
ONE POWER COMPANY EMPLOYEE GUIDE TO

BRANDING

OCTOBER 2024



ONE POWER COMPANY

AN INDUSTRIAL POWER COMPANY

INTRODUCTION

All aspects of One Power Company's brand must convey a coherent message in order to maintain brand consistency and recognition. This recognition of our principal brand benefits all of One Power's entities.

This document, the One Power Company Employee Brand Guide, aims to ensure this brand consistency by providing a resource that describes the integral visual and content elements of our branding along with guidelines for their implementation.

Any changes to these guidelines must be assessed and sanctioned by One Power's Storytelling team (and further by leadership, if necessary) before implementation to ensure alignment with One Power's overall standard of brand usage.

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BRAND BASICS

WHAT IS A BRAND?

At One Power, our brand represents our identity. It's how our stakeholders – that is, our customers, employees, community members, vendors, capital providers, and equity holders perceive us. Our brand shapes how we communicate our message, through elements presented in this guide.

One Power sees our brand as a lighthearted, yet edgy union of the elements we use when interacting with our audiences to communicate who we are. How our audiences feel about (and engage with) One Power as an entity is immensely important to us; it's our mission to strengthen the consistency in these communications and thus, our brand.

To accomplish this, we have created this brand guide as a tool to give our message a unified and clear voice. The rules within this guide should be followed when creating any documents, presentations, designs, or any other internal or external facing materials.

BRAND DESCRIPTION

One Power is an industrial power company and the largest installer of on-site wind energy in North America. Recognizing that energy consumers are fed up with the failings of legacy utilities, One Power developed modern energy services to control cost and risk, such as *Wind for Industry*® and *ManagedHV*®. One Power is building the customer-centric grid of the future.

BRAND POSITIONING STATEMENT

One Power uses the following brand positioning statement to summarize the function and aspirations of the company.

“AN INDUSTRIAL POWER COMPANY”

This statement is used internally to inform our branding and marketing decisions. It is also a ubiquitous One Power tagline used externally to summarize what we do. An additional phrase used to help connect the dots for certain audiences is “Utility 2.0.” In other instances, specifically when discussing our wind energy business line, the phrase “Wind for Industry” may be used.

tone

The positioning statement is complemented with tonal words that reflect the personality of the company. All One Power communications – from social media posts to customer reports to employee materials to One Power advertisements – should be guided by the following words.

- PURPOSEFUL
- CLEAR
- BOLD
- EDUCATIONAL
- CANDID
- INNOVATIVE

COLOR USAGE

PRIMARY

OP dark blue is front and center in our brand. It communicates a straightforward, professional tone. A different shade of blue is used when some variation is desired and/or when the material allows for a lighter, more playful tone. If a third, neutral color is desired, use white, black, or OP gray.



RGB: 0/74/138
Hex: #00498a
CMYK: 100/46/0/46

Pantone: 2945
RAL: 5017



RGB: 0/125/183
Hex: #007db7
CMYK: 100/32/0/28
Pantone: 3015
RAL: 5015



RGB: 102/103/105
Hex: #666769
CMYK: 3/2/0/59
Pantone: 431
RAL: 7005

SECONDARY

A secondary palette helps add variety and is used to complement the primary palette. The green shades are used in the One Power Capital Corporation logos and are reserved primarily for finance-related materials.



RGB: 105/11/12
Hex: #690b0c
CMYK: 0/90/89/59
Pantone: 1815
RAL: 3011





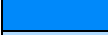











RGB: 1/93/43
Hex: #04672e
CMYK: 99/0/54/64
Pantone: 349
RAL: 6001



RGB: 0/139/61
Hex: #008b41
CMYK: 100/0/53/45
Pantone: 355
RAL: 603





TERTIARY

The tertiary color palette should be reserved for instances when the six previous colors are not enough (for example, when many items need to be represented in a graph). Tertiary colors should never be the first choice and should only be used when the primary and secondary palettes have been exhausted.

SHADE	RGB	HEX	SHADE	RGB	HEX
	0, 92, 168	#005CA8		216, 22, 22	#D81616
	0, 137, 250	#0089FA		245, 157, 157	#F59D9D
	175, 219, 255	#AFDBFF		1, 79, 36	#014F24
	33, 186, 255	#21BAFF		2, 194, 89	#02C259
	151, 223, 255	#97DFFF		73, 253, 154	#49FD9A
	166, 167, 168	#A6A7A8		255, 204, 0	#FFCC00
	219, 219, 219	#DBDBDB		255, 240, 175	#FFF0AF

SAFETY

The safety color palette should be reserved for safety marking purposes (for example, to identify where parts of the site are safe for visitors to walk on and where they should keep away from).

SHADE	RGB	HEX
	0, 123, 95	#007B5F
	225, 225, 0	#FFE100
	0, 68, 136	#004488
	189, 32, 36	#BD2024

ONE POWER ENERGY SERVICES

One Power Energy Services' orange is bold and confident, truly reflecting the work of the company. The OPES blue calls back to their parent brand communicating professionalism and strength. If a third, neutral color is desired, use white, black, or OPES gray – a lighter type of gray that brightens up the other bold choices.



RGB: 247/148/29
Hex: #f7941d
CMYK: 0/49/99/0
Pantone: P 20-8 C
RAL: 1007



RGB: 0/74/138
Hex: #00498a
CMYK: 100/46/0/46
Pantone: 2945
RAL: 5017



RGB: 167/169/172
Hex: #a7a9ac
CMYK: 36/28/27/0
Pantone: P 179-6 C
RAL: 7040

[illegible]



TYPOGRAPHY, FONT STYLES, AND TEMPLATES

This section explains the visual style and appearance of copy for One Power's brand. For guidelines on grammar, writing style, and One Power's voice, see the [Copy and Tone](#) section.

