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Introduction

Welcome to ETAP®

Welcome to a new iteration of the ETAP® brand.

Our brand expression is more than our visual identity. It is the foundation of who we are, how we sound, and what we look like. These guidelines detail the key elements of our brand strategy and voice, as well as providing instruction on the use of our visual identity components and inspiration for creative execution across different applications.

Following these guidelines will help maintain brand integrity and deliver distinctive, professional communications across all channels.

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Overview

At the foundation of all ETAP® communications lies our brand strategy, a cornerstone embodying our identity, fundamental principles, and our future aspirations. Essentially, it guides us as we shape our business and brand.

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Brand Strategy

Purpose, Vision, Mission

Our purpose

We drive sustainability through continuous intelligence.

Our vision

Lead the energy transition towards a cleaner more resilient world for the future generations.

Our mission

To bring the best user experience with the highest quality standards enabling our customers to design with precision, build with efficiency and operate with confidence.



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Our Commitments

Safety

ETAP® allows engineers to simulate and analyze electrical power systems, helping identify potential risks, and ensuring compliance with safety standards.

Sustainability

ETAP® drives digital transformation for sustainability, supporting our customers in their energy transition, empowering them to make decisions for a green and smart future across the life cycle.

Reliability

ETAP® portfolio is renowned for its reliability, providing accurate and consistent results in electrical system analysis and design. Engineers can trust its calculations and simulations to make informed decisions throughout the electrical project life cycle from design to operation.

Resilience

ETAP® enables systems' resilience by efficiently handling complex models and recovering from errors or disruptions. It ensures the continued functionality and stability of electrical grids, even in challenging situations.

Efficiency

ETAP® streamlines the process of designing and analyzing electrical systems, improving efficiency in engineering workflows. It reduces the time and resources required with built in automation and collaboration tools. It also enables engineers to optimize system performance and make cost-effective decisions.

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Our Values

Excellence

We are driven by curiosity and smartness, we constantly experiment and perfect our knowledge and mastery.

Trust

We are customer centric, and are a recognized trusted advisor. We have earned the trust of the industry and continue to foster strong, lasting relationships.

Ambition

We challenge the status quo and are inspired by creativity, innovation, and the impact we make towards a more sustainable world.

Pragmatism

We take a pragmatic approach to solving complex challenges, while striving for the highest standards of quality.

We are driven by
Excellence
Trust
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Pragmatism



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Voice Principles

Why Do They Matter?

Our voice principles govern how we express ourselves as a brand. They capture our persona and convey our values — driven by excellence, customer first, beyond the limits, and visionary. Everything we say should align with these values and be presented in a way that allows our audience to immediately grasp that our message, whether it’s a social media post, a product video, or an internal document, comes from ETAP. We can gain this level of recognition if our brand voice is followed consistently.

Our tone is active and conversational, but not casual or overly familiar. We can use contractions (e.g., “we’ll,” “can’t,” “it’s”) and speak directly. We focus on our customer and how our solutions address their pain points. When referring to our products, solutions, and services, we don’t boast ... but we can be bold.

How Do We Use Our Voice?

We apply our voice across all communications — presentations, speeches, websites, social media, face-to-face conversations we have with customers, colleagues, analysts, the media, and even friends and family.

For our brand persona to come through naturally, strive for consistency in tone and content at every opportunity. Our global master language is U.S. English.

Be Clear

We take pride in the simple fact that our innovations make life easier for people, whether they’re engineers or end users. Remember that people enable our open partner ecosystem, which drives digital transformation, and also remember that the purpose of digital transformation is to benefit people.

Be Compelling

Our domain is highly technical, so never skip an opportunity to reveal the humanity within our category in compelling ways. As a digital-first, company, capture the sense of optimism and progress our solutions create by embracing an active, friendly, and focused tone.

Be Concise

We respect our audience’s time and recognize the importance of their work. That’s why we focus on what matters and we say it directly and in an engaging way. It takes time and effort to be concise, but our customers appreciate that we get right to the point.

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ETAP® Master Logo

Primary Logo

Our logo sits at the core of our brand. It’s bold and unique; capturing the essence of the ETAP® brand and should be used on all of our communications.

The following guidance in this document will instruct you on how to most effectively use our logo across the brand.

When creating additional product logos, Helvetica Neue in 76 Bold Italic with -24 tracking should be used.

The registered mark (®) is in Helvetica Neue Roman.

Typefaces can be downloaded here: www.fonts.com



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Using the Logo

Exclusion Zone, Size and Positioning

Exclusion Zone

To protect the logo from other visual elements, it is important that it is surrounded by a minimum amount of clear space. No other graphic elements should encroach within this area. The size of this exclusion zone is defined by 'e' from the master logo.

Minimum Size

To ensure the logo remains legible at all times it should not be reduced below its minimum size width.

