Brand Playbook

V3 (Aug-24) - External Use

Contents

Heat your home, not the planet.

tepeo

Brand strategy

Brand story

tepeo was founded in 2018 to give customers a cleaner, smarter, and more cost-effective heating solution that would help them transition away from their existing boiler.

Since then we've designed, built, tested, and tried many ways to create an efficient heat battery solution that uses electricity to supply heating - all culminating in the ZEB®.

The ZEB was launched in 2021 and, by growing our network of tepeoPRO installers, we're hoping to bring this British made product to more environmentally-focused customers across the UK, increasing the options available for low-carbon heating solutions.

tepeo is here to help millions of homeowners transition away from their existing boilers towards a cleaner alternative so they can heat their home, not the planet.

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Brand house

Meet the ZEB

Boilers play a big part in the climate crisis.
Switch to one powered by a cleaner alternative - electricity.

Cut Emissions

Powered by electricity, the ZEB is a cleaner alternative to your existing boiler as it doesn't release any pollution directly and it stores heat at the greenest times.

Easy to Install

The ZEB is a direct replacement for your existing boiler, meaning installation typically takes only 1-2 days and requires minimal changes to the home.

Cost-Effective

The ZEB stores most of the heat your home requires during off-peak times to be used on demand, keeping electricity costs low.

Tagline: Heat your home, not the planet.

Heat your home, not the planet.

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Brand building blocks

Our values are at the heart of everything we do - our goal is to turn our values into action every day.

Be a good human	**Work for the planet**	**Solve hard problems**	**Make an impact**
We value teamwork, empathy, and friendship.	We value our environment and strive for a sustainable future.	We value innovation and the pursuit of excellence.	We value building memorable customer experiences and challenge the status quo.

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Brand purpose

At tepeo, we believe the future of heating is clean, green and affordable. Our award winning ZEB is revolutionising how we heat our homes.

We want to make heating affordable, whilst lowering the carbon footprint and supporting renewable generation.

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Brand persona

tepeo is a revolutionary brand that is disrupting the heating industry.

Core attributes of the brand:

- Fresh
- Bold
- Optimistic
- Innovative
- Disruptive
- Transparent
- Clean tech
- Future facing

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Brand tonality

tepeo's tone of voice should encompass the brand persona by being fresh, bold, optimistic, innovative and disruptive.

Secondary to the above characteristics, we need to maintain a premium brand and an awareness that the current audience are technology innovators.

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Brand elements

Brand & product name

The brand name should only be written with a lowercase 't' - tepeo.

When referencing the ZEB, the product name can be used standalone, as long as the term 'boiler' is referenced somewhere nearby. If it isn't, the following needs to be used instead:

- The ZEB boiler
- The ZEB - a heat battery boiler

The registered trademark can be used at discretion and ideally for professional documents only. It should only be used in the first instance only.

Brand name:

tepeo tepeo

Product name:

ZEB

Registered trademark:

ZEB®

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Brand tagline

Where possible, the brand tagline should be used in marketing materials where space allows: Heat your home, not the planet.

The tagline should be written in tepeo Dark Blue (or tepeo White, if used on a dark background) in Open Sans Light.

Brand tagline:

Heat your home, not the planet.

tepeo

tepeo logo

Where possible, the primary logo format should be used in all materials.

The secondary logo can be used as an alternative to the primary, but only when legibility is affected by using the primary e.g. if it's used on a yellow background.

If neither the primary nor the secondary logo formats are suitable, the tepeo name can be written as an alternate standalone logo option, in either tepeo Yellow or tepeo White in Arial MT Std Light.

Primary logo:

tepeo

Secondary logo:

tepeo

Alternate logo options:

tepeo   tepeo

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tepeo logo

The primary logo format should never be used at a size that it is so small it affects legibility of the logo. The minimum size is 20mm x 20mm.
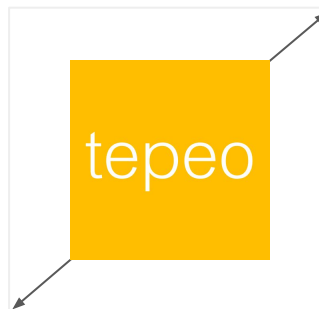
The exclusion zone around the logo should provide a buffer from text, images or other graphics. The minimum exclusion zone should be 2mm.

The logo should be positioned either top left, top right, or bottom right of a page.

Logo sizing:

20mm

tepeo

20mm

Exclusion zones:

tepeo

Heat your home, not the planet.   tepeo
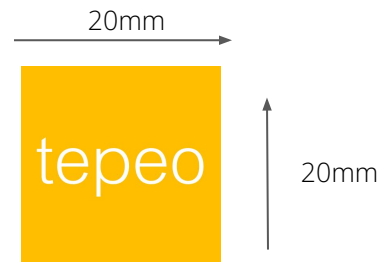
tepeoPRO logo

Where possible, the primary logo format should be used in all materials.

The secondary logo can be used when there isn't sufficient space for the primary or there's issues with legibility.

