



# Official Brand Guidelines 2021



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# Brand Positioning

Your competitive advantage and differentiation.

In a world of rising utility costs and power failures, Pacifico Power consistently provides businesses and communities viable options for reliable, renewable, cost-saving energy with onsite generation, storage and microgrids.

We deliver a profound escape from utility-dependence and turbulence. We work diligently behind the scenes to develop 100% viable solutions that are tailored to the host customer's goals. Through technology, education, financing and implementation, we advance customers' commercial operations and property values as well as their bottom line.

We design with an eye to the future of energy markets and technology, building assets that generate value on day one, and increase in value over time.

We are solution-developers and innovators whose expertise is built on high-level competencies, experience and collaboration. All of which translates to energy solutions with the best possible outcomes for our valued customers. Our customers' success is our success.



# Mission\_Vision

## Mission

Your overarching purpose for today.

To underpin customers' operational success with reliable, low-cost generation, storage and microgrids, providing energy directly to customers in the behind-the-meter distributed energy market.

## Vision

Your vision for the future.

Pacifico Power will compete with utilities to build local power that is less expensive and more reliable for business and communities. We will help commercial and industrial behind-the-meter distributed energy customers own their power, creating value DAY 1 and far into the future.



# Core Values

Your values are the guiding principles that shape your brand and your culture. Your values reflect who you are and what you stand for. We think these speak for themselves.

## Reliability

In an era of disintegrating trust in so many institutions, even the public utilities, we do business in a way that's dependable, transparent, trustworthy and reliable. Our word matters.

## Customer Focus

The focus is on the customer's business, brand and goals. We start with a blank canvas. We support and promote customers and take credit last (and in a way that fits the customer).

## Innovation

The entire business is born of innovation and stays on the industry's leading edge. From being "microgrid evangelists" to energy innovators, our attitude of discovery fuels our work.

## Independence

We value independence, for our customers and for ourselves. As such, we think in a way that is not dependent on outside factors including the traditional public utilities.

## Commitment

We elevate our work with a deep, abiding commitment in everything we do. This extends to ensuring protections and energy stability for our customers.

## Inclusivity

We endeavor to work with smaller entities as well as large, heavy users. We're here to help businesses thrive.

## Expertise

We are authorities in the space and subject matter experts. With a sophisticated and proven knowledge base, we have a deep well of credibility from which to draw.

## Education

It's as important to educate as it is to promote. We impart our knowledge to our entire community and are continual learners ourselves. We constantly evolve our skills, technologies and knowledge base, and share those learnings with everyone.

*"Education is not filling a pail, but lighting a fire."* –William Butler Yeats

## Passion

We are passionate about what we do and how we help; about practicing with best-in-class standards for sustainable solutions that help businesses thrive.



# Brand Personality

Call it the “energy behind the energy.” The brand personality animates your messaging. As stated, we believe that how you help businesses is tremendously empowering. A fusion of technologies and calculations, but also, in equal measure, understandable and inspirational content.

Here’s the point: you galvanize businesses to find a better way; to save money and increase property values and gain self-reliance. Does that make a difference? Oh yeah. In the end, you deliver companies from energy-dependency and uncertainty to efficiency and peace of mind.

*The following attributes are drivers for the brand.*

## **Confident**

Our unwavering belief: what we provide helps people and makes an impact. We approach our work with positivity and an expectation for the best in every situation.

## **Innovative**

We are always ahead of the curve in the renewable energy industry. We operate in the realm of advancing technologies and progress. It’s what we do.

## **Inspiring**

We empower people to understand their options. We use our proactive approach and industry expertise to inspire them to take action.

## **Disruptive**

We’re not so much about causing trouble in the neighborhood (for the mostpart); more like the visionary willing to disrupt the status quo in the name of progress. Professionally rebellious? Yes.

## **Persuasive**

We demonstrate renewable energy options, which in turn persuade people. Envision the most in-demand college campus professor, whose class everyone wants in. He teaches well because he’s knowledgeable and bold.

## **Entertaining**

Conversational, informative, simple, witty and matter-of-fact. It’s easier to educate and connect emotionally when you entertain. Our work is important, but



# Brand Voice

Building on the personality attributes above, the approved brand voice will consistently enliven your communications.

