



STYLE GUIDE

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WELCOME.

Since you are holding this guide and reading these words, we're trusting you with our very identity: our brand.

We aren't interested in all of the buzzwords, catchphrases and marketing jargon surrounding the word brand, but we do care about what people think of us. We care about our reputation and we care about building great relationships.

The following pages contain our guidelines, rules, and handy tips that we hope will help you communicate our values, realise our vision, and reinforce our brand.

It is impossible to predict every situation, brand execution, or implementation, but this guide will help refine your approach.

Welcome to the UNIfied family.

WHAT’S INSIDE

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- 004. Intent of this guide

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INTENT OF THIS GUIDE

This style guide is a reference for our internal design team, suppliers, and others who are authorised to work with the UNIfied Energy Services brand.

The standards, guidelines, and references within this document are grounded in the years of research, experimentation, and brand execution that have preceded our new brand look and feel.

Our intent with this guide is not to restrict creativity and innovation: it is far from it. We believe in the creative spirit with innovation as one of our core values.

What we strive for is a coordinated, consistent, and effective brand presence in everything we create. If we make something, we want to make sure that people know where it came from.

While some of our brand executions and graphics have been standardised, these are not intended as the focus of this guide. Each one of our execution templates have internal documentation that is easy to update, follow and implement in today’s digital environment.

Instead, the focus of this guide is to empower you, the creative, with the elements you need to create. By utilising these tools, resources, and adhering to the guidelines within, you’ll create designs that look like the UNIfied brand, every time.

Please refer back to this guide often. We believe that our style guide is a living document. It should evolve over time, just as our brand inevitably will.

If you have any questions concerning the content of this guide, please don’t hesitate to reach out to our Design Team at work@moworks.com.au

ABOUT THE BRAND

BRINGING AUSTRALIA'S BEST ENERGY SOLUTION

UNified Energy is committed to providing cost-saving and sustainable energy solutions which deliver results for Australian businesses.

Within this section, you will learn who we are, what we stand for, and what we aim for.

With trusted expertise for over 10 years, we provide advice and resources to help thousands of Victorian homes and businesses be more energy efficient and save on power bills while building a more sustainable future - creating a better future for all.

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About Us

Page 7

Our Values

Page 8

Brand Personality

AUSTRALIA'S LEADING ENERGY PROVIDER

Supplying Australians and businesses with a range of renewable energy solutions that deliver financial savings, carbon reductions, and energy independence.

UNified Energy has been in the industry since 2012. Committed to becoming Australian businesses and homes' smart energy savings partner, we offer 100% Australian high-quality products to help reduce costs and achieve everyone's sustainability goals.

We are committed to sustainability. We continue to play our part in contributing to sustainability by providing energy-efficient solutions to Australian businesses and homes - creating a better future for all.

UNIFIED ENERGY SERVICES

OUR VALUES

- UNified promises quality and support in an end-to-end customer experience.
- UNified is constantly striving for quality products and innovative solutions that can improve energy savings and sustainability for businesses and homes.
- We are experienced, helpful, and care about the quality of our service.
- We are transparent in our engagement. We make sure our customers have a peace of mind when partnering with us.





