

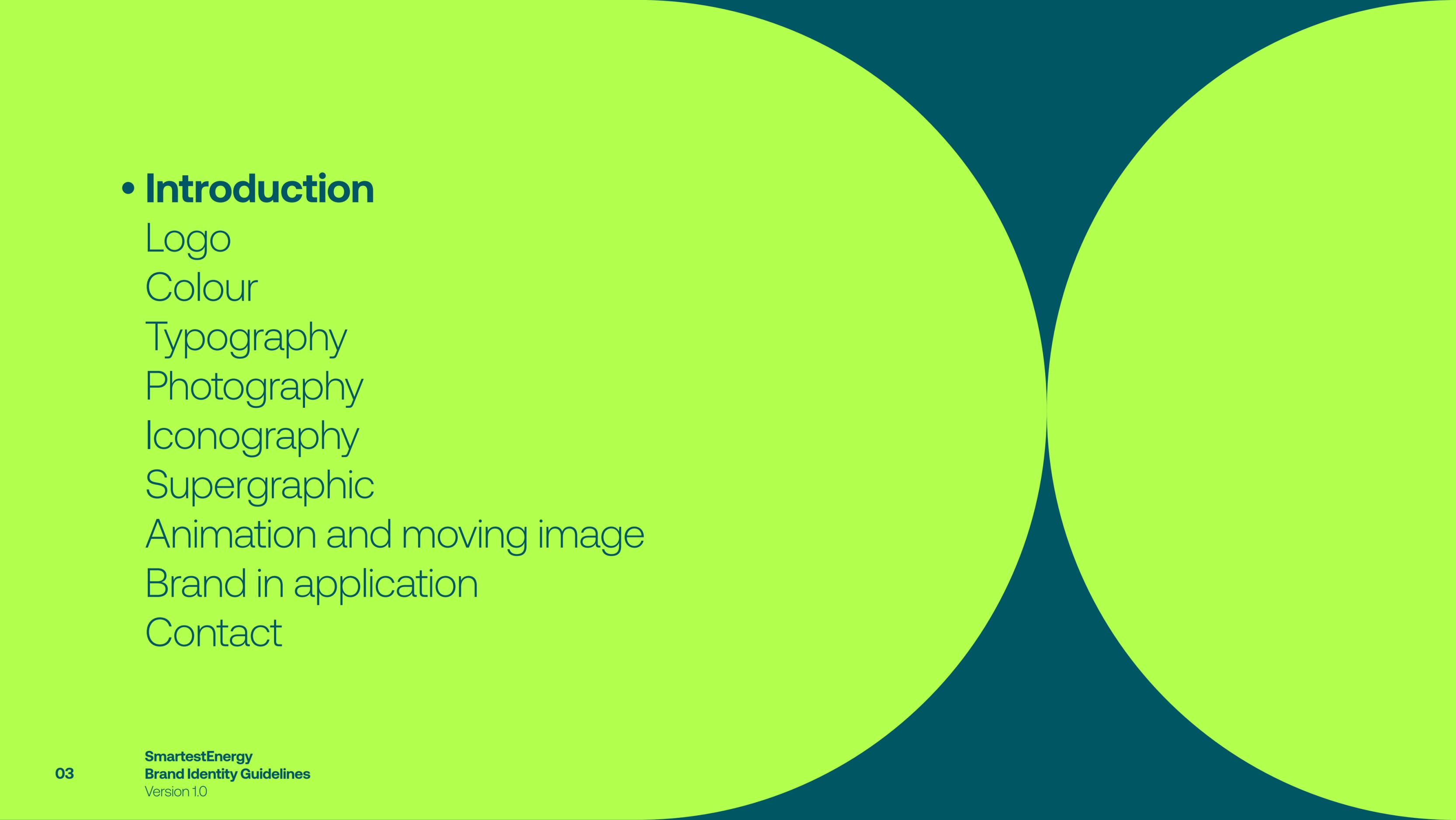
# Brand Identity Guidelines

Version 1.0

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# Welcome

## Any questions?

Please contact:

**marketing@  
smartestenergy.com**

These guidelines explain how to use the SmartestEnergy visual identity. They show you how, where and when you should apply different elements of this brand — including the logo, typography, colour palette and photography. Whether you're a colleague or a partner, please read the following pages carefully. This way we will deliver a global brand that's unique and consistent.

## The story behind these guidelines

If you want to understand the inspiration behind our visual identity, our brand proposition is a good place to start.

At SmartestEnergy, we're empowering **switched-on** customers, generators and partners to get to net zero. We know the **journey** to 100% renewable **energy** is complex, because everyone's at different stages with unique needs. That's why our model is **flexible**, our advice is unbiased, and our innovative retail solutions are realistic.

As a **growing** community, we can make the system fairer and more powerful. We can better show the realities and rewards of **switching** from fossil fuels to clean energy. **Connect** generators to customer demand. Accelerate the market. Create jobs. And champion **greener** energy for generations.

**SmartestEnergy.**  
**Empowering a greener generation.**

## Visualising our brand

Our visual brand has been designed to reflect the broader themes that can be found in our brand proposition.

For example:

- A smart and elegant switch device within the logo represents how the business and its customers are “switched-on” and “making the switch” from fossil fuels to renewables.
- The ‘S’ in the logo stands for SmartestEnergy.
- We’ve chosen colours that allow the energy of the brand to stand out.
- Not least, we’ve created a style that allows for flexibility, but which never loses its sense of purpose and direction.



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## Primary version

**The SmartestEnergy logo is the primary identifier of our visual identity and brand.**

Our logo is one of our most important assets and should feature on every piece of SmartestEnergy communication.

The logo is a combination of our wordmark and the S symbol, and each element has been crafted, combined and positioned in a specific way. It must never be altered or recreated.



## Primary logo colour

There are four colour ways:

1. **Teal on White/Highlight Green**
2. **Highlight Green on Teal**
3. **Black on White**
4. **White on Teal**

Teal is the primary colour of our logo and should be used whenever possible.

Highlight Green is used on darker/colour backgrounds such as the Teal. To avoid legibility issues, do not use the Highlight Green on lighter backgrounds or imagery.

When primary Teal is not an option, Black and White Mono versions of the logo are available. Mono Black is used for grayscale and printing restrictions as well as engravings. Mono White is used on black, dark or image-based backgrounds where Teal would not be legible.

1



1



2



3



4



# Primary logo space and size

To retain the logo’s integrity and ensure that it is always visible, we’ve marked out an area of surrounding space which should be kept clear wherever possible. The logo also has a minimum size.

The minimum width of this uninterrupted space is equal to the width of the symbol ‘S’ in our logo. We’ve marked this clear space with an ‘X’.

The logo must only be reproduced from master artwork files. It must not be retyped or altered in any way.

We’ve also defined a minimum size at which the logo should be used, both in print and online.

It is important to use the logo in full where possible – the ‘S’ symbol alone should only be used for social media pages.

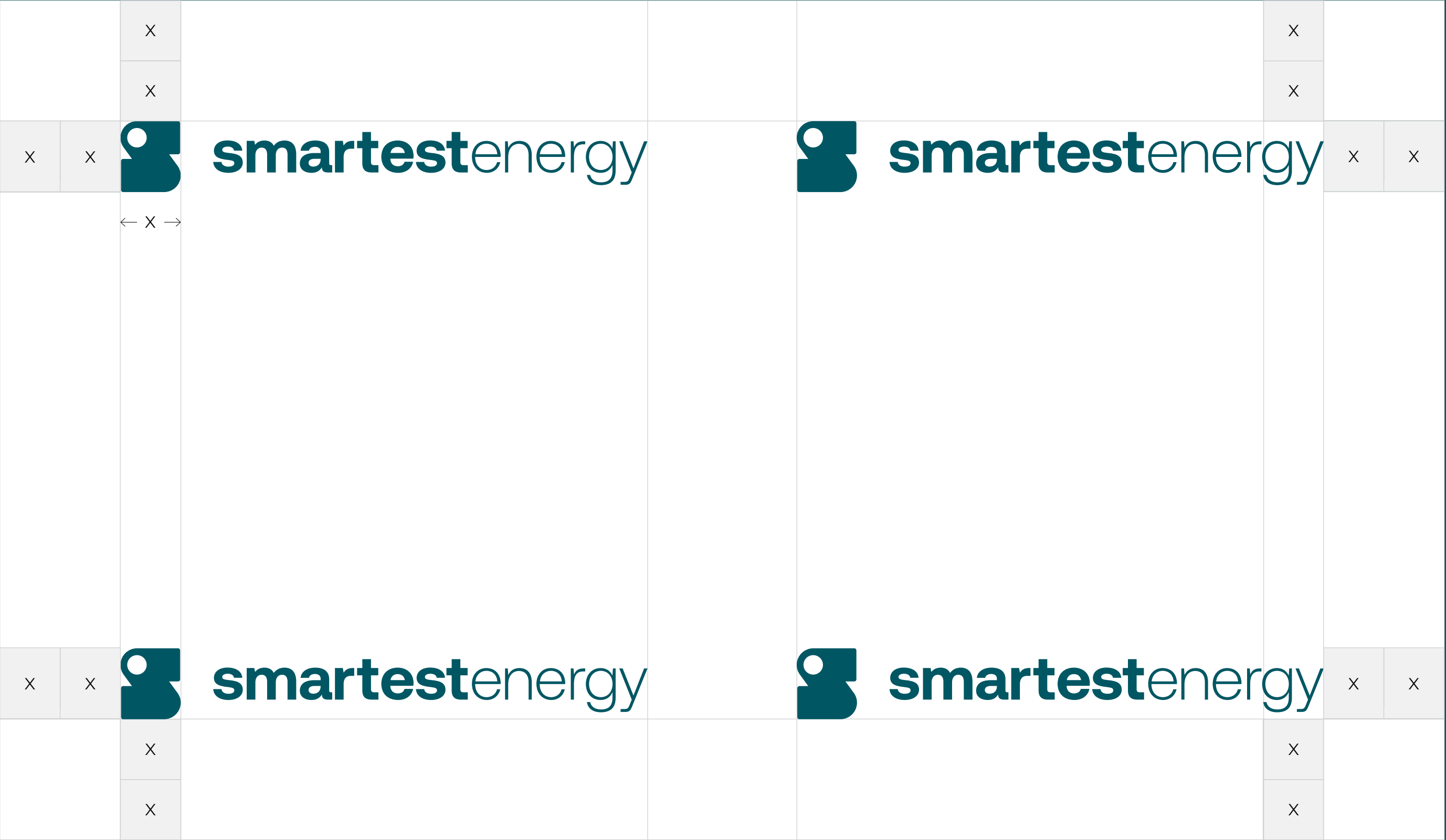


Minimum size: 45mm or 400px wide.

# Primary logo positioning

Our primary logo can be positioned in any corner of your document. The minimum distance from the edge of the document is measured by the ‘S-width’ of the wordmark, shown here as ‘X’.

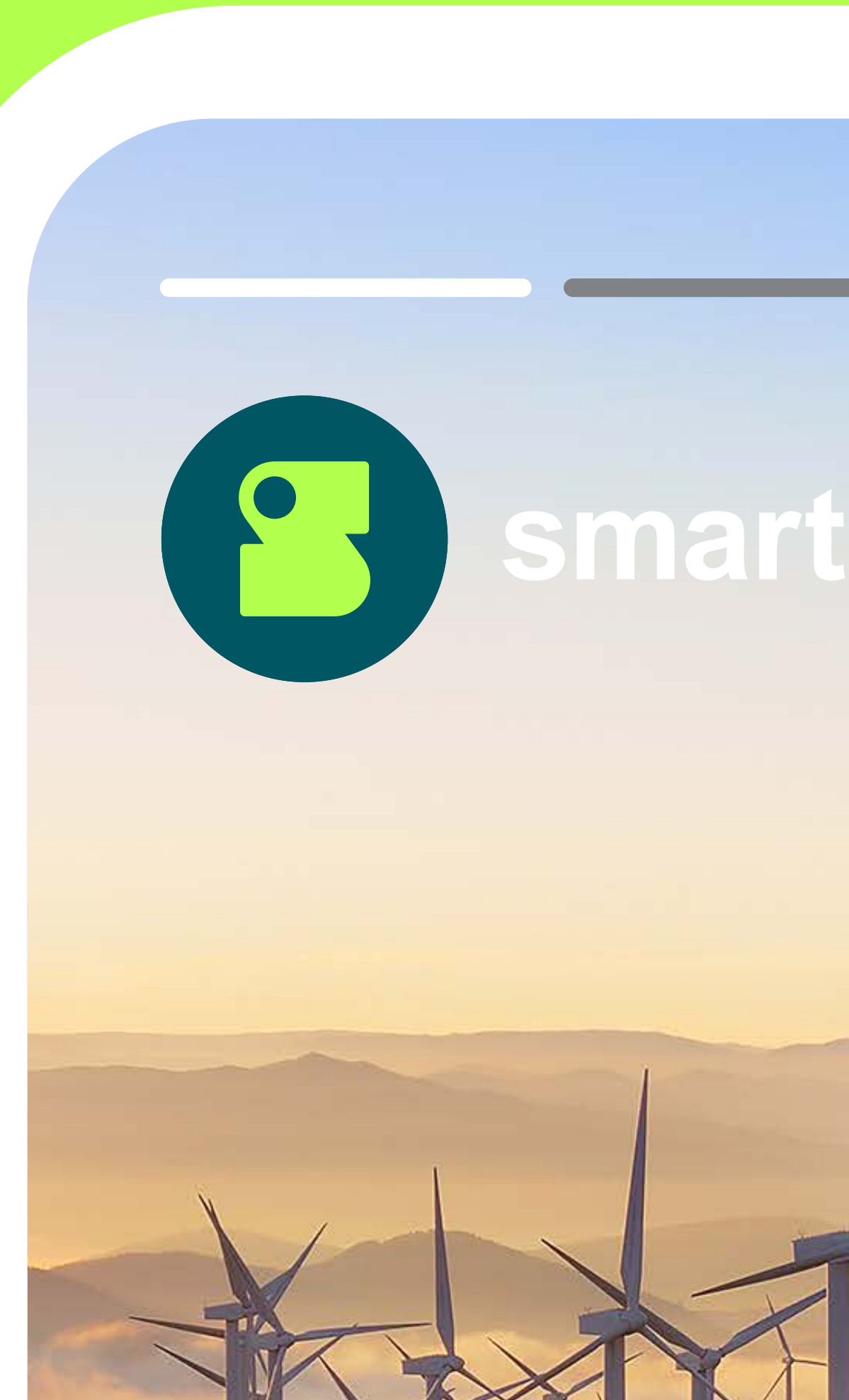
The file type and size of output will dictate the maximum size of the logo. Please ensure the size and position reflects the appropriate hierarchy of messaging.