**Tone:** conversational and informative yet witty. Authoritative and educational yet fun; aspirational and inspirational.



# Messaging Themes

There are several main messaging themes based on your positioning; these will help convert prospects to customers. Based on your responses, we would cover the following messaging themes:

Get ready to save on your energy expenses.

Imagine what you'll do with that extra cash.

You've got options that'll lead to your success.

Control your business progress.

Onsite generation gives your operations the edge.

The power is within.

Energy independence in a time of growing uncertainty.

Power past energy dependency. We'll show you how.

Increase the value of your property.

It's your investment. Protect it.

Knowledge is power.

Get in the know. Learn a better way.

We're shaping the future of renewables. Join us.

Think future-forward.





# Identity

Our logo is a valuable element of our visual identity. The following examples are intended to demonstrate how to use the logo across a variety of situations to ensure it is always presented in the best light.

## Primary Logo.

The Pacifico Power logo stays true to the legacy of parent company, Pacifico Energy, while forging it's own path with it's bold update on the Pacifico 'P' icon.

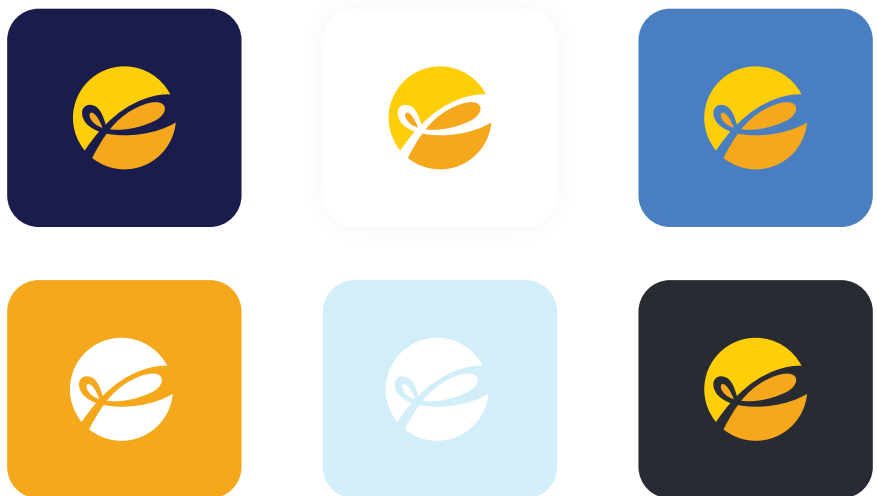




# Identity

## Symbol.

Our symbol is simple, yet bold and distinct, representing the path to success for our customers. Our symbol may be used in isolation outside of the full primary logo in specific instances when necessary.



## Clear Spacing.

A minimum area of clear space must always surround the Clubhouse logos. This area of isolation allows the primary logo and symbol to stand out by ensuring that any copy, additional identities, or other visual elements are kept clear from the logos.





# Identity

## Primary Incorrect Usage.

The success of the brand depends on the Pacifico Power logos maintaining a consistent appearance in all communications.

In order to preserve the integrity of the logo, the following examples illustrate how it should not be used.

- 01 Do not use primary identity with one color.
- 02 Do not mix and match colors.
- 03 Do not place primary identity in a container of any kind.
- 04 Do not use a drop shadow.
- 05 Do not stretch or distort primary identity.
- 06 See above.
- 07 Do not rotate primary identity.
- 08 Do not place primary identity against a low-contrasting background.



01



02



03



04



05



06



07



08



# Identity

## Symbol Incorrect Usage.

In order to preserve the integrity of the symbol, the following examples illustrate how it should not be used.

- 01 Do not use the symbol with one color unless specified in previous section.
- 02 Do not mix and match colors.
- 03 Do not use an outline version of the symbol.
- 04 Do not use a drop shadow.
- 05 Do not stretch or distort primary identity.
- 06 Do not rotate primary identity.
- 07 Do not place primary identity against a low-contrasting background.
- 08 Do not omit symbol from primary identity.