OUR BRAND PERSONALITY

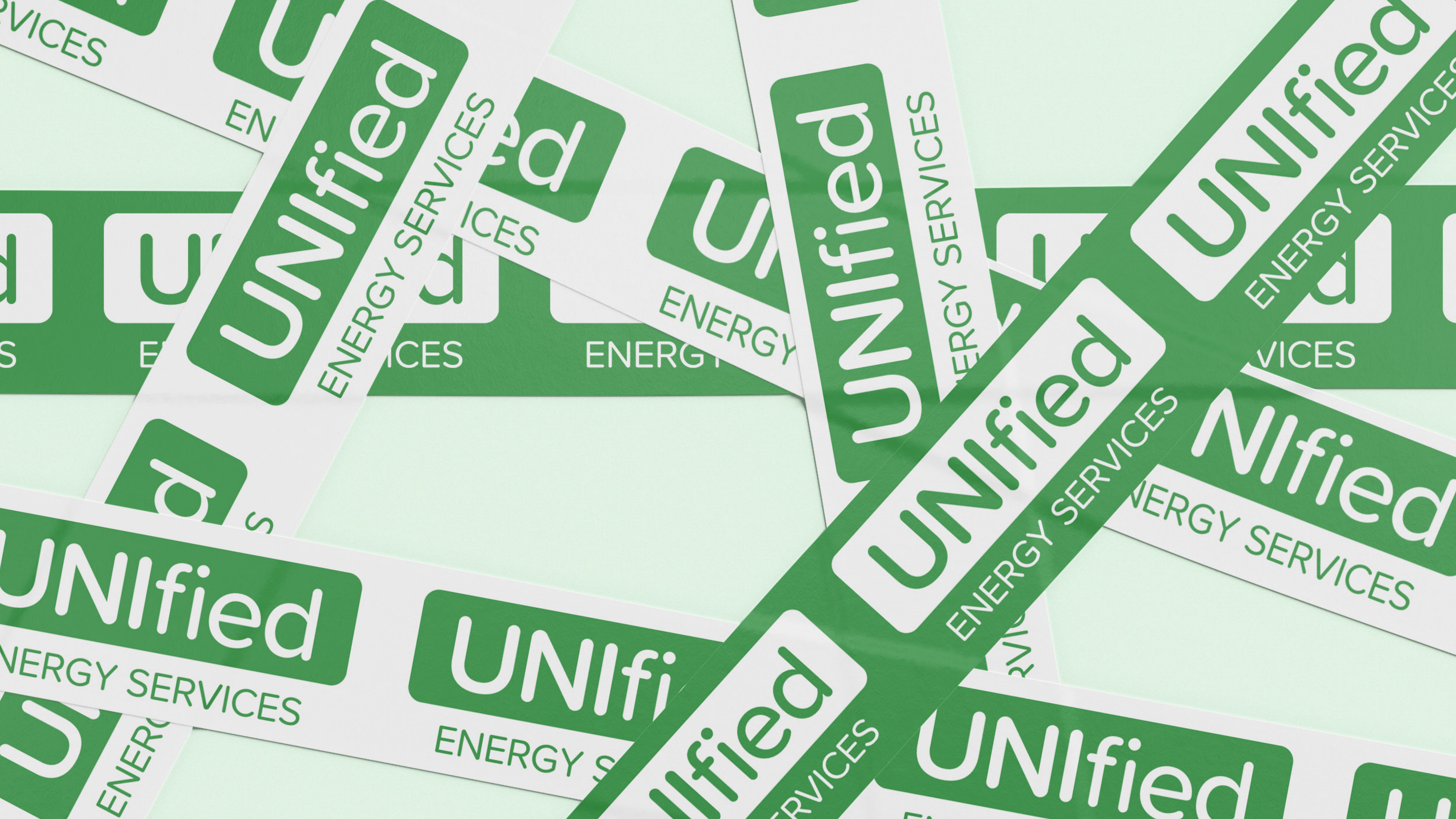
HELPFUL
COMPETENT
EXPERIENCED

We are dedicated to helping our customers with all their needs, ensuring they are satisfied with the product and service.

We care about the quality of our service and offer reliable products supported by reviews from past customers. We are an industry leader, backed by both data and positive customer experience.

We have extensive experience in the field, and so customers can rest assured that they're getting the best with us. We are expertise in all areas of operation from sales to installation to maintenance.

One of the marvellous things about community is that it enables us to welcome and help people in a way we couldn't as individuals.



BRAND LOGO

THE HEART, SOUL,
AND CENTRE OF OUR
BRAND IDENTITY.

Our logo is how people will tell us apart within a crowded industry. It’s a promise of quality, consistency, and reliability.

As such, it is vital that our logo is presented correctly in every execution. This section covers these guidelines in detail.

Any use of our brand logo outside of or conflicting with the contents of this section will be considered unauthorised.

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Logos Lockups

Page 14

A Scalable System

Page 15

Logo Size

Page 16

Clear Space

Page 17

Colour Variations

PRIMARY LOCKUP

The brand logo identifies the UNIfied brand as a whole. Use this logo to represent individual locations, projects, merchandise, and wholesale operations.

Designed specifically to be space efficient, the primary lockup is a perfect fit for wide, short areas. It is a carefully created piece of locked artwork that should not be altered.



BADGE LOCKUP

The badge lockup is designed for square or circular areas where symmetry is desired.

This can be used in conjunction with the primary brand simultaneously. For example, on packaging, the horizontal lockup can be used as the primary identifying logo, and this lockup can be used as a closure seal/sticker.



BRAND MARK

When subtlety is desired, the UNified icon can be used in place of a full brand logo lockup. When this mark is used, ensure that our brand name is visible near or in relationship with the icon. This will help reinforce brand recognition.





Primary Lockup



Badge Lockup



Brand Mark

A SCALABLE IDENTITY SYSTEM

Trying to fit the same mark simultaneously on a billboard or on the bottom of an mug is a challenge. Our identity system is designed for flexibility, consistency, and brand recognition.

We have provided different logo lockups that should cover every space imaginable. Instead of trying to fit a logo into a space that is too small or crowded, simply use a different version for maximum visual impact and clarity.

When using the icon-only mark, ensure that our brand name is visible near or in relationship with the icon. For example, a mug bearing the icon design on the inside of the cup should have a hang tag or box which displays our brand name legibly. This will help reinforce our brand recognition across multiple touchpoints.

LOGO SIZE

Maintaining optimal and minimal logo sizing is vital to the legibility of the mark and overall brand recognition.

The execution will often dictate the right logo size. However, in order to maximize legibility, try to use the largest size (within reason) for each logo version listed. In some circumstances, it may be acceptable to use the minimum size.

Never reproduce our logos smaller than the minimum sizes listed on this page.



Primary Lockup
Minimum height is 10m for print and 64px for digital applications.



Badge Lockup
Minimum height is 5m for print and 32px for digital applications.



