

Brand Guidelines

JULY 2019 EDITION



PEC

BRAND SUPPORT

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Introduction

THE BRAND GUIDELINES

These guidelines describe the visual and verbal elements that express The Pacific Energy Concepts (PEC) brand. This includes our name, logo, messages, tone of voice and other elements such as color, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company.

These guidelines reflect PEC's commitment to quality, consistency and style. The PEC brand, including the logo, name, colors and identifying elements, are valuable company assets.

Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of the PEC name and marks.

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Welcome to the new PEC.

This brand evolution celebrates and is inspired by the solutions we deliver and the people we serve.

To represent the national expansion of Pacific Energy Concepts our brand evolution establishes regional inclusion. This evolution will be represented by our acronym PEC.

Most importantly, our new brand reflects who we are today, who we aspire to become, and why we matter. By delivering a consistent brand experience across all touchpoints, we will build a bond and emotionally connect with those we serve.

PEC has a wonderful story to tell. Here's how we're going to tell it.

Purpose

WE EXIST TO MAKE IMPACT:

Impact on the business

We're more than lighting service providers — we're here to help facilitate the success of each company as a whole. Our energy efficient solutions yield results that advance our clients' businesses on a larger scale.

Impact on employees

We're influencing productivity, safety, and morale — creating a better workplace and making a substantial difference in employee's working lives.

Impact on the environment

The global importance of our work is not lost on us. Our efforts help to reduce CO2 emissions, eliminate unnecessary kWh usage, and make the world a more livable place... one lighting project at a time.

Impact on the industry

We're making big waves in our field, and we're proud of it. We seek to redefine the way businesses think about lighting, and change the game of energy efficiency.

Position

WHO WE ARE AND HOW WE'RE DIFFERENT.

PEC is North America's most innovative energy optimization company, delivering custom LED lighting solutions for complex environments (like warehouses, factories, retail spaces and building exteriors).

Master Message

THE VALUE WE DELIVER TO BUSINESSES AND THE PEOPLE WHO WORK IN THEM.

We transform inefficient buildings into energy-saving workspaces that make people look forward to Monday.

Message Platform

A SUMMARY OF THE KEY MESSAGES THAT WILL RESONATE WITH ALL OUR AUDIENCES.

<p>What we want to be known for</p>	<p>Position</p>	<p>PEC is North America's most innovative energy optimization company, delivering custom LED lighting solutions for complex environments (like warehouses, factories, retail spaces and building exteriors).</p>		
	<p>Value</p>	<p>We transform inefficient buildings into energy-saving workspaces that make people look forward to Monday.</p>		
<p>How we make a difference for our customers</p>	<p>Core Messages</p>	<p>Good lighting is good for business, people, and the planet.</p>		
		 <p>Operational Performance</p> <p>RUN EFFICIENT</p>	 <p>Financial Performance</p> <p>SAVE MONEY</p>	 <p>People Performance</p> <p>WORK HAPPY</p>
		<p>Increase production and output, extend the lifetime of your lighting, and implement intelligent control systems.</p>	<p>Get better results from your energy spend with maximized and measurable savings that really impact your bottom-line.</p>	<p>Transform spaces, provide exactly the right lighting needed for the job, improve safety, and positively impact morale.</p>

Brand Everywhere.

TRUST IS EARNED IN DRIPS AND LOST IN BUCKETS.

Every interaction with our customers is a brand opportunity. Everything we do communicates. **Everything.** Customers watch what we say and what we do, as a company. Our statements, actions and messages accumulate over time to shape how customers perceive us. To be our best, we must deliver a consistent brand experience across all touchpoints.

High Standards

Three of the most important factors that shape how customers perceive us are our communications, the solutions we deliver, and our people. When it comes to these three areas we set high standards for ourselves.