01



02



03



04



05



06



07



08

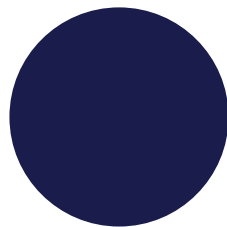


# Color Palette

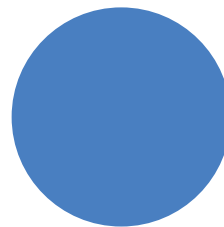
The color breakdowns defined here are meant to capture the purest emotional intent of our palette, allowing a consistent relationship across digital and printed applications.

## Core Palette.

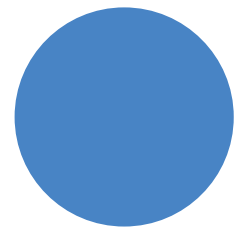
The primary palette consists of the core Pacifico Energy palette. These colors aim to be immediately recognizable to the appearance of Pacifico Power.



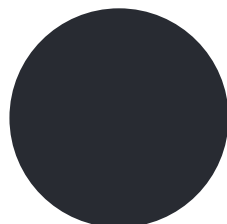
PMS 2766 C  
hex #1c1e4d  
r28 g30 b77  
c100 m96 y37 k39



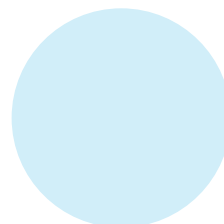
PMS 285 U  
c73 m45 y0 k0



Web Safe  
hex #4686cc  
r72 g134 b198



PMS 2766 C  
hex #2a2d34  
r42 g45 b52  
c50 m40 y30 k80



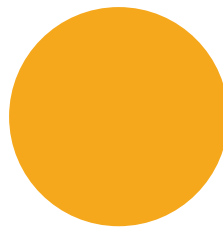
hex #d2eef9  
r210 g238 b249  
c16 m0 y1 k0



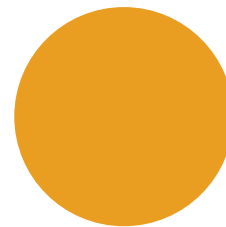
# Color Palette

## Pacifico Power Palette.

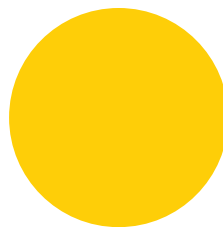
The Pacifico Power palette consists of two new, brand specific hues carefully selected to compliment the core Pacifico Energy palette while establishing itself as it's own unique, entity.



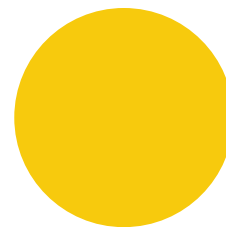
PMS 130 C  
c2 m38 y100 k0



Web Safe  
hex #ea9d13  
r234 g158 b34



PMS 116 C  
c0 m18 y100 k0



Web Safe  
hex #f9cb10  
r249 g203 b16



# Typography

Typography is a central design element in the Pacifico Power brand identity system. Semplicita Pro is our typeface, providing an approachable and modern aesthetic to our brand's written communication.

## Semplicita Pro

Semplicita has a wide range of weights. The typeface is perfectly suited for our vehicles of expression, allowing for a wide range of use in our mediums and applications.

### Headlines

Semplicita Pro Medium

### Sub Headlines

Semplicita Pro Medium

### Body Copy

Semplicita Pro regular

### Calls to Action / Button Text (CAPS)

Semplicita Pro Semibold

## Delivering freedom to transform your business with onsite power.

### How we power your success.

Self-reliance. Increased property values. Lower costs. Reliability. Cost certainty. We manage every step. From your detailed assessment to system design, development, financing and maintenance. You run your business. The power is yours.

IS THIS A FIT FOR MY BUSINESS?



