good energy

brand guidelines

October 2022

"I believe the most successful businesses always have a purpose beyond simply making money. But Good Energy's is so clear, and so critical – combatting climate change."

Nigel Pocklington, CEO of Good Energy

We were founded in 1999 to tackle climate change. Today, we need everyone to wake up to the global crisis that we're facing. And to realise that through the choices we make, we can all help fight climate breakdown.

Our brand is rooted in awareness of the climate emergency and enabling everyone to be part of practical solutions to it. In this book, we explain how our visual identity and the way we communicate come together to support this commitment.

Contents

1. Our brand

Our reason for being 5
Our values 6

2. How we communicate

Creating the right impression 8
Content guidelines 9
How we write: expressing our values 10
How we write: writing techniques 11
Who we write for: flexing our tone 13

3. Logos

Primary logo 15
Alternative logo 16
Horizontal logo 17
Greyscale logos 18
Logo suite 19
Safe areas 20

4. Colours

Primary palette 22
Supporting palette 23
Colour palette: digital values 24
Colour palette: print values 25

5. Typography

Sharp Sans No.2 font usage 27
Our font & colour: do's and don'ts 28
Our font in use 29
Substitute typeface 31

6. Photography

Visual principles 33
Photography and our values 34
People together 35
Energy usage 36
Energy generation (PPA) 37
Energy generation (small scale) 38
Business (commercial) 39
Business (SME) 40
World (climate breakdown) 41
World (preservation & regeneration) 42

7. Video

Shots & framing 44
Interviews 45
Editing 46
Social ready 47
Music 48
Data visualisation 49

8. Animation

General animation guidance 51
Animation style 52

9. Iconography

Iconography 55
Using icons 56
How to create icons 57

10. Data visualisation

Colours for data visualisation 59
Charts 60
Example 61
Tables 62

11. Our brand in action

How it all comes together 64
Website homepage 65
Print advert & social media posts 66
Future campaign 67
Better Business series 68
Trustpilot screen and print advert 69
B2B brochure spread 70

12. Closing statement

Our purpose 72

Section 1

our brand

Our reason for being

Our brand is about far more than just what we sell. The statements on this page capture who we are.

climate change is our responsibility

Let's keep the world our home

This is our radical purpose. It is a bold expression of **why** we exist, and it faces the threat of climate breakdown head on.

Powering a cleaner, greener future together

This is our practical purpose. It explains **how** we will keep the world our home by working together with our customers, generators and investors.

It also functions as our brand strapline. You may see it together with our logo on some of our content.

Making it simple to generate, share, store, use and travel with clean power

This final statement covers **what** we do as a company to achieve our purpose; the products and services we sell as well as the action we enable.

Our values

Our reason for being and our manifesto are built on our core brand values.

These guide how we work with each other day to day, how we approach the challenges posed by the climate crisis, and how we strive to inspire others to tackle it with us.

Determined

Inclusive

Straightforward

Fair

Section 2

how we communicate

Creating the right impression

Whenever we're creating content, it helps to keep in mind the thoughts, feelings and ideas we want people to associate with us.

It's also really important to know who we don't want to be. This will help us make sure our communications always express who we are as a brand.

How we want people to see us

Good Energy means...

Hope • action • community • bravery • change • real solutions • a better future • green

Good Energy is...

Realistic • honest • bold • inspiring • driven • a leader • trusted • experienced • relatable • caring

Good Energy makes me feel...

Like my actions make a difference • inspired • empowered • knowledgeable • welcome • part of a community • listened to • valued • supported • hopeful

And how we don't want people to see us

Miserable • pessimistic • hopeless • scaremongering • bringing others down • preachy • pushy • hard line • aggressive • exclusive • unwelcoming • smug • unprofessional • laid back • carefree • unrealistic • unfocused • dull • boring • clunky • out of touch • complicated

Content guidelines

We don't want to be seen as the miserable climate crisis company. But neither do we want to be falsely reassuring and make people complacent. Ultimately, we want to inspire action.

To do this, we use an approach we call **Push** and **Pull** in our communications. This means balancing being frank about the climate crisis with being hopeful about tackling it. This balance is at the core of our brand purpose.

Climate change is our responsibility

Let's keep the world our home

Push

Presenting the problem and threat of climate breakdown in an emotionally impactful, personally relevant way.

Powering a cleaner, greener future together

Making it simple to generate, share, store, use and travel with clean power

Pull

Positive and hope-based messaging that presents practical, achievable solutions to the climate crisis.

Putting push and pull into practice

We use a mix of push and pull messaging across our different communications. Messaging could be focused on the climate crisis more broadly, or on specific issues relevant to an individual piece of content and the audience it's going to.

We can lead with either angle. But whenever we talk about problems, we should always offer solutions. See examples of push and pull focused messaging in the Brand in action section.

How we write: expressing our values

We express who we are and what we stand for in the way that we write.

Similar to the type of messaging we use, our tone is also underpinned by our brand purpose statements.

Climate change is our responsibility

Let's keep the world our home

Determined

It's time to rally more people to our cause. We can use direct and emotive language when talking about the climate crisis and our shared responsibility to tackle it. We're also not afraid to call out companies or institutions that are making this more difficult.

Powering a cleaner, greener future together

Inclusive & fair

We're all in the climate crisis together – and we can all be part of the solution. We write in a way that's accessible to our readers and makes them feel personally empowered. They should know how much we value them for being part of our movement to create a cleaner, greener future.

Making it simple to generate, share, store, use and travel with clean power

Straightforward

We want to make it easy for everyone to stand up for our world. And to understand how they can play a part in tackling the climate crisis. We explain complex subjects simply (without dumbing them down or being patronising), get to the point and offer practical solutions.

How we write: writing techniques

By following these guidelines, we can make sure that our communications sound like they're part of the same family.

The best way to get a feel for how we write for different purposes is to take a look at the Brand in action section.

Some techniques are particularly relevant for advertising and brand awareness campaigns. These are highlighted in yellow.

Techniques highlighted in teal are applicable across everything that we write.

Determined

Inspire action

Get heroic. Think like Greta and imagine you're giving a speech. Show the threat and lay down a path to overcoming it. Visual language and metaphors work well here.

Speak to the heart

The climate crisis and our responses to it must be seen as personally relevant. In climate focused campaigns and copy, we can create an emotive response by working with ideas and feelings that resonate deeply with people.

Feelings we could inspire: a sense of respect for our world · responsibility for looking after it and each other · inspired to take action · being part of a community with the power to make a difference.

When using emotionally powerful concepts and language, encouraging positive, practical action should be the end goal. We don't want to be seen as irrational, or leave people overwhelmed by fear, panic and hopelessness.

Be direct and confident

Use active voice more than passive voice. Trim out modifying language (such as 'may', 'could', 'likely') if you can to strengthen your point. Include strong calls to action where necessary.

How we write: writing techniques

Inclusive & fair

Make it personal

Build a sense of community. Write as if you're speaking directly to someone, using 'you', 'we', 'us' instead of 'Good Energy' and 'customers'.

Note, 'we' can refer to both us as a company and a wider community of people coming together to tackle climate change. If you need to make it clear you're just referring to us as a company, it's fine to write 'At Good Energy, we…'.

Sound friendly but professional

Avoid overly formal language and corporate speak, especially in customer letters and emails. E.g. 'We're getting in touch because…' rather than 'We're contacting you with regard to…'.

Reflect everyday speech in your writing by using common contractions such as 'it's', 'don't', 'you're' and 'we're'.

Avoid exclamation marks and language that's too colloquial as this can sound unprofessional. Don't use too many idioms in your writing for the same reason.

Straightforward

Make it clear

We often write about complex subjects such as greenwashing. Pitch your explanation to your audience. I.e. A sustainability manager at a large business is likely to have a different level of knowledge to a typical domestic customer.

The same goes with deciding when and where to use technical industry terminology. To a generator, this may demonstrate expertise. But to a domestic audience, there may be a simpler and more engaging way to explain your point.

Keep up the energy

Try to avoid long, complicated sentences. Keep copy short and easy to digest – especially for digital platforms. You can vary sentence lengths to add pace to your writing. And use the occasional fragment for emphasis.

Who we write for: flexing our tone

Whether we're talking to a large business or a domestic customer, we're ultimately still trying to connect with other people.

This means we can use the same writing techniques when writing for our different audiences. It's about using your judgement and shaping writing and content depending on what your communication needs to achieve.

Keeping these questions in mind will help with this.

Our brand personas

In your writing, design and choice of channels, consider your target brand persona(s).

These are groups of domestic and business customers that we have identified through research as a target area of growth for Good Energy.

It could be that your writing is inclusive for multiple groups, or that you are creating something specific for one or two of these audiences. Either way, these are a powerful tool to make your communications more meaningful and focused.

View our brand personas **here**.

What's the objective?

Are we trying to reassure or inform, to challenge or reward? Asking this will influence the degrees to which we use – for example – writing techniques that fall under 'determined' or 'straightforward'.

Who is the audience?

