Brand Guidelines

A guide on how tepeo branding should look

tepeo

Heat your home, not the planet.

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Introduction

Who

tepeo was founded in 2018 to give customers a low cost, low carbon, smart and yet simple route away from fossil fuel heating.

tepeo is here to help millions of homeowners heat their home, not the planet.

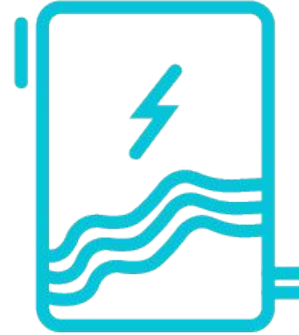tepeo
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Why

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.

What

We've designed, built, tested, and tried many ways to create an efficient thermal storage solution for low-carbon heating, all culminating in the ZEB.

We launched the ZEB in 2021 and are focused on bringing it to more customers across the UK as we grow our network of tepeoPRO installers and in developing new solutions to help even more homes transition away from gas and oil.

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Brand guidelines

The tepeo logo

The tepeo logo is our brand mark and will be present on all brand communications, from email signatures and business cards, to the website and product brochures.

The usage of the logo is designed to create a consistent, memorable look and feel.

The main logo features the word tepeo written in Arial MT Std Light. This is designed to be used in all appropriate instances.

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The tepeo logo

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

The product name should only be written in capitals - ZEB.

The registered trademark can be used at discretion and ideally for professional documents only. If it is used, it should only be used after the first reference of 'ZEB'.

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ZEB | ZEB®

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The tepeoPRO logo

The tepeoPRO logo is to be used on all installer focused communications including the tepeoPRO website and any installer collateral.

The logo is the word tepeoPRO written in Arial MT Std Light. This is designed to be used in all appropriate instances. Where space is limited, the logo can be used in a stacked format.

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

tepeoPRO

tepeo
PRO

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Logo usage

Any of the colours within the colour palette can be used for the tepeo logo. Ensure that contrast is enough to maintain legibility when choosing a logo colour.

For tepeoPRO, the yellow, light blue or coral can be used for the 'tepeo' portion of the logo, but the 'PRO' should always be in navy.

For alternative backgrounds where the main colours are unsuitable, a full white or full black version can be used.

tepeo   tepeo

tepeo   tepeo

tepeoPRO

tepeoPRO

tepeoPRO

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Logo usage

The logo should be placed with an appropriate amount of space around it for legibility. The exclusion zone gives the logo enough space to make an impact and not be compromised by other elements.

The x height of the tepeo wordmark (in this case, the height of the e) is used to define the exclusion zone (see right). No text or imagery should enter this space.

This exclusion zone exists to define the minimum amount of space that should be left clear around the logo. Whenever possible, leave a great deal more clear space around the logo than the exclusion zone.

Logo rules

Our logo is the forefront touchpoint of our brand. It needs to be used consistently and correctly across all platforms.

To the right are some examples of how the logo should **<u>NOT</u>** be used, including changing the colours outside of the designated palette, warping, restructuring and adding effects. These examples are not exhaustive - the logo should only be used as supplied and in the correct colour, aligned to the tepeo colour palette.

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Colour palette

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Colour details

Our colour palette is bold, friendly and inviting. The colour palette has been chosen in order to display a friendly and affable persona, which is striking and disrupts the norms within our sector.

Our colours are light blue, coral, yellow, and navy. These should always be used in conjunction with white in order to maintain balance and stand out without being overwhelming. Black can be utilised for text.

The brand colours are supplied as block colours. Whilst tints (at 80%, 60%, 40% and 20%) are not explicitly forbidden, use of these should be consulted with the tepeo team directly.