COMMUNICATIONS	PRODUCTS / SERVICES	PEOPLE
<p>PEC communications should always be:</p>	<p>PEC products and services should be:</p>	<p>The way we interact with customers should make them feel we are:</p>
<p>Friendly and welcoming Be approachable. Avoid being overbearing, aggressive or condescending.</p> <p>Clear and straightforward Use language and visuals that are relatable, human and easy to understand.</p> <p>Real and relevant Be honest and address what is important to the customer.</p> <p>Fresh and energetic Both the content and the design should reflect the vibrant nature of the communities we serve.</p>	<p>High quality Our offerings should be unrivaled in performance and functionality.</p> <p>Easy and intuitive We should reduce complexity while delivering as much value and impact as possible.</p> <p>Necessary Our products and services solve real problems for business environments and the people who occupy them.</p> <p>Unique and custom, not derivative Never cookie cutter, we want to lead the way, not copy others.</p>	<p>Great listeners We are interested in our customers' lives, constantly seeking ways to help them achieve their goals.</p> <p>Trusted experts Knowledgeable, but never arrogant. We avoid making the customer feel inept or foolish.</p> <p>Respectful and confident We are on the customers side and let them know we are here to help.</p>

Our Voice

**WE USE THE LANGUAGE OUR AUDIENCE USES,
AND MAKE TECHNICAL STUFF AS CLEAR AS WE CAN.**

Yes, we're lighting and energy experts. Sure we know all the jargon. But our customers choose us because we are approachable and make the concepts we talk about easy-to-understand and interesting.

THE PEC VOICE:

- Sounds like a human being, not a robotic script.
 - Can be clever, but not snobby or cynical.
 - Avoids jargon and overly technical language.
 - Gets to the point quickly.
-

Boilerplate

PEC is North America's most innovative energy optimization company, delivering custom LED lighting solutions for complex environments (like warehouses, factories, retail spaces and building exteriors). Our energy engineers work with some of the world's largest businesses — from Costco to Sysco — and thousands of smaller ones enabling them to run efficient, save money, and work happy. Armed with a deep understanding of modern lighting technologies our team uses a unique process to design effective lighting systems that generate massive long-term savings.

For more information, visit: **[pecnw.com](https://www.pecnw.com)**

02

Our Name

Pacific Energy Concepts is now **PEC**.

PEC, our new name.

As our business has grown so has the need to represent a professional, national, and international presence. Shortening our name eliminates potential confusion surrounding use of the word “Pacific.” Furthermore, it allows us to easily adopt local monikers that enhance our connection to the regions we serve. Here are some simple guidelines to follow when using our new name in marketing materials and correspondence.

In proposals and documentation

Reference the company as PEC (Pacific Energy Concepts) in the first paragraph and PEC thereafter.

Regions

Only PEC Texas and PEC Chicago can append their regional moniker. All other regions can simply use PEC.

Online

Always refer to the PEC web address as pecnw.com

On the phone

When answering the phone use PEC or PEC + your regional location name if appropriate.

03

The PEC Logo

The PEC logo — including stand-alone and modified variations — is a clear signpost for our brand. It serves as our primary visual symbol and is a positive embodiment of PEC's uniqueness.

In keeping with our brand personality and voice, our logo is straightforward and simple. It is rendered to maximize visual appeal and effectiveness — qualities that are directly applicable to the type of service we deliver.



PEC

PREFERRED LOGO

The PEC preferred or “corporate” logo comprises two elements, the logo symbol and logo type. The logo symbol is a powerful Illusion that uses the letter P to create a sense of three dimensional space. This graphic captures the spirit of PEC by inferring a space illuminated with powerful light.

The logo type has been carefully chosen for its modern and yet refined, highly legible style. The typeface is Montserrat Bold and has also been chosen to compliment the logo symbol.

For any additional variation requirements reach out to Rose Alexander.

Vertical Lock-up



Dark Background - Vertical



Horizontal Lock-up



White and light backgrounds

Use the logo in the EPS, JPG or PNG format as required. For non-white light backgrounds use the EPS or PNG formats as required.

Dark Background - Horizontal



Dark backgrounds

Use the logo in the EPS, or PNG format as required.

REGIONAL LOGOS

Regional logos usage is limited to:

- Business cards
- Local proposals
- Case Studies
- Local presentations

When in doubt always use the main PEC logo.

Vertical Lock-up



Horizontal Lock-up



Logo composition, clearspace and computation

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark.

This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark.