Are we talking to shareholders, consumers or large corporates? Do they know us, or is this the first time they'll be hearing from us? What will they be looking for from us? If it's a response to an individual person, what are their specific needs and how can we best meet them through the way we communicate with them?

Asking these questions will again shape the content and tone of our communications.

What's the context?

Where will the communication be seen? Is it a paid ad on social or in the press, content on our own channels, a newsletter to existing customers? To cut through in an advertising context we can be more disruptive and push our tone further.

Section 3

logos

Primary logo

Built from a perfect circle in our hero yellow, the primary logo represents our belief in a cleaner, greener future. A future with our brand at its heart.

Using the primary logo

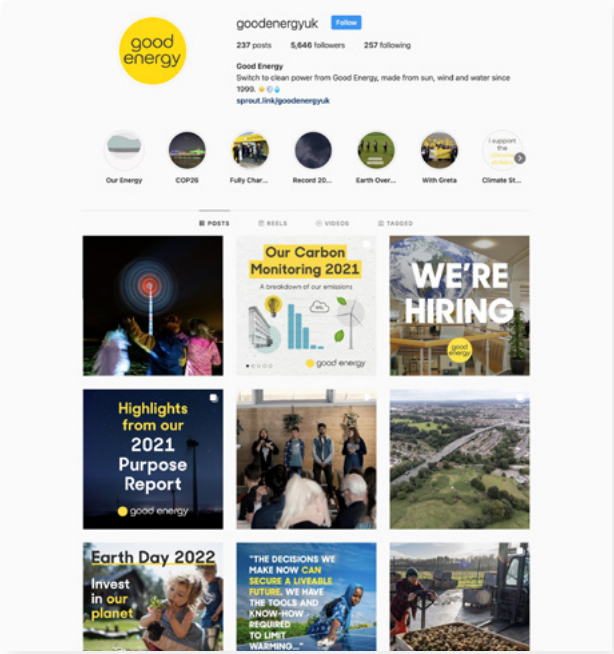
In most instances, the primary logo is the one you should use.

Do:

- Always use this logo, unless there's a legitimate reason why you can't
- Be bold – let it stand proudly on its own.

Don't:

- Rotate it
- Cover it with other design elements (see the 'safe areas' page)
- Move the typography inside it
- Create it in any other colours
- Change it in any other way.



Alternative logo

As it's not the purest representation of our brand, this should only be used when absolutely necessary. If you think you need to use this logo, speak to the Content team.

Do:

- Use it if your background is yellow
- Explore if it would work better than our primary logo with photography.

Don't:

- Use it when the primary logo works just as well
- Rotate it
- Move the type
- Create it in other colours
- Change it in any other way
- Use it with other supporting colours.

Here are some examples for using the alternative logo. It works well at the edge of photography and over yellow, but should be used sparingly.

Horizontal logo

This is our horizontal logo. It should be used when the available space would mean the primary logo is too small to read.

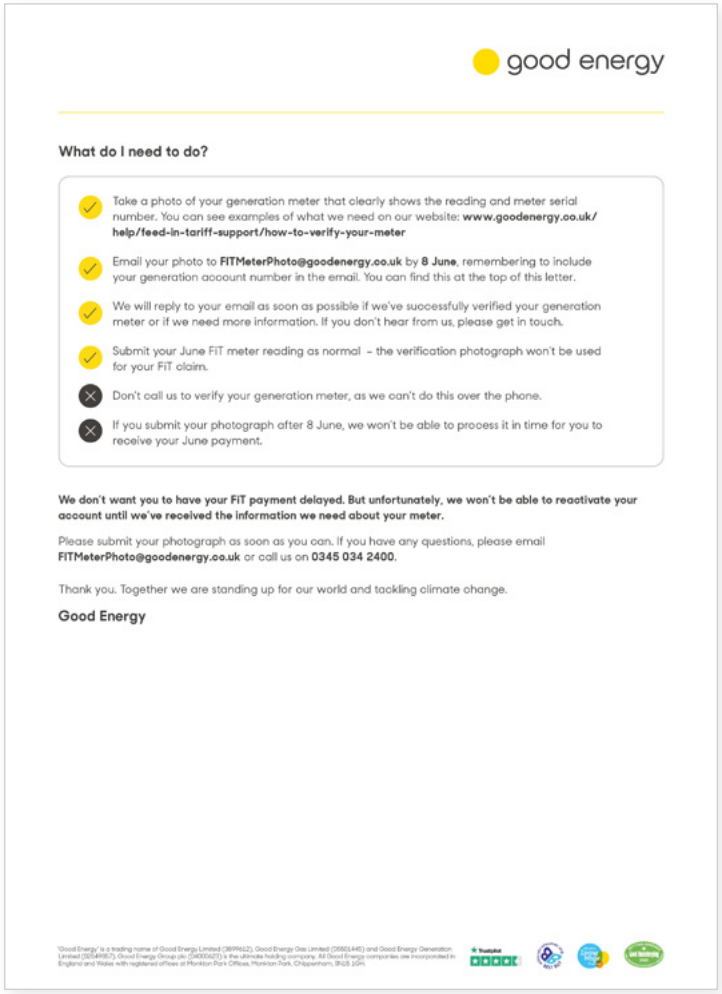
Do:

- Use it if you don't have much vertical space – where the primary logo would be too hard to read for example.

Don't:

- Use it when the primary logo will work
- Rotate it
- Cover it with other design elements (see the 'safe areas' page)
- Move the typography
- Rearrange the lock-up
- Create it in other colours
- Change it in any other way

good energy



good energy

What do I need to do?

- Take a photo of your generation meter that clearly shows the reading and meter serial number. You can see examples of what we need on our website: **www.goodenergy.co.uk/help/feed-in-tariff-support/how-to-verify-your-meter**
- Email your photo to **FITMeterPhoto@goodenergy.co.uk** by **8 June**, remembering to include your generation account number in the email. You can find this at the top of this letter.
- We will reply to your email as soon as possible if we've successfully verified your generation meter or if we need more information. If you don't hear from us, please get in touch.
- Submit your June FiT meter reading as normal – the verification photograph won't be used for your FiT claim.
- Don't call us to verify your generation meter, as we can't do this over the phone.
- If you submit your photograph after 8 June, we won't be able to process it in time for you to receive your June payment.

We don't want you to have your FiT payment delayed. But unfortunately, we won't be able to reactivate your account until we've received the information we need about your meter.

Please submit your photograph as soon as you can. If you have any questions, please email **FITMeterPhoto@goodenergy.co.uk** or call us on **0345 034 2400**.

Thank you. Together we are standing up for our world and tackling climate change.

Good Energy

Greyscale logos

Our logos also come in greyscale. Only use them when you can only print in single-colour.

There's also a monotone version if you can only use one solid colour.

The same dos and don’ts apply to these logos, too.

Greyscale version

Monotone version

Logo suite

This is our full suite of logos. We know the primary logo – in our hero yellow – can become as iconic as some of the biggest brands. So please, try to use it across everything.

Safe areas

Each logo has its own safe area, the size of one 'g' from its most extreme edges.

Don't let any other design element intrude into this space.

Section 4

colours

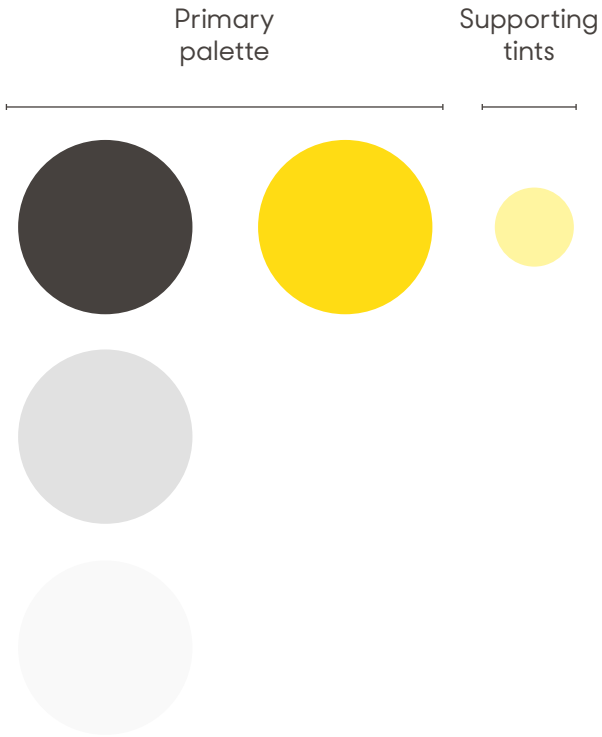
Primary palette

This is our Primary palette. In most cases it's all you need.

Where possible, backgrounds should be filled with the lighter grey or white.

Use the dark grey as an alternative to black.

Use yellow backgrounds sparingly, to highlight something important to our brand or customers – like title pages in presentations, or on the app landing page.