# The S symbol

**We've created a secondary 'S symbol' logo for social media only.**

When using this logo for social media profiles, make sure our brand name is still clear and visible on the page.



# LGBTQIA+ logo

To stand as allies with the LGBTQIA+ community, we've created a special logo, along with an 'S' symbol for social media only.

To use this, please contact:  
[marketing@smartestenergy.com](mailto:marketing@smartestenergy.com)



**smartest**energy



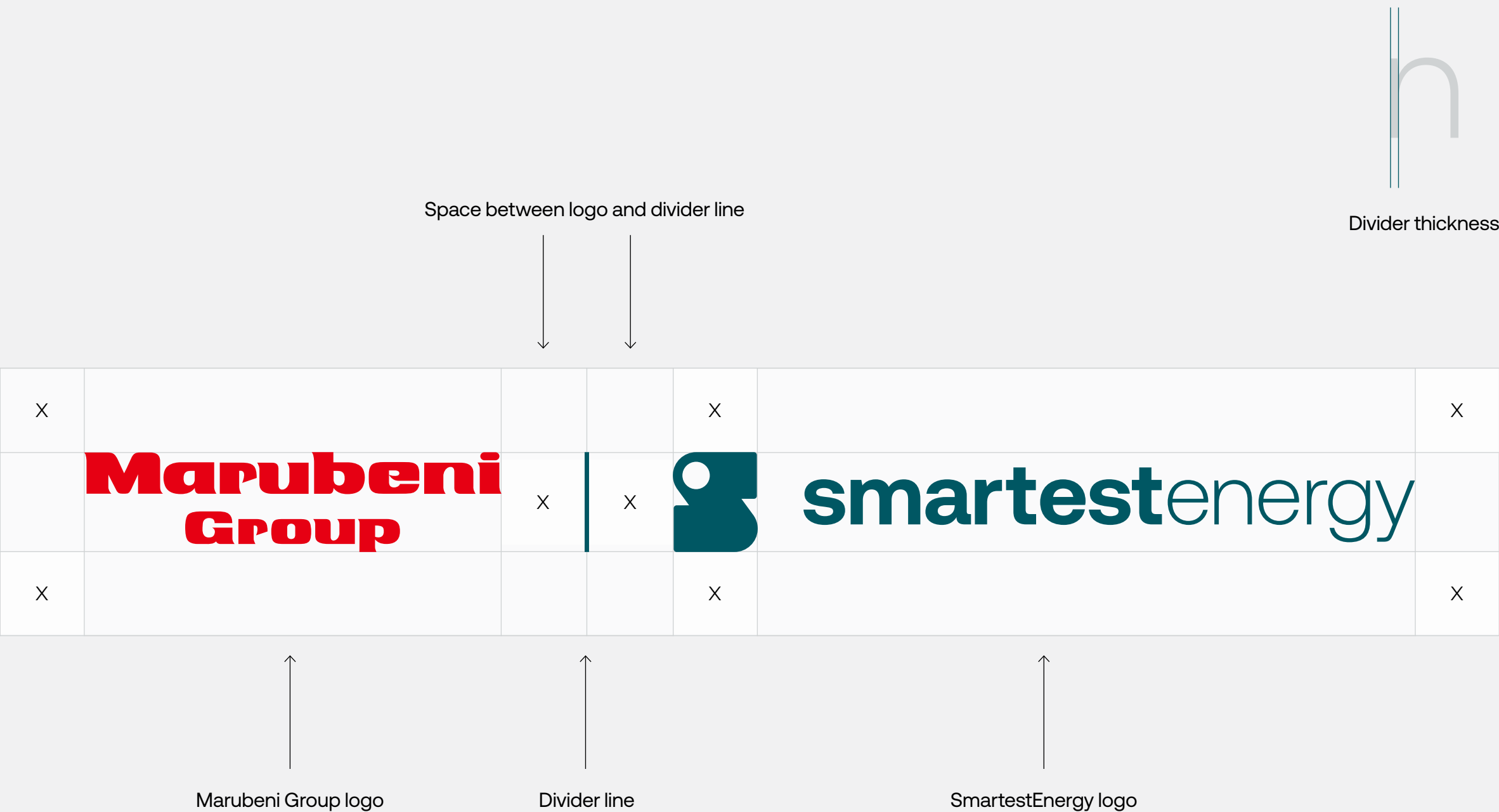
# Partnership logo lock-ups

On occasion, we will need to create a co-branded logo lock-up with partners. When we do this, it's important that the two brands are equally weighted.

The clear space between the surrounding logos and divider line is measured by the 'S-width' of the wordmark, represented by the 'X'. The partner logo must always be placed to the left of the SmartestEnergy logo. The SmartestEnergy logo should never be altered in any way, such as changing colours or adding or removing any elements.

**Note:** In this example, we have used the Marubeni Group logo alongside our own. However, other examples of partnership logo lock-ups could be a technology partner, customer or broker.

Outputs where we would commonly use such logo lock-ups include customer presentations, energy labels and joint press releases.



# Partnership logo lock-up colour

There are three colour ways:

- 1. Teal on White
- 2. Black on Highlight Green
- 3. White on Teal

Teal is the primary colour of our logo and should be used whenever possible.

When primary Teal is not an option, Black and White Mono versions of the logo are available. Mono Black is used for grayscale and printing restrictions as well as engravings. Mono White is used on black, dark or image-based backgrounds where Teal would not be legible.

**Note:** Do not use the Highlight Green version of the logo in any partnership logo lock-ups to avoid clashes of colour or legibility issues..

1

**Marubeni**  
**Group**



**smartest**energy

2

**Marubeni**  
**Group**



**smartest**energy

3

**Marubeni**  
**Group**



**smartest**energy

# Partnership logo lock-up positioning

Our co-branded logo lock-up should primarily be positioned in the bottom right-hand corner of your document.

If this isn't possible, it can be positioned in any corner of your document.

The minimum distance from the edge of the format is measured by the 'S-width' of the wordmark, shown here as 'X'.

The file type and size of output will dictate the maximum size of the logo. Please ensure that the size and position reflects the appropriate hierarchy of messaging.



**Marubeni  
Group**



**smartestenergy**

x

x

x

x

# Business logo lock-ups

Each of our businesses can use a slightly adapted version of our logo. These logos should be used when the communication and related content is from that relevant business.

Use either the primary brand logo or a business brand logo, but never both together.

Here we've shown how the stacked lock-up should be used on business branded materials.

Business logo lock-ups can only be reproduced from master artwork files. They must not be redrawn, retyped or altered in any way. Never try to create your own logo.

These logos should appear in the Teal colour. However, if there are legibility issues, Mono Black and White versions are available.



Minimum size: 45mm or 400px wide.

# Country logo lock-ups

We also have logos for each of our countries. These logos can be used when the communication and related content is from the relevant country.

You only ever use either the primary brand logo or a country brand logo but never both together.

Here we’ve shown how the stacked lock-up should be used on country branded materials.

Country logo lock-ups can only be reproduced from master artwork files. They must not be redrawn, retyped or altered in any way. Never try to create your own logo.

These logos should appear in the Teal colour. However, if there are legibility issues, Mono Black and White versions are available.



Minimum size: 45mm or 400px wide.

# Using the logos

Business or country logo lock-up use should be carefully considered. If there is a need for clear differentiation or emphasis across a specific marketing channel, collateral output or communications, then it will be important to make use of the relevant business or country logo lock-up.



## Business logo lock-ups:

When distinguishing between companies, to overcome any confusion in communications, such as a broker communications from SmartestEnergy Limited (SEL) and SmartestEnergy Business Limited (SEBL) in the UK. In this particular case SEBL should widely use the SmartestEnergy Business logo lock-up across its communications outputs, collateral and online platforms in order to clearly distinguish itself from the SEL Commercial and Industrial (C&I) business area. Across online platforms, this will be key to improve user experience between websites and social media channels.

Another example of where business logo lock-ups should be used is product related collateral, to make it clear which business the products being promoted belong to. As we have similar fixed and flexible products across business areas, this will help to identify collateral and clearly convey which business it belongs to.



## Country logo lock-ups:

When promoting your local brand presence at an event in a specific country, it might be important to call out your focus and presence in the local market. E.g. When at a trade show in Australia, or a recruitment fair in the US appealing to a local audience.

# What not to do

Our logos are an important part of our brand, so please take care when you use them. Here are a few things to avoid.

**Note:** These rules apply to both the primary logo and logo lock-ups. Always reproduce our logo from the master artwork. It must never be altered or recoloured in any way.



✗ Don't outline the logo



✗ Don't alter the typeface



✗ Don't change the proportions of the logo



✗ Don't distort or stretch the logo



✗ Don't rotate the logo



✗ Don't recreate any part of the logo



✗ Don't separate the S symbol from the word mark



✗ Don't use drop shadows or effects



✗ Don't add your own slogans or mottos



✗ Don't contain the logo in a shape



✗ Don't use any other colours unless stated



✗ Don't use a colour that will affect legibility



✗ Don't pair Highlight Yellow on top of Teal



✗ Don't place Highlight Green on an image



✗ Don't apply a gradient to the logo

# 3D signage logos

Two amended versions of the SmartestEnergy logo have been created solely for use in 3D signs. This must not be used anywhere else as it has been manually adjusted for this purpose.

The weight of “energy” has been changed from Aeonik Light to Aeonik Regular which allows for any standoffs to be covered.

1950mm is the minimum size this version of the SmartestEnergy logo should be used at to ensure all standoffs will not be visible around the logo.

This version is to be used with standoffs size 12mm or smaller.

2400mm

2579mm

200mm safe space

1950mm



## 3D signage logos

**This version differs from the previous page as amendments have been made to the letters. If possible, it is preferable to use the version on the previous page.**

This version is to be used with standoffs size over 12mm and up to 15mm.

2400mm

2579mm

200mm safe space

1950mm



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# Colour palette

Distinctive and yet highly versatile, Teal is at the core of our brand colour palette. It represents our brand’s unique energy and ensures that we stand out in our sector.

Teal always leads our communications and should be present in everything we create. It is supported with a palette made up of a deep green, three highlight colours and a graphic purple.

Our colour palette is simple and bold, yet flexible. Using it will help us create impact, differentiation and an ownable look and feel.

The next page explains how and when to use these colours.



**Deep Green**  
R18 G48 B31  
C87 M52 Y82 K69  
#12301F

**Highlight Green**  
R178 G255 B77  
C23 M0 Y69 K0  
#B2FF4D  
  
If printing litho use  
the value below:  
Pantone 374

**Highlight Blue**  
R0 G222 B212  
C70 M0 Y13 K0  
#00DED4  
  
If printing litho use  
the value below:  
Pantone 3115

**Highlight Yellow**  
R255 G237 B0  
C0 M0 Y100 K0  
#FFED00

**Graphic Purple**  
R150 G116 B247  
C52 M47 Y0 K0  
#9674F7

**White**  
R255 G255 B255  
C0 M0 Y0 K0  
#FFFFFF

**Grey**  
R207 G210 B211  
C2 M0 Y0 K17  
#CFD2D3

## A guide to printing

### Any questions?

Please contact:

[marketing@smartestenergy.com](mailto:marketing@smartestenergy.com)

**Note:** Digital printing is usually for small print runs. For digital printing please use the CMYK values on the previous page. Litho printing is for large print runs. Please use the alternative Pantones, only if applicable.

**Digital printing** is a four-colour process (CMYK) reproduction method that uses electronic files (such as PDF artwork). Unlike litho printing no printing plates are required.

**Litho printing** transfers the image from a printing plate to paper. Generally, the printing uses a standard four-colour process. This means that the artwork is separated onto printing plates and each plate prints a specific single colour – cyan, magenta, yellow and black (CMYK). These colours combine to create a full-colour print. Occasionally, additional printing plates might also be added to print specific Pantone ink that matches the brand colour.

# Using tints

While we prefer to use our bright, confident colour palette at 100% strength wherever possible, colours in our palette can be tinted.

Our palette of tints adds nuance and flexibility to designs, in both digital and print. They’re especially useful for information design, charts and backgrounds.

All our solid colours can be tinted, but they should only be used in the 10% increments outlined on this page.