Positioning

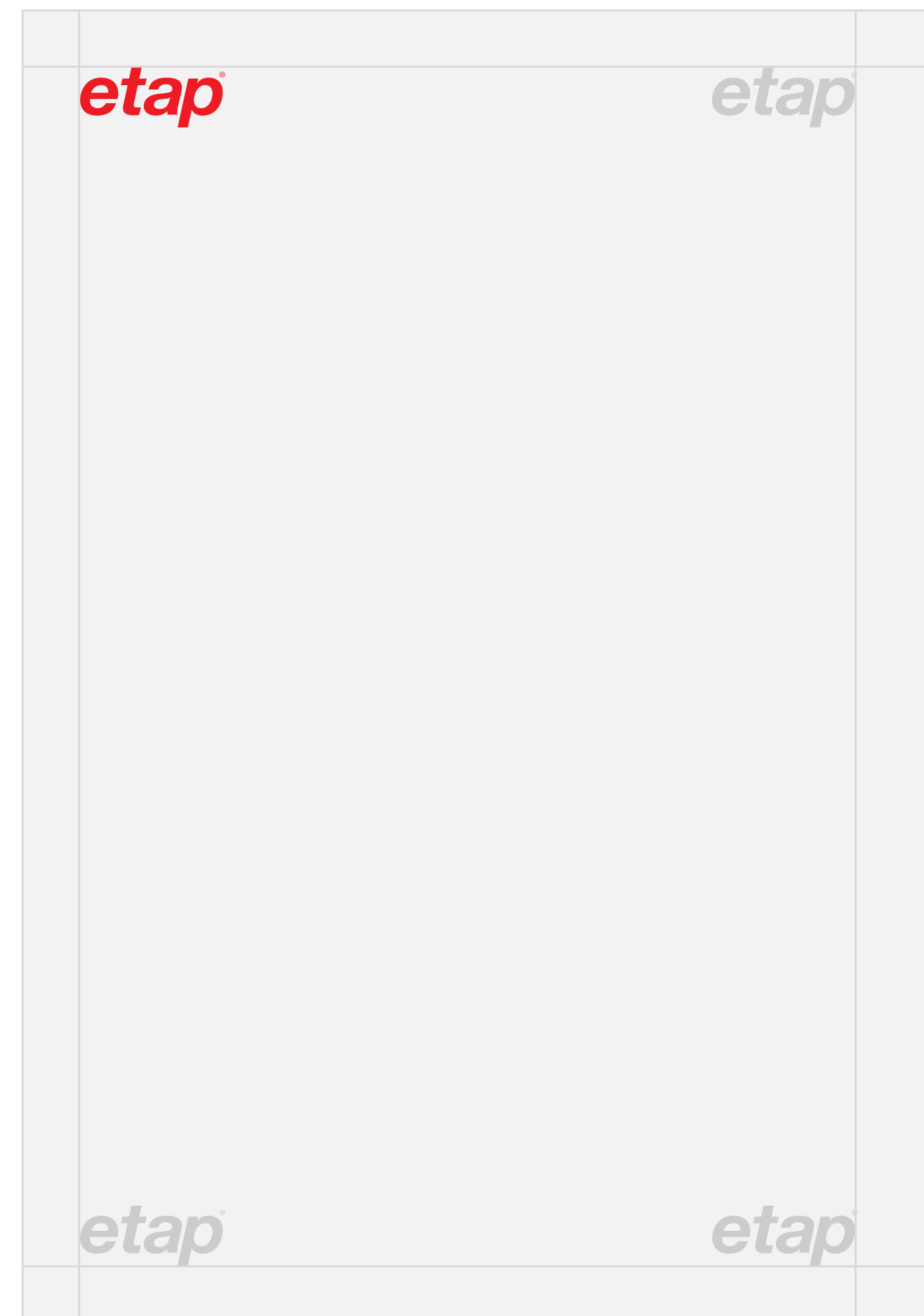
In most situations the logo should be placed in one of four positions: flush against the left or right hand margins or aligned to either the top or bottom margins.



Exclusion Zone



Minimum Sizes — 100px/ 30mm



A4 Positioning



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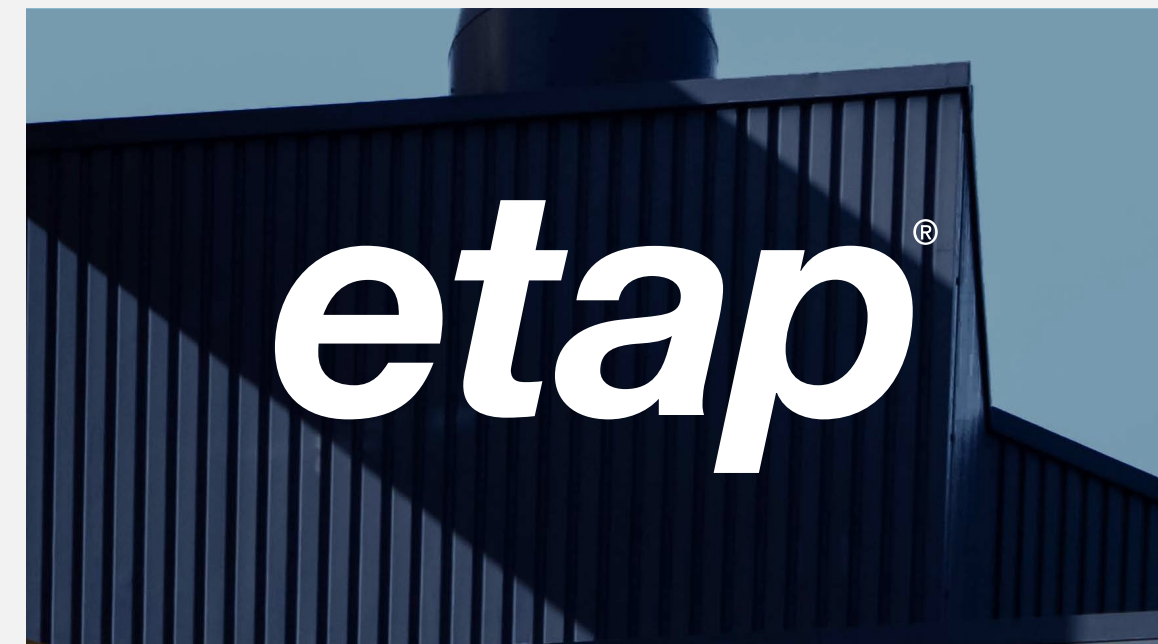
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Using the Logo Variants

Correct Logo Usage

The following variants of the ETAP® logo are permissible — giving flexibility and allowing our logo to be shown across a variety of background colors. Never create alternative color versions of the logo.

Whenever feasible, apply our red logo on white. While it's possible to use our red logo on a black background, exercise caution and limit such instances. When positioning our logo over imagery, we use our reversed logo to ensure optimal legibility.



The reversed logo is exclusively utilized on a red background when seeking heightened visibility and significant brand recognition. This is particularly evident in instances like expansive signage at exhibition events.

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Using the Logo

Incorrect Use

It is critical that our logo is applied correctly in order to ensure consistency across brand communications. Outlined on this page are a few examples of instances to avoid.



