

Table of content

Logo	3
Labels	6
Mascot	13
Colour scheme	14
Corporate font & text	15
Images & photography	17
Language & terminology	21
Review and approval	23
Contact information	24

Primary logo



The Smappee logo is the most immediate representation of our company, our people, and our brand to the world. It is a valuable corporate asset that must be used consistently in the proper approved forms.

Primary logo - clear space



The clear space on the sides of the logo equals $1/10$ of the full length of the logo (x).

Primary logo - variations



The primary logo must be used on white backgrounds only.

White alternative is allowed on Granny Smith*, Dark olive 50%* and Dark olive 70%*. Reversed alternative is allowed for Dark olive 90%*, Dark olive 100%* and black.

* See colour scheme, page 14

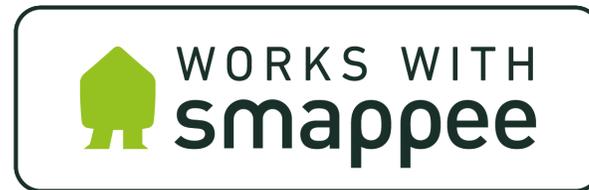
Labels

'Smappee Certified' label



The 'Smappee Certified' label is used to indicate installers and distributors that are certified to install or sell Smappee technology.

'Works with Smappee' label



The 'Works with Smappee' label is used to indicate products or services that are compatible with Smappee technology.

'Powered by Smappee' label



The 'Powered by Smappee' label is used to indicate products or services that integrate Smappee technology for their use.

These labels* can be used on marketing materials developed by Smappee or by partners within the framework of one of the partnerships described above. Materials depicting the label can only be used after explicit approval of the Smappee marketing team.

*The labels are available upon request with the [Smappee marketing team](#).

Labels – equal size

‘Smappee Certified’ label



‘Works with Smappee’ label



‘Powered by Smappee’ label



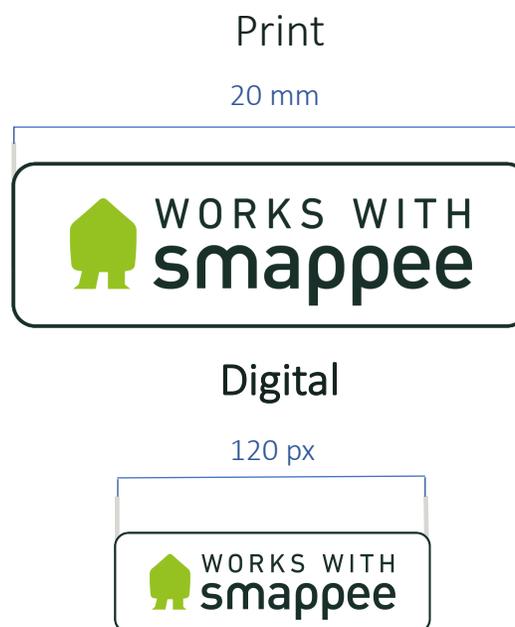
To guarantee sufficient weight for the label, it should always appear in the same size of the partner brand logo (depicted above as LOGO).