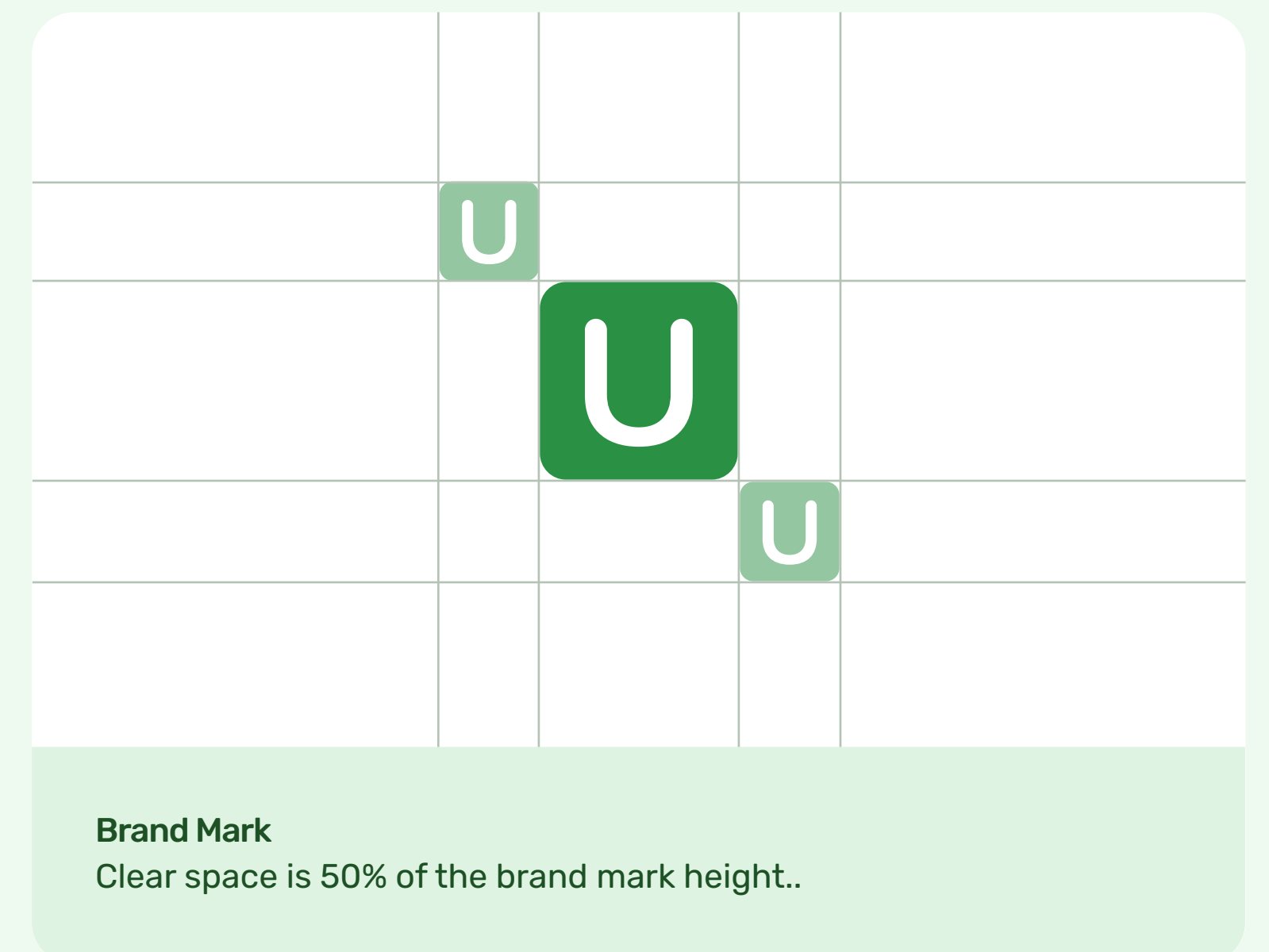
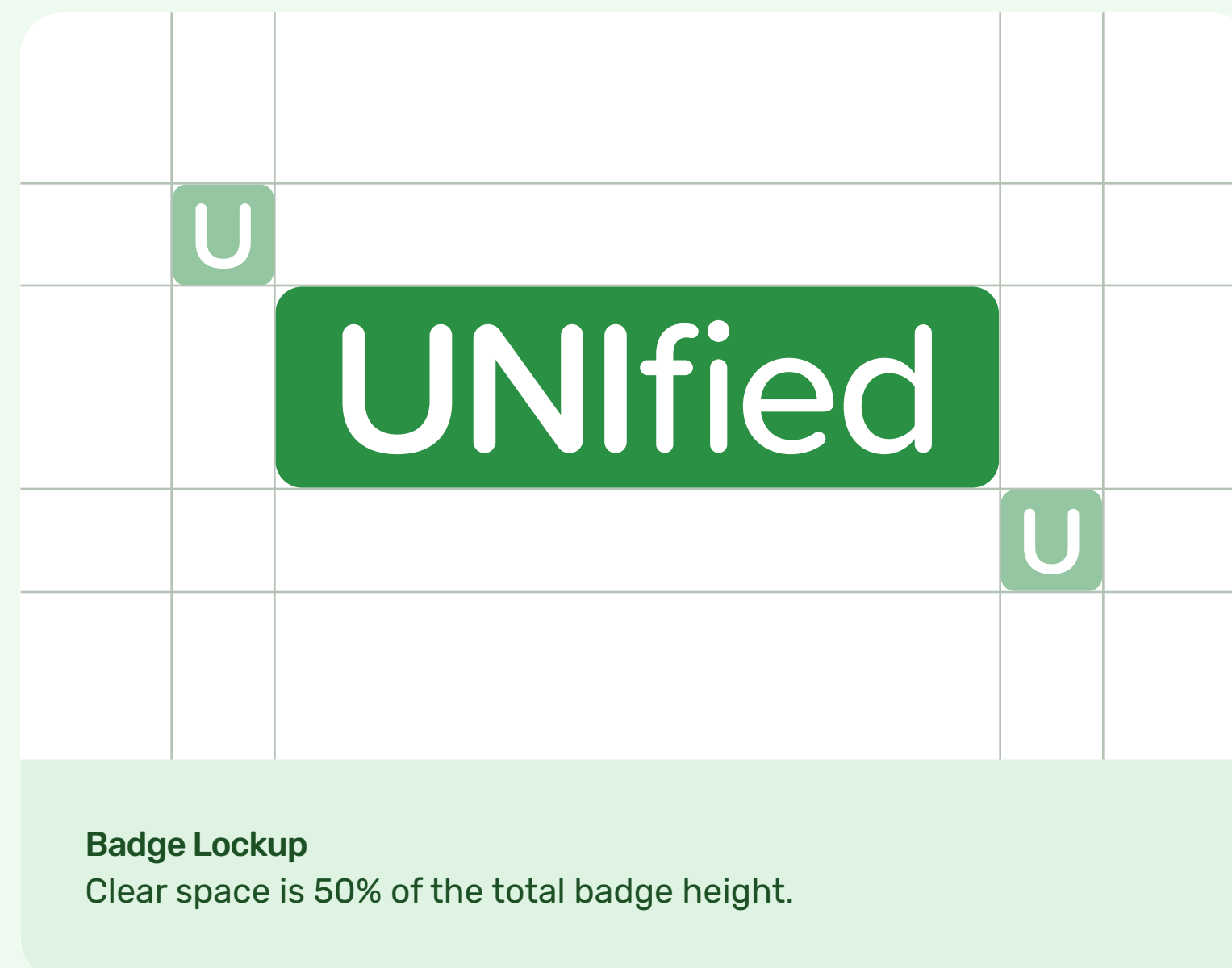
