WE LIKE THE WAY WE LOOK!

Brand Guidelines | 2.0

yü

ENERGY

WE'RE REALLY PROUD OF OUR LOGO AND WE WOULD LIKE IT TO BE TREATED WITH A LITTLE RESPECT

Contents

01. INTRODUCTION

WE'RE HERE TO SHAKE IT UP!

Introduction

Yü Energy is a Business Gas and Electricity supplier on a mission to shake-up the UK business energy market.

We are one of the fastest growing energy suppliers in the UK, with thousands of businesses having discovered the benefits of switching their energy supply to us in recent times.

As business energy specialists, Yü Energy works in partnership with our customers to find the right solution for their business. Our combination of excellent UK based, personal service and competitive, fixed prices helps our customers to focus on running their business without worrying about their gas and electricity supply.

A REBEL WITH A CAUSE
Archetypal Branding

Successful brands have a strong sense of identity, one that mirrors the hopes and aspirations of their customers.

Within storytelling, there are personas which crop up throughout history and the world over. Carl Jung identified these as archetypes which occupy people's conscious and subconscious. By aligning with a set of archetypes, we can anchor our brand against something iconic - something already embedded within humanity.

In the minds of both the brand owner and the public, aligning with an archetype gives the brand a meaning which will resonate with our target audience, provide rationale for marketing and business practices, and aid in our brand tone of voice and communications.

THE REBEL
Our authentic Primary Archetype

Core: Desire: Revenge or revolution

Goal: To destroy what is not working (for the outlaw or the society)

Fear: Being powerless, trivialised, inconsequential

Strategy: Disrupt, destroy, or shock

Gift: Outrageousness, radical freedom

THE SOVEREIGN
Secondary Archetype

Core desire: Control

Goal: Create a prosperous, successful family

Fear: Chaos, being overthrown

Strategy: Exert leadership

Gift: Responsibility, leadership

THE CAREGIVER
Secondary Archetype

Core desire: Protect people from harm

Goal: To help others

Fear: Selfishness, ingratitude

Strategy: Martydom to self

Gift: Compassion, generosity

THE REBEL
Our authentic Primary Archetype

Being the rebel means that we need to stand out from our competition. It means we want to be noticed for the right reasons.

The way we present ourselves as a brand is important. We want to ensure everything we do is recognisable and contributes towards our audiences connecting our work with our brand – and seeing the value we add.

We have therefore constructed a powerful visual brand style made of various elements, which are outlined over the remainder of this document.

VISUAL LANGUAGE
How we live the rebel

Some of the key things to consider are:

Our images
Our unique and special brand image treatment will tell our brand story in a snapshot. We will use images that place our customers at the centre. We want our customers to be able to focus on doing their jobs effectively and not to worry about the energy that we provide. Therefore in the background of every headline image, we will use our orange gradient to represent the energy we are surrounding our customers with, whilst they get on with their everyday activities. We enable them to be their best.
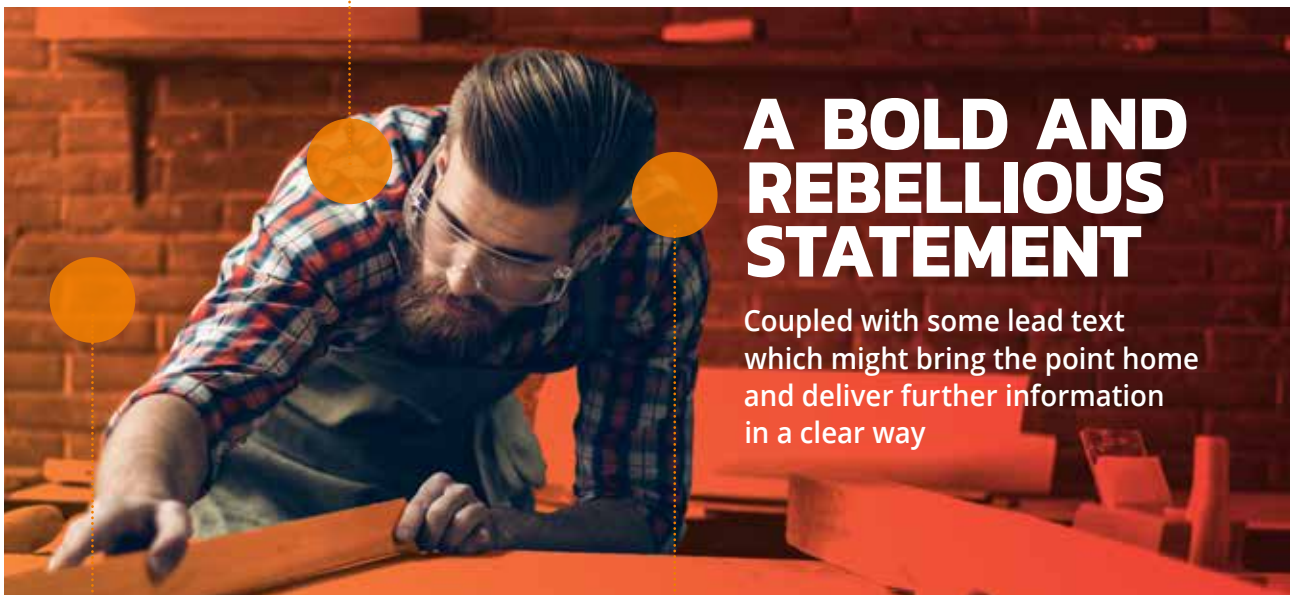
A BOLD AND REBELLIOUS STATEMENT

