V4.0

DSDI™

Brand Guide

August 2022

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A brand is an idea.*

When you hear names like Starbucks, Apple or Disney, it conjures a certain image in our minds based on our experience. Strong brands do that. So, when we represent the DSD brand, we're informing the future reactions and ideas that will be triggered in peoples' minds.

The question is:
What ideas 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 create any kind of communication as a representative of DSD — 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 interaction, is an opportunity to create that future reaction.

Digital Components

Please note that all digital components of the DSD brand can be accessed on **Sharepoint**.

*Many equate a brand to a logo. A logo is only one element. Our logo, color palette, fonts, copy tone, etc., are all elements of our 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.

Our Vision

is a more sustainable future powered by distributed renewable energy.

Our Mission

is to accelerate the deployment of renewable energy resources by owning and operating clean energy solutions for our customers.

Our Purpose

is to create renewable energy solutions that sustainably and economically solve our customer's energy needs; in doing so, we directly combat climate change while earning a return on our investment.

What sets DSD apart from the competition?

We're all in.

For many solar developers, a project is just a job. A rooftop array, a carport system, whatever. They outsource to fill gaps. They make promises during an RFP and figure out the details later.

But to the people at DSD, there's no such thing as "just a project." Our mission is to accelerate the deployment of renewable energy resources — for the benefit of our clients and the greater world. So to us, every project is an opportunity to make a transformational difference.

To make that kind of impact, you have to be "all in."

That starts with listening.

Every organization, and every project, is unique. A client may have special zoning or traffic concerns … or a vision that seems borderline impossible (e.g., LG wanting to build on igneous rock) … or timing demands that seems beyond reach. Whatever their challenges or goals, we work to transform the difficult into the possible.

Then, we execute. You can't be "all in" unless you have the expertise and capabilities to deliver. And at DSD, we do. We have:

- The resources to fund almost any project we want to pursue
- The in-house expertise to custom-engineer any solar solution
- The ability to guarantee reduced energy costs for 25+ years (over which time we can own and maintain the assets)
- The reputation as a key resource for customers, other developers and financiers — advancing not only our organization, but the industry as well

DSD is an organization unlike any other in the renewables industry. We have the people, resources and culture to transcend any challenge and to achieve things you hadn't even imagined. Bottom line:

When you partner with DSD, the possibilities are limitless.

How do we differentiate DSD from the competition?

Our competitors ...

- Focus primarily on their technologies and "turnkey" solutions
- Speak in buzzwords/industry jargon and make promises they can't/don't fulfill
- Spend a lot of time bragging about their accomplishments

DSD, by contrast ...

- Is driven by a greater purpose; one that's customer-centric and truly impactful
- Has big-company resources with the drive, ingenuity and grit of a startup
- Has the culture and capabilities to take on any challenge and deliver a stunning solution that exceeds expectations

DSD is an ever-evolving organization that's distinguished by our *customer-centric approach*.

When it comes to energy users, we start by listening to their specific challenges and goals — then engineer unique solutions that accomplish them. When it comes to partners and vendors, we consider all the things that hold them back from achieving their maximum business potential — then find ways to help them win.

At DSD, it's about more than business. It's about expanding renewable energy access in sustainable and economically viable ways by finding and delivering creative solutions that no one else can.

BRAND PROMISE:

"We are all in."

TAGLINE:

"Powered by Possibility"

#PoweredByPossibility

5 Guidelines for Communicating the DSD Brand

1. Keep sentences short, focused and straightforward.

Speak and write clearly and to the point. Avoid excessive punctuation, industry jargon and the overuse of acronyms.

2. Write and speak with a quiet confidence.

You know people who speak breathlessly about their accomplishments and MAKE A BIG DEAL!!! ABOUT EVERY LITTLE THING!?!? We're not those people. We've earned our confidence through empathy, unmatched work ethic and out-of-the-box thinking, but we remain humble and listen for opportunities for continued learning and growth.

3. When in doubt, it's about *the people.* Listen first.

DSD's "secret sauce" is a creative, knowledgeable, hard-working staff that's always looking and thinking two steps ahead to provide the best customer and partner experiences possible. And at the center of every project or fund are the people involved or those who will be affected. So listen first, and communicate with empathy and awareness.