PRIMARY TYPOGRAPHY

The One Power brand's primary typeface is the timeless, modern sans-serif Century Gothic font, set in "bold" weight and all caps for headlines and most marketing copy, and in "book" weight when used for variety or in marketing presentations or brochures. Century Gothic headlines are often accompanied by a paragraph-length bottom border in One Power blue and 2.25 pt. width. Century Gothic should never be used as body copy in a technical report.

CENTURY GOTHIC

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Light
Light Italic
Book

Book Italic
Bold
Bold Italic

SECONDARY TYPOGRAPHY

The One Power brand's secondary typeface is the prestigious, traditional Palatino Linotype font, set in "book" weight. While Century Gothic can be used for both headings and body copy, depending on the material, Palatino Linotype is reserved only for body copy in materials where a professional, scientific tone is required (like technical reports and legal communications). Palatino Linotype should never be used in a heading.

PALATINO LINOTYPE

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Light
Light Italic
Book

Book Italic
Bold
Bold Italic



TYPOGRAPHY: PRINT APPLICATION

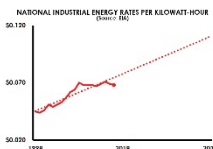
Usage Examples:

ONE
POWER
COMPANY

WIND FOR INDUSTRY®
IN ONE PAGE

YOUR PROBLEM

NATIONAL INDUSTRIAL ENERGY RATES PER KILOWATT-HOUR
(Direct Cost)

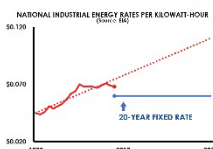


PART 1
You don't know the price of power next year.
You definitely don't know the price of power in two years.
You have no idea what the price of power will be in 10 years.
Your plant will continue using a lot of power every day for the next 20 years.
Lowering energy costs is difficult today – let alone tomorrow.

PART 2
Capital is limited for an energy project.
Energy projects are exceptionally complex.
You need a big team who doesn't have time to conduct an energy project.
Your utility or CPE can't help you solve this one.

OUR SOLUTION

NATIONAL INDUSTRIAL ENERGY RATES PER KILOWATT-HOUR
(Direct Cost)



A WIND FOR INDUSTRY® PROJECT
We directly provide power to your plant, offsetting your payments to the electric grid.
We lock in a 20-year fixed rate for the power we generate.
We give you a rate lower than your current retail rate.
We provide all the capital.
We do all the work, development, engineering, procurement, construction, and operation.
All you have to do is pay for the power our wind turbines deliver as you receive it.

SHOULDN'T YOU AT LEAST CONSIDER WIND?

WWW.CONSIDERWIND.COM

Let us help you consider wind by conducting a free Initial Evaluation to see if a Wind for Industry® project can work at your facility. Generally, a facility that consumes at least four million kilowatt hours annually can benefit from a wind project.

Our customers know the price of power for 20 years. Do you?

WWW.ONEPOWER.COM

The front of a bi-fold brochure made for a trade show



FONT STYLES

For non-marketing print content, like reports and legal documents, use the below fonts, sizes, and styles. Most documents (business letters, informational resources, etc.) will not require the use of all 6 headings; however, they may be necessary for client publications such as the Detailed Evaluation. **Remember: justified alignment is default for all body paragraph copy**; only in certain circumstances should body copy be left aligned (such as when justifying an indented or bullet-point list creates spacing problems).

TITLE <hr/>
Century Gothic, 16 pt, bold, caps, black, left alignment, OP blue bottom border
MAJOR SECTION
Century Gothic, 14 pt, bold, caps, black, left alignment
Section
Century Gothic, 12 pt, bold, OP blue. left alignment
Sub Section
Century Gothic, 11pt, bold, left alignment
ITEMIZED
Palatino Linotype, 10 pt, bold, left alignment
body text
Palatino linotype, 10 pt, regular, justified alignment



TEMPLATES

Microsoft Word Templates

In order to create a document with an OP letterhead, use the following steps to add and access One Power approved templates in Microsoft Word.

Accessing OP Templates in Microsoft Word:

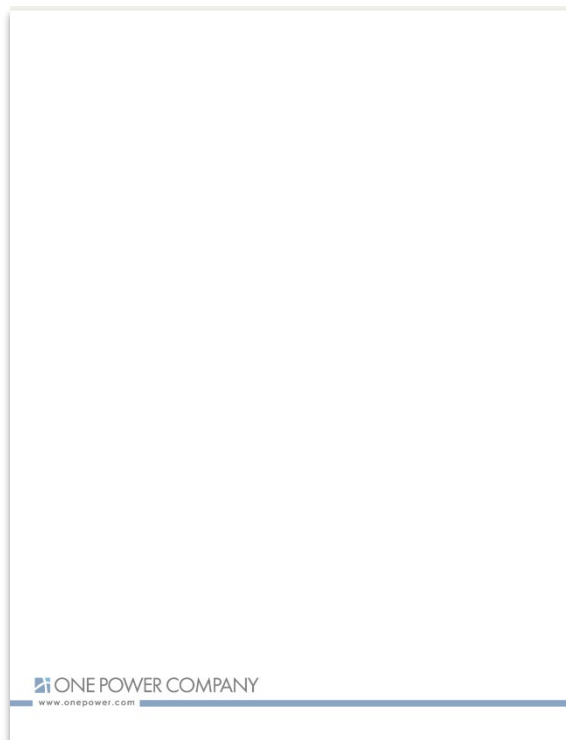
1. Open a blank presentation in Word
2. Click “File” in the top left corner
3. Click “Options” at the bottom of the list on the left
4. Click “Save”
5. DON'T CLOSE ANYTHING
6. Go to your file explorer
7. Go to Dropbox (OPE)\Marketing - Approved Templates\Microsoft Word
8. Copy your file path (you can do this by clicking the long bar at the top to the left of the search bar)
9. Go back to Word
10. Paste your file path in the bar that says “Default personal templates location:” (it is in the middle right above the gray bar that says “Offline editing options for document management server files”)
11. Click “OK”

Now when you open Word you can click on the “Personal” tab and the OP templates should be there.