Yellow

C:0 M:28 Y:93 K:0
R:255 G:191 B:0
Hex: FFBF00

Navy

C:99 M:82 Y:52 K:70
R:13 G:26 B:41
Hex: 0D1A29

Coral

C:0 M:66 Y:68 K:0
R:250 G:115 B:77
Hex: FA734D

Light Blue

C:69 M:0 Y:18 K:0
R:8 G:196 B:217
Hex: 08C4D9

White

C:0 M:0 Y:0 K:0
R:255 G:255 B:255
Hex: FFFFFF

Black

C:0 M:0 Y:0 K:100
R:0 G:0 B:0
Hex: 000000

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Colour usage

It is important to consider how the tepeo colour palette is used.

In all creative executions, no more than two colours from the palette should be used at one time, plus white or black. Navy should ideally be reserved for tepeoPRO only and can be used alongside two other colours (however, navy can be used sparingly for tepeo collateral, if required). White space should be utilised to ensure the colours are not overpowering.

Consider colour pairings carefully when selecting the two colours to ensure they are complementary to each other, while also ensuring legibility of any font colours used.

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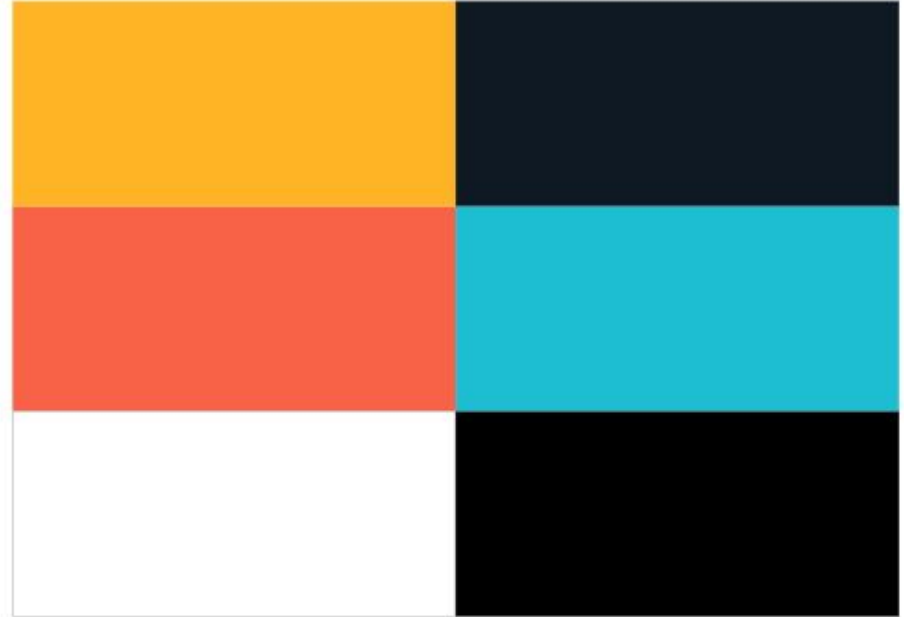
Primary typeface

Our primary typeface is Poppins. We use this for the majority of typesetting applications. This includes titles, subdeck, body copy, annotations etc.

Poppins is available for free on Google Fonts and Adobe Fonts. Contact the tepeo team if you are struggling to obtain this.

Within designed pieces, full use should be made of the variety of fonts within the Poppins family.

Consistent use of the different weights helps form a hierarchical structure for assets as well as inflicting different tones, thoughts and feeling in line with the content of the piece.

Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

| **Bold** | Regular | Light |
| **Bold** | *Regular* | *Light* |

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Font colours

Only use either black or white as a font colour for text being used on a background that is one of the colours in the colour palette (yellow, light blue, coral or navy).

The colours in the colour palette can only be used as a font colour when appearing on a white background.

Ensure that contrast is enough to maintain legibility and accessibility when choosing a font colour for use on a coloured background or a white background.

Iconography

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Iconography

tepeo has developed a series of icons which fit into our design style for use in tepeo communications.

These are available in the full tepeo colour palette (light blue, coral, yellow, and navy) alongside white and black.

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Assets

Assets

tepeo has developed a range of assets which can be used to enhance and develop visuals.

The assets are based on arrow shapes that have been crafted from a circle. The arrows highlight the bold, forward facing persona of the brand.