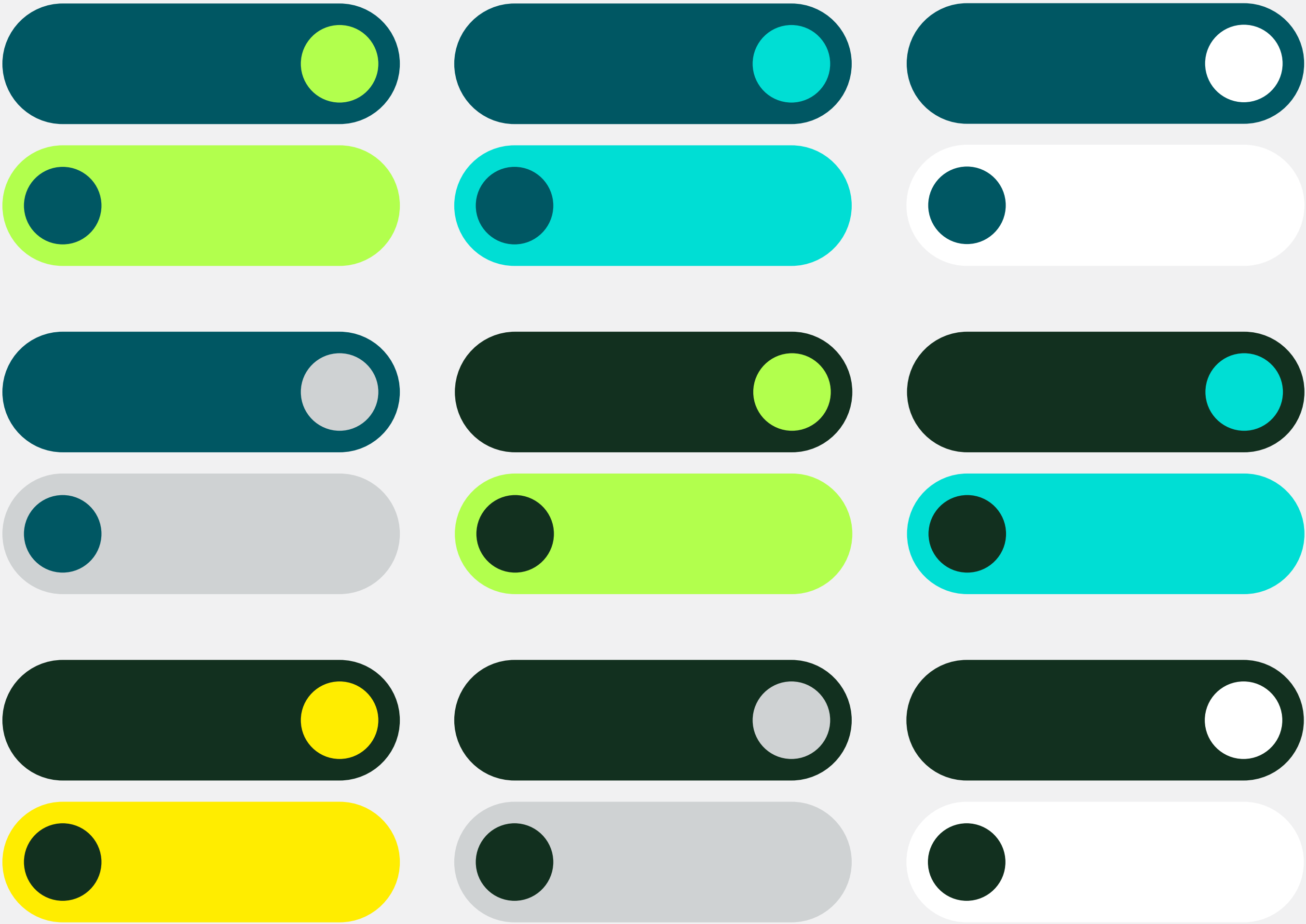
Always make sure that your content and text is still legible when using a tint.

Teal				Deep Green	
90%				90%	
80%				80%	
70%				70%	
60%				60%	
50%				50%	
40%				40%	
30%				30%	
20%				20%	
10%				10%	
Highlight Green	Highlight Blue	Highlight Yellow	Graphic Purple	White	Grey
90%	90%	90%	90%	White	90%
80%	80%	80%	80%		80%
70%	70%	70%	70%		70%
60%	60%	60%	60%		60%
50%	50%	50%	50%		50%
40%	40%	40%	40%		40%
30%	30%	30%	30%		30%
20%	20%	20%	20%		20%
10%	10%	10%	10%		10%

# Using colour

**Certain rules apply when selecting colours to use in a design.**

These examples show all the colour combinations you can choose from. Please keep to a maximum of two colours per design/layout for simplicity and impact. Avoid assigning our colours to certain sectors/services. Other colour combinations outside of these groupings should not be used.



# Proportions of colour

**Proportioning the use of colours isn't an exact science, but this page offers a guide to achieving a good balance across communications.**

Teal should be the leading colour in our communications and must always have a prominent place in our designs.

The Graphic Purple should be used minimally, e.g. on infographics, charts and graphs.

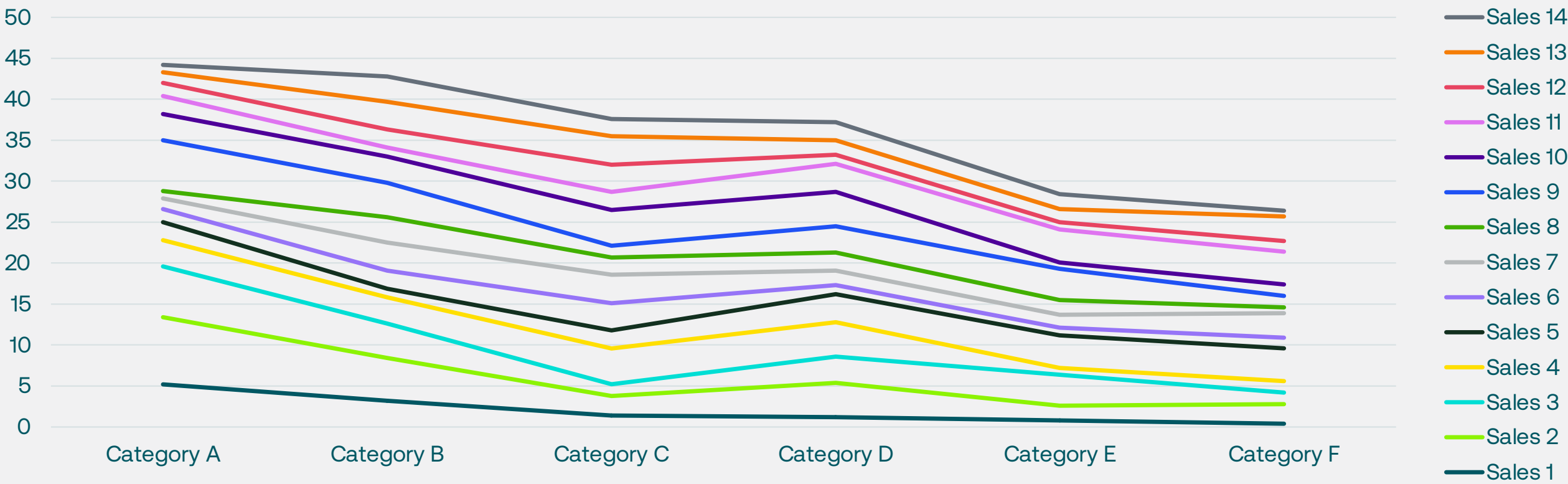
# Secondary colour palette

Our secondary palette should only be used at a lower level on charts and graphs.

When visualising data, you should prioritise primary colours and primary colour tints. If you need more colours, you can use our secondary colour palette. If you're still short of colours, you can use tints of the secondary colour palette. Only use secondary palette for powerpoint charts and graphs.



## Insert chart title here





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# Our typeface

Aeonik is an ideal logotype for editorial use. It offers us a timeless brand identity and has the perfect character set for online use.

As a modern typeface designed with precision in mind, Aeonik’s flexible copy weights can be used to create hierarchy and pace. Its various typefaces can be used in all circumstances and at all sizes.

Aeonik offers excellent legibility at small sizes and in longer passages of text, while keeping its unique characteristics.

Copy weights are available in Bold, Regular and Light.

## Aeonik Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!&£\$%

## Aeonik Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!&£\$%

## Aeonik Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!&£\$%

Aeonik

# Type hierarchy

Typographic hierarchy brings order to our content and makes it simple and clear for the reader to engage with.

Hierarchy helps the reader to quickly scan the page and navigate to the sections of content most relevant to them.

This page shows how to organise your copy into three levels of importance, and how typographic hierarchy can help you create a clear and logical structure.

This isn't the only way our typefaces can be used, but it's a good starting point. Use this as a guide and explore the different weights, colours, sizes and styles available to you to create unique and beautiful typographic layouts. However, please do not use all uppercase for headlines.

Employees will have the font automatically installed on their machines. Agencies will need to buy the license for the font.

Aeonik Regular  
100pt size with  
100pt leading

Aeonik Regular  
33pt size with  
36pt leading

Aeonik Light  
20pt size with  
23pt leading

Aeonik Bold  
20pt size with  
23pt leading

# Switching to smart energy

Follow up copy introduces the content and explains why you should want to read it.

Typographic hierarchy doesn't have to be complicated or daunting. It's all about using type, style, sizes, colours, weights and more to help users navigate your content. Design can greatly aid the legibility of our content and should never be an afterthought.

## Why is typography important?

By thinking about our typography, hierarchy and typesetting, we can ensure all our communications are interesting, clear and visually attractive to read and engage with.

# System font

We’ve chosen Arial as our system font as it has similar qualities to the Aeonik typeface and is globally available.

Arial has good legibility at varied sizes when viewed on-screen or in print. However, it should only be used when Aeonik is not available, on tools where our custom font can’t be installed.

## Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
OPQRSTUVWXYZ

abcdefghijklmn  
opqrstuvwxyz

1234567890!&£\$%

## Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
OPQRSTUVWXYZ

abcdefghijklmn  
opqrstuvwxyz

1234567890!&£\$%

Arial



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## Choosing the right imagery

**It's important that we choose imagery that reflects who we are, what we do and what we stand for.**

Over the following pages, we've collated images that reflect themes that are closely aligned to our brand:

- Empowering the energy transition
- People-powered energy
- Connecting communities
- Driving positive change
- Technology that simplifies
- Partnerships that energise

Images to be sourced from commissioned photographers or purchased from online libraries. You must ensure that all licensing obligations are met.



# Empowering the energy transition

- Authentic
- Diverse
- Relaxed
- Collaboration
- Show personality
- Never posed
- Range of scenarios
- Your employees
- Your customers



# People-powered energy

- Authentic
- Your people
- Your customers
- Diverse
- Show personality
- Friendly
- Approachable
- Informal as well as formal
- Relaxed
- Never posed



# Connecting communities

- Authentic
- Diverse
- Relaxed
- Collaboration
- Show personality
- Never posed
- Range of scenarios



# Driving positive change

- Scale
- Epic
- Breathtaking
- From above
- From below
- Different sectors
- Positive climate action



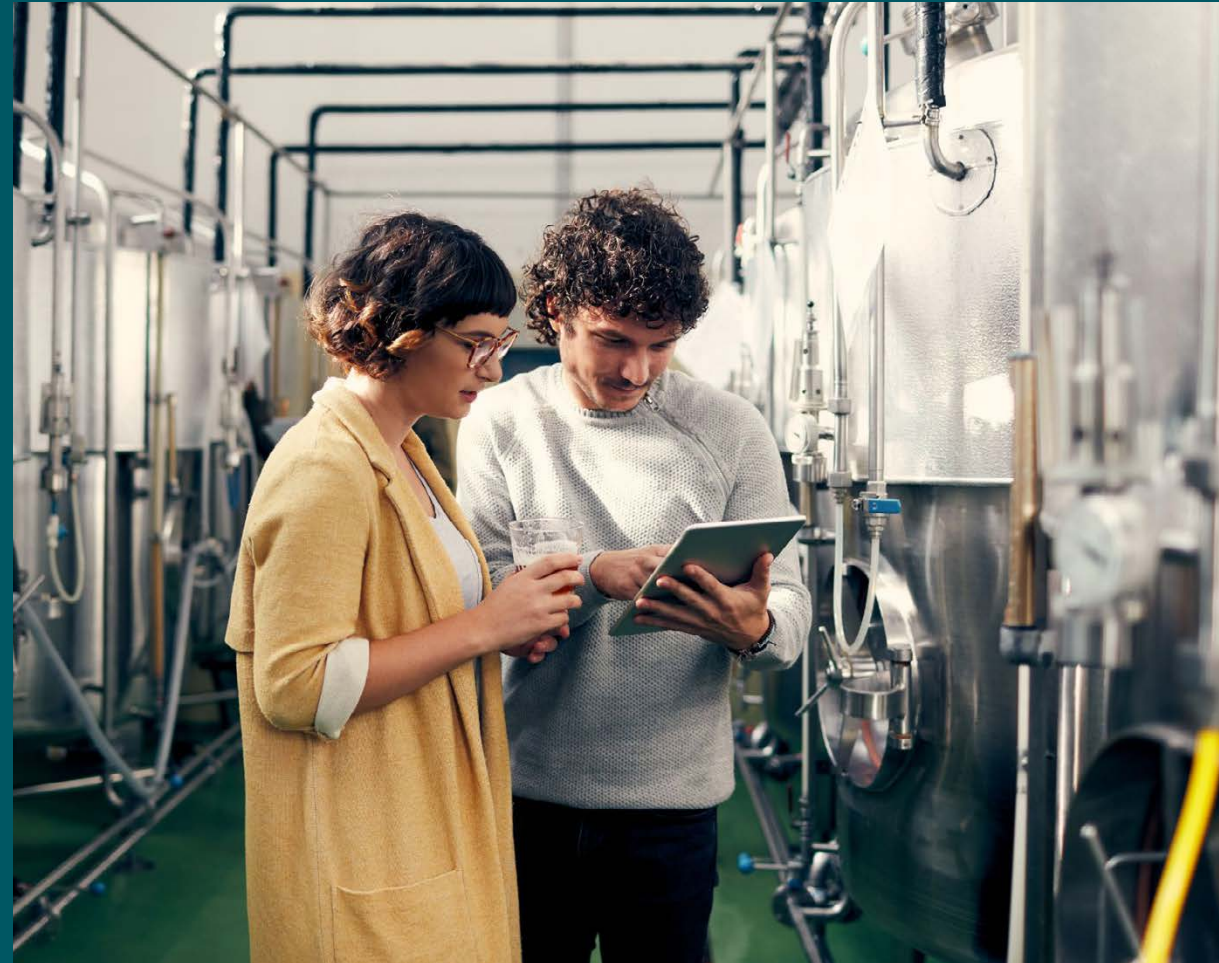
# Technology that simplifies

- Detail
- Tell a story
- Show interaction
- Show benefits
- Micro as well as macro



# Partnerships that energise

- Authentic
- Diverse
- Collaboration
- Show benefits
- Never posed
- Range of scenarios





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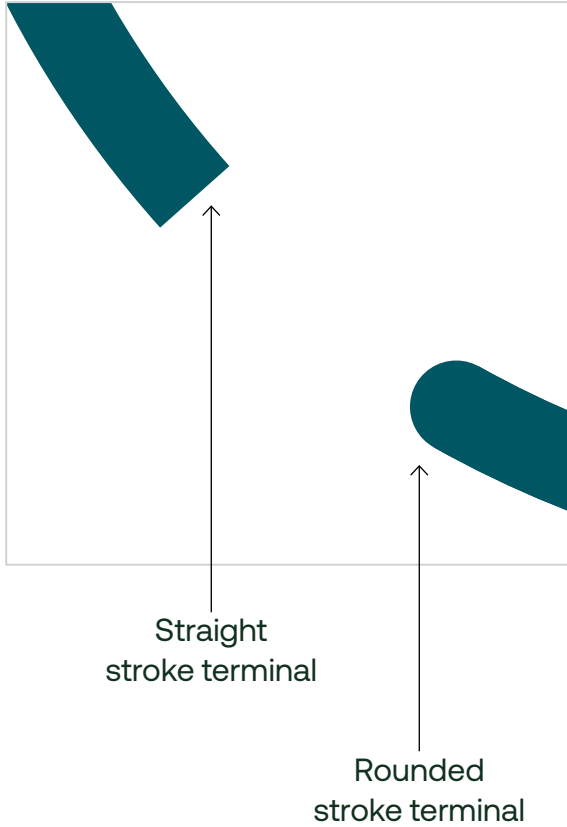
# Iconography overview

**Our icons are inspired by the ‘S’ symbol. Their dynamic, open-ended lines reflect the ongoing journey to net zero.**

Icons aid navigation and support content. They should be clear, concise and reflect the ‘smart’ in SmartestEnergy.