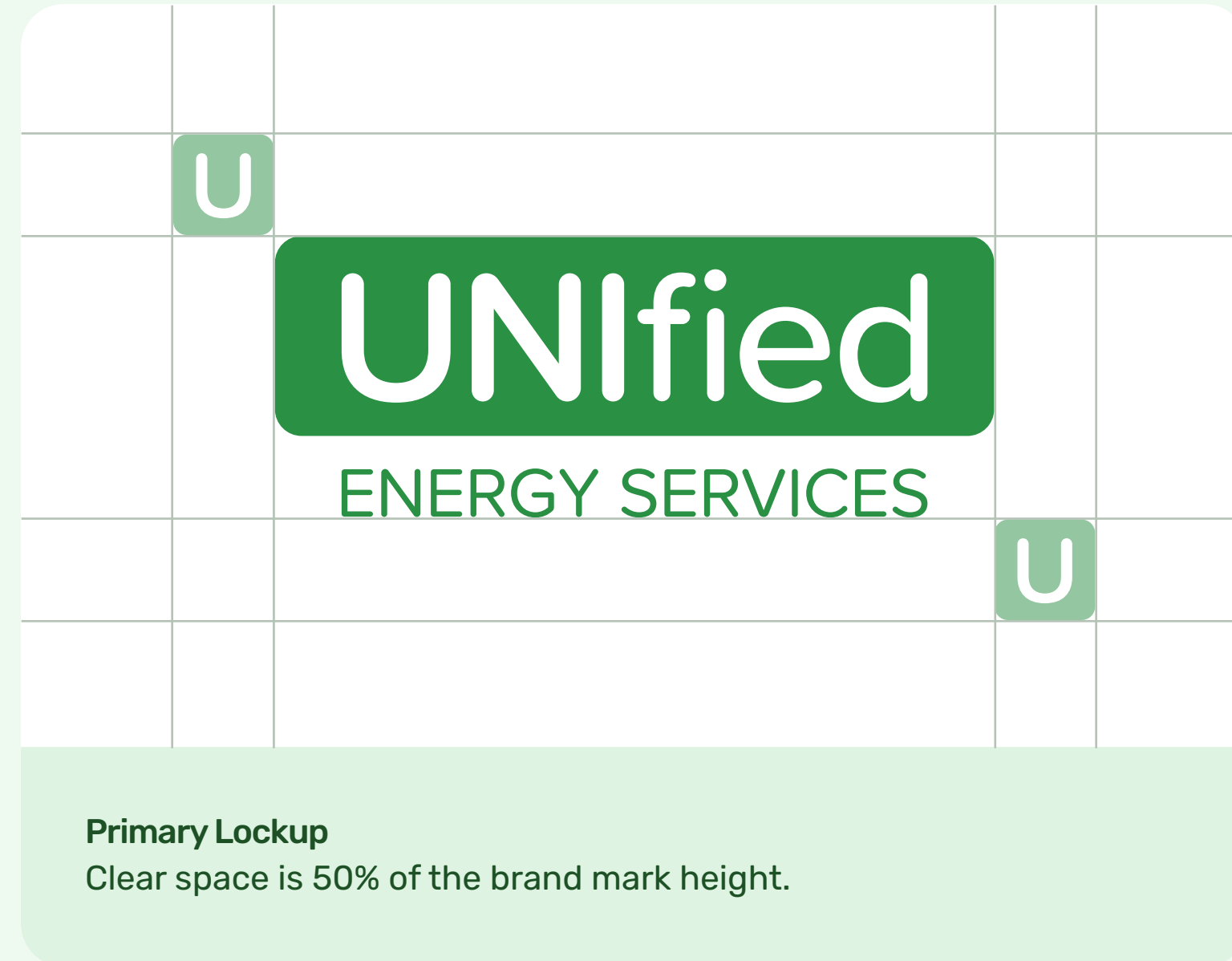
Brand Mark
Minimum height is 5m for print and 32px for digital applications.