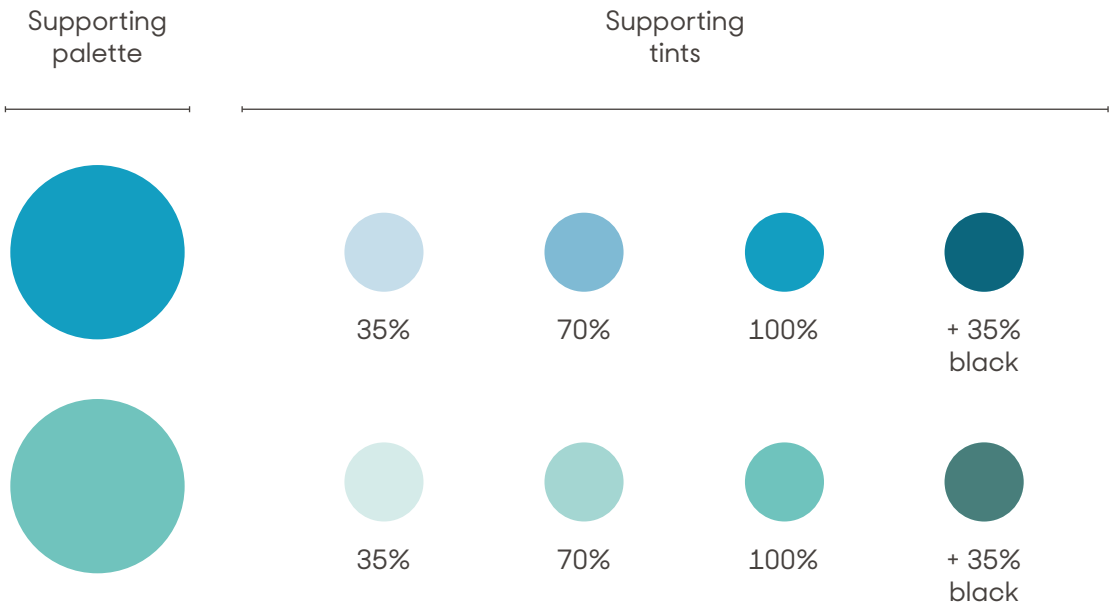


Supporting palette

This is our Supporting palette. Use it sparingly alongside the Primary palette.

We use these colours sparingly for design elements, to add a contrast to our Primary palette. See the 'Our values' page as an example.

If our Good Energy yellow calls to mind the renewable power of the sun, these tones evoke our planet; its rivers, skies and oceans.



Colour palette – digital values

R255 G220 B20
#FFDC14

R255 G245 B160
#FFF5A0

R70 G65 B62
#46413E

R225 G225 B225
#E1E1E1

R249 G249 B249
#F9F9F9

R0 G0 B0
#000000

R255 G255 B255
#FFFFFF

B2B colours

R12 G101 B122
#0C657A

R0 G155 B191
#009BBF

R82 G184 B208
#52B8D0

R168 G220 B232
#A8DCE8

R74 G127 B122
#4A7F7A

R111 G195 B187
#6FC3BB

R156 G212 B207
#9CD4CF

R206 G234 B231
#CEEAE7

B2C colours

Colour palette – print values

C0 M10 Y100 K0

C2 M0 Y48 K0

C63 M55 Y55 K55

C14 M10 Y11 K0

C3 M2 Y2 K0

C100 M100 Y100 K100

C0 M0 Y0 K0

B2B colours

C51 M8 Y10 K40

C78 M12 Y15 K8

C55 M8 Y11 K5

C27 M4 Y5 K3

C38 M0 Y21 K35

C58 M0 Y32 K0

C41 M0 Y22 K0

C20 M0 Y11 K0

B2C colours

Section 5

typography

Sharp Sans No.2 Bold

This is our document heading typeface

For headings appearing in brochures, presentations and internal documents.

Do:
- Manually set tracking to 30
- Write in sentence case
- Capitalise "Good Energy" - be proud of our brand.

Don't:
- Use this typeface for body copy
- Write in title case. This is an Example of Title Case

Sharp Sans No.2 Medium

This is our primary typeface, use it for longer sections of text like body copy. This is our primary typeface, use it for longer sections of text like body copy. This is our primary typeface, use it for longer sections of text like body copy. This is our primary typeface, use it for longer sections of text like body copy. This is our primary typeface, use it for longer sections of text like body copy.

For body copy only.

Do:
- Write in sentence case
- Use this typeface for most customer-facing applications of our brand, e.g. designed emails, marketing materials, and brochures.

Don't:
- Write in all caps - we don't shout.

Sharp Sans No.2 Medium Headline

this is our impact typeface

For headlines in custom designed comms like marketing and web design, signage, and branded merchandise.

Do:
- Use this font minimally
- Design headlines in large font sizes
- Use yellow to highlight impactful words.

Don't:
- Use this typeface for small headlines or subheadings
- Capitalise the first word - it helps us feel more conversational
- Write in all caps - we don't shout
- Use light grey for headlines.

Sharp Sans No.2 Light

This is our supporting type face. Use it for elements such as pull quotes or labels on charts.

Sharp Sans No.2 Bold

This is our supporting typeface. Use it for small subheadings, to highlight key words in copy, or for data visualisation.

Do:
- Manually set tracking to 10 when using Light
- Manually set tracking to 30 when using Bold
- Think about the best weight of font: Light is best at a bigger size, for things like quotes; Bold is best smaller, for things like highlighting a point.

Don't:
- Overuse supporting typefaces
- Write in all caps - we don't shout
- Use weights of Sharp Sans other than the ones specified here.

Our font & colour: do's and don'ts

80% of accessibility issues for written and visual content are related to vision impairment. Make sure whatever you're designing using our brand colours and font is usable for readers with different access needs. Yellow text over a very light background and white text over a yellow background is very hard to read and should be avoided.

Colour combinations that work well with our font:

Our font stands out in dark grey or black over a white or light grey background.

Our font stands out in dark grey or black over a yellow background. **Typically used for call to actions.**

Our font stands out in **white** or **yellow** over a dark grey or black background.

Our font stands out in **white** or **yellow** over stronger colours from our supporting palette.

Our font stands out in dark grey or black over the lighter tints of colours in our supporting palette.

Colour combinations that don't work well with our font:

Our font doesn't stand out well in yellow over a white or light grey background.

Our font doesn't stand out well in white over a yellow background.