Coupled with some lead text which might bring the point home and deliver further information in a clear way

Our colour
Bright and powerful, our gradiented colour is a key part of our brand. Not only does it represent the energy and heat we literally bring to our customers' worlds, but it also helps us to stand out as the rebel. None of our competitors are using orange in the way we use it. We want to own this colour.

Our font
We will be using a strong and bold typeface, which will compliment our rebellious tone of voice. When we speak, this typeface will help us to be heard.

02. OUR IDENTITY

MAIN LOGO
Our Identity

The main version of our logo is comprised of a device made of two semicircles and the word 'Yü' within this. Below 'ENERGY' appears in upper case in black.

This is the version that should be used in the most frequent instances when possible.

Colour variations
This main logo can be used in 3 different variations dependant on the background it sits upon.

We love our umlaut! Please use it at all times when reproducing our logo. Also, use it when writing Yü Energy within body copy.

LOGO VARIATIONS
Our Identity

The variant versions of the logo include:

Horizontal Logo
This version of the logo is for use where the main logo does not fit or would be less impactful than the horizontal logo.

Flat Logo
This version would only be used where print limitations would not allow for the gradients on the main logo to be produced.

Flat Horizontal
As 'horizontal logo' but where print would not allow.

LET IT BREATHE!
Our Identity

To make sure the logo is easily recognisable and stands out it must always be surrounded by an area of clear space, free from text or any other graphic elements (except for image backgrounds).

Exclusion Zone

The minimum clear space around the logo must be equal to the X height and width as shown. Using the 'E' element of the logo.

Only in very special circumstances may this buffer zone be compromised.
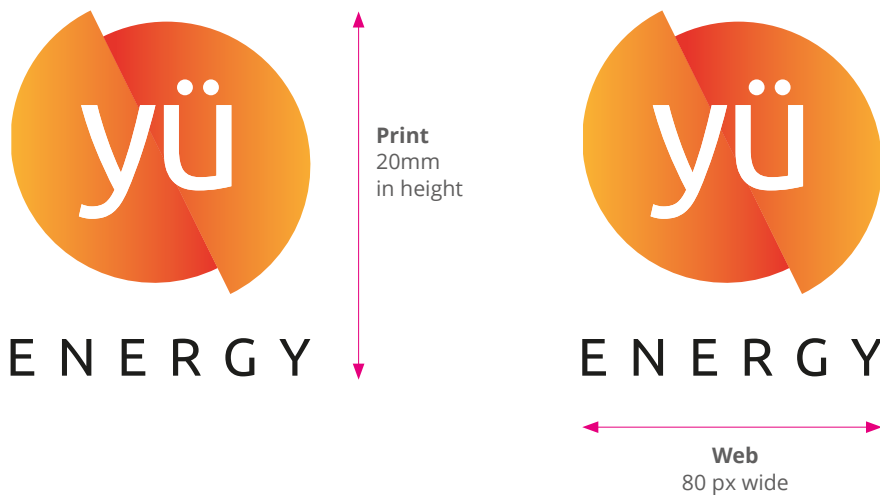

x-height

SIZE MATTERS!
Our Identity

These are the recommended sizes for the logo when used in print and on screen.