4. Understand the why.

It's not only important to listen, but to understand. Ask why something is needed, ask why something is or isn't being done. Get to the root cause of an issue to solve it rather than solving for the surface level issues. We'll learn more and grow as a team, enabling us to deliver on our mission more efficiently.

5. Whenever possible, be in the present and focus on the future.

Technologies change and standards evolve. DSD works in the present and focuses on the future, rather than relishing in the past. While we celebrate and memorialize successes, our communication should focus on what we are delivering today and how we are thinking ahead to be flexible for whatever comes our way.

> A note about using the tagline/hashtag:

When writing for social media, try to incorporate our tagline/hashtag where possible (#PoweredByPossibility). The tag covers a lot of ground, which gives you a lot of flexibility in how to use it. DSD can create possibilities in so many ways; and our tag lets us talk about all those specifics under a singular, compelling, memorable umbrella theme.* In the end, we want our audience to walk away thinking that DSD can create an ingenious solution for any obstacle they can imagine.

*For example, if you're writing a post about our ability to fund projects with the backing of partners like BlackRock, you could say that we're powered by strong partnerships — then end the post with #PoweredByPossibility. Or, if you're writing about a case study about a project where creativity was needed to bring it to life, you could say that the project was powered by ingenuity — then end the post with #PoweredByPossibility. Watch this **short video** for an example of how we can move from the specific to the general with our copy.

For more about how to create content, for social media and other channels, please reference the **DSD Communications Guidelines**.

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. The full color version can also be used on a darker background or against a photo by using the full color reverse 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 any graphic elements, such as text or co-branded logos. The safety margin also defines the minimum distance to the edge of the page. The safety margin on the right is defined by the right edge of the burst not the right edge of the M.

Minimum Size

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

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
Headlines

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

section headers
section headers

Europa Bold
Colors can vary
Desktop Substitute: Arial Bold

Subhead Style
Subhead Style

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

Callouts - Sentence Case or UPPER CASE
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

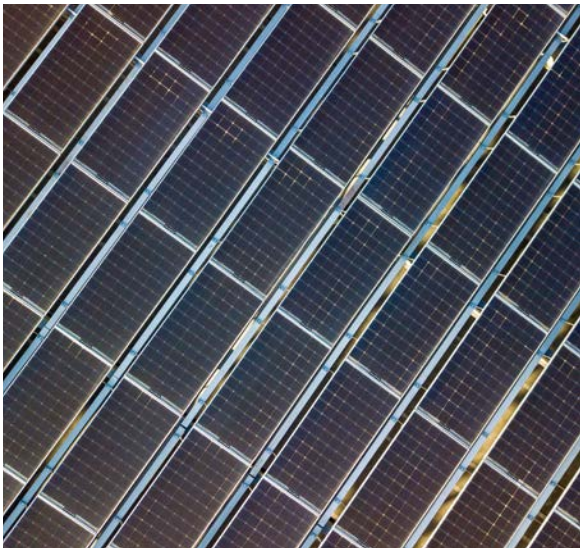
Complete Color Palette

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

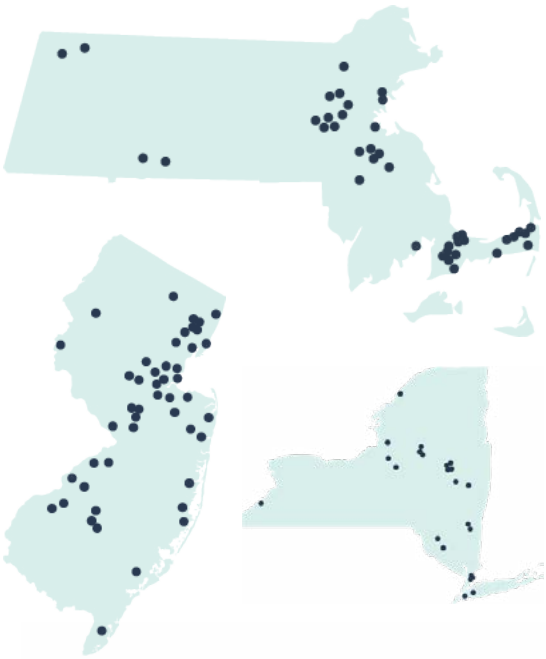
On the marketing materials created to date, photography of people has been used sparingly. Most photos have been selected from the **DSD library of assets**. The photos selected from the library have a grandeur and authenticity that are central to the brand. Avoid using stock photos as much as possible.

