Co-marketing guidelines

Allume

Hello

Welcome to Allume's co-marketing guidelines.

Allume has produced these guidelines as a reference tool for your use in the creation of co-marketing materials, including:

- Digital marketing

- Joint marketing campaigns

- Collateral

- Event graphics

We ask that you follow these guidelines so that any co-marketing efforts support:

- The protection of individual brands

- An accurate reflection of the commercial relationship

- A timely approval process

These co-marketing guidelines are applicable only if an appropriate Trademark License Agreement has been executed with Allume or written approval has been received.

Content

Allume Energy's purpose

Vision

A world where everyone can access clean and affordable energy from the sun

Mission

Solve problems that matter

Our logo

Logo versions

Here is our brand logo. It's proportions, colours and design should never be altered. It exists in black and green. On a dark background the reverse version is to be used, with or without the yellow rays.

Our logo has two formats, the main one and the condensed version. The later contains only the e and the sun rays.
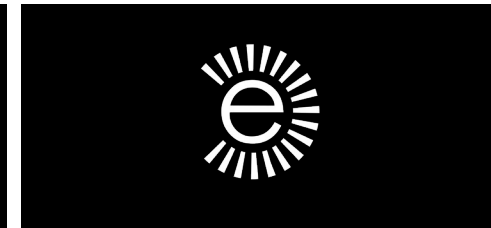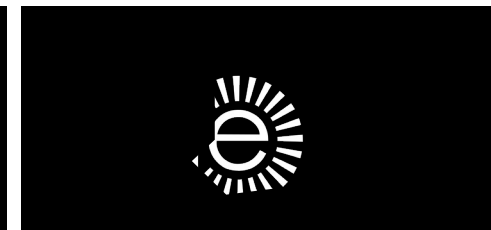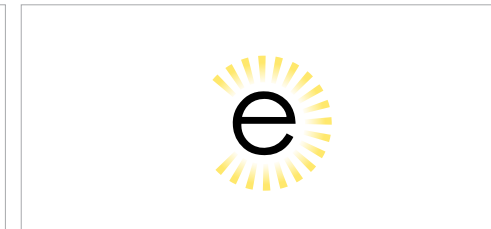
The regular version is to be used as the primary choice, but the condensed version can be used in the footer of a presentation or as a sign-off, if there is not much space at hand.

Download logos here >

Main logo

Condensed logo

Logo Black version

Logo Green version

Logo Reverse version

Logo Reverse All White version

Our logo

Minimum space

Always leave the defined minimum space around the logo. This means that no text or other logos should enter this space. The size of the 'e' from the logo determines the minimum space around the logo, as shown here.

Minimum size

Allume's main logo should never be printed less than 20mm in width, and 70px width for digital.

The condensed version should never be less than 10mm in width, and 30px in width for digital use.

25mm

70px

10mm

30px

Our logo

Authorised backgrounds

Here are the <u>only</u> backgrounds that the Allume logo is allowed to be shown against.

When there is a dark background or photography with a dark filter over it, the white reverse logo is to be used.

White background

Galaxy Black solid

Forest Green solid

Forest Green layer over photography

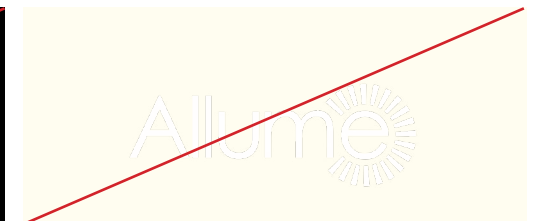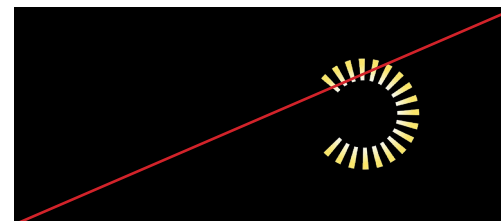Galaxy Black layer over photography

Midnight Sky Blue solid

Misuse

The Allume logo cannot be used on any other background colour, including 'Jade Green' or 'Sunshine Yellow'.

Our logo

Tagline

Here is the Allume logo with its tagline. You should never use a different tagline, unless it has been officially updated and approved. You should not use a different font or design.

Minimum space

Always leave the defined minimum space around the logo with its tagline. This means that no text or other logo should enter this space. The size of the 'e' from the logo determines the minimum space around the logo and tagline, as shown here.

Our logo

Company and product logo

This is how our product logo should be shown with our company logo. These are the only proportions and design allowed.

