

Brand
Guidelines

Version 1.0

inecco

Contents

The following pages will guide you through the core elements of the Ineco identity and how they work together, so you can produce effective communications.

Like any good brand, the guidelines should grow and evolve. More content will be added as needed and rules/ guidelines adapted if necessary.

Please ensure you are using the most up to date version of the guidelines. If in doubt please contact the Ineco team for the latest version.

Messaging		3.7	Layout Defining Margins	25	
1.0	Purpose	4	3.8	Layout Defining Grid	26
1.1	Mission & Vision	5	3.9	Layout Imagery	27
1.2	Values	6	3.10	Layout Imagery in Icon	28
1.3	Manifesto	7	3.11	Layout Alignment	29
1.4	Proposition	8	3.12	Rule Line	30
Logo		Imagery			
2.0	Logo	10	4.0	Photography Solar Panels	32
2.1	Logo Variations	11	4.1	Photography Natural Image	33
2.2	Logo Usage	12			
2.3	Logo With Photography	13			
2.4	Icon	14			
2.5	Icon Usage	15			
2.6	Logo Placement	16			
Brand Assets					
3.0	Colour Palette	18			
3.1	Colour Usage	19			
3.2	Typography	20			
3.3	Typographic Hierarchy	21			
3.4	Iconography	22			
3.5	Iconography Examples	23			
3.6	Shadows	24			

Messaging

1.0 Purpose

Our purpose is the *why* – Ineco's reason for being.

We exist to power a clean energy transition with innovation, environmental consciousness, and economic responsibility.

1.1

Mission & Vision

Our mission and vision are powerful statements to live by. These are our core principles – *what we want to achieve and how we will achieve them.*

Mission

Guiding businesses in their clean energy transition, by providing the best energy technology that prioritises self-sufficiency, economic responsibility, and environmental sustainability.

Vision

To be a leader in the delivery of clean energy solutions, with a team that values both the planet and technology, resulting in better business and a better world.

1.2 Values

The five Ps that make up our values are represented in everything we do.

01 People

We care about our customers and our team, providing a tailored and collaborative service that puts businesses on the path to lasting environmental change.

02 Planet

We aspire to power the world without pollution, leaving a lighter footprint on the place we call home.

03 Progress

Our commitment to innovation and improvement leads us to constantly seek solutions that enhances the performance of organisations, our people, and our industry environmental change.

04 Precision

Excellence is our hallmark, evident in every aspect of our operations – from design, to installation, to maintenance – committing to ensuring quality and lasting relationships.

05 Purpose

We do what we do because we believe in it. We are proud of our purpose, to leave a better world, for generations to come, which is reflected in our work, our culture and our brand.

1.3 Manifesto

Our manifesto is our call to action, a statement of intent and promise to our customers and to the planet.

As humans, it's our responsibility to take action, to enact positive change and to adapt our behaviours to better the world we live in.

In the face of escalating energy costs, we are left with a critical choice: To continue working against the planet and rely on the burning of finite and pollutive energy sources, or to harness renewable energy, working with nature to keep rising costs at bay and our energy responsible.

Powered by state of the art technology and a dedicated and passionate team we deliver financial security and clean, self-generated power to businesses, reducing unnecessary expenditure and our reliance on the grid. We endeavour to make Ineco the leader in the delivery of sustainable energy solutions, prioritising economic responsibility and environmental sustainability. Future proofing the entire energy industry.

We refuse to ignore the power problem and have staked our position on the side of innovation. Each product and solution we deliver and every aspect of our design, installation and maintenance is a considered commitment to improve the financial and ecological performance of businesses as they transition to cleaner energy, powering the world without pollution.

Join us, as we work to deliver clean energy for better business and a better world - preserving the planet for generations to come.

1.4
Proposition

A simple and powerful statement
to live by.

Clean energy for
better business and
a better world

Logo

2.0 Logo

The logo is one the brand's most important visual asset and it's use should always be carefully considered.

This primary version should generally be used on a white or very light background.



ineco

2.1

Logo Variations

For use on backgrounds other than white, there are one colour versions of the logo available.

Note that the logo is also available in black for use in special circumstances.



ineco



ineco



ineco

2.2 Logo Usage

To maintain a consistent brand it's important not to modify or misuse the logo.

