# GreenPower
# Brand Usage Guidelines

GreenPower™

# Contents

# Introduction

These guidelines have been developed for GreenPower Providers, generators and third party users to follow when using the GreenPower logo in marketing, advertising and promotional material. These guidelines must be followed in the application of the GreenPower logos or brand.

Included in this document is an overview of:

› the GreenPower brand

› information about the various logos and their usage

› Product Disclosure use in marketing and advertising

› rules on language to use when describing GreenPower accredited products

› some useful information about file types and colour space.

**Contact**

All enquiries about the GreenPower brand should be directed to the GreenPower Program Manager—Marketing:

**greenpower.marketing@planning.nsw.gov.au**

# Building equity in the GreenPower brand

The GreenPower logo revolves around the idea of accreditation as a seal of authenticity and legitimacy.

The GreenPower Brand Usage Guidelines have been designed to help ensure that GreenPower's logo is used correctly and consistently across all visual communications. The correct use of the GreenPower logo is mandatory in all circumstances.

It is critical to the success, power and future of the GreenPower brand that everyone associated with GreenPower applies the logos according to these guidelines.

For applications not dealt with in these guidelines please contact the GreenPower Program Manager—Marketing:

**greenpower.marketing@planning.nsw.gov.au**

GreenPower™

Green
Pantone® 7482

Blue
Pantone® 2965

GreenPower is the only voluntary government accredited program that enables your electricity provider to purchase renewable energy on your household's or business' behalf.
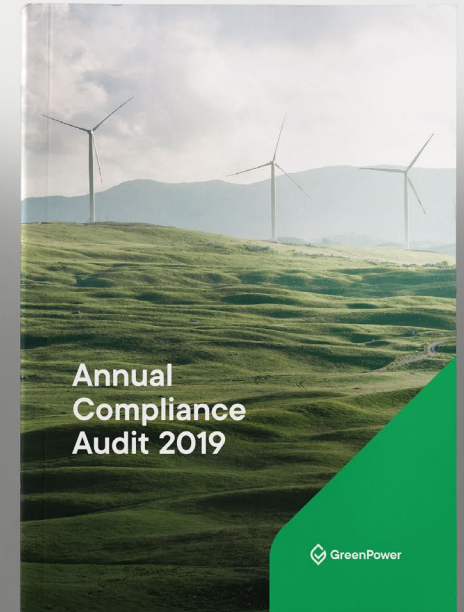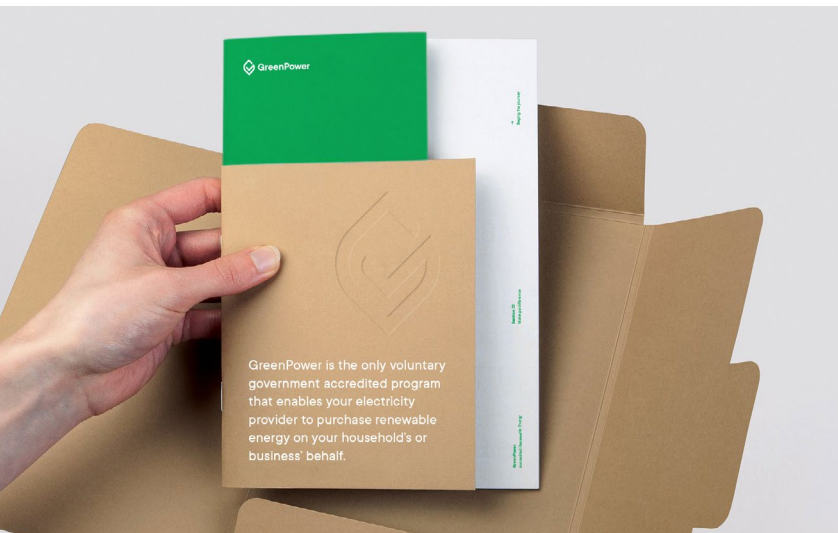
**TT Commons**
Brand typeface

# Aa

Light
Regular
**DemiBold**

GreenPower
for businesses
Guide | March 2020

Annual
Compliance
Audit 2019

Annual
Compliance
Audit 2019

# 1.0   GreenPower logo

## 1.1 Master logo



Our master logo consists of the GreenPower wordmark, combined with the GreenPower 'leaf tick' brandmark. Together, these elements comprise the only version of our logo that should ever be used to represent our brand, and must be reproduced according to the specifications found in these guidelines.