Our unique set of icons can be used for a range of purposes — from signposting information to adding visual interest to copy and data-heavy communications.

They reflect the features within our ‘S’ symbol — notably the smooth round shapes and curved round and open ends.

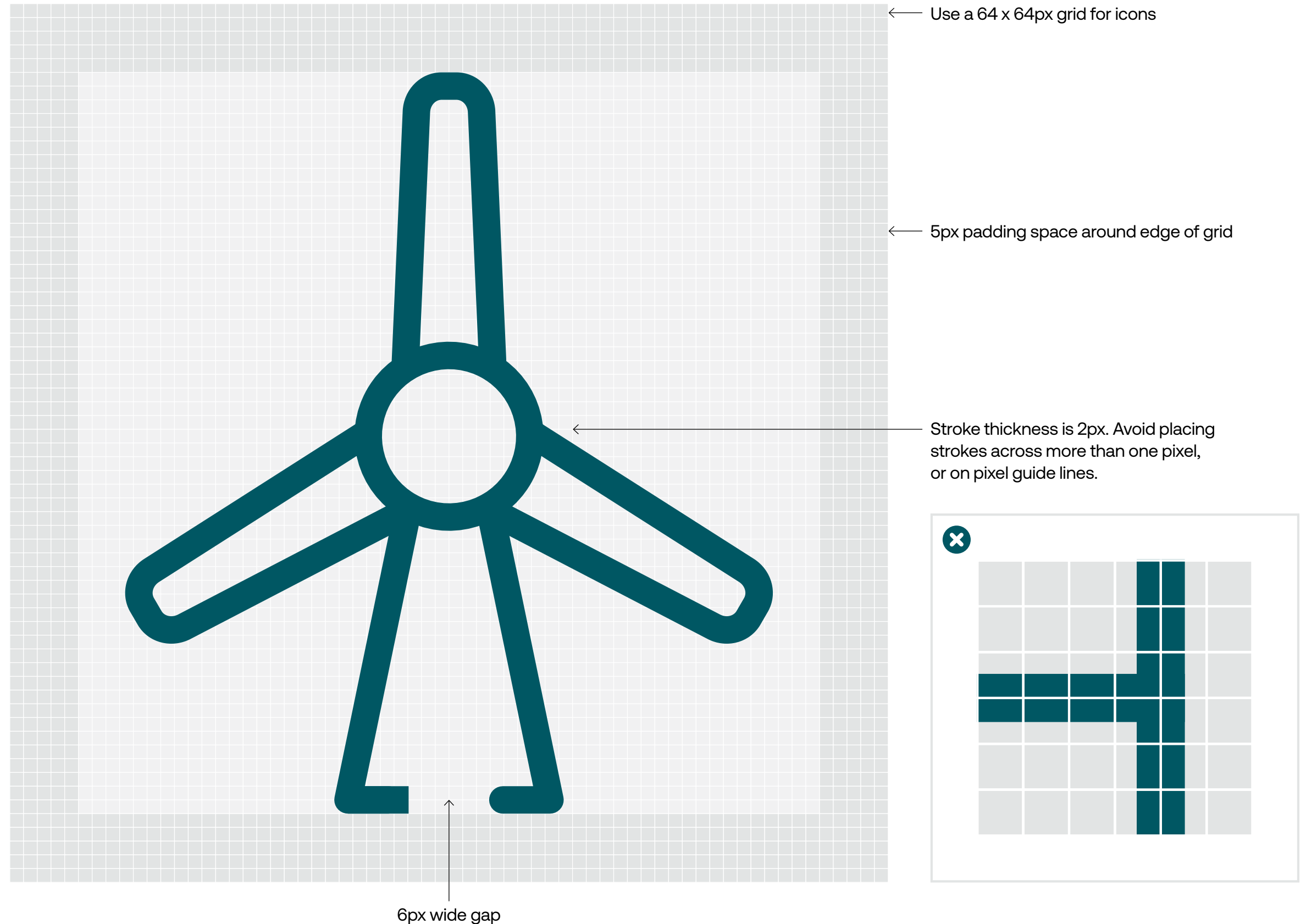


Minimum sizes should fit within 60 pixels

# Iconography structure

**Our icons depict simple ideas or metaphors in a way that can be quickly understood. They are always used in colours taken from the primary palette.**

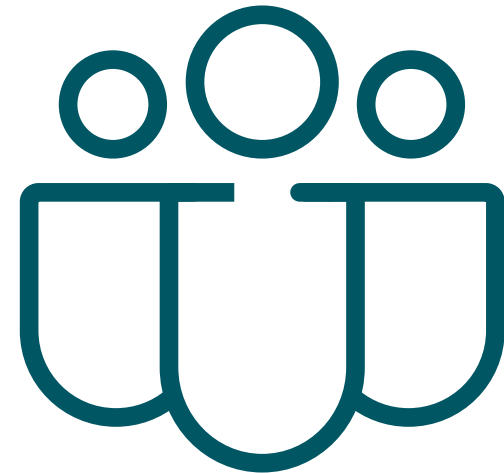
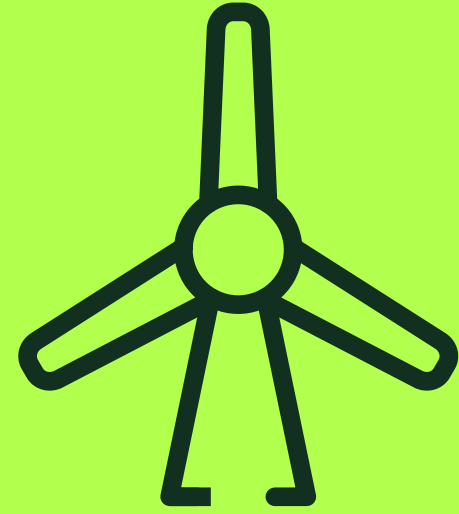
- Icons should be created on a 64 x 64px grid.
- The stroke width is 2px thick for pixel accuracy. This helps ensure crisp and sharp detail online and in print.
- The grid also contains a 5px padding space. This has been added to allow enough white space around the icon.
- This padding space can be used as overflow when needed
- The icon should be as simple as possible with an open ended line, one end is straight and the other rounded.
- The gap in the open ended line is approximately 6px wide.
- Once the icon has been created, the stroke will need to be outlined to avoid inconsistencies with line widths.



# Design Principles

**Our icons reflect our unique brand characteristics while still being functional and easy to identify. When creating new icons, always include the following features:**

- Rounded corners and ends to feel approachable and match the 'S' switch symbol.
- Open lines that reflect the journey to net zero.
- Consistent line weight.
- Flat or front-on perspective, rather than three dimensional
- Clarity of subject matter.
- Only use the icons in the colourways featured on this page, Teal, Dark Green, White or dual with the Highlight Green.
- Where possible, use the Highlight Green and White icons. This adds dynamism and impact.
- Green should be used for the background of the icon and White for the foreground.
- The colours should roughly follow a 60/40 Green/White split within the icon.



# Using icons correctly

The icons shown in this section are best practice examples, shown in all colour ways.

Icons should only be created using the colour palette you see on this page.



# Using icons correctly

Icons can be used at a larger scale to add impact and clarity, highlight information, emphasise content and aid navigation.

Like all our icons, larger icons must always be applied considerably and with a functional purpose. They must not be used decoratively and should never appear as a supergraphic. See the examples on this page.

### Lorem ipsum



**Lorem ipsum**  
Uda dolent lab in peditios maionet, od earunt occaboribus rem fugiam sunt landici liquam, quation empost rernatior sit et ulparitate aliquam commod moluptat optaeris.



**Lorem ipsum**  
Uda dolent lab in peditios maionet, od earunt occaboribus rem fugiam sunt landici liquam, quation empost rernatior sit et ulparitate aliquam commod moluptat optaeris.



**Lorem ipsum**  
Uda dolent lab in peditios maionet, od earunt occaboribus rem fugiam sunt landici liquam, quation empost rernatior sit et ulparitate aliquam commod moluptat optaeris.



**Lorem ipsum**  
Uda dolent lab in peditios maionet, od earunt occaboribus rem fugiam sunt landici liquam, quation empost rernatior sit et ulparitate aliquam commod moluptat optaeris.

✓ Icons can be used at scale to add impact to the design and aid categorisation.





## Our policy and procedure

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✗ Don't use an icon as a supergraphic where it has too much prominence, dominating the design of the communication.



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# Supergraphic

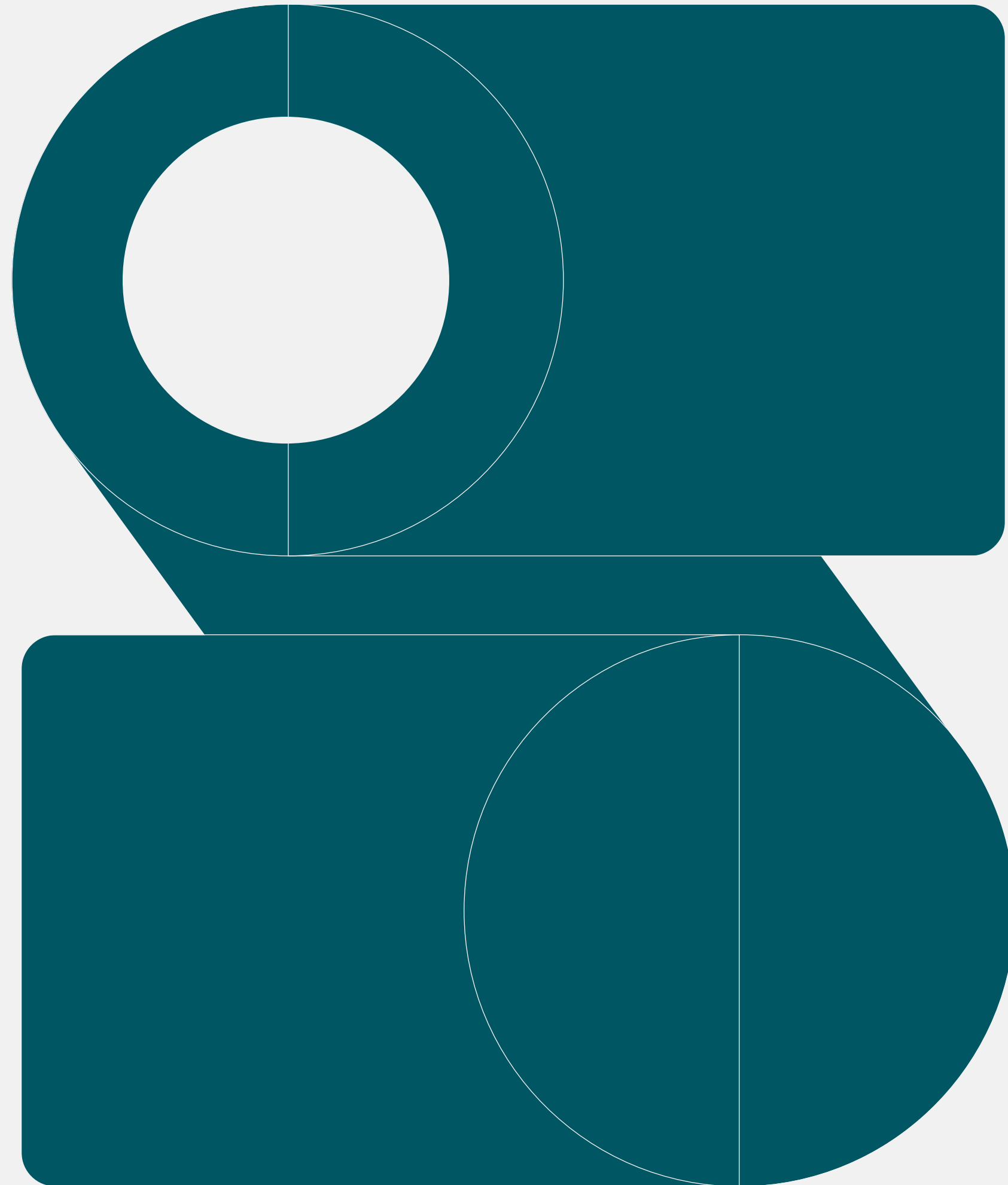
The ‘S’ symbol stands for SmartestEnergy but it also contains a switch device. This represents how SmartestEnergy and its customers are “switched-on” to next generation energy and empowering people to “make the switch” from fossil fuels to renewables.

Over the following pages, we look at the symbol in greater detail and explain how it can be used as a Supergraphic.

# Anatomy of the S symbol

**The S symbol is created from several different elements, including an upper stroke, an interconnecting spine and a lower stroke.**

The upper stroke contains a circle on the left side, which represents the button of a switch. The diagram on this page shows the proportions and positions of these elements.



# Using elements of the S symbol in a Supergraphic

When used as a Supergraphic, some elements of the S symbol can be used independently, and then cropped and arranged in different ways.