- DO NOT rotate the logo.
- DO NOT stretch or squash the logo.
- DO NOT alter the layout of the logo.
- DO NOT colour the logo in tones outside of the approved palette.
- DO NOT use effects such as drop shadows
- DO NOT alter the transparency of the logo.
- DO NOT enclose the logo in a shape.
- DO NOT add elements or text to the logo.
- DO NOT use a low resolution version of the logo.



ineco



ineco



in
eco



ineco



ineco



ineco



ineco



ineco
SOLAR PV



ineco

2.3 Logo With Photography

In addition to solid colour backgrounds the logo can be used over imagery.

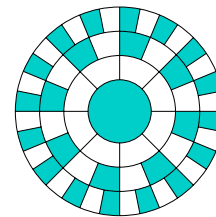
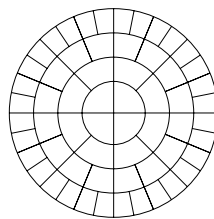
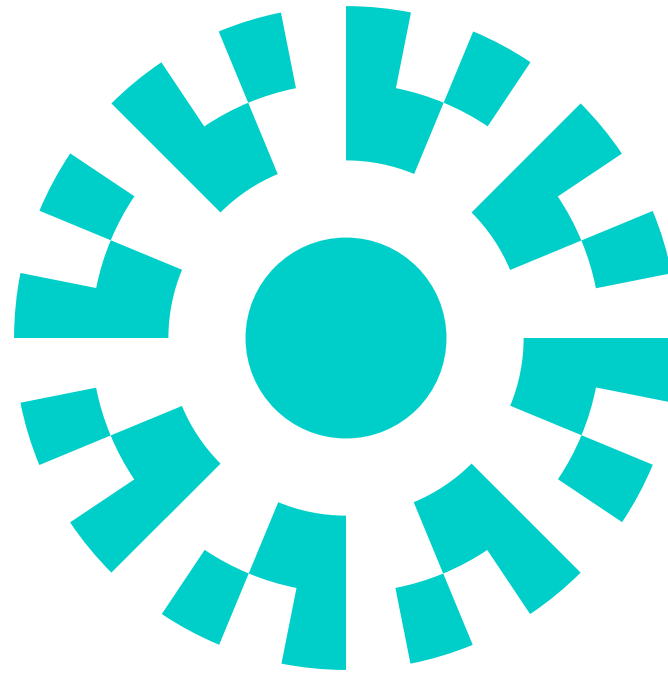
Always ensure that the image provides enough contrast or clear space for the logo to be fully legible.



2.4 Icon

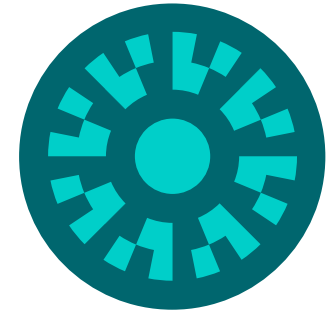
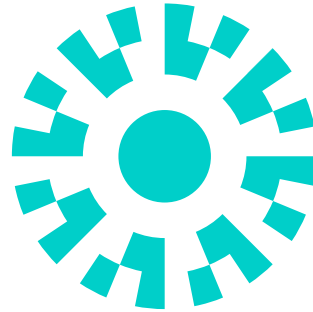
The Ineco icon is available to support the logo.

It is inspired by the modular nature of solar panels, made up by a circular grid.



2.5 Icon Usage

There are a number of ways the icon can be used, but it should never be combined with the Ineco logo.



ineco

2.6 Logo Placement

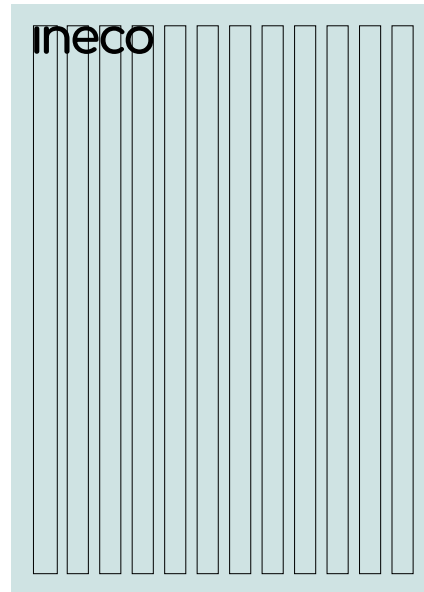
To maintain consistency throughout materials, there are just three recommended placements for the logo.