Do not change the position of the logo mark in relation to the logo type – they have a fixed relationship that should never be changed in any way.

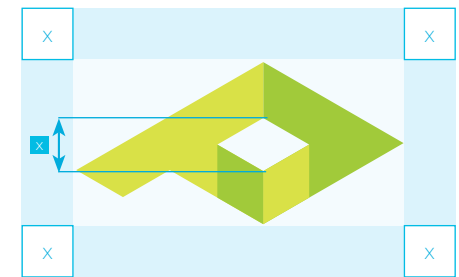
LOGO LOCK-UPS

Whenever you use the logo lock-up, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

To work out the clearspace take the height of the logo type. (Clearspace = Logo type X Height).

LOGO MARK

Whenever you use the logo mark, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone. To work out the clearspace take the height of the diamond shape in the center of the “P” symbol.



Color variations

THREE-COLOR

The three-color version of the logo should be used whenever possible for marketing collateral and digital media.



ONE-COLOR

The one color version should only be used when the logo must be printed in one color.



Company tagline

Our tagline let's people know what we do in a few words as possible, here's how to use it.

TBC

Minimum size and placement

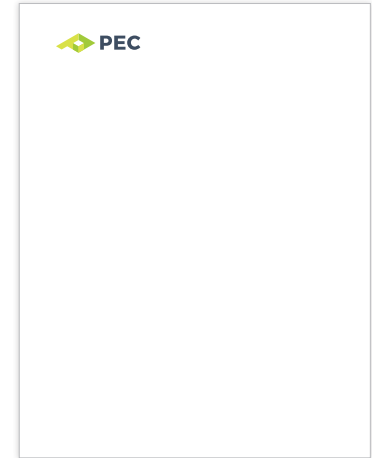
Full Logo Vertical

Minimum Width: 0.75 Inches



Full Logo Vertical

In general this logo should be used in applications where it can be centered. Always feature the vertical logo prominently in the layout.



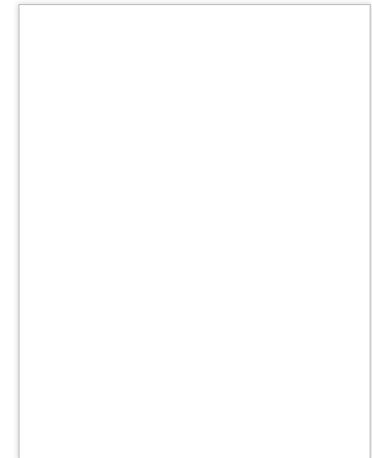
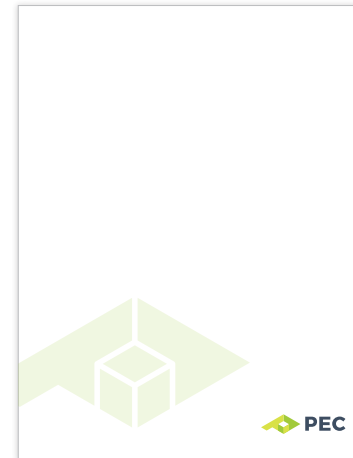
Full Logo Horizontal

Minimum Width: 1.0 Inch



Full Logo Horizontal

The horizontal logo can be used as a primary or secondary design element depending on the layout requirements. When used at the top of the page the size should be larger than the minimum size. When used at the bottom of the layout the logo should be smaller and serve as a visual sign-off.



Logo Symbol

Minimum Size: 5 mm x 5 mm



Logo Symbol

The logo symbol can be positioned in a number of different ways. It can serve as a primary design element to give emphasis to a message or be used as a watermark to give texture to a composition.