DO NOT change the color of the logo



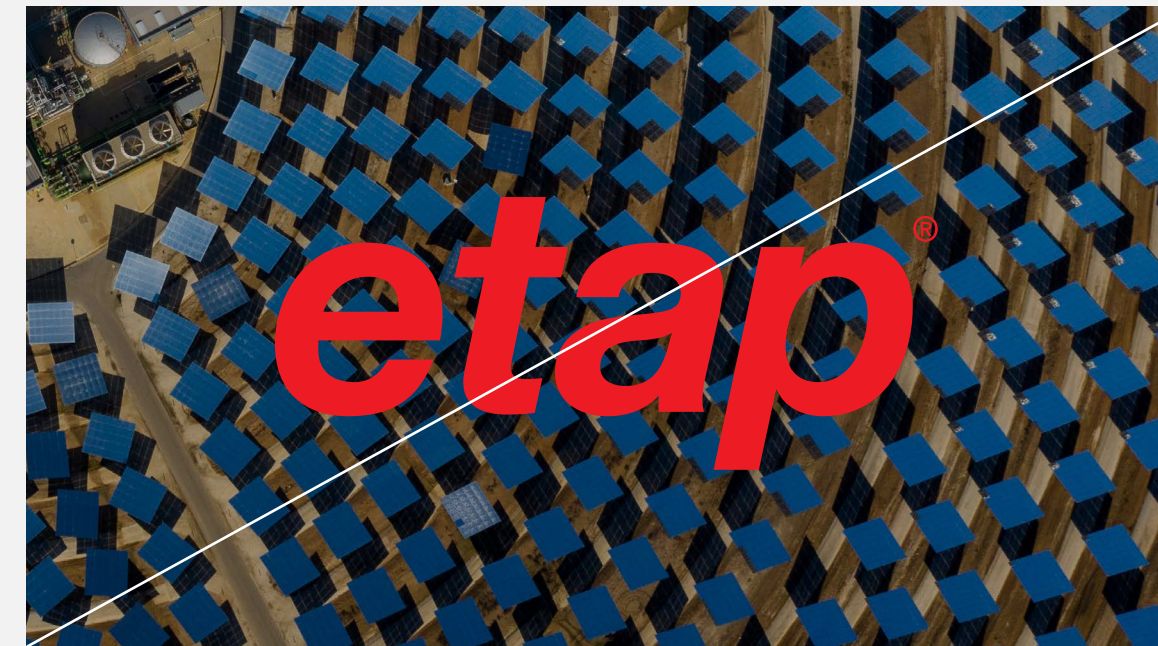
DO NOT use the old ETAP® logo



DO NOT use the ETAP® logo on a red background



DO NOT alter the shape, tracking or the angle of the ETAP® logo



DO NOT use the red ETAP® logo on an image



DO NOT use the ETAP® without a Registered Symbol ®

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ETAP® Color Palette
Primary Palette & Core Gradients

<p>ETAP® Red C0 M100 Y100 K0 R237 G28 B36 #ed1c24 PMS 185C</p> <p style="font-size: 48pt; font-weight: bold; text-align: center;">01</p>	<p>ETAP® Black C60 M60 Y60 K90 R60 G60 B60 #3c3c3c PMS 432C</p> <p style="font-size: 48pt; font-weight: bold; text-align: center;">02</p>	<p>White C0 M0 Y0 K0 R255 G255 B255 #ffffff</p> <p style="font-size: 48pt; font-weight: bold; text-align: center;">03</p>
	80%	
	60%	
	40%	
	20%	
	10%	

<p>ETAP® Bright Red C0 M100 Y100 K0 R255 G19 B36 #ff1324</p>	<p>Black</p>	<p>White C0 M0 Y0 K0 R255 G255 B255 #ffffff</p>
<p>ETAP® Dark Red C0 M100 Y100 K60 R105 G0 B36 #690024</p>	<p>80% Black</p>	<p>5% Black</p>

Primary Palette

The ETAP® color palette emphasises the use of red and white to create a clean, distinctive and familiar look for the identity. In circumstances where we need to create depth in terms of color, we have our core gradients at our disposal. These are to be used sparingly across our brand.

Color Reproduction

ETAP® is a brand that lives increasingly in the digital space. To achieve optimum vibrancy for our colors always use the RGB or Hex values, which are optimised for viewing on screen.

When reproducing our colors in print we recommend using special Pantone® inks, that replicate the vibrancy more accurately than four color process (CMYK). If these are not available, revert to their respective CMYK mixes.



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ETAP® Color Palette
Secondary Palette & Gradient

<p>ETAP® Pink</p> <p>C0 M78 Y8 K0 R255 G119 B152 #ff7798 PMS 1777C</p>	<p>ETAP® Light Blue</p> <p>C83 M1 Y0 K0 R0 G193 B255 #00c1ff PMS 298C</p>	<p>ETAP® Purple</p> <p>C80 M99 Y0 K0 R113 G38 B255 #7126ff PMS 2089C</p>	<p>ETAP® Gradient</p>
04	05	06	
80%	80%	80%	
60%	60%	60%	
40%	40%	40%	
20%	20%	20%	
10%	10%	10%	

Secondary Palette

The secondary palette introduces bright and vibrant colors into the ETAP® visual identity. It has been designed in a way that supports the primary palette while enabling a certain degree of flexibility, however rules have been established to ensure consistent application, [see page 15](#).

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Color Balance

Using Our Colors Correctly

Color Ratios

This color balance chart provides guidance on the recommended proportional use of colors throughout all communications associated with ETAP®. Maintaining uniform color proportions will guarantee a coherent appearance across all our communications.

Make sure to consistently employ ETAP® Red and ETAP® White as your primary colors. Reserve our secondary palette for subtle application, using it to create data visualizations or within the secondary gradient of the Dynamic Bar. When you need to emphasize key information or convey brand messages, opt for ETAP® Red. Avoid using ETAP® Red to completely fill backgrounds.

Please refer to pages [13](#) and [14](#) for more information on using color and color breakdowns.



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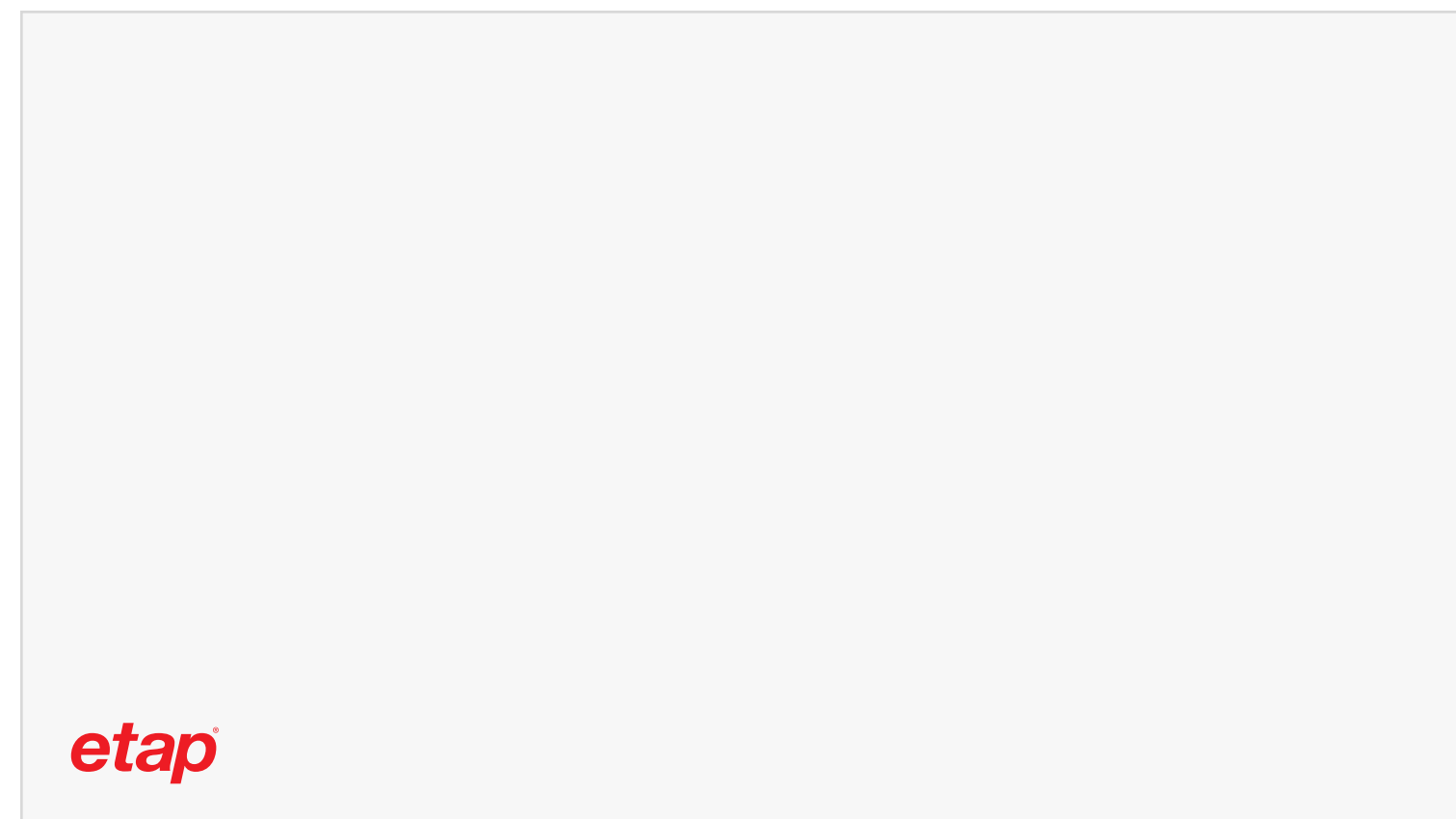
ETAP® Gradient Bar