A – Top Left

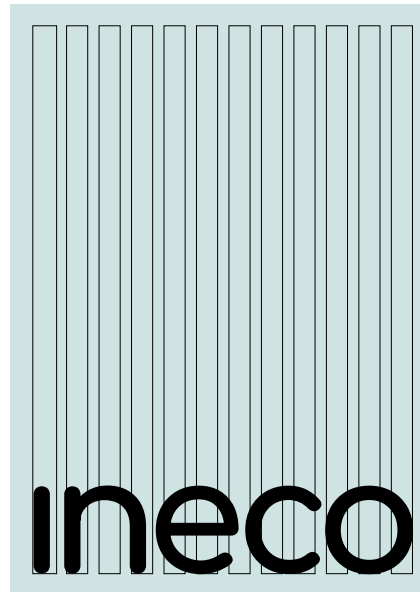
B – Full Width Bottom

C – Bottom Right

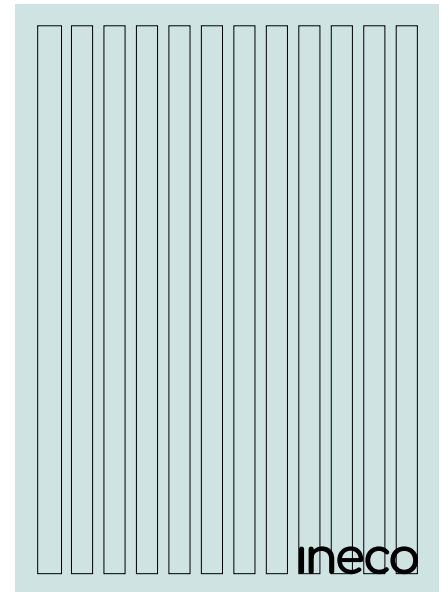
A - Top Left



B - Full Width Bottom



C - Bottom Right



Brand Elements

3.0 Colour Palette

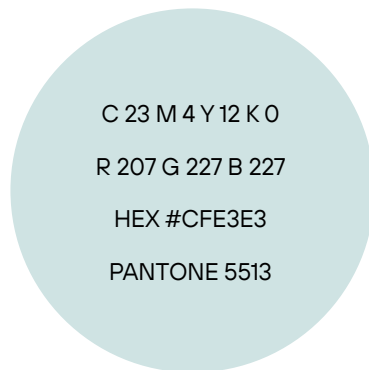
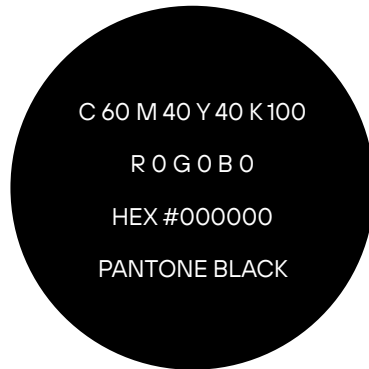
The Ineco colour palette consists of 9 tones.

CMYK should be used for print.

RGB or HEX for digital applications.

Pantone references are supplied for use by print partners.

Work with your printer to ensure accurate colour matching.



3.1 Colour Usage

The chart to the right gives an approximation of how much each colour should appear in the Ineco identity.

White and black will do most of the work with the teal tones supporting.

The bright accent teal should be used sparingly and the orange even less so - just to give pops of colour of highlights, for example on a graph or chart.



3.2 Typography

TT Hoves from TypeType is the Ineco brand typeface. It is a versatile sans serif that is used for all Ineco branded communications. No other typeface should ever be used in its place.

TT Hoves is available in several weights, but Light and Regular are the preferred versions.

TT Hoves can be purchased and downloaded here:
typetype.org/fonts/tt-hoves

TT Hoves

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

0123456789
!@£\$%^&*?

3.3 Typographic Hierarchy

When using type, follow a simple hierarchy system.

Opposite is an example of a four level hierarchy. Each level should be approximately 40% smaller than the previous.

HEADINGS
50PT

Commercial Solar PV

SUBHEADINGS
30PT

Ineco Energy is one of the UKs leading solar panel providers.