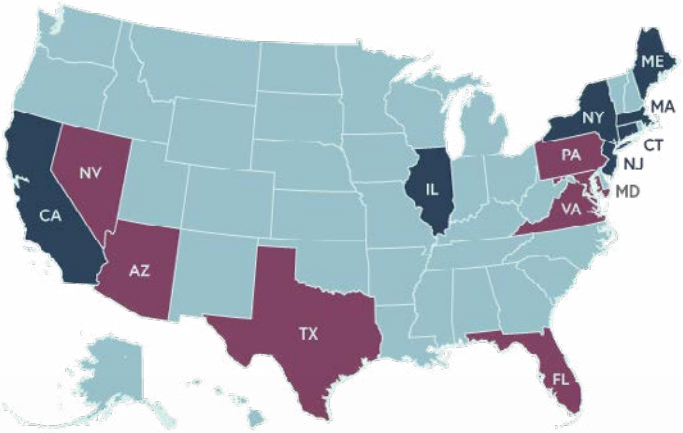
Photo Examples

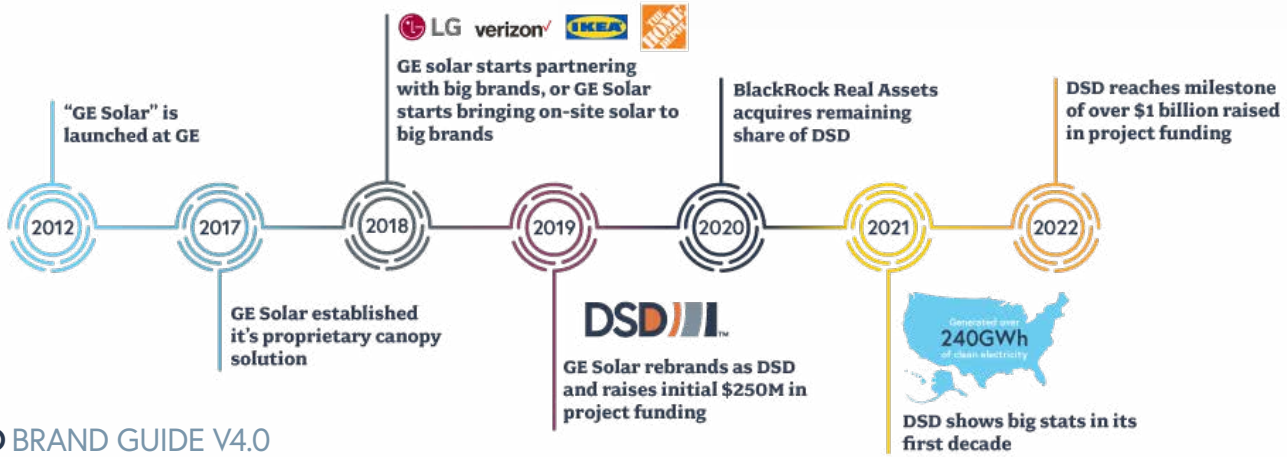


Vector Art

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

Follow company guidelines for your email signatures with the application Letsignit. The application is pushed to all employee workstations and is linked to your Office 365 profile.