# Typography

Semplicita Pro

## Regular

abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
0123456789

## Medium

abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
0123456789

## Semibold

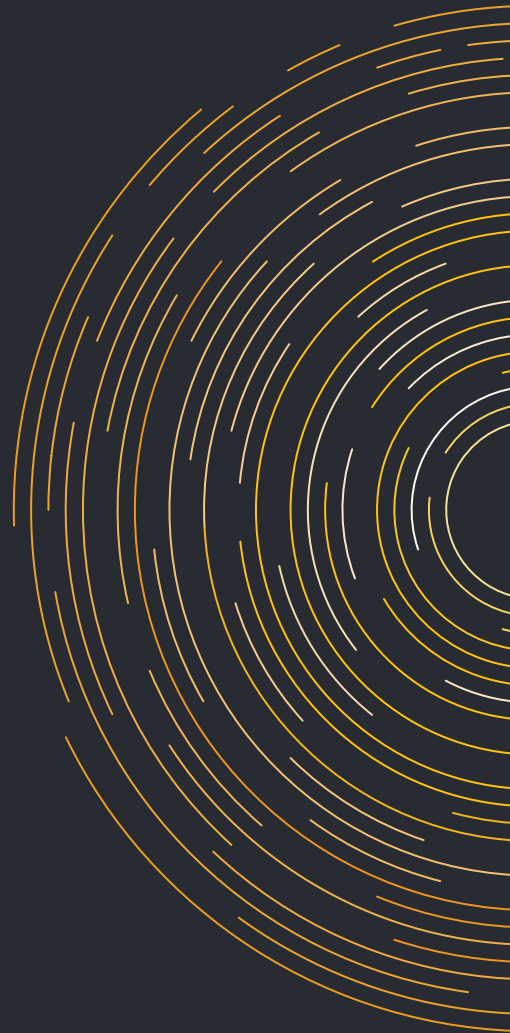
abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
0123456789





# Illustrations

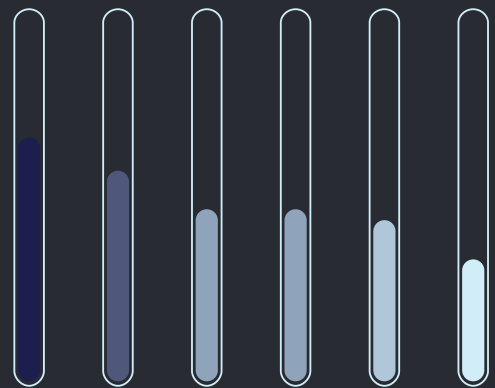
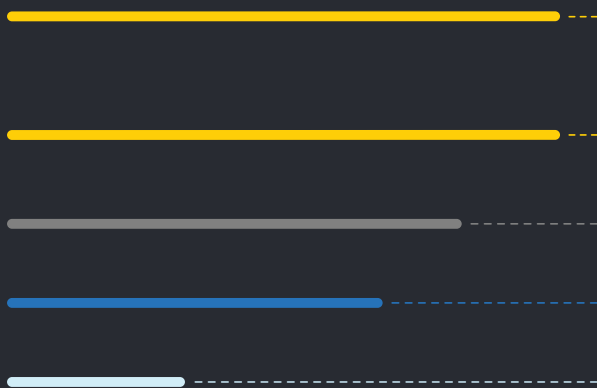
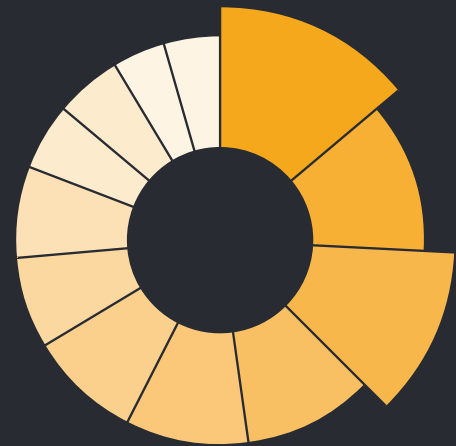
Illustration and iconography can be effective in bringing new forms of visual interest to the brand while creating visual hierarchy. Illustrated elements utilized by Pacifico Power symbolize an ongoing, radiant burst of energy,





# Charts\_Graphs

Infographics are simple visual tools to help the viewer digest large amounts of otherwise obtuse data. In line with the linear, abstract approach to brand design elements other than type and image, infographics are simplified to a minimal, abstract representation of hard data.





# Photography

Photography captures the human side of the brand while also showcasing the company process across multiple industries. Tints of the brand color palette serve to accent certain important roles that the photography should play, such as demonstrative examples of selected services and products.



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