BODY COPY
18PT

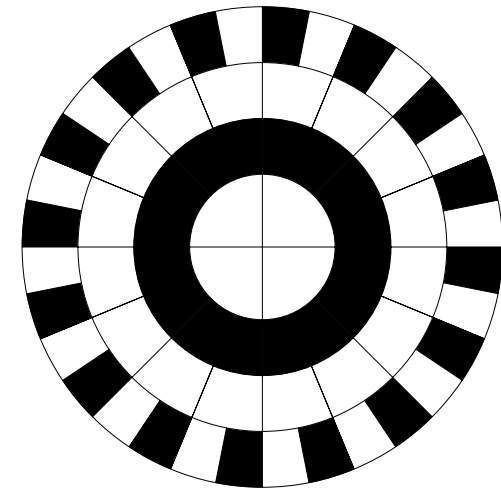
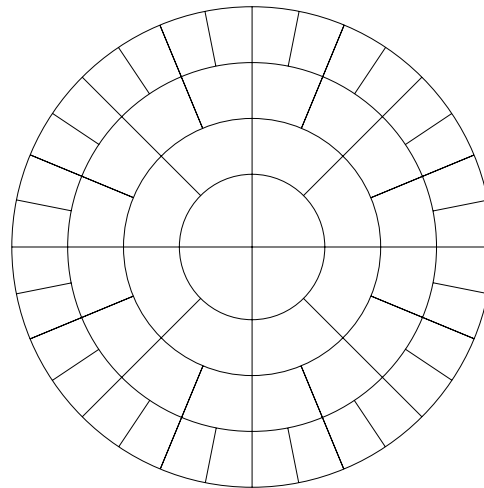
Many businesses have rooftops which are usually only used for protection from the elements. Solar PV utilises this empty asset to generate financial and environmental returns. Solar PV provides an economic investment option, delivering 15% – 20% yields for a 25-year minimum term.

NOTES
11PT

GET IN TOUCH TO FIND OUT MORE

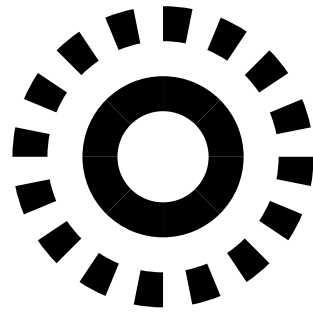
3.4 Iconography

Iconography can be built using the same grid as the main Ineco icon to create a series of unique symbols.

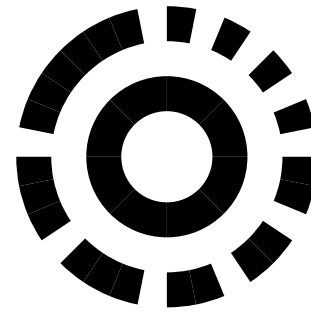


3.5 Iconography Examples

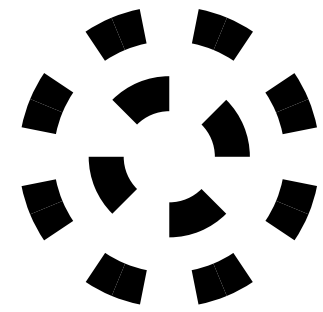
Opposite are examples of icons for the core Ineco technologies.



