



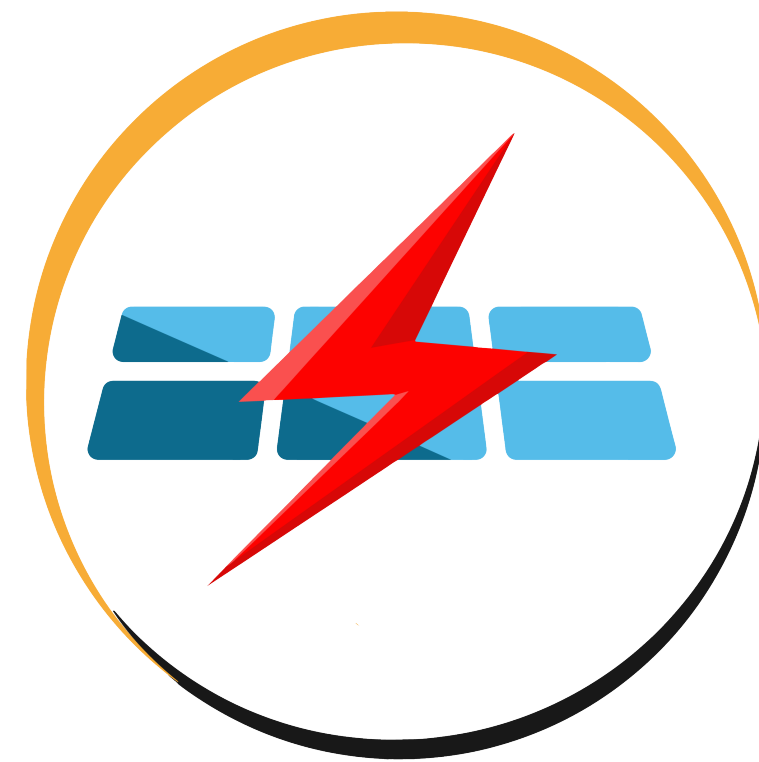
POWER TRUST

Brand Document

Table of Content

INTRODUCTION	01
LOGO IDENTITY AND USAGE	02
GREYSSCALE LOGOS	03
WRONG USAGE	04
PRIMARY COLOURS	05
TYPOGRAPHY.....	06
STATIONERY GUIDELINE	07

