

**2024**

# **Brand Guidelines**

**ENERGYCAP<sup>®</sup>**

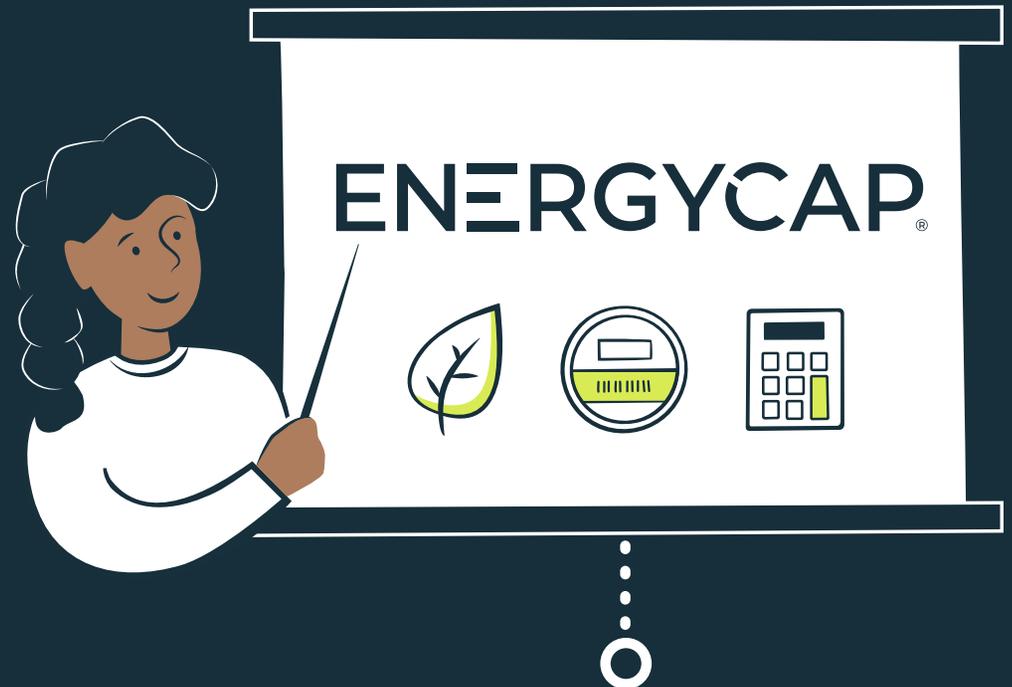
Last updated on 01/4/24

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## The basics

In this section, we outline the building blocks of the EnergyCAP brand—what we stand for, what sets us apart, why we choose the words we use, and how we present ourselves to the world.



## The basics // who we are

Our mission is to empower energy, sustainability, and finance leaders with actionable data to manage consumption, reduce their carbon footprint, and drive savings.

### **Target audience**

Our target audience includes organizations interested in energy management and sustainability, such as universities, businesses, and government organizations. They value professional, informative, and solution-oriented communication that conveys expertise and trustworthiness.

### **The challenge**

Energy, sustainability, and finance teams at these organizations are drowning in paper bills, manual processes, and cumbersome spreadsheets.

### **The solution we offer**

Our energy and sustainability ERP (enterprise resource planning) brings cross-functional teams together, in a single platform, to drive cost-effective and responsible utilization of finite resources.

### **The result**

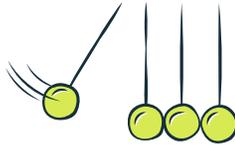
With EnergyCAP, energy, sustainability, and finance teams can streamline accounting processes, reduce resource consumption, and identify opportunities for sustainable operations.

## The basics // our values



### Teamwork

We create a collaborative environment through establishing a foundation of trust and valuing differences in optimizing outcomes towards a common goal.



### Impact

We focus on effecting change, having the greatest level of positive influence on those around us, and improving the overall future for us and our customers.



### Accountability

We take ownership and strive for excellence in delivering on our commitments.



### Integrity

We value honesty, transparency & respect in guiding what we do, regardless of the situation.



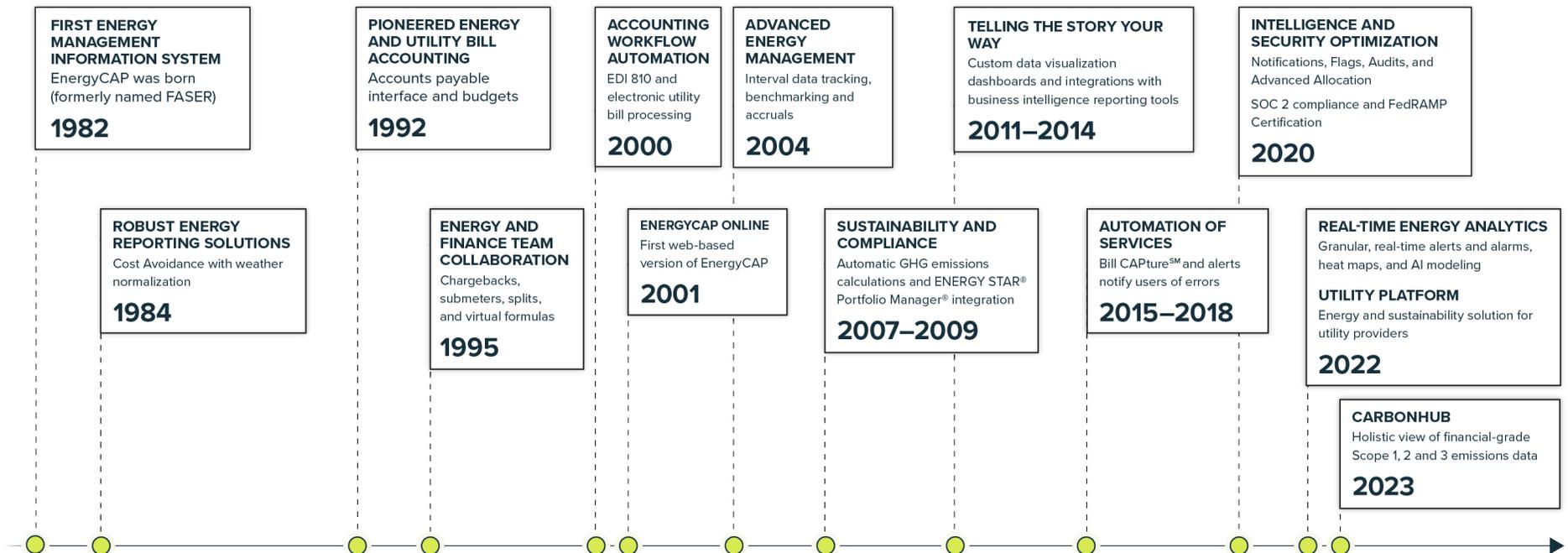
### Innovation

We consistently pursue new and creative ways to solve problems—always challenging the status quo.

# The basics // our history

EnergyCAP's history dates back to 1980, when Steve Heinz founded OmniComp, Inc. and began developing FASER Energy Accounting, EnergyCAP's predecessor. FASER was first commercially released in 1982 for utility bill verification, tracking and reporting, and Measurement and Verification.

By the mid-1990s, FASER became widely used by retail chains, government organizations, universities, school districts, and property managers. FASER and OmniComp were purchased by Enron Corporation in 1996. Following Enron's bankruptcy in late 2001, Heinz acquired the energy information assets and launched Good Steward Software, LLC, which was incorporated and renamed EnergyCAP, Inc. in January 2010.



