V2.0

DSDI

Brand Guide

October 2020

Table of Contents

How to Use This Document	3
Brand Promise	4
Brand Positioning	5
5 Rules for Writing Copy	6
Brand Signature	7
Logo Usage	8
Logo Clear Space	9
What Not to Do with the Logo	10
Typography	11
Color Palete	12
Photography	13
Illustration & Iconography	14
Email Signature	15
Branded Examples	16
Support	18

A brand is an idea.*

When you hear names like Starbucks, Apple or Disney, you have an immediate reaction — even if you're not looking at the brand's logo or holding its product. *Brands live in our minds*. So, when we communicate on behalf of the DSD brand, we're working toward creating a reaction, an idea, that will be triggered in our customers' minds at some point in the future.

The question is:
What idea should the DSD brand convey?

That's what this Brand Guide is all about. The pages that follow will explain what the DSD brand is and what you can do to help evolve and extend it.

When you represent DSD by creating any kind of communication — whether an email, sales sheet, blog post, RFP response, etc. — rely on this guide. Beyond the written word, we must be cognizant to convey the DSD brand in our actions, spoken words and tone. Every touch point, every customer or prospect interaction, is an opportunity to create that future reaction.

Any type of guidance you need — from the right tone for content, to rules for logo usage, to approved fonts and colors — can be found in this playbook.

Digital Components

Please note that all digital components of the DSD brand can be accessed at: **dsdrenewables.com/brandassets** (password: DSD)

*When some people hear "brand," they think of a logo. A logo should be thought of as one element of a brand. Our logo, color palette, fonts, copy tone, etc., are all elements of a brand. So are social media posts, press coverage of the company, DSD leaders speaking at industry events, etc. If a brand is a house, then the windows, doors, floors, furniture, etc., are all elements. And every element should make sense for that house.

What is the one thing DSD can offer that no competitor can match?

A singular legacy of ingenuity

Unlike our competition, we're not in business to sell solar panels or out of the box solar installations. We're rising to a much more-important challenge.

At DSD, we're creating the very future of clean energy for commercial, municipal and industrial use.

How?

As Steve Jobs said, *By starting with the customer and working backward to the technology.* We address each organization's specific challenges and goals — and then engineer a unique solution that takes them from where they are to where they want to be.

Why?

Because of our 127-year legacy of innovation. It's what makes us singular in this industry. DSD holds the unique culture, people and resources to transform the very way each organization powers its facilities. Not just change; *transform.*

In the end, making evolutionary leaps forward in energy-cost and carbon-emission reduction doesn't come from mere technology. It's born of ingenuity.

How do we differentiate DSD from our competitors?

Our competitors ...

- Focus primarily on their technologies
- Speak in buzzwords/industry jargon
- Spend a lot of time bragging about their accomplishments

DSD, by contrast ...

- Is driven by a singular legacy of ingenuity[1]
- Has big-company resources with the "heart of a startup"[2]
- Transforms the very meaning of "turnkey"[3]

1. Incubated at GE, a 127-year company that created the energy business. That unmatched history and philosophy continues to inform and influence everything we do.

2. We have the GE legacy, the industry connections, the BlackRock funding, etc. — but we're also nimble, creative, humble … and ALL ABOUT THE CUSTOMER.

3. "Turnkey" shouldn't mean getting forced into an off-the-shelf solution. At DSD, we don't believe in "one size fits all." Your facilities and energy needs are unique and deserve to be treated as such. That's why our team is dedicated to engineering custom solutions for each client, specifically created for their needs, that are installed quickly and seamlessly.

5 Rules of Writing Copy for DSD

1. Keep sentences short, focused and straightforward.

DSD is a brand that doesn't try to confuse or talk over your head. We speak clearly because we understand our business so well. And we shoot straight because we're transparent and trustworthy. Avoid industry jargon and acronyms, as well. (Rule of thumb: Any copy we write should be understood by a high-school graduate who has never worked in the energy industry.)