As a logo, the wordmark should never be used independently of the brandmark. The brandmark, however, may be used on its own, perhaps as a social media avatar, or as a secondary design element in a variety of applications.

## 1.2 Clear space and minimum size

### 1.2.1 Clear space

A minimum amount of clear space must always be maintained around the GreenPower logo, in order to separate it from other elements such as headlines, text, or imagery.

The clear space area is equal to the height of the lowercase letters in the logo (x) and is proportional to the size of the logo being used. The same clear space rule applies to all versions of the GreenPower logo.



### 1.2.2 Minimum size

Minimum size recommendations must be maintained when using the GreenPower logo. The minimum width of the logo should be no less than 45mm.



45mm

## 1.3    Colour variations

Wherever possible, the full colour variations of the logo should be used. This protects the integrity of the brand identity and creates consistency in communications.

In some situations—such as newsprint—it may be necessary to use a full black or reversed white version of the logo. In addition, when subtle identification is required, the logo may be reproduced as a blind deboss or a varnish.

**Note:** The reversed logo may be used on coloured backgrounds not shown here—though contrast ratios must conform to WCAG 2.1 accessibility standards.

Full colour

Reversed

Mono reversed

Mono

## 1.4    Logo misuse

To maintain the integrity and clarity of our brand, do not modify the GreenPower logo in any way, or associate it with conflicting elements.

This page includes some examples of executions that are prohibited.

Always use the master artwork files when reproducing the GreenPower logo.

**Note:** These misuse principles apply to all versions of the GreenPower logos and badges

✖ Do not rotate the logo in any direction, or flip it vertically or horizontally

✖ Do not modify the colours of the logo, even if they are from the brand palette

✖ Do not alter the size ratio or position of any part of the logo

✖ Do not use gradients, drop shadows, bevels or graphic effects of any kind

✖ Do not stretch, squash or warp the logo in any direction

✖ Do not reproduce the logo using 'keylines' of any weight or variety

✖ Do not use the wordmark independently of the 'leaf tick' brandmark

✖ Do not place the full colour logo on any coloured background

✖ Do not place the full colour logo over busy or dark areas of an image

# 2.0  Colour

## 2.1 Brand colour palette

The primary colours to be used in GreenPower designed materials are Pantone® Green 7482, and Pantone® Blue 2965. A secondary palette is available for extended usage—such as background colours, and to differentiate data groups in charts and graphs—but the dominant palette used should always be the primary brand colours.

### 2.1.1 Accessibility

Online communications—such as websites and uploaded PDFs—should be created in the RGB colour space, and ideally comply with Level AA WCAG 2.1 requirements. Accessibility involves a number of considerations, however this page outlines text legibility and contrast requirements only.

\* Accessible background versions for Primary Green text if required

### 2.1.3 Primary colours

**Green**
Pantone® 7482

C90 M0 Y93 K0
R0 G159 B77
#009F4D

**Blue**
Pantone® 2965

C100 M63 Y16 K78
R0 G38 B62
#00263E

### 2.1.2 Secondary colours

**Dark Green**
Pantone® 3425

C93 M13 Y85 K44
R0 G99 B65
#006341

**Light Green**
Pantone® 7486

C28 M0 Y45 K0
R188 G225 B148
#BCE194

**Pale Mint**
Pantone® 9561

C21 M0 Y23 K0
R213 G231 B210
#D5E7D2

**Taupe**
Pantone® 9143

C10 M9 Y20 K0
R235 G229 B211
#EBE5D3

**Dark Green**
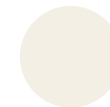8% tint\*

#EBF3F0

**Light Green**
35% tint\*

#E8F4DA

**Pale Mint**
60% tint\*

#E7F3E5

**Taupe**
60% tint\*

#F3EFE5

# 3.0   Logo usage and marketing for GreenPower Providers and generators

# 3.1    GreenPower Accredited

GreenPower accreditation offers both providers and generators the use of our badging system:

› **The GreenPower Accredited logo** is used for primary brand communications (such as advertising)

› In addition to the GreenPower Accredited logo, GreenPower Providers must use the **Product Disclosure Badge** to show the percentage of GreenPower in accredited GreenPower Products

The badging of all marketing and collateral for GreenPower accredited products is compulsory. Much of the communication about the GreenPower program comes from the GreenPower Provider's messages and badging. It is essential that badging fulfil dual goals of increasing program awareness and understanding, and of differentiating GreenPower.