## The basics // our personality

Our personality drives our voice. The specific vocabulary you use will vary, but you should always ensure that the EnergyCAP voice is driven by the following essential characteristics.

### **Experienced.**

EnergyCAP has been in the game since 1980. We are seen as a trusted and respected authority in the energy and sustainability software space. We pride ourselves on our longevity and expertise.

### **Best-in-class.**

We reliably demonstrate a deep understanding of energy management and sustainability practices. We consistently deliver quality products and services that our customers can depend on.

### **Innovative.**

We stand at forefront of innovation in energy management, consistently leveraging cutting-edge technologies to offer groundbreaking solutions. Our commitment to creativity and forward-thinking ensures products that pioneer new pathways towards sustainability and efficiency. We are a brand where innovation isn't just a concept, but a core value.

### **Customer-focused.**

We prioritize our customers' needs and success, offering tailored services to meet their unique requirements. We are confident in our ability to deliver in a reliable, trustworthy manner.

## The basics // our personality

Descriptive brand voice attributes	Do's and don'ts	Examples
Knowledgeable, Reliable, Customer-focused	Do use detailed, technical language to demonstrate expertise. Don't use jargon that our audience won't understand.	"Our deep understanding of energy management enables us to provide you with effective and sustainable solutions."
Solution-oriented, Advocacy for Sustainability	Do emphasize practical solutions and environmental responsibility. Don't make unsupported claims.	"Our solutions are designed to address your specific energy management challenges, helping you reduce your carbon footprint."
Trustworthy, Data-Driven	Do convey trustworthiness and the importance of data. Don't overpromise or underdeliver.	"You can depend on EnergyCAP for high-quality services and solutions, informed by comprehensive energy data analysis."

## The basics // tone of voice

Grammar and tone standards are an important factor when crafting clear and direct communications. Tone and voice may vary, depending on the medium and the situation.

We write the way people talk. We use a friendly, down-to-earth voice that is informal but professional. We like simple but smart sentences that are straight and to the point. When the occasion is right, we like to add a bit of wit and maybe an emoji or two (like in social media or mass emails, for example).

We want our voice to be consistent, but adaptable to different audiences or occasions. For example, the voice we use in help documentation will differ from the voice used in social media communications. Social media communications can be fun, friendly, and feature emojis in an attempt to build relationships and be more engaging. Help documentation should be clear, concise and leave little room for interpretation.

### **Overall, the EnergyCAP voice:**

- ✓ Should sound friendly, but not cutesy
- ✓ Should be informative without being dull
- ✓ Should be clear and confident
- ✓ Can be fun, but not ridiculous
- ✓ Can feature emojis in the right context, such as:
  - social media
  - marketing email content
  - in-app announcements

## The basics // messaging

---

### Company tagline

EnergyCAP: Empowering your data.

---

### Company slogan(s)

This sums up our mission.

The #1 trusted energy and sustainability ERP.

The single source of truth for energy and sustainability teams.

---

### Company description

Use this when you need to quickly describe what we do.

EnergyCAP offers software solutions that give energy, sustainability, and finance teams the accurate data they need to manage resource consumption, reduce carbon footprint, and drive savings.

---

### Corporate boilerplate

Use this if you're talking to a lawyer of the press.

EnergyCAP is a leading provider of energy and sustainability enterprise resource planning (ERP) solutions. With a proven track record of delivering exceptional value and results for over forty years, EnergyCAP helps thousands of public and private organizations optimize energy consumption, reduce costs, and enhance sustainability efforts. By providing robust data collection, analysis, and reporting capabilities, EnergyCAP empowers organizations to make informed decisions and achieve their energy management and sustainability goals. Visit [EnergyCAP.com](https://www.energycap.com) to learn more.

# The basics // writing principles

## Ampersands

Ampersands should be avoided. Unless there is a dire need to save space, using "and" as opposed to "&" is always preferred.

## Bold

Headlines, titles, and section headers should always be bold.

In body copy, make text bold to emphasize the importance a particular word or phrase. Use bold sparingly, keeping in mind that emphasizing too much text has the opposite effect. Never use bold and underline together, as this would indicate a hyperlink. (See Hyperlink below)

 The due date is *December 1st, 2023.*

 The due date is **December 1st, 2023.**

## Capitalization

Never use all caps in a sentence. Only capitalize the first word of a sentence and proper nouns (company names, people, countries, trademarked words/phrases, etc.).

## Casing

Use sentence casing for headlines, subheads, and calls to action (CTAs).

Sentence case capitalization requires capitalizing only the first letter of the first word of a sentence, phrase or title as well as all proper nouns.

 A Single Platform for the Entire Team

 A single platform for the entire team

## The basics // writing principles

### Commas

Use the serial comma. This is the comma before the “and” in a list.

✘ One, two and three

✔ One, two, and three

### Copyrights, trademarks, and service marks

Place a registered trademark symbol (™ or ™) after the first reference of the trademarked product in the body copy.

Do not use product trademark designations in titles or headlines.

✘ EnergyCAP™ is a trusted product.

✔ EnergyCAP UtilityManagement™, EnergyCAP CarbonHub™, and EnergyCAP SmartAnalytics™ are trusted products.

### Em dashes

Use an em dash (—) to offset thoughts in sentences. Do not put spaces on either side of the em dash.

✔ They had three children—Bart, Lisa, and Maggie—and lived in Springfield.

# The basics // writing principles

## En dashes

Use en dashes (–) between figures to show a range. Do not put spaces on either side of the en dash.

✘ 2000-2010

✔ 2000–2010

## Email signatures

Email signatures should follow the approved format:

On occasion, there will be additional, one-line messages regarding company events or announcements that employees may be asked to include at the bottom of their signatures. Instructions on what to post and how to format them will be provided at the time they are announced.

(1) **First and last name (pronouns optional)**

(2) **Job title**

(3) **Approved tagline**

(4) **Office phone number**

(5) **Cell phone number**

(6) **Email address**

(7) **Special announcement**

(1) **John Smith**

(2) **Manager, Brand Guidelines**

(3) **EnergyCAP—Empower Your Data**

(4) **Phone: 555.555.5555**

(5) **Cell: 555.555.5555**

(6) **Email: John.Smith@EnergyCAP.com**

(7) **EnergyCAP Catalyst: sign up to attend today!**

## Exclamation points

Use exclamation points sparingly. You can't be excited about everything all of the time.

## The basics // writing principles

### Hyperlinks

A hyperlinked word or statement should be bolded and underlined in black or bluish, depending on the paragraph's color settings.

 [www.EnergyCAP.com](http://www.EnergyCAP.com)

 [www.EnergyCAP.com](http://www.EnergyCAP.com)

### Italics

Avoid using italics. If you need to emphasize individual words or phrases, use bolded text.

### Periods

Do not use periods after phrases. Use them after complete sentences only.

### Phone numbers

Phone numbers should be separated with periods as opposed to dashes.

 814.123.4567

### Spaces

Do not use more than one space between any two words or between sentences.

## The basics // writing principles

### Times

- Use a space between numerals and a.m. or p.m.
- When showing a span of time, separate times with an en dash.
- a.m. and p.m. should be lowercase and include periods between letters
- Minutes (:00) can be dropped for times at the top of the hour (10 a.m., 1 p.m.)
- Time zones should be written in all caps
- Months and days can be abbreviated to save space. Abbreviations should end with a period.

