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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 Marketing Officer, NSW Dept of Industry on (02) 9934 0781 or email: greenpower.marketing@industry.nsw.gov.au.

1.1

THE GREENPOWER LOGOS

GreenPower is one word, and the strap line “Accredited Renewable Energy” appears underneath.

The GreenPower logo has been designed to represent everything we stand for; a contemporary, credible and responsible organisation.

The GreenPower logo must always appear as shown. The GreenPower logo type must always appear with the tick device, the logo type must never appear in isolation. The logo has been specially designed for specific reasons and must not be recreated or altered in anyway. Where possible it should always appear in this format and colour way.

No additional text or graphic may encroach the clear space of the logo (as shown in section 3.1.1).

Digital files of the logo for business customers can be obtained at <http://greenpower.gov.au/using-the-greenpower-logo.aspx>

Digital files of the logo for energy retailers and generators can be obtained by contacting the GreenPower Marketing Manager at Sustainability Victoria via phone on 03 8226 8700 or email on greenpower@sustainability.vic.gov.au

These logos are not to be manipulated (except for proportional sizing) and should only be used in accordance with these guidelines.

The GreenPower brand is made up of a two tiered labelling system:

1. The GreenPower master logo for primary brand communications (such as advertising).



2. Percentage based GreenPower Disclosure Labels, for more detailed product information and collateral (such as brochures and websites).



The labelling of all marketing and collateral for GreenPower endorsed products is compulsory.

Much of the communication about the GreenPower program comes from GreenPower Provider's messages and labelling. It is essential that labelling fulfil dual goals of increasing program awareness and understanding and of differentiating GreenPower.

2.0

MARKETING GUIDELINES FOR GREENPOWER ACCREDITED PRODUCTS

There are a set of rules that GreenPower providers must follow when marketing GreenPower accredited products. These rules relate to the following areas:



-> Logo and product disclosure label use in marketing and advertising
-> Rules on what language can be used to describe GreenPower accredited products
-> GreenPower logo style guides
-> Product-disclosure label style guides

2.1

LOGO AND PRODUCT DISCLOSURE LABEL USE IN MARKETING AND ADVERTISING

- 1** The GreenPower logo may only be used by parties authorised by GreenPower and in relation to accredited GreenPower generation, products or purchases.
- 2** GreenPower providers must refer to their products accreditation, using either the GreenPower logo or the product disclosure label in all advertising and marketing in connection to their GreenPower products.
- 3** All marketing material containing the GreenPower logo must be approved by the GreenPower Program Manager prior to publication.
- 4** The GreenPower logo is not be used as part of a provider's corporate identity unless promoting that providers actual GreenPower purchase or GreenPower products.
- 5** The GreenPower logo cannot appear in marketing collateral and/or the same webpage where a non accredited renewable electricity product is promoted.
- 6** The logo must not be used in a misleading way.
- 7** The product disclosure label is designed to be used in product specific marketing while the generic GreenPower logo is designed to be used in general retailer GreenPower marketing. The table below clearly outlines the situations where the logo and label should be used.

TABLE 1 SITUATIONS WHERE THE GREENPOWER LOGO AND THE PRODUCT DISCLOSURE LABEL SHOULD BE USED

SITUATION	GREENPOWER LOGO 	PRODUCT DISCLOSURE LABEL 
TVC, Newsprint, Cinema, brochures, outdoor advertising that is promoting the retailers general suite of GreenPower products	YES	NO
TVC, Newsprint, Cinema, outdoor advertising that is promoting a specific GreenPower product	NO	YES
All marketing on websites, brochures, newsletters	NO	YES