CLEAR SPACE

Clear space, or negative space, is the area that surrounds the logo that is completely clear of any other graphical element. Clear space helps the logo stand out from the rest of the elements on the page and ensures legibility, even at small sizes.

As a general rule, the more clear, or negative, space around the logo, the better.

At a minimum, there should be clear space equal to the height of the UNIfied icon on all four sides of the logo. Using an element from the logo as a unit of measurement ensures enough clear space at any size.



COLOUR VARIATIONS

Each brand logo lockup has several colour variations for use on different background types, tones, and colours.

When in doubt, use the most legible version of the logo for the available background.

For printed executions, special care should be given to ensure logo legibility on the final media or material used.



Full Colour - Light

The use of the Full-colour version should always be on a light background.



Colour - Dark

On Dark Backgrounds the white version should be use.



Colour - Light

Any of the primary brand colours can be use in this application.



Black and White - Dark

On Black backgrounds, the logo should always be white.



HELPING
AUSTRALIAN
BUSINESS
SAVE ON
COSTS
SINCE 2012

UNified
ENERGY SERVICES



BRAND COLOURS

COLOUR SETS US APART
& HELPS TO INVOKE
EMOTION.

The colours we have chosen for our brand are a key factor in differentiation and brand recognition.

As such, it is vital that our colours are reproduced faithfully and combined in the right way. This section covers these guidelines in detail.

Any colour outside of those outlined within this section will be considered unauthorized.

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Primary Palette

Page 21

Neutral Palette

Page 22

Secondary Palette

Page 23

Gradients

50 #DEF3E1	<div>Primary Green</div> <div>PMS 7740</div> <div>CMYK: 81, 20, 100, 6</div> <div>RGB: 52, 143, 65</div> <div>HEX: #348f41</div>	50 #FFEED8	<div>Primary Orange</div> <div>PMS 144</div> <div>CMYK: 3, 55, 100, 0</div> <div>RGB: 241, 138, 0</div> <div>HEX: #F18A00</div>
100 #ACE1B4		100 #FFD59E	
200 #7ACF87		200 #FFBC65	
300 #59C369		300 #FFAB3E	
400 #3FB050		400 #FF9B17	
500 #348F41		500 #F18A00	
600 #287033		600 #BC6B00	
700 #1D5125		700 #894E00	
800 #123317		800 #563100	
900 #0B1F0E		900 #331D00	

PRIMARY COLOUR PALETTE

- The consistent use of colour is vital for effective brand recognition.
- Our brand should always be represented in one of the colours on this page, aside from specific recommendations within this guide.
- Do not use any other/unauthorised colours.
- Use of the Pantone Matching System is highly recommended to ensure colour consistency across any and all touchpoints. If Pantone colour matching is not available or out of budget, please take great care to match the hues above precisely.
- We prefer a natural matte/uncoated paper stock, so always match to the Uncoated Pantone book.



NEUTRAL COLOUR PALETTE

The consistent use of colour is vital for effective brand recognition.

Our brand should always be represented in one of the colours on this page, aside from specific recommendations within this guide.

Do not use any other/unauthorised colours.

Use of the Pantone Matching System is highly recommended to ensure colour consistency across any and all touchpoints. If Pantone colour matching is not available or out of budget, please take great care to match the hues above precisely.

We prefer a natural matte/uncoated paper stock, so always match to the Uncoated Pantone book.

Accent Lime
CMYK: 24, 0, 95, 0
RGB: 207, 244, 50
HEX: #CFF432

Accent Lemon
CMYK: 8, 0, 90, 0
RGB: 244, 237, 50
HEX: #F4ED32

Success
CMYK: 76, 0, 68, 0
RGB: 16, 185, 129
HEX: #10B981

Warning
CMYK: 2, 43, 100, 0
RGB: 245, 158, 11
HEX: #F59E0B

Error
CMYK: 0, 89, 76, 0
RGB: 239, 68, 68
HEX: #EB1616

SECONDARY COLOUR PALETTE

The consistent use of colour is vital for effective brand recognition.

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Do not use any other/unauthorised colours.

Use of the Pantone Matching System is highly recommended to ensure colour consistency across any and all touchpoints. If Pantone colour matching is not available or out of budget, please take great care to match the hues above precisely.

We prefer a natural matte/uncoated paper stock, so always match to the Uncoated Pantone book.

Accent Colour
CMYK: 51, 79, 0, 0
RGB: 140, 71, 164
HEX: #348F41

Accent Colour
CMYK: 2, 43, 100, 0
RGB: 245, 158,11
HEX: #F59F0B

CMYK: 51, 79, 0, 0
RGB: 140, 71, 164
HEX: #CFF432

CMYK: 8, 0, 90, 0
RGB: 244, 237, 50
HEX: #F4ED32

GRADIENTS

The consistent use of colour is vital for effective brand recognition.

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We prefer a natural matte/uncoated paper stock, so always match to the Uncoated Pantone book.



TYPOGRAPHY

WE ARE OBSESSED
WITH THE BEAUTY OF
TYPOGRAPHY.

Few things communicate the look and feel of a brand more clearly than the way letters, numbers, and symbols are put together. We believe typography should strike a balance between legibility and interest.

This section will cover approved typefaces, the way we use typography to communicate clearly, and some helpful usage tips.

Any typeface not referenced in this section will be considered unauthorized for use.

Page 26	Primary Typeface
Page 27	Weights

RUBIK

The typeface we chose
for all brand executions.

A WORKHORSE SANS-SERIF

Rubik is eye catching, but its ‘design trick’ does not go overboard. The typeface is tame enough to be used in corporate identity work, while remaining exciting enough for editorial designers. It is a free and open source: As such, neither paid licenses nor accreditation are required for use.

