

# SAFETY FIRST

A GUIDE TO MARKETING YOUR BUSINESS



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When most people hear the word “Brand”  
they immediately think it refers to a company’s logo.

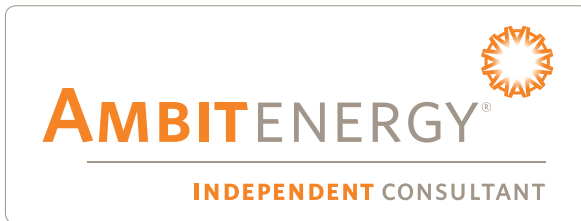
But a brand goes far beyond artwork and color.  
A brand is the promise of an experience.

At Ambit Energy, we want to make sure you have all the tools you  
need to build your business. The information within these  
pages will save you from the short circuits and power  
outages of a dead marketing piece.

Using the information provided here, you can relax, knowing  
your prospects will know who you are and that you represent

-----> **“the finest, most respected retail energy provider in America.”**

You should always try to use these three primary logos on all marketing materials. If you have trouble making these work in your layout, refer to page 2 for alternative logos.



**Ambit IC logo - 2 color**



**Ambit IC logo - 1 color**



**Ambit IC logo - reversed**

*You can find the graphic files for these logos under "Consultant Tools" in PowerZone.*



Ambit IC alt logo - 2 color



Ambit IC alt logo - 1 color



Ambit IC alt logo - reversed

If neither of the three primary logos will work on your material, you can use any of these alternative logos. The vertical orientation may help if you are working with tight spaces.



Primary Logo



Alternative Logo

Above is a prime example of when the alternative logo is better suited for the space than the primary logo. It allows the logo to fill the space and give it more prominence.

CORRECT USAGE


**AMBITENERGY**<sup>®</sup>


INDEPENDENT CONSULTANT

The Ambit logotype consists of both the company name and the “Spark” symbol. Each element of the logo has a specific relationship to the others, and these relationships should not be changed by anyone — not even a licensed electrician. Below is dangerous territory you should always avoid.

NOT APPROVED

**AMBITENERGY**<sup>®</sup>


INDEPENDENT CONSULTANT

Improper use of the color of the words in the logo

NOT APPROVED

**AMBITENERGY**<sup>®</sup>


INDEPENDENT CONSULTANT

Improper use of the color of the words in the tag

NOT APPROVED

**AMBITENERGY**<sup>®</sup>


INDEPENDENT CONSULTANT

Stretched or elongated logo

NOT APPROVED

**AMBITENERGY**<sup>®</sup>


INDEPENDENT CONSULTANT

Wrong word size alters relationship of the logo and the tag



A key identifying feature of the Ambit brand is our “Spark.” The Spark should always be shown with the Ambit Energy logo.



Do you see the little ® just off the “Y” of ENERGY? This mark lets everyone know the Ambit Energy name and logo are federally trademarked and protected. So please make sure to keep it attached at all times. After all, it’s a little guy and we’d hate to see it get lost.



### Ambit Orange

MATCH INK: PANTONE® 165

CMYK: C0 M63 Y97 K0

RGB: R255 G99 B25

HEX: FF6319



### Ambit Gray

MATCH INK: PANTONE® WARM GRAY 8

CMYK: C0 M9 Y16 K43

RGB: R162 G149 B138

HEX: A2958A

**Ambit Gold**

MATCH INK: Pantone® 136C  
 CMYK: C0 M28 Y87 K0  
 RGB: R254 G192 B87  
 HEX: FEC057

**Ambit Green**

MATCH INK: Pantone® 376C  
 CMYK: C50 M0 Y100 K0  
 RGB: R141 G198 B63  
 HEX: 8DC63F

**Ambit Teal**

MATCH INK: Pantone® 3272C  
 CMYK: C100 M0 Y44 K0  
 RGB: R0 G170 B166  
 HEX: 00AAA6

**Ambit Blue**

MATCH INK: Pantone® 2728C  
 CMYK: C96 M69 Y0 K0  
 RGB: R0 G92 B171  
 HEX: 005CAB

**Ambit Purple**

MATCH INK: Pantone® 268C  
 CMYK: C70 M100 Y0 K10  
 RGB: R79 G38 B131  
 HEX: 4F2683

**Ambit Maroon**

MATCH INK: Pantone® 201C  
 CMYK: C0 M100 Y63 K29  
 RGB: R179 G8 B56  
 HEX: B30838

In addition to the standard corporate colors shown on page 4, we are also introducing a secondary group of colors for use in all Ambit marketing materials, whether created at the corporate office or by Independent Consultants.





