

The InCharge Energy logo is our company name and our primary logo. It is the most visible representation of our brand identity. The InCharge Energy logo is composed of two inseparable elements: the “plus sign and box” graphic and the custom logotype. The InCharge Energy logo should be used where feasible — official documents, presentations, externally facing, etc. The InCharge Energy logo should take priority in situations with new customers and first introductions. Always use the approved and unaltered versions of the logo.

## ■ Primary Logo



Horizontal



Vertical

Horizontal orientation should be prioritized in most cases. For ease of recognition, the vertical logo can be used when space constraints reduce the available space, such as social profile image where the horizontal logo may become less impactful at a small size. The vertical orientation can also be used in event collateral or signage to increase recognizability at distance.

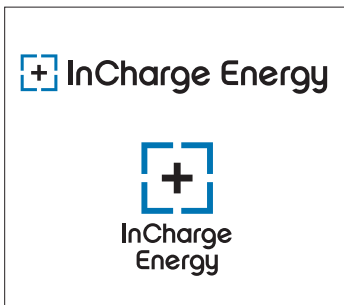
## ■ Primary Logo Use



In order to maintain the visibility of the logo, it is important to make sure that no other elements crowd its space. The logo must be used in printed or digital materials with clear space around it that is equal to the size of the “e” or “+” (the “e” or “+” in InCharge Energy).

## ■ Primary Logo Colors

The preferred treatment is the horizontal full-color logo on a white background.



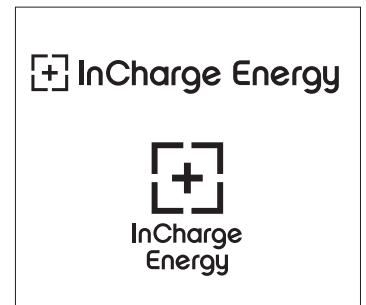
Full-color logo on white or light background



White logo on dark or black background

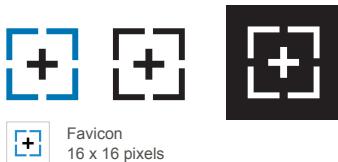


White logo on dark or black background



Black logo for single-color restrictions where full-color logo cannot be used (print, partner website, event step & repeat, metal engraving, etc.)

## ■ Primary Logo Mark / Favicon



The logo mark is the focal point of our brand. It was designed to show that we are a turnkey service solution provider. Our company goal is to have the logo mark be recognizable as a standalone logo. The logo mark should be used in instances where the full logo will not make sense in the layout, but where we still want to show our brand identity (i.e., a detailed graphic).

The logo mark can also be used as a favicon, ideally sized at 16 x 16 pixels.

The InCharge logo is our alternate logo. The InCharge logo is composed of two inseparable elements: the “plus sign and box” graphic and the and when there are design situations with space constraints. The InCharge logo can be used as the second logo when the InCharge Energy logo has already been used within same document or collateral (this should be rare). Always use the approved and unaltered versions of the logo.

## ■ Alternate Logo



Horizontal



Vertical

Horizontal orientation should be prioritized in most cases. For ease of recognition, the vertical logo can be used when space constraints reduce

where the horizontal logo may become less impactful at a small size. The vertical orientation can also be used in event collateral or signage to increase recognizability at distance.

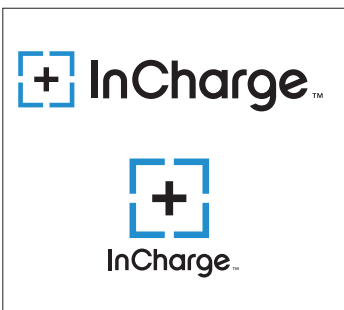
## ■ Alternate Logo Use



In order to maintain the visibility of the logo, it is important to make sure that no other elements crowd its space. The logo must be used in printed or digital materials with clear space around it that is equal to the size of the “e” or “+” (the “e” or “+” in InCharge).

## ■ Alternate Logo Colors

The preferred treatment is the horizontal full-color logo on a white background.



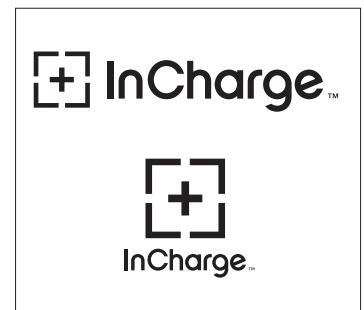
Full-color logo on white or light background



White logo on dark or black background



White logo on dark or black background



Black logo for single-color restrictions where full-color logo cannot be used (print, partner website, event step & repeat, metal engraving, etc.)