Solar PV



Battery Storage



LED Lighting

3.6 Shadows

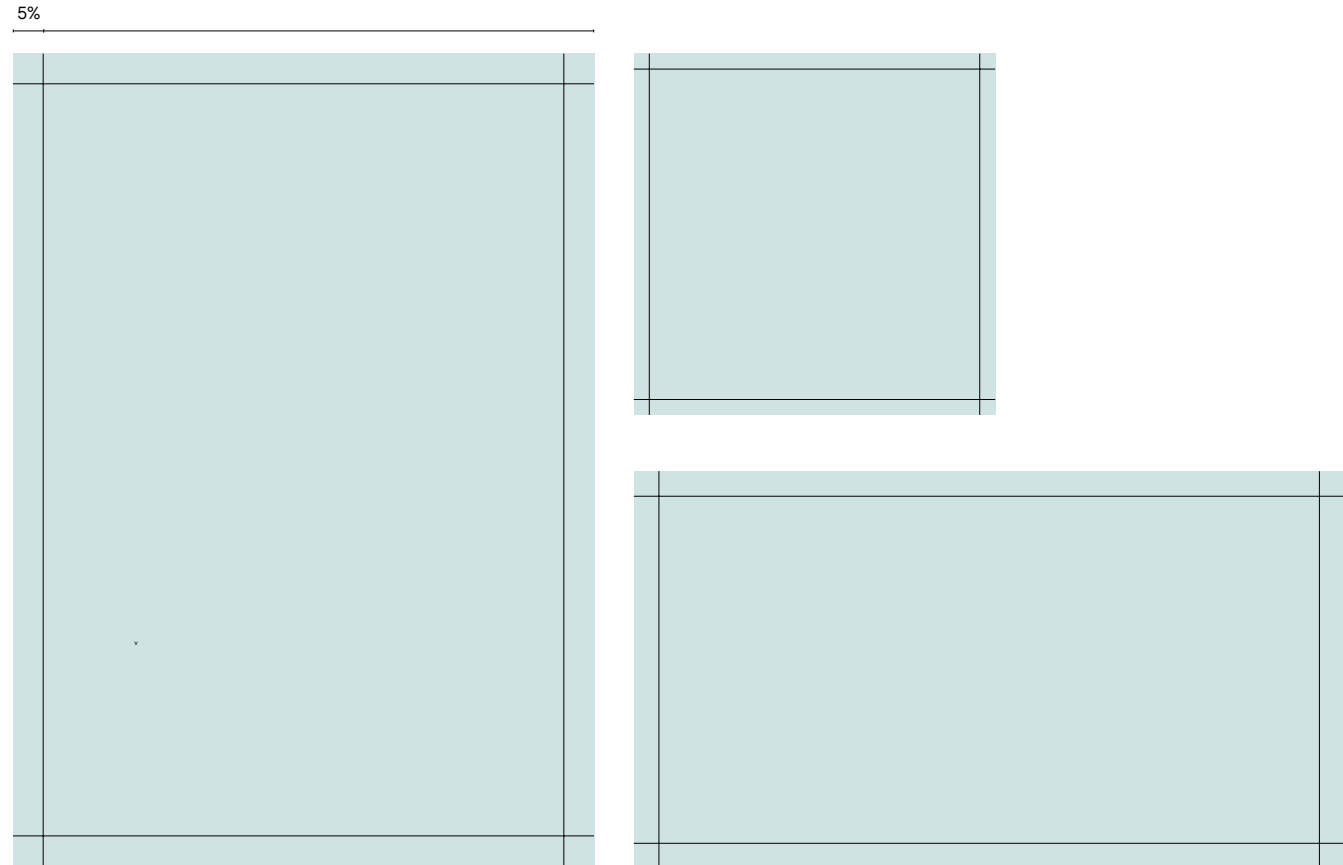
The Ineco shadows are a unique graphic asset created by shining a virtual “sun” through the Ineco icon, casting abstract shapes.

There are several options to choose from and can be used to subtly add visual interest to artwork.



3.7 Layout Defining Margins

For marketing communications the margin should be approximately 5% of the total page width.