Improper use of logo

Do not reconfigure, recolor, apply effects or change the size or orientation of the logo in any way for any reason

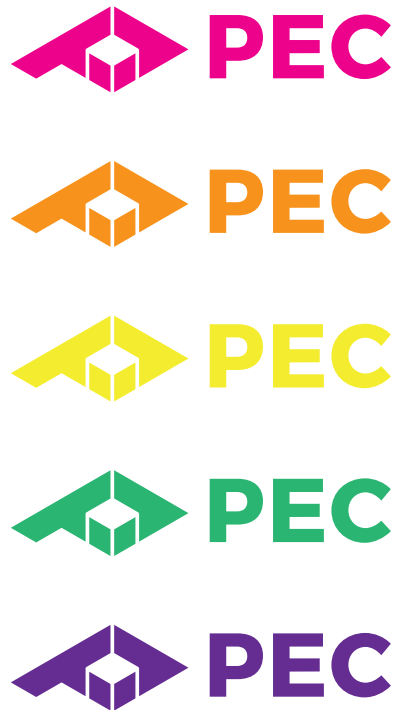
Reconfiguration

Do not reconfigure the logo elements.



Color

Do not recolor the logo elements.



Effects

Do not apply effects to the logo.



Orientation and Size

Use the logo on the horizontal at or above the minimum size.



04

Typography

Typography is a foundational expression of the brand. Our corporate typefaces, when used consistently, become an indelible asset of the overall PEC visual identity system.

The following sections demonstrate how to get the most out of our corporate typefaces. These guidelines provide key parameters to ensure consistent use, while proving flexibility for creative expression for a number of applications.

Typography

PRIMARY FONT

Our corporate typeface is Montserrat. Use this typeface for all marketing communications. The Montserrat font is versatile, containing several weights suitable for headlines, body copy, and captions.

MONTSERRAT

DESIGNER
JULIETA ULANOVSKY

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z **Black**

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z **Bold**

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z **Regular**

a b c d e f g h i j k l m n o p q r s t u v w x y z

! " § \$ % & / () = ? ` ; : i " ¶ ¢ [] | { } ≠ ¿ ‘ **Special Characters**

« ∑ € ® † Ω ¨ / ø π · ± ‘ æ œ @ Δ ° ª © f ð , å ¥ ≈ ç

MONTSERRAT VARIATIONS

Montserrat Light
Montserrat Regular
Montserrat SemiBold
Montserrat Bold
Montserrat Extra Bold
Montserrat Black

Typography

SECONDARY FONT

When Montserrat is not available for use, in PowerPoint, or Excel documents for example, use our secondary font, Arial. Though there are subtle differences between the two fonts, Arial will ensure maximum compatibility for collaborating on shared documents.

DESIGNERS
**ROBIN NICHOLAS &
PATRICIA SAUNDERS**

ARIAL

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Figures

0 1 2 3 4 5 6 7 8 9 0

Special
Characters

! “ § \$ % & / () = ? ` ; : i “ ¶ ¢ [] | { } ≠ ¿ ‘
« Σ € ® † Ω ” ø π • ± ‘ æ œ @ Δ ° ª © f ð , å ¥ ≈ ç

ARIAL VARIATIONS

Arial Regular

Arial Bold

Arial Bold Italic

**CONTEXT TEXT
AND INNER HEADLINES**

**Caption
Text
Fine Print** Pacific Energy Concepts Typography
Montserrat Light
6 pt Type / 9 pt Line spacing

Copytext Pacific Energy Concepts Typography
Montserrat Light
11 pt Type / 11 pt Line spacing

**Headlines
Copytext** **PACIFIC ENERGY CONCEPTS TYPOGRAPHY**
Montserrat SemiBold - Capital Letters
11pt Type / 11pt Line spacing

HEADLINES

**Sublines
Sections** **PACIFIC ENERGY CONCEPTS TYPOGRAPHY**
Montserrat Bold - Capital Letters
16pt Type / 16pt Line spacing

**Big
Headlines
and Title** **The Headline**
Montserrat Bold
34pt Type / 30 pt Line spacing

**Sequencer
and Title for
Marketing** **The Header**
Montserrat Bold
48pt Type / 48 pt Line spacing

FONT COLORS

Use black for all type except those shown in a different color. Use black as the default alternative if color is unavailable.

05

Color System

The primary color system and color codes

Color plays an important role in the Pacific Energy Concepts corporate identity program. The colors that follow are recommendations for various media. Consistent use of these colors will contribute to the

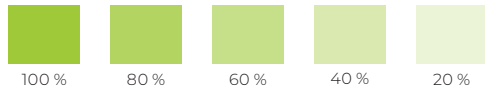
cohesive and harmonious look of the Pacific Energy Concepts brand identity across all relevant media. Check with your designer or printer when using the corporate colors that they will be always be consistent.