Note that there are a variety of templates categories available, even within the “Letterheads” folder – including One Power Energy Services, OE Capital, OE Capital Corporation, One Power Company, and OP Solutions. In most instances, employees will utilize the standard letterheads found in the “One Power Company” folder.



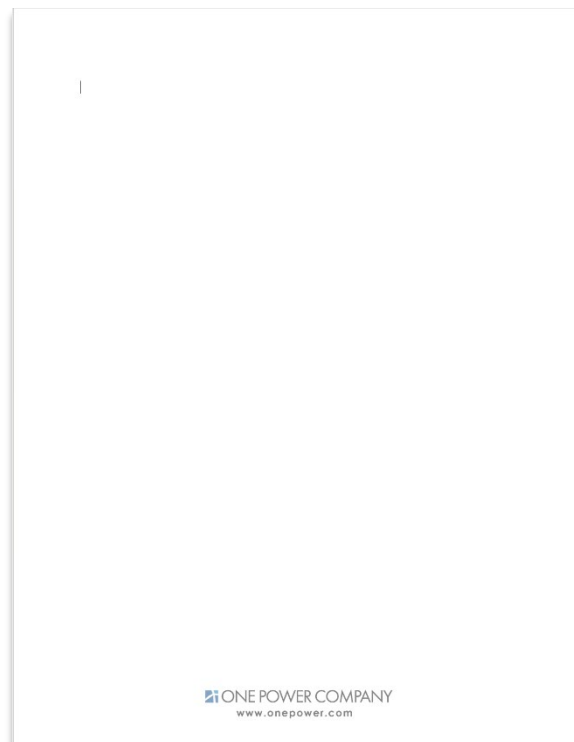
One Power Letterheads



Template A_footer



Template B_header and footer



Template C_footer



Template D_letterhead print body content



Microsoft PowerPoint Templates

In order to create a presentation in an OP format, use the following steps to add and access One Power approved templates in Microsoft PowerPoint.

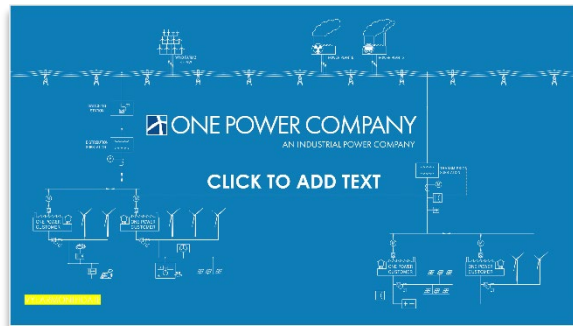
Accessing OP Templates in PowerPoint:

1. Open a blank presentation in PowerPoint
2. Click "File" in the top left corner
3. Click "Options" at the bottom of the list on the left
4. Click "Save"
5. DON'T CLOSE ANYTHING
6. Go to your file explorer
7. Go to Dropbox (OPE)\Marketing - Approved Templates\Microsoft PowerPoint
8. Copy your file path (you can do this by clicking the long bar at the top to the left of the search bar)
9. Go back to PowerPoint
10. Paste your file path in the bar that says "Default personal templates location:" (it is in the middle right above the gray bar that says "Offline editing options for document management server files")
11. Click "OK"

Now when you open PowerPoint you can click on the "Personal" tab and the OP templates should be there.



One Power Presentations



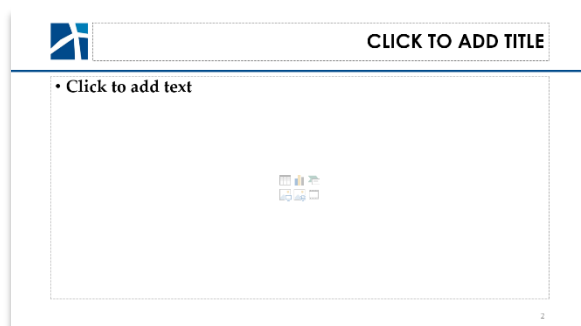
OP MASTER Presentation Layout - Wide Pg - schematic_2021 (title page)



(body page)



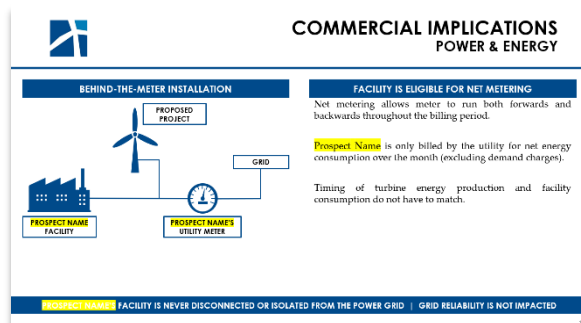
OP MASTER Presentation Layout - Wide Pg - rotor (title page)



(body page)