Acceptable Alternatives

Rubik should be used for every brand execution. In rare circumstances, however, we recognize it is not realistic to use custom fonts. In which case, system default sans-serif fonts should be used: Helvetica and Arial, respectively.

Note: this should not occur frequently.

HIERARCHY & WEIGHT

Rubik is a variable-weight typeface, which means you are able to customize weights and angles to create an infinite number of weights. That being said, we typically stay within these four weights.

Use contrast between heavy and lighter weights to communicate relevant importance, otherwise known as hierarchy of information.

Rubik Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,'"-;:!)?&

Rubik Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,'"-;:!)?&

Rubik Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,'"-;:!)?&



VISUAL STYLE

INGREDIENTS FOR ON-BRAND LAYOUTS AND COMPOSITION

While brand consistency relies heavily on logo usage, colour, and typography, we recognize that these are not the only elements within a brand identity design system.

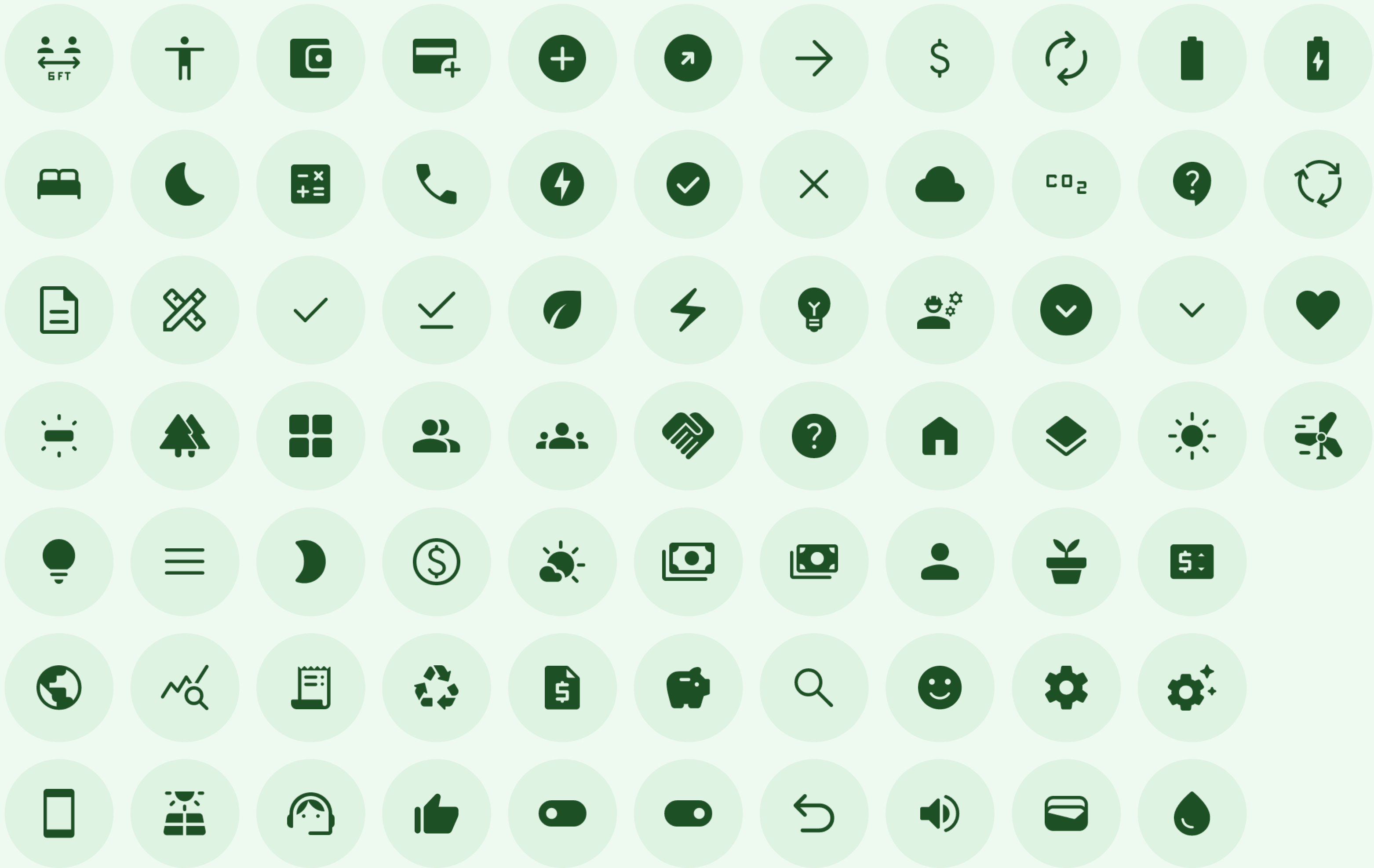
This section contains references to approved visual elements like icons, illustrations, patterns, frames and more.