Primary Colors

Pacific Energy Concepts has two primary brand colors La Rioja and Fiord. These colors will become a recognizable identifier for the company.

Usage:

Use them as the dominant color palette for all internal and external visual presentations of the company.

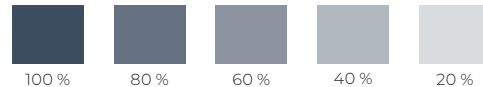
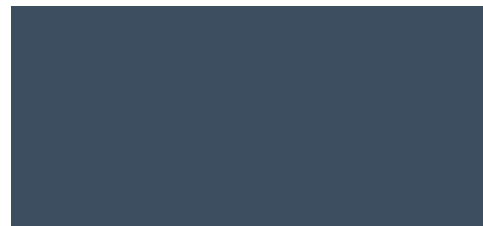


Gradient

LA RIOJA

COLOR CODES

- CMYK** : 46.0.89.0
- Pantone** : 367 C
- RGB** : 160.201.58
- Web** : #A0C93A



Gradient

FIORD

COLOR CODES

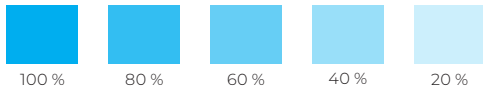
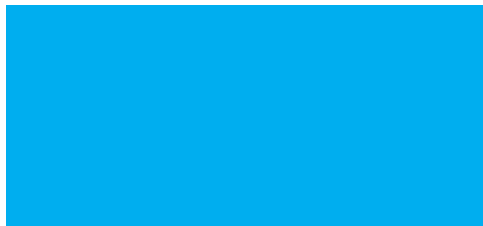
- CMYK** : 78.60.41.33
- Pantone** : 7545 C
- RGB** : 62.78.97
- Web** : #3E4E61

Secondary Colors

The Secondary colors are complementary to our official colors, but are not recognizable identifiers for our company.

Usage:

Use them to accent and support the primary color palette.



Gradient

CERULEAN

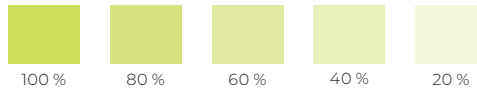
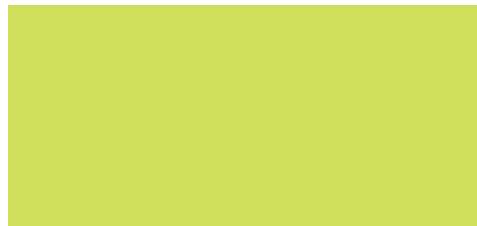
COLOR CODES

CMYK : 71.12.0.0

Pantone : 299 C

RGB : 0.174.239

Web : #00AEEF



Gradient

STARSHIP

COLOR CODES

CMYK : 22.0.80.0

Pantone : 388 C

RGB : 218.226.72

Web : #DAE248

Tertiary Colors

Tertiary colors compliment the primary and secondary palettes and are available for use when additional colors are required for charts, infographics and other visual application requiring color delineation. These colors should be used sparingly (less than 10% of the palette in one piece.)

Usage:

Use them when additional colors are required for things like chars and graphs.



Tones

CMYK : 82.27.39.10
Pantone : 7713 C

RGB : 0.131.143
Web : #00838F



Tones

CMYK : 53.99.0.0
Pantone : 513C

RGB : 147.50.142
Web : #93328E



Tones

CMYK : 3.100.70.12
Pantone : 200C

RGB : 186.12.47
Web : #BA0C2F



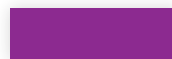
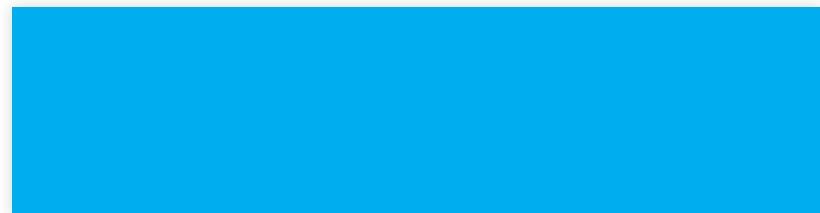
Tones

CMYK : 0.82.100.10
Pantone : 2349C

RGB : 202.54.4
Web : #CA3604

Color Proportions

When using the primary colors, La Rioja and Fiord should be the dominate colors. Cerulean should account for 25% or less of the color used in the composition.