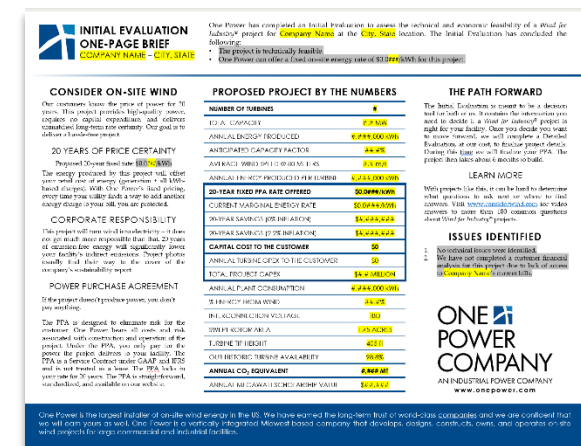
IE Presentation Template (title page)



(body page)



IE One-Page Brief Template (title page)



(body page)



COPY AND TONE

Any copy used for marketing should exhibit One Power's bold, candid attitude, while maintaining scientific and professional tones. After encountering our brand, the audience should think of One Power as experts in on-site wind, while everyone else tries to catch up. We want those who encounter our brand to feel both comfort and pride in what we do. Our voice should embody the grit of Whirlpool's factory lines, and the sophistication of NASA's research labs. One Power may not be a billion-dollar brand yet, but we talk like one.

COMMAS

One Power uses serial commas, or the "Oxford comma" in our publications. When listing multiple items in a sentence, separate each item with a comma – including the final item before the "and" or "or." For example,

- **Correct:**
 - The turbines were sited with consideration to existing infrastructure, such as residences, businesses, pipelines, powerlines, and microwave paths.

HYPHENS

Hyphenate when multiple words are used as an adjectival phrase:

utility-scale turbine
shovel-ready project
site-specific requirements
revenue-grade meter
on-site generation
20-year fixed rate
year-end status
short-term study
long-term study

However, One Power adheres to *The Associated Press Stylebook's* system of removing the hyphen from common adjectival phrases, where the reader is likely already familiar with the phrase, such as "net metered project." According to a summary of the changes to the [AP Stylebook](#), "in the interest of preventing clutter, the A.P. will drop the [hyphen] from such compounds as 'third-grade teacher' and 'chocolate-chip cookie.' The purpose of the hyphen is clarity: because there is no danger in mistaking which two words go together (it's not 'gradeteacher' or 'chipcookie'), the extra mark is unnecessary. 'The fewer hyphens the better.'"

- **Correct:**
 - Net metered project

For units of measure, One Power follows [The Chicago Manual of Style \(CMOS\)](#), which states, "if an abbreviation or a symbol is used for the unit of measure, the quantity is always expressed by a numeral. Such usage is standard in mathematical, statistical, technical, or scientific text, where physical quantities and units of time are expressed in numerals, whether whole numbers or fractions, and almost always followed by an abbreviated form of the unit ... Note that hyphens are never used between the numeral and the abbreviation or symbol, even when they are in adjectival form."



- **Correct:**
 - 50 ft. yacht
 - 80 lb. bag
 - 6 cm caterpillar
 - 100 m dash (*Note that CMOS uses a period when abbreviating English units but not when abbreviating metric units.*)

CMOS further advises using a hyphen when the unit, abbreviation, or symbol is spelled out, with the exception of *percent*.

- **Correct:**
 - 50-foot yacht
 - 80-pound bag
 - six-centimeter caterpillar (*Note that we spelled the number here because it's less than ten and not used with a symbol or abbreviation.*)
 - 100-meter dash
- **Also correct:**
 - 10 percent raise

Of note, One Power uses the term “net zero” without hyphenation, as indicated in “Frequently Used Terms and Acronyms.”

PUNCTUATION AND QUOTATION MARKS

One Power places punctuation within quotation marks as a general rule.

- **Correct:**
 - “Renewable” is a good alternative, since we endorse wind as a “free and infinite fuel source.”

Some exceptions exist, such as in technical reports when punctuation could change the meaning of the content in the quotation marks and such miscommunication could be dire for the project. In these instances, opt for consistency and maintain punctuation outside quotation marks throughout the report.

- **Also correct (*borrowed from a Detailed Evaluation*):**
 - The on-site generation project must be sized so it is clear that it is primarily intended to “offset part or all of the customer generator’s electricity requirements”.

UNITS OF MEASURE

When noting a measurement, a space should appear between the number and the unit of measure. For example:

- 4,000,000 kWh
- 1.5 MW
- 2 lbs.



FREQUENTLY USED TERMS AND ACRONYMS

kilowatt (kW)

kilowatt hour (kWh)

megawatt (MW)

megawatt hour (MWh)

Meteorological (MET) tower

Power Purchase Agreement (PPA)

Renewable Energy Agreement (REA)

Wind Resource Assessment (WRA)

Project Performance Report (PPR)

Annual Energy Production (AEP)

Initial Evaluation (IE)

Detailed Evaluation (DE)

Project Due Diligence Package (PDDP)

Turbulence intensity (TI)

Wind speed (WS)

Wind direction (WS)

Measure-Correlate-Predict (MCP)

Original Equipment Manufacturer (OPM)

Goldwind (GW)

American Electric Power (AEP)

National Climatic Data Center (NCDC)

NASA's Modern-Era Retrospective analysis for Research and Applications, Version 2 (MERRA-2)

Continuum®, Continuum® 2.0, etc.