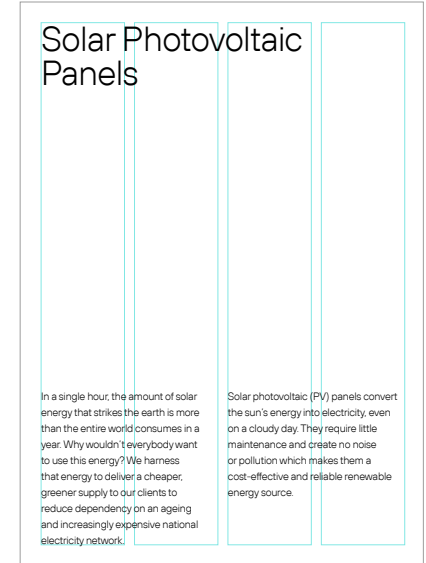
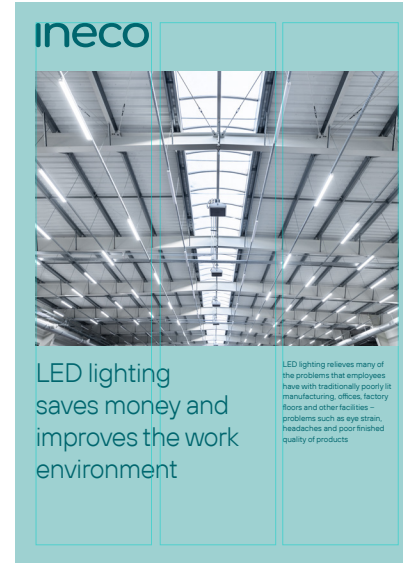
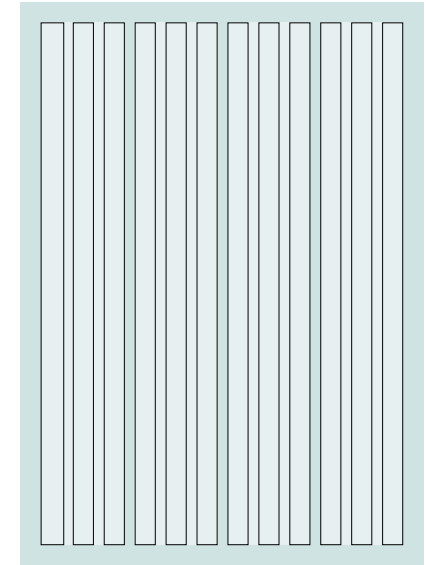
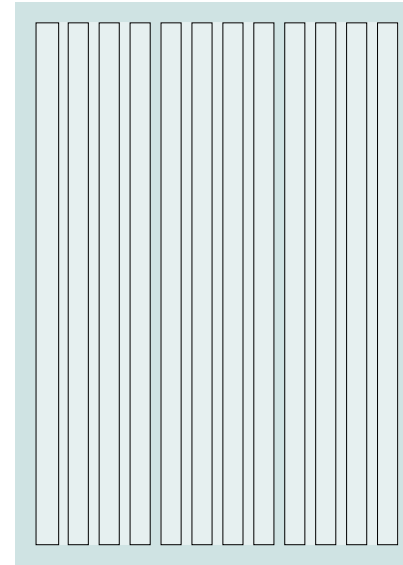
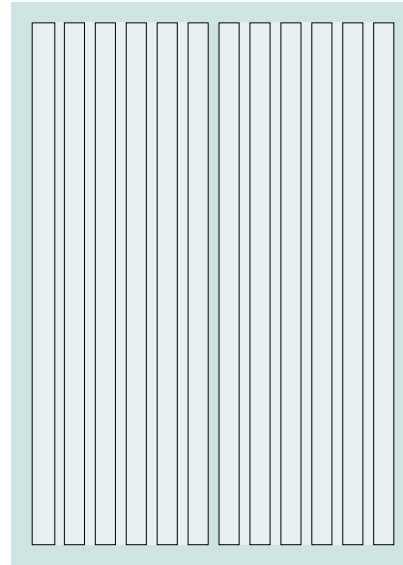


3.8 Layout Defining the Grid

To ensure order and consistency a 12 column grid should be used for all layout tasks. The 12 column grid allows a page to be divided evenly into units of 1, 2, 3, 4, 6, 12.

The size of the format and amount of content will determine how many units the grid should be split into. Aim to use as few columns as possible to avoid overly complex layouts.

All content should fall inside the margins.

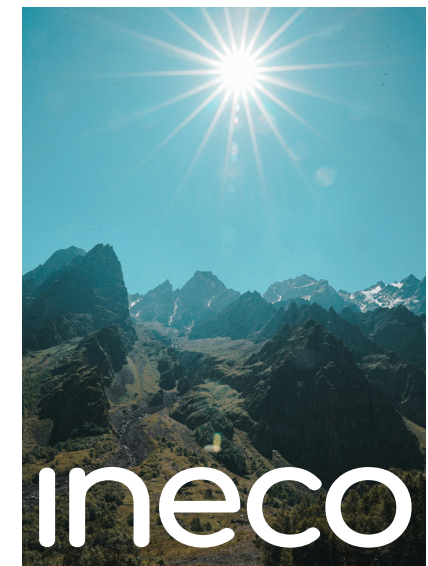
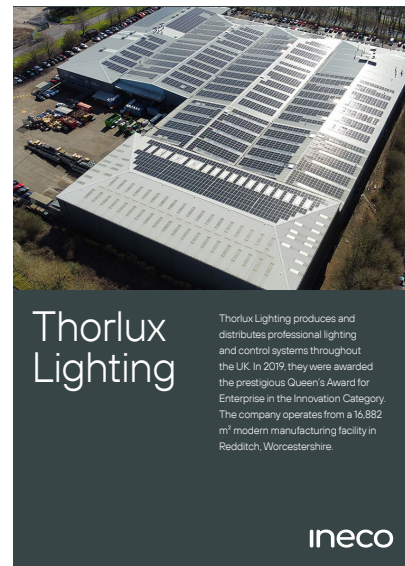


3.9 Layout Imagery

Images can slightly break the rules and be used “full bleed” past the margins.