These assets are available in the full tepeo colour palette, and black or white. All assets can be obtained from the tepeo team.

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Imagery

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Imagery

At tepeo, our primary product is the ZEB, a revolutionary way to heat your home.

We have a range of product photography showcasing the ZEB as a singular product and also in situ in the home.

This suite of images can be accessed by contacting the tepeo team.

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Stock imagery

We have a range of stock imagery that we provide to partners via our Marketing Partner Portal.

If you want to use alternative stock imagery, select images of happy people, usually in the home or other warm environments, with the tone of the images being light, soft and accessible.

All uses of stock images should be reviewed and approved by the team at tepeo before publication.

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Brand examples

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tepeo brand examples

In all creative executions, no more than two colours from the palette (plus white or black) should be used at one time. White space should be utilised to ensure the colours are not overpowering. The guidelines regarding font colours should also be adhered to.

Some examples of tepeo executions have been included as guidance, but all collateral featuring tepeo must be approved by the tepeo team.

We'll pay your **VAT**
We don't think you should pay VAT on heat batteries, so we'll cover it until the Government does
Up to £2k back until 31st March 2025

We'll pay the **VAT**
We don't think your customers should pay VAT on heat batteries, so we'll cover it until the Government does
Up to £2k back until 31st March 2025

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tepeo brand examples - flyers

Flyer 1:

tepeo

Meet the
ZEB

A heat battery boiler that's redefining home heating, powered by electricity without the cost

❯ **Heat your home, not the planet** ❮

Find out more
Visit www.tepeo.com, scan the QR code or call us on 020 7072 5462

Flyer 2:

tepeo

Meet the ZEB:
A Heat Battery

GREENER THAN GAS OR OIL
Kinder to our planet by cutting 100% of direct home heating carbon emissions.

CHEAPER THAN ELECTRIC BOILERS
The ZEB is half the running cost on a smart tariff, saving you up to £1.5k a year.

EASY TO INSTALL, USE & MAINTAIN
Installed in 1-2 days with the same experience as your current boiler.

Use our ZEB Home Check
See if the ZEB is right for your home - scan the QR code to start

Flyer 3:

tepeo

Meet the ZEB

A heat battery boiler that's redefining home heating, powered by electricity without the cost

GREENER THAN GAS OR OIL
Kinder to our planet by cutting 100% of direct home heating carbon emissions

CHEAPER THAN ELECTRIC BOILERS
The ZEB is half the running cost on a smart tariff, saving you up to £1.5k a year.

EASY TO INSTALL, USE & MAINTAIN
Installed in 1-2 days with the same experience as your current boiler.

Is the ZEB right for your home?
Scan the QR code to check
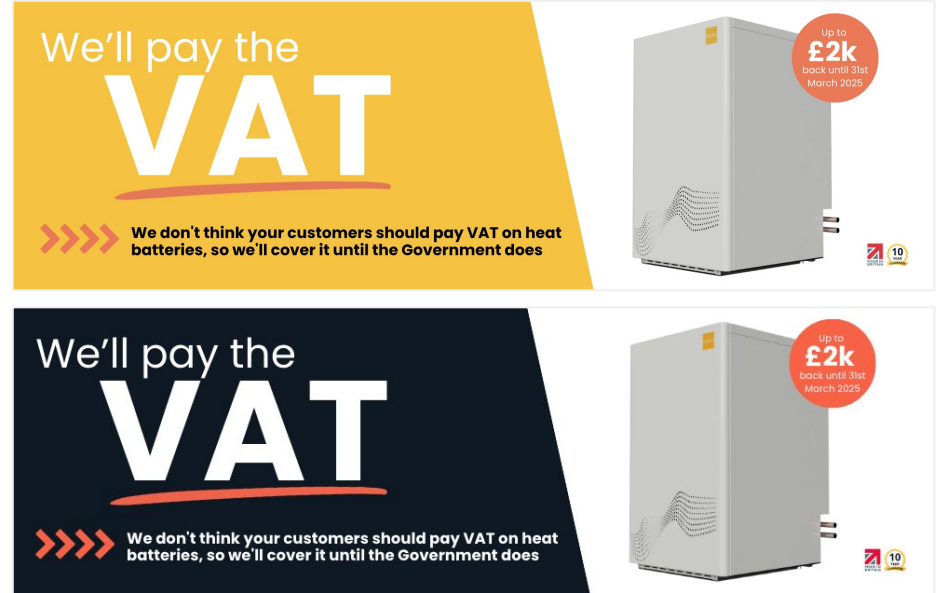
*T&Cs apply. Available until 31st March 2025

Flyer 4:

How does the
ZEB work?

