

**Welcome to
a smarter way
of thinking.**



SmilePower User Guide

Styleguide Version 1.0 | Apr 2011

Introduction



Our brands define what we stand for. They allow us to present a consistent face to the world — and more importantly, to our customers.

The SmilePower brand represents your investment in renewable energy. By making the simple switch to SmilePower you're tapping into almost 100 years of renewable energy expertise.

For the consumption at every site on SmilePower we will ensure that either our parent company,

Hydro Tasmania, or another electricity provider generates an equivalent amount of renewable energy within the calendar year.

It is up to you how you leverage the SmilePower brand to communicate your corporate responsibility to your stakeholders and customers. We simply ask you do so within the limitations of this guide and, when in doubt, seek advice from our marketing team and from your own legal experts.

This special SmilePower logo has been created to establish a new standard in corporate responsibility, with a greater focus on financial sustainability for our customers. You can use it to display your business' commitment to renewable energy. It differs slightly from the SmilePower logo in that the copy line articulates your commitment to renewable energy.

SmilePower embodies the Momentum way: 'The power of natural thinking'. This mantra permeates everything we do. It means we're always looking for smart ways to get things done.



Quality assurance principles

This will keep everyone happy.

We've created very specific rules — such as how the logo should appear and the type of language that should be used, and when it may be used. This helps people to recognise the product and have faith in it. It's an assurance of quality and verification.

The brand consists of a set of graphic elements; the tagline, the brand typeface and the brand colour palette.

The logotype is a specially drawn typeface and must not be typeset, traced, re-spaced, redrawn or modified in any form by either manual or electronic methods.

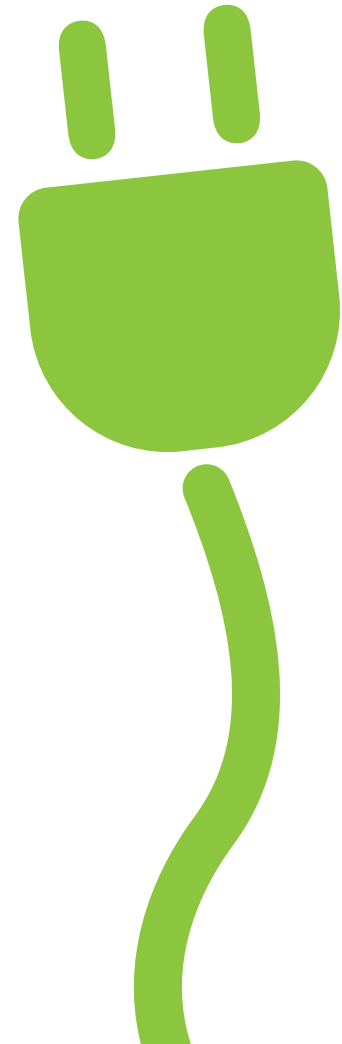
Always use the electronic master artwork. The relative size and position of the SmilePower logotype must be consistent.

By accepting the product Terms and Conditions you accept mandatory adherence to these guidelines. Incorrect application of these logos or language used to promote SmilePower could damage both our reputation and your own, and create confusion, diluting the impact of the SmilePower product.

Claims concerning environmental issues must be careful to avoid misleading customers.

As you will be utilising these logos in accordance with your own site specific usage of the product, we recommend seeking your own legal advice in addition to the guidelines provided in this document. The goal of this guide is to ensure consistency in promotion of the SmilePower product, increasing brand awareness and differentiation from existing renewable products.

If you have any questions, please contact Momentum smilepower@momentum.com.au



What you can say

To help you leverage your investment in SmilePower we have created these 'quick claims' that you can copy and use to promote your use of renewable energy:

<Your Business Name> uses SmilePower from Momentum.

The energy consumption at this site is matched by renewable energy generation.

Our energy is SmilePower.

We demonstrate our corporate responsibility with SmilePower.



What is renewable energy and how does this differ from other products?

Renewable energy is produced from resources such as sunlight, wind and water (hydro), which replenish themselves. Renewable energy therefore does not “use up” any resources in its creation.¹

Momentum's parent company, Hydro Tasmania, has almost 100 years of experience in generating renewable energy. The hydro-electric power plants of Hydro Tasmania take the energy from water and turn this energy into electricity, which is distributed via the National Electricity Market. Since the electricity to your premises comes from the National Electricity Market and the National Electricity Market is comprised of energy generated from both renewable and non-renewable sources, this does not mean that you will receive renewable energy directly to your premises.

SmilePower and emissions intensity factors.

The National Greenhouse Accounts (NGA) Factors July 2010 set out state average emission intensity factors for determining the emissions associated with purchased electricity (known as Scope 2 emissions).