- 1. You can crop into elements of the whole S symbol. Note that the button device within the whole symbol is smaller.
- 2. You can crop into and arrange the upper and lower strokes of the S symbol.
- 3. You can crop into and arrange the upper stroke of the S symbol.

The following pages show examples of these crops and arrangements.



1 The S symbol



2 Dual component switch

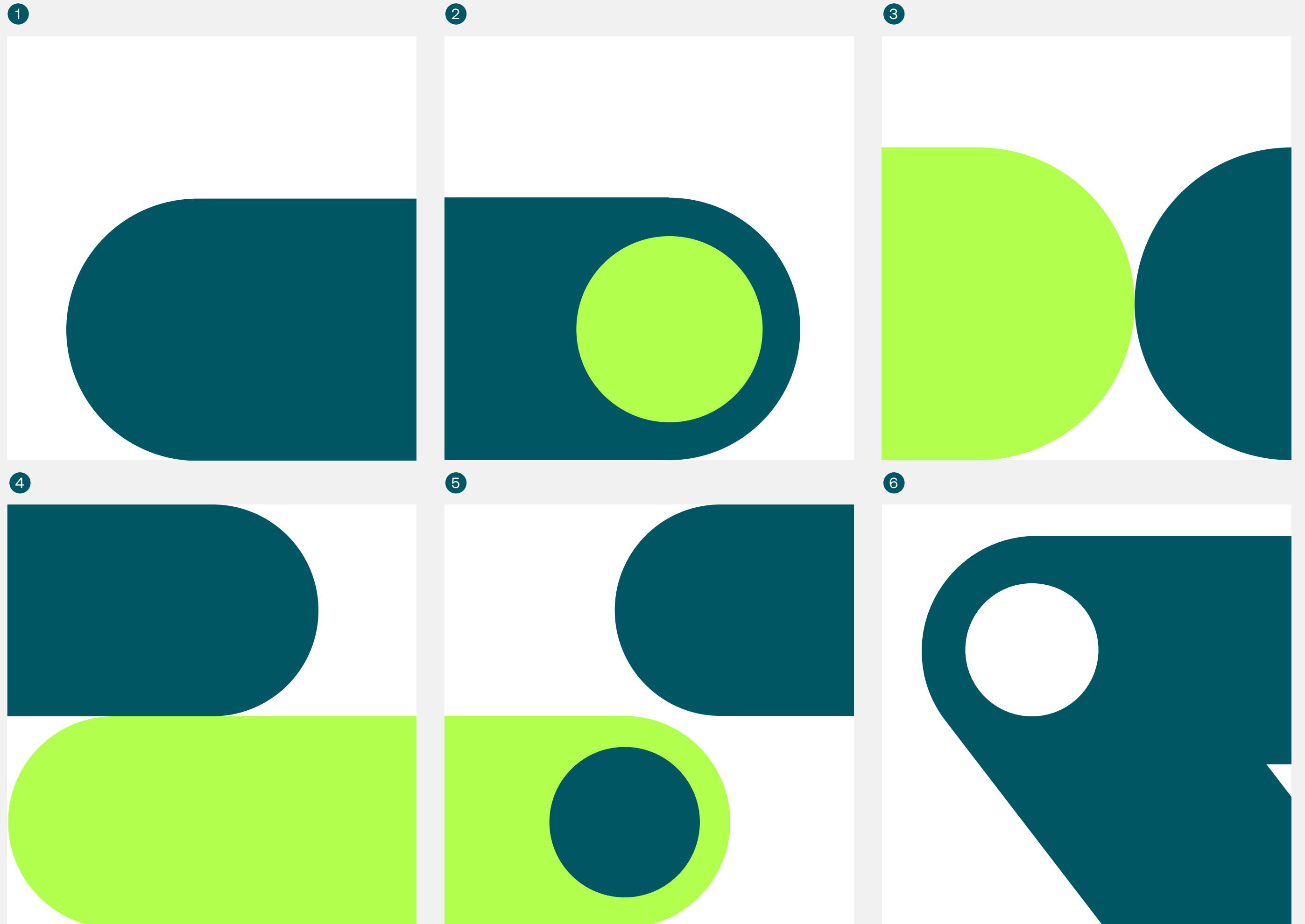


3 Single component switch

# The S symbol crop

**Here are some examples of how you can crop into and arrange the elements of the S symbol when using it as a supergraphic.**

1. An example of how single elements sit at the bottom of a space.
2. An example of how an element containing a button sits at the bottom of a space.
3. The curved edge of elements can touch each other but should never overlap.
4. You can use two elements that don't contain buttons, but never show two buttons.
5. There can be a gap between elements but upper and lower edges must be on the same horizontal axis.
6. An example of how you should crop into the whole S symbol. It's good practice to hint at the larger shape.





Introduction

Logo

Colour

Typography

Photography

Iconography

Supergraphic

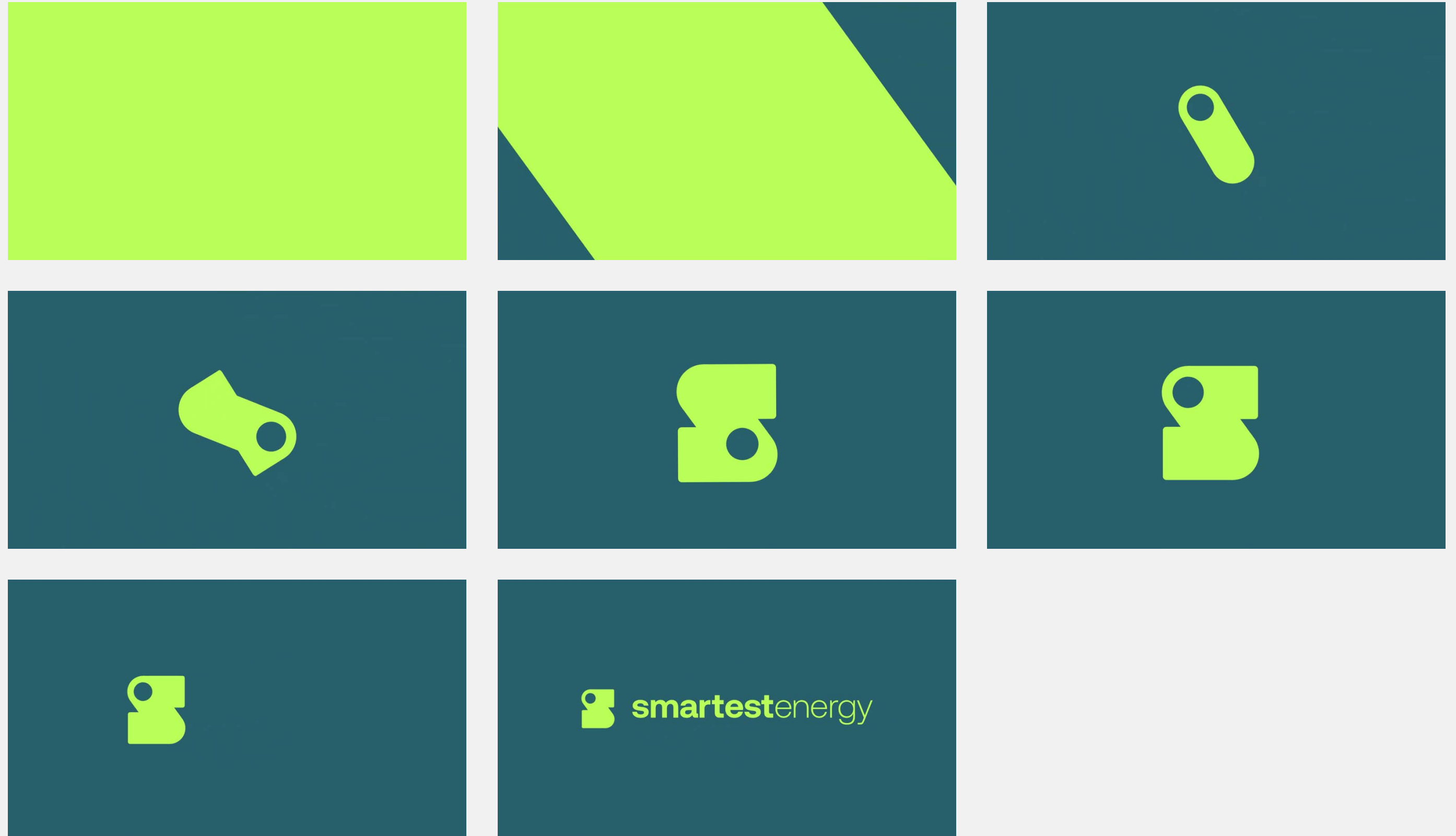
- **Animation and moving image**

Brand in application

Contact

# Animation

- Logo introduction animation
- Available in three dimensions: 1080x1920, 1920x1080, and 1080x1080
- Available in five colourways: White on Black, Black on White, Highlight Green on Teal, Teal on Highlight Green, and White on Teal
- A sound has also been created that can accompany the SmartestEnergy logo animation. Please contact the marketing team if you'd like to use it



# Animation

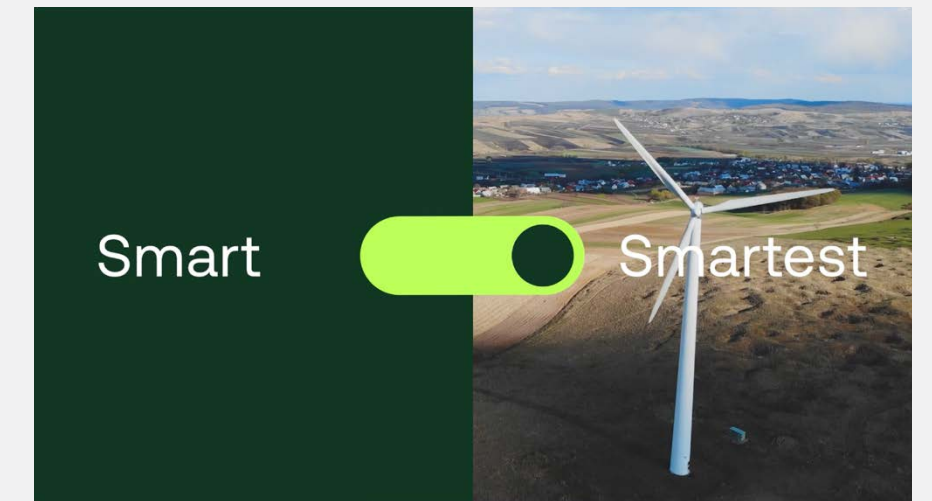
1. Angle switch
2. Circle slide transition
3. Colourful streaks switch
4. Icons
5. Logo intro – B&W
  - 1080x1080
  - 1080x1920
  - 1920x1920
6. Logo intro – B&W – Icon only
7. Logo intro – Teal on green
  - 1080x1080
  - 1080x1920
  - 1920x1920
8. Logo intro – Black on white
  - 1080x1080
  - 1080x1920
  - 1920x1920
9. Logo intro – White on teal
  - 1080x1080
  - 1080x1920
  - 1920x1920



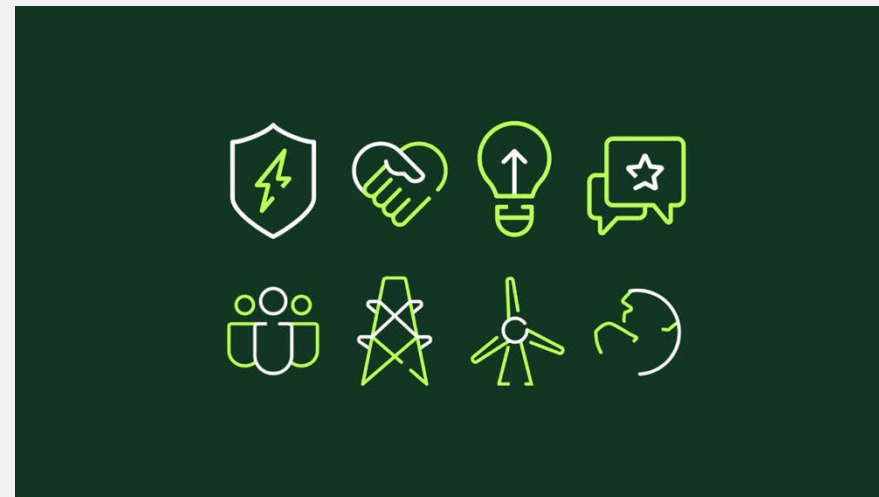
1



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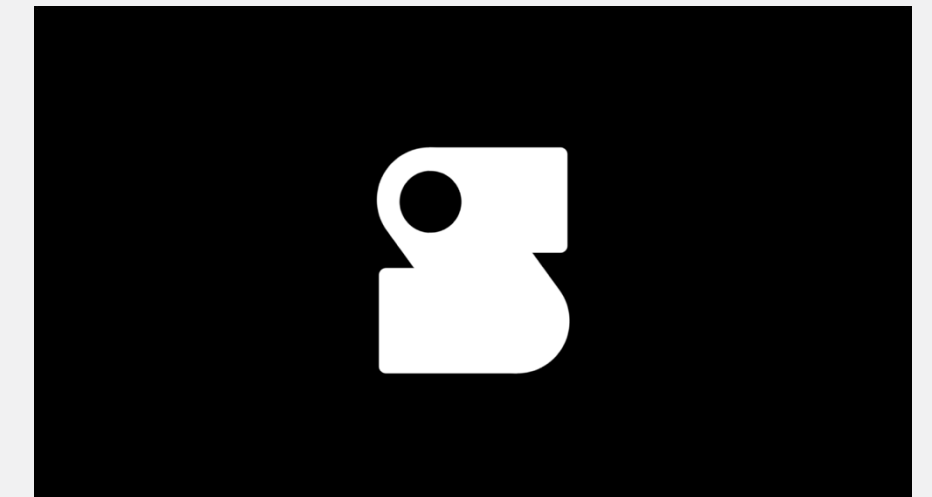
3