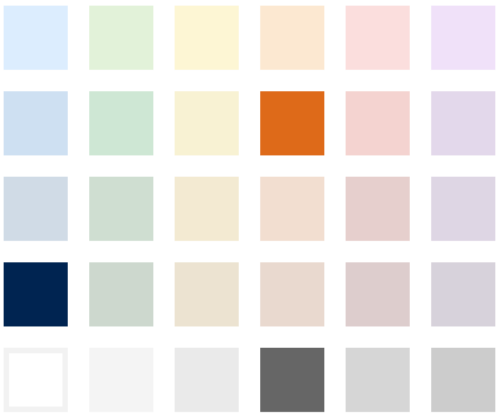
Initial Reply

Jane Smith
Vice President of All Things
T. 555-518-1234

Second Reply

Jane Smith
Vice President of All Things
T. 555-518-1234

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

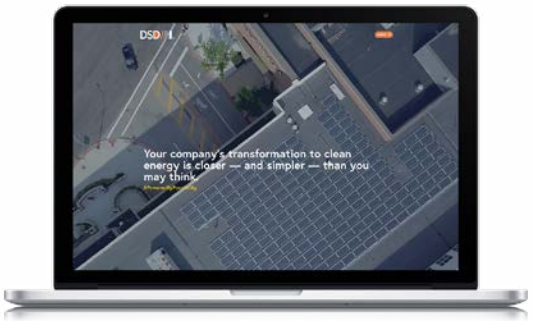
To date there have been some printed collateral, promotional pieces and online assets created. Here are those examples:

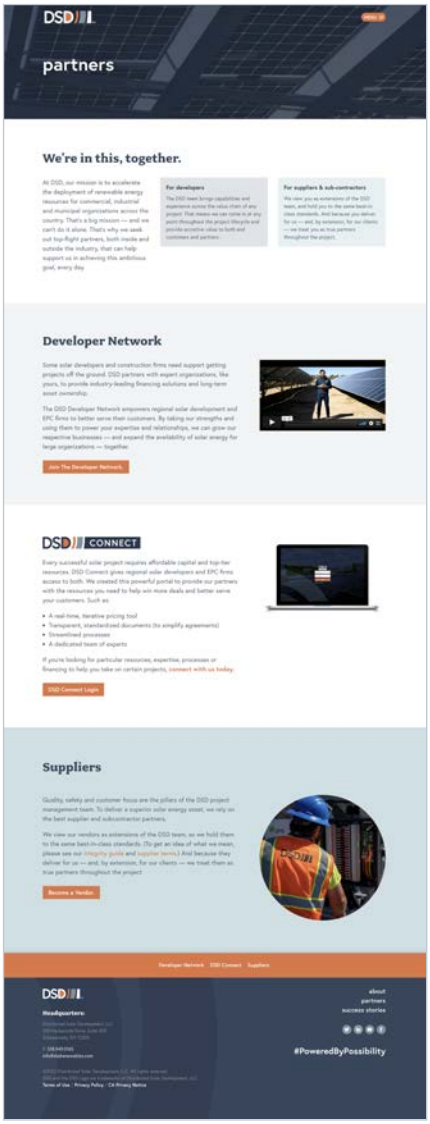
Apparel Example using Secondary Logo Version