Page 30	Iconography
Page 32	Photography

ICONOGRAPHY

Iconography is integral to our merchandising, packaging, website, and wayfinding. We are using the Google Icon System; when using it ensure to pick the rounded group with these customization values:

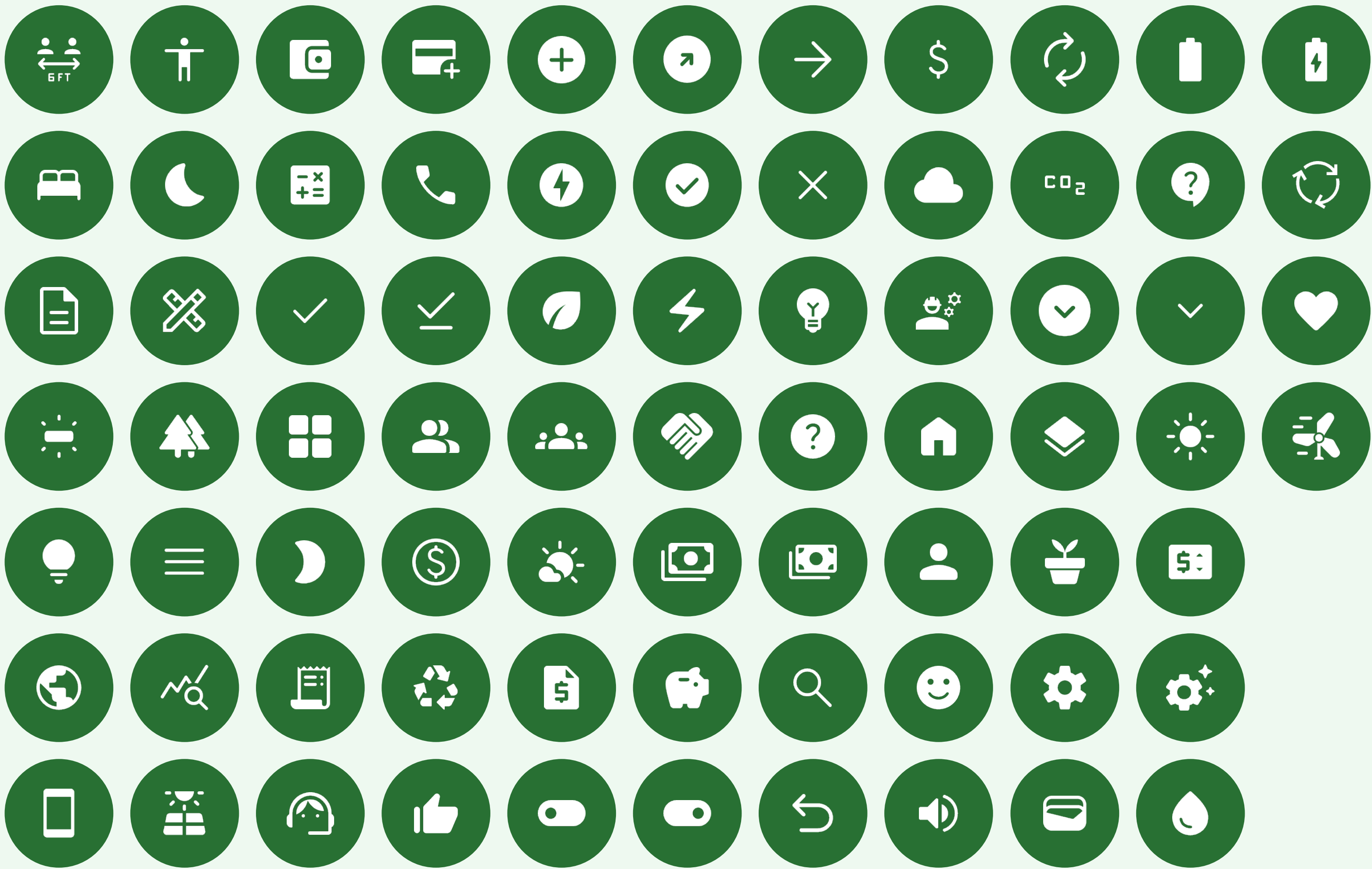
Fill: 1
Weight: 400
Grade: Normal
Optical size: 48px



ICONOGRAPHY

Iconography is integral to our merchandising, packaging, website, and wayfinding. We are using the Google Icon System; when using it ensure to pick the rounded group with these customization values:

Fill: 1
Weight: 400
Grade: Normal
Optical size: 48px



PHOTOGRAPHY

Fresh, But Grounded

Brand photographs should feel clean, fresh, and dynamic. We strive to use a fresh, natural, and grounded tone.

The content of each photograph should convey our brand values, reflect our customers in the best light, express our unique qualities. Always seek excellent lighting that provides contrast between highlights and shadows, even if the light source is simply an open window.

Darkening the black values and slightly desaturating red values will shift the photograph's tone towards peaceful, natural color and leave an overall feeling of grounded calm.



COMPOSITION

Dynamic & Interesting

When composing a shot, use the foreground and background to ignite visual interest and curiosity.

Consider partially obscuring the subject with an object in the foreground or obscuring an otherwise dull background with a very shallow depth of field.

Using lighting effects like interesting concealment style shadows and bright highlights can also create an interesting effect that draws the eye to the point of attention.



EXAMPLES

Exterior Shots

Each location should be photographed using the same look, feel, framing and composition as the wide shots portrayed on this page.

Ensure that no highlight is fully “blown out” and that the shadows still have recognisable details.

Each location is unique. Close-up shots of textures, materials, and points of interest can differentiate the store while remaining on-brand. It’s highly recommended to have the photoshoots during golden hour to ensure soft lighting and shadows.



Residential Solar Proposal

unifiedenergy.com.au

System Performance

81%
Energy From Solar

44%
Self-consumption

56%
Export to grid*

Environmental Benefits

Solar has no emissions, just silently generates clean energy.