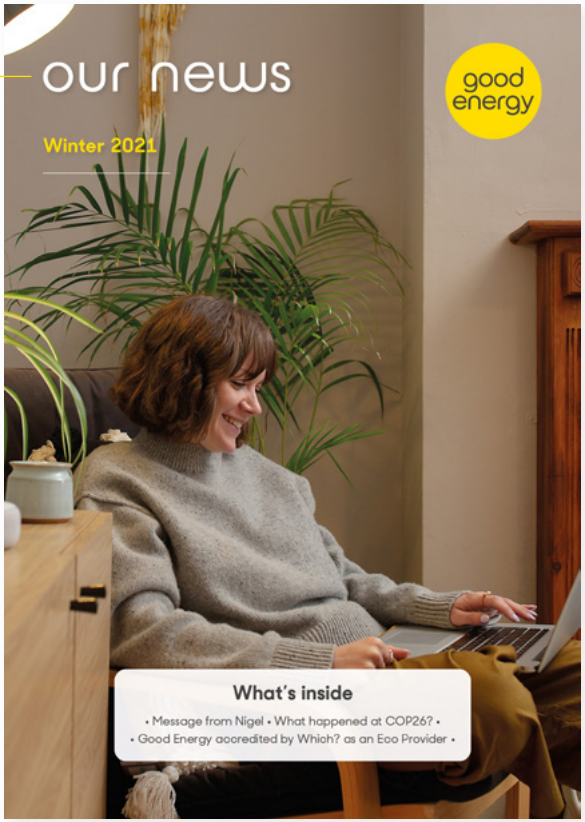
Print vs. screen

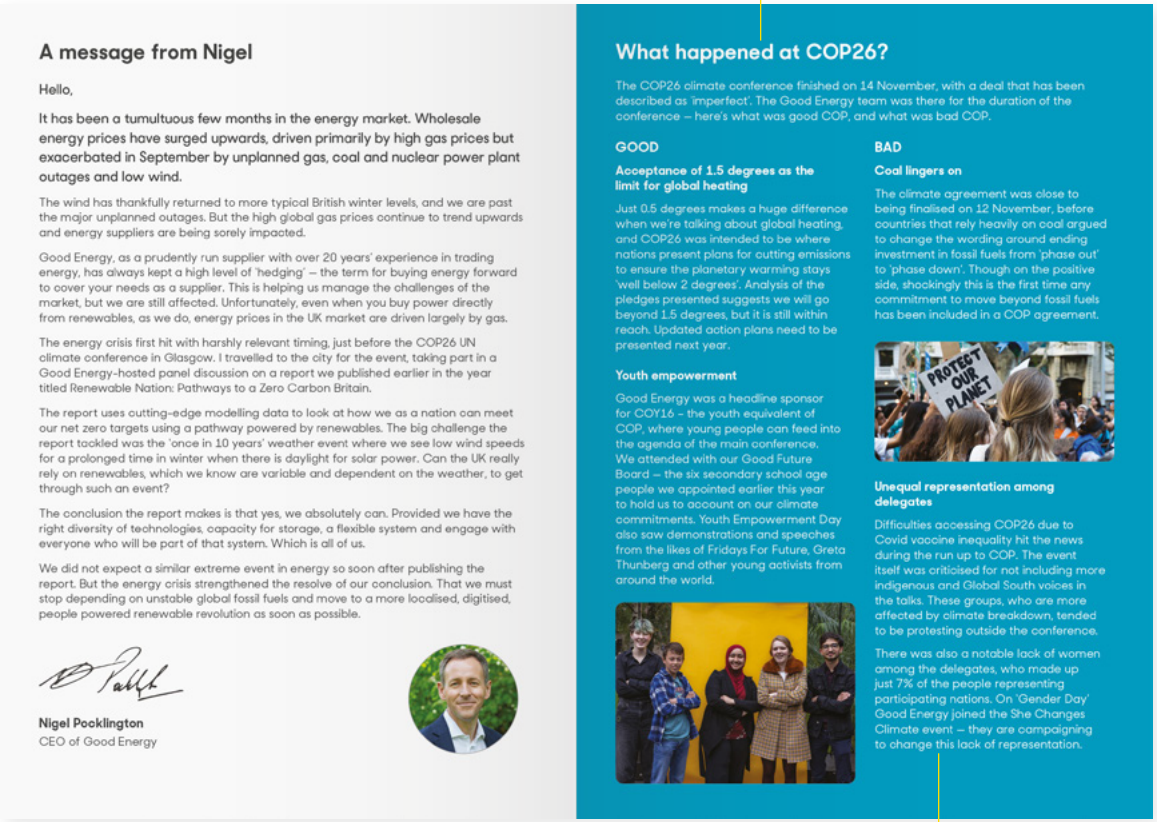
Our brand yellow over a white background can be hard to view on screen. However in print, if yellow text is used over white in a large title (like this example) then this can work well.

Our font in use

Example 1 – customer newsletter

Sharp Sans No.2 Bold





A message from Nigel

Hello,

It has been a tumultuous few months in the energy market. Wholesale energy prices have surged upwards, driven primarily by high gas prices but exacerbated in September by unplanned gas, coal and nuclear power plant outages and low wind.

The wind has thankfully returned to more typical British winter levels, and we are past the major unplanned outages. But the high global gas prices continue to trend upwards and energy suppliers are being sorely impacted.

Good Energy, as a prudently run supplier with over 20 years' experience in trading energy, has always kept a high level of 'hedging' – the term for buying energy forward to cover your needs as a supplier. This is helping us manage the challenges of the market, but we are still affected. Unfortunately, even when you buy power directly from renewables, as we do, energy prices in the UK market are driven largely by gas.

The energy crisis first hit with harshly relevant timing, just before the COP26 UN climate conference in Glasgow. I travelled to the city for the event, taking part in a Good Energy-hosted panel discussion on a report we published earlier in the year titled Renewable Nation: Pathways to a Zero Carbon Britain.

The report uses cutting-edge modelling data to look at how we as a nation can meet our net zero targets using a pathway powered by renewables. The big challenge the report tackled was the 'once in 10 years' weather event where we see low wind speeds for a prolonged time in winter when there is daylight for solar power. Can the UK really rely on renewables, which we know are variable and dependent on the weather, to get through such an event?

The conclusion the report makes is that yes, we absolutely can. Provided we have the right diversity of technologies, capacity for storage, a flexible system and engage with everyone who will be part of that system. Which is all of us.

We did not expect a similar extreme event in energy so soon after publishing the report. But the energy crisis strengthened the resolve of our conclusion. That we must stop depending on unstable global fossil fuels and move to a more localised, digitised, people powered renewable revolution as soon as possible.

Nigel Pocklington
CEO of Good Energy

What happened at COP26?

The COP26 climate conference finished on 14 November, with a deal that has been described as 'imperfect'. The Good Energy team was there for the duration of the conference – here's what was good COP, and what was bad COP.

GOOD

Acceptance of 1.5 degrees as the limit for global heating

Just 0.5 degrees makes a huge difference when we're talking about global heating, and COP26 was intended to be where nations present plans for cutting emissions to ensure the planetary warming stays 'well below 2 degrees'. Analysis of the pledges presented suggests we will go beyond 1.5 degrees, but it is still within reach. Updated action plans need to be presented next year.

Youth empowerment

Good Energy was a headline sponsor for COY16 – the youth equivalent of COP, where young people can feed into the agenda of the main conference. We attended with our Good Future Board – the six secondary school age people we appointed earlier this year to hold us to account on our climate commitments. Youth Empowerment Day also saw demonstrations and speeches from the likes of Fridays For Future, Greta Thunberg and other young activists from around the world.

BAD

Coal lingers on

The climate agreement was close to being finalised on 12 November, before countries that rely heavily on coal argued to change the wording around ending investment in fossil fuels from 'phase out' to 'phase down'. Though on the positive side, shockingly this is the first time any commitment to move beyond fossil fuels has been included in a COP agreement.

Unequal representation among delegates

Difficulties accessing COP26 due to Covid vaccine inequality hit the news during the run up to COP. The event itself was criticised for not including more indigenous and Global South voices in the talks. These groups, who are more affected by climate breakdown, tended to be protesting outside the conference.

There was also a notable lack of women among the delegates, who made up just 7% of the people representing participating nations. On 'Gender Day' Good Energy joined the She Changes Climate event – they are campaigning to change this lack of representation.

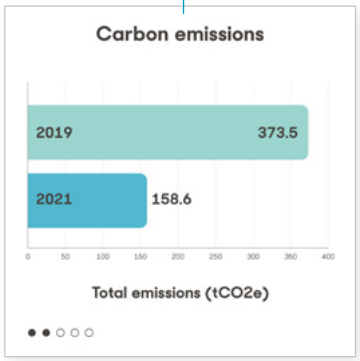
Sharp Sans No.2 Medium Headline

Sharp Sans No.2 Medium

Our font in use

Example 2 – social media posts

Sharp Sans
No.2 Bold



Sharp Sans
No.2 Medium

Example 3 – PowerPoint presentation

Sharp Sans
No.2 Bold

Sharp Sans
No.2 Medium

Substitute typeface

Very occasionally, we should use Arial instead of our Sharp Sans Display No.2 hero typeface.

We use Arial for editable documents that we're sending to people outside of Good Energy. You should also use it in your emails and if the software you're using doesn't support Sharp Sans Display No.2.

Do:

- Follow the same principles used for Sharp Sans No.2, except the one referring to manual tracking.

Don't:

- Use Arial if Sharp Sans No.2 is available.

AaBb123
Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

AaBb123
Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Section 6

photography

Visual principles

Follow these principles when deciding how to use photography in your project.

Do:

- Consider if a photograph is a suitable use of the space or message you're trying to convey
- Consider how typography, iconography and photography work together

Don't:

- Use photography to simply fill a space
- Use too many photos in one application
- Use photography if the space available is too small – maybe icons would work better to convey something quickly
- Use poor quality or off-brand images.

Follow these principles when briefing photoshoots or sourcing imagery.

Be real

Capture real reactions, real situations and real homes. Focus on natural lighting and don't apply stylised filters.

Tell a story

Favour a candid, editorial style, with images telling a story about people and the planet.

Be diverse

Diversity is very important to us.
We commit to at least 30% of the images of people we use to be from black or minority backgrounds. We also show a diverse range of homes, and are inclusive of disability, age, sexuality and gender identity.

Drive an emotional reaction

Our campaign photography should capture the reality of how the climate crisis is affecting human lives and the world around us. Photographs with people in should feel genuine, connecting with each other and their environment.

Be powerful

Make sure shots are crisply focused, with a bold colour palette. Chose impactful subject matters.

Be environmentally aware

Don't simply focus on aesthetics, consider any environmental impacts and the accuracy of an image. For example, rapeseed fields look attractive, but these farming practices are actually bad for the environment.

Styles to avoid

- Golden hour, lens flare and washing out images with sunlight
- Soppy, staged, 'stock' images.
- Homes that look too perfect / set like
- Faded colours – keep it bold, clear and real.