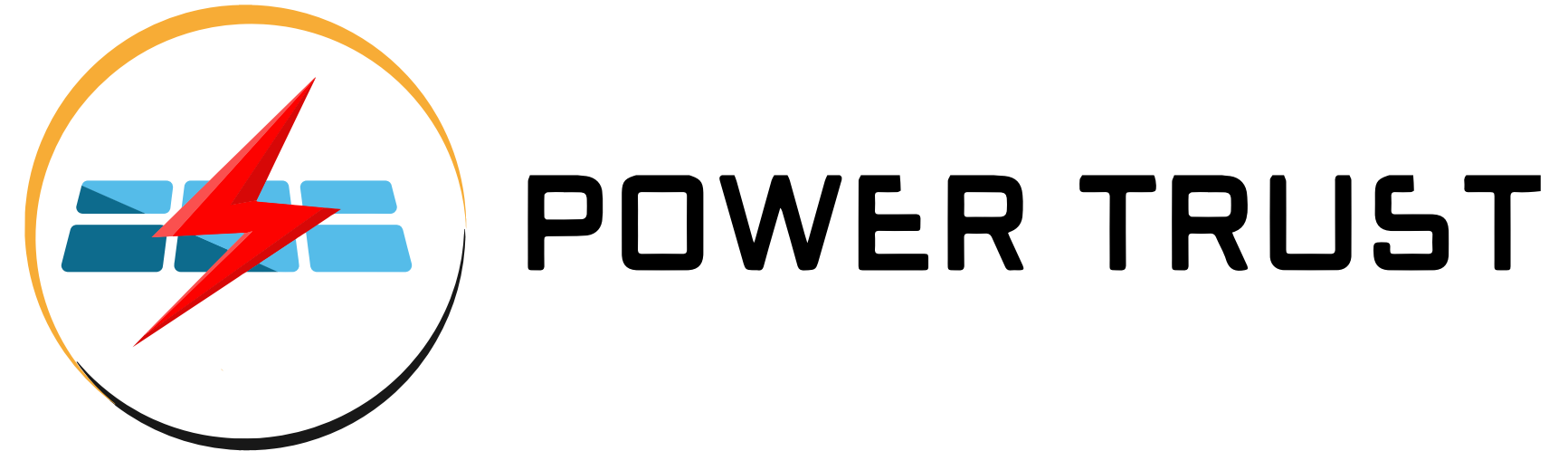
Introduction



POWER TRUST

These brand guidelines define the branding philosophy and provide the rules that should be applied when using the Power Trust Identity to be approved by the partners. Where conflict of philosophy emerges, a common parameter will need to be negotiated across the partners for standard application, subject to amended approvals agreed by partners on a case by case basis.

Primary Logo



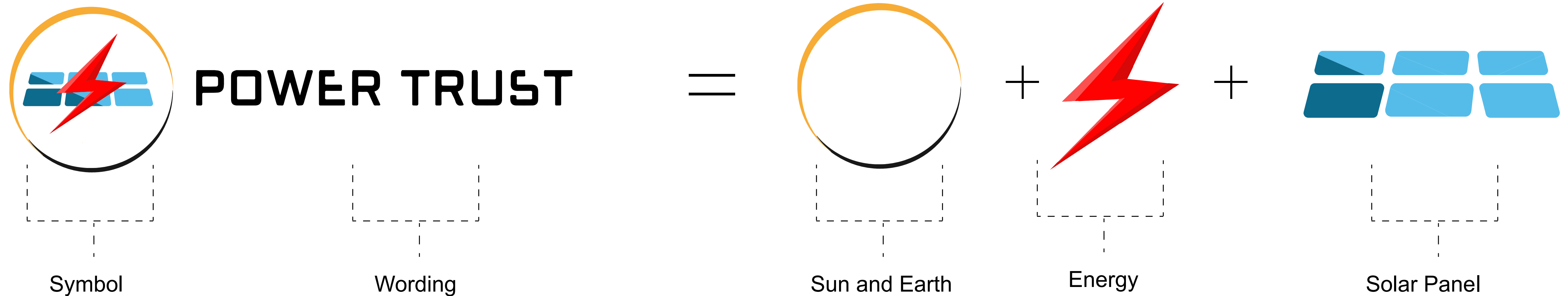
Logo Variaton



NB: Only approved digital files of the logos may be used. The logos shall not be recreated, regardless of the situation.

Please refer to the colour palette for the correct colour specfications. Always use the correct specified colour to ensure visual consistency.

Logos and Elements



Rationale

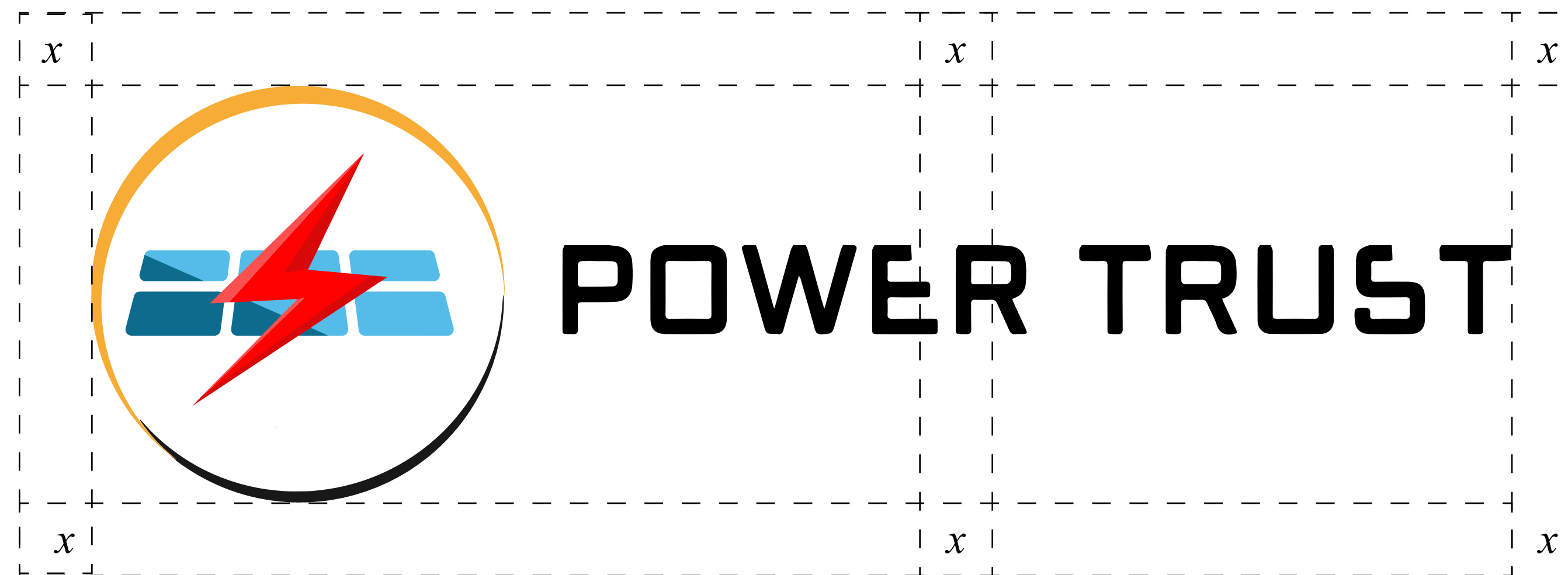
Inspired by our Product, the logo encompasses various elements: The Orange Crescent shape represents the Sun which is the source of energy for our solar panels. The Black Crescent shape represents the earth. The Red Bolt represents the electricity produced. The Blue shapes represents the solar panels.