2. Avoid excessive punctuation.

An extension of Rule #1. Avoid excessive use of semicolons, ellipses, exclamation marks and commas (this includes serial commas!). And use em-dashes sparingly.

3. When in doubt, make it about our people.

DSD's "secret sauce" is a creative, knowledgeable, hard-working staff that's always looking and thinking two steps ahead. It's not about technology. Technologies change. It's about the people who know how to harness the right technologies to create an ideal solution for each customer.

4. Whenever possible, write in the present tense.

Again, technologies change. And new breakthroughs are always around the corner. What makes DSD special is that, for 120+ years, starting back to the early days of GE, we've focused on the present and future — never leaning on the past, or resting on our laurels.[1]

5. If at all possible, in some way, weave the Brand Promise and the tagline into the copy.[2]

Brand Promise: "A singular legacy of ingenuity"
Tagline: "Transforming Energy"

1. It is understood, of course, that some copy must be written in the past tense (e.g., case studies).

2. Including these two lines won't always be possible. Don't force it. The key is to weave it in naturally. But if you can get even one or the two in, do it.

Brand Signature

Logotype

The logotype is based on the font Europa Bold. and should never be disconnected from the burst.

Burst

The burst can be used as a graphic element separate from the logotype. The burst represents the radiant rays of the sun and how DSD is using that power to create renewable energy solutions. It also symbolizes the continuing evolution of renewable energy solutions, and the game-changing difference they can make to the bottom line *and* to our planet.

Logo Usage

Full Color Version

Whenever possible the recommended DSD Logo is the full color version without the tagline. When introducing the brand to a new audience a version of the logo with the tagline is available. The full color version can also be used on a darker background or against a photo by using the full color reverese version.

One Color Version

The one color version on white should only be used in specific instances (i.e. print ads, sponsorships, fax cover sheets) where full color is not available.

Logo Clear Space

The safety margin or clear space around the logo is the minimum amount of space that surrounds the signature. This area should not be encroached upon by an graphic elements, such as text or co-branded logos. The safety margin also defines the minimum distance to the edge of the page.

Minimum Size

The DSD logo with tagline in Reverse or One Color can be scaled down to .125" high.

.125" High

Logo Usage to Avoid

The examples provided on this page depict some potentially common, but off-brand, implementations of the DSD logo. While you may see the need to change the logo at times — to adapt it for a different layout, or to get creative, etc. — please resist doing so. Consistency of look and feel is key to creating a reliable brand reaction down the road. Remember, we're working toward building an idea. The consistent application of the guidelines in this manual, over time, will achieve that.

One other note: Ideally, the DSD logo should appear on a solid white background. If a certain layout demands it, you may instead place the solid-color version of the logo against a light background, or the white/reversed version of the logo against a dark background.

Do not outline logo.

Do not disproportionately scale, skew, or distort the logo.

Do not place the logo on a busy photographic background.

Do not change the logo colors.

Do not rotate the logo.

Do not use a background color that clashes with the logo.

Do not apply a drop shadow.

Do not remove the Burst from the logotype.

Do not place an outline or box around the logo.

Typography

The fonts selected for the DSD brand were meant to help communicate a human tone and reinforce DSD's customer first approach. The headline font, Fairplex is meant to be used for large headlines as well as subheads. Secondary subheads and section headers utilize Europa, a very clean, modern sans-serif font that provides a balance to the serif headlines. Europa is also recommended for use in body copy with it's wide range of weights and styles.

Headlines

Fairplex Wide Bold OT
Preferred to be Navy or Reverse
Desktop Substitute: Georgia Bold

section headers

Europa Bold
Colors can vary
Desktop Substitute: Arial Bold

Subhead Style

Fairplex Wide Bold OT
Colors can vary
Desktop Substitute: Georgia Bold

Callouts - Sentence Case or UPPER CASE

Europa Bold
Desktop Substitute: Arial Bold

Body copy looks like this. Body copy looks like this. Body copy looks like this. Body copy looks like this. Body copy looks like this. Body copy looks like this. Body copy looks like this. Body copy looks like this.

