



Brand Guidelines

Make your **graphic design** **effortlessly efficient**

Please keep this document handy to guide you through using the Emerald brand in your collateral.

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01. Introduction

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How to introduce Emerald

Leading Australia's energy transition from the beaches.

Emerald, an Australian founded, owned, and operated company, has delivered over 60 million energy efficient products since 2006. Committed to innovation, Emerald engineers sustainable, connected technology designed to reduce costs for both you and the planet.

Emerald technology fosters meaningful connections between people and sustainable living. Through Emerald Smart Tech and Emerald App, they integrate technology that promotes sustainability. Emerald's commitment extends to partnerships with government initiatives and future integration with the energy grid, enhancing resource optimisation and reducing waste.

As a key player in energy efficiency, Emerald collaborates with certificate creation partner Creditex to streamline government energy saving schemes and drive continued innovation.

Driving progress towards Australia's Net Zero goal by 2050, Emerald solutions are built on extensive research and development. Advanced energy modeling ensures products deliver optimal performance and energy savings. To date Emerald has reduced over 90 million tonnes of carbon emissions.

Mission

Our mission statement defines what the purpose of our business is for both our employees and customers.

It carves a clear path for our business and is the mission that everyone associated with our brand lives by.

Emerald exists to innovate change by engineering solutions that cost you and the planet less.

Efficiency is at the heart of everything we do.

Values

Our values are the core beliefs that guide our company's actions.

Our values directly reflect the messages we want to communicate in our written, visual content and decision-making.

True efficiency

Efficiency is at the heart of everything we do. It's why we engineer high performing solutions. We embrace a work culture that values smart, efficient practices.

Through our government partnerships, we're not just meeting Australia's energy needs—we're enhancing everyday comfort while paving the way for a greener tomorrow.

Good people

We're all about good people doing good work. Our commitment to the environment drives us to empower our team and customers to make a real difference.

Inside our company, this translates to a supportive and collaborative space where innovation thrives. This approach unites everyone - employees and customers alike - in the mission to create meaningful, positive change.

Innovate change

Innovation is in our DNA. We cultivate a work environment that's as progressive and dynamic as the products we create, keeping everyone ahead of the game.

Through our government partnerships and investment in R&D, we develop technologies that not only lead the way in sustainability but also bring tangible benefits to consumers, sparking widespread change. For our team, this means living and breathing innovation—constantly improving, thinking creatively, and pushing the limits.

Conscious connection

Connection shapes who we are and the future we're building. Through our Smart Tech and Emerald App, we're not just offering tools—we're forging mindful links between people and sustainable living. Our commitment to conscious connection extends to government partnerships and an eye towards integrating with the grid, where shared insights can reduce waste and optimise resources. Within Emerald, conscious connection drives us to work as one, fostering relationships and collaboration that fuel smarter solutions for a more sustainable world.

02. Our logo

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Logo usage

The stacked logo is our preferred logo and should be used whenever possible. However when space is limited, our horizontal logo can be used as an alternative.

To ensure legibility, always keep a minimum clear space around the logo. The minimum clear space is defined as the height and width of the icon. The minimum space should be maintained as the logo is proportionally resized.

Stacked

Primary usage



Horizontal

Secondary usage



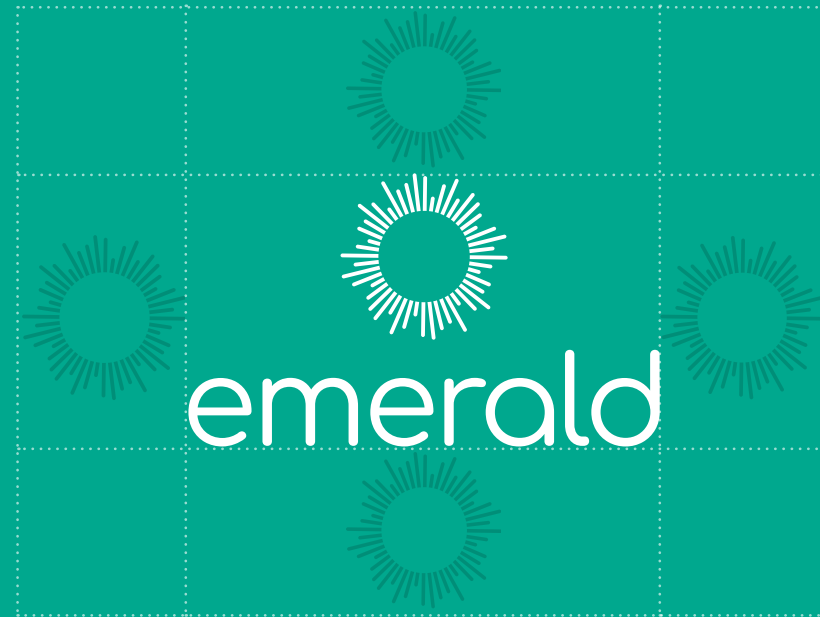
Logo on dark background

The white logo should be used on dark photographs and coloured backgrounds.

Avoid using the two coloured logo on coloured backgrounds or photographs.

Stacked

Primary usage



Horizontal

Secondary usage



Logo on light images

Our preference is to use the Emerald logo on light images with plenty of clear images ensuring the clear space guidelines are used.