✓ Wednesday, Sept. 20, 2023 at 2–2:30 p.m. PDT

## The basics // common terminology

Common terminology you may use, see, or hear throughout EnergyCAP content:

**accounts payable** is abbreviated as **AP** (not A/P)

**Average Daily Cost** and **Average Daily Use**  
(not Daily Average Cost or Daily Average Use)

**benchmark charts** (not benchmarking charts)

**Cost/Area** (not Cost per Area)

**ENERGY STAR** (always spelled in all caps)

**energy use intensity** (abbreviated as EUI)

**Enterprise Resource Planning** or **ERP**

**general ledger** is abbreviated as **GL** (not G/L)

**greenhouse gas** is written in lower case and **GHG** is in upper.

**hierarchy** or **tree**

**Powerviews** is a proper noun, spelled with a capital "P"

**rate schedule** (not Rate Code)

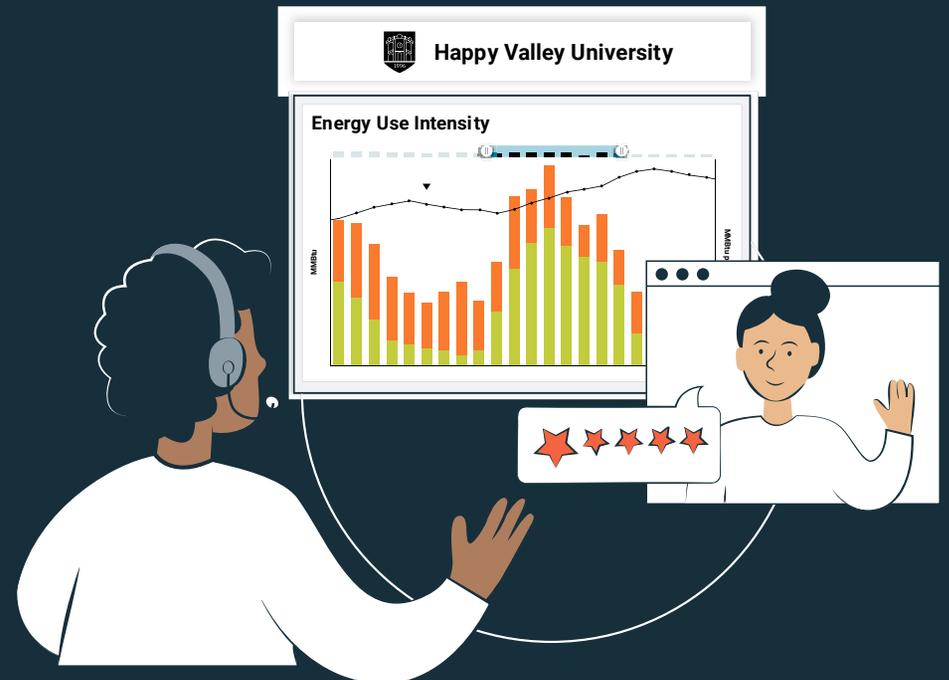
**rollup/rolled up**, summary/summarized or aggregate/  
calculated

**setup** if used as a noun; **set up** if used as a verb

**submeter** (not sub-meter)

## Company and solutions

EnergyCAP is a multi-product brand. Our products are the backbone of our brand and it is important that the product logos and names are used and spelled correctly and with care.



## Company and solutions // overview

The EnergyCAP name holds a lot of credibility and has gained a reputation as being a trustworthy and innovative solution in a space that requires a lot of compliance. It is important that the EnergyCAP name and product names are spelled and used consistently and with care.

EnergyCAP's complete suite of software solutions includes 3 products: **EnergyCAP UtilityManagement™**, **EnergyCAP CarbonHub™**, and **EnergyCAP SmartAnalytics™**. Internally, these 3 products are referred to as the "EnergyCAP Trifecta."

**EnergyCAP Utility Company Platform™** is a solution specifically designed to meet the needs of utility companies. It should be treated as it's own solution segment.

**EnergyCAP Bill CAPture<sup>SM</sup>** is an add-on bill processing service sold with EnergyCAP UtilityManagement to streamline data entry and accuracy.



### **Portfolio-level energy and utility bill management**

*Manage and see it all.*

Get accurate and reliable energy and utility data across your entire portfolio and streamline energy and accounting workflows.

**Customer Data Type:**  
Utilities/Bill/Resources

**Persona:**  
Finances/energy



### **Financial-grade greenhouse gas accounting**

*Target and track emissions.*

An advanced, holistic view of financial-grade emissions data across your business with automatically applied factors to meet your ESG reporting needs.

**Customer Data Type:**  
GHG activities

**Persona:**  
Sustainability



### **Real-time energy and sustainability analytics**

*Dive deep. Respond quickly.*

Dive deep into real-time performance of assets, devices, and sensors. Make quick, data-driven decisions for high-performance, net-zero buildings.

**Customer Data Type:**  
Time-series/Interval energy

**Persona:**  
Energy/facilities

**EnergyCAP Bill CAPture<sup>SM</sup>:** Bill processing/managed services

## Company and solutions // overview

The entire suite of EnergyCAP products and services can be publicly referred to as:

- **EnergyCAP energy and sustainability software**
- **EnergyCAP software solutions**
- **EnergyCAP energy and sustainability ERP software solution**

Avoid using a possessive with the company name ("EnergyCAP's") to create an adjective. Instead, use "EnergyCAP" as the adjective.

✘ With EnergyCAP's software solutions, you can keep all your energy data in one environment.

✔ With EnergyCAP software solutions, you can keep all your energy data in one environment.

EnergyCAP (the company name) is not synonymous with any individual EnergyCAP products or services.

✘ Sustainability managers track Scope 1, 2, and 3 emissions in EnergyCAP.

✔ Sustainability managers track Scope 1, 2, and 3 emissions in EnergyCAP CarbonHub.

EnergyCAP as a collective noun (describing a group of individuals rather than a company) can be referred to as just **EnergyCAP**.

✔ Regular meetings between Licensee and EnergyCAP ensure adherence to workflow plans.

## Company and solutions // EnergyCAP

# ENERGYCAP®

## EnergyCAP®

**EnergyCAP** is our umbrella company name.

**Spelling** It is always spelled with a capital "E" and capital "C" "A" and "P".

**Shorthand** EnergyCAP should always be referred to as **EnergyCAP**.  
Avoid using terms like "ECAP" or unapproved alternatives in place of the full company name.

**Acronym** **"ENC"** is the approved EnergyCAP acronym.  
Always use the full company name at its first mention, with ENC in parenthesis. The acronym can then be used from that point on.

✘ ECAP is the #1 trusted energy and sustainability ERP. ECAP empowers energy and sustainability leaders worldwide.

✔ EnergyCAP (ENC) is the #1 trusted energy and sustainability ERP. ENC empowers energy and sustainability leaders worldwide.

The legal company name is **EnergyCAP, LLC**.

# Company and solutions // EnergyCAP UtilityManagement



## EnergyCAP UtilityManagement™

EnergyCAP UtilityManagement is our utility bill and facility management solution.

This product was formerly referred to as just "EnergyCAP."

**Spelling** The name is always spelled without a space between "Utility" and "Management."

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**Shorthand** Include the full product name at first mention—EnergyCAP UtilityManagement™.  
Once the full name is introduced, it can then be referred to as just "**UtilityManagement**" or "**EUM**".