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

There are a set of rules that GreenPower Providers must follow when marketing GreenPower accredited products. These rules are stated in the following sections:

**3.2**    Logo and Product Disclosure Badge use in marketing and advertising

**3.3**    Rules on what language can be used to describe GreenPower accredited products

**3.4**    GreenPower Accredited Product Disclosure Badges

### 3.1.1    Clear space

A minimum amount of clear space must always be maintained around the logo. The clear space area is equal to the height of the lowercase letters in the logo (x) and is proportional to the size of the logo being used.



### 3.1.2    Minimum size

Minimum size recommendations must be maintained when using the logo. The minimum width of the logo should be no less than 45mm.



45mm

### 3.1.3  Colour variations

Wherever possible, the full colour variations of the logo should be used. This protects the integrity of the brand identity and creates consistency in communications.

In some situations—such as newsprint—it may be necessary to use a full black or reversed white version of the logo. In addition, when subtle identification is required, the logo may be reproduced as a blind deboss or a varnish.

**Note:** The reversed logo may be used on coloured backgrounds not shown here—though contrast ratios must conform to WCAG 2.1 accessibility standards.

Full colour

Reversed

Mono reversed

Mono

## 3.2 Logo and Product Disclosure Badge use in marketing and advertising

1 The GreenPower Accredited 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 Accredited logo or the Product Disclosure Badge in all advertising and marketing in connection to their GreenPower products.

3 All marketing material containing the GreenPower Accredited logo must be approved by the GreenPower Program Manager—Marketing prior to publication.

4 The GreenPower Accredited logo is not be used as part of a provider's corporate identity unless promoting that provider's actual GreenPower purchase or GreenPower products.

5 The GreenPower Accredited 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 Badge is designed to be used in product-specific marketing while the generic GreenPower Accredited logo is designed to be used in general provider and generator GreenPower marketing. The table to the right clearly outlines the situations where the logo and label should be used.

**Situations where the greenpower logo and the Product Disclosure Label should be used**

| Situation | GreenPower Accredited | 50% GreenPower Accredited |
|---|---|---|
| All marketing materials that generally promote a generator or provider's GreenPower accreditation | ✔ | ✘ |
| All GreenPower Provider marketing materials that mention a specific GreenPower accredited product | ✘ | ✔ |

## 3.3   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 the 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 Program Manager—Marketing will provide links on the GreenPower website to ensure the information is clear, relevant, and easily accessible.

7   Statements relating to greenhouse gas emission reductions must meet the following requirements:

7.1   Carbon claims may refer to the reduction of emission intensity of the electricity grid or electricity generation in Australia or the world

7.2   Carbon claims may refer to the individual's or entity's reduction in emission intensity of their electricity consumption

7.3   Aggregate level—Claims relating to increased investment in renewable energy or additional renewable energy capacity can state that GreenPower is additional to the Australian Renewable Energy Target, but are prohibited from claiming additionality to Australia's commitments under the Paris Agreement.

8   Any claim of environmental benefit must be backed by sound research and clarity of what those benefits are to avoid misleading consumers.

## 3.4 GreenPower Accredited Product Disclosure Badges

The purpose of these badges is to establish a mechanism to differentiate GreenPower products, and communicate how environmentally friendly each option really is. The Product Disclosure Badge discloses the percentage of GreenPower that will be purchased for the customer's electricity use. It signifies to customers that the relevant percentage and product has been accredited by GreenPower.

Badging of all marketing and collateral for GreenPower accredited products is compulsory. Examples of badge designs for different product percentages are included here. All products must use a badge that corresponds with the accredited percentage for the GreenPower product.