Ambit IC logo - 2 color

The preferred application of the Ambit logo is on a white background and reversed only when absolutely needed.

The two examples to the right are acceptable because 1) they are both used on approved backgrounds of color dark enough to allow for sufficient contrast, and 2) the glowing white center of the Spark symbol is present on the dark background.



Ambit IC logo - reversed



Ambit IC logo - reversed

## DANGER!

The two examples to the right are not acceptable because 1) both lack the glowing white center of the Spark, and 2) the one on top is used on a background color that is too pale.

NOT APPROVED

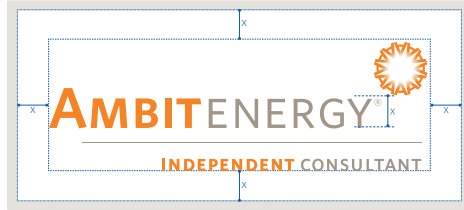


Ambit IC logo - 2 color

NOT APPROVED



Ambit IC logo - 2 color



When applying the Ambit Independent Consultant logotype, always allow clear space around all sides of it as indicated.

The minimum clear space should be the height of the letter "I" in the word "AMBIT," represented by the dimension "X". This makes for a simple rule of thumb to observe, no matter what the size is of the logotype you're using. Should you encounter a situation when you find it difficult to allow the proper spacing around the logo, either use your judgment and do your best, or contact Ambit's Marketing Team for advice.



Below is NOT a good use of clearspace.





## WARNING!

You may occasionally see the Spark used as an image by itself in official Ambit Energy materials. As this is a highly dangerous procedure, only the Ambit Energy Marketing Team may handle the Spark when it is separated from the logo.



ABC abc 123

Arial Regular

ABC abc 123

Arial Bold

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The font that is primarily used on all material is Whitney. If you are not able to access Whitney, there are two more acceptable fonts. The font Arial should be used in all Ambit marketing materials, whether created at the corporate office or by Independent Consultants. If you are using a Mac, the font Myriad may be more accessible than Arial.

In this instance, it is permissible to use Myriad. Above and below are examples of the approved versions.

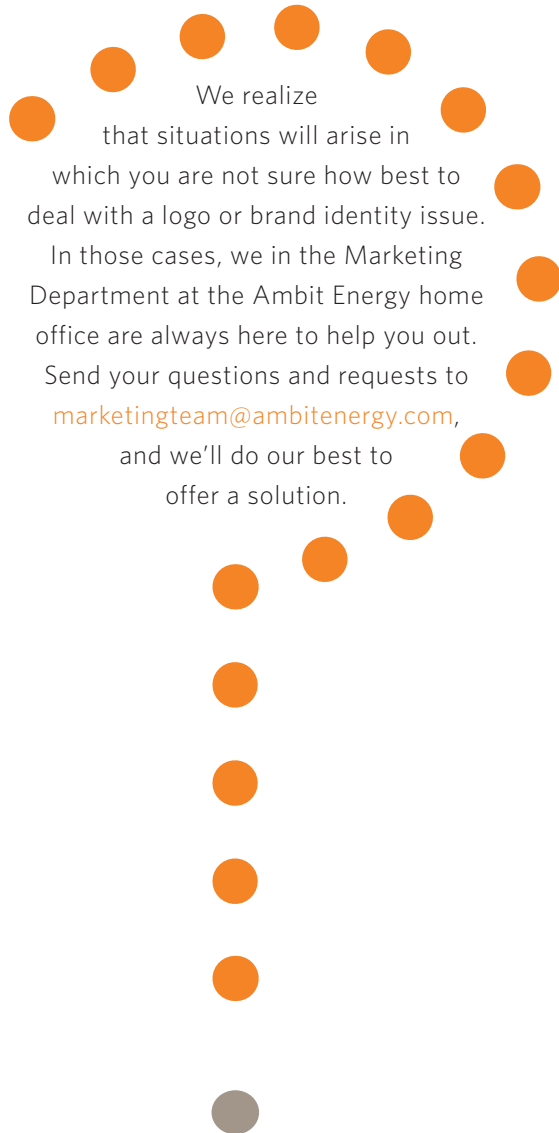
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ABC abc 123

Myriad Regular

ABC abc 123

Myriad Bold



We realize  
that situations will arise in  
which you are not sure how best to  
deal with a logo or brand identity issue.

In those cases, we in the Marketing  
Department at the Ambit Energy home  
office are always here to help you out.  
Send your questions and requests to  
[marketingteam@ambitenergy.com](mailto:marketingteam@ambitenergy.com),  
and we'll do our best to  
offer a solution.



**AMBIT**ENERGY®