Labels – minimum size

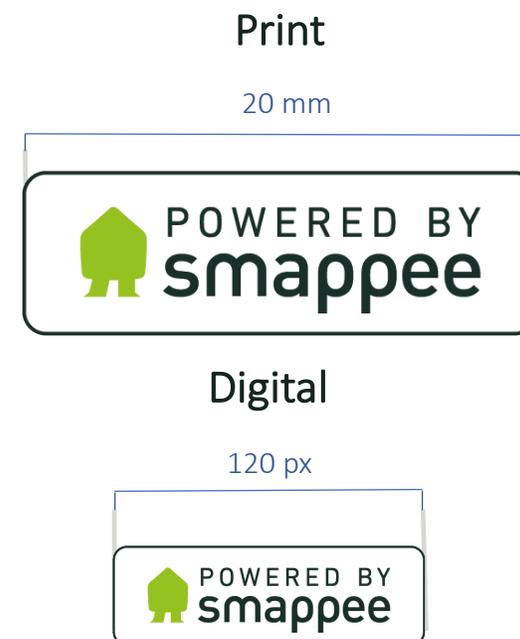
‘Smappee Certified’ label



‘Works with Smappee’ label



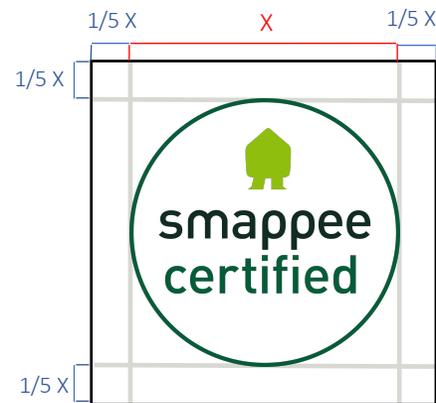
‘Powered by Smappee’ label



To maintain legibility of the labels, it should never appear smaller than the approved minimum size for print and digital as depicted above.

Labels – clear space

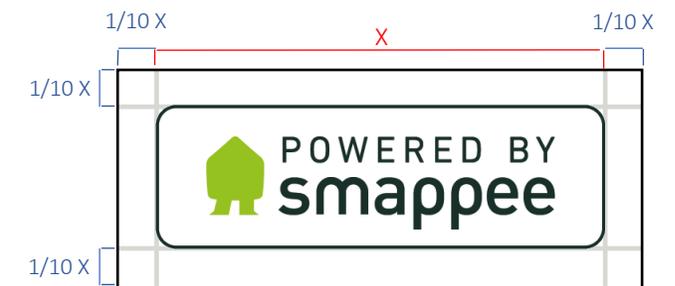
‘Smappee Certified’ label



‘Works with Smappee’ label



‘Powered by Smappee’ label



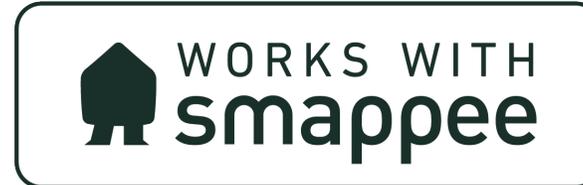
The clear space on the sides of the label equals a certain proportion as depicted above ($1/5$ or $1/10$) of the full length of the badge (X).

Labels – variations

‘Smappee Certified’ label



‘Works with Smappee’ label



‘Powered by Smappee’ label



Always stick to the variations of the label which are mentioned in this styleguide.
Adjustments are not allowed except with strict approval from the [Smappee marketing team](#).

Logo & labels – incorrect use



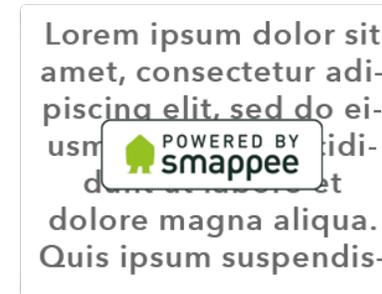
Never use shadows, glows or reflections with the logo.



Don't rotate, skew or stretch the logo.



Don't use the logo in unapproved colors.



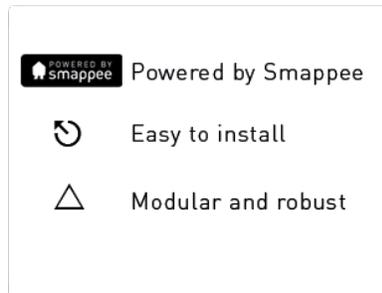
Don't use the logo within text.



Don't use the logo on a colorful or patterned background.

To maintain the integrity of the Smappee brand, it is important to use the logo and labels only as described in these guidelines. Here are a few examples of how the logo and labels should NEVER be used.

Logo & labels – incorrect use



Don't use the logo as a bullet point.



Don't use the logo with text elements. Respect the white space.



Don't crop the logo or alter the artwork in any way.



Always use the entire logo. Don't separate elements from the artwork.



Don't use the Smappee logo.