Wind for Industry® - always italicize, always include superscript registered symbol

NOTE: ALWAYS include the trademark symbol (®) *UNLESS* this statement is somewhere on the page/in the document: **"Wind for Industry" is a registered trademark of One Power Company.**

ManagedHV®

NOTE: ALWAYS include the trademark symbol (®) *UNLESS* this statement is somewhere on the page/in the document: **"ManagedHV" is a registered trademark of One Power Company.**

Net zero

\$100,000



\$3 million

1.5 MW (space after number, before unit of measure – other example: 4,000,000 kWh)

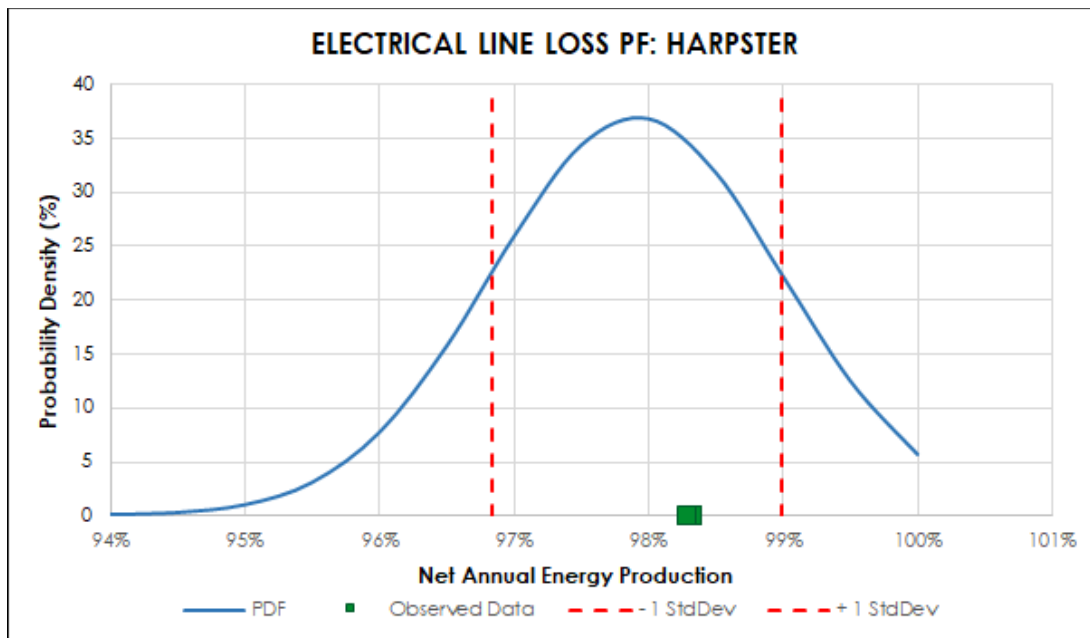
Facility (using the word “facility” is preferable in most cases to using the word “factory”)



GRAPHS AND TABLES

Graphs and tables should adhere to OP colors and typography when possible and when it makes sense. Century Gothic typeface with 9 pt. font is what has generally worked best in most OP documents, but use best judgement. Titles and headers should be center aligned, in all caps, and bold for both tables and graphs.

For graphs, axis labels should be in title case and bold, and all other copy in an appropriate case for the content and non-bold. In the example graph below, the header uses size 12 font to distinguish from the axis labels, and slightly brighter shades of red and green are used instead of OP's red and green, which would not contrast enough for the purpose of this graph. For OP-approved color options, see the [Color Usage](#) section.



Example graph

Tables should follow the same guidelines as above, with major headers center aligned, in all caps, white font, and bold, with OP blue cell shading; sub headers center-aligned, in all caps, and bold; and table body content aligned appropriately based on the goal (and kept consistent throughout the document). Default font color for body copy in tables is black. Table widths should be as small as possible, but never under four inches. Each cell should aim for as small of a width as possible without causing the text to spill onto another line unnecessarily. In general, prioritize comprehension, consistency, and visual appeal when it comes to table formatting.

WIND TURBINE SETBACK KEY		
SETBACK	SETBACK DISTANCE	APPLICABLE SETBACKS
Blade-Length Setback	150/160 feet	Property lines Railroads Low-traffic roads Local transmission (power) lines
Turbine-Clearance Setback (1.1 x maximum tip-height)	445/455 feet	Customer-owned facility Underground pipelines High-traffic roads High-voltage transmission lines
Private-Residence Setback	1,000 feet	Private residences Businesses

Example table



THE ONE POWER LOGOTYPES

The One Power Company logo has three formats: stacked, horizontal, and square. Three color variations can be chosen between full color, black, or white (white version displayed on OP blue background as an example below). The “An Industrial Power Company” tagline can be included or left out.

ONE POWER COMPANY

Stacked



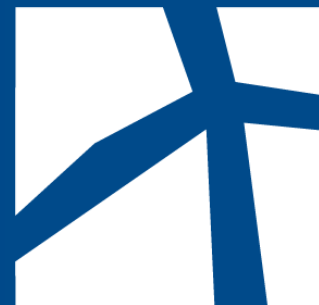
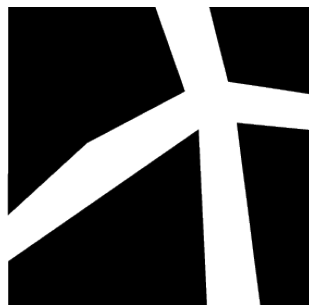
White logos displayed on OP blue background for visibility.



Horizontal



Square





ONE POWER CAPITAL



**ONE ENERGY
CAPITAL**_{LLC}

FINANCING WIND FOR INDUSTRY®

ONE POWER CAPITAL CORPORATION



**ONE ENERGY
CAPITAL CORPORATION**

FINANCING WIND FOR INDUSTRY®

ONE POWER SOLUTIONS



**ONE POWER
SOLUTIONS**_{LLC}

BUILDING UTILITY 2.0

ONE POWER: AN INDUSTRIAL POWER COMPANY



ONE POWER COMPANY

AN INDUSTRIAL POWER COMPANY

ONE POWER: A UTILITY 2.0 COMPANY



ONE POWER COMPANY

BUILDING UTILITY 2.0



ATHENA



CONTINUUM



ONE POWER TRAINING



TIBE

"I&T" investing made simple.