06

Photography

Client and Site Images

Before and After Images

- Must be taken in the same location for comparison
- Must not be modified for light or color
- Cropping is ok

If using a cell phone take photo on HDR settings.

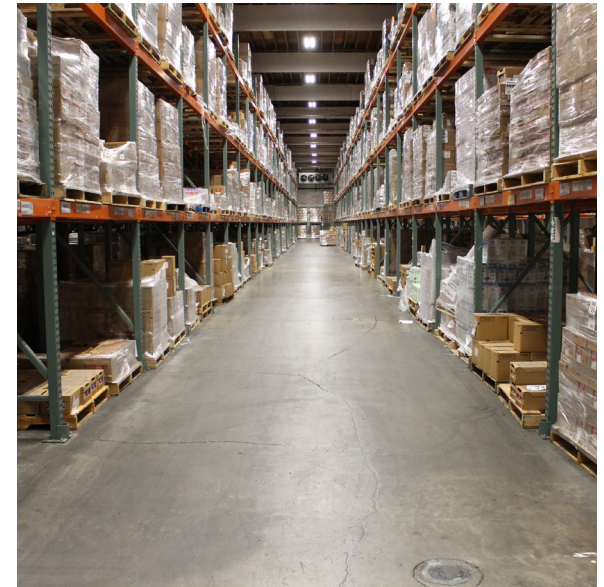
Photo resolution

Make sure your image has a high enough resolution before scaling, to avoid pixelated imagery. For print, images should have a dpi of 300 pixels.

For web, image resolution should have a dpi of at least 72 pixels.

Color Mode

To avoid any color distortion in your photos, set your images' color mode to CMYK for print pieces. For web, set all images' color mode to RGB.





Marketing Images

- Use real site images and real people where possible
- All images of real people must have [signed a waiver](#)
- Natural and spontaneous as opposed to posed photos
- Single Subject focus
- Clutter free
- Attention to details
- Avoid images that look or feel dated

Stock photos

Must have a purchased license or be royalty free for commercial use. Do not risk disobeying copyright laws.

Photo Collage

When laying out photos, give at least a 2 point rule between each image. Avoid having photos touch each other.

Video

Video template guidelines TBA

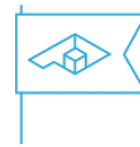
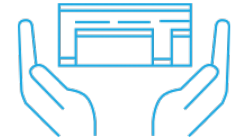
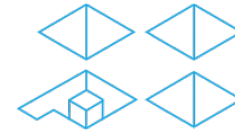


07

Iconography

Iconography

An icon is a pictogram displayed on a screen or print layout in order to help the user navigate through the content intuitively. The icon itself is a small picture or symbol serving as a representation of more complicated concept.



08

Applications

Website

PEC | WHY PEC | SERVICES | INDUSTRIES | PROJECTS | ABOUT | WE'RE HIRING | Blog | Contact Us

Energy efficient lighting

Designed to optimize the spaces that impact your business

150%
Annual energy savings

Email address

First name Last name

Company Phone number

[Request an energy assessment](#)

Speak with an energy engineer

360 571 3200

Ingenuity in energy

Our clients know that lighting isn't just a necessity - it's an investment. At PEC we know how to make that investment go as far as possible - transforming inefficient buildings into **energy saving** workspaces that make people look forward to Monday

Before

VITRO ARCHITECTURAL GLASS

Financial impact

Annual Energy Savings
\$55,189

Expense Covered by Incentives
\$212,319

Rate of Return on Investment
1.83 years

Environmental impact

Displaced Capacity:
117.49 kW
(Kilo Watts)

Displaced Energy
1,067,489 kWh
(Kilo Watts/hour)

After

PEC | WHY PEC | SERVICES | INDUSTRIES | PROJECTS | ABOUT | WE'RE HIRING | Blog | Contact Us

Lighting done right

Our experienced team develops sophisticated strategies to reduce operating costs and impact every aspect of employee experience, including productivity, comfort, safety and satisfaction.