---

**Acronym** "**EUM**" is the approved EnergyCAP Utility Management acronym.  
Use the full company name at its first mention, with EUM in parenthesis. The acronym can then be used in place of the full name from that point on.

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**Elevator speech** EnergyCAP UtilityManagement provides accurate and reliable energy and utility data across your entire portfolio, streamlining energy efficiency and accounting workflows.

---

**Product packages** EnergyCAP UtilityManagement is available in two package options:

- **EnergyCAP UtilityManagement Enterprise** for robust utility bill accounting and energy management reporting.
- **EnergyCAP UtilityManagement Express** Basic energy and sustainability reporting.

## Company and solutions // EnergyCAP CarbonHub



### EnergyCAP CarbonHub™

EnergyCAP Carbonhub is our financial-grade carbon accounting solution.

**Spelling** The name is always spelled with a capital "C" and a capital "H".

---

**Shorthand** Include the full product name at first mention—EnergyCAP CarbonHub™. Once the full name is introduced, it can then be referred to as just "**CarbonHub**" or "**ECH**".

---

**Acronym** "**ECH**" is the approved EnergyCAP CarbonHub acronym. Use the full company name at its first mention, with **ECH** in parenthesis. The acronym can then be used in place of the full name from that point on.

---

**Elevator speech** EnergyCAP CarbonHub is an advanced, holistic view of financial-grade emissions data across your business with automatically applied factors to meet your ESG reporting needs.

---

**Product packages** EnergyCAP CarbonHub is available in two packages:

- **CarbonHub Premium** for the complete CarbonHub package, including Scope 1, 2, and 3 tracking and all advanced features.
- **CarbonHub Standard** is a CarbonHub option that includes only Scope 1 and 2 tracking.

## Company and solutions // EnergyCAP SmartAnalytics



### EnergyCAP SmartAnalytics™

**EnergyCAP SmartAnalytics** is our utility bill and facility management solution. This product was formerly known as "Wattics."

**Spelling** The name is always spelled without a space between "Smart" and "Analytics".

---

**Shorthand** Include the full product name at first mention—EnergyCAP SmartAnalytics™. Once the full name is introduced, it can then be referred to as just "**SmartAnalytics**" or "**ESA**".

---

**Abbreviation** "**ESA**" is the approved EnergyCAP SmartAnalytics acronym. Use the full company name at its first mention, with **ESA** in parenthesis. The acronym can then be used in place of the full name from that point on.

---

**Elevator speech** Dive deep into real-time performance of assets, devices, and sensors. Make quick, data-driven decisions for high-performance, net-zero buildings.

---

**Product packages** No packages are available.

# Company and solutions // EnergyCAP Utility Company Platform



## EnergyCAP Utility Company Platform™

**EnergyCAP Utility Company Platform** is our utility bill and facility management solution intended for utility companies.

**Spelling** The name is always spelled **with** spaces between "Utility" and "Company" and "Platform".

---

**Shorthand** Include the full product name at first mention—EnergyCAP Utility Company Platform™.

Once the full name is introduced, it can then be referred to as just "**Utility Company Platform**" or '**EUCP**".

---

**Acronym** "**EUCP**" is the approved EnergyCAP Utility Company Platform acronym.

Use the full company name at its first mention, with **EUCP** in parenthesis. The acronym can then be used in place of the full name from that point on.

---

**Elevator speech** EnergyCAP Utility Management Company empowers utility providers to better serve their customers and comply with benchmarking mandates by tackling complex data aggregation, seamless submission to ENERGY STAR®, and enhanced energy data visibility.

---

**Product packages** No packages are available.

# Company and solutions // EnergyCAP Bill CAPture



## EnergyCAP Bill CAPture<sup>SM</sup>

EnergyCAP Bill CAPture is our our specialized utility bill processing service.

**Spelling** The name is **always** spelled **with** a space between "Bill" and "CAPture". CAPture is **always** spelled with a capital "C" "A" and "P".

---

**Shorthand** Include the full product name at first mention—EnergyCAP Bill CAPture<sup>SM</sup>. Once the full name is introduced, it can then be referred to as just "**Bill CAPture**", without the service mark.

---

**Acronym** There is no acronym for Bill CAPture.

---

**Elevator speech** EnergyCAP Bill CAPture is a managed services offering designed for customers seeking efficient, accurate, and timely utility bill data entry into the EnergyCAP UtilityManagement system. Bill CAPture ensures that your utility data is inputted and meticulously managed and optimized to streamline operations, save time, and enhance data accuracy.

---

**Product packages** EnergyCAP Bill CAPture Managed Service offerings are available in 3 packages:

- Standard
- Advanced
- Premium

### **Report Designer BI**

Report Designer BI is an available add-on tool for EnergyCAP UtilityManagement and EnergyCAP CarbonHub customers.

Report Designer BI is a Power BI-based application that connects to a copy of a customers UtilityManagement database. EnergyCAP users can build reports and dashboards from their energy data using their favorite business intelligence applications—Power BI®, Tableau®, Excel, and other BI tools.

### **Utility Interval Data Integration (Standard)**

Formerly known as Smart CAPture.

Only available to SmartAnalytics customers with participating utility vendors. Customers can choose to use Utility Interval Data Integration (UIDI) to streamline real-time interval data from the utility provider into EnergyCAP SmartAnalytics.

## Company and solutions // rogue branding

### Rogue branding

Do not alter the company name or make up new names for products, features, or ideas. This form of sub-branding dilutes the strength of the licensed, branded products we want to promote.

Email [marketing@EnergyCAP.com](mailto:marketing@EnergyCAP.com) for questions or ideas about any new professional initiatives (even for internal purposes).

 PrideCAP

 EnergyCAP Pride Week

# Logos

Our logo is the face of our company and should be handled with care. When applied consistently, it elevates and enhances our brand recognition, relevance, and reach.

One of the most important ways you can contribute to the EnergyCAP brand is to use our logo correctly and consistently. We've put together some rules on how to use it, so it always stands out and looks its best.



## Logos // overview

### Logotype

The company logotype should be presented in either Bluish or White.



ENERGYCAP®



ENERGYCAP®

### Favicons

EnergyCAP and each of our products has a 16px favicon for web use.



### Icon

The icon is a condensed version of the EnergyCAP logotype. The icon should be used to fill a space where the full logotype does not display clearly because it is too large.

Ideally, the icon should be used in an instance where the EnergyCAP brand is already established.

The icon and the logotype should **never** be used in tandem.



# Logos // usage

## Minimum size

To maintain good legibility, **never** reproduce the logos smaller than shown below. There is no maximum size limit, but use discretion when sizing the logo. It should rarely be the most dominant element on the page, but instead should live comfortably and clearly as an identifying mark.

ENERGYCAP



0.75 inches (print)  
72 pixels (screen)



0.22 inches (print)  
16 pixels (screen)

## Clear Space

To achieve maximum impact and legibility, clear space must be maintained around the logo.



## Logo use on color backgrounds

The logo should only ever be displayed in white or Bluish. For guidance on the best logo color to use on an EnergyCAP brand color, refer to [accessible color pairings](#).