ONE POWER KNOWS





EMAIL SIGNATURES

INITIAL EMAIL

FIRST LAST

Title

email@onepower.com

www.onepower.com



Office: [877-298-5853](tel:877-298-5853) | Mobile: 419-XXX-XXXX
12385 Township Rd. 215 | Findlay, OH 45840

REPLY EMAIL

FIRST LAST

Title

Mobile: 419-XXX-XXXX

email@onepower.com



NOTE: email signature formatting may change among different platforms. For example, signatures created in Gmail will often appear in Outlook with increased line spacing. To avoid this, use a “soft return” (shift+enter) between lines when creating your signature. This is recognized by HTML as a new line as opposed to a new paragraph and will maintain intended line spacing. Signatures created in Gmail should also use the attachment function when inserting the OPC logo, and resize to the “medium” option. Do not copy+paste the image itself.



CUSTOMER BRANDING

Sometimes One Power uses customer branding in our own marketing or when creating joint pieces also used by the customer. We often work closely with the customer to create different marketing materials.

Some of our customers have media hubs with up-to-date logos and usage guidelines. Use the company's branding guidelines published online or accessed via the customer point of contact. One Power's collection of customer logos is located in Dropbox at Dropbox (OEE)\Marketing - Approved Documents\Logos\Customer Logos. Obtain proper permission if necessary, in cases of trademark or copyright. All marketing materials involving our customers must go through them for approval before making public.

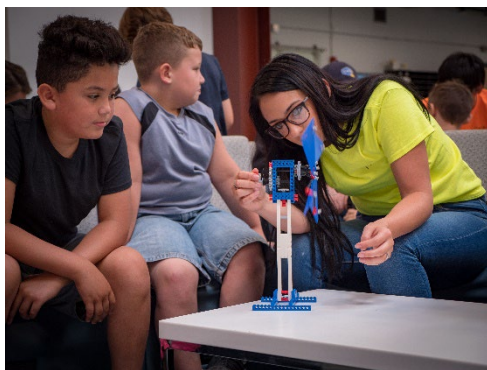
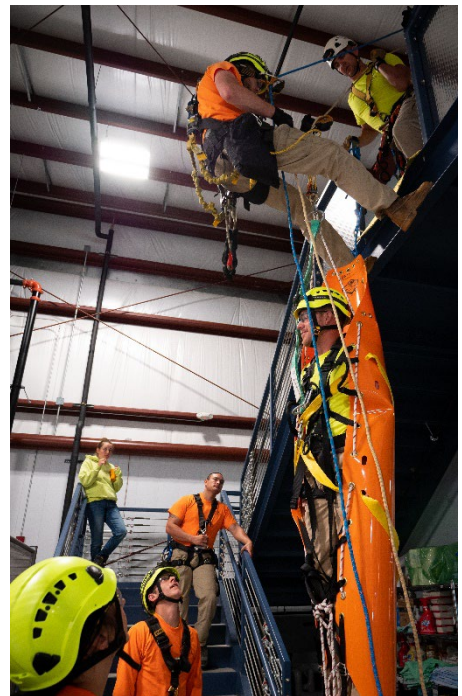
As in all dealings with customers, One Power strives to respect and protect the integrity of the customer's brand.



PHOTOGRAPHY

The photography style conveys One Power's lighthearted and edgy, yet technical and sophisticated brand.

Photos taken at One Power cover the breadth of our vertically integrated company. Types of photos range from glamour shots of customer projects, to staged staff photos or NFWC visitors posing in front of our sign, to candid shots of construction sites or EMT training.





CONTENT

Wind for Industry® Photographs

When specifically advertising *Wind for Industry*®, the goal is to emphasize the components of that phrase, “wind for industry,” or wind energy that powers industrial facilities. Photographs for this type of marketing should therefore include customer facilities in the background of One Power wind turbines (see example below). This is not a requirement for other types of advertising where the industrial aspect is not the focus, such as marketing for recruiting or Megawatt Scholarships.



Photographing Human Subjects

If photos include subjects who aren’t One Power employees, photo release forms must be signed by the subjects. In case we’re unable to obtain photo release forms, photographers should make sure enough photos from a given event do not show the faces of minors, so the event can still be marketed.

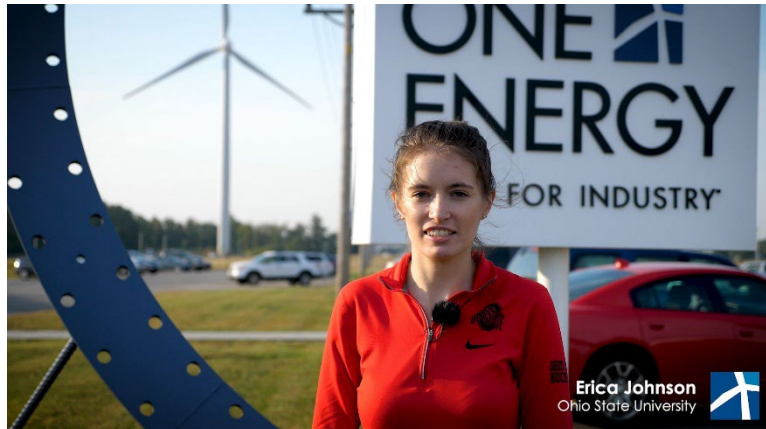
When photographing people, we aim to capture happy expressions and candid interactions for purposes of community marketing, recruiting ads, educational promotion, etc. (see examples below). Photos exhibiting more serious expressions and tasks should be reserved for marketing with a more technical, professional audience.





