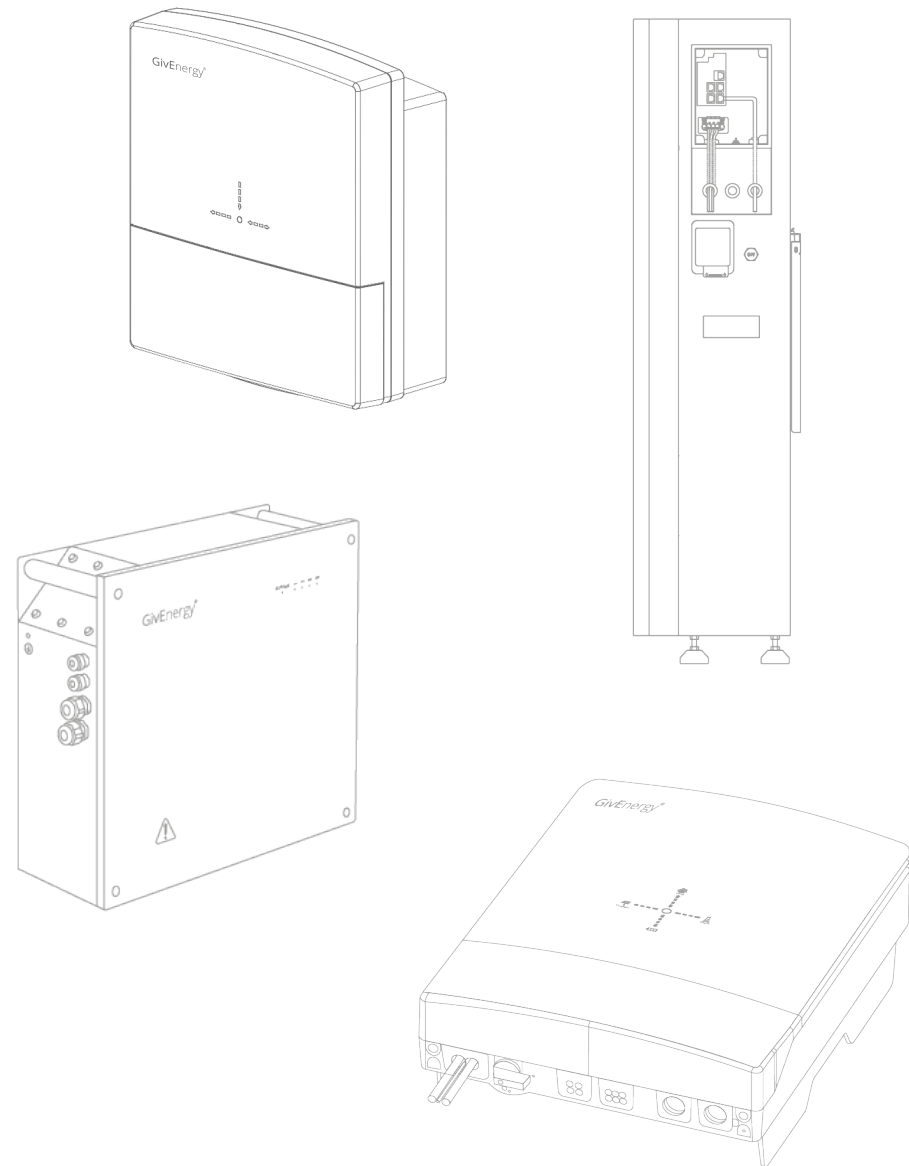
- Detailed, hyper-realistic 3D illustrations to project the GivEnergy products into a real-world environment

- Brand colour presence considered in the overall environment, but not dominantly emphasised

- Depicting products and properties only

- Typical use case: lead images on marketing materials, such as brochures and website headers

Technical illustrations

Technical illustrations are essential explanatory tools. They cut through the complexity of installing, engaging with, and understanding our products.

- Lightweight line drawings that mirror the precise shape, scale, fittings, and fixtures of the products

- Plain, black or white design – with colour only added as needed to demark specific products or technical details

- Depicting products and properties only

- Typical use case: installation manuals

Studio product renders

As a business with an extensive portfolio of electronic products, renders are the lifeblood of GivEnergy brand imagery. They put our products on the page in all their glory – made to look lifelike with perfect accuracy.