The relationship between the signature elements is pre-determined and fixed. Do not, under any circumstances, alter the proportions, placement of any of the signature elements independently or attempt to create the logo for reproduction.

Logos Specifications

A specific area of non-interference, or clear space, and minimum size requirements have been established to protect the Power Trust Identity. Adhering to these clear space, height and minimum size requirements will ensure that the identity is always represented consistently and correctly. For high visibility and an uncluttered presentation, a specific area of noninterference must be maintained around the whole logo.

Determine the minimum amount of clear space for the logo by measuring the height of the Logotype in the Wanda Synergy mark (x). An area equal to same height (x in the diagram) should be kept clear on all sides of the logo. It is important that all parts of the logo can be easily read in every application. For this reason, the logo is not reproduced where the WESTON word mark measures smaller than 0.894". There are no maximum size restrictions as long as the clear space requirements are met.



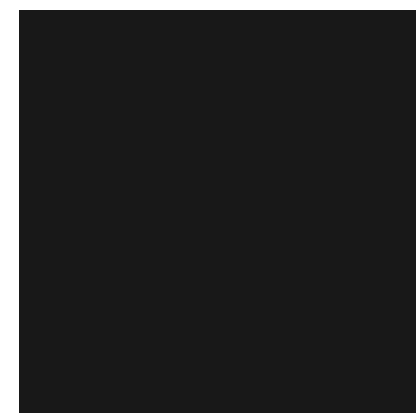
Colour Palette

The color palette includes colors that are an integral part of the identity system. Colors, carefully applied, will impart a consistent look and feel to Power Trust Brand communications at all touch points.

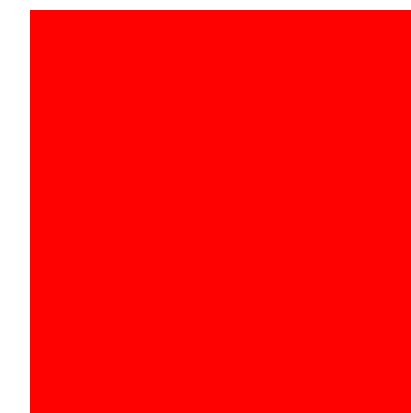
When selecting a color from the palette, the primary colors should be predominant in design elements and type. The accent color should be used sparingly for emphasis only-to add value or cast subtle spotlight on a phrase or visual