**Upon approval as a GreenPower Provider you will be provided with a suite of logos for usage**

### 3.4.1 Clear space

A minimum amount of clear space must always be maintained around the logo. The clear space area is equal to the height of the lowercase letters in the logo (x) and is proportional to the size of the logo being used.

### 3.4.2 Minimum size

Minimum size recommendations must be maintained when using the logo. The minimum width of the logo should be no less than 55mm.

55mm

### 3.4.3  Colour variations

Wherever possible, the full colour variations of the logo should be used. This protects the integrity of the brand identity and creates consistency in communications.

In some situations—such as newsprint—it may be necessary to use a full black or reversed white version of the logo. In addition, when subtle identification is required, the logo may be reproduced as a blind deboss or a varnish.

**Note:** The reversed logo may be used on coloured backgrounds not shown here—though contrast ratios must conform to WCAG 2.1 accessibility standards.

Full colour

Reversed

Mono reversed

Mono

# 4.0  Logo usage for GreenPower third party users

## 4.1    Introduction

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

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

›   **GreenPower Business Customer logo**
    The percentage of GreenPower purchased can be displayed in the logo

›   **GreenPower Event logo**
    The percentage of GreenPower purchased can be displayed in the logo

›   **GreenPower Connect Customer logo**

Where a third party is using a 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.

**Business Customer logo**



**Event logo**



**Connect Customer logo**

## 4.2  GreenPower Business Customer logo

To be eligible to use the GreenPower Business 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.

The standard (non-percentage) logo is for customers whose GreenPower purchase is 25% or less of their business's electricity consumption.

> Upon eligibility approval as a GreenPower customer you will be supplied with a suite of logos for usage

### 4.2.1  Clear space

A minimum amount of clear space must always be maintained around the logo or Product Disclosure Badge. The clear space area is equal to the height of the lowercase letters in the logo (x) and is proportional to the size of the logo being used.

**Standard logo**



**Product Disclosure Badge**



### 4.2.2  Minimum size

Minimum size recommendations must be maintained when using the logo or Product Disclosure Badge. The minimum width of the logo or Product Disclosure Badges should be no less than 45mm and 55mm respectively.

**Standard logo**



45mm

**Product Disclosure Badge**



55mm

### 4.2.3 Colour variations

Wherever possible, the full colour variations of the logo should be used. This protects the integrity of the brand identity and creates consistency in communications.

In some situations—such as newsprint—it may be necessary to use a full black or reversed white version of the logo. In addition, when subtle identification is required, the logo may be reproduced as a blind deboss or a varnish.

**Note:** Third party users may use the reversed logo on coloured backgrounds not shown here—though contrast ratios must conform to WCAG 2.1 accessibility standards.

Full colour

Reversed

Mono reversed

Mono

## 4.3   GreenPower Event logo

The objective of this logo is to ensure when events purchase GreenPower they can be recognised for using fully accredited renewable energy and for their sense of community responsibility. 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. For more information on how you can calculate your event's energy usage, visit the GreenPower website, or contact the Program Manager at **greenpower.admin@planning.nsw.gov.au**.

Where an event's usage is less than 100% GreenPower, the event will not be eligible to use the GreenPower Event logo.

Both the Standard Event logos and the Product Disclosure Badge logos are available to event organisers—either may be used based on preference.

### 4.3.1   Clear space

A minimum amount of clear space must always be maintained around the logo or Product Disclosure Badge. The clear space area is equal to the height of the lowercase letters in the logo (x) and is proportional to the size of the logo being used.

**Standard logo**



**Product Disclosure Badge**



### 4.3.2   Minimum size

Minimum size recommendations must be maintained when using the logo or Product Disclosure Badge. The minimum width of the logo or Product Disclosure Badges should be no less than 45mm and 55mm respectively.

**Standard logo**



45mm

**Product Disclosure Badge**



55mm

### 4.3.3  Colour variations

Wherever possible, the full colour variations of the logo should be used. This protects the integrity of the brand identity and creates consistency in communications.

In some situations—such as newsprint—it may be necessary to use a full black or reversed white version of the logo. In addition, when subtle identification is required, the logo may be reproduced as a blind deboss or a varnish.