VIDEOGRAPHY

One Power makes videos for internal and external purposes. Categories of One Power videos include marketing, training, corporate, business development, social media, recruiting, and educational/informational. All One Power videos follow our corporate standard of quality.





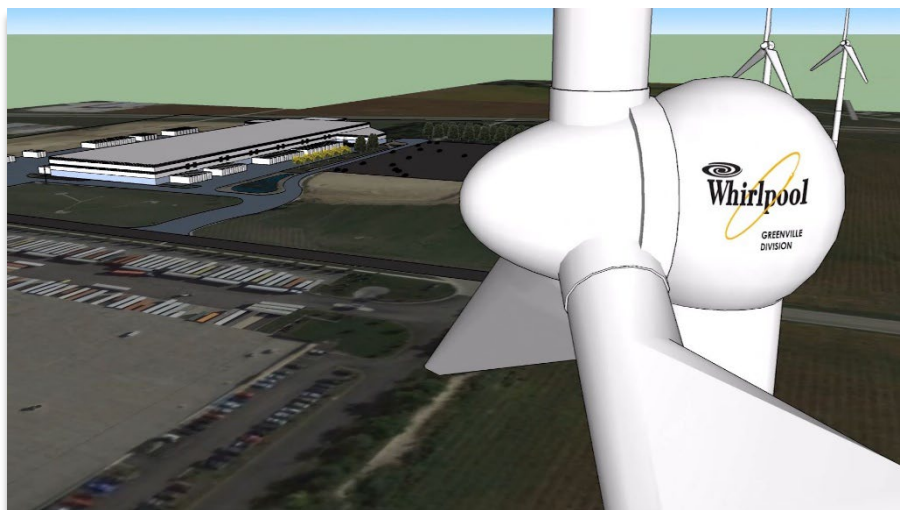
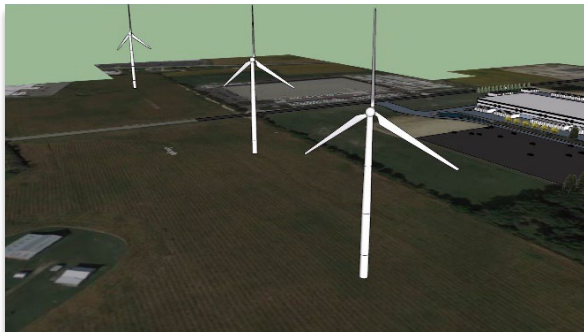
CONTENT

Video content should represent the bold and educational tone of One Power branding. This is especially important for external videos. See the “[Copy and Tone](#)” section of this branding guide for more information on that message. To confirm all information in videos is accurate, have the final product approved by the appropriate manager(s).

Strive for timelessness, so videos don’t need frequent updates. External videos must be wiped of confidential information (e.g. customer names). Since internal videos are for a One Power audience only, sensitive content is usually allowed. Business development videos are a unique instance where the external audience is a prospective customer, so the confidential information relating to that project is included.

**Do you know the price of
power in 20 years?**

Whirlpool
CORPORATION
KitchenAid®
knows!



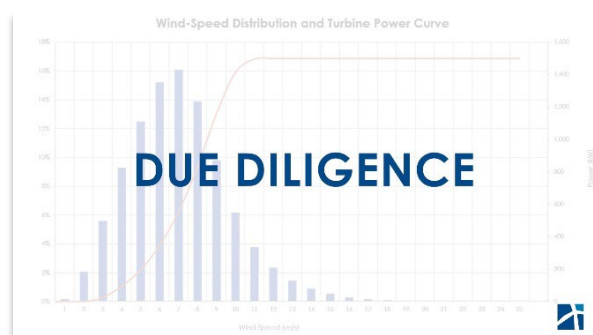
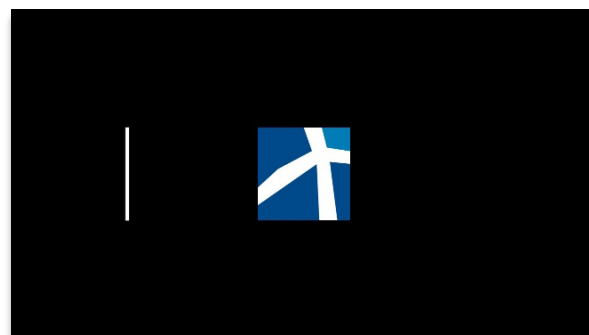


STYLE

External videos must be polished and in line with One Power branding. Internal videos, while not as strict as videos published externally, still should follow the One Power standard for quality and professionalism.

External videos must include a One Power logo in the bottom right of the screen followed by a standard “outro” at the conclusion, which includes a black background, a logo reveal, and the One Power website. Some videos use a blue overlay to help with brand recognition. Any background music must be legally obtained (typically this requires purchase from a website such as www.pond5.com).

Internal videos begin with a standard introduction screen and conclude with the standard “outro” screen. Since copyright is typically not a concern for internal videos, any track can usually be chosen for background music. See Corporate Communications Manager if uncertain about background music.





SOCIAL MEDIA

This section describes guidelines for posting as One Power, from one of our corporate social media accounts. Guidelines for employees posting about One Power from their personal accounts can be found on the intranet under [Employee Resources > Guidelines and Policies](#).

GOALS

One Power is building the customer-centric grid of the future. Social media helps us accomplish this by building brand awareness, generating leads, and attracting employee candidates. The metrics we use to measure success on social media are post shares, reach, engagement, impressions, audience growth, and conversion rate.