- Bulleted copy looks like this.

Europa Regular
Desktop Substitute: Arial

Color Usage

The color palette below has been established to provide flexibility in creating vibrant marketing materials that will differentiate DSD in the marketplace. The main color palette or PRIMARY palette is represnted in the first group followed by the complete color palete. The primary palette should be used in most instances and the secondary palette should be used sparingly.

Main Color Palette

Complete Color Palette

CMYK 87, 73, 49, 39 RGB 41, 57, 80 HEX 243746 PMS 7546	CMYK 70, 72, 30, 12 RGB 95, 83, 121 HEX 595378 PMS 5275	CMYK 44, 83, 37, 14 RGB 138, 68, 103 HEX 8B3C67 PMS 689	
	CMYK 69, 52, 44, 18 RGB 86, 101, 112 HEX 5B6670 PMS 431	CMYK 61, 43, 20, 1 RGB 111, 132, 165 HEX 6E7BA0 PMS 7667	
	CMYK 54, 36, 29, 1 RGB 127, 145, 160 HEX 7A97AB PMS 5425	CMYK 24, 15, 13, 0 RGB 193, 202, 208 HEX BECCD5 PMS 5455	
CMYK 7, 66, 81, 0 RGB 228, 118, 68 HEX E47E3D PMS 7577	CMYK 3, 16, 98, 0 RGB 248, 207, 20 HEX F2CD00 PMS 7405	CMYK 58, 14, 13, 0 RGB 102, 177, 204 HEX 6FB1C8 PMS 7458	CMYK 51, 0, 1, 0 RGB 107, 205, 242 HEX 6FCFEB PMS 0821
CMYK 2, 37, 87, 0 RGB 244, 170, 60 HEX F5B335 PMS 143	CMYK 3, 7, 55, 0 RGB 249, 227, 138 HEX F8DF8D PMS 1205	CMYK 39, 11, 16, 0 RGB 154, 194, 204 HEX A2C5D3 PMS 551	CMYK 14, 0, 7, 0 RGB 220, 227, 235 HEX DCE3EB PMS 656

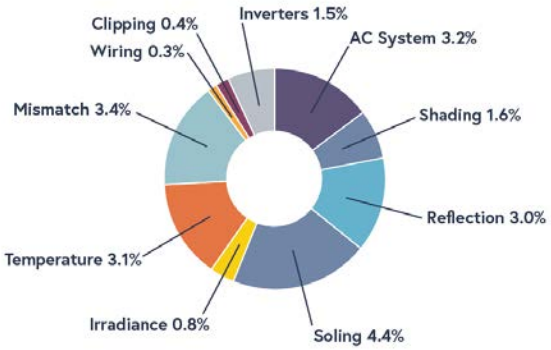
Photography Usage

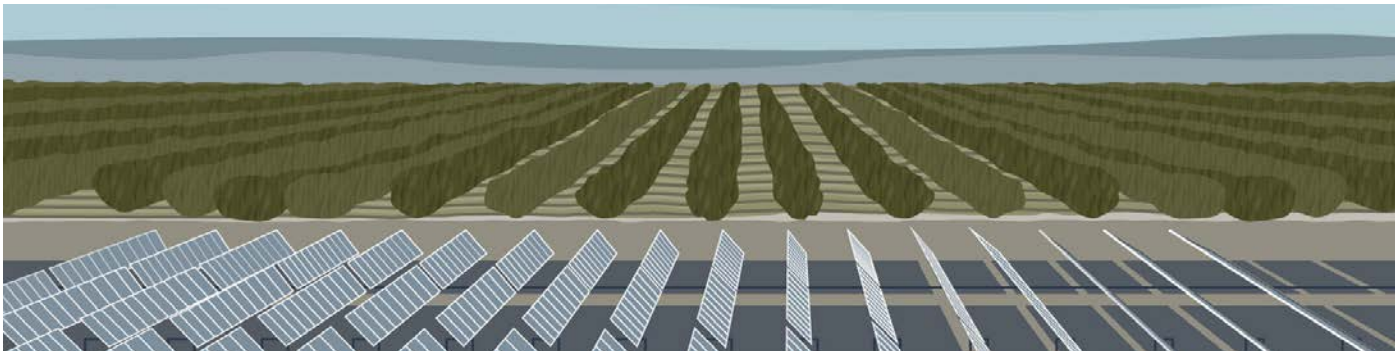
On the marketing materials created to date, photography of people has been used sparingly. Most photos have been selected from the **DSD library of assets**. The photos selected from the library have a grandeur and authenticity that are central to the brand. Avoid using stock photos as much as possible.