Why we're different

Learn what makes PEC the most innovative energy optimization company in North America.

[Our Difference](#)

Relax—you're in good hands

Our team has been tapped by top companies to implement lighting solutions no one else can.

[Client Success](#)

Lighting with purpose

Let us show you how we can help you get better results from your energy use.

[Our Approach](#)

Our services

Our end-to-end approach to environmental lighting helps you get better performance from your energy spend, maximizes space utilization and improves employee productivity.

Energy audit

We evaluate your lighting energy use from every angle. By gaining a comprehensive understanding of your space, we can present customized solutions for your business and its employees.

[Learn More](#)


Lighting design

We work in 3D. This helps everyone at the table visualize the real impact we can make on your environment. We apply lighting science and photometrics to ensure every inch of space has the right light.

Business Operations and Swag

TBC


PEC Playbook



PEC

Run efficient. Save money. Work happy

Pacific Energy Concepts



Our national team of lighting experts impact the performance & profitability of commercial businesses


PEC provides manufacturer agnostic, application specific LED lighting solutions.

PEC identifies, designs and implements LED lighting solutions that measurably outperform the status quo.

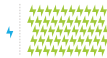
www.pecnw.com

Growing Opportunity

Energy Opportunity



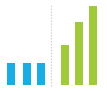
LED lights typically use 75% less energy than traditional light sources.



Lasts 10-50 times longer. Save energy, save time, save money.



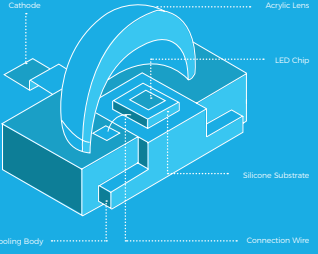
Operational Opportunity



You turn your lights on for a reason. When done right LED lighting will have an exciting impact on your business. Increased production, increased safety, improved merchandising, improved employee morale, reduced errors, reduced maintenance... just to name a few.

www.pecnw.com

What Exactly Is an LED?



"In the simplest terms, a light-emitting diode (LED) is a semiconductor device that emits light when an electric current is passed through it."

"LEDs use significantly less electricity per lumen produced than traditional lighting technologies."

USA Department of Energy, DOE/EERE, EISA - September 2014

www.pecnw.com

New Set of Tools – New Set of Measurements

LED provides your business with a powerful new set of tools, allowing you to do more with less. With new technology comes a new set of measurements.

Across industry and application there are three universal performance pillars to help categorize LED measurements. When all three pillars come together to help categorize LED measurements you experience optimized results.


+

+

=


Intelligent Design + Engineered Longevity + Maximized Savings = Lighting Optimized

"What gets measured gets done" - Peter Drucker

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PEC



PEC TEXAS



PEC CHICAGO

PEC Headquarters

210 West 5th Street
Vancouver, WA 98660
Phone: **360 571 3200**

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1720 W. Division Street,
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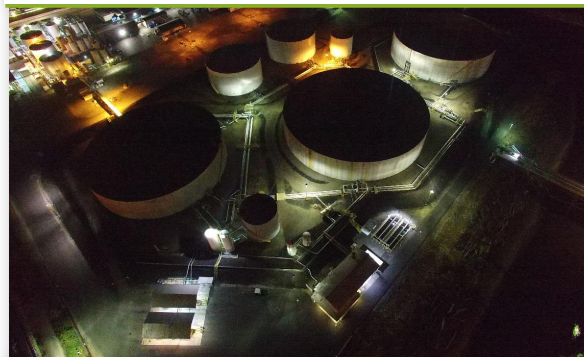
Business Card and Letterhead



Case Studies

The Future is Bright

SEE THE IMPACT: MCCALL OIL & CHEMICAL



Before PEC Installation



After PEC Installation



FINANCIAL IMPACT

Annual Energy Savings: **\$16,225** Expense
Covered by Incentives: **\$50,070** Rate of
Return on Investment: **7.32 years**



ENVIRONMENTAL IMPACT

Displaced Capacity: **31.84 kW (Kilo Watts)** Displaced
Energy: **141,105 kWh (Kilo Watts/hour)**
In other words...