Logo on dark images

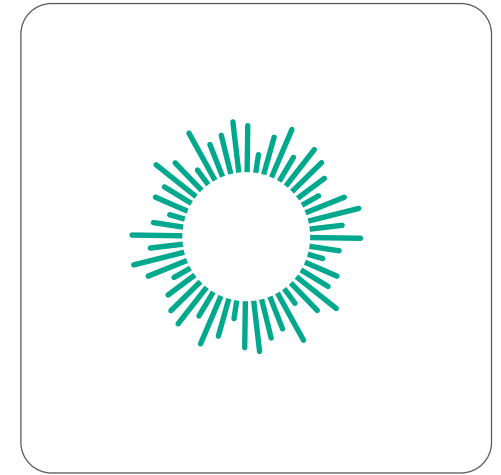
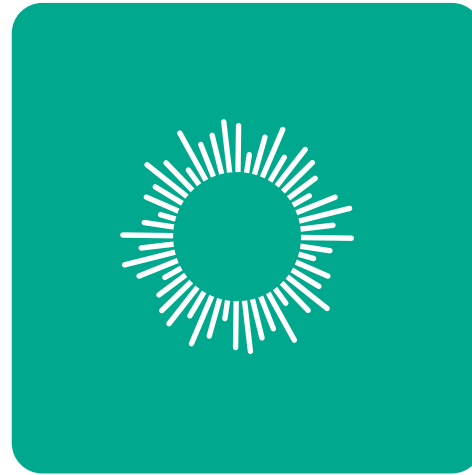
Our preference is to avoid using the Emerald logo on busy or dark images. However, if it must be used in this way please follow the clear space guidelines.



The favicon icon

We use our icon as a standalone brand element only as a favicon.

The favicon should not be used independently for any other purpose.



Minimum size

Establishing a minimum size ensures that the impact and legibility of the Emerald logo are not compromised.

Digital

For clear and effective branding, the Emerald logo should not be reproduced smaller than 100px in any digital communication.

Print

For clear and effective branding, the Emerald logo should not be printed smaller than 22mm in its stacked format or 30mm in its horizontal format.



Print
22mm / 0.8661 in



Digital
100px



Print
30mm / 1.1811 in



Digital
100px

Unacceptable use

1. Do not flip elements
2. Do not distort horizontally
3. Do not add a drop shadow
4. Do not distort vertically
5. Do not outline
6. Do not change relationship of elements
7. Do not box
8. Do not change typeface



Unacceptable use

- 9. Do not add texture
- 10. Do not make 3D
- 11. Do not blur
- 12. Do not change the colours
- 13. Do not place icon above lettering
- 14. Do not use gradient
- 15. Do not warp
- 16. Do not remove product branding



Staying true to your brand

We're excited to provide you with this marketing pack to help you promote Emerald hot water heat pumps and air conditioning products effectively. While we've included our brand colours, fonts, and logos, it's essential that your marketing materials stay true to your brand identity.



Why?

Mimicking or copying our branding could:

Misrepresent your business or create confusion for customers.
Breach marketing compliance regulations.

What to do

Keep your brand's look and feel. Use your own fonts, colours, and design elements in your materials.

Incorporate Emerald assets subtly. Use our logos and product images in a way that complements your brand.

Follow the provided guidelines. Ensure Emerald assets are clear and professional but not the focal point of your design.

Examples of good practice

- ✓ Ads that clearly show your logo, with Emerald's products as part of your offering.
- ✓ Using Emerald's colours and fonts sparingly to enhance not dominate your designs.

Examples to avoid

- ✗ Ad designs that look like Emerald's own campaigns or website.
- ✗ Using Emerald's logos as your primary branding element.

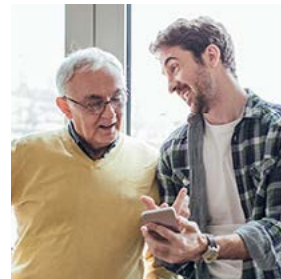
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Lifestyle images

Lifestyle imagery should focus on aspirational moments, capturing happy experiences at home or in professional settings, and highlight our mission of sustainability by showcasing eco-friendly products and practices.

When selecting images for our brand, choose those with plenty of natural light, ample white space, and green elements through plants and natural surroundings to create a bright and airy feel.



Products in situ

When product images are shown in situ (in a real-life setting) and the Emerald logo is visible, it must remain visible and not be edited or removed.

Ensure the use of natural light, ample white space, and green elements to create a bright, airy feel when possible. These images should be aspirational or depicting a happy home environment.



Product images

Stand-alone product images are available in various angles with transparent backgrounds.

Use drop shadows whenever possible to enhance the presentation.



Product images - what not to do

Emerald can supply high resolution product images for use in marketing collateral. These images should not be edited or 'Photoshopped' in any way.

For example the Emerald logo must not be removed, or replaced with a different logo.



Product images - which one

Where product images have visible components there are images available in both B2B (business to business) and B2C (business to consumer) versions.

B2C images are cleaner for consumer use, while B2B versions include realistic details like cables and warning labels. Ensure correct images are used in appropriate documentation.



B2B

Business to business



B2C

Business to consumer

07. Connect

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Useful links



emerald.com.au



For business



business



data sheets



support



tutorials

Contact us efficiently

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