Photo Examples

Vector Art

In addition to the use of photography, there is an ever-expanding custom icon set and illustration library created as vector art for use on the web and in print materials. As shown in the examples below all illustrated art employs use of the color palete and typography as noted in this document.





Email

To ensure that external communications carry the brand aesthetic please use the signature configurations in your email client.

Georgia Bold (Navy) 14pt.
Arial Regular (Grey) 10pt. All caps

Meghan Gainer
HEAD OF MARKETING & COMMUNICATIONS

Arial Bold (Grey) 10pt.

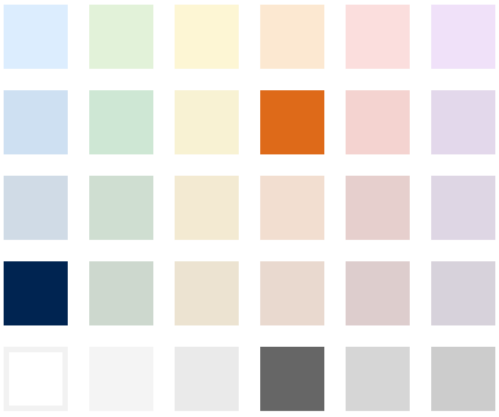
+1 518 369 3692

Arial Bold (Orange) 10pt.