2.2

RULES ON WHAT LANGUAGE CAN BE USED TO DESCRIBE GREENPOWER ACCREDITED PRODUCTS

- 1 Providers must not make a reference to GreenPower, GreenPower accreditation or GreenPower generators when discussing non-accredited portion of products.
- 2 The term 100% accredited must only be used in relation to products that are equivalent to 100% of the customer's electricity consumption or equivalent to the Australian average household electricity consumption as defined by GreenPower in the Program Rules.
- 3 The term 100% cannot appear next to the word 'Green', GreenPower or 'Accredited GreenPower' if the GreenPower accredited portion of the product is less than 100% of the customer's consumption or is less than the average household electricity consumption as defined by GreenPower.
- 4 Where GreenPower accredited products are less than 100%, the description of the unaccredited portion (backfill) of the product is prohibited other than referring to the backfill as other grid electricity.
- 5 Only 100% GreenPower products will be able to be described as 100% renewable, products with a lesser percentage are not to be described as 100% renewable.
- 6 All carbon related claims are to be in accordance with the Australian Consumer Law – part of the Competition and Consumer Act 2010 (Cth) (the Act), and the latest guidelines and publications published by the ACCC. The GreenPower Marketing Manager will provide links on the GreenPower website under the Business Centre Section, to ensure the information is clear, relevant, and easily accessible.
- 7 Statements relating to a carbon price must meet the requirements of the ACCC "Carbon Price Claims" including but not limited to:
 - 7.1 Claims must not wrongly suggest that the carbon price will affect the price of Provider's product or services prior to 1 July 2012.
 - 7.2 Claims must not wrongly suggest that the carbon price has directly affected the price of the GreenPower premium paid for the product.
 - 7.3 Claims must not wrongly suggest that price increases due to other circumstances are attributable to a carbon price.
 - 7.4 Where the grid electricity component of the product includes a carbon price, this must as a minimum be communicated to the customer when requested. Statements relating the grid electricity component of the product which includes a carbon price must be free from false, deceptive or misleading claims and:
 - 7.4.1 Specify that it is only the grid electricity component of the product that attracts a carbon price
 - 7.4.2 Briefly explain the distinction between the GreenPower premium and the grid electricity component of the product or refer the customer to the GreenPower website for assistance
- 8 Statements relating to greenhouse gas emission reductions must meet the following requirements:
 - 8.1 Carbon claims may refer to the reduction of emission intensity of the electricity grid or electricity generation in Australia or the world
 - 8.2 Carbon claims may refer to the individuals or entities reduction in emission intensity of their electricity consumption
 - 8.3 Aggregate level: - Claims relating to GreenPower's role in reducing Australia's emissions can only be made once the emission trading scheme is in place or upon confirmation from the Commonwealth Government that AAU's are retired under the Kyoto Protocol as a consequence of GreenPower sales.
- 9 Any claim of environmental benefit must be backed by sound research and clarity of what those benefits are to avoid misleading consumers.

2.3

GREENPOWER LOGO STYLE GUIDE

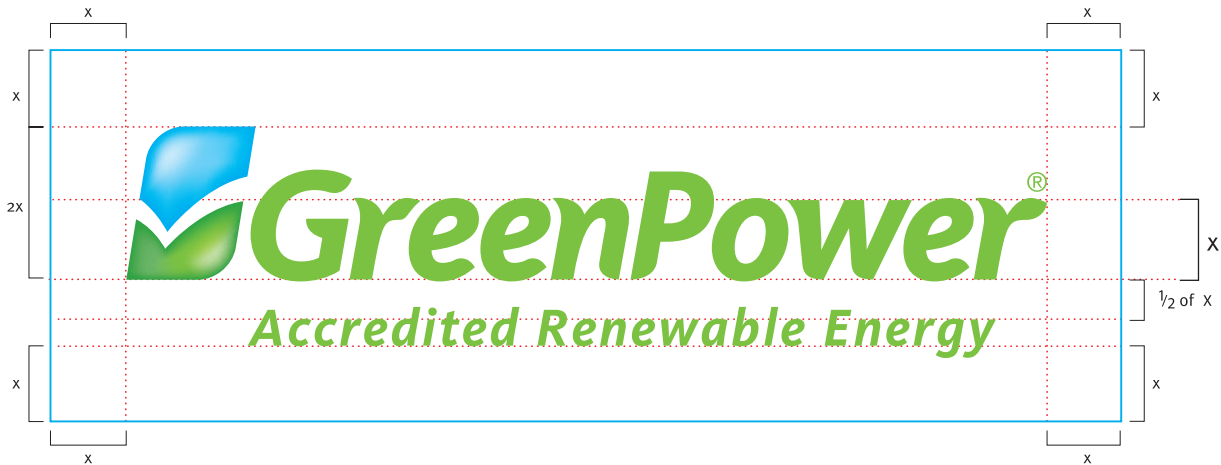


Acceptable colourways for the GreenPower logo:

- 1 **Preferred Full Colour Positive Application - white background only.**
This is the preferred logo colourway and should be used wherever possible.
- 2 **Preferred Greyscale Positive Application**
To be used in mono applications where only black is used. Ideal version for Black and White Newspaper adverts.
- 3 **Preferred MonoPositive Application**
Only to be used for single colour reproductions, ie. Faxing, Embroidery and small reproduction sizes (see section 2.2 for further information).
- 4 **Reversed - Single Colour Application**
Only to be applied on solid colours or solid areas on photography.
- 5 **Preferred Full Colour Positive Application - solid coloured background or image only.**
This is the preferred logo colourway and should be used wherever possible.