Graphic Element

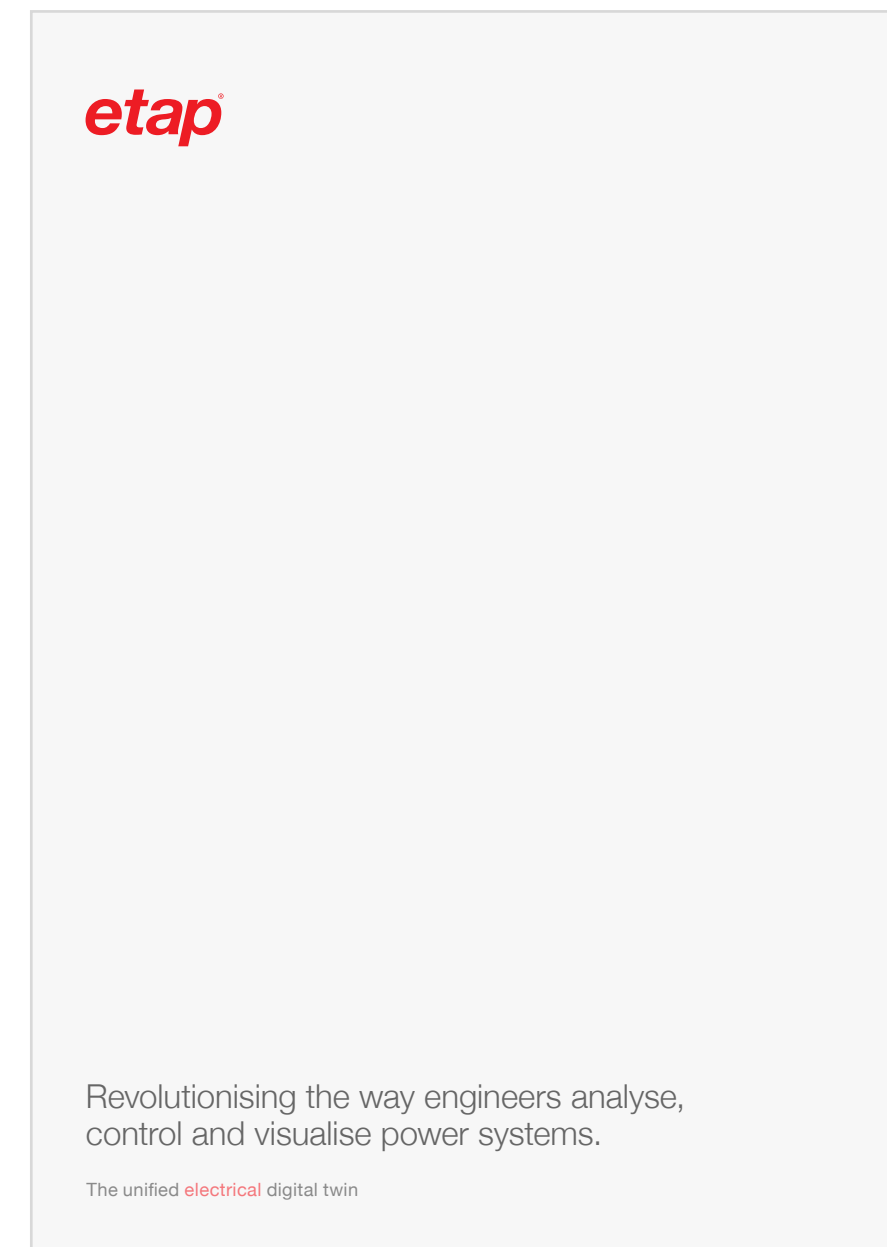


The ETAP® Gradient Bar

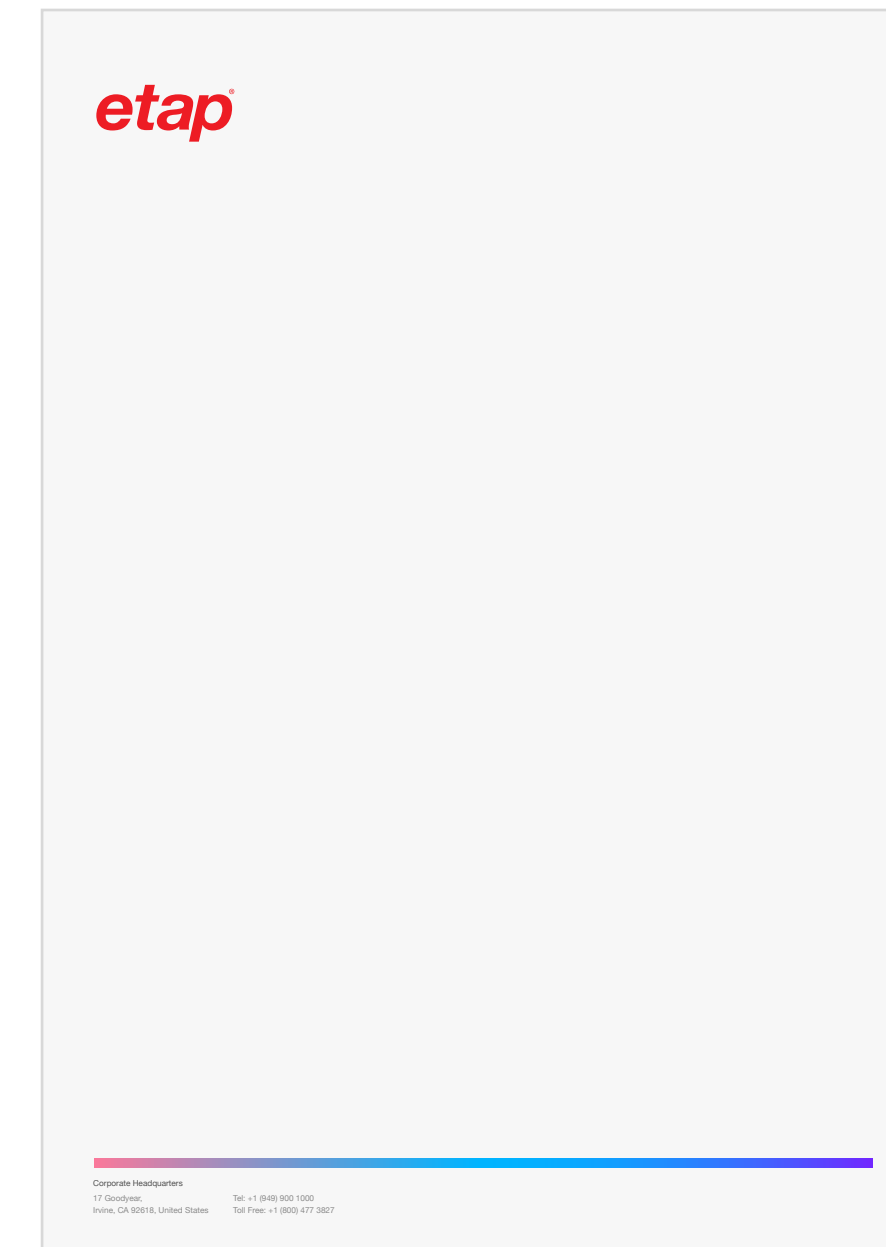
The ETAP® Gradient Bar is a key visual asset. It is comprised of a tri-color gradient that transitions between our core secondary colors; from ETAP® Pink to ETAP® Light Blue to ETAP® Purple, in that order. It is used as a key brand signature across all brand collateral. The gradient should always be used in a subtle, sophisticated way. [See page 17](#) for more information on using the gradient bar.