Logo Size
The logo should be no smaller than 20mm in height when used in print.

The logo should be no smaller than 80px wide when used on screen.

Print
20mm
in height

Web
80 px wide

03. COLOUR SPECIFICATION

LOGO COLOUR

Colour Specification

The main device in the logo comprises of a gradient from a light orange to a deep orange. The specifications of the colours are shown here.

The 'ENERGY' element of the logo is solid black.

Light Orange

Pantone 143
CMYK
C:0 M: 35 Y: 85 K: 0

RGB
R: 251 G: 176 B: 64

HTML
#fbb040

Dark Orange

Pantone 179
CMYK
C:0 M: 90 Y: 85 K: 0

RGB
R: 239 G: 65 B: 54

HTML
#ef4136

Black

CMYK
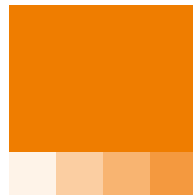C:0 M: 0 Y: 0 K: 100

RGB
R: 0 G: 0 B: 0

HTML
#000000

LOGO COLOUR
Colour Specification

The flat logo is comprised of an orange that is close to an 'in between' of the gradient. The colour specification is shown here.

Light Orange

Pantone 716
CMYK
C:0 M:60 Y: 100 K: 0

RGB
R: 245 G: 130 B: 32

HTML
#f58220

Black

CMYK
C:0 M: 0 Y: 0 K: 100

RGB
R: 0 G: 0 B: 0

HTML
#000000

OUR GRADIENT
Colour Specification

Our gradient is used as a supporting element. We use it to help structure content and enhance background images. We also use our gradient for header messages.
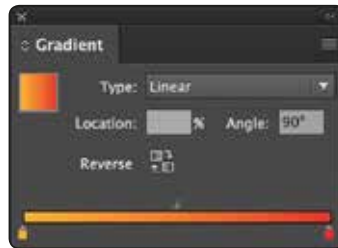
Light Orange

Pantone 143
CMYK
C:0 M: 35 Y: 85 K: 0

RGB
R: 251 G: 176 B: 64

HTML
#fbb040

Dark Orange

Pantone 179
CMYK
C:0 M: 90 Y: 85 K: 0

RGB
R: 239 G: 65 B: 54

HTML
#ef4136

WE'RE HERE TO SHAKE IT UP!

Example of a header message

USING BACKGROUNDS

Colour Specification

The logo can be used on a variety of different backgrounds, but must be used appropriately so that the brand is clear and unobstructed.

Main Version
Orange Device - Black Text

White out Version
Whiteout Device - White Text

On Dark Version
Whiteout Device - White Text

04. DOS AND DON'TS

PLEASE DON'T DO THIS!

Dos and Don'ts

Our logo should be used in the correct way at all times. We've shown some examples of how NOT to use it below.

1. Skewed   **2**. Pinched   **3**. Drop Shadow   **4**. Change the colour   **5**. Correct

PLEASE DON'T DO THIS!

Dos and Don'ts

Background colour

The logo can be used on a variety of different backgrounds but must be used appropriately so that the brand is clear and unobstructed.

DO
Use the correct version of the logo on an area of an image background where the logo is not obstructed or hard to read

DO NOT
Use the logo on a busy and obstructive background.

DO NOT
Use a logo variation that does not stand out the most on a background

05. FONTS

WE HAVE SOMETHING BOLD TO SAY

Fonts

The primary typeface used for Yü Energy is Kanit. This is a bold and strong font family that should always be used in display for headings and large format.

Primary typeface used for headlines

Kanit Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

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WE HAVE SOMETHING BOLD TO SAY
Fonts

We also have a secondary typeface used for all online and offline communications. It's called Open Sans, a great font with many weights.

Secondary typeface

Open Sans Family
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Fallback typeface to be used in emails

Verdana Family
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

06. PHOTOGRAPHY

LOOKING GOOD!
Photography

Yü Energy's photography and imagery style uses 'real' people, focusing on their jobs not focusing on the camera. It's important that these images don't look staged.