meghan.gainer@dsdrenewables.com
dsdrenewables.com

Twitter LinkedIn YouTube

Outlook Color Palette Options



Orange
RGB 228, 118, 68
HEX e47e3d

Navy
RGB 41, 57, 80
HEX 243746

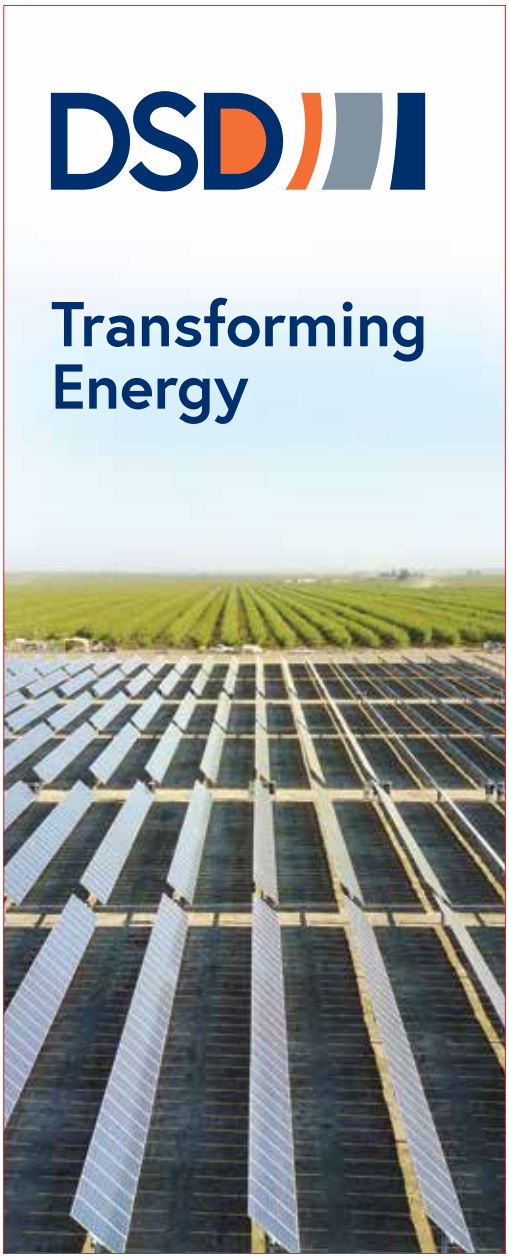
Grey
RGB 86, 101, 112
HEX 5b6670

DSD in the Wild

To date there have been some printed collateral, promotional pieces and online assets created. Here are those examples:

Apparel Example using Secondary Logo Version

Pop Up Banner



Business Card

Case Study Versions

CASE STUDY

Engineering Energy Solutions for Better Education

How DSD helped CSCU improve the student experience, and reduce costs, with a multi-campus solar energy solution.

30%	$15M	8,879,831 kWh	6,118
average energy offset per campus	total savings over 20 years	produced annually	metric tons avoided carbon emissions

The Challenge

The Connecticut State Colleges & Universities (CSCU) consists of 12 community colleges, four state universities, and one online college. CSCU strives to sustain and enhance the education quality, affordability and accessibility for all who attend. So, whenthe organization wanted to increase its campus energy independence, its leaders needed a solar partner that would engineer themost valuable solutions — to pass those savings on to the students.

CSCU selected DSD to help realize some ambitious sustainability goals. The project wouldinclude 9 of CSCU's community college campuses, with a projected goal of 30% average energyoffset per campus. To achieve these immediate savings goals, and be able to sustain savings foryears to come, DSD worked closely with CSCU to stabilize the campus' power supply and helptransition to locally sourced, clean energy.

#TransformingEnergy

CSCU
Connecticut State Colleges & Universities

Potential Realized.

CSCU's mission is to "provide affordable, innovative and rigorous programs for students to achieve their personal and career goals, as well as contribute to the economic growth of Connecticut." CSCU has roughly 85,000 students and graduates 15,000 per year. To keep quality of campus life high and costs low, they needed an energy solution built at the micro and macro levels. They need a multi-faceted set of answers that, collectively, would realize the full potential of what the campuses could do.

CASE STUDY

Achieving Grander Clean Energy Goals

How DSD helped Seabury revolutionize its campus energy use — delivering immediate impact, while creating a blueprint for the future.

1,343 kWdc	41,000 MwH
system capacity	25 year output

The Challenge

Seabury is a lively, senior-living community with a greater than 90% participation in fitness, educational and vast array of music and arts programs. To meet the evolving needs of its residents – which included the addition of a new bistro, satellite fitness center, a gaming pavilion, walking trails and more – its leaders took on the challenge of expanding the size of their campus.

As part of that challenge, they also wanted to evolve their energy supply. Seabury has always had an eye on improving not just the lives of its residents, but the greater world. As Renee J. Bernacconi, President & CEO, is quick to point out: "At Seabury, the past is honored, the future is planned for."

#TransformingEnergy

Seabury

Powered by ingenuity

Seabury has been dedicated to revolutionizing the experience of aging for over 140 years. Their simple three-word mission? "Seabury Enhances Lives." That means providing the highest quality of life for its residents — but also caring for its staff, the larger community, and the greater world. With regard to its environmental stewardship, Seabury sought a partner that could develop evolutionary solutions that were powered by ingenuity.

That singular partner was DSD.

CASE STUDY

Redefining the Solar Canopy Standard

How DSD helped MGM Springfield shatter the industry norm for clean energy production and environmental leadership.

1.382 MW	27,836	45%	10%
solar array	metric tons CO^2 avoided	reduction in carbon emissions by 2025	energy usage offset

The Challenge

MGM Springfield, which opened in August 2018, is a beautiful and unique complex comprising multiple new and redesigned buildings within an urban landscape. Its South End Market, for example, was built out of Springfield's historic United Electric Building.