Photography and our purpose

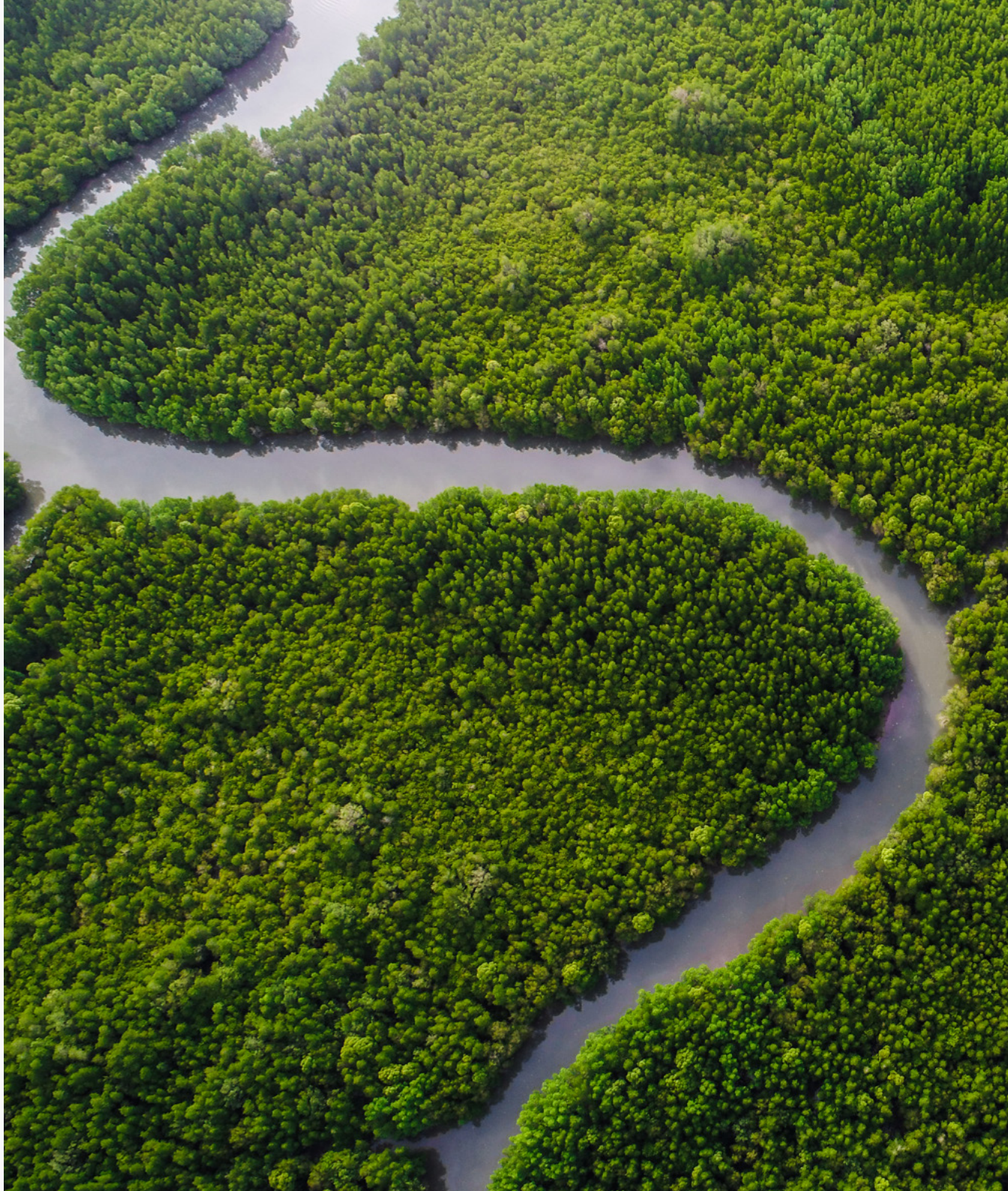
Our purpose underpins everything we do as a company, and should be evident in our photography.

Our purpose is based on a hope-filled future on our home planet - and the practical ways to achieve this.

Our photography speaks of togetherness, with communities of households, businesses and generators all working towards a common goal. This is centred on friends, family and the home in our people together and energy usage images; and on the workplace in our business and generation images.

It also speaks of renewable generation and clean technology - key solutions to the climate crisis. We show these assets (and the people who make them possible) in our generator and energy usage photos.

Finally, our purpose urges us to stand up for planet and people. The regeneration images that we use for blogs about climate science and action remind us what we need to protect. Our climate breakdown images are informed by the work of organisations like Climate Visuals, who are showing the real impact and resilience of communities around the world.



Good for B2C website, customer comms, social media, marketing campaigns

People together

Use candid images of people of all ages spending time together to inspire people to protect the things we enjoy in nature, and to draw on emotions around family and a sense of home. These can be both outdoors and indoors, in wild and urban environments. Keep the shots relaxed and unstaged, and use natural lighting.

Good for B2C website & customer comms, social media

Energy usage

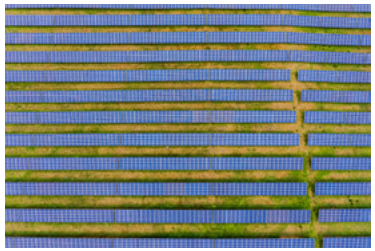
Our energy powers life, so it's important we show it being used in homes and businesses. Images should feel authentic, with real houses, not sets. They should show a diverse range of homes and the people that live within them.

This category should also show smart technologies and electric vehicles being used.

Good for B2C & B2B websites, B2B assets, social media, external channels

Energy generation (PPA)

We want to show larger scale energy generation in awe inspiring landscapes, from aerial views to close-up and abstract angles. We want to keep showing this category in a fresh and interesting way. Be mindful that any images of generators (especially wind turbines) are types that we would see here in the UK - unless you're specifically writing about overseas renewable generation.



Energy generation (small scale)

Good for B2C & B2B websites, B2B assets, social media, external channels

We want to celebrate our smaller scale generators and the positive impact they have both locally and further afield. Include the people behind the technology, where possible, to evoke a sense of community. We also want to show people generating power in their own homes.

Business (commercial)

Good for B2B marketing, B2B website, B2B assets, tenders

In our commercial images, we want to show the range and variety of the larger scale customer base that we either serve or want to attract. These should be lit naturally and any images with people in should look candid.

Good for B2B marketing, B2B website, B2B assets, tenders

Business (SME)

In our SME images, we want to show our smaller scale customer base. Again, these should be lit naturally and any images with people in should feel candid and intuitive. We want to show a mixture of close up images of people working and wider shots of energy usage in the business.

World (climate breakdown)

Good for marketing campaigns, website imagery

Human communities, animal populations and wild spaces are being damaged by the climate crisis. We show this through powerful and alarming images of natural environments and emotionally impactful images of people.

Prioritise for marketing campaigns, website imagery

World (regeneration)

We also want to celebrate the beauty of the environment in the UK and globally. Use aspirational, awe inspiring images to show the landscapes that we want to preserve and protect.

UK

Good for the website and marketing collateral as a proof point of where we source our energy.

Global

Good for specific blogs, marketing campaigns and website imagery where we talk about international climate issues.

Section 7

video

Shots & framing

When we're shooting moving image, we should follow these principles:

- **Shooting style:** Shoot video naturally, either using a tripod or handheld if confident in this style. Minimise manual panning, zooming and blurring.
- **Framing:** In general, use the rule of thirds to construct the composition. Keep frames uncluttered and avoid tight crops around subjects.
- **Depth of field:** Applying a gentle soft focus to backgrounds or foregrounds can help key subjects to stand out.
- **B roll:** Capture sufficient B roll, and as a rule let the motion happen within the shot rather than applying motion.
- **Audio:** Always capture audio with a high quality microphone.
- **Voiceovers & actors:** At Good Energy, we want to represent diversity in our use of voiceovers and actors. We let people shown within videos use their voice.

Example videos

Fre-energy

Glen Lyn Hydro

Egni Coop

Interviews

When we're shooting interviews, make things feel as natural and authentic as possible by following this guidance:

- Avoid having interviewees look straight into the camera; they'll probably feel more comfortable talking to someone just off to one side. Situate them off centre with their body language open towards the other side of the frame.
- Ask questions and provide prompts to avoid interviews feeling rehearsed.
- If you're working with media trained people giving a direct address, they can stand centrally and speak down the line.
- Keep the frame uncluttered so that focus remains on the person in the shot.
- Consider the crop of the subject. Usually head and torso is the most powerful.
- If possible, have two cameras set up to alternate between angles.

Example videos

Fre-energy

Egni Coop

Bristol Energy Co-op

Video editing

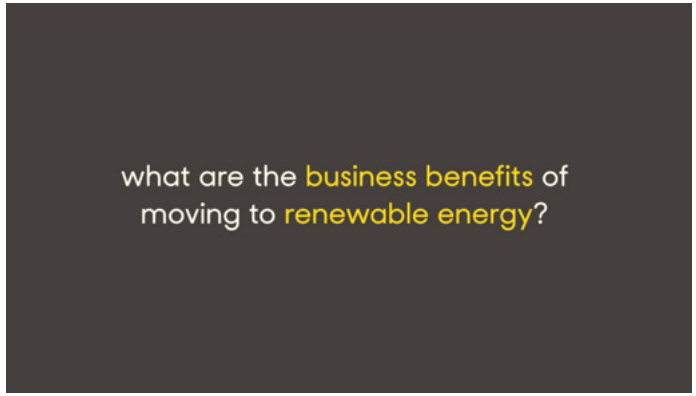
Use this advice when editing to help our content feel contemporary and consistent:

- **Format:** Edit video in one or more of these ratios depending on desired use:
  - 16:9: Youtube or landing page
  - 1:1: Instagram grid
  - 4:5: Adverts primarily for mobile
  - 9:16: Instagram stories & IGTV.
- **Video transitions:** Use straight cut scenes, or fade from black. Minimise use of dissolves between scenes, swipes and other outdated transitions.
- **Colours:** Favour a slightly cooler colour palette, using filters to enhance colours in a natural way. Be guided by context and audience.
- **Stock footage:** When selecting stock footage, always ensure it matches the style of the rest of the video i.e. selecting handheld footage if the rest of the video is filmed in that style. Ensure the footage matches the pixel quality, and the colour tone of the rest of the video, and use stock sparingly.