## Logos // usage



€ ENERGYCAP®

✘ Do not use the wordmark and icon together



ENERGYCAP

✘ Do not place logo on background color with low contrast



KITTYCAT

✘ Do not change the words in the logotype



ENERGY  
CAP®

✘ Do not separate Energy from CAP by stacking elements



ENERGYCAP

✘ Do not use logo in an unapproved brand color (or any unapproved color)



ENERGYCAP

✘ Do not add effects or stylize logo



CAP®

Do not separate “Energy” from “CAP” or use partial logo



ENERGYCAP

✘ Do not place logo on backgrounds that are overly busy



ENERGYCAP

✘ Do not use logo without ®



ENERGYCAP  
ENERGYCAP

✘ Do not condense, expand, or distort the logo unproportionally



ENERGYCAP®

✘ Do not outline logo



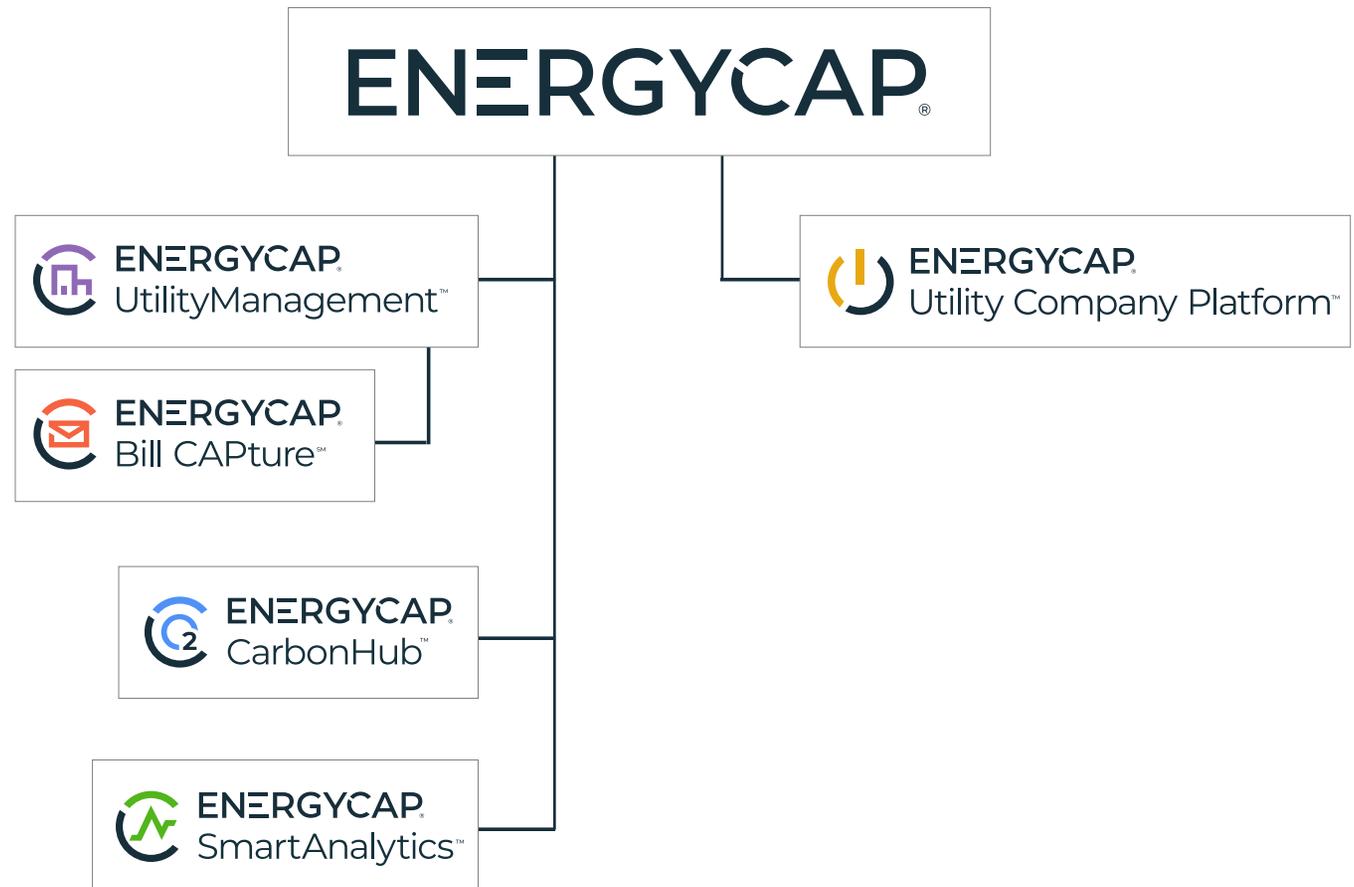
Wattics

✘ Do not use old logos

## Logos // product logos

EnergyCAP is a multi-solution brand. Our products are dedicated solutions, designed to answer the needs of specific industries and personas.

EnergyCAP is the umbrella company name, with 5 products and services that fall beneath it.



# Logos // solution logos

## Solution logo overview

Each EnergyCAP product or service logo lockup has three parts:

- a logomark (or icon)
- the EnergyCAP logotype
- the product or service name.



# Logos // solution logos

## EnergyCAP UtilityManagement™

Logo (full color)



Logo (on dark background)



Primary color



Shades



## EnergyCAP CarbonHub™

Logo (full color)



Logo (on dark background)



Primary color



Shades



## Logos // solution logos

### EnergyCAP SmartAnalytics™

Logo (full color)



Logo (on dark background)



Primary color



Shades



### EnergyCAP Utility Company Platform™

Logo (full color)



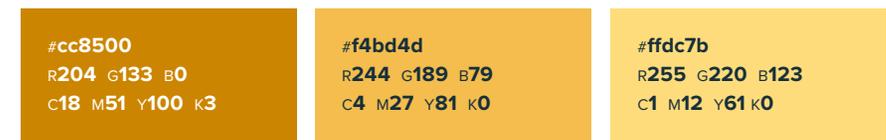
Logo (on dark background)



Primary color



Shades



# Logos // solution logos

## EnergyCAP Bill CAPture<sup>SM</sup>

### Logo (full color)



### Logo (on dark background)



### Primary color



### Shades



## Logos // Catalyst logo

EnergyCAP Catalyst is our annual user conference. Conference theme and branding may vary year to year, but the logo remains the same.

Catalyst logo

CATALYST

CATALYST

Catalyst Roadshow logo

CATALYST  
ROADSHOW

CATALYST  
ROADSHOW

Catalyst International logo

CATALYST  
INTERNATIONAL

CATALYST  
INTERNATIONAL

## Logos // miscellaneous logos



### **EnergyCAP Academy**

EnergyCAP Academy is our catalogue of EnergyCAP UtilityManagement help videos available through purchase.



### **Eco Champions**

Eco Champions is our community of like-minded energy, sustainability, and finance leaders.