C	M	Y	K
5	38	82	0
R	G	B	
242	155	39	#F29B27



C	M	Y	K
69	55	57	71
R	G	B	
24	24	24	#181818



C	M	Y	K
2	96	92	0
R	G	B	
253	2	0	#181818



C	M	Y	K
69	4	1	0
R	G	B	
85	188	233	#55BCE9

Typography

Arial - Header

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Black - Header

Arial - Subtitle

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Bold - Subtitle

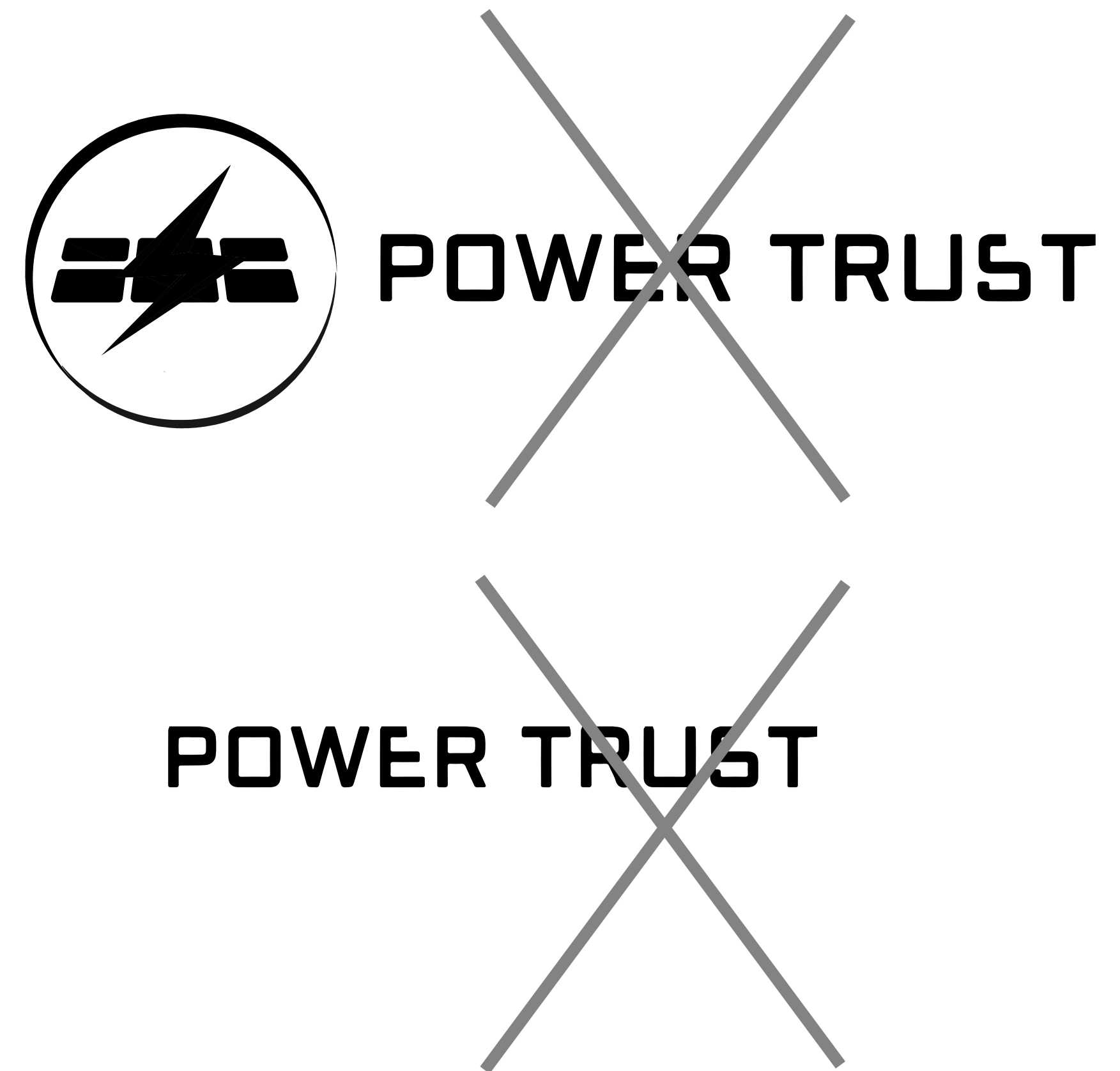
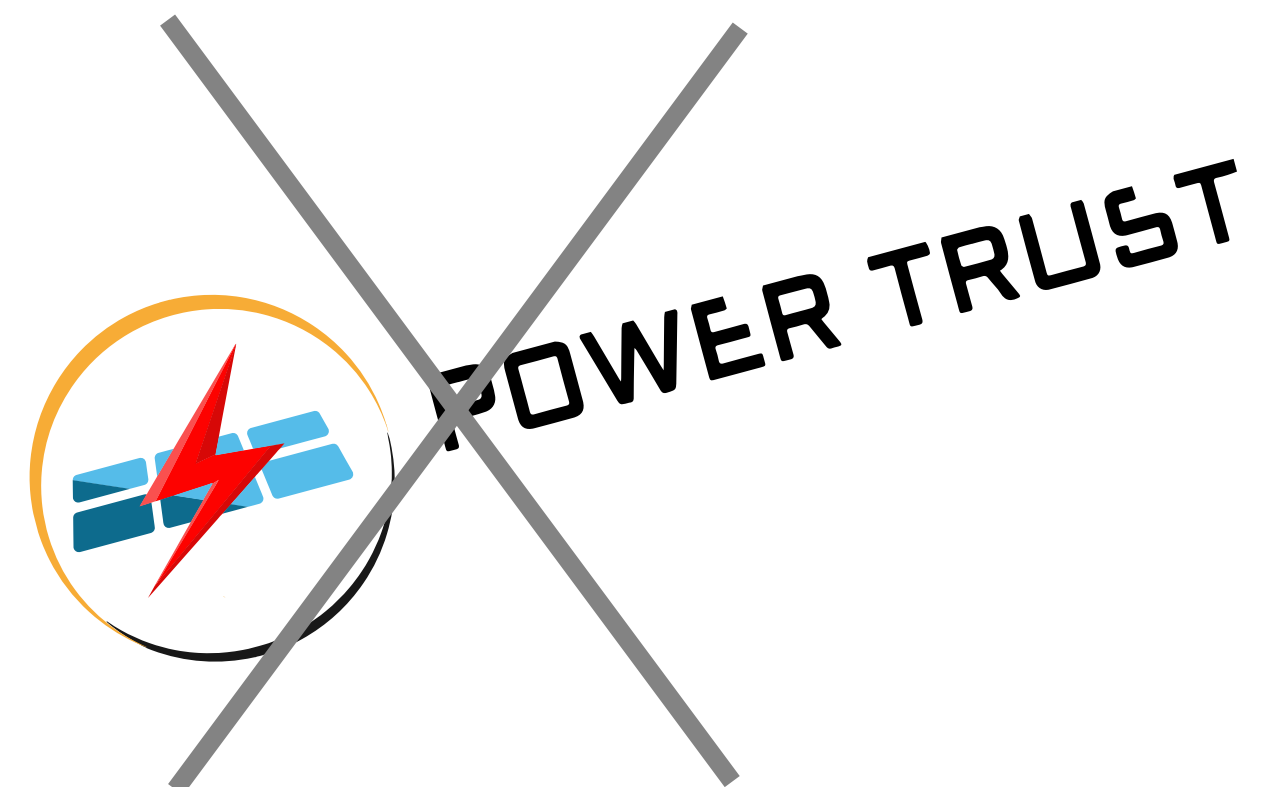
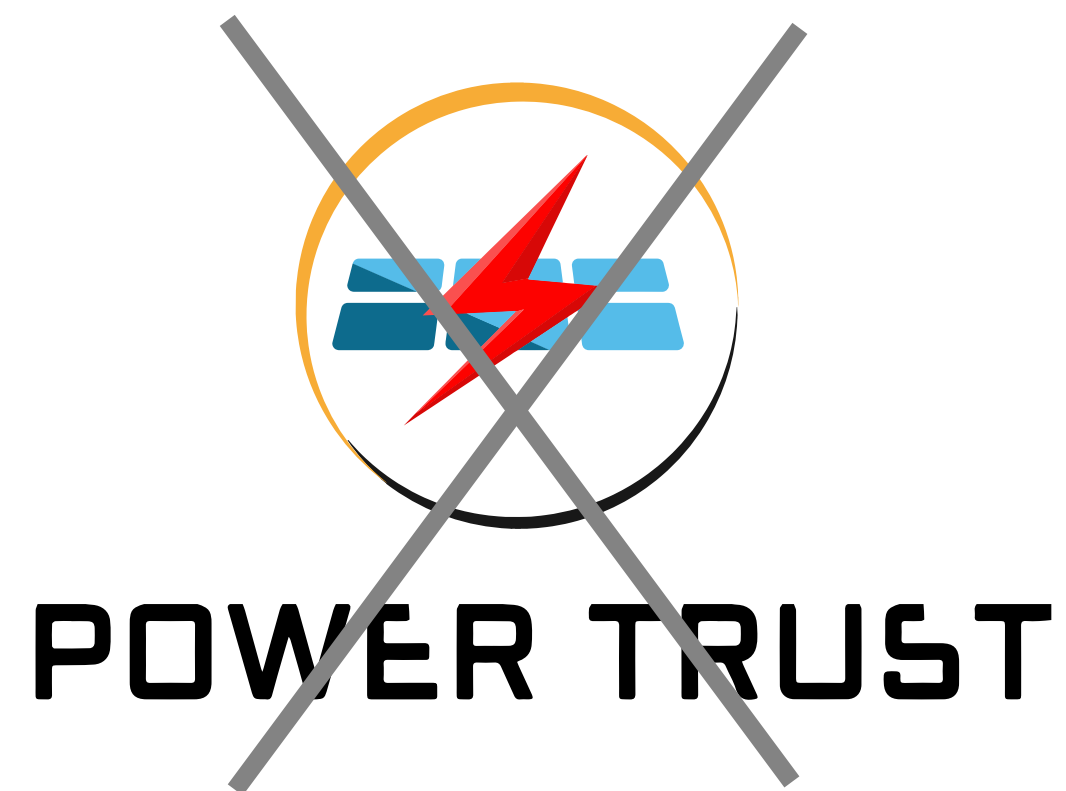
Arial - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