4



5



6



7



8



9

# Animation

10. Logo intro – Green on teal

- 1080x1080
- 1080x1920
- 1920x1920

11. Logo intro – Whiteout – 1920x1080

12. Logo intro – Window – 1920x1080

13. Logo switch

14. Lozenge – Text left (also available text right)

15. Lozenge transition

16. Luma wipe - Horizontal from right (also available from left)

17. Luma wipe – Vertical coming up from below (also available coming down from top)



10



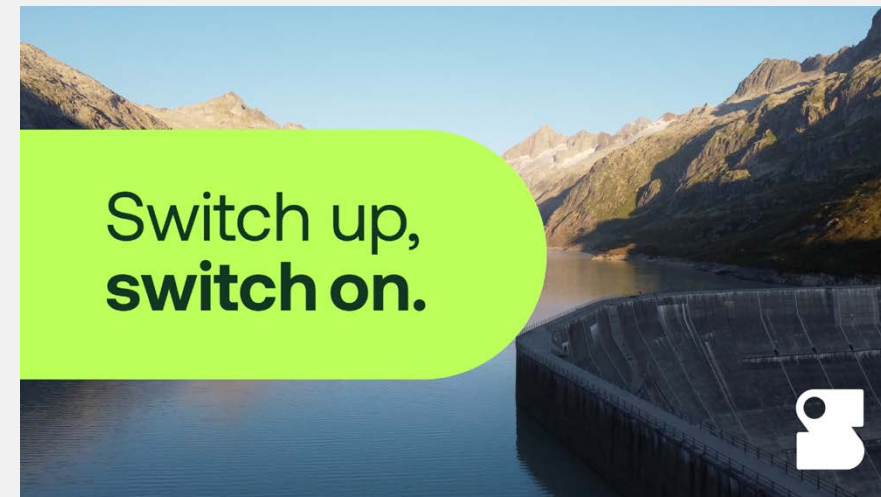
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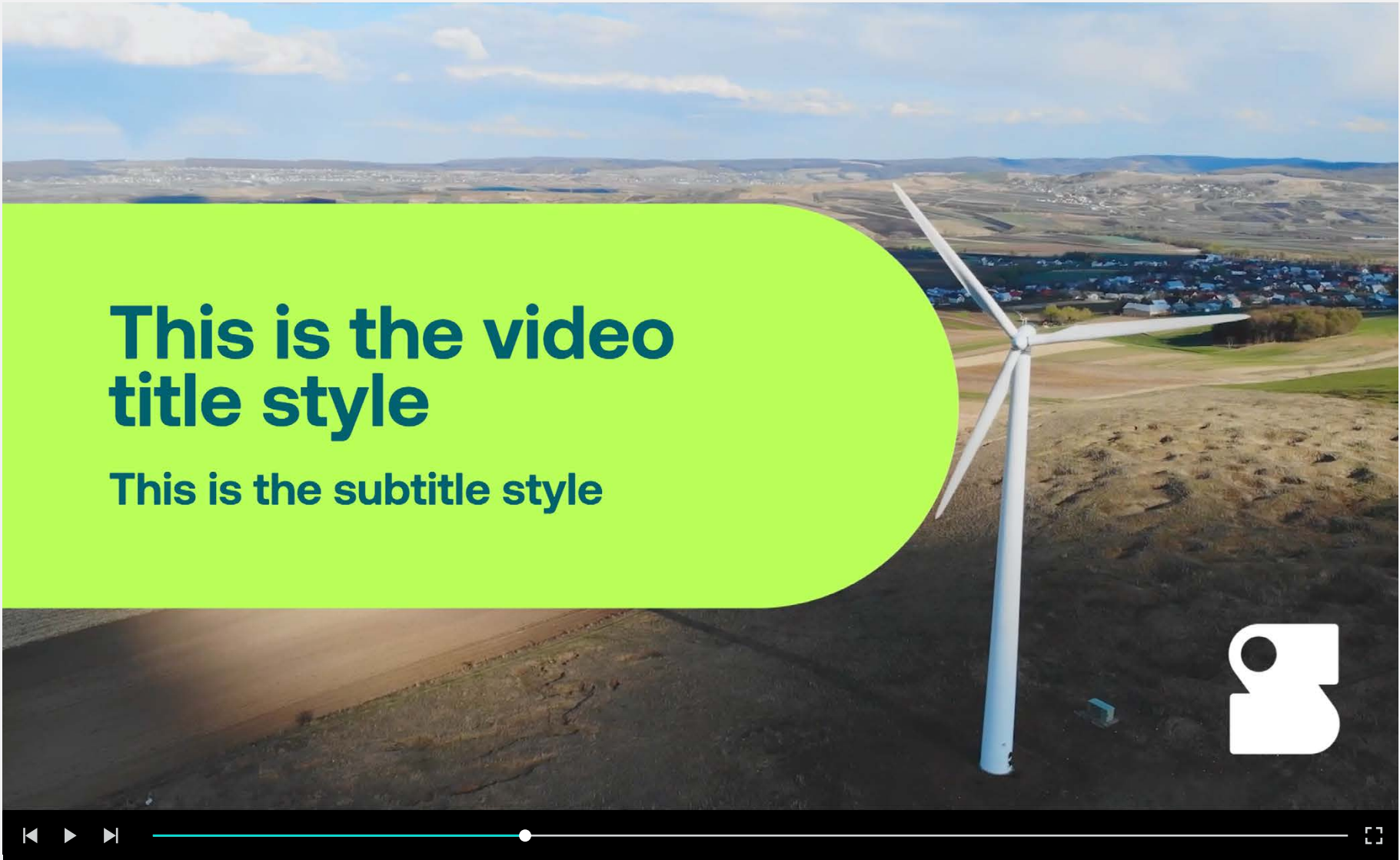
16



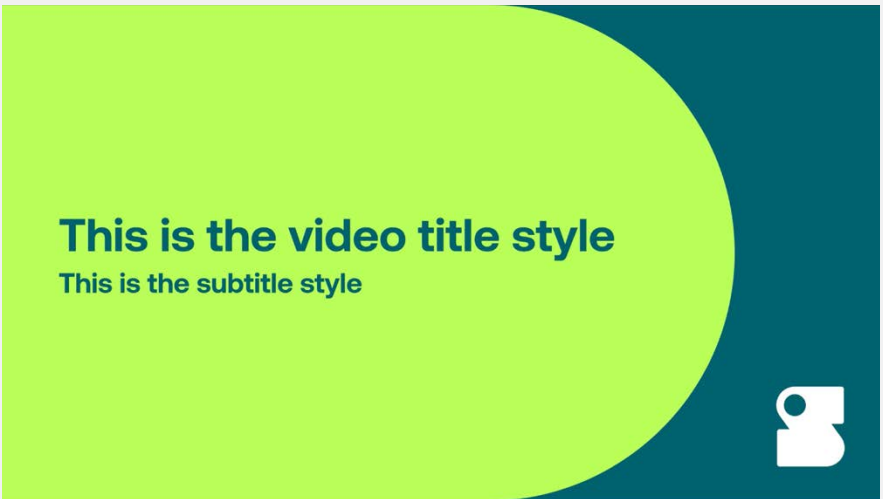
17

# Moving image assets

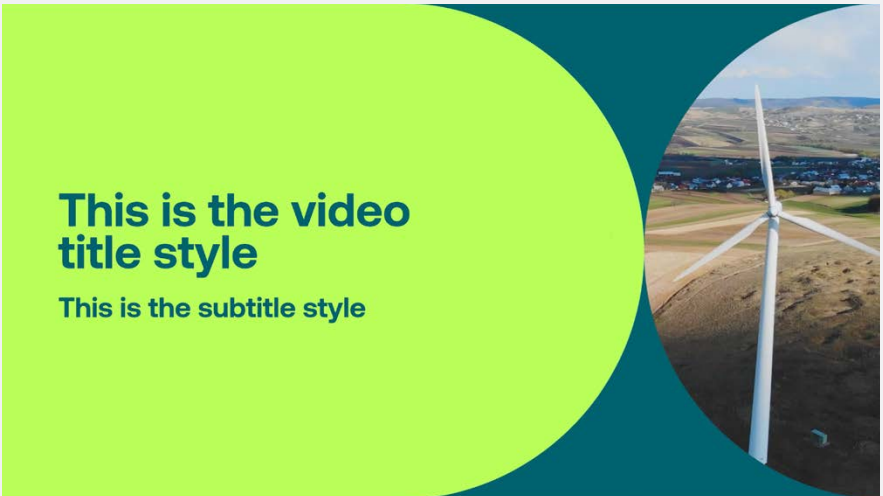
- 1. Lower thirds
- 2. Title frame option 1
- 3. Title frame option 2
- 4. Supers option 1
- 5. Supers option 2
- 6. Subtitles



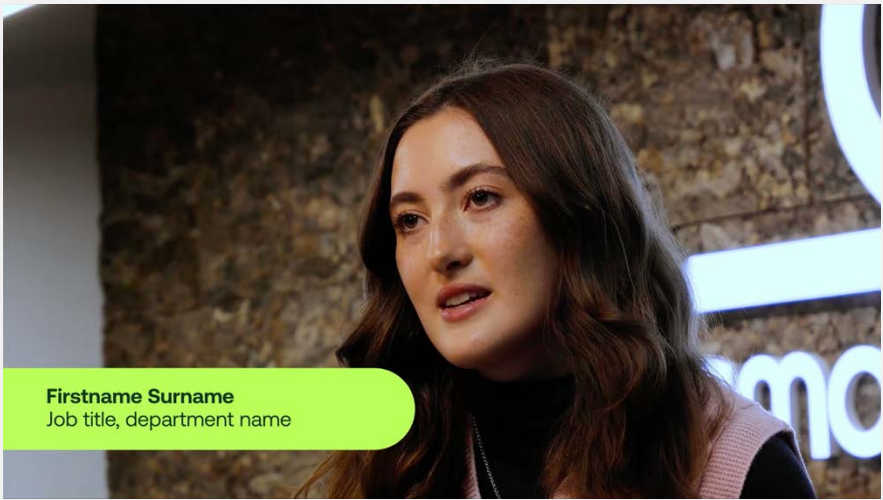
1



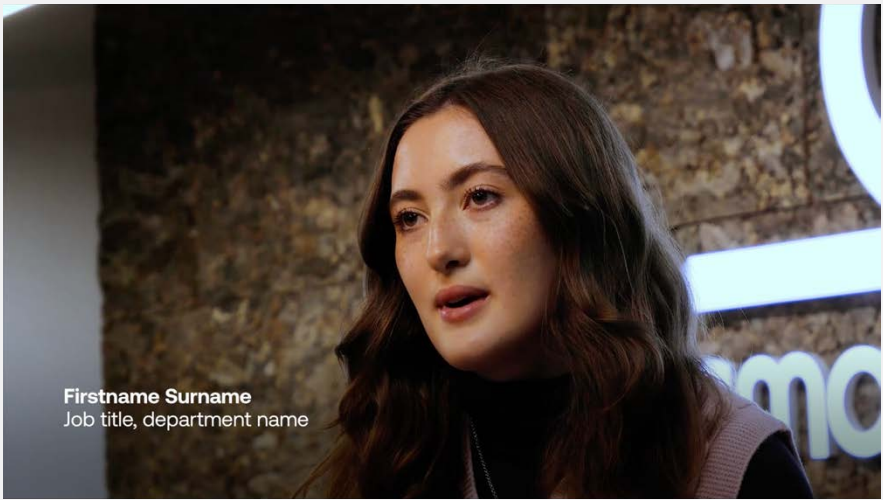
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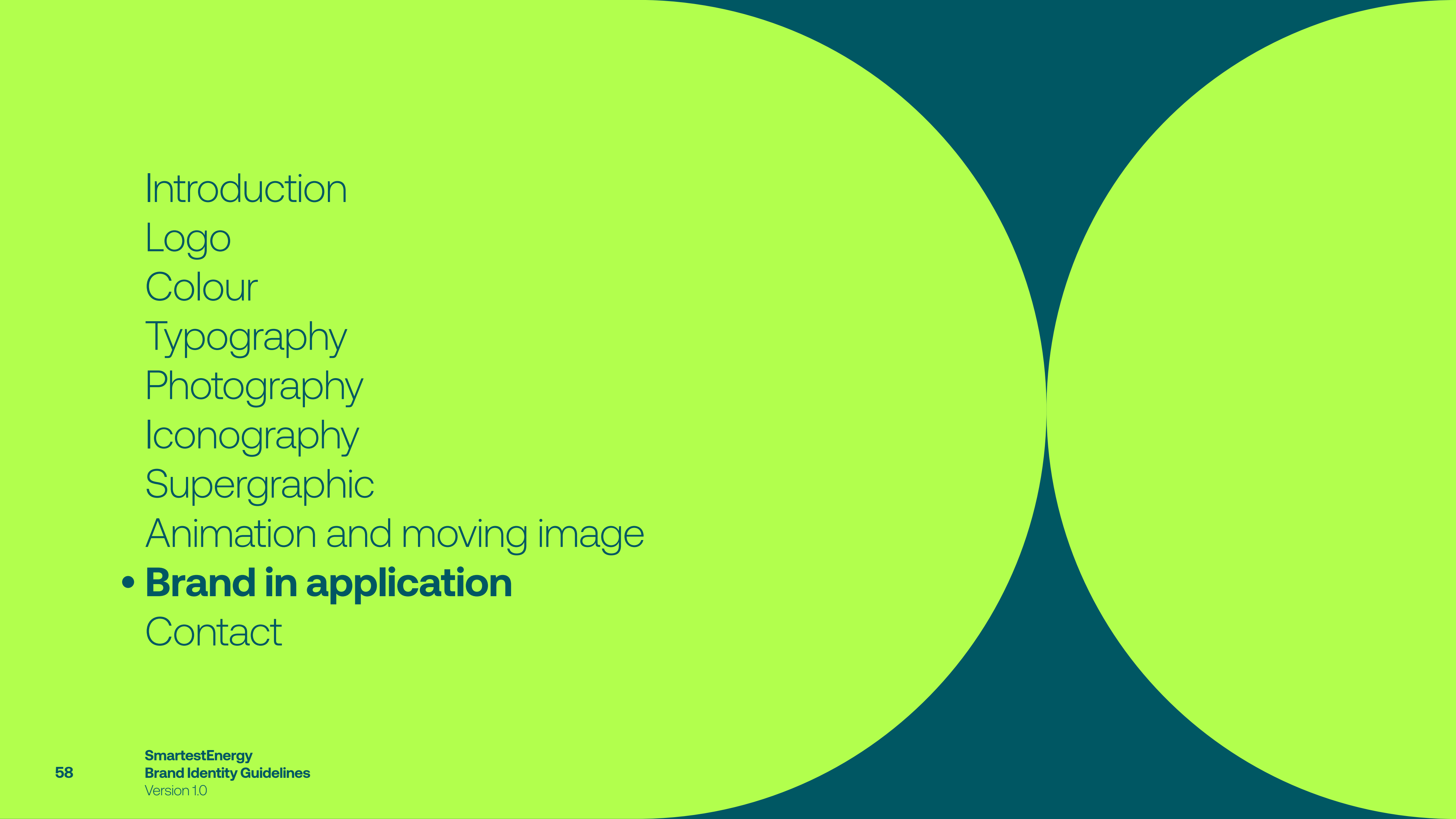
4



5



6

- 
- Introduction
  - Logo
  - Colour
  - Typography
  - Photography
  - Iconography
  - Supergraphic
  - Animation and moving image
  - **Brand in application**
  - Contact

## Brand in application

We've designed our visual brand to be smart and flexible so you can apply it in many ways. Over the following pages, we've created some examples to inspire future designs and give you guidance on delivering our brand to a consistently high standard.