LOOKING BAD!
Photography

Below we've shown the kind of photography that
we shudder at. Please try to avoid this style at all times.

1
Sun bleached images.
Doesn't look real. No
filters on photography.

2
Conceptual images.
Again, only real people
at work will do.

3
Badly cropped images.
We like to see faces.

4
Top down images.
Not right for us, real work
places only make the grade.

5
Negative images. Only
positivity here please!

6
Cheesy images, keep it
real, no capes or tights!

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BRAND LANGUAGE
Photography - Step by Step

We have created a unique style of photography using photoshop which is modern and distinctive. This helps us to stand out from our competitors.

Step 1
Image choice is key, please follow our guide to this on page 23

Step 2
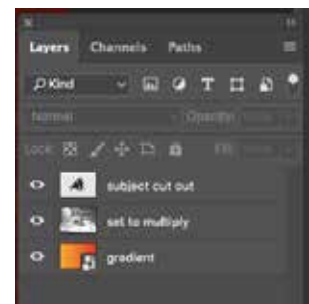Cut out subject and place them onto their own layer

Step 3
Duplicate original layer and turn to black and white also adjust brightness levels to bleach out the whites. Turn this layer to 'multiply'
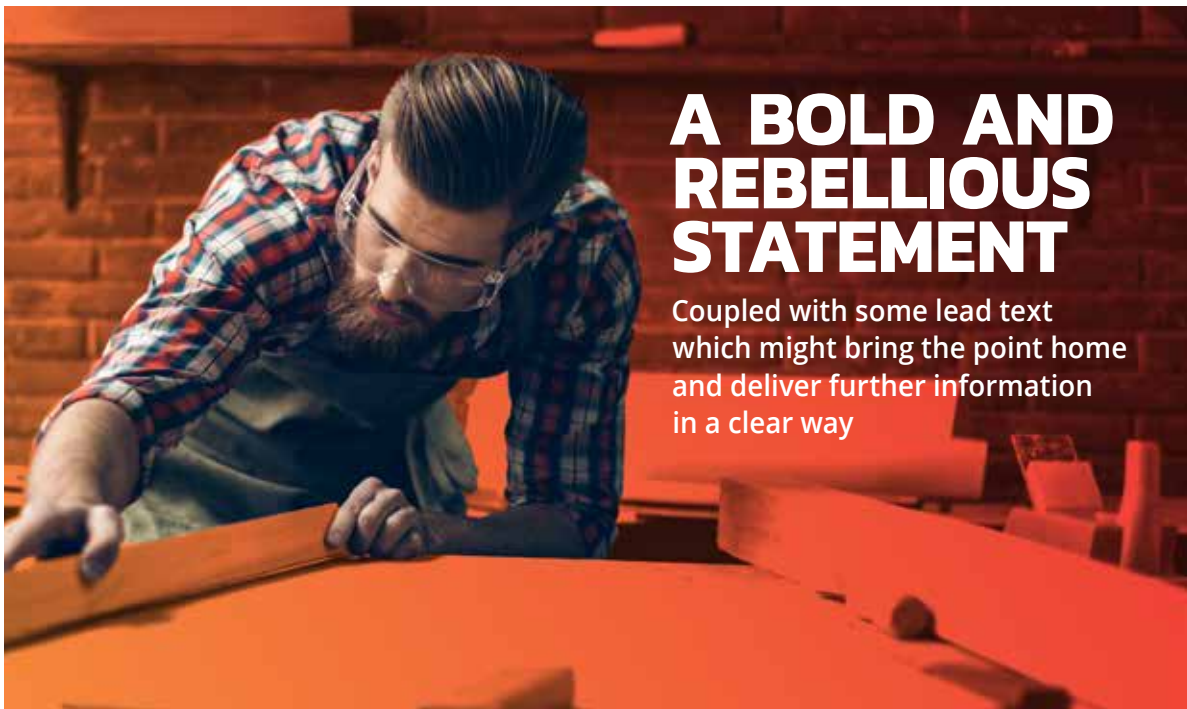
Step 4
Add the orange gradient from our colour palette to a new layer and move this layer to the bottom of the layer order

BRAND LANGUAGE
Photography - Step by Step - Bringing it all Together

When using this style of photography, white text is used to make the message stand out.