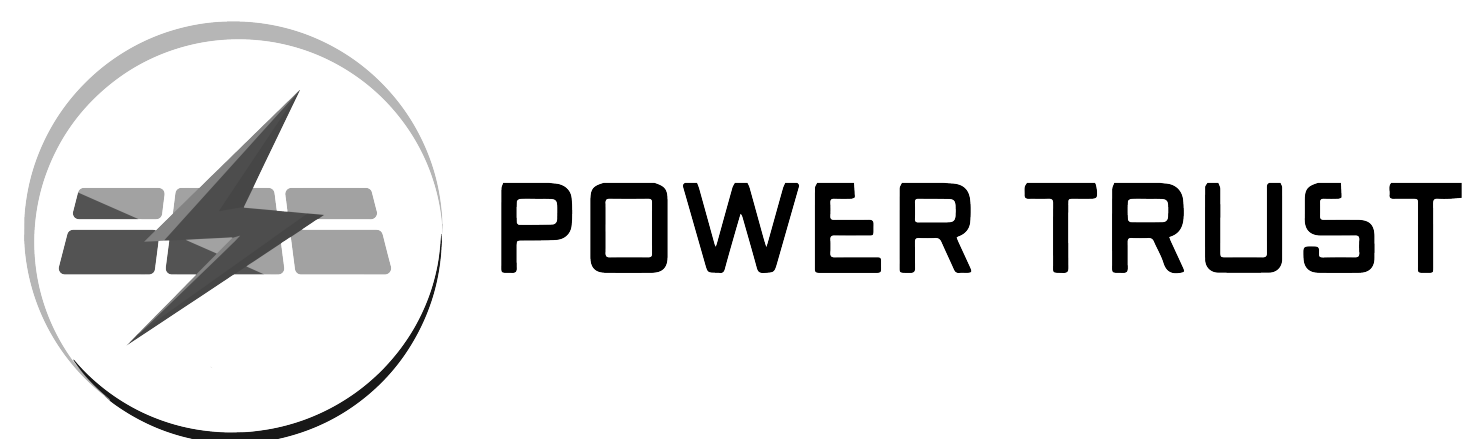
Arial - Regular

The font families should have an ample range of respectable weights which enables it to express a diverse range of emotional tones — from subtle paragraphs to loud headlines. Discipline

Wrong Application



Greyscale Logo Variatons



Stationery Element



This element can be used sparingly on office stationery and other print documents.



POWER TRUST