It’s recommended when using imagery in this way to split the page equally across the horizontal centre and use the image top or bottom.

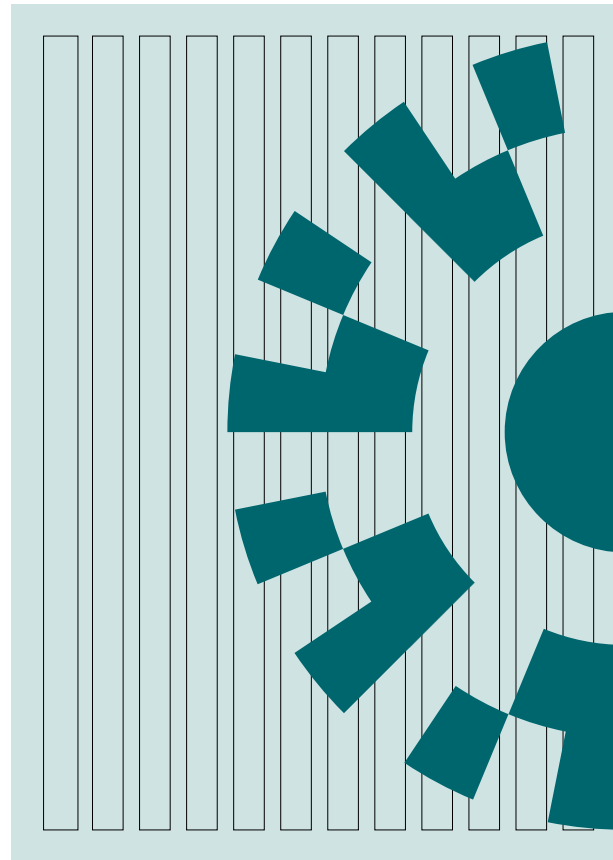
Alternatively and image can fill the entire space.



3.10 Layout Imagery in Icon

The icon can also be used as a “frame” for imagery.

Other rules for type and layout still apply.



3.11 Layout Alignment

All written content should be left aligned to the grid. Never centre content.

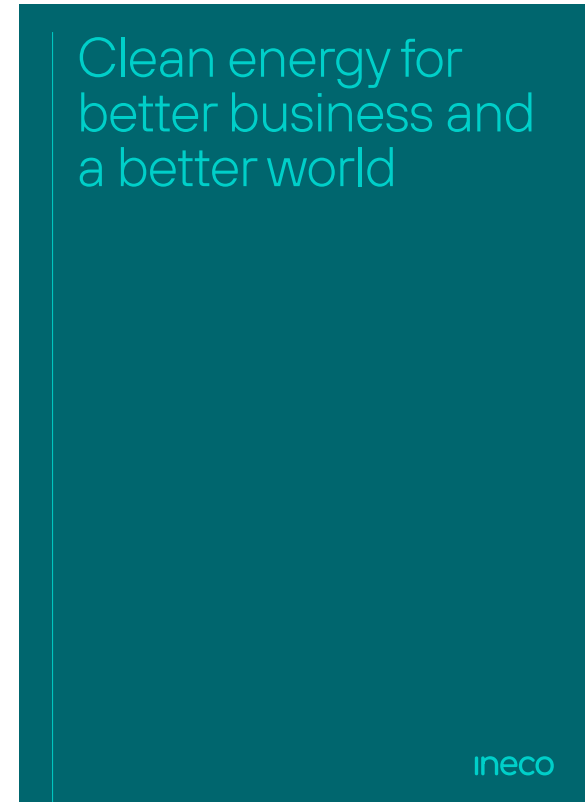
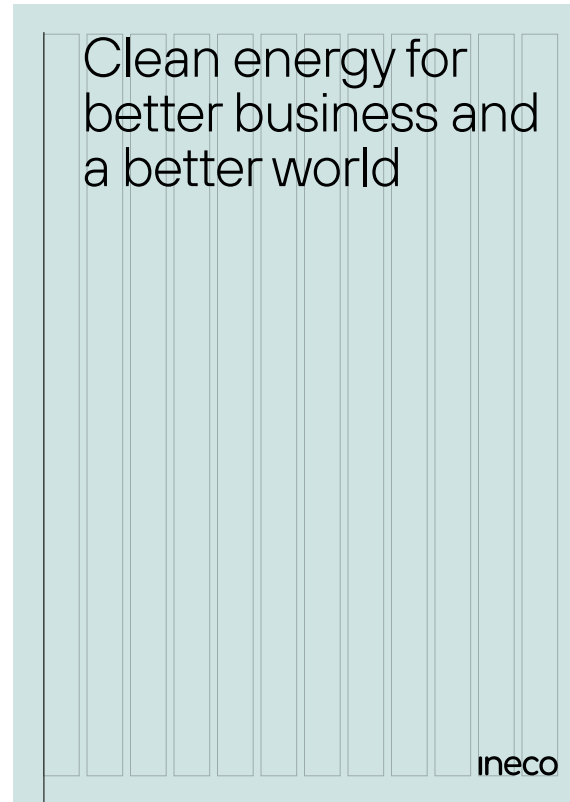