2.5"W x 0.6694"H

Thread colors:
Navy
White
Grey

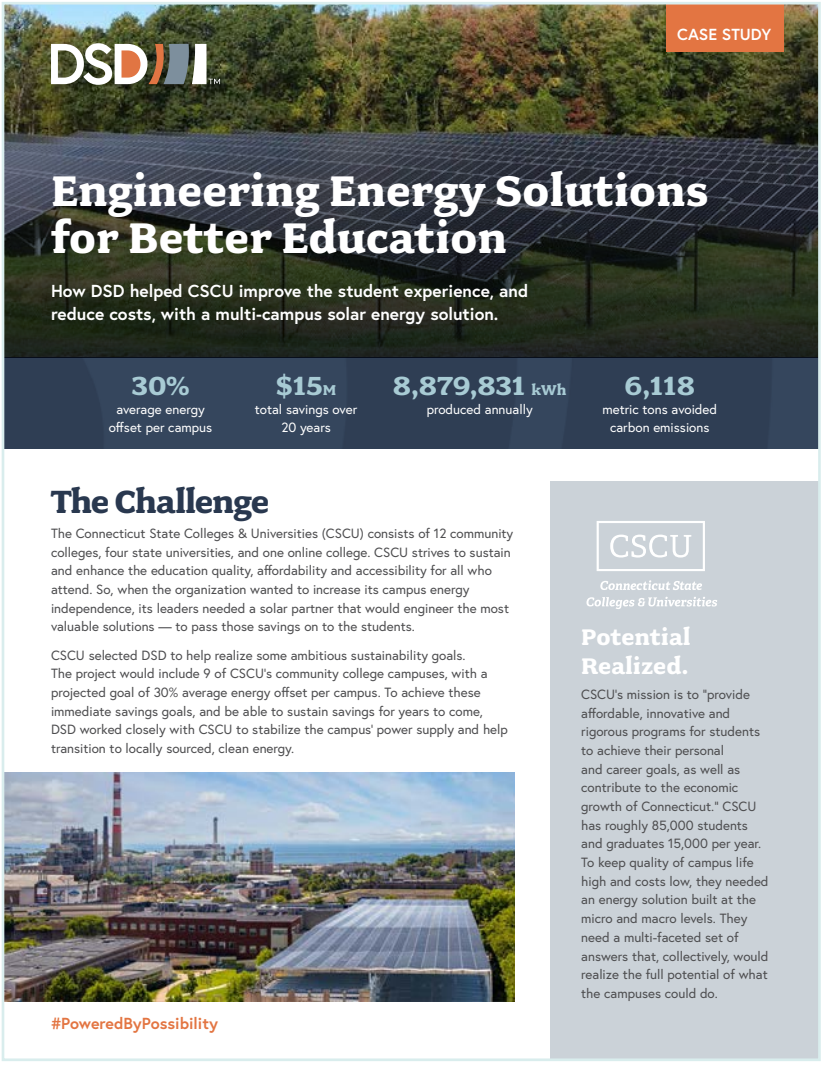
DSD Website

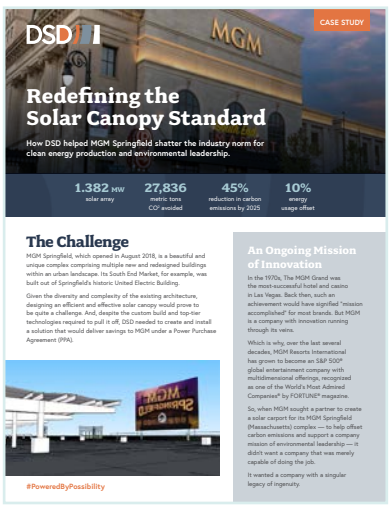




Business Card

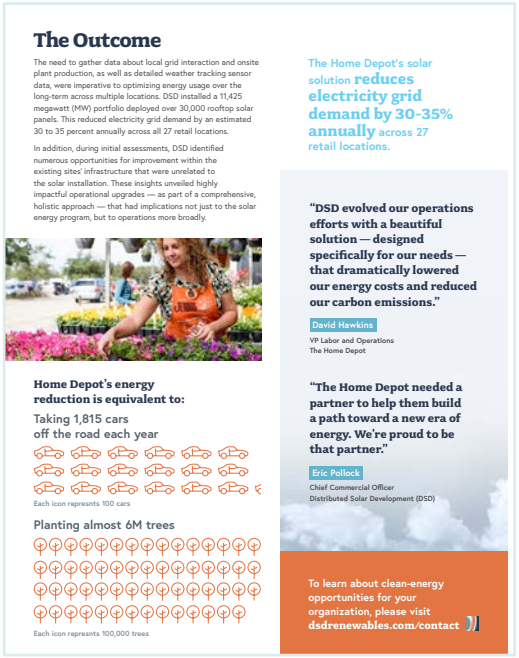
Case Study Versions



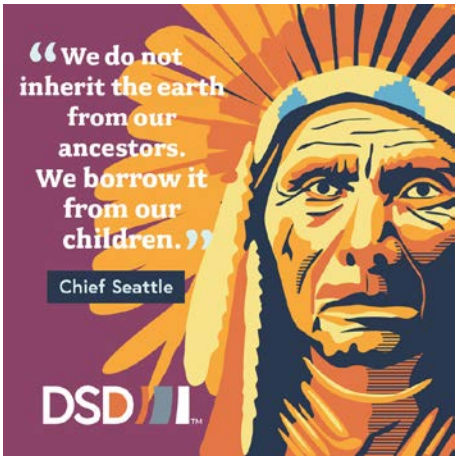


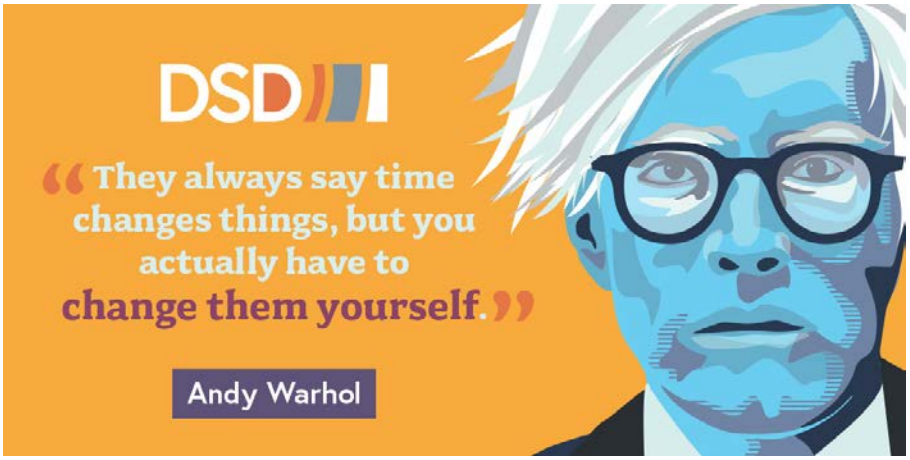
Front

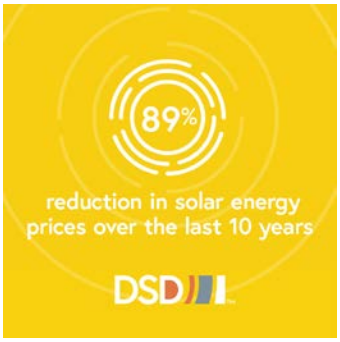
Back