**Note:** Third party users may use the reversed logo on coloured backgrounds not shown here—though contrast ratios must conform to WCAG 2.1 accessibility standards.

Full colour

Reversed

Mono reversed

Mono

## 4.4   GreenPower Connect Customer logo

The GreenPower Connect product recognises a direct relationship between a GreenPower customer and the renewable energy generator that supplies the GreenPower.

The objective of this logo is to showcase the customer's relationship with the generator, and highlight that this has been verified by the GreenPower program.

This logo is available for use on all collateral directly relating to the approved supplier of GreenPower to the customer.

The generator name within the GreenPower Connect Customer logo must use a maximum of 30 characters, to avoid unnecessarily long logos.

> **Upon approval as a GreenPower Connect customer you will be provided with a suite of logos for usage**

**GreenPower Connect Customer logo examples**

**GreenPower**™
from **Blayney Wind Farms**

**GreenPower**™
from **Narromine Solar Farm**

**GreenPower**™
from **Jounama Hydro**

**GreenPower**™
from **Visy Paper Tumut**

### 4.4.1   Clear space

A minimum amount of clear space must always be maintained around the logo. The clear space area is equal to the height of the lowercase letters in the logo (x) and is proportional to the size of the logo being used.

**GreenPower**™
from **Generator Name**
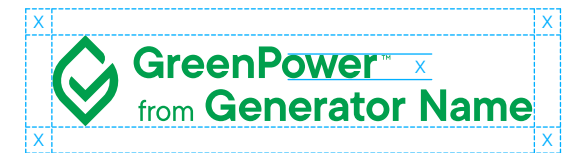
### 4.4.2   Minimum size

Minimum size recommendations must be maintained when using the logo. The minimum width of the logo (until the edge of the ® mark) should be no less than 45mm.

**GreenPower**™
from **Generator Name**

45mm
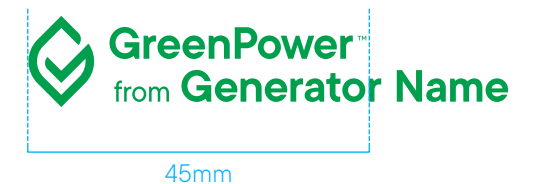
### 4.4.3  Colour variations

Wherever possible, the full colour variations of the logo should be used. This protects the integrity of the brand identity and creates consistency in communications.

In some situations—such as newsprint—it may be necessary to use a full black or reversed white version of the logo. In addition, when subtle identification is required, the logo may be reproduced as a blind deboss or a varnish.

**Note:** Third party users may use the reversed logo on coloured backgrounds not shown here—though contrast ratios must conform to WCAG 2.1 accessibility standards.

Full colour



Reversed



Mono reversed



Mono

# 5.0  Appendix

## 5.1   Useful information

### 5.1.1   Contact

All enquiries about the GreenPower brand should be directed to the GreenPower Program Manager—Marketing:

**greenpower.marketing@planning.nsw.gov.au**

### 5.1.2   File types

**PNG** / PNG or .png files are intended for screen use only and predominately used as a file for web or Microsoft® Office applications. For graphics, as opposed to photos, PNGs should be used in preference over JPEGs as they are colour accurate and more versatile. PNGs also support transparent backgrounds.

**JPEG** / JPEG or .jpg files are intended for screen use only, and best used when smaller file sizes are required. Most suitable for photographic images.

**EPS** / EPS or .eps files are vector art and normally the desired file type for print. Vector files can be reproduced at any size without loss of quality.

### 5.1.3   Colour space

**RGB** / The RGB colour space is intended for screen use only—PDFs that will be uploaded online, websites, videos and animations, Microsoft® Office applications, etc.

**CMYK** / The CMYK colour space is intended for standard four colour print process only—printed brochures and posters, pullup banners, etc.

**PMS** / The PMS or Pantone® Matching System colour space is intended for printing with spot inks.

### 5.1.4   Image use

Photography and illustrations must be owned by GreenPower before use. Requests for downloaded images from the internet, or other copyright requests, must be discussed with the GreenPower Program Manager—Marketing (images cannot be used without permission from the owner of the image).

For commercial printing, images must be available at 300dpi (high resolution).

Consent forms must be used for all people 'actively engaged with the camera', including staff.