 **smartestenergy**

 **smartestenergy**

**SmartestEnergy**

7 Westferry Circus,  
London E14 4HD,  
United Kingdom

+44 (0)20 7448 0900

[smartestenergy.com](http://smartestenergy.com)

Switched on to  
unbiased advice.

**With Compliments**



Address line  
Address line  
Suburb  
Postcode  
Country

DD Month YYYY

Dear [Firstname Lastname],

**Subject**

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Yours sincerely,

**Firstname Lastname**  
Title/Role

**T** 000 0000 0000  
**M** 000 0000 0000  
**E** name-surname@smartestenergy.com

**SmartestEnergy Limited**  
The Columbus Building, 7 Westferry Circus, London, E14 4HD  
Registered in England & Wales: No. 3994598. Registered address: The Columbus Building, 7 Westferry Circus, London, E14 4HD



DD Month YYYY

**Heading**

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**Sub-heading within text**

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## SmartestEnergy

**Full name (She/Her) (He/Him) (They/Them)**

Title/Department

**T** Landline number (delete row if not needed)

**M** Mobile number (delete row if not needed)

**E** your-name@smartestenergy.com



SmartestEnergy Limited, The Columbus Building, 7 Westferry Circus, London, E14 4HD, UK



smartestenergy

# Insert presentation title here

Insert subtitle here



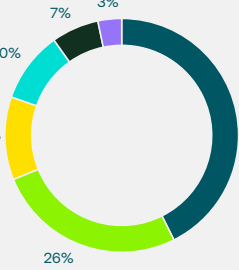
### Two column – highlighted content – title can span across two lines of text if required

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Chart title



- Category A
- Category B
- Category C
- Category D
- Category E
- Category F




14

### Three column layout – title can span across two lines of text if required


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Chart title



- Series 1
- Series 2
- Series 3



## Insert divider title here


Insert subtitle here






### Large chart / table – title can span across two lines of text if required


	Column heading	Column heading	Column heading	Column heading
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Row heading	XX	XX	XX	XX




### Three column – images and text – title can span across two lines of text if required




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## Large heading, image and quote





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### Text and image – title can span across two lines

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### Back image

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energy

# Proposal for ational Westminster Bank

## SmartestEnergy Response



“With our transparent contract structures and customer centric approach, paired with the skills, knowledge and experience with a local and global partner as we believe we would publish a

Now in its 21st year SmartestEnergy has had recent international growth with offices in the US and Australia. SmartestEnergy's mission across the globe is centred around our customers, helping them find value and accelerate their transition to net zero.

We are very proud of the net zero products and services we have delivered in the UK to enable our corporate customers to lead the way on the net zero journey, from property companies like JLL to food manufacturers including Weetabix. We've also worked with a number of colleges and universities, such as the prestigious consortium of Cambridge Colleges.

With our skills, knowledge and experience, SmartestEnergy believe we would be a valuable partner to work with, supporting your strategic goals and commitments to achieve net zero carbon by 2030. We're committed to working in partnership with businesses because we believe you need an energy partner you can trust to help you navigate the changing energy landscape. We are a little different to other energy companies given we are an independent energy company and dedicated to building long term customer relationships

08

# Make a smart transition to net-zero with SmartestEnergy



Robert Groves  
CEO SmartestEnergy

In 2008, SmartestEnergy Retail business was one of the first of I&C businesses to focus on leading customer electricity supply products and contract structures that support their portfolios.

# Our global reach

SmartestEnergy US  
Syracuse, New York



SmartestEnergy Ltd  
London and Ipswich



Our global strategy continues to grow SmartestEnergy company in their respective markets, with customers on their net zero journey becoming champions to employ



# Flexible Working Policy

## Human Resources

Version 1.2



### Flexible Working Policy

**Policy purpose**

This policy aims to set out the ways in which flexible working can increase staff motivation, build better relationships between Smartest Energy and its employees, increase the rate of retention of staff, reduce absence, attract new talent, promote work-life balance and reduce employee stress. In doing so, this will improve Smartest Energy’s efficiency, productivity and competitiveness.

If you are in any doubt about the legitimacy of accepting a gift or hospitality, you are advised to politely decline the gift or hospitality and must report it to Compliance and Regulation.



# Gifts and Hospitality Policy

## Smartest UK Group

v.9 August 2022  
Compliance and Regulation

Confidential: FOR INTERNAL USE ONLY

If you are offered and/or accept a gift or hospitality which falls into this category, please contact [compliance@smartestenergy.com](mailto:compliance@smartestenergy.com), providing the following information:

- The type of gift/hospitality offered
- Its estimated value
- The name of the individual/company offering the gift/hospitality
- Their relationship to Smartest
- If hospitality, the date of the event and the location address
- If there are any ongoing negotiations between Smartest and the individual/company

A member of Compliance and Regulation will contact you to obtain further details which will be entered into the Gifts and Hospitality Register.

The information in this register, including any personal data provided, may be made available to members of the Smartest C-Suite and Board, Finance or external auditors upon their request.

### 04 Version Control

Version	Date	Author	Notes
0.1	8th September 2022	Julia Byford-Smith	Housekeeping update to remove reference to the Corporate Hospitality Framework.
0.1	8th September 2022	Julia Byford-Smith	Update to remove the requirement of logging Gifts/Hospitality offered by Smartest. Additional clarification and housekeeping items also addressed. No new formal approval required.
0.1	8th September 2022	Julia Byford-Smith	Final for EXCO Approval
0.1	8th September 2022	Julia Byford-Smith	Final for EXCO Approval
0.1	8th September 2022	Julia Byford-Smith	Final for EXCO Approval
0.1	8th September 2022	Julia Byford-Smith	Final for EXCO Approval

### 03 Introduction

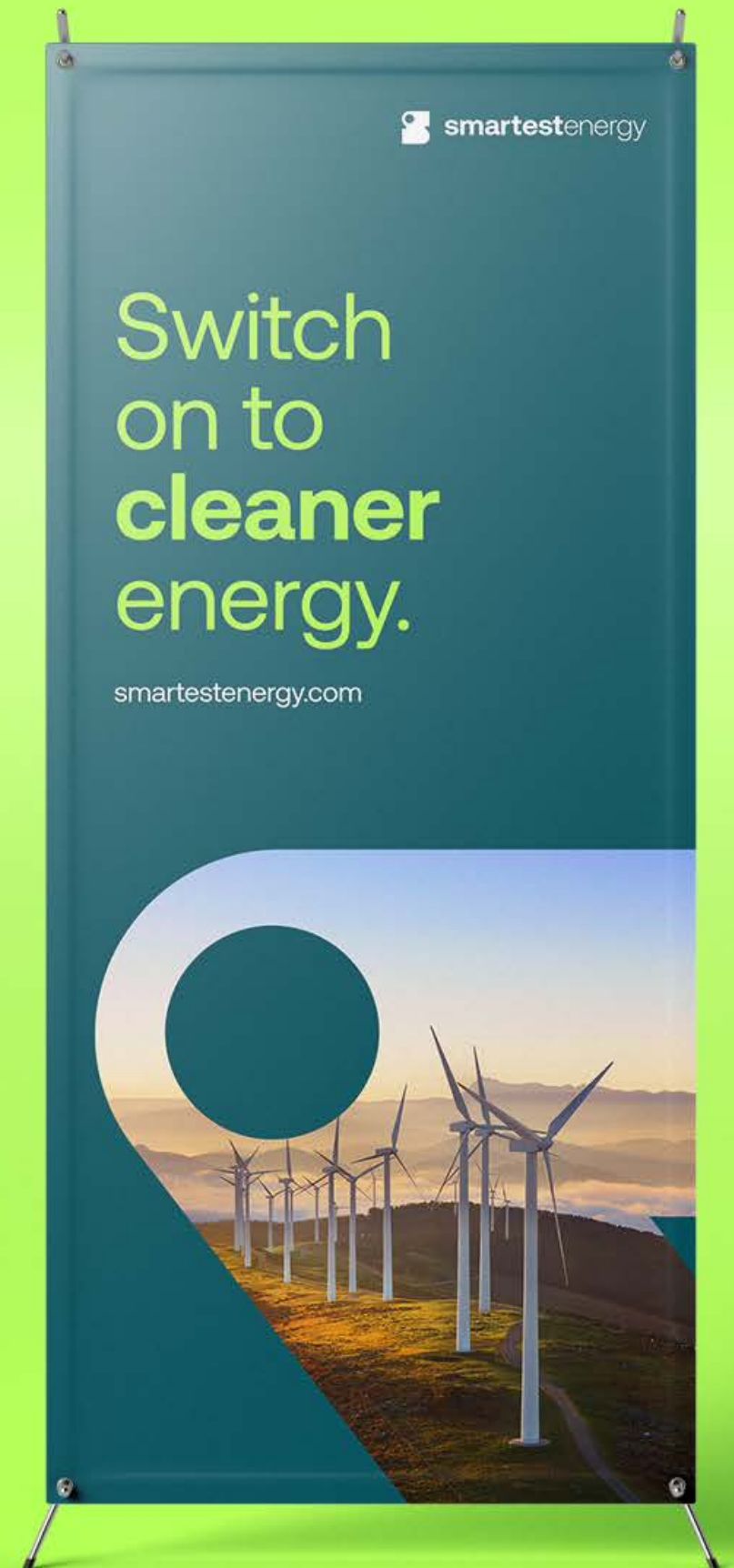
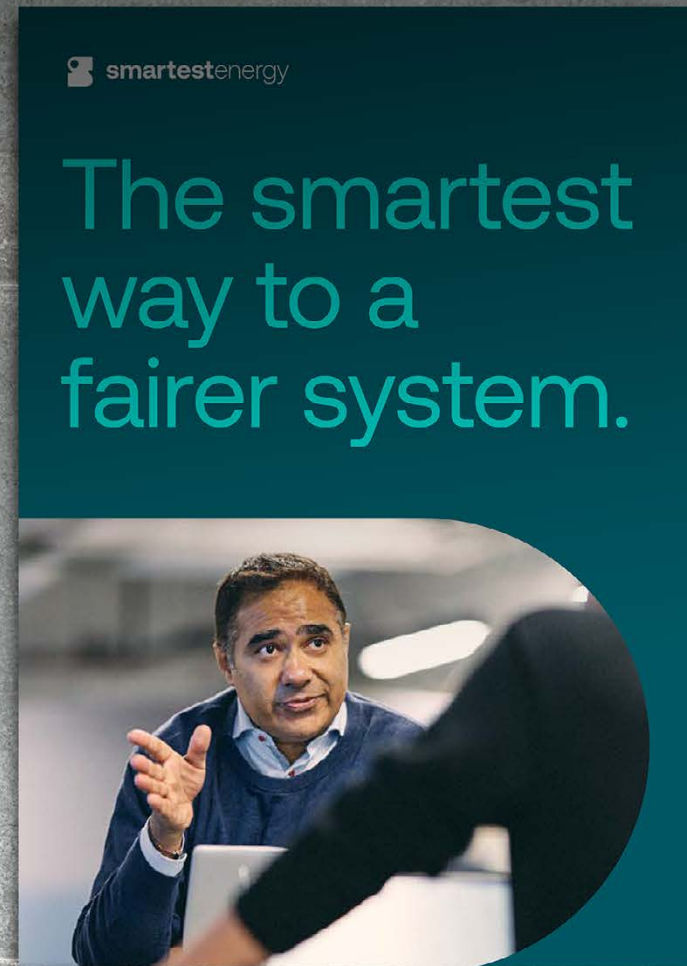
The purpose of this document is to set out the SmartestEnergy UK Group (comprising of SmartestEnergy Limited and SmartestEnergy Business Limited – ‘Smartest/the Company’) policy with regards to gifts and hospitality which are offered to employees, or contractors working for and/or on behalf of Smartest (hereafter referred to as “Staff”) during their current or prospective working relationship with customers and third parties.