25.9 Acres of Trees Planted
11,648.30 Gallons of Gas Saved
85.80 Tons of CO₂ Reduced

**THANK
YOU**
for your business!

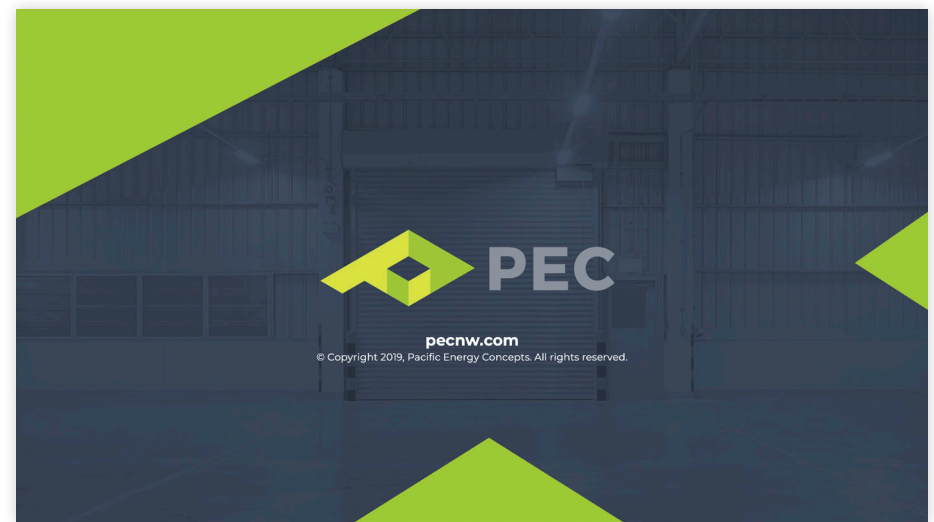
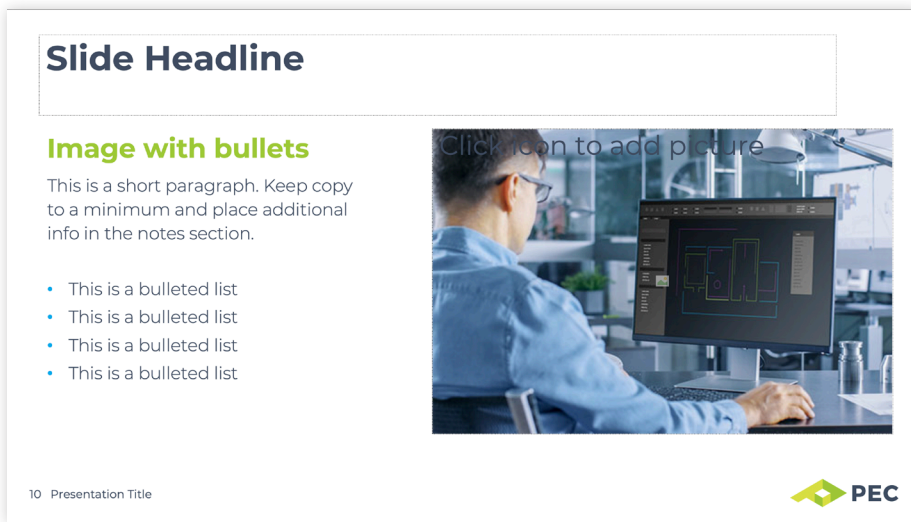
I am always available
for follow-up questions,
please feel free
to reach out.

Eric Perkins
(360) 571-3200

Proposal Coversheet

TBC

PowerPoint Template



Email Signature



First name Last name

Title, title

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Employee Online Profile

TBC