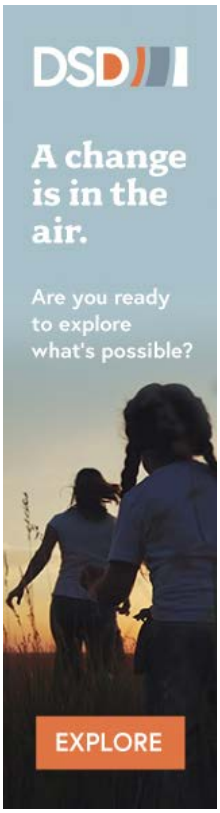
Social Media Posts







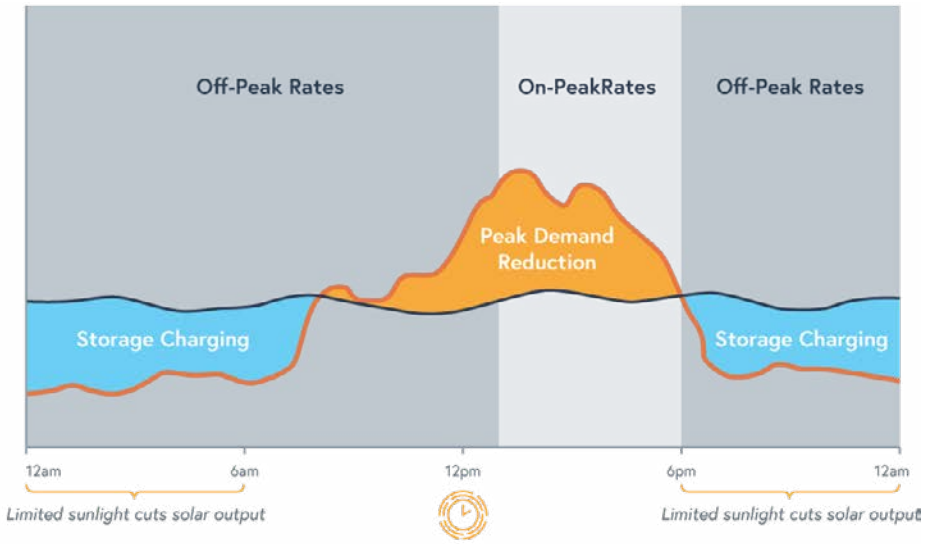
Display Ads

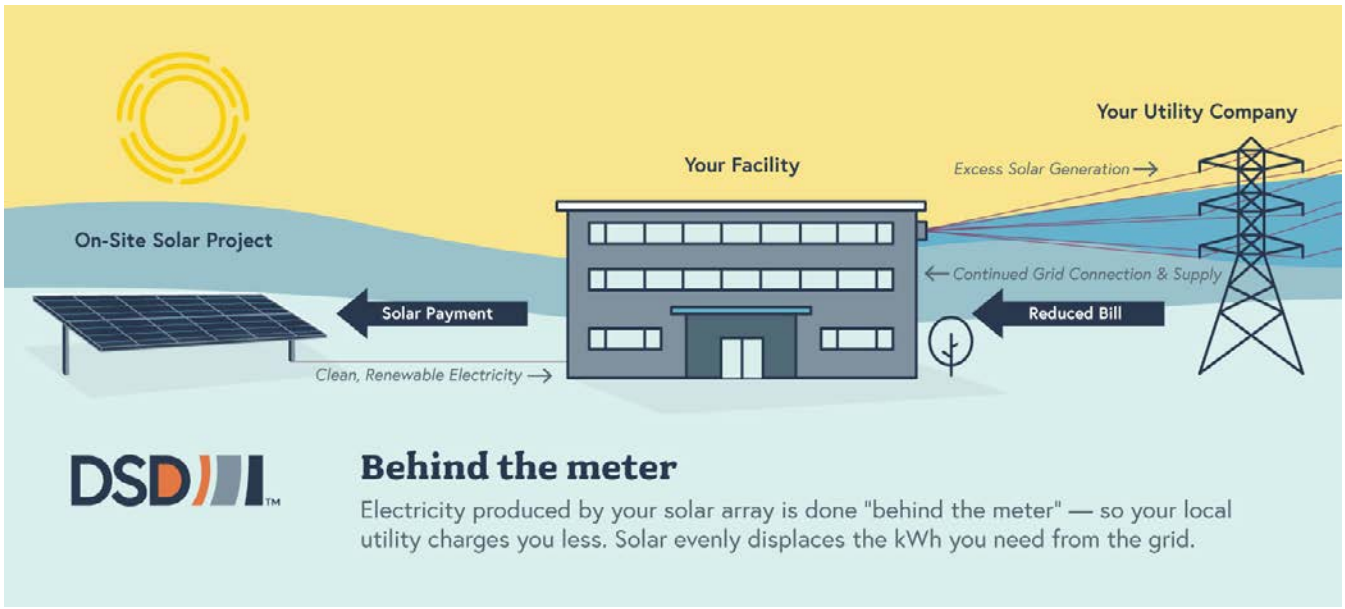


Infographics

How Energy Storage Works

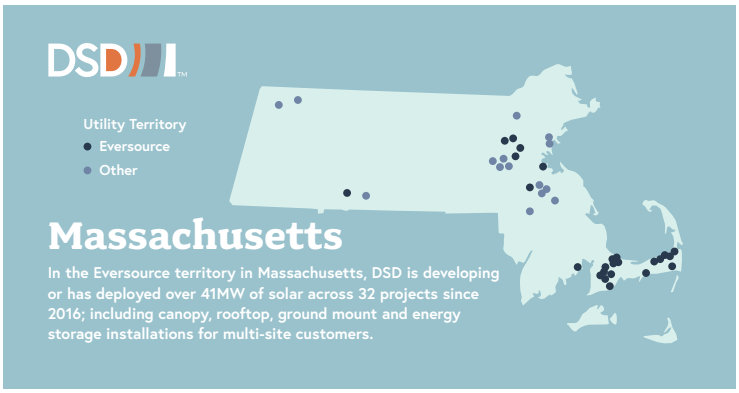
Solar panels collect sunlight and transform it into electricity. But a battery system allows you to collect and store unused energy, to leverage it at night or in the event of a power outage. You can also tap stored energy during "peak demand" hours — when electricity prices are highest — to reduce what you take (and spend) from the grid.





Behind the meter

Electricity produced by your solar array is done "behind the meter" — so your local utility charges you less. Solar evenly displaces the kWh you need from the grid.