3.12 Rule Line

A rule line can be used as an extra element to help with organisation/separation of information or as a simple visual element.

In this case the column alignment can be adjusted as appropriate.

Multiple rule lines can be used (as in this document) within the grid structure.



Imagery

4.0 Photography Solar Panels

Photography is a way we can set Ineco apart from our competitors.

For detail shots (examples on the top row opposite) aim for interesting compositions and lighting.

For wider shots, again consider details like the horizon, angles and lighting.

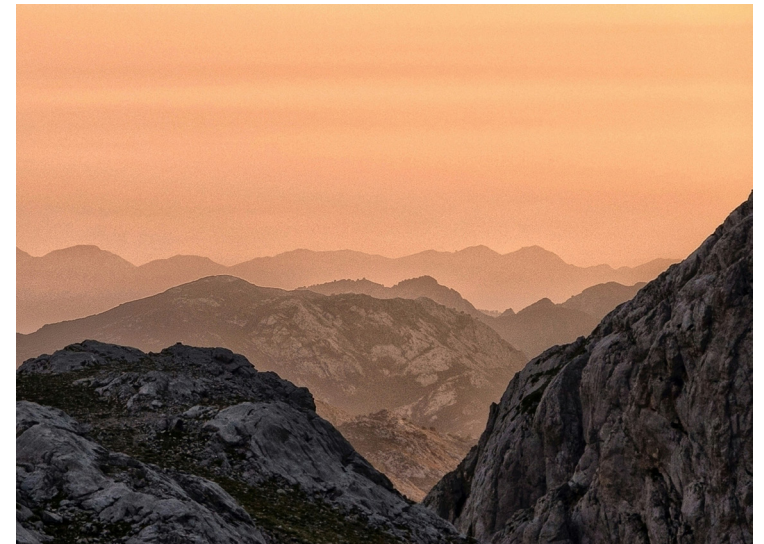
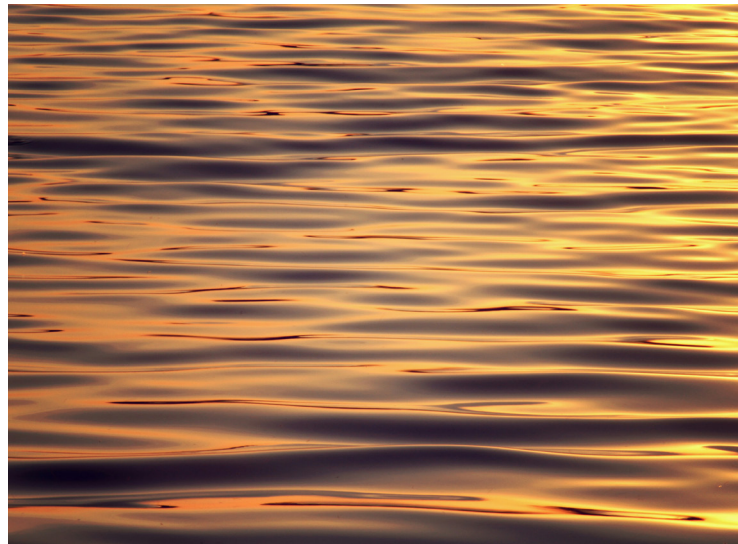
Shots can also be edited where possible to improve environment and colour.



4.1 Photography Natural Images

To support images of our technologies, natural images can be used to give the brand a softer more relatable feel.

Where possible, take or source shots taken at “golden hour” (one hour after sunrise or before sunset) that have a soft yellow hue.



Thank You

We hope that these guidelines are useful and informative.

For any questions or queries about the Ineco brand, please contact the team at info@inecoenergy.com