- Product renders are 3D models of our products in a studio setting – no alterations, no editing, no scale changes.

- Capture the product from every angle – in front, side, top, closeup, and cross-section views

- Professionally lit and shot against a plain white background for photo-realism and true texturing

- Minimum of 3000 pixels for premium quality

- Typical use case: web product pages, datasheets, product brochures, etc

Lifestyle renders

Lifestyle renders transpose our product renders onto properties – blending true-to-form product images with high-quality property images. In this way, we can show what installed systems look like in the home with pixel-perfect exactitude.
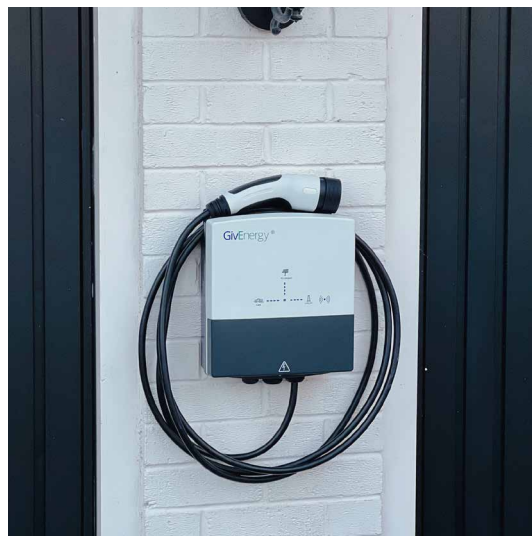
- Renders remain unaltered, but their backdrop changes to a property setting

- Stick to a clean, neutral colour palette to blend in with the blacks and whites of the physical products

- Depicting products and properties only

- Typical use case: lead images on websites and marketing brochures

Photography

Photography adds a personal, authentic, and intimate touch to our brand imagery. It helps remove a sense of corporate anonymity and reflect the truth of us as a warm, personable brand comprised of real people who impact real customers.

- Our products out 'in the wild' – capturing actual installations in customer homes

- Images of our employees – capturing candid everyday moments, fun team pics, and friendly, professional headshots alike

- Behind the scenes shots of GivEnergy life – our offices, our activities, our network of installers and wholesalers, our events, and more

- Typical use case: social media, case studies, etc

Brand
colour palette

04

Primary colour palette

Colour plays a key role in defining our visual identity. The GivEnergy blue and green are our most instantly recognisable colours, and they're foundational to our brand recognition. When used together, they help identify GivEnergy at a glance.

PANTONE: 3258 C
R: 77 G: 192 B: 172
HEX: #4DC0AC
C: 65 M: 0 Y: 41 K: 0

Keppel

PANTONE: 288 C
R: 35 G: 60 B: 123
HEX: #233C7B
C: 99 M: 83 Y: 21 K: 6

Dark Cornflower Blue

Secondary colour palette

Beyond the iconic blue and green, secondary colours can be introduced in many ways. Primarily, they're used through our illustrations and colour accents in our decorations and backgrounds.

PANTONE: P 179-1 C
R: 251 G: 250 B: 250
HEX: #FBFAFA
C: 2 M: 2 Y: 2 K: 0

Seasalt

PANTONE: 309 C
R: 19 G: 62 B: 78
HEX: #133E4E
C: 93 M: 61 Y: 47 K: 45

Midnight Green

PANTONE: 573 C
R: 186 G: 223 B: 218
HEX: #BADFDA
C: 32 M: 0 Y: 18 K: 0

Mint Green

PANTONE: P 179-14 C
R: 63 G: 64 B: 64
HEX: #3F4040
C: 66 M: 56 Y: 53 K: 57

Onyx

App/portal colour palette

We also make exclusive use of primary colours in GivEnergy software for explanative / labelling purposes. (Yellow to indicate solar, and red to indicate the grid.)

Note: these colours should not be used outside of the context of our software – they're used as identifiers only.