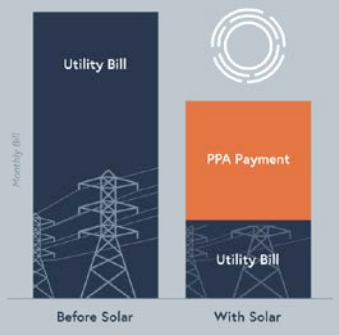


Massachusetts

In the Eversource territory in Massachusetts, DSD is developing or has deployed over 41MW of solar across 32 projects since 2016; including canopy, rooftop, ground mount and energy storage installations for multi-site customers.

How a PPA Works

With a PPA, you pay nothing up front to have your solar solution designed and installed. Once your array goes live, you'll still pay a utility bill — though much lower — along with a monthly PPA payment. These two fees combined will net significant savings to your organization.



A word on sub brands

From time to time, DSD may decide to create a sub brand* for a unique product or solution (see: DSD Connect).

The creation of a new sub brand will be limited to product platforms developed by DSD. Sub brands will not be created for organizations or teams within DSD.

*A sub brand is a smaller brand that lives under the umbrella of a larger brand.
For example: Big Mac® and McCafe® are sub brands of the larger McDonald's® brand.

DSD Connect

"DSD Connect" is a sub brand that refers to tour project pricing portal. Please note that DSD Connect is not a synonym for the Developer Network.

The Developer Network is a collective of solar developers, renewable energy experts and financial partners.

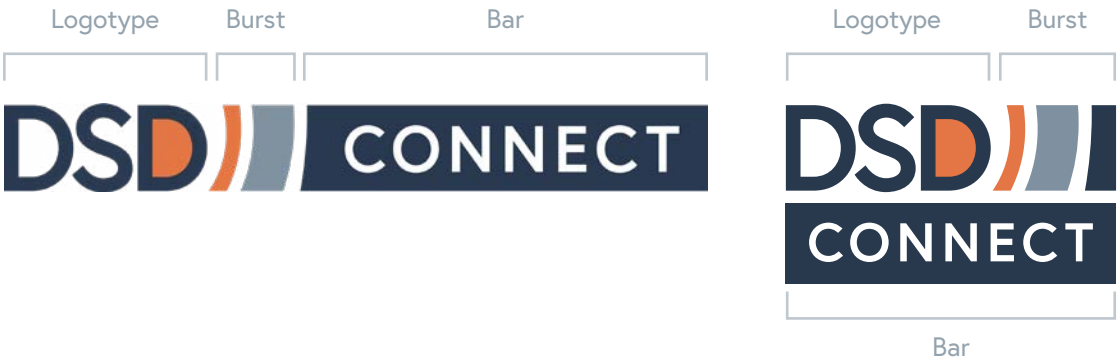
DSD Connect, by contrast, is the online portal that provides access to proprietary resources like project pricing.

So, when referring to DSD Connect, please remember that you are talking about the portal only.

DOs and DON'Ts:

DO: Use phrases like: "To gain access to DSD Connect …"	**DON'T:** Use phrases like: "To contact someone on the DSD Connect Team …"
DO: Use the DSD Connect PowerPoint template to create a slide deck that shows an overview of the platform/portal.	**DON'T:** Use the DSD Connect PowerPoint template to create a slide deck that is about the Developer Network.
DO: Use the DSD Connect logo for a newsletter about updates to the platform/portal.	**DON'T:** Use the DSD Connect logo for a newsletter about updates to the Developer Network team.

Brand Signature



Logotype

Similar to the main DSD logo, the DSD Connect 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.

Bar

The bar can appear to the right of the burst represented as an extension of the last burst line or below in the stacked version.

Logo Usage

Full Color Version

Whenever possible the recommended DSD Connect Logo is the horizontal full color version, however there may be instances that shorter stacked version is needed. The full color version can also be used on a darker background or against a photo by using the full color reverse 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 any 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 horisontal version of the DSD Connect logo in Reverse or One Color can be scaled down to .125" high. In other instances the stacked version can scale down to the 5" Wide.

.125" High

.5" Wide

For additional assistance ...

If you have any questions, or need further guidance beyond what's provided in this Brand Guide, please reach out to **Meghan Gainer**, Vice President - Marketing & Communications:

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518.369.3692