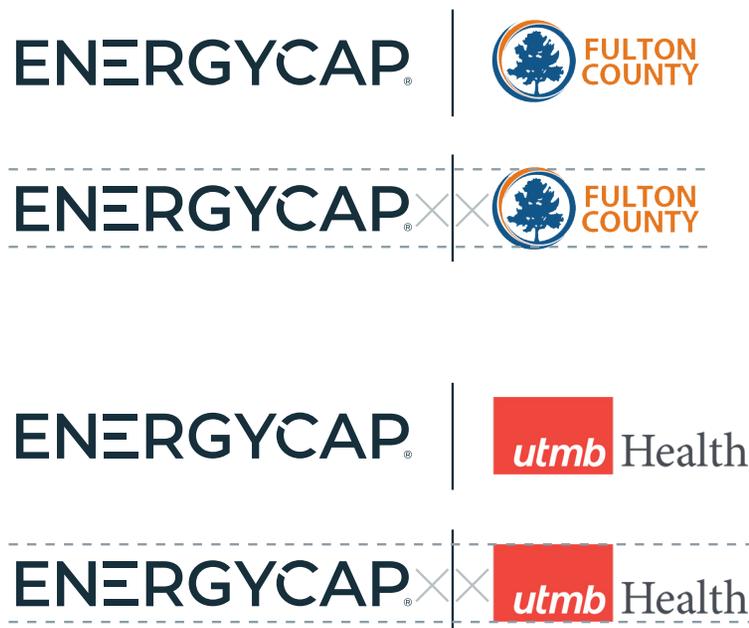
# Logos // co-branding

## Co-branding

If any of EnergyCAP logos need to be paired with the logo of a client or partner, separate the EnergyCAP logo and that of the client's with a black vertical line.

- Keep healthy space between the logos and the line.
- Our logo and that of the clients should be roughly the same height in this format.
- Make sure that the client or partner's logo is the preferred and most up-to-date version.

EnergyCAP product logos together should also be separated with a black line. Each logo should be the same height.



# Visuals

Visual elements like our logo, color palette, and typography keep us grounded and consistent. These core components work together to ensure our brand is recognizable wherever it appears.



## Visuals // typography

Typography is a key element used to communicate the EnergyCAP brand. Typography helps convey important messages, establish visual hierarchy, and maintain consistency across assets.

### Brand font

We use Proxima Nova for our brand marketing assets.

#### For headings and titles:

#### Proxima Nova bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
1234567890

#### Proxima Nova bold italic

*AaBbCcDdEeFfGgHhIiJjKkLlMm*  
*NnOoPpQqRrSsTtUuVvWwXxYyZz*  
*1234567890*

#### For marketing text:

#### Proxima Nova regular

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890

#### *Proxima Nova italic*

*AaBbCcDdEeFfGgHhIiJjKkLlMm*  
*NnOoPpQqRrSsTtUuVvWwXxYyZz*  
*1234567890*

# Visuals // typography

## Alternative brand font

When Proxima Nova is not supported, such as PowerPoint or Word, default to Avenir Next LT Pro.

### Avenir Next LT Pro bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq

RrSsTtUuVvWwXxYyZz

1234567890

### Avenir Next LT Pro regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq

RrSsTtUuVvWwXxYyZz

1234567890

! If Avenir Next LT Pro is also not available, use Arial.

## UI font

Roboto is used in the EnergyCAP application UI.

### Roboto bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq

RrSsTtUuVvWwXxYyZz

1234567890

### Roboto regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq

RrSsTtUuVvWwXxYyZz

1234567890

# Visuals // color

Colors from the primary and secondary palettes should be frequently seen in marketing design assets, as they are main identifiers of the brand.

**Primary colors**  
**50%**



**Secondary colors**  
**35%**



**Secondary colors**  
**15%**



# Visuals // color

## Primary palette

EnergyCAP's primary color palette serves as the visual foundation of the EnergyCAP brand. These colors are the main identifiers of the brand and should be used for backgrounds and typography in brand materials.

EnergyCAP green, Bluish, White, and Mint are at the foundation of corporate branding. Historically, EnergyCAP's visual identity has been strongly associated with lime green. As the primary brand color, this brighter variation brings fresh energy to the brand.

Any of these colors can be used as backgrounds in branded materials. Mint is the primary background color on our website and many other assets. For big brand moments, EnergyCAP green can be used as a background color or a typography color (on a Bluish background). Otherwise, it is used as an accent color in illustrations.

<b>EnergyCAP green</b> HEX <b>D8EA53</b> RGB <b>216, 234, 83</b> CMYK <b>87, 68, 54, 55</b> PMS <b>380 C</b>	<b>Mint</b> HEX <b>F6FADA</b> RGB <b>246, 250, 218</b> CMYK <b>4, 0, 17, 0</b> PMS <b>Yellow 0131 C</b>	<b>Bluish</b> HEX <b>162F3B</b> RGB <b>22, 47, 59</b> CMYK <b>89, 69, 54, 55</b> PMS <b>303 C</b>	<b>White</b> HEX <b>ffffff</b> RGB <b>255, 255, 255</b> CMYK <b>0, 0, 0, 0</b> PMS <b>000 C</b>
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# Visuals // color

## Secondary palette

Our secondary colors can be used as an optional accent, depending on the context.

Each of the secondary palette colors are associated with one of EnergyCAP's product offerings. Secondary colors can be used as accent colors in tandem with colors from the primary palette or used exclusively to represent the product it is associated with.

For example, an EnergyCAP CarbonHub ad, video, or social post should use Cobalt and its shades from the extended color palette.

**Grape**

HEX 69368E

RGB 105, 54, 142

CMYK 73, 95, 4, 0

PMS 7678 C

**Cobalt**

HEX 2D4CC3

RGB 45, 76, 195

CMYK 83, 70, 0, 0

PMS 2726 C

**Grass**

HEX 51B51C

RGB 81, 181, 28

CMYK 70, 2, 100, 0

PMS 368 C

**Barley**

HEX E9A914

RGB 233, 169, 20

CMYK 8, 35, 100, 0

PMS 124 C

**Pizza**

HEX D13E2F

RGB 209, 71, 56

CMYK 12, 91, 93, 3

PMS 1665 C

**Pool**

HEX 00838c

RGB 0, 131, 140

CMYK 86, 32, 42, 5

PMS 326 C

# Visuals // color

## Secondary palette color shades

Our secondary colors can be added as an as an optional accent depending on the context.

Secondary colors are tied to an EnergyCAP product.