To maintain the integrity of the Smappee brand, it is important to use the logo and labels only as described in these guidelines. Here are a few examples of how the logo and labels should NEVER be used.

Mascot



The mascot can be animated to give feedback to the user on website or application. It can also occasionally decorate some documents. Its colour is Granny Smith* green by default, but it can become red, blue or yellow to support an error message or an alert.

** See colour scheme, page 14*

Colour scheme

SMAPPEE COLOURS



Granny Smith
#99C031
Pantone 382U
C46 M5 Y100 K0
R153 G192 B49



Dark green
#135A55
Pantone 330C
C89 M44 Y62 K31
R19 G90 B85



Dark blue
#4E6D7D
Pantone 5405C
C74 M49 Y38 K12
R78 G109 B125



Light green
#ABC0BF
Pantone 5517C
C34 M15 Y23 K0
R171 G192 B191

PRODUCT COLOURS



Smappee Infinity
#7F9F98
Pantone 5565C
C54 M27 Y40 K1
R127 G159 B152



Smappee EV Line
#ADC6D5
Pantone 5445C
C32 M13 Y10 K0
R173 G198 B213

TEXT COLOURS



Dark olive 100%
#15241F
A | 100%
Pantone 5535C
C79 M60 Y70 K74
R21 G36 B31



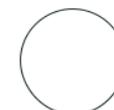
Dark olive 90%
#373A36
A | 90%
Pantone 447C
C69 M90 Y64 K54
R21 G36 B31



Dark olive 70%
#5B6562
A | 70%
Pantone Cool Grey 10C
C64 M49 Y54 K22
R91 G101 B98



Dark olive 50%
#8A8D8E
A | 50%
Pantone 877C
C49 M38 Y39 K3
R138 G141 B142



White
#FFFFFF
C0 M0 Y0 K0
R255 G255 B255

Dark olive 100% is the standard colour for text.

Granny Smith is used to put accents in a text or a design.

Dark green is used for graphics, large colour fields, button backgrounds and hyperlinks.

Dark blue and Light green is used for graphics and large colour fields.

Product colours are used as background for product related marketing materials.

Corporate font

Smappee materials

DINPro Light* - Titles & standard text
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

DINPro Medium* - Subtitles & bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Microsoft Office materials

Calibri – Titles & subtitles
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Calibri light - Standard text
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

**The DINPro fonts are available upon request with the [Smappee marketing team](#).*

Text alignment

Smappee, the world's smartest energy management system.

Smappee Infinity provides Energy Service Companies with the most comprehensive, future-proof, smart energy offering on the market. The modular and global solution delivers increased energy efficiency thanks to detailed, real-time energy consumption data with not just one, but three methods for submetering electricity. Add solar, gas and water for a complete overview of all your energy flows at a glance. Smappee Infinity is easy to install and to integrate with IoT services, and features optimised self-consumption and smart charging, delivering exceptional value both for your residential and business customers.

Fast, low-cost installation.

Thanks to its quick and easy installation and low maintenance costs, Smappee Infinity's total cost of ownership compares favourably with other competing solutions. This compact plug-and-play system is robust and reliable, with hubs connecting current clamps (CTs) or Rogowski coils. That way you spend less time on the setup and more time on saving energy for you and your customer.



Fast, accurate energy data tailored to your needs.

Smappee collects real-time production and consumption data down to the appliance level. By combining traditional submetering clamps, our smart Smappee Switch and our patented appliance recognition technology, Smappee offers the most complete and comprehensive set of submetering options available on the market. Not only does this provide a large amount of highly valuable, actionable data but providers and users can also access this data in multiple ways. Smappee incorporates an API for integration with HEMS/BMS systems, a flexible professional dashboard for in-depth analyses, and a user-friendly app for consumers.



Modular and comprehensive.

We know every customer is different. Which is why we've developed Smappee Infinity with flexibility in mind. Our comprehensive offering allows you to select only the features and services you need in order to deliver a solution that is tailored to your customer's needs. Do you need more control, data or services over time? No problem! Thanks to the modularity of Smappee Infinity, you can always build on the existing solution to meet your changing needs.