This means that when you are calculating your Scope 2 emissions associated with your purchase of SmilePower for your own purposes, you must use the state average emissions intensity factor for the state in which you consume SmilePower.

¹ http://www.dier.tas.gov.au/energy/renewable_energy

Introducing your SmilePower logo

Usage Guidelines

This logo has been created so you can leverage your business' investment in SmilePower. There are different versions of the logo suitable for a wide range of applications and situations.

SmilePower full colour logo

A full colour logo must be used whenever possible. It can appear positive on a white background or in reverse on a grey background.



SmilePower Green

SPOT Colour
Pantone 355C

CMYK breakdown
C95 M0 Y98 K0

RGB breakdown
R0 G155 B58



SmilePower Grey

SPOT Colour
Pantone 446C

CMYK breakdown
C52 M32 Y30 K76

RGB breakdown
R64 G69 B69

SmilePower mono logo

A mono logo should only be used when it is not possible to print in colour. For example, on a black and white fax.



SmilePower Black

SPOT Colour
Pantone Process Black C

CMYK breakdown
C0 M0 Y0 K100

RGB breakdown
R0 G0 B0

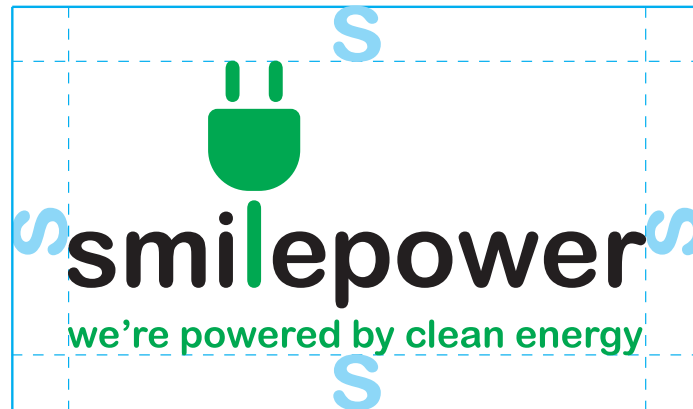
Maintaining the Logo presence

Clear space

It is essential that the SmilePower logo is given an appropriate amount of space around it. A minimum clear area has been defined and should be adhered to in all applications.

Calculating the minimum clear space is easy: the height of the letter 's' taken from the logo defines the width of the clear space all around the logo.

Do not place any text or graphics within this area of clear space.



Minimum size

Do not scale to below width of 30mm.



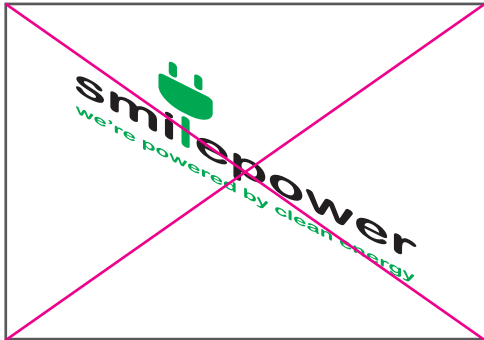
Tell the world

Usage guidelines

You will be provided with material that you can display at your business to leverage your investment in renewable energy.



What NOT to do with the logo



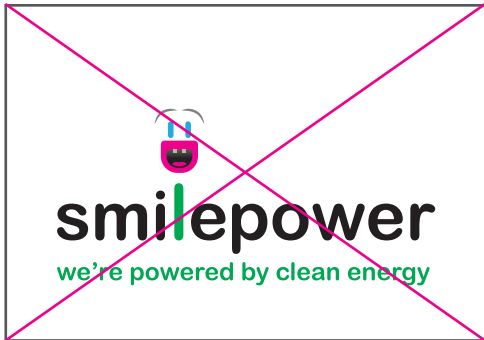
Do not distort the logo.



Do not recreate the logo with different fonts and colours.



Do not change the composition of the logo.



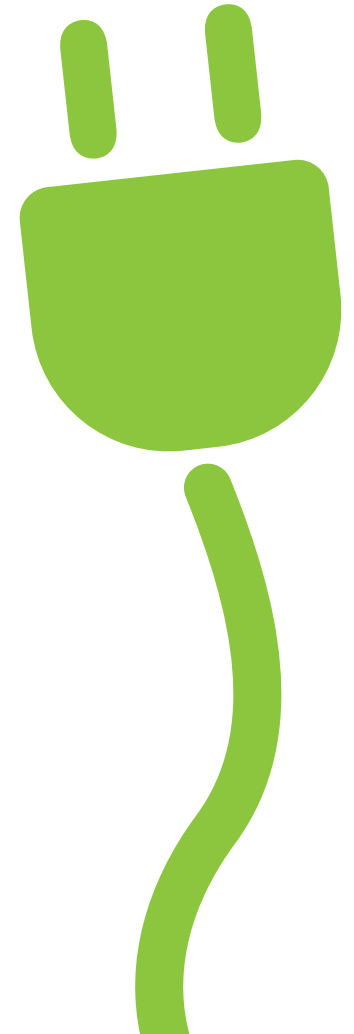
Do not add elements to the logo.