Allume | **SOLSHARE**

Lock-up of Allume logo with product logo

Allume | **SOLSHARE**

Minimum space

Product logo

The product logo can also be used on its own, as shown here.

SOLSHARE

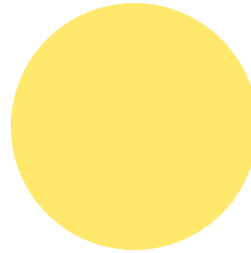Product logo

SOLSHARE

Minimum space

Our colours

Colour values

Here are our brand colours, and they are the only colours to be used. Please use the exact values listed here.
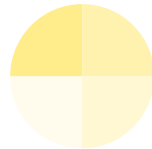
CMYK values are to be followed when creating a document for print.

RGB or HEX values are to be used when creating a digital document to be shown on screen.
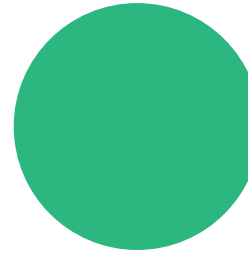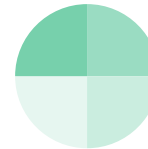
Sunshine Yellow

C0 M5 Y70 K0
HEX FFE86C
R255 G232 B108

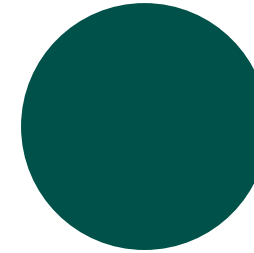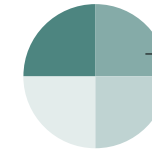### Jade Green

C75 M0 Y70 K0
HEX 24BA80
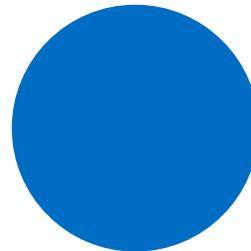R45 G183 B128

Forest Green
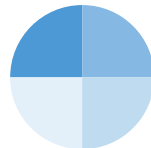
C90 M45 Y65 K35
HEX 005149
R0 G81 B73

You can also use tints of these colours, but make sure the shades used are different enough from one another, as shown here.
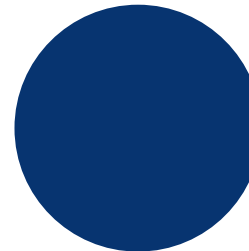
Sky Blue
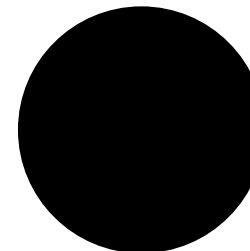
C85 M55 Y0 K0
HEX 006DC4
R0 G109 B196

Midnight Blue

C100 M90 Y30 K15
HEX 073470
R7 G52 B112

Galaxy Black

C0 M0 Y0 K100
HEX 006DC4
R0 G0 B0

Our colours

How to use our colours

Our colours should only be used in the combinations shown here, be it for words or icons. This allows contrast between the shape and the background, and ensures legibility. No other combination is allowed.

These rules of combinations shown here apply to words and icons alike.

A 20% tint of these colours can also be used as a background colour, with dark text over it. This dark text can be 'Galaxy Black', 'Midnight Blue' or 'Forest Green'.

| Meet the SolShare | Meet the SolShare | Meet the SolShare |
| Meet the SolShare | Meet the SolShare | |

Text colour for white background

| Meet the SolShare | Meet the SolShare | Meet the SolShare |

Text colour for 'Jade Green' background

| Meet the SolShare | Meet the SolShare | Meet the SolShare |

Text colour for 'Forest Green' background

| Meet the SolShare | Meet the SolShare | Meet the SolShare |

Text colour for 'Midnight Blue' background

| Meet the SolShare | Meet the SolShare | |

Text colour for 'Sky Blue' background

| Meet the SolShare | Meet the SolShare | Meet the SolShare |

Text colour for 'Galaxy Black' background

| Meet the SolShare | Meet the SolShare | Meet the SolShare |
| | | Meet the SolShare |

Text colour for 'Sunshine Yellow' background

| Meet the SolShare | Meet the SolShare | Meet the SolShare |
| Meet the SolShare | Meet the SolShare | |

20% tint coloured background of these colours

Typography

Print use

Our font for all printed material is Helvetica. It can be used in any weight.

System font

This font is also to be used in Word and Powerpoint, as a default system font is required to be used so that everyone can view the document in the same way when opening it on a different computer.

Helvetica

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

Typography

Digital use - header font

Our title font in a digital context is Montserrat. It can be used in any weight.