<b>Dark</b>	<p><b>Dark Grape</b></p> <p>HEX <b>3a0064</b></p> <p>RGB <b>58, 0, 100</b></p> <p>CMYK <b>87, 100, 19, 18</b></p>	<p><b>Dark Cobalt</b></p> <p>HEX <b>062A8C</b></p> <p>RGB <b>6, 42, 140</b></p> <p>CMYK <b>100, 91, 6, 1</b></p>	<p><b>Dark Grass</b></p> <p>HEX <b>216902</b></p> <p>RGB <b>33, 105, 2</b></p> <p>CMYK <b>83, 30, 100, 19</b></p>	<p><b>Dark Barley</b></p> <p>HEX <b>CC8500</b></p> <p>RGB <b>204, 133, 0</b></p> <p>CMYK <b>18, 51, 100, 3</b></p>	<p><b>Dark Pizza</b></p> <p>HEX <b>A91000</b></p> <p>RGB <b>169, 16, 0</b></p> <p>CMYK <b>23, 100, 100, 18</b></p>	<p><b>Dark Pool</b></p> <p>HEX <b>005c62</b></p> <p>RGB <b>0, 92, 98</b></p> <p>CMYK <b>91, 47, 53, 26</b></p>
<b>Original</b>	<p><b>Grape</b></p> <p>HEX <b>69368e</b></p> <p>RGB <b>105, 54, 142</b></p> <p>CMYK <b>73, 95, 4, 0</b></p> <p>PMS <b>7678 C</b></p>	<p><b>Cobalt</b></p> <p>HEX <b>2D4CC3</b></p> <p>RGB <b>45, 76, 195</b></p> <p>CMYK <b>83, 70, 0, 0</b></p>	<p><b>Grass</b></p> <p>HEX <b>51B51C</b></p> <p>RGB <b>81, 181, 28</b></p> <p>CMYK <b>70, 2, 100, 0</b></p>	<p><b>Barley</b></p> <p>HEX <b>E9A914</b></p> <p>RGB <b>233, 169, 20</b></p> <p>CMYK <b>8, 35, 100, 0</b></p>	<p><b>Pizza</b></p> <p>HEX <b>D13E2f</b></p> <p>RGB <b>209, 71, 56</b></p> <p>CMYK <b>12, 91, 93, 3</b></p>	<p><b>Pool</b></p> <p>HEX <b>00838c</b></p> <p>RGB <b>0, 131, 140</b></p> <p>CMYK <b>86, 32, 42, 5</b></p>
<b>Light</b>	<p><b>Light Grape</b></p> <p>HEX <b>9069b5</b></p> <p>RGB <b>144, 105, 181</b></p> <p>CMYK <b>48, 67, 0, 0</b></p>	<p><b>Light Cobalt</b></p> <p>HEX <b>4F92F7</b></p> <p>RGB <b>79, 146, 247</b></p> <p>CMYK <b>59, 33, 0, 0</b></p>	<p><b>Light Grass</b></p> <p>HEX <b>8FD86A</b></p> <p>RGB <b>143, 216, 106</b></p> <p>CMYK <b>46, 0, 80, 0</b></p>	<p><b>Light Barley</b></p> <p>HEX <b>F4BD4D</b></p> <p>RGB <b>244, 189, 79</b></p> <p>CMYK <b>4, 27, 81, 0</b></p>	<p><b>Light Pizza</b></p> <p>HEX <b>f56440</b></p> <p>RGB <b>245, 100, 64</b></p> <p>CMYK <b>0, 76, 80, 0</b></p>	<p><b>Light Pool</b></p> <p>HEX <b>26bec0</b></p> <p>RGB <b>38, 190, 192</b></p> <p>CMYK <b>70, 0, 29, 0</b></p>
<b>Pale</b>	<p><b>Pale Grape</b></p> <p>HEX <b>d2b1e8</b></p> <p>RGB <b>210, 177, 232</b></p> <p>CMYK <b>17, 32, 0, 0</b></p>	<p><b>Pale Cobalt</b></p> <p>HEX <b>9ED4FF</b></p> <p>RGB <b>158, 212, 255</b></p> <p>CMYK <b>30, 4, 0, 0</b></p>	<p><b>Pale Grass</b></p> <p>HEX <b>CAf2B7</b></p> <p>RGB <b>202, 242, 183</b></p> <p>CMYK <b>21, 0, 36, 0</b></p>	<p><b>Pale Barley</b></p> <p>HEX <b>FFDC7B</b></p> <p>RGB <b>255, 220, 123</b></p> <p>CMYK <b>1, 12, 61, 0</b></p>	<p><b>Pale Pizza</b></p> <p>HEX <b>FBA784</b></p> <p>RGB <b>251, 167, 132</b></p> <p>CMYK <b>0, 41, 47, 0</b></p>	<p><b>Pale Pool</b></p> <p>HEX <b>a9eded</b></p> <p>RGB <b>169, 237, 237</b></p> <p>CMYK <b>30, 0, 10, 0</b></p>

# Visuals // accessible color pairings

## Text on background colors

The color of the dot represents the what text color to use for optimal contrast and visibility, based on Web Content Accessibility Guidelines (WCAG) 2 Level AA.

 <b>Bluish</b>	 <b>EnergyCAP Green</b>
 <b>White</b>	 <b>Mint</b>

  
Dot color = color of text

# Visuals // imagery

## Icons

Icons are used to represent software features and user personas. They should always serve a purpose and relate to the content they accompany and context they appear in.

The stroke is purposely uneven and unbalanced. The stroke color is Bluish and the fill is primarily white. EnergyCAP Green should be used to as an accent, adding pops of color.

### Level 1 icons

Simplest in content, smallest in size.



### Level 2 icons

More complex detail, medium-sized. Often feature "Persona Pals", a series of characters who help highlight our product features.



Characters featured in icons and illustrations have one of four skin tones:

**Tone 1** #825C40 R130 G92 B64

**Tone 2** #AD7C5F R173 G124 B95

**Tone 3** #EABA8B R234 G124 B139

**Tone 4** #FBE0C2 R251 G224 B194

## Visuals // imagery

### Illustrations

Similar to icons, illustrations represent software feature concepts and the user experience. Larger than the icons, they are similar in style but carry more detail.

They are commonly used in empty states in the UI, as supplement text in marketing collateral, on the website, and more.

#### Level 3 illustrations

Most complex detail, typically larger-scale. These would be UI empty state graphics,



## Visuals // graphic elements

### Headshot blobs

On the website and in some marketing materials, headshots are black and white, outlined with a thick white outline, and cropped into a “blob” shape. The blob color can be Bluish, EnergyCAP Green, or any "Light" color of the Secondary palette color shades.



- ! For presentations and demos, an unedited headshot with a white background should be used.

[Sharepoint > Sales and Marketing > Marketing Toolbox > Headshots \(square\)](#)

### Gradient announcement

A gradient background can be used on special occasions to draw attention to important text (typically website or in-app announcements.)



Grass  
#51b51c

#00838c

Cobalt  
#2D4CC3

Grape  
#69368E

### Text box

Headline, title, or document title text is often placed within a white box that has a 1pt, black stroke with a light drop shadow.

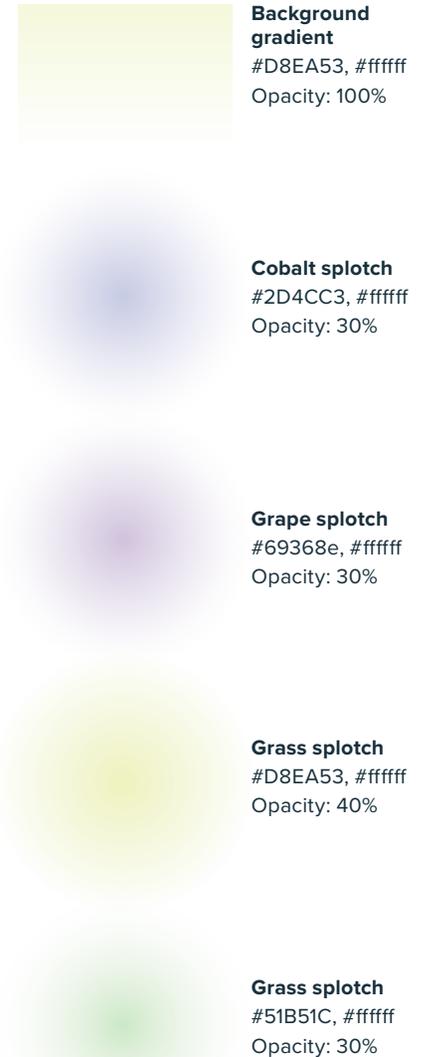
**Headline or title text**

# Visuals // graphic elements

## Spotches

Radial gradient "spotches" are frequently used on a vertical Mint (#F6FADA) > white gradient for backgrounds.