16x9 Powerpoint slide



A4 Brochure



A4 Letterhead



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ETAP® Gradient Bar

Using the Gradient Bar

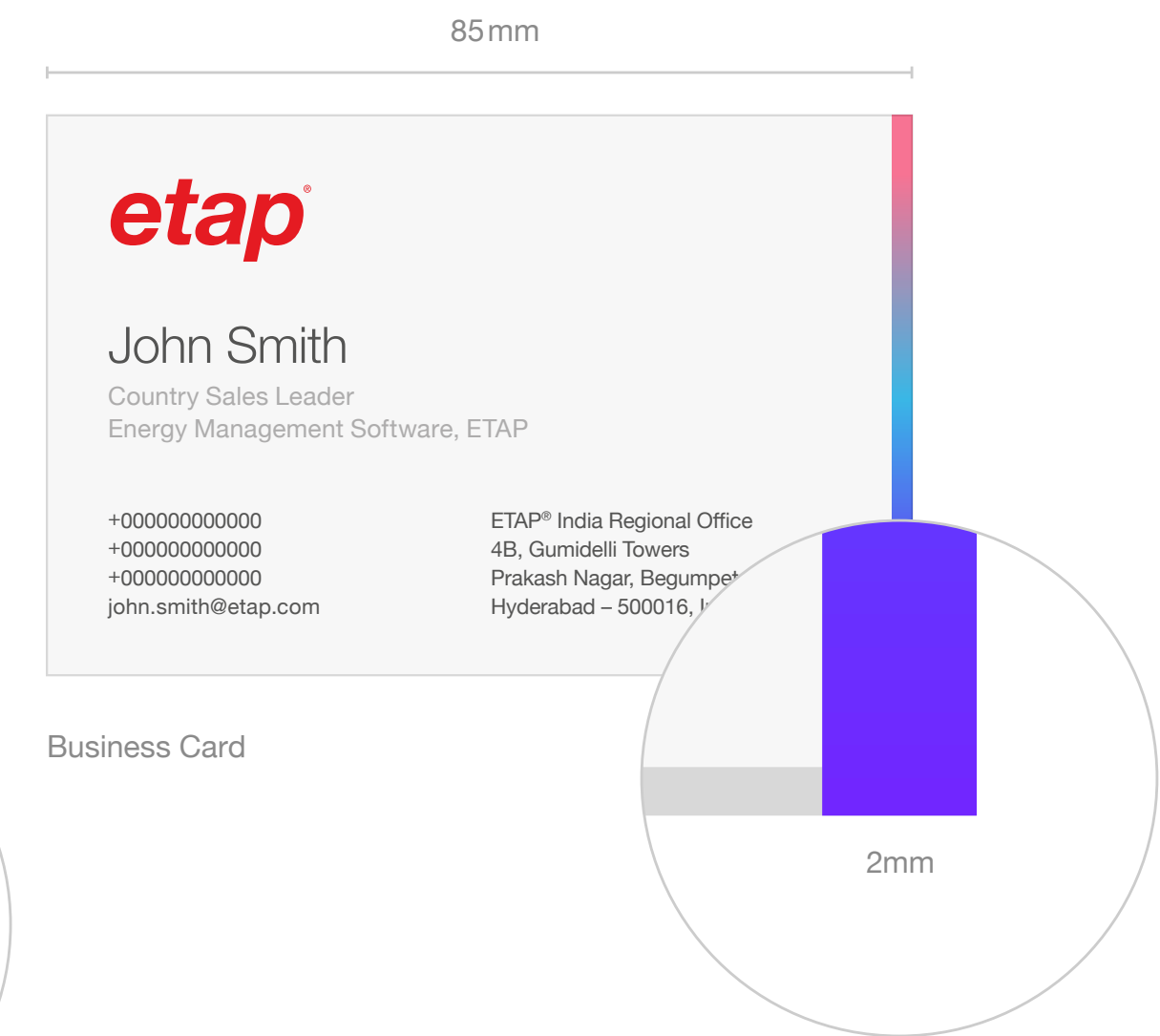
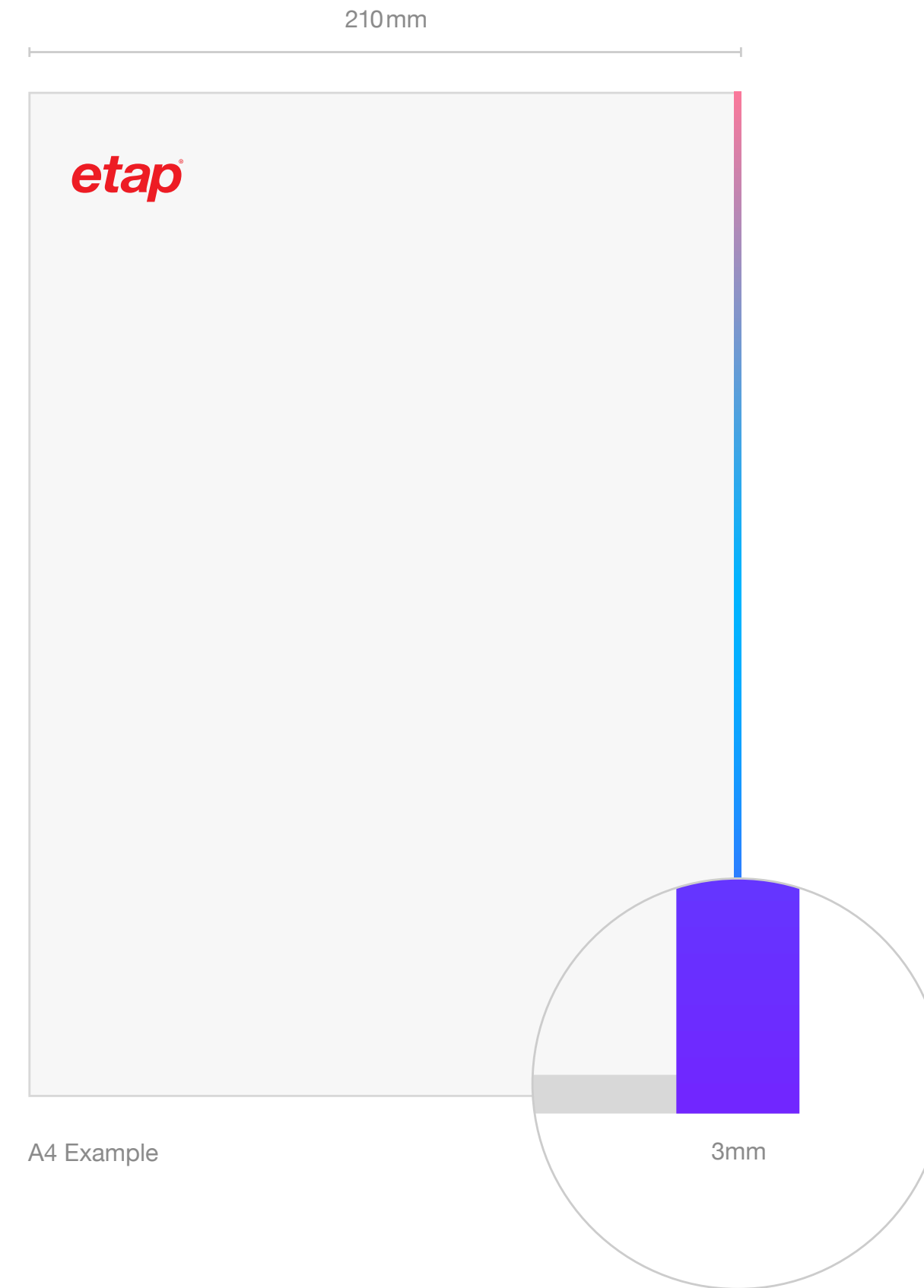
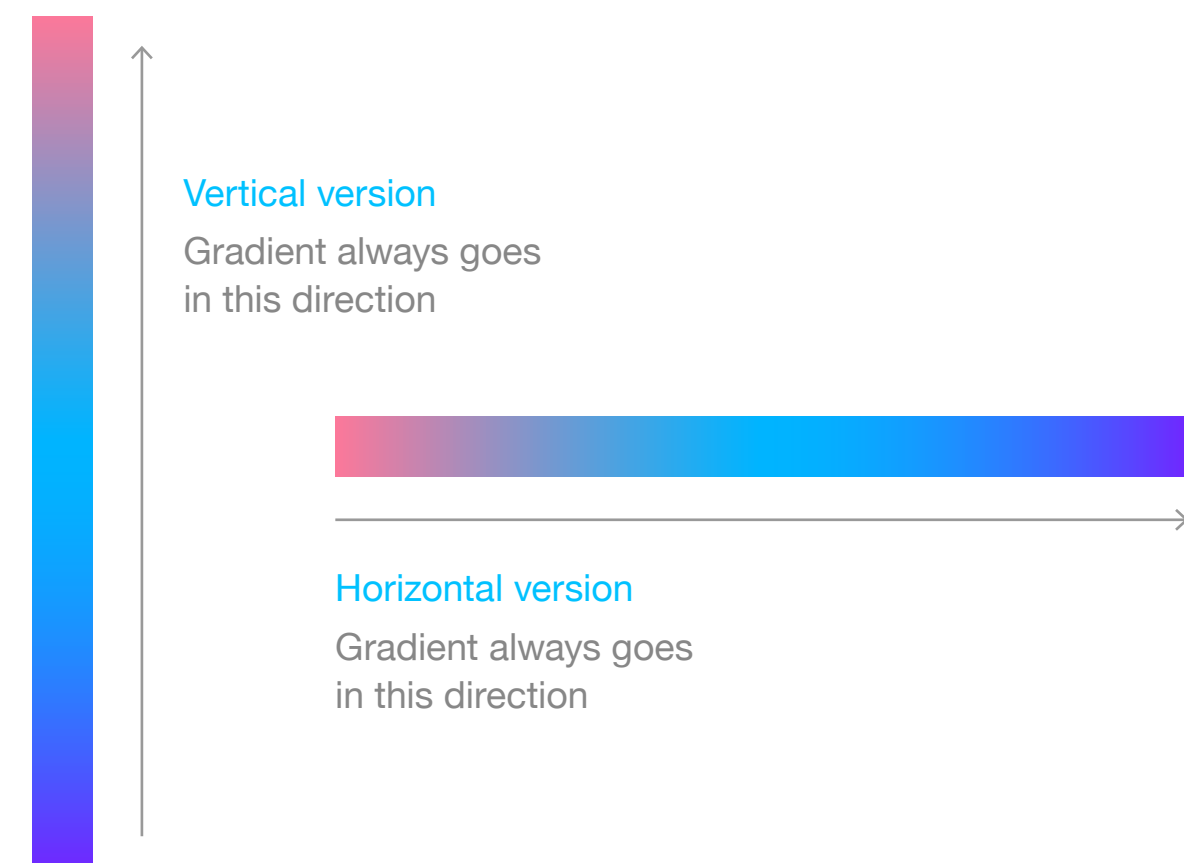
Calculating The Correct Size

When using the gradient bar, it is important that the gradient bar doesn't distract from our overall design. In order to avoid this, we have set out a calculation to determine the optimum width of the bar across various collateral formats.