PANTONE: P 55-6 C
R: 235 G: 91 B: 86
HEX: #EB5B56
C: 0 M: 76 Y: 60 K: 0

Indian Red

PANTONE: 120 C
R: 248 G: 221 B: 108
HEX: #F8DD6C
C: 5 M: 11 Y: 67 K: 0

Naples Yellow

Logo guidelines

05

Using our logo

The GivEnergy logo is the bedrock of our brand. It was the first piece of the GivEnergy brand puzzle back in our start-up days, and it remains unchanged to this day. It's from the logo that we take our colour palette, and from the logo that we take our typography.

The standard logo
Our logo in its standard, unaltered form – best for use over white backgrounds.

Logo colour variations
Our GivEnergy colours do not always show up well against darker or colourised backgrounds. In these instances, we simply use all-white or reversed colour logos. Off-brand colours should never be used.

Logo spacing
The GivEnergy logo can be used alongside the logos of other brands we're working with. Here, the shape and size of our logo should be maintained. Both logos should have adequate clear space and be afforded equal prominence.

Clear space
Our logo should sit in a clean space with ample room. It should never be squashed, warped, or crammed into a busy space with inadequate clear spacing left around its boundaries.

Representation

When you use the GivEnergy logo, you're using assets that represent us officially. So, only use it in a positive context. You should also be sure to use the logo for valid purposes only – such as to represent our products, or to discuss agreed partnerships.

GivEnergy®
✗ Do not skew or warp the logo

GivEnergy
✗ Do not remove the 'registered trademark'

GivEnergy®
✗ Do not alter spacing between letters

GivEnergy®
✓ This is the correct way to display our logo

Typography

The GivEnergy logo uses Open Sans font with custom kerning and a registered trademark. It should never be edited with additional text or images, incorporate altered kerning, or used without its ®.

Proportions

Our logo should be legible at any size, with its shape and proportions maintained. It should never be stretched, contorted, rotated, or flipped.

Typography and font guidelines

Typography scale

Open Sans is our exclusive brand font. We use it consistently across all our content – applying variations such as light, regular, semi-bold, and bold as needed to demark headings, subheadings, and subtext.

	Font Size	Line height	Tracking
# Heading 1	46 px	54 px	-5%
## Heading 2	30 px	38 px	-4%
### Heading 3	18 px	24 px	-3%
SMALL CAPS	12 px	21 px	-2%
Body text	10 px	21 px	-2%

Typeface

Open Sans Bold # Headings

The quick brown fox jumps over the lazy dog.

Open Sans Light # Body & Small caps

The quick brown fox jumps over the lazy dog.

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

± ! @ # £ % ^ & * ( ) _ +
- = $

Brand voice

07

Brand voice

GivEnergy products are technologically sophisticated, and the problems they address are multifaceted. So, it's up to us to make sure our brand language strips out complication and delivers clarity.

We need to educate, engage, and convert. When you work with the GivEnergy brand, then, your tone of voice should be:

Clear

- There's no need to be afraid of technical terminology, but avoid unnecessary complexity. Use simple, straightforward language that doesn't overcomplicate.

- Don't use 20 words when 10 will do. Aim for concise content with tight clauses.

- Be direct. This means avoiding passive language, using direct address, and getting to the point neatly.

Contemporary

- Write with readability in mind. So, that means digestible, well-presented content. Headings, bullet points, and shorter paragraphs and sentences are all advisable here.

- Strive to create pace and a pleasing reading flow in your content. You'll make for a fresher, more engaging read.

- Embrace modern writing. So, avoid things like Title Case, unnecessary capitalisations, and outdated spelling variations.

Credible

- We're competing on a global scale, establishing ourselves as global market leaders. Bear that in mind and write at an appropriate, professional standard.

- Thoroughly proofread your content and ensure its correctness.

- There's no excuse for poor spelling or typos.

- Avoid corniness. So, no cheesy language. No exclamation marks outside of informal social media posts. No slang.

Using our brand

08

Thank you for making it this far.

If you'd now like to use the GivEnergy brand, we kindly ask that you respect these guidelines. So, please:

- Follow the guidance accordingly

- Use only the official assets provided

- Submit any mocked-up artworks to us prior to posting (e.g. for promotional materials, print packaging, or products photoshopped into a real-life setting)

To submit your materials to us for approval, or to ask us any questions, email us via:

marketing@givenergy.co.uk

In the meantime, we look forward to working with you on delivering a strong brand.

GivEnergy ®

Empowering energy freedom for all