A BOLD AND REBELLIOUS STATEMENT

Coupled with some lead text which might bring the point home and deliver further information in a clear way

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BRAND LANGUAGE

Photography - Step by Step Alternative Option

We've also created an alternative photography style to keep things looking fresh, mix this style with the first option when creating online and offline communications.

Step 1
Again, image choice is key, please follow our guide to this on page 23

Step 2
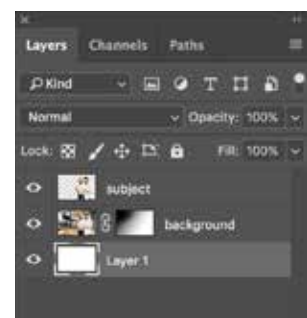Up the brightness levels to +16 then desaturate the image to -20

Step 3
Cut out subject and place onto own layer, drop the opacity on the background layer to 55%

Step 4
Add a layer mask to the background. Start with a gradient mask and then use your own judgement on what else should be removed from the background so message stands out
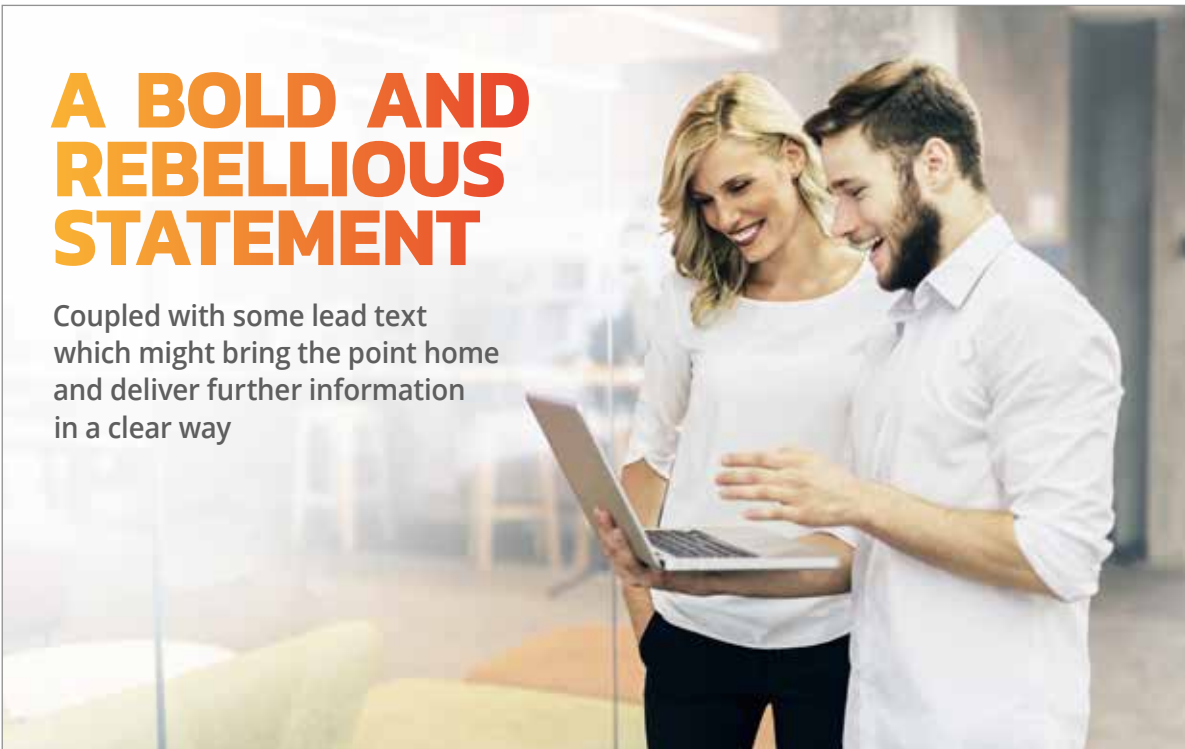
BRAND LANGUAGE
Photography - Step by Step - Bringing it all Together

Bold orange text is used for the main header when using this style of photography.

A BOLD AND REBELLIOUS STATEMENT

Coupled with some lead text which might bring the point home and deliver further information in a clear way

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