For documents, the ratio = 1:70 of the short edge. So as an example, on an A4 document where the width is 210mm, the bar will be 3mm in width. For business cards, where the standard ratio would result in a gradient that is too thin, the bar should be 2mm in width.

Gradient Direction

The gradient bar can be used horizontally and vertically. The order of the colors depends on the orientation. When horizontal, the gradient colors should run (from left to right) in the following order; Pink, Light Blue and Purple. When vertical, the colors should run (from top to bottom) in the following order; Pink, Light Blue and Purple.



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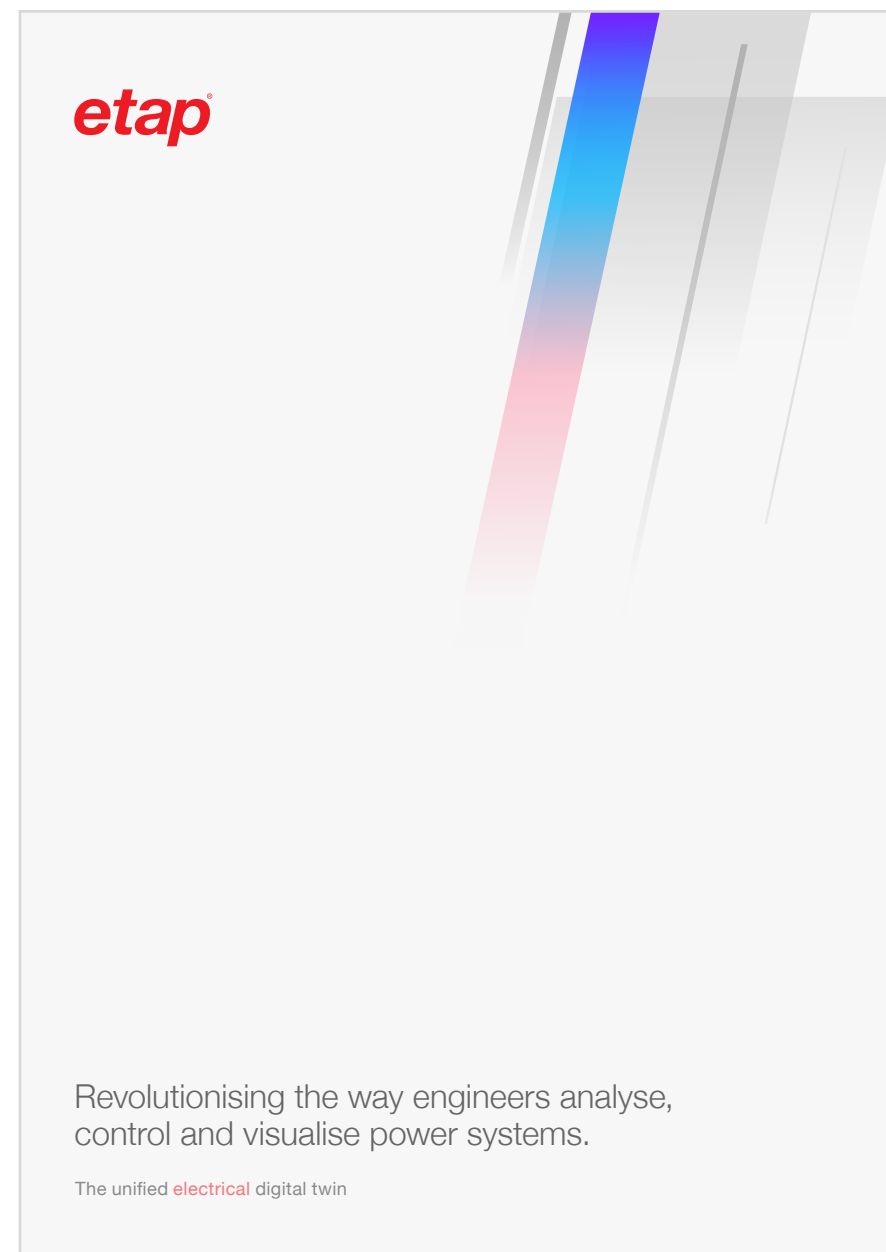
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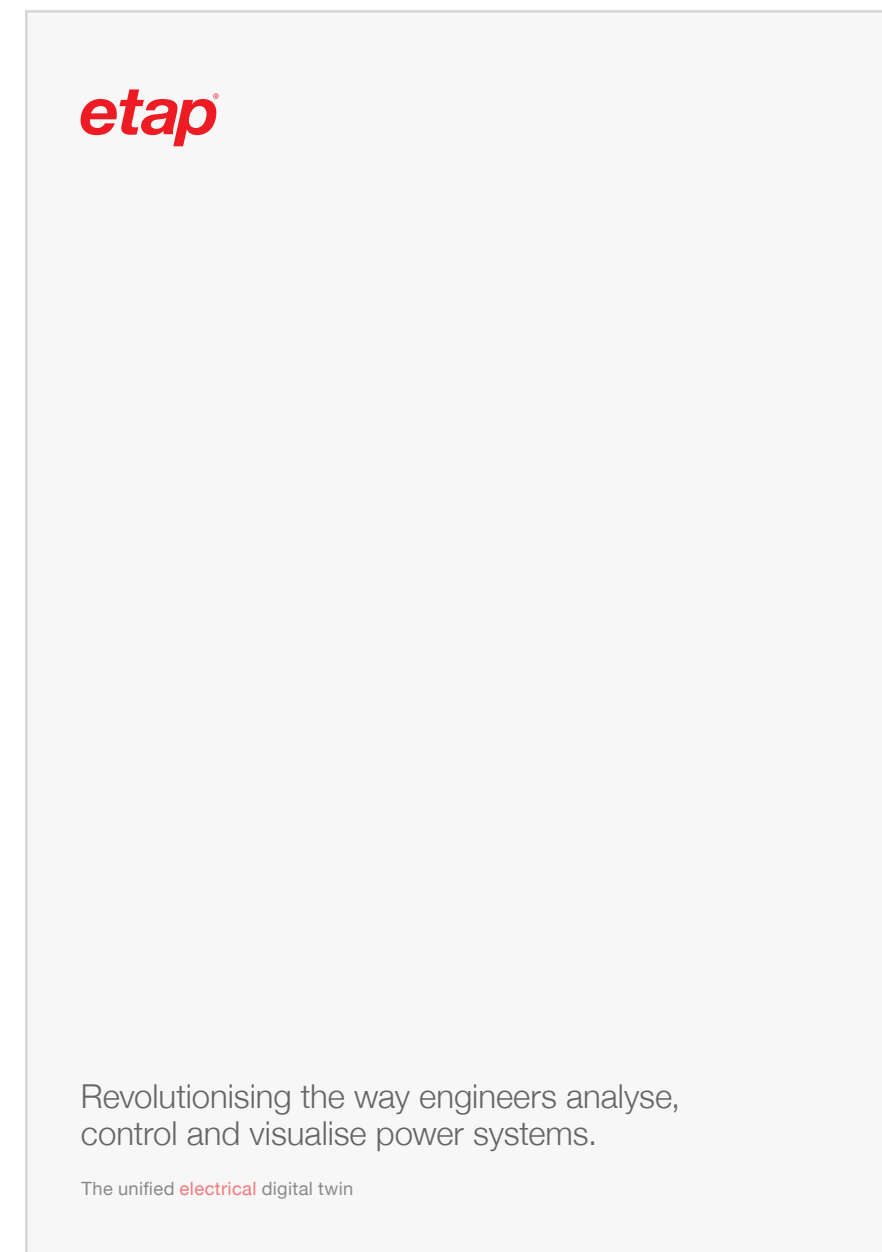
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ETAP® Gradient Bar Incorrect Use