The ZEB is powered by electricity and works like a battery. It charges up a "core" inside the ZEB, storing energy as heat to be released when needed

The Ideal Home

Annual energy use: <12,000kWh

House size: 2-4 bedroom

Radiators or underfloor heating

A hot water tank (or can get one)

"The ZEB is a great product, we are very pleased to have replaced our gas boiler. Our house is as warm as it ever was with the old boiler and we have much more control over its operation. tepeo has been excellent in all aspects during and since our installation."

★ Trustpilot
★★★★½
TrustScore 4.4 36 reviews

Find out more
Visit www.tepeo.com

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tepeo brand examples - event stand

tepeoPRO brand examples

In all creative executions, no more than two colours from the palette (plus white, black or navy) should be used at one time. White space should be utilised to ensure the colours are not overpowering. The guidelines regarding font colours should also be adhered to.

Some examples of tepeoPRO executions have been included as guidance but all collateral featuring tepeo must be approved by the tepeo team.

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tepeoPRO brand examples - flyers

Flyer 1: Meet the ZEB

Meet the ZEB

A heat battery boiler that's redefining home heating, powered by electricity without the cost

Benefits of the ZEB

GREENER THAN GAS OR OIL
Kinder to our planet by cutting 100% of direct home heating carbon emissions

CHEAPER THAN ELECTRIC BOILERS
The ZEB is half the running cost on a smart tariff, saving up to £1.5k a year.

EASY TO INSTALL, USE & MAINTAIN
Installed in 1-2 days with the same experience as the current boiler.

Find out more
Visit tepeo.pro

tepeoPRO

Flyer 2: How does the ZEB work?

How does the ZEB work?

The ZEB is powered by electricity and works like a battery. It charges up a "core" inside the ZEB, storing energy as heat to be released when needed

Join tepeoPRO

Help your business and the planet. With free training on our innovative heat battery, you can learn how to specify, sell, and install the ZEB in half a day and become a tepeoPRO.

Free training, either online or in-person

Free tepeo marketing materials

Case studies, blogs & tepeo news

Ready to join us?
Visit tepeo.pro/register today or scan the QR code to sign up

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tepeoPRO brand examples - event stand

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Brand character

Our brand character is a set of human characteristics that we want our messaging and content to align with. This is to register an emotional and personal connection between our audience and the brand.

When writing anything from tepeo's perspective, it should embody at least a couple of the characteristics featured to the right.

Note: Not all of the characteristics have to be satisfied in a singular piece of content.

FRESH

BOLD

OPTIMISTIC

INNOVATIVE

DISRUPTIVE

TRANSPARENT

FUTURE FACING

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Brand archetype

We need to connect with our audience in a deep and meaningful way in order to build authenticity, loyalty and trust. We do this by building on the Brand archetype framework developed by Swiss psychologist Carl Jung.

We have selected The Hero. This is because 'the hero' usually has a strong sense of right and wrong, looks to make a difference and seeks to overcome injustices and problems. This aligns with tepeo's goal to heat homes in greener, cleaner and more affordable ways.

Note: This doesn't need to be explicitly stated in content, just used as an initial framework on how to position content.

THE HERO

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The mission & vision

Our mission and vision is what we're trying to achieve. Everything we say and do are in aid of this mission and vision.

Mission:

To make heat batteries an essential technology for the decarbonisation of domestic heating with a pathway to heating 20% of UK homes.