Do not change the proportions of the logo's element.



Do not place the logo on an area of the image that is visually complicated or of similar tones to the logo.



What NOT to do with the logo



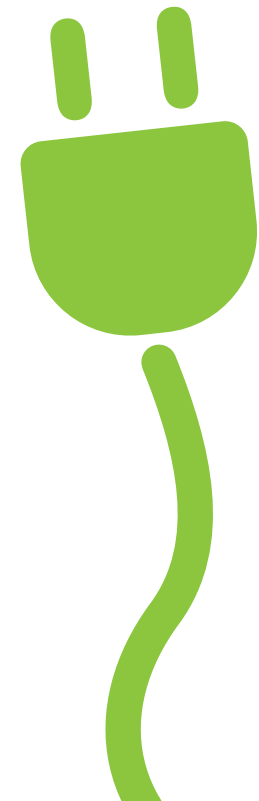
Do not replace logo colours with your own brand colours.



Do not create a mono brand colour logo.



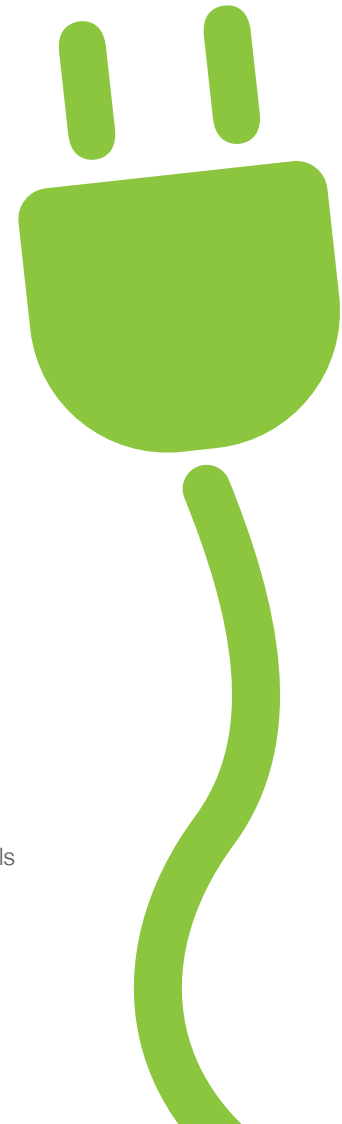
Do not change the composition of the logo's elements.



Logo Rules



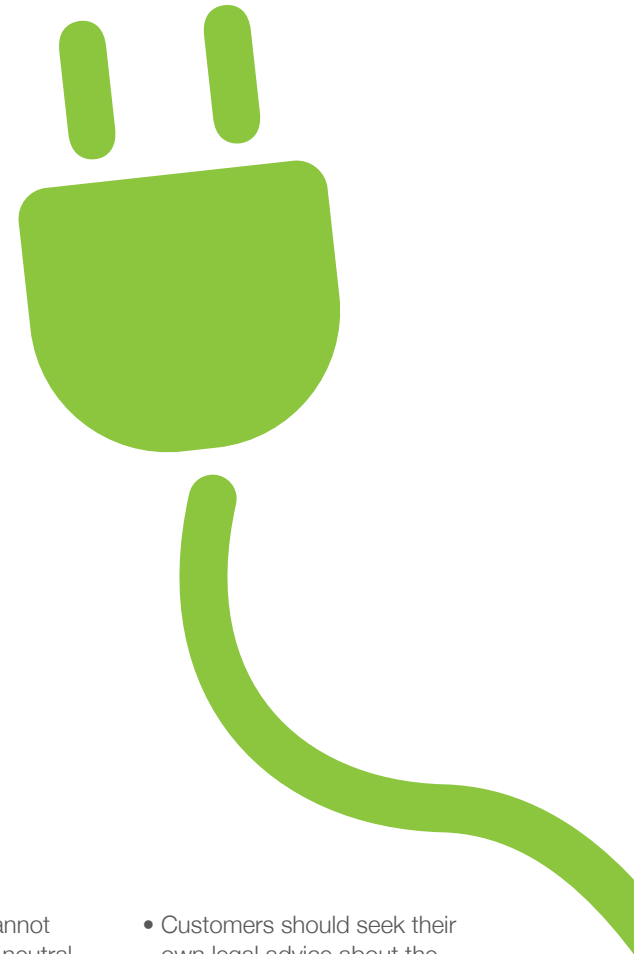
Keep me
smiling
all the time.