Spotch colors are most often Grape, Cobalt, EnergyCAP Green, Grass. Spotches in Pizza and Barley can be used if space permits. Opacity can range from 10—40%, depending on how prominent they need to be or where they are being placed.



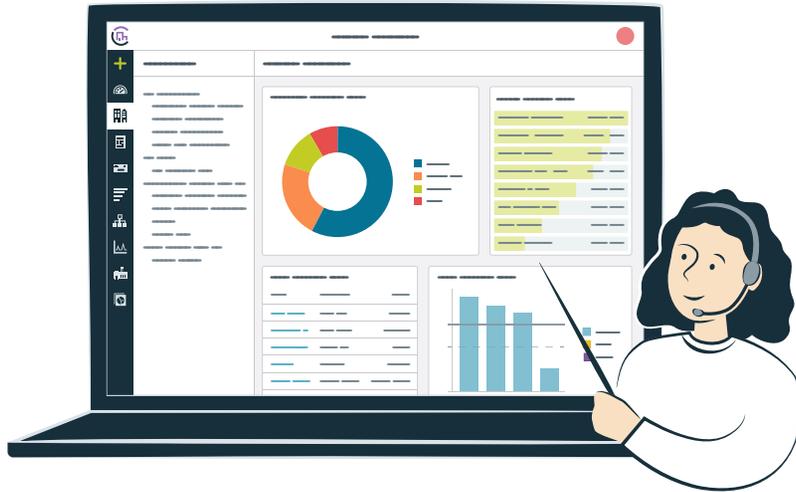
## Visuals // product screenshots

### Showing the UI

Screenshot design is determined by its purpose. It may need to educate people on how to use EnergyCAP, drive brand awareness, or just fill some space. Our screenshot types vary in the level of detail they show: simplified, abstracted, and detailed. To choose between types, determine which would bring the most clarity around the concept or message you need to convey.

#### Simplified

Low fidelity screenshots

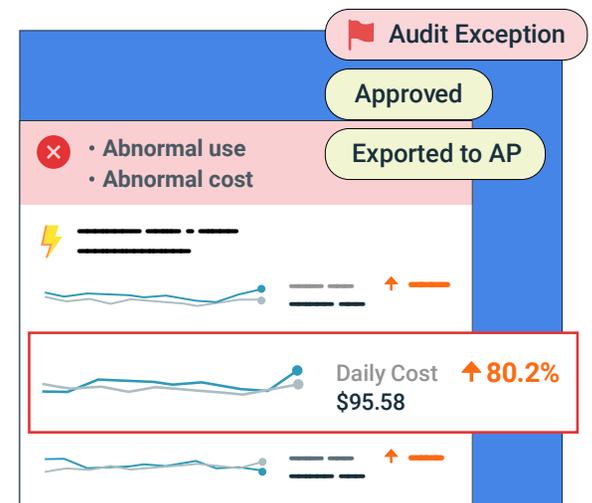
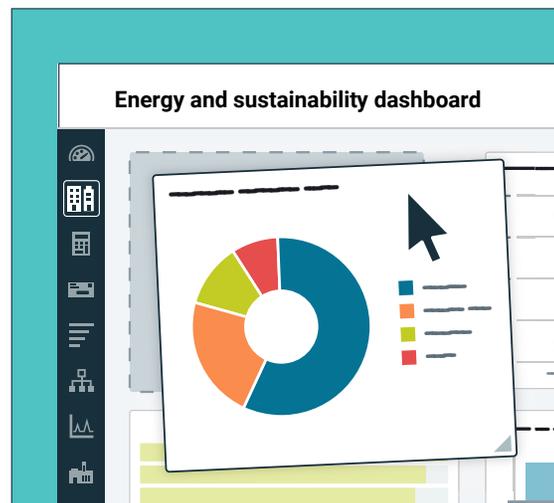


# Visuals // product screenshots

## Abstracted

Abstracted UI screens focus on specific aspects of the software and highlight a single concept, action, or feature. These screenshots provide enough detail to illustrate what's happening in a colorful, eye-catching way, but tone down non-essential UI details.

- Use these to supplement descriptive text in presentations, documentation, and on the website
- Abstract non-essential text or details based on the concept you are trying to convey
- Keep copy minimal

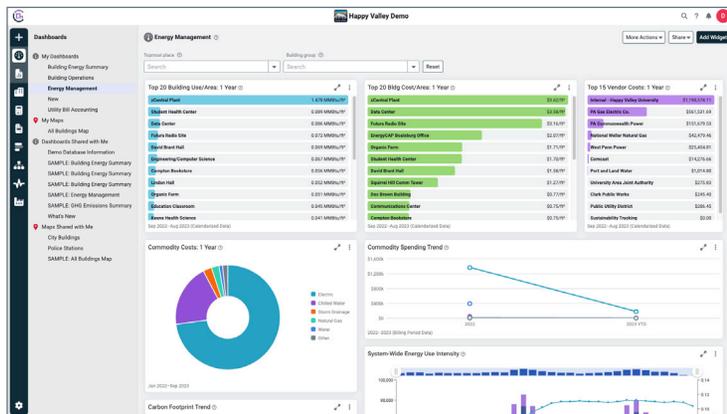


# Visuals // product screenshots

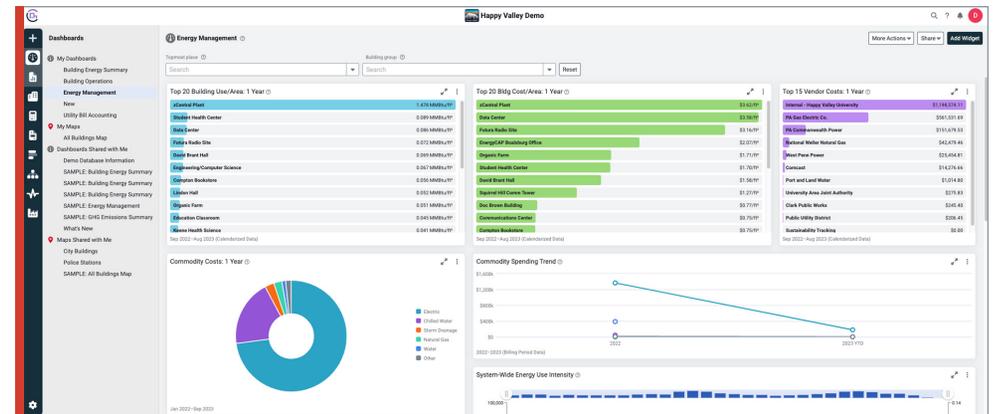
## Detailed

High fidelity screenshots offer a detailed, accurate view of EnergyCAP. Use this type of screenshot to clearly demonstrate the UI and show how to navigate and use the product. A window resizer Chrome extension can be used to size your window accurately.

- Screenshots should be displayed with a black, 1px border.
- Use a high-resolution image
- Use a 4:3 or 16:9 ratio
- Do not use sensitive client information, or blur it out.



✓ Do show a screenshot at 4:3 or 16:9 ratio.



✗ Do not stretch out the window to an extra wide size.

## Resources

All logos, graphics, templates, collateral and more can be located in Sharepoint in the [\*\*Marketing Toolbox\*\*](#).

For any specific graphic requests or branding questions contact [\*\*marketing@EnergyCAP.com\*\*](mailto:marketing@EnergyCAP.com).