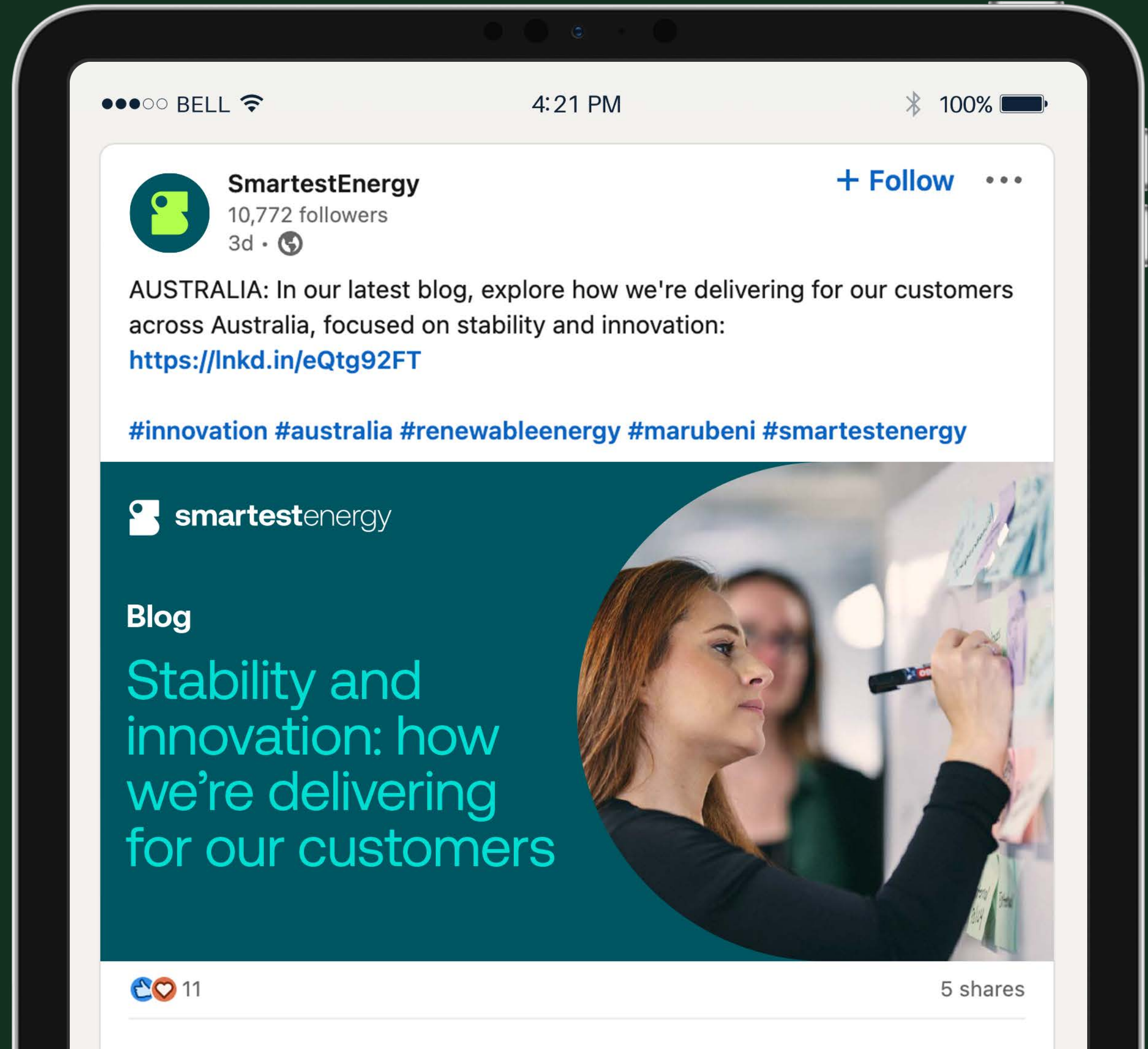
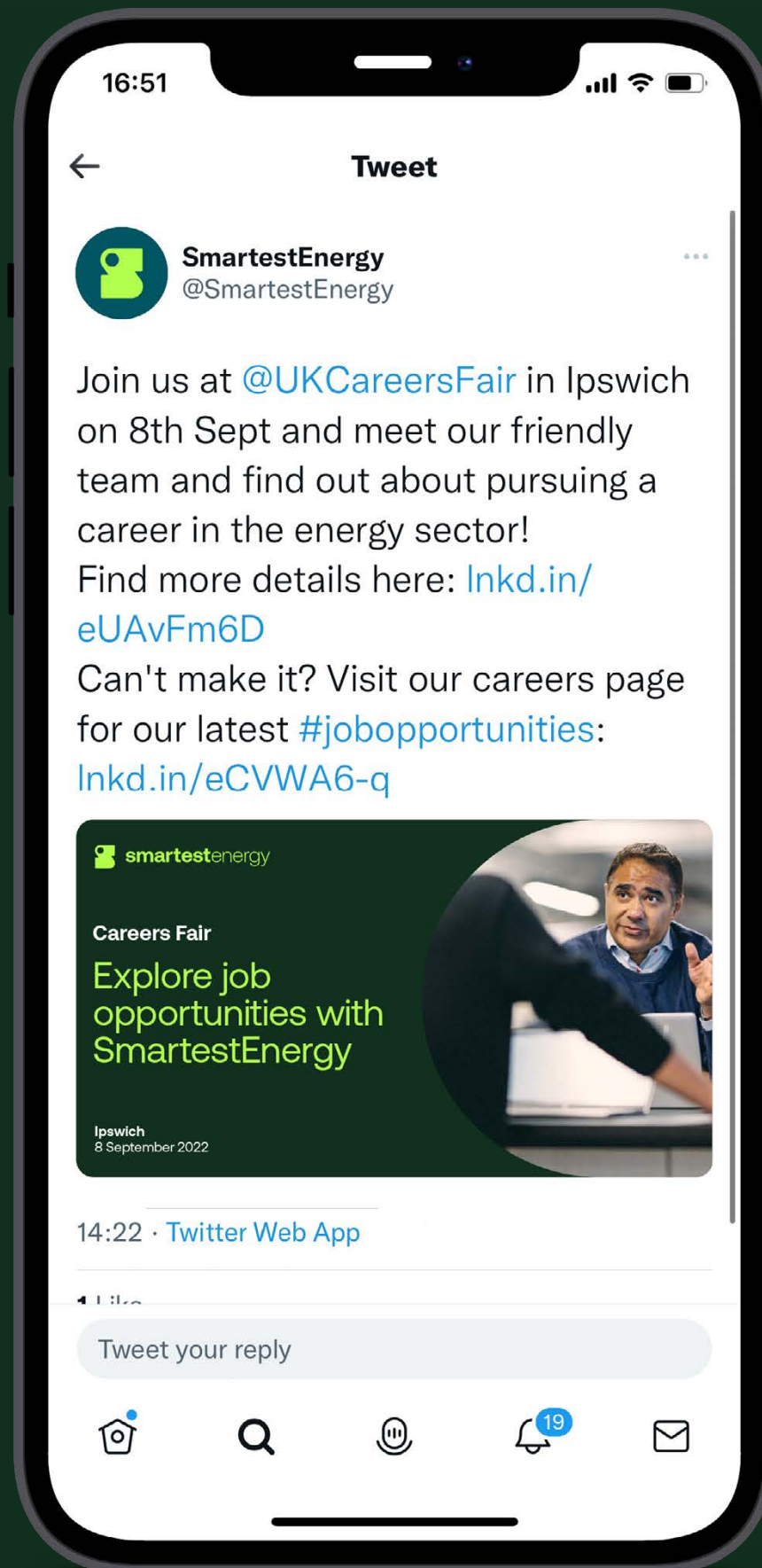
It also signposts to the separate Company’s policy regarding the offering of gifts and hospitality to customers and third parties by staff and contractors working for Smartest.

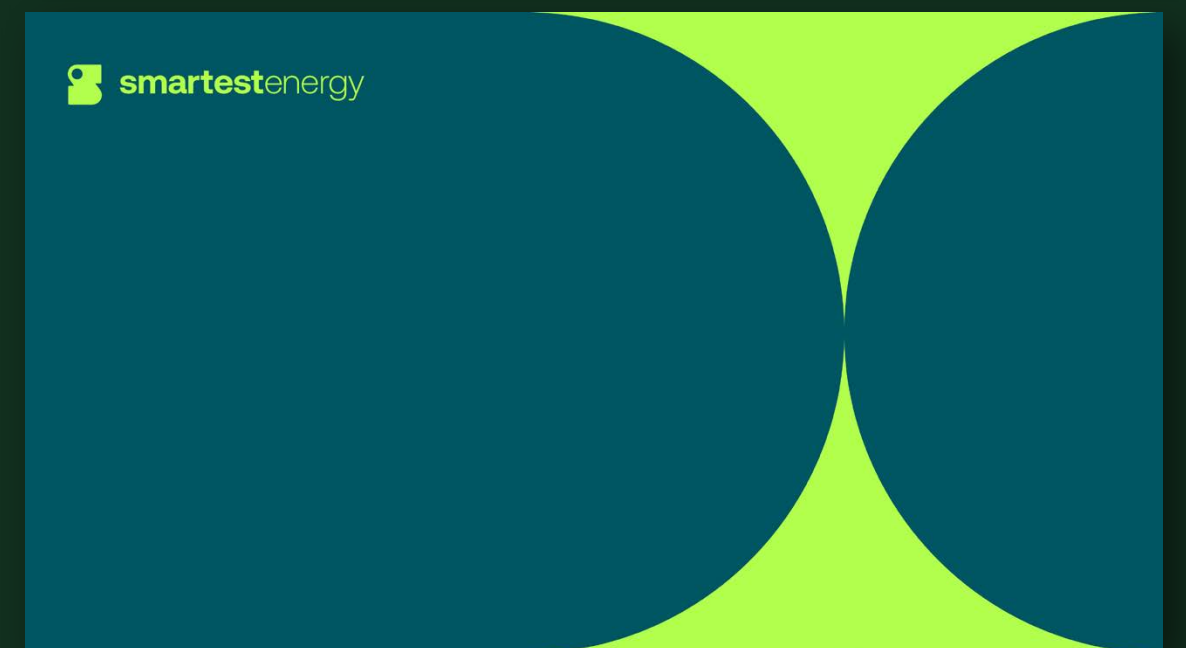
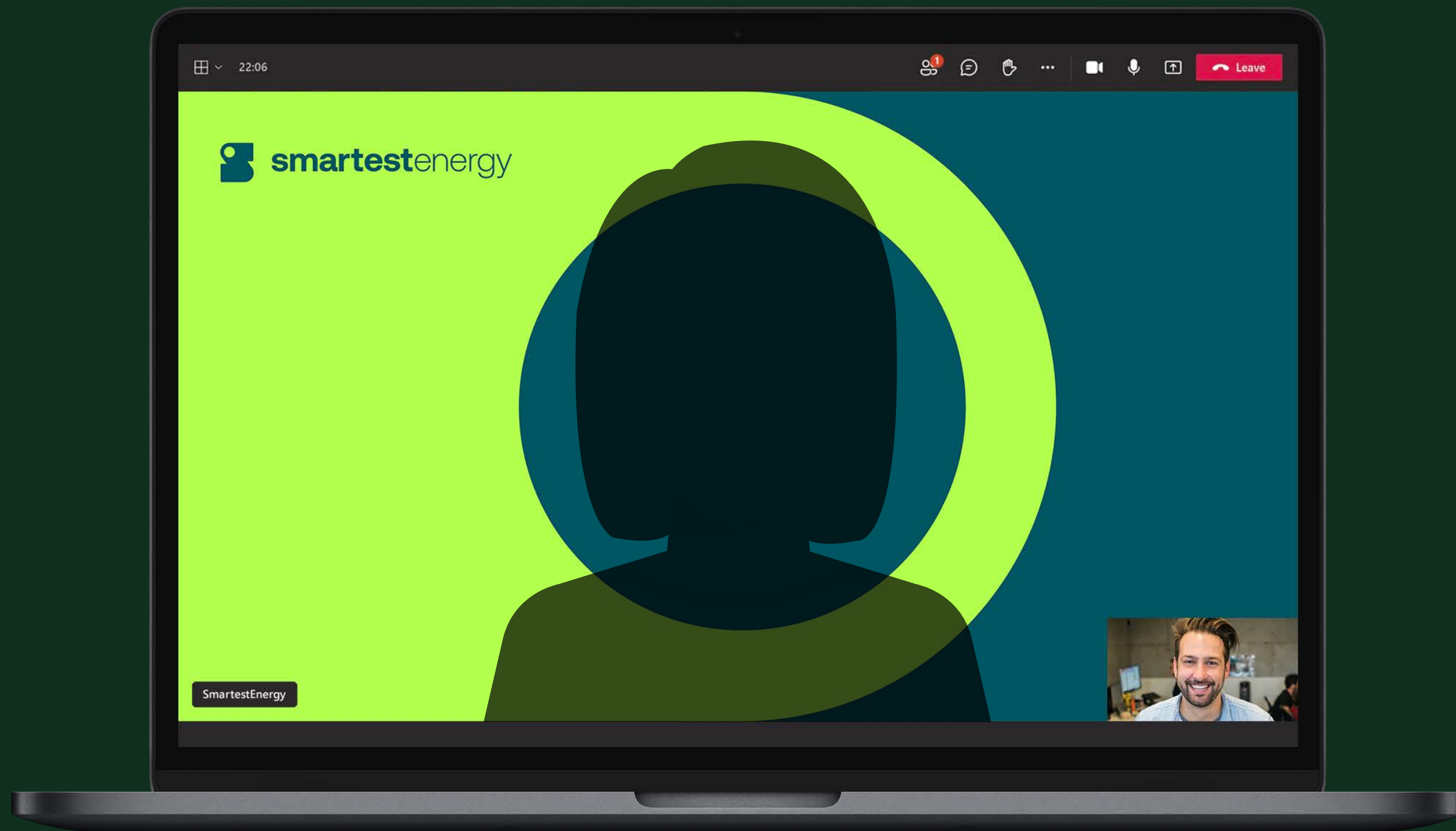
Section 3.5 of the Smartest Compliance Policy states:

“The Company also expects that any person acting on its behalf, does not offer, give, solicit or accept gifts, benefits or inducements (other than standard commission or fee for a service) especially if they are likely to conflict to a material extent with any duty that the Company owes to its clients or any duty which such a recipient owes to its clients.

Any gifts, entertainment or inducement offered outside the normal course of business, should be escalated to your line manager and/or your VP. Normal course of business will













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to unbiased advice.

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partners,  
ators.

switched  
on to  
cleaner  
energy.



3

- Reception →
- Generation →
- Trading →
- Canteen →





Introduction

Logo

Colour

Typography

Photography

Iconography

Supergraphic

Animation and moving image

Brand in application

- **Contact**

## Contact

For further guidance  
and advice, please contact:  
[marketing@smartestenergy.com](mailto:marketing@smartestenergy.com)