ACCOUNTS

- Facebook: [@onepowerco](#) / One Power
- Instagram: [@onepowerco](#) / One Power
- LinkedIn: [One Power](#) / One Power
- Twitter: [@onepowerco](#) / One Power
- YouTube: [One Power](#)

VOICE AND TONE

On social media, One Power is a thought leader. We share news if it helps our image, we share technical information if it's educational, and we only use sustainability themes if it's in support of our customers' green efforts. Self-promoting posts should focus on the *benefit* we're providing, with specific *features* being secondary.

- Not patronizing but confident
- Not green but cost effective
- Not defensive but informative
- Not selling but educating

Begin posts with the One Power attribute we're trying to highlight, followed by the details. This format helps ensure: 1.) the first thing people see is the benefit One Power brings; 2.) the post is share-able and not too specific in the beginning; 3.) in case the post gets cut off for length (with the "see more..." button added), the most important message is "above the fold"; and 4.) the most important message, in any case, is the One Power attribute/benefit, not the specifics (e.g. conference details or visiting group's name).

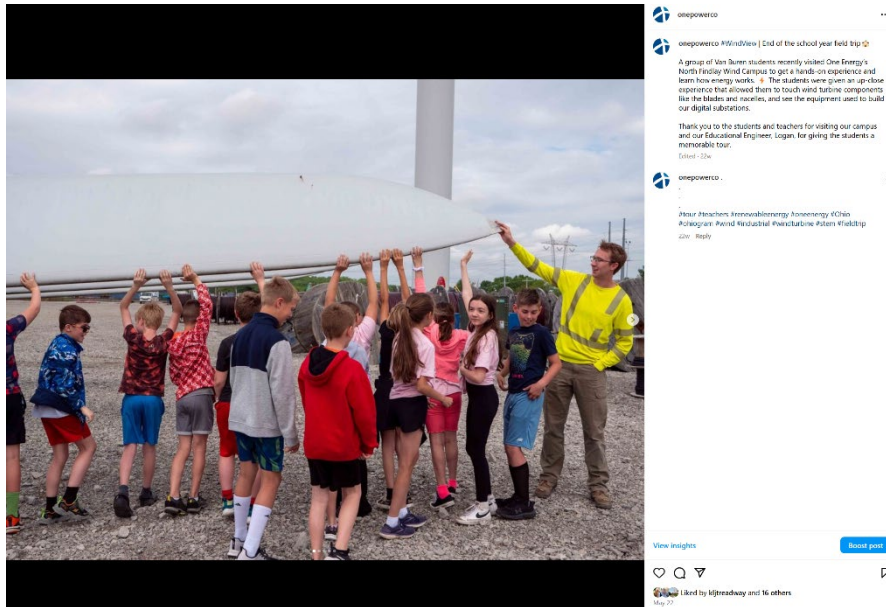


WORDS, PHRASES, AND TOPICS TO AVOID

- AWEA
 - Avoid associating with the American Wind Energy Association (AWEA) whenever possible, because of AWEA's reputation as the "bad wind people" with politicians. One Power does not support the way AWEA approaches politics and we want to make sure we maintain our reputation as the "good wind people."
 - As a rule of thumb, if a post seems to be endorsing another organization, check that One Power aligns with their views.
- "One Power had fun" or "enjoyed"
 - Instead communicate the actual benefit of One Power's participation in an event; "having fun" isn't a benefit. We care about more than that, e.g. helping students grow, investing in our community, being invited, etc.
- Fossil fuels
 - Aim to promote One Power, renewable fuel sources, and our business lines, but don't put down other sources of energy.
- Support for utilities
 - Avoid aligning One Power with utilities. If any position is taken, we usually criticize utilities as the traditional, outdated option. But always opt to promote ourselves instead of putting others down.
- Support for "big wind"
 - Avoid aligning ourselves with the large companies folks usually associate with wind projects. One Power is different than big wind because we care about the communities we enter. We aim to be partners in the areas where we install projects and we don't want to associate with the historical poor treatment of communities by big wind.
- Politics
 - Avoid anything purely political unless it directly benefits us or obviously harms us.



GOOD POST EXAMPLES



One Power Company is in North Findlay Wind Campus.
4 days ago · 🌐

Wind View | Virtual Visits

The future of STEM is bright, and One Energy is fueling it with hands-on learning.

Our friends at [Ohio Energy Project](#) recently visited the North Findlay Wind Campus to give a virtual field trip, where over 160 classrooms across the United States registered to learn about wind energy and the potential careers that await them in STEM fields. Together, we're helping students bridge the gap between classroom learning and real-world innovations.... [See more](#)



Like Comment

Ohio Energy Project
Thank you so much for having us!
4d

One Power Company is in North Findlay Wind Campus.
October 18 at 1:36 PM · 🌐

Under stress but handling it like a pro? So are the materials we're testing! Our latest Science Short shows how strain impacts materials when the pressure is on, and how deformation changes their structure. Follow along with One Energy Analyst Will to see if they snap back or stretch beyond their limits!



YOUTUBE.COM
Deformation | Science Shorts
Under stress but handling it like a pro? So are the materials we're t...

Like Comment Share



GUIDELINES FOR VISUALS

- See the “Photography” section of this guide for moments and content we like to capture with photography.
 - Share “Wind for Industry®” photos with posts that have to do with One Power’s products or services, or any post with a goal of lead generation.
- For videos, follow guidelines in the “Videography” section.
 - Add background music to videos for enhanced engagement.
 - Overlay text if it makes sense



Sometimes we add a blue tint to videos to assist brand



If it makes sense, we'll add a clock graphic in time lapse videos to show the actual time a process takes.



This is an example of a video that's part of a series. Each video in this series has the same intro.