This font is also used for pull-out quotes and intro text.

Montserrat

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

Typography

Digital use - body text

Our body copy font in a digital context is Roboto. It can be used in any weight.

Roboto

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

Photography

Requirements

- High quality
- Minimum of 150dpi for digital use and 300ppi for print use
- Bright colours
- Natural light wherever possible
- Good light wherever natural light isn't available

Suitable subjects

- Installation or commissioned SolShare images with safe and tidy set-up
- Construction or commissioned building images with clear blue skies
- Globally iconic buildings or landscapes when it's for a wide audience and local buildings and landscapes when it's regional
- Authentic and realistic human interactions featuring Allume associates and/or partners
- Diverse ethnicities, genders, and occupations that resonant with global audiences
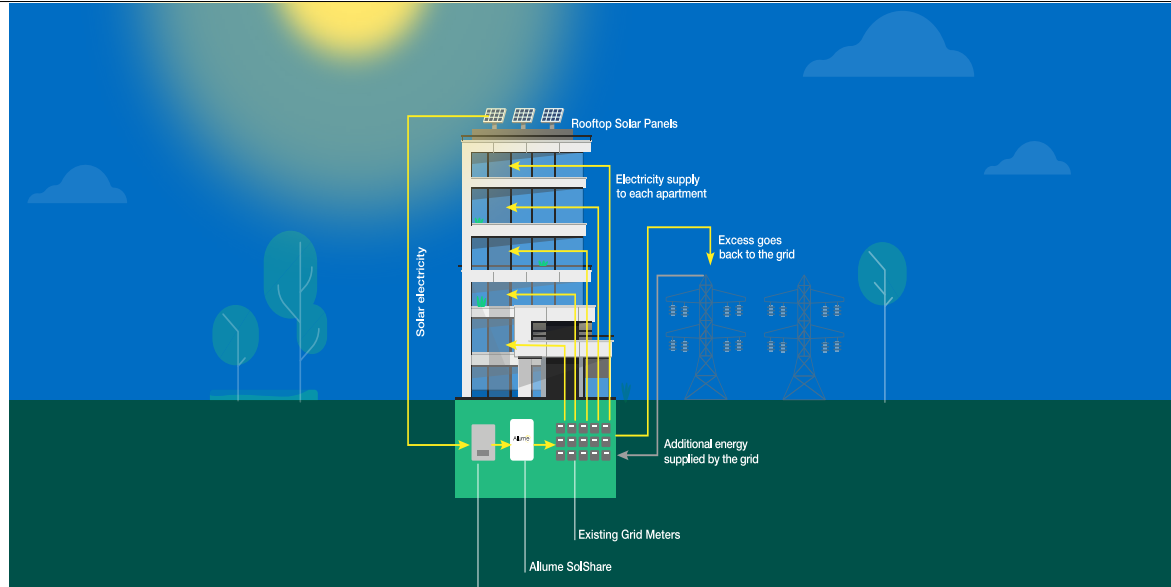
Unsuitable subjects

- Clouds
- SolShare or building images where proper safety equipment is not in use or the environment looks unsafe
- Local buildings, customs or landmarks that may be unfamiliar to a global audience

Illustration

Illustrations

Only pre-approved illustrations should be used to explain or promote Allume's technology. It should be in vector format to ensure high-resolution, and always be in the brand colours and their tints. The background should remain simple, so that the main focus remains on the primary subject at hand.

Rooftop Solar Panels

Electricity supply to each apartment

Excess goes back to the grid

Solar electricity

Additional energy supplied by the grid

Existing Grid Meters

Allume SolShare

Symbols and icons

Symbols and icons play an import role in making the information more accessible and more immediate for the user.

If symbols or icons are used to explain or promote Allume's technology, please adhere to our icon style. Icons should be a thin keyline. It can be used with the 'Yellow Glow' behind.
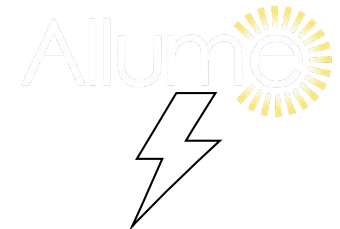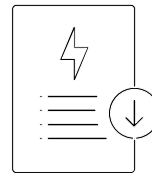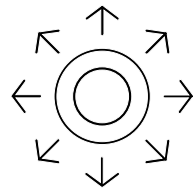
How we talk

Voice and tone

We appreciate the voice and tone of any co-branded marketing materials will vary based on the relationship between our two companies and the goals of the marketing initiative.