The appropriate placement and spacing between the InCharge Energy logo and a partner logo for cobranding should appear as shown here with a dividing line between the two logos horizontally or no line when shown vertically. Horizontal or vertical InCharge Energy logo can be used depending on the preference when placed next to a partner logo.

## ■ InCharge co-branding

The “InCharge Energy” logo is preferred in this co-branding solution.



---

Horizontal

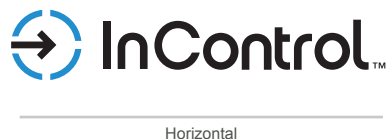


---

Vertical

While the InCharge Energy logo represents the brand, the InControl logo represents a product/service of InCharge Energy. The InControl logo is to be used on any documentation, digital or printed, where the InControl software is referenced. The InControl logo is composed of two inseparable elements: the “arrow and circle” graphic and the custom logotype. The horizontal logo should always be used. Always use the approved and unaltered versions of the logo.

## InControl Logo



## InControl Logo Use



In order to maintain the visibility of the logo, it is important to make sure that no other elements crowd its space. The logo must be used in printed or digital materials with clear space around it that is equal to the size of the “o” (the “o” in InControl).

## InControl Logo Colors

The preferred treatment is the horizontal full-color logo on a white background.



Full-color logo on white or light background



White logo on dark or black background



White logo on dark or black background



Black logo for single-color restrictions where full-color logo cannot be used (print, partner website, event step & repeat, metal engraving, etc.)

## InControl Logo Mark / Favicon



The logo mark is the focal point of our product brand. It was designed to emulate our InCharge brand logo mark. Our company goal is to have the logo mark be recognizable as a standalone logo. The logo mark should be used in instances where the full logo will not make sense in the layout, but where we still want to show our brand identity (i.e., a detailed graphic).

## Brand Dominance

When the InCharge Energy (or InCharge) logos appear together on the same design layout, the InCharge Energy (or InCharge) logo must remain 20% larger than the InControl logo to ensure brand dominance. Please ensure the InCharge Energy (or InCharge) logo is at 100% scale and the InControl logo is at 80% scale in comparison to one another.

Only the horizontal InCharge Energy (or InCharge) logo should be used in combination with the InControl logo.

When InControl product is the main focus / message for the design piece, in addition to appearing 20% larger in scale, the InCharge Energy (or InCharge) logo must be preceded by exclusive language. For example: [InControl logo], exclusively by [InCharge Energy (or InCharge) logo].

Exclusively by



Exclusively by



-20% Size Reduction



-20% Size Reduction

As colors attract consumers, they evoke different emotions and feelings. When InCharge Energy repeatedly markets with the same colors, they strengthen our brand awareness. Consistent use of colors provides a common link between departments, sub-brands and products. Therefore, it is essential to choose our colors carefully and communicate their guidelines clearly.

## Brand Colors

### Primary Color

InCharge Blue is our signature color. It is applied to the majority of our communications using ample amounts of white in compositions and process black for copy.

### Secondary Colors

InCharge Gray and Navy may be used as secondary colors.

### Color Consistency

Use the color formulas shown on this page to maintain the consistency of our brand colors. For offset printed collateral, use spot colors (PANTONE®) or process colors (CMYK). For digital on-screen applications, use RGB or Hex values. Expect the appearance of on-screen colors to vary from one device to another.



InCharge Blue  
Pantone 2192  
Hex #0091da  
RGB: 0, 145, 218  
CMYK: 100, 33, 0, 15



InCharge Navy  
Pantone 2955 C  
Hex #0A3265  
RGB: 10, 50, 101  
CMYK: 90, 50, 0, 60



InCharge Gray  
Pantone Cool Gray 3 C  
Hex #c7c8ca  
RGB: 199, 200, 202  
CMYK: 0, 0, 0, 25



Black  
Hex #000000  
RGB: 0, 0, 0  
CMYK: 0, 0, 0, 100



White  
Hex #FFFFFF  
RGB: 255, 255, 255  
CMYK: 0, 0, 0, 0

## Typography

Typography is an important tool for supporting the brand identity and maintaining a consistent look. The preferred type family for all InCharge materials is Arial.

Ab

### Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890[(!@#%&\*)]

### Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890[(!@#%&\*)]

### Arial Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890[(!@#%&\*)]

## Page Titles

- Arial Black, 20pt, Initial Caps Case, Black or Gray

## Heading

- Arial Bold, 14-18pt, Sentence Case, Blue or Black

## SUBHEAD

- Arial Regular, 14pt, All Caps Case, Gray
- Normal Text
- Arial Regular, 8-10pt, Sentence Case



### Do Not Use:

ALL CAPS  
*Arial Italic*