SWAP MY ENERGY

Brand Guidelines

Version 1.0 | April 2021

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Colour palettes allow us to coordinate our colours across all of our content, our website's design and more. Too much differentiation in the colours we use can lead to confusion and lack of familiarity when it comes to the brand.

It's important that these colours are used throughout any brand visuals to ensure consistency and professional.

Colour Guidelines

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Colour Palette

Hex and Pantone Values

It's important that each colour is used within its correct place to ensure consistency across all forms of visuals.

#202020 PANTONE 447	#3B8083 PANTONE 5483 C	#F3F2F1 PANTONE 7541
Used for logo text, website headers & paragraphs and social graphic content	This is the main accent colour. Used for logo accents, website accents, etc.	Used for page backgrounds, alt logo text, alt social graphic content
CMYK (0,0,0,87)	CMYK (55,2,0,49)	CMYK (0,0,1,5)
RGB (32,32,32)	RGB (59,128,131)	RGB (243,242,241)

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Colour Palette - Website

Residential

PAGE BACKGROUND		#F3F2F1 PANTONE 7541
TEXT/ FOREGROUND COLOUR		#202020 PANTONE 447
ACCENT COLOUR		#00C2CB PANTONE 640

Business

PAGE BACKGROUND		#00C2CB PANTONE 640
TEXT COLOUR		#202020 PANTONE 447
ACCENT COLOUR		#F3F2F1 PANTONE 7541

SWAP
MY
ENERGY
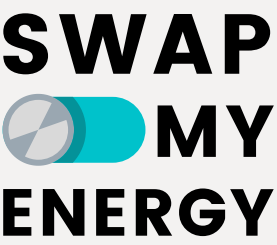
Our Logo

Sizing
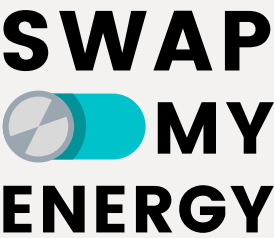
DOCUMENTS
SWAP
MY
ENERGY
7-9% of page width
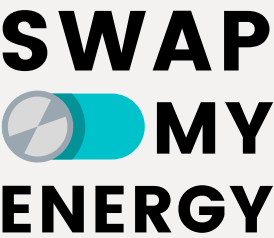
WEBSITE
SWAP
MY
ENERGY
MAX 100px
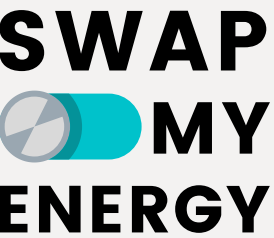
SOCIALS
SWAP
MY
ENERGY
See social section

Styling

COLOURS
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ENERGY
Avoid conflicting colours
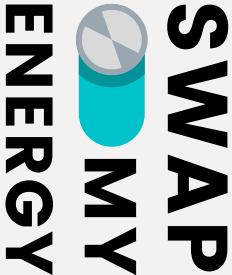
ROTATION
Avoid rotating the logo

EFFECTS
SWAP
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ENERGY
Avoid any image effects on the logo
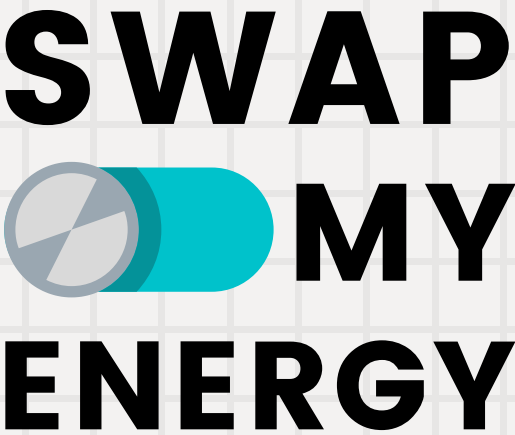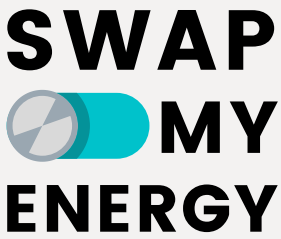
File Format

DOCUMENTS / BRANDING
Vector (.svg)

WEBSITE
PNG (.png)

SOCIALS
PNG (.png)

SWAP
MY
ENERGY

SWAP
MY
ENERGY

SWAP
MY
ENERGY

LIGHT
THEMES

SWAP
MY
ENERGY

DARK
THEMES

SWAP
MY
ENERGY

BUSINESS
MODE

SWAP
MY
ENERGY

BLACK
AND WHITE

SWAP MY ENERGY

Typography Guidelines
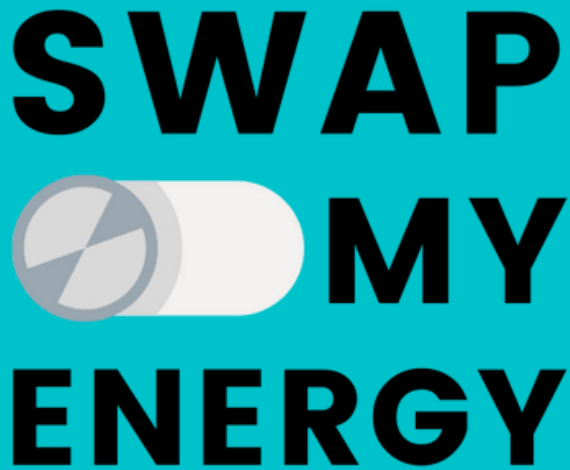
Headings
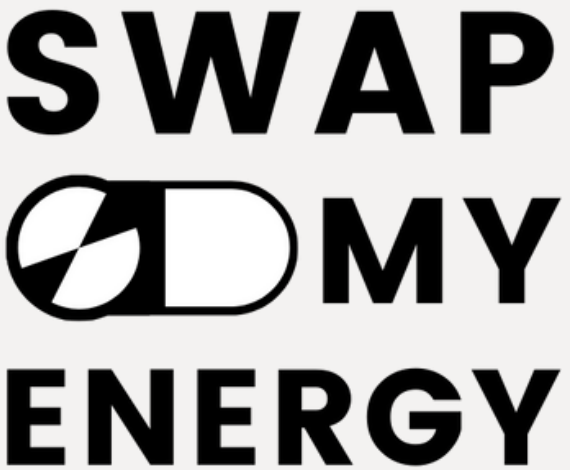
Inter Bold

Inter Bold

Poppins Medium

Inter Bold

Poppins Medium

Poppins Medium

Paragraph

Inter

SWAP MY ENERGY

Photography Guidelines

SUBJECT

The subject manner is related to energy and any photographs we use should show energy in some way. Examples include: powerlines, lightpulbs and wind turbines.
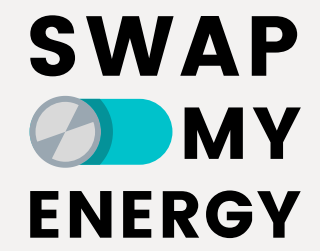
COMPOSITION

It is important to keep in mind that an image may be used on various different social media platforms therefore it is important to make sure it displays correctly on all of those platforms.

TONE

It is important to show ourselves as friendly but professional. All images we use should be upbeat and positive..

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On Brand Photography

Here are examples of photographs we might use for our brand.

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Photography Guidelines

SCALING

It's important to avoid any blurry or pixelated imagery. Therefore, large images are ideal and avoiding scaling images is important.

EFFECTS

Avoid using any effects on images which drastically change the tone of the image .

ROTATION

Avoid unneccessary rotation or flipping of images.