SmilePower customers must adhere to the following rules when utilising the logo.

- The SmilePower logo may only be used by current customers who have purchased the SmilePower product and have agreed to the Terms and Conditions of this product. You may only use the product name SmilePower and the logo for the term set out in the Terms and Conditions that you have agreed to or until earlier termination or withdrawal by Momentum of the licence set out in those Terms and Conditions.
- The SmilePower logo must not be used in a way that could mislead or deceive the public about the nature or attributes of the SmilePower product.
- The SmilePower logo must not be used to support claims relating to the reduction of carbon emissions.
- Marketable qualities of the product and the positive claims we make about the product are provided on page 4; you must not use the logo in a way that is inconsistent with that description.
- The SmilePower logo cannot appear in marketing collateral and/or the same webpage where a GreenPower accredited renewable electricity product is promoted.
- The SmilePower logo is not to be used as part of a customer's corporate identity unless promoting that customer's actual SmilePower purchase or SmilePower product from Momentum.
- Momentum recommends customers seek their own legal review prior to publishing materials with the logo.

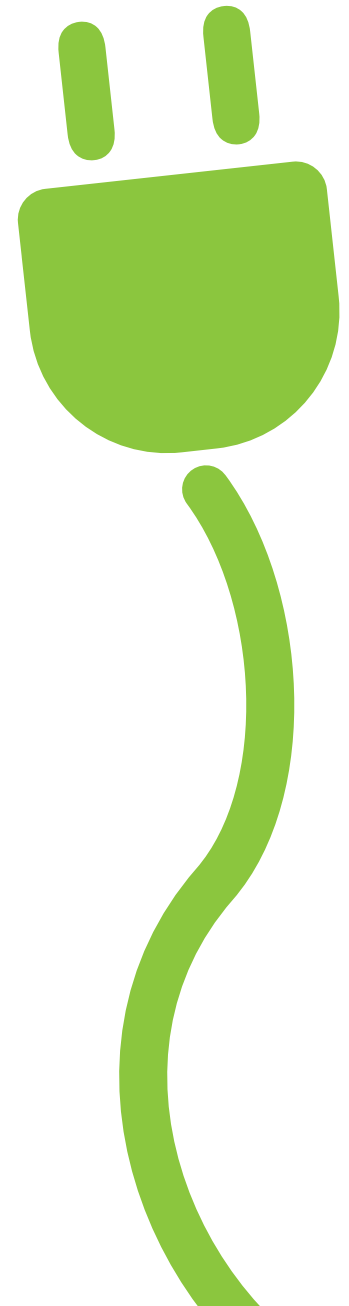
Language Rules



Rules on what language can be used to describe SmilePower products.

- Customers must not make a reference to any accreditation program including the government accredited GreenPower scheme when discussing SmilePower.
- The term SmilePower must only be used in relation to products that are equivalent to 100% of the customer's electricity consumption.
- SmilePower must not be promoted in relation to any energy supplied to the customer by Momentum or by any other energy retailer which is not purchased pursuant to a contract for SmilePower.
- SmilePower products cannot be described as carbon neutral, having zero greenhouse emissions or zero emissions. It is accurate to say that SmilePower has low carbon emissions however.
- Customers should seek their own legal advice about the environmental claims which can be made in relation to the customer's own marketing.

A guide to file types



For a professional looking logo in every application, you should take care to choose the right logo format for the chosen medium. Below we have provided a guide of when to use each file type.

By file type:

EPS (file names ending with .eps)

EPS is a vector image and the commonly used file format for high resolution design work. If your promotion is for printing on brochures, signage, clothing or print signage, we recommend using the EPS files provided. You may not be able to open these files without the Adobe Design Suite; however, your designers will welcome this format.

JPG (file names ending with .jpeg)

If you're planning to use the logo online, we recommend you use the JPG format. Unlike the eps format, which is scalable, the pixel data of the JPG format cannot be scaled larger than its original size. This format is generally a low-resolution format (72dpi); however, it can be supplied as high resolution (300dpi) for certain usage.

GIF (file names ending with .gif)

GIFs are a flexible alternative to JPGs. They often have transparent background, which is great for overlaying the logo onto a coloured background or may be animated for online presentation.

TIF (file names ending with .tif)

A TIF is a high resolution bitmapped image, which may be edited and resaved without losing quality. However, it cannot be scaled above its original size without losing quality of resolution. The TIF often provides a sharper image, especially where images include text.

I come in all shapes and sizes.

Please ensure the correct colour variant is selected for the appropriate application.

CMYK artwork is available as electronic art and must be used for print applications such as signage, promotional material, clothing and print advertising. For on-screen applications such as television, internet, multi-media and computer graphics, the files will need to be converted to an RGB format that best suits the medium.