Social ready

Optimising a video for viewing on social media can dramatically improve engagement.

- **Titles:** Use titles on video where appropriate. Use white and yellow text on grey background and apply the easy ease transition.
- **Nametags:** If the piece is an interview, include a nametag within a grey box or directly onto the background, using Sharp Sans Semibold and Medium fonts.
- **Subtitling:** Always subtitle videos for accessibility using Sharp Sans Semibold in yellow. Apply a slight shadow or a transparent black box behind if necessary.
- **End frames:** Use an animated end frame featuring the Good Energy logo and website URL. Include a suitable call to action if context allows ie 'Find out more'.
- **Logo:** Don't watermark the video with our logo, but do use it in the end frame.



Example videos

The Garden

COP26

Glen Lyn Hydro

Music

The music we use should be considered at an early stage of content development and not as a final add on.

The type of music we choose depends on the context of the content. We have the flexibility to use a fairly wide range of musical styles to stop things becoming repetitive.

Music should fit the mood of the message we want to convey and help create emotion, work with the flow of the narrative, and add impact where needed.

Here are a few guidelines:

- Favour organic musical instruments over electronic sounds
- Don't rely on cliched emotive techniques such as soft piano music to create emotion.
- Keep it reasonably high energy – at least a walking pace - but not too busy.
- Think very carefully about using music that sounds like it's strongly from a certain genre. Will it jar with our other content?
- Think about whether the message and music can work together and build to a crescendo, supporting a strong call to action.

With voiceovers

In content where the focus is on a voiceover, music has more of a supporting role. It should be unobtrusive, complement the text or voiceover, and create a sense of pace that helps keep people engaged.

Example videos

Better Business trailer

Glen Lyn Hydro

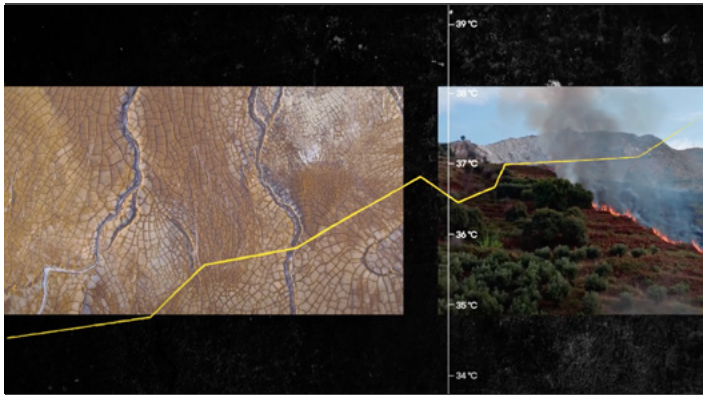
Bristol Energy Co-op

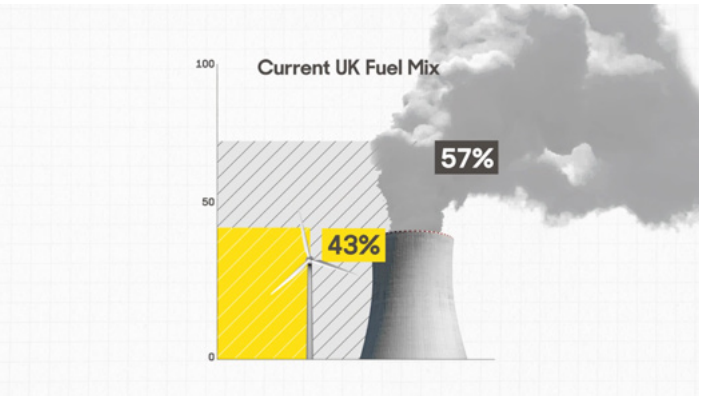
Data visualisation

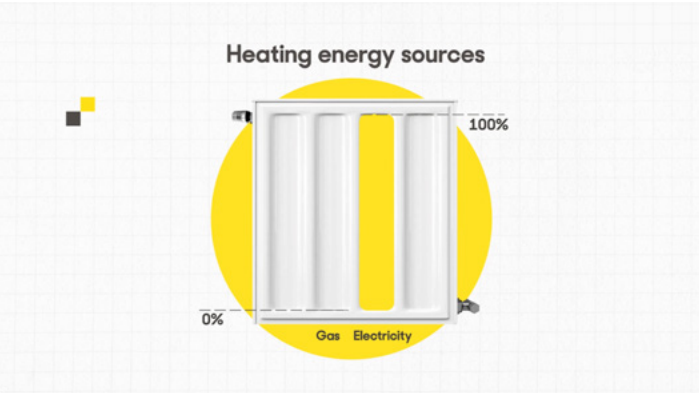
Using graphics and charts can really bring explainer content to life and illustrate important points.

There are a couple of ways we suggest presenting graphics within video:

- In our full colour palette with white text on a dark grey background
- In our full colour palette on a photo video background, using a dark filter over the video to enable the graphics to stand out
- For more guidance on styling data visualisation, go to page 67.







Section 8

animation

General animation guidance

When planning animated content, make sure to follow this guidance.

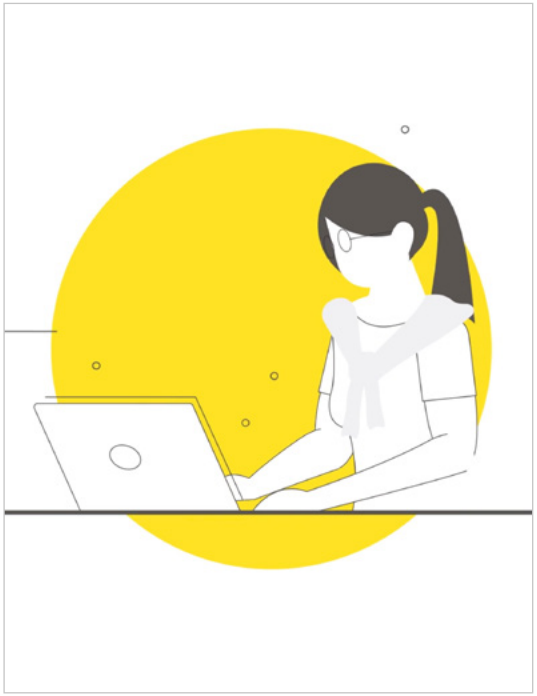
Consider your audience and the reason behind the animation being developed:

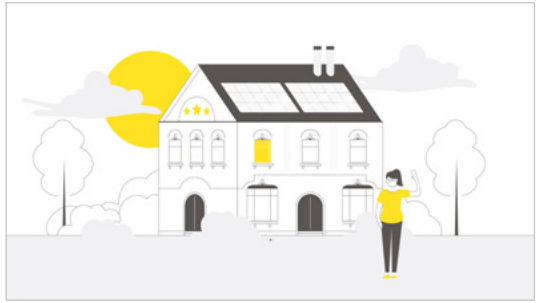
- **B2B audiences differ** – for large business customers the animation should be professional and minimal; whereas an animation for a SME audience should follow the guidance for B2C animated content.

Voiceover – if this is needed to further bring an animation to life then ensure to find the right person to suit the audience and the content of the animation. Voiceovers are especially important for explainer content.

Subtitles – these are an important element for all animations going out on our social channels, as most content is viewed on mobile without the sound on. Add subtitles to animations either with yellow text or yellow text with a dark grey box around it.

Characters – these can be used to enhance your message and to help you tell the story. These should be stylised like the examples below but also clearly resemble people. Remember to include a diverse range of characters in your animation. If you are creating a photo collage style animation, then it would be more suitable to use a cut-out photo of a person instead.





Animation style

Our animation style can be separated into three groups: real life footage combined with animation, photo collage and pure animation.

These are some ways to differentiate between B2B and B2C animations:

- Use only our core brand colour palette with dark grey or light backgrounds for B2B animations
- Use our core brand colour palette with blue and green accents for B2C animations
- Include a grainy texture onto B2C animations.