If neither the primary nor the secondary logo formats are suitable, the tepeoPRO name can be written in Arial MT Std Light in tepeo Dark Blue (for tepeo) and tepeo Yellow (for PRO).

Whenever writing tepeoPRO, it should only ever be written as one word with PRO in capitals - tepeoPRO.

Primary logo:

tepeoPRO

Secondary logo:

tepeo
PRO

Alternate logo options:

tepeoPRO

tepeo
PRO

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tepeoPRO name & logo

The primary logo format should never be used at a size that it is so small it affects legibility of the logo. The minimum size is 20mm x 20mm.

The exclusion zone around the logo should provide a buffer from text, images or other graphics. The minimum exclusion zone should be 2mm.

The logo should be positioned either top left, top right, or bottom right of a page.

tepeoPRO logo:

20mm

tepeoPRO

20mm

Exclusion zones:

tepeoPRO

Heat your home, not the planet.
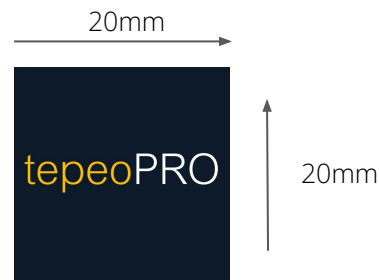
tepeo

Colour guidance

Primary Colours:

tepeo Yellow

Hex: #ffbf00
RGB: 255, 191, 0
CMYK: 0, 25, 100, 0

tepeo Dark Blue

Hex: #0d1a29
RGB: 13, 26, 41
CMYK: 68, 37, 0, 84

Secondary Colours:

tepeo Light Blue

Hex: #e2eced
RGB: 226, 236, 237
CMYK: 5, 0, 0, 7

tepeo Mid Blue

Hex: #364F6B
RGB: 54, 79, 107
CMYK: 50, 26, 0, 58

Heat your home, not the planet.   tepeo
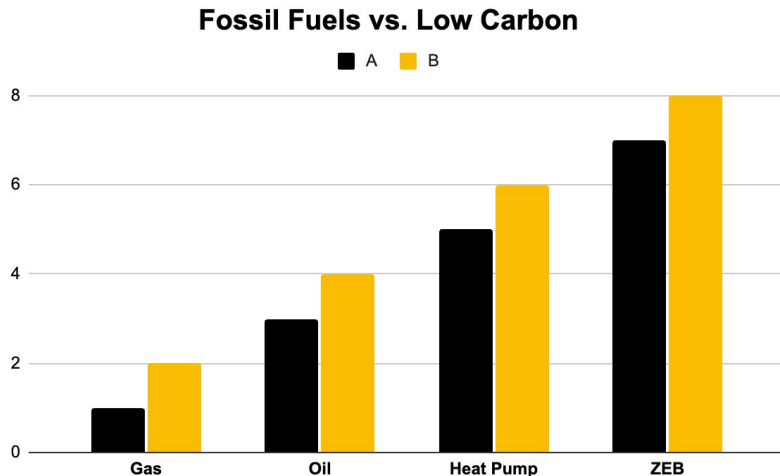
Guidance for tables & graphs

The primary colours (tepeo Yellow and tepeo Dark Blue) should be used to create tables and graphs.

Headings should be in Open Sans Bold with sub-copy in Opens Sans Light (in tepeo Dark Blue).

Graphs:

Fossil Fuels vs. Low Carbon

■ A ■ B

Gas	Oil	Heat Pump	ZEB

Tables:

Text	Text	Text
Copy	Copy	Copy
Text	**Text**	**Text**
Copy	Copy	Copy

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Guidance for images & boxes

The primary colours (tepeo Yellow and tepeo Dark Blue) should be used to create boxes, where needed. The secondary colours can also be used, where alternate colours are needed.

Image captions and caveats should be in Open Sans Light (tepeo Dark Blue). Caveats should be positioned in the bottom left corner, font size: 8.

Boxes:

Primary Colours:

tepeo Yellow

tepeo Dark Blue

Secondary Colours:

tepeo Light Blue

tepeo Mid Blue

Images:

ZEB recently installed in happy couples home*

Caveats:

*ZEB installed on 10/10/23

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Typography

AaBb

AaBb

[The font for all presentations should be Open Sans]():

Open Sans Bold - Headings

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789

Open Sans Light - Subheadings & body copy

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789

*Open Sans Normal can be used only where there are issues of legibility or accessibility when using Open Sans Light

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Typography

Text Primary Colours:

tepeo White - For use on tepeo Dark Blue or tepeo Yellow backgrounds (Hex #ffffff)

tepeo Dark Blue in Open Sans Bold - For use in headings (Hex #0d1a29)

tepeo Dark Blue in Open Sans Light - For use in subheadings and body copy (Hex #0d1a29)

Text Secondary Colours:

tepeo Yellow - Hex #ffbf00

tepeo Light Blue - Hex #e2eced

tepeo Mid Blue - Hex #364F6B

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Digital Typography.

Headings - Open Sans Bold Font Size 44 - 45.

Select either in tepeo White or tepeo Yellow on a dark background.