IoT-enabled control and dynamic load balancing.

Smappee Infinity can easily pair with IoT products and platforms such as Nest, Amazon Alexa, Home Assistant and OpenHab and uses the MQTT and EEBUS communication protocols for even more integrations. Simply add a Smappee Switch or Output module to manage any appliance. Or control your car charging station with the Smappee EV Line. Discover pre-defined automations for self-consumption, smart EV charging and overload protection. Our dynamic load balancing technology directs energy to the HVAC and home battery to provide additional energy efficiency and peace of mind for you and your customer.



Texts are always aligned left unless this isn't possible.

Product images



Smappee has a series of product images that is available via the online [Smappee partner portal](#) under the tab '4. Marketing Materials'. Didn't find what you were looking for? Contact the [Smappee Marketing team](#). Please stick to these images when you develop marketing or communication materials.

Product images – correct use



Please do not alter the existing images. Only approved product images may be used. Don't put the images on a dark background. They should be placed on a white background or on the correct Smappee product colour: Smappee Infinity green or Smappee EV Line blue (*cfr. colour scheme, page 14*).

Product images – incorrect use



Don't crop the images.



Don't put text over the product images.



Don't rotate, skew or stretch the product images.



Don't change the approved UI or alter the images in any way. Don't show the Smappee App or Dashboard without the approved UI.



Don't place the products on a busy or patterned background.

Here are a few examples of how the images should NOT be used.

Lifestyle images & photography



Smappee has a series of lifestyle images and photography that is available via the [Smappee Partner Portal](#) under the tab '4. Marketing Materials'. Didn't find what you were looking for? Contact the [Smappee Marketing team](#).

Language & terminology

We have a fixed way to refer to our products: for the product itself we use the product names, otherwise we use general references. We always use the English product names, there is no translation into other languages. Find a full glossary on the [Smappee Partner Portal](#) under the tab '4. Marketing Materials'.

Product names

Smappee EV Line

Smappee EV Base

Smappee EV Wall

Smappee Infinity

Smappee Gas & Water

Smappee Switch

Etc.

General references

Smappee charging stations, EV Line

Smappee charging station for businesses, EV Base

Smappee charging station for homes, EV Wall

Smappee energy management system, Infinity

Smappee gas and water monitor, Gas & Water

Smappee smart plug and submeter, Switch

Language & terminology

In a text we always write Smappee with a capital. There are some exceptions in which we write Smappee without a capital:

Website (always without www)

smappee.com

Email

info@smappee.com

Social media references

#smappee

@smappee



ecoefficienthouse This is the **#smappee** Smart Home 🏠! Stay tuned as we introduce you to each of the Infinity members from the Smappee ecosystem over the next few days, and understand how you too can achieve the smart home of your dreams with the most moduable energy monitor on the market ⚡⚡

[#efficiencythroughtechnology](#)
[#ecoefficienthouse](#) [#energyefficiency](#)
[#smartmonitoring](#) [#smarterhome](#)
[#energymadeeasy](#)



Focus & WTV ✓
@FocusWTV

Slimme laadpaal [@Smappee](#) [#Harelbeke](#) wint prestigieuze designprijs bit.ly/38SZBdX [#HenryvandeVeldeAwards](#) [#FocusWTV](#)

[Translate](#) [Tweet](#)

Review & approval

Materials depicting Smappee logo and labels can only be used after explicit approval of the [Smappee marketing team](#). We're happy to help you with the interpretation and implementation of these branding guidelines. Smappee is not responsible for the creation, design and production of customised marketing materials.

All materials should be sent to marketing@smappee.com for review and approval, minimum 5 working days before publication.

Do you still have questions? Contact us.



Janne



Delphine



Karen

Evolis 104, 8530 Harelbeke, Belgium

Mail: marketing@smappee.com (marketing materials and online campaigns)

Mail: pr@smappee.com (publicity and influencer marketing)

T: +32 56 38 02 11

Stay in touch

- Download all materials on the [Smappee Partner Portal](#).
- Subscribe to our newsletter on smappee.com.
- Follow us on social media

