



## CONTENTS

### **1.0 Introduction**

1.1 3rd Party Users

1.2 Clear Space Restrictions / Minimum Usage

1.3 Logo Colour Palette

1.4 Which files should I use?

### **2.0 Customer Logo**

### **3.0 Event Logo**

### **4.0 Generator Logo**

# 1.0

## INTRODUCTION

The GreenPower Brand is based on a set of graphic elements; the “tick” device, the GreenPower logotype, the strap line, the support typeface and the brand colours. The standard set in these guidelines apply to all advertising, print, online, signage and promotional items. It is important to follow the specifications to ensure consistent application of the GreenPower logo. The GreenPower logo elements must never be altered in any way.

The GreenPower brand standards have been designed to help ensure that GreenPower’s brand look and feel is maintained consistently across all visual communications. As you know, advertising comes in various shapes and sizes. So to help you tackle the many variations available, each section within this manual explains the compliant and non-compliant standards, please note that the correct use of the GreenPower logo is mandatory in all circumstances.

Whilst the responsibility for the GreenPower brand lies with the GreenPower Program Manager, it is critical to the success, power and future of the GreenPower brand that everyone associated with GreenPower applies the visual identity according to these guidelines.

For applications not dealt with in these guidelines please contact the GreenPower Program Manager, Department of Water and Energy on (02) 8281 7777 or email [greenpower@dwe.nsw.gov.au](mailto:greenpower@dwe.nsw.gov.au)

## 1.1

### 3RD PARTY LOGO

1



2

*This event powered by*



3

*(Name of Generator). Supplier of*



The third party GreenPower logo has been designed for use by various energy retailers, customers, generators and third parties associated with GreenPower.

There are three versions of the GreenPower logo available for use, depending on the specific application. These include:

- 1 GreenPower Customer logo. The percentage of GreenPower purchased is displayed in the logo.
- 2 GreenPower Event logo
- 3 GreenPower Generator logo

#### **Checklist – where a third party is using the GreenPower logo:**

- The logo must not be used in a way that is misleading or likely to adversely affect the interests of the National GreenPower Program.
- The Licensed property will only be used in respect of approved products/generators/retailers/corporate customers under the National GreenPower Accreditation Program and will not be used directly or indirectly in respect of any other product or company.
- The Licensed property must not be used as part of the logo or corporate identity of the Licensee or any of its divisions or subsidiaries.
- Font for additional wording can be supplied on request. Substitute font ("Trebuchet MS") can be used if approved by GreenPower Program Manager.

# 1.2

## CLEAR SPACE RESTRICTIONS

### MINIMUM USAGE GUIDE



Minimum size : 52.5mm wide  
"GreenPowerCMYK.eps"  
To be used no smaller than  
52.5mm in width



Minimum size : 52.5mm wide  
"GreenPowerGreyscale.eps"  
To be used no smaller than  
52.5mm in width

#### Clear Space

To maintain the integrity and clarity of the GreenPower brand, a "clear space" has been developed which acts as a visual fence so that no graphic, text, or any other element encroaches this space.

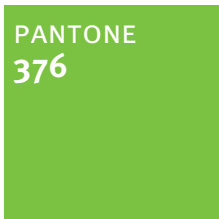
A value of "x" has been defined by the height of the upper case "G". This value of "x" is the perimeter around the GreenPower logo and is proportional to the height of the upper case regardless of the size of the logo.

#### Minimum Size

To maintain optimum clarity in reproducing the GreenPower identity at a small size, a minimum size of 52.5mm in width has been assigned for all printing applications.

# 1.3

## LOGO COLOUR PALETTE



C : 50  
M : 0  
Y : 100  
K : 0

R : 158  
G : 197  
B : 77

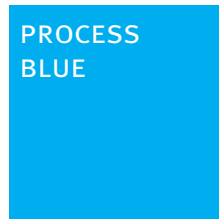
WEB  
9ec54d



C : 70  
M : 0  
Y : 100  
K : 9

R : 111  
G : 168  
B : 76

WEB  
6fa84c



C : 100  
M : 10  
Y : 0  
K : 10

R : 0  
G : 145  
B : 204

WEB  
0091cc

### Primary Colour Palette

Lime Green, Grass Green and Bright Blue make up the basis of the GreenPower logo and must be used wherever possible.