Each Year

System Performance Assumptions: System Total losses: 13.0% Inverter losses: 2.5% Optimizer losses: 0% Shading losses: 0% Performance Adjustment: 0% Output Calculator: System Advisor Model 2020.02.29 v2. Panel Orientations: 100 panels with Azimuth 325 and Slope 20, 26 panels with Azimuth 325 and Slope 15, 16 panels with Azimuth 325 and Slope 15, 22 panels with Azimuth 325 and Slope 15, 16 panels with Azimuth 325 and Slope 15.

Ash Braddy
7 Nestor Pl,
Jackass Flat,
VIC 3551
Asha2047@gmail.com
0426 507 600
Quote #735796
Quote Date 23/08/2022

1300 817 847

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Ash Braddy
7 Nestor Pl,
Jackass Flat,
VIC 3551
Asha2047@gmail.com
0426 507 600
Quote #735796
Quote Date 23/08/2022

System and Install Details

Inverter & Panel

Extra (inc)

1x Solis-1P50

16x JA 4


1x Solis


Recommended System

151.8 kW
System Size

151.8 kW
Estimated Annual
Solar Generation



 Upgrading to LED
for your warehouse?


Pre-subsidy cost \$180,446	Subsidy amount \$137,430
\$43,016 residual cost + 9 months payback	
	




**YOUR
BUSINESS
COULD
UPGRADE TO
LED LIGHTING**

NOW WITH 80% REBATES*
AVAILABLE



 Upgrading to LED
for your warehouse?

Pre-subsidy cost \$180,446	Subsidy amount \$137,430
\$43,016 residual cost + 9 months payback	
	


**YOUR
BUSINESS
COULD
UPGRADE TO
LED LIGHTING**

NOW WITH 80% REBATES*
AVAILABLE



**YOUR SAVINGS
WITH SOLAR
GUARANTEED!**

 Anthony Owen

 Anthony Owen



Each Year

81%
Of CO₂, SO & NO

186 tons
Avoided CO₂ per year

Over System Lifetime

5,414,731
Car km avoided

34,811
Trees planted

3,875
Long haul flights avoided

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unifiedenergy.com.au

Recommended System Option

151.8 kW
System Size

151.8 kW
Estimated Annual Solar Generation

\$152,000
Total System Price excluding GST

\$30,991
Estimated First Year Savings excluding GST

Install Details

1 x Solis-1 P5K-4G D.MPPT Single Phase
\$706.00

16 x JA 41 SW Panel -JAM54S30-415/MR/1500V
\$706.00

1 x Standard Railing System
\$717.12

1 x Connection To Grid: Full Installation To Clean
\$2,462.69

Energy Council Regulations (16 Panels)
\$447.76

1 x Travel 101km - 150km
\$300.00

1 x Single Storey - Mandatory Edge Protection
\$447.76

5 Years+ 5 years extended warranty

25 Years Performance Warranty

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Residential Solar Proposal

UNIfied
ENERGY SERVICES



Ash Braddy
7 Nestor Pl,
Jackass Flat,
VIC 3551
Asha2047@gmail.com
0426 507 600
Quote #735796
Quote Date 23/08/2022

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Recommended System Option

151.8 kW
System Size

151.8 kW
Estimated Annual Solar Generation

\$152,000
Total System Price excluding GST

\$30,991
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Inverter & Panel

1 x Solis-1 P5K-4G D.MPPT Single Phase
\$706.00

16 x JA 41 SW Panel -JAM54S30-415/MR/1500V
\$706.00

1 x Standard Railing System
\$717.12

Extras (inc)

1 x Connection To Grid: Full Installation To Clean
\$2,462.69

Energy Council Regulations (16 Panels)
\$447.76

1 x Travel 101km - 150km
\$300.00

1 x Single Storey - Mandatory Edge Protection
\$447.76

Warranties

Inverter
5 Years+ 5 years extended warranty

Workmanship
5 Years

Panel
25 Years Performance Warranty

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System Performance

81%
Energy From Solar

44%
Self-consumption

56%
Export to grid*

Environmental Benefits

Solar has no emissions. It just silently generates pure, clean energy.

Each Year

81%
Of CO₂, SO & NO

186 tons
Avoided CO₂ per year

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IN CLOSING

EVERYTHING WE FORGOT
TO MENTION BEFORE
THIS.

Though we’ve come to the end of this guide, this is only the beginning of our journey.

In this section, you will find details on our approval process, several points of contact within the brand department, and a warm thank you note.

Page 39

Approvals

Page 40

Thank you

APPROVALS

As previously stated, this guide is not a comprehensive list of rules. We recognise that the creative journey is full of twists and turns, new approaches, new trends, and changes in technology will inevitably have an effect on our brand and the way we execute it visually.

That being said, we insist that any brand execution follow the guidelines listed within. Anything outside of these guidelines must be approved by an authorised representative from UNIfied.

If you are a vendor working on one of our brand executions, we require an electronic or physical proof before any item is printed, published, or otherwise executed. These proofs can be submitted to your point of contact within UNIfied.

Questions prevent mishaps: If you have a question about the use of our brand materials, please do not hesitate to ask!

THANK YOU

From everyone at UNified, thank you for your attention to detail, your unwavering support, and your commitment to making our brand vision a reality for so many people.

Building a brand is like raising a child: it takes a village. Without you, we would not exist.

To all of our suppliers, creative teams, and outside consultants: we are here for you. If you need any help with our brand at all, especially when working on a brand execution, please do not hesitate to reach out to our team at customercare@unifiedenergy.com.au