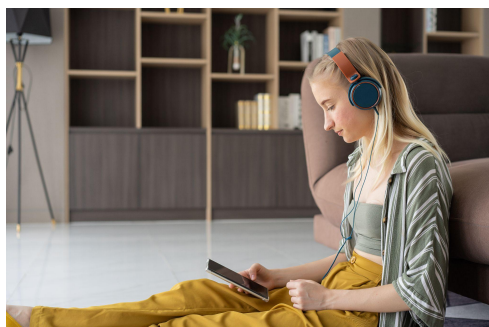Main body paragraph text is to be in - Open Sans Light - font size 16 - 18 in white on a dark background.

Call to action

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tepeo imagery

Heat your home, not the planet.
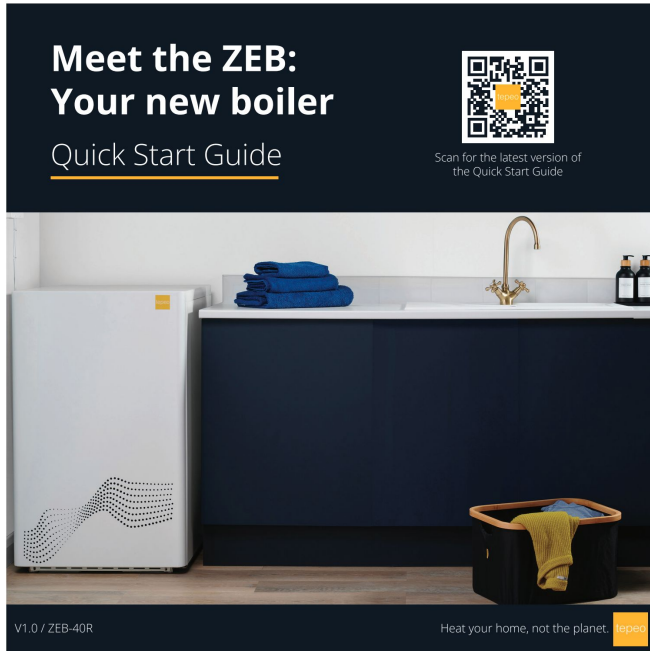
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Iconography

Branded iconography:

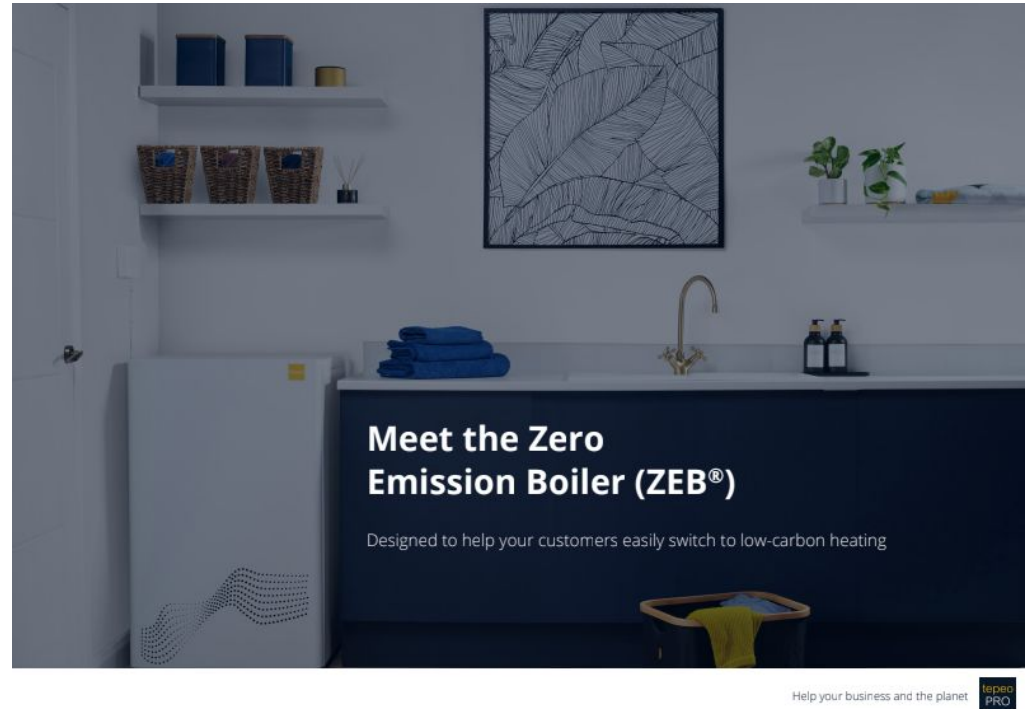Heat your home, not the planet. tepeo

Brochures

Branded brochures:

ZEB Quick Start Guide

Product Brochure - Meet the ZEB

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Animations

ZEB Animations:

ZEB Internal Animation - How the ZEB Works

ZEB External Animation - ZEB Heating Your Home

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Contacts

If you have questions regarding this Brand Playbook or any marketing related queries, please send them to: **marketing@tepeo.com**

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