## 1.4

### WHICH FILES SHOULD I USE?

It is important to use the right file in the right situation. If you refer to the end of the file names you'll notice an extension, such as .EPS, .TIF or .JPG.

So, which one to use, and when?

#### EPS

If something is going to be printed on a printing press, the preferred high resolution file format in the printing industry is always an EPS. By using an EPS, no matter what size the logo/graphic gets scaled up or down it will always appear at optimal quality (this does not apply to photographs). These files are normally generated through a program called Adobe Illustrator ©

#### JPG

Is the preferred format for files that will appear on web or email applications. Because the logo/graphic/image is made up of pixels, when scaled up larger than its original size it can become pixelated and jagged. This format should not be used for print, as it is generally at a low resolution (around 72dpi). However, it can be supplied upon request at a high resolution if required. (300dpi and over, when used at a print ready size)

#### GIF

Like JPG, a GIF is another format that can be used for the web. Small and efficient, it has its place online as a substitute for JPG and sometimes it can appear as an online animation. Some GIF files have transparent backgrounds.

#### TIF

A TIF is a high resolution bitmapped format. Like JPG, it doesn't scale up effectively, but, can be much sharper than a JPG. Where an EPS format won't work, a TIF can be used for printing, as long as the logo/graphic/ image is not scaled up. Photographs should be supplied in a TIF format in a high resolution (300dpi and over) at the required final print size or larger.

#### RGB

RGB (Red Green Blue) is the colour space utilised by monitors and TV's. All photos/images/logos should be set up in the RGB colour space.

#### CMYK

CMYK (Cyan, Magenta, Yellow and Black) are the four printing inks used by the printing press when printing any colour photo/graphic/logo. A request may be made for a CMYK TIF (printing press), or a RGB JPG (web, TV, video).

For further information please contact the GreenPower Program Manager, Department of Water and Energy on (02) 8281 7777 or email [greenpower@dwe.nsw.gov.au](mailto:greenpower@dwe.nsw.gov.au)

## 2.0

### CUSTOMER LOGO



#### GreenPower Customer logo eligibility

To be eligible to use the GreenPower customer logo you must buy enough GreenPower to match at least 10% of your business's electricity consumption. The percentage of GreenPower you buy is displayed in your GreenPower logo.

Business customers can work out their minimum GreenPower purchase level in two ways.

- > Businesses with multiple sites can aggregate their electricity consumption across all their sites and use this total electricity consumption figure to work out the minimum amount of GreenPower required to use the GreenPower logo.
- > If a business wants to use the logo at individual sites (eg: shop window or signage) then the business must purchase enough GreenPower to match at least 10% of the individual sites electricity consumption.

## 3.0

### EVENT LOGO

*This event powered by*



*"Melbourne Event" powered by*



#### **GreenPower Event logo**

The objective of this logo is to provide a tool for businesses to promote their goodwill and sense of community responsibility in purchasing GreenPower for their event. It is predominantly for use in mediums such as banners, websites, brochures and flyers that are directly related to the event.

The GreenPower Event logo is available for use where an event will be powered by 100% GreenPower approved energy. Where data available is insufficient to determine the venue's actual electricity consumption during the event, please contact the GreenPower Marketing Manager for a guide on which to base per head calculations. Where an event's usage is less than 100% GreenPower, the event will not be eligible to use the GreenPower Event logo.

#### **The GreenPower event logo can be used in two ways**

- 1** Using the generic event logo 'This event powered by GreenPower.'
- or
- 2** Tailor the event logo to include your event name. Please use the Pantone colour 376, outlined in section 1.3

- Your event name should be inserted as shown. Font must be Trebuchet MS or Myriad Pro (supplied on request).

## 4.0

### GENERATOR LOGO

*“Blayney Wind Farms”. Suppliers of*



#### **GreenPower Generator logo**

Power Suppliers who meet the GreenPower standard are eligible to promote themselves as 'suppliers of GreenPower'. The objective of this logo is to communicate to end consumers that the supplier is an accredited GreenPower generator and hence a preferred choice over a non GreenPower provider. The below logo is available for use on all collateral directly relating to the approved supplier of GreenPower energy.

- Your generator name should be inserted as shown. Font must be Trebuchet MS or Myriad Pro (supplied on request). Please use the Pantone colour 376, outlined in section 1.3