2.3.1

CLEAR SPACE RESTRICTIONS MINIMUM USAGE GUIDE



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 “r”. 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 : 35mm wide
“GreenPowerCMYK.eps”
To be used no smaller than
35mm in width



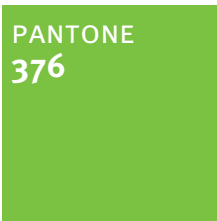


Minimum size : 35mm wide
“GreenPowerGreyscale.eps”
To be used no smaller than
35mm in width

Minimum Size

To maintain optimum clarity in reproducing the GreenPower identity at a small size, a minimum size of 35mm in width has been assigned for all printing applications.

2.3.2

LOGO COLOUR PALETTE

		
PANTONE 376	PANTONE 362	PROCESS BLUE
C : 50 M : 0 Y : 100 K : 0	C : 70 M : 0 Y : 100 K : 9	C : 100 M : 10 Y : 0 K : 10
R : 158 G : 197 B : 77	R : 111 G : 168 B : 76	R : 0 G : 145 B : 204
WEB 9ec54d	WEB 6fa84c	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.

2.3.3

INCORRECT USAGE



X 1



X 2



X 3



X 4



X 5



X 6



X 7



X 8



X 9



X 10



X 11

In order to build a strong visual identity for GreenPower, it is paramount to use the GreenPower logo consistently and correctly. Here are some examples of what not to do with the GreenPower logo. Inconsistencies in the appearance of the GreenPower logo will weaken its value. Only use the digital master artwork of the logo.

- X 1 Do not change or alter the colours on either the logo or the colour palette.
- X 2 Do not place the full coloured logo on background colours not specified in the guidelines. The reversed version should be used in this case.
- X 3 Do not place the logo where it is half way between two areas.
- X 4 Do not change the position or stagger the logo or “tick” graphic device.
- X 5 Do not rotate or angle the logo.
- X 6 Do not skew or distort the logo in any way.
- X 7 Do not use gradients, drop shadows, bevels or graphic effects of any kind.
- X 8 Do not change the scale or position of any part of the logo.
- X 9 Do not use the logo in outline mode. (No key line round the type face)
- X 10 Do not attempt to merge any letters of the logo.
- X 11 Do not separate the elements of the logo.

* These rules apply to all versions of the GreenPower logos and labels. Includes logos in section 2.4 Product Disclosure Labelling.

2.4

GREENPOWER PRODUCT DISCLOSURE GUIDE

1



2



3



4



The purpose of these labels is to establish a mechanism to differentiate GreenPower products, and communicate how environmentally friendly each option really is. It will provide full disclosure of the contents of GreenPower accredited products through the inclusion of discrete percentages of all product contents. The more detailed design will present consumers with a greater amount of information and, therefore, will arguably do the best job of educating consumers.

In the last few years we have seen the emergence of several competitors, namely, electricity retailers, introducing renewable energy products or 'green' energy products which are not GreenPower accredited. This new Labelling System will enhance consumer understanding of what GreenPower actually is.

Labelling of all marketing and collateral for GreenPower endorsed products will now become compulsory for GreenPower endorsed products. Label designs are included here, and are simply extensions of the GreenPower logo.

The GreenPower labelling system has been developed to reproduce the GreenPower brand as clearly and prominently as possible. DO NOT reconfigure or modify the labelling system other than modifying only the percentage required for each application.

1 Colour CMYK Version

2 Greyscale Version

3 Mono Version (for limited print use only)

4 Reversed (on solid background when printed with one or two colours only)

* See section 2.3 Correct Usage. The rules apply to all versions of the GreenPower logos and labels.

2.4.1

CLEAR SPACE RESTRICTIONS MINIMUM USAGE GUIDE



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 “r”. 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 : 52.5mm wide
“GreenPowerCMYK.eps”
To be used no smaller than
52.5mm in width



Minimum size : 52.5mm wide
“ ”
To be used no smaller than
52.5mm in width

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.

2.5

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 Marketing Officer, NSW Trade & Investment on (02) 8281 7781 or email greenpower.marketing@trade.nsw.gov.au.