Given the diversity and complexity of the existing architecture, designing an efficient and effective solar canopy would prove to be quite a challenge. And, despite the custom build and top-tier technologies required to pull it off, DSD needed to create and install a solution that would deliver savings to MGM under a Power Purchase Agreement (PPA).

#TransformingEnergy

An Ongoing Mission of Innovation

In the 1970s, The MGM Grand was the most-successful hotel and casino in Las Vegas. Back then, such an achievement would have signified "mission accomplished" for most brands. But MGM is a company with innovation running through its veins.

Which is why, over the last several decades, MGM Resorts International has grown to become an S&P 500® global entertainment company with multidimensional offerings, recognized as one of the World's Most Admired Companies® by FORTUNE® magazine.

So, when MGM sought a partner to create a solar carport for its MGM Springfield (Massachusetts) complex — to help offset carbon emissions and support a company mission of environmental leadership — it didn't want a company that was merely capable of doing the job.

It wanted a company with a singular legacy of ingenuity.

Front

CASE STUDY

Optimizing Solar Energy Usage for the Long Term

How DSD helped The Home Depot significantly expand its rooftop solar energy program across the east coast.

11.425 MW	33,000	13,438,000 kWh
total rooftop solar	solar panels	produced annually

The Challenge

When The Home Depot decided to expand its renewable energy program, they set the bar high. Their goal was to broaden their solar energy usage across the east coast: starting with 20 installations in New Jersey, as well as seven additional stores in Connecticut, Maryland and Washington, DC.

To do it right, they needed an equally ambitious partner. DSD was selected to spearhead project implementation plans, site selection, financing and incentive capture for all store locations. As the project began to unfold, DSD and The Home Depot forged a strong partnership that would prove necessary to achieve their sustainability and energy cost-savings goals over the long-term.

#TransformingEnergy

Not just changing; *transforming.*

Founded more than 40 years ago, The Home Depot is built on eight guiding principles which define its culture and have helped to build its business. These values include Doing the Right Thing, Giving Back, and Creating Shareholder Value. So, when The Home Depot looked to expand its solar energy program – including the enhanced autonomy and self-reliance that comes with increased energy independence – DSD stepped in as a trusted partner to help them achieve their goals.

Back

The Outcome

The need to gather data about local grid interaction and onsite plant production, as well as detailed weather tracking sensor data, were imperative to optimizing energy usage over the long-term across multiple locations. DSD installed a 11,425 megawatt (MW) portfolio deployed over 30,000 rooftop solar panels. This reduced electricity grid demand by an estimated 30 to 35 percent annually across all 27 retail locations.

In addition, during initial assessments, DSD identified numerous risks in the existing sites' infrastructure that were unrelated to the solar installation. These insights unveiled critical operational upgrades — as part of a comprehensive, holistic approach — that had implications not just to the solar energy program, but to operations more broadly.

The Home Depot's solar solution reduces electricity grid demand by **30-35% annually across all retail locations.**

Home Depot's energy reduction is equivalent to:

Taking 1,815 cars off the road each year

Each icon represents 100 cars

Planting almost 6M trees

Each icon represents 100,000 trees

"DSD evolved our operations efforts with a beautiful solution — designed specifically for our needs — that dramatically lowered our energy costs and reduced our carbon emissions."

David Hawkins
VP Labor and Operations
The Home Depot

"The Home Depot needed a partner to help them build a path toward a new era of energy. We're proud to be that partner."

Eric Pollock
Chief Commercial Officer
Distributed Solar Development (DSD)

To learn about clean-energy opportunities for your organization, please visit **dsdrenewables.com/contact**

For additional assistance ...

If you have any questions, or need further guidance beyond what's provided in this Brand Guide, please reach out to Greg Ippolito, the creative director at our brand & digital agency, IMA:

Greg Ippolito
greg@ima314.com
215-421-3034