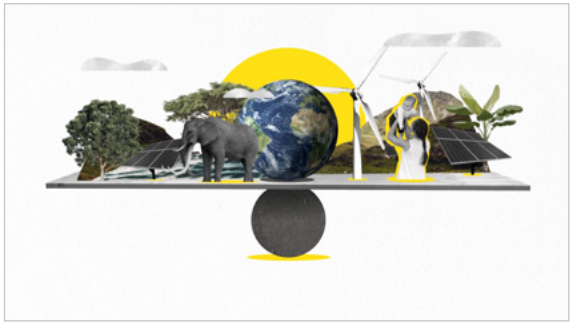
1. Real life footage combined with animation

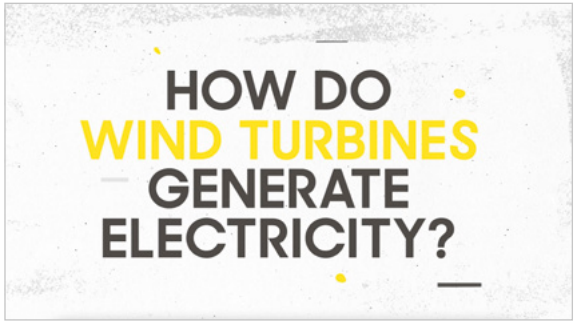
You can bring your message to life with a mixture of animation and footage. This can either be an animation with cutaways included, or a blend of footage with animation overlaid on top. Use bold text to convey strong messages and an overlaid grain effect if you are cutting to animated sections. If characters are used they should enhance the content and message; and should look friendly and approachable.

Animation style

2. Photo collage

Use a blend of collaged photography and motion graphics for campaigns or explainer animations. This is a bold and experimental style so its a good vehicle for conveying a punchy message. Make sure to add a grainy texture on top and enhance the impact of the animation with sound effects.

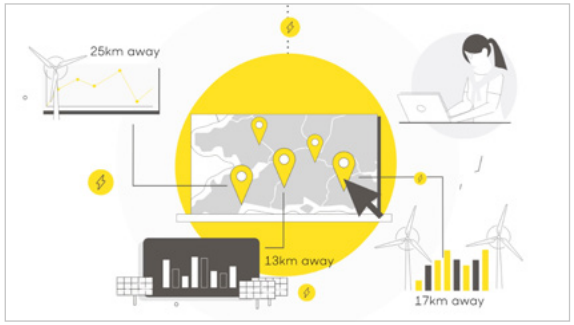




You can view examples of our animations on **our Youtube channel**

3. Pure animation

The Good Energy yellow circle will be the central focus of these animations. B2B animations can remain clean and simple with minimal colours used; whereas B2C animations can include a grainy texture and minimal use of blue and green colours. Include characters to help tell the story, if needed.



Section 9

iconography

Iconography

These are some of our icons. They're simple and clear, even at small sizes.

The design of these icons has been inspired by our logo, with their mix of squared and rounded ends also echoing our typeface. To keep our brand visually consistent, icons should be created in our Primary colour palette. They can take the form of a simple outline or live within a full circle.

If you can't find the icon you need, speak to the Content team. Please don't use non Good Energy icons as they won't be consistent with our brand.

Using icons

Icons are ideal for delivering information quickly and clearly. They keep our communications visually striking and easy to read.

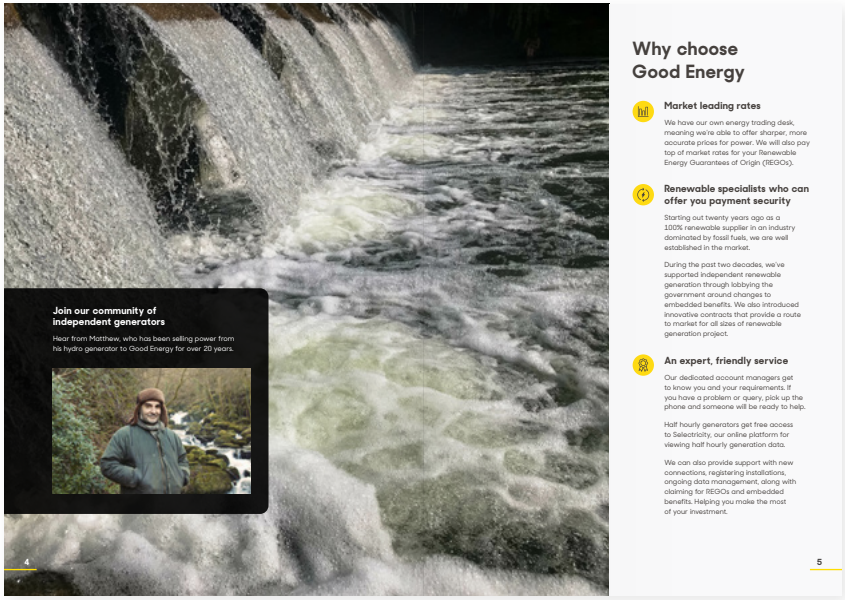
Used alongside each other, they help differentiate between a series of options or key points.

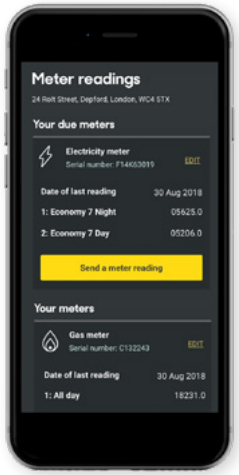
Do:

- Use icons alongside accompanying text
- Use icons to pull key information and reasons to believe.

Don't:

- Use too many icons on one piece of work
- Use the icons in the supporting colour palette
- Use poor quality or off-brand images.





How to create icons

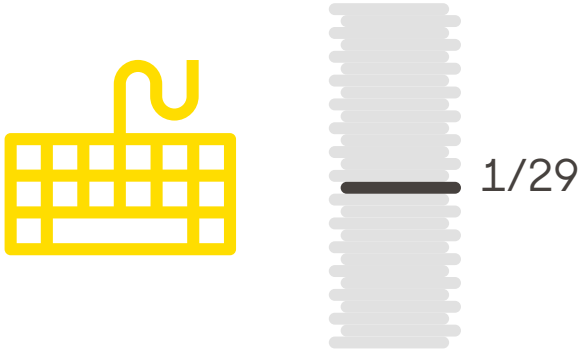
Use this page as a guide to design more icons if we need them.

Icons are made from the simple assets on the top right of this page: a rounded stroke; a rounded rectangle or circle; and a full circle.

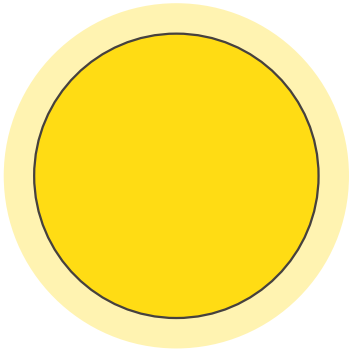
The stroke that makes each icon should be 1/29 of the diameter of the circle it's in. Always make sure the icon is within the safe area of the circle.

Assets

Stroke width



Safe area



Section 10

data visualisation

Colours for data visualisation

We have a separate set of colours only to be used in visualising data. These will come in handy if you need to show complex data on our website, app or in the Annual Report.

They need to be used alongside the supporting colour palette.

Supporting palette

C78 M12 Y15 K8 R0 G155 B191 #009BBF	C58 M0 Y32 K0 R111 G195 B187 #6FC3BB

Extended palette for data visualisation

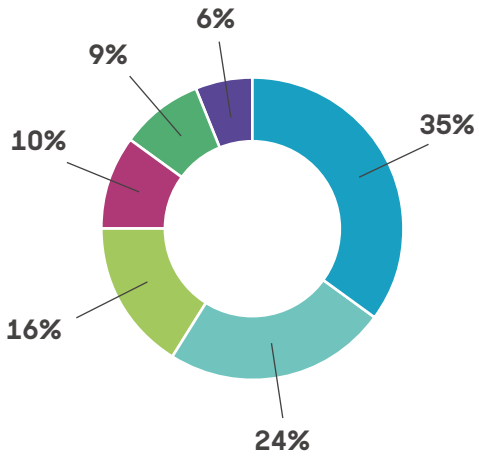
C42 M0 Y74 K0 R168 G203 B99 #A8CB63	C23 M92 Y0 K17 R172 G41 B119 #AC2977	C71 M0 Y72 K0 R68 G176 B108 #44B06C	C74 M76 Y0 K0 R97 G78 B155 #614E9B

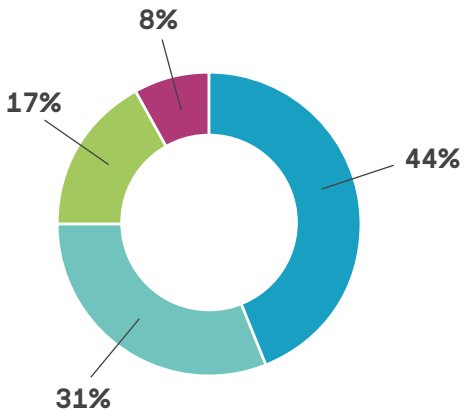
Charts

Pie charts

Use pie charts to deliver information in an engaging, straightforward way.

They're best for breaking data down, or when the % of something is the key piece of information to deliver.