Vision:

To become a leader in low carbon heating and grid flexibility solutions - driving the transformation to a world where heating is flexible, carbon free, low cost and accessible to everyone.

Brand values

Our brand values are key principles guiding how we, as a company, operate, whether it be internal or external.

The values should be followed by the brand and company as a whole, as well as the people working towards our goal everyday.

Be a good human

We value teamwork, empathy and friendship.

Work for the planet

We value our environment and strive for a sustainable future.

Solve hard problems

We value innovation and the pursuit of excellence.

Make an impact

We value building memorable customer experiences and challenge the status quo.

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Headline statement

Our headline statement is used to introduce our product.

This should always be used in the communications itself as the primary message, along with the strapline.

MEET THE ZEB

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Strapline

Our strapline should always feature with the headline statement. It sells our product with a top level explanation of why to buy our product.

A heat battery boiler that's redefining home heating, powered by electricity without the cost

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Supporting statement

Our supporting statement is often used to support the selling of our product.

This can be used in the communications itself, but also a guideline for how our communications should make our customers feel - empowered, moral, exceptional, ZEB owners are pushing home heating forward and doing what's right for the planet.

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Key messages

Our key messages are the pillars of tepeo's marketing and sales communications.

GREENER THAN GAS OR OIL

Kinder to our planet by cutting 100% of direct home heating carbon emissions

CHEAPER THAN ELECTRIC BOILERS

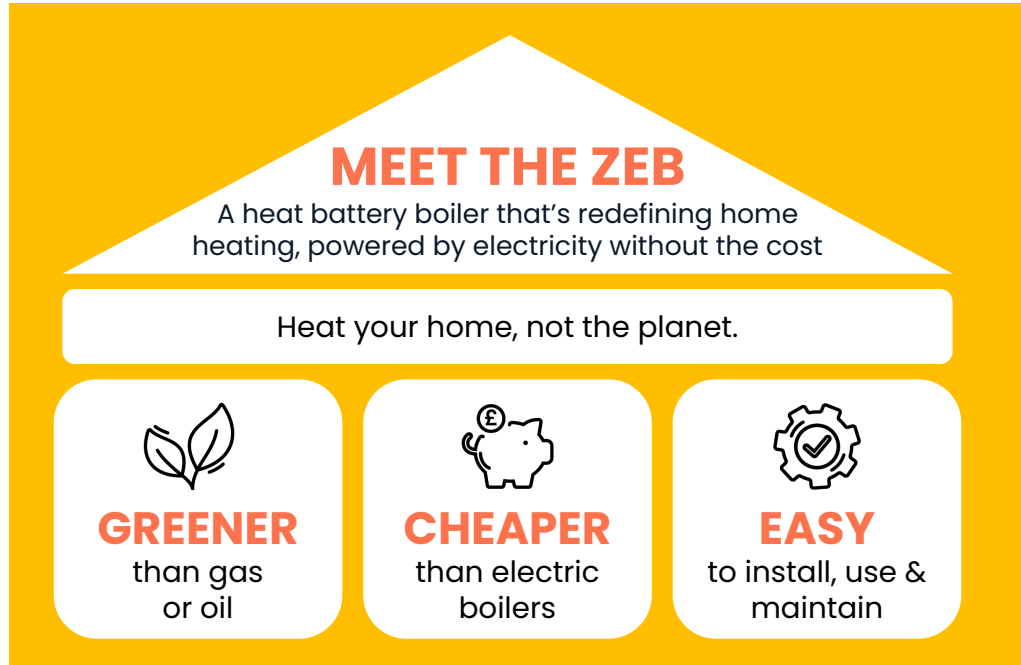The ZEB is half the running cost on a smart tariff, saving you up to £1.5k a year.

EASY TO INSTALL, USE & MAINTAIN

Installed in 1-2 days with the Same experience as your current boiler.

tepeo
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Brand house

A useful way to visualise the content structure can be through the brand house.

More questions?

If there is anything we haven't covered or something you aren't sure about, contact the tepeo team for clarification or approvals.

e: marketing@tepeo.com

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