For any co-marketing where Allume's brand, products or services play a supporting role, please follow your company's standard voice and reference Allume's brand, products and services as applicable.

For any jointly led co-marketing, messaging should reflect a hybrid of both companies voice and tone, and content should convey the value that each company brings to the relationship.

Sample company introduction

Melbourne-based Allume Energy has developed a system that can deliver solar energy to apartments and businesses in a simple and affordable way. Their Australian Made technology, called the SolShare, enables the power generated from a single rooftop solar system to be shared between multiple apartments or businesses within the same building.

Allume Energy won the Clean Energy Council's Innovation Award in 2020, is a portfolio company of Elemental Excelerator and an alum of Free Electrons and the Melbourne Accelerator Program.

For more information about Allume Energy, please visit allumeenergy.com
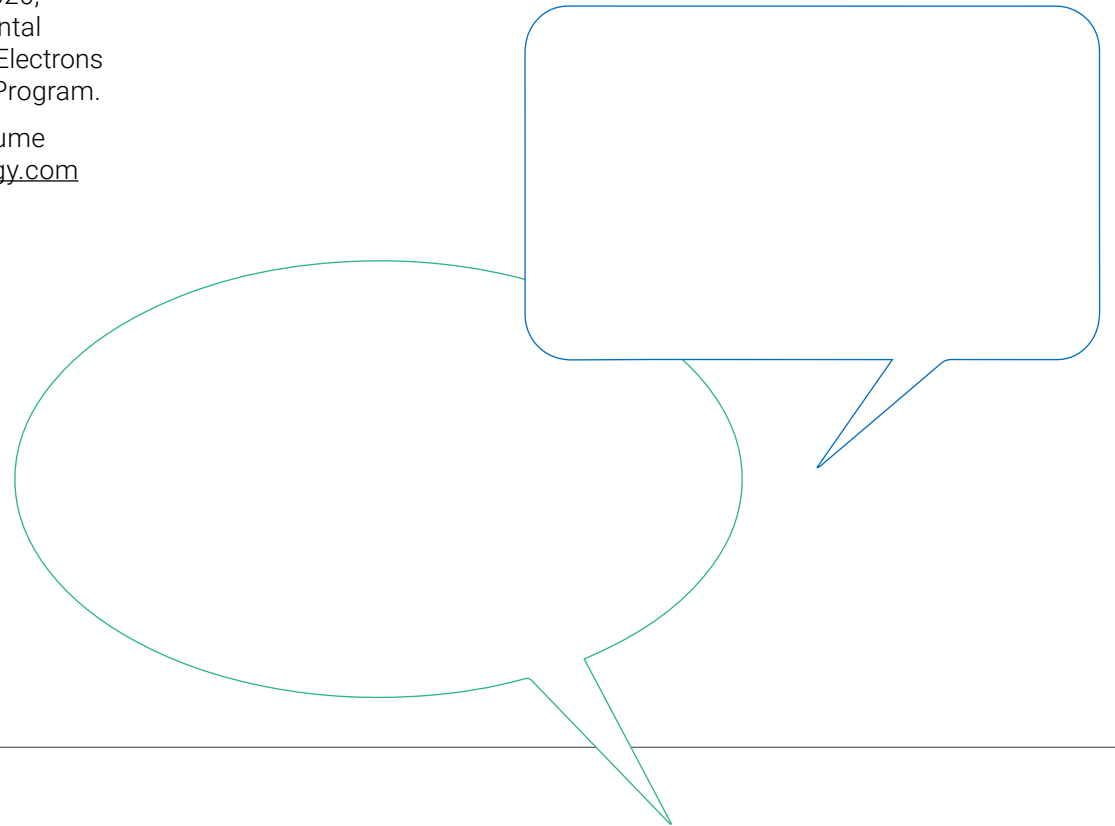
Terms and trademarks

In order to protect the Allume brand and its products, please use the official product names and the trademarks and registration marks in the first reference, where applicable:

Allume™

Allume Energy

SolShare™

The SolShare

Brand in use

Approval process

Allume must approve any co-branded marketing materials before they are released. To support your project deadline, please allow for the following lead times.

Allume Collateral	No approval required
Co-branded Collateral	1 week
Website	1 week
Email Campaigns	2 weeks
Press Releases	2 weeks
Print Advertising	2-3 weeks
Tradeshows/ Conferences	2-3 weeks
Web Advertising	2-3 weeks

Resources

If you have questions about how to use the brand or to start the approval process please contact marcoms@allumeenergy.com.au

Brand assets, including high resolution logos are available to download at allumeenergy.com/document-library

Thanks

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