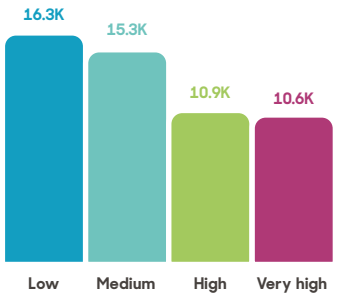


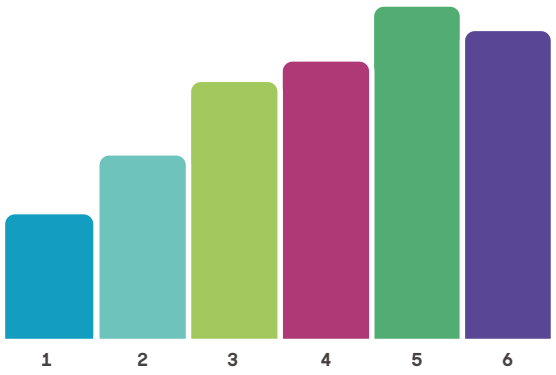
Bar graphs

Bar graphs are an alternative way to deliver information.

They're best for comparing different data points, change over time, or showing data growth.

For consistency, create the bars using rectangles with rounded corners at the top.





Data visualisation example

This is an example of how these additional colours can look when there are up to nine data values to visualise. If needed, tones of grey can be added as well.

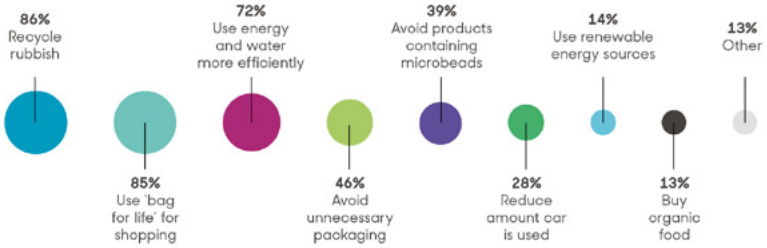
Do your actions speak louder than words?

Good Energy recently worked with YouGov to ask over two thousand people in the UK what their top environmental concern was, along with what they actually do out of concern for the environment. There were some interesting results.

We discovered that the thing people care most about, environmentally, is global warming. However, when we looked at what actions people take, most people tend to focus on waste reduction.

Which of the following issues concerns you the most?

Which of the following actions to you currently do?



All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2110 adults. Fieldwork was undertaken between 4th - 5th January 2018. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+).

Actions tackling waste reduction often seem more tangible than actions tackling climate change, but you can make a difference in many ways; including reducing your carbon footprint by switching to a clean energy provider like Good Energy.

To find out more about our research, and how you can make a difference by switching to 100% renewable electricity, visit **goodenergy.co.uk/blog**

Tables

If we need to clearly deliver information to customers about their bills or usage, use tables that look like these examples.

To keep them simple and easy to read, only use the Primary palette.

Account activity: 08/11/2016 – 10/10/2017

Previous Balance	Charges	Credits	New Balance
£0.00	**£241.99**	**£-108.00**	**£133.99**

Transactions

Previous Balance	**£0.00**
Electricity Charges	£230.47
VAT £230.47 @ 5%	£11.52
Total New Charges	**£241.99**
Payments Received	£-108.00
Your new balance – this statement is for information purposes only	**£133.99**

About Your Tariffs

Supplier	Good Energy
Tariff Name	tar1
Tariff Type	
Payment Method	Fixed Direct Debit
Unit Rate – Anytime	21.89p per kWh
Standing Charge	16.52p per day
Tariff End Date	No Fixed Term
Price Guaranteed Until	No Fixed Term
Exit Fees	£N/A
Discount & Additional Charges	£0.00
Additional Products or Service Included	£0.00

Section 11

our brand in action

how it all comes together

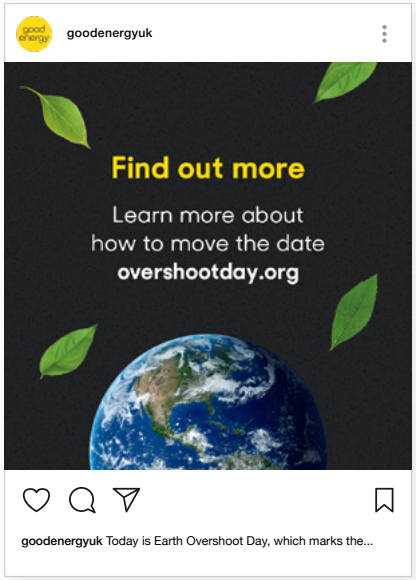
The next few pages show how we bring our brand to life. We've included content directed at both domestic and business audiences, from video content to brochures, web pages to print ads.

In these examples, we've included content that leads with **Push** messaging focused on the threat of climate breakdown, as well as content focused on **Pull** messaging about the power people have when we work together.

This section is intended to provide inspiration for creating new content, and by no means covers all the different types of communications we create as a brand.

Website homepage

Print advert and social media posts

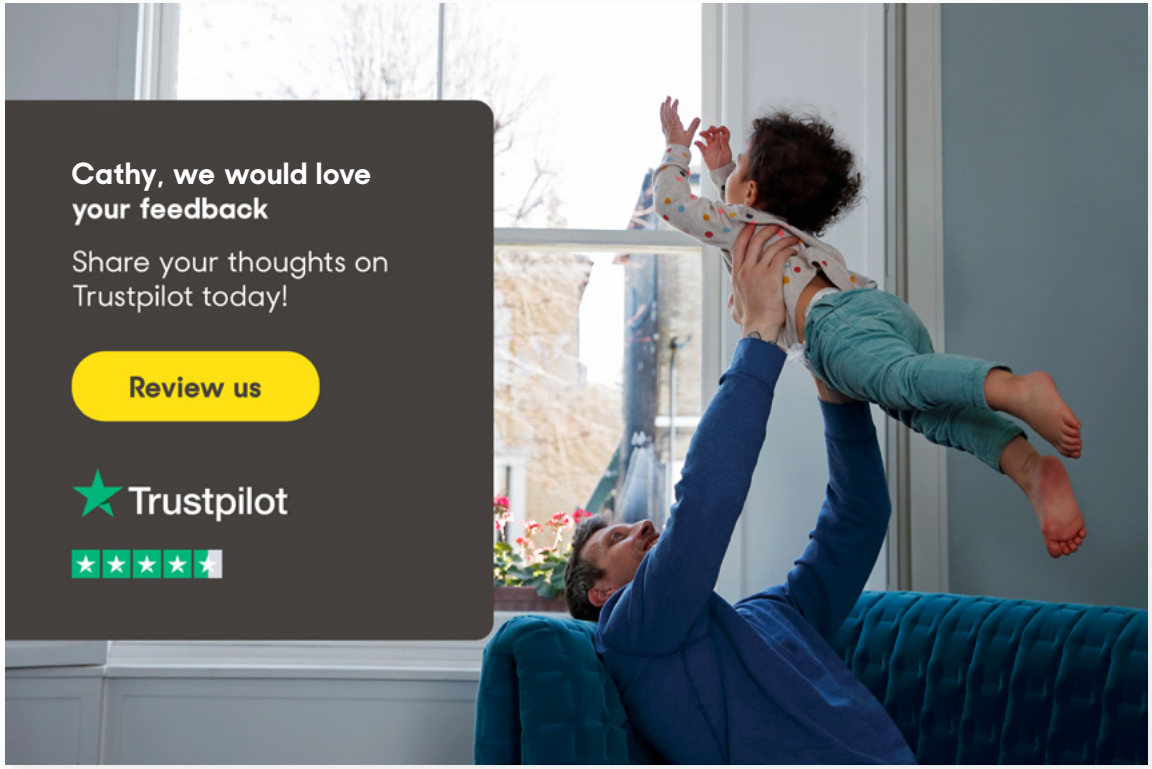


Good Energy Science Fair TV campaign

Better Business series

Watch the trailer here

Trustpilot review screen and print advert



B2B brochure spread

Why switch to renewables?

It's the right thing to do for the planet

From severe storms and wildfires to extreme heatwaves, climate breakdown is already affecting our world. We all need to act together to stop things from getting much worse.

Fortunately, there are many actions businesses can take to help tackle the climate crisis. One of the biggest (and simplest) is choosing clean power generated from renewable sources.

Going green isn't a trend – it's the future

With the government committing to reach net zero emissions by 2050, emissions reporting requirements are being extended to an increasing number of companies.

By switching to a 100% renewable electricity supply, you'll be able to report zero Scope 2 carbon emissions to support your sustainability targets.

But it's not all about following rules and avoiding negative impacts on your business. There's plenty of evidence that those who put sustainability first won't just survive – but thrive.

Watch this short video for a brief introduction, then turn the page to read more.

5

Section 12

closing statement

climate change is our responsibility.

let's keep the world our home.

In everything that we do, write and create, think back to our reason for being. Because the world needs us to step up. And our message is only as strong as how we communicate it – and only as strong as our actions.

Our purpose is bold, it's radical and it's there to start a movement. Let's use it to make something incredible.

"The climate crisis has already been solved. we already have the facts and the solutions. all we have to do is wake up and make the change."

Greta Thunberg

For more information contact
the Good Energy Content team