The ETAP® Gradient Bar should be used in a subtle and sophisticated way. The following examples demonstrate incorrect use of the gradient bar.



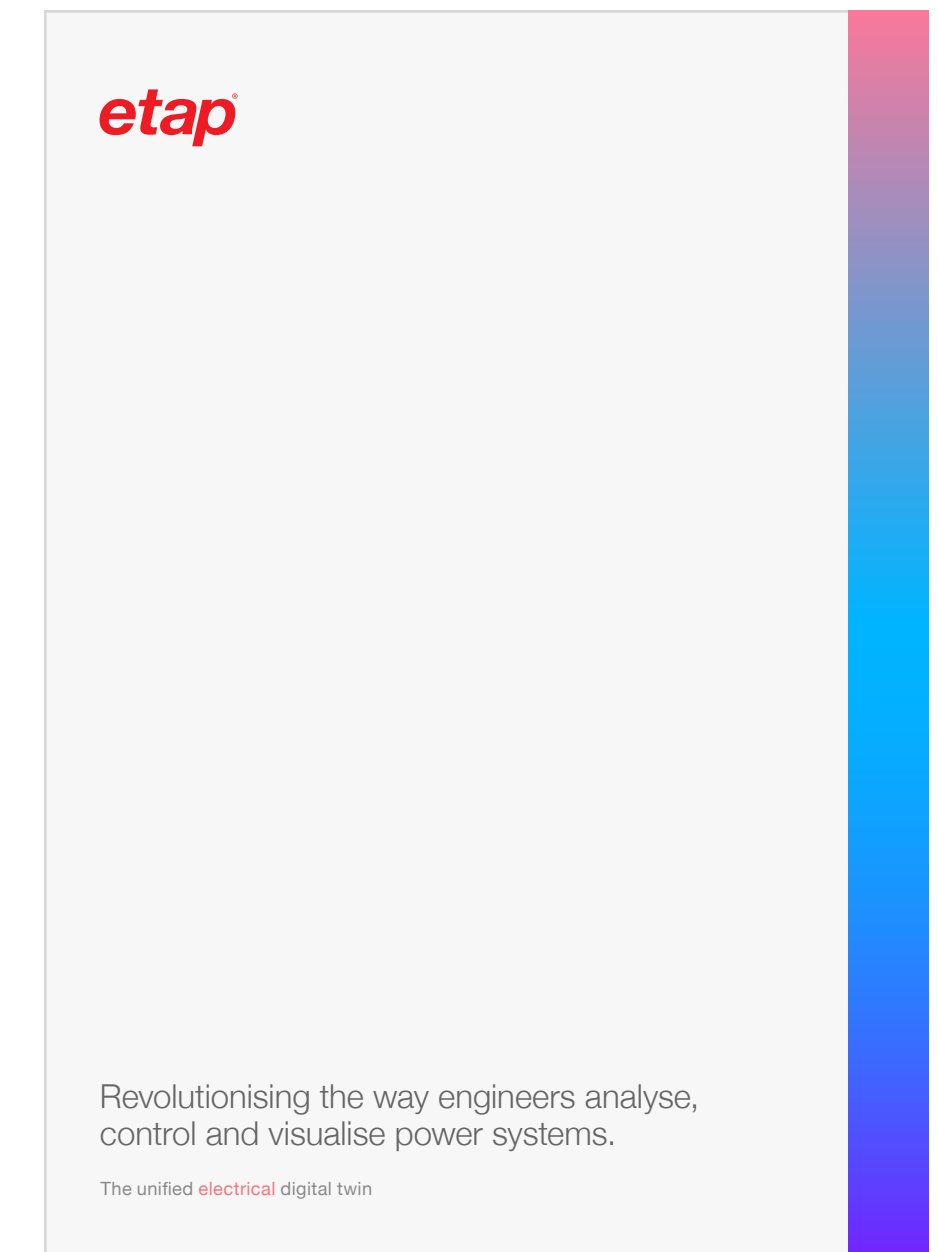
X Never use the gradient in the ETAP® Pattern



X Never create new gradients from brand colors



X Never use the gradient as a background color



X Never alter the width of the gradient bar

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ETAP® Pattern Graphic Element

A key component of the visual identity is the ETAP® Pattern. The pattern has been derived from an abstract interpretation of the transfer of data through the ETAP® platform. Dynamic, skewed rectangular shapes follow our 12° brand angle and are a visual representation of the complex flow of data.

The pattern creates an instantly recognisable visual element that is unique to the brand, while also capturing the essence of the software platform. Its versatility allows it to be used across a range of different applications, adding depth to white space.

It is important to add a gradient feather to the pattern (as shown) in order to enable legibility of text and to also soften the graphical element so it doesn't overpower brand communications.

The ETAP® pattern can also appear in ETAP® Red for greater impact. [See page 20](#) for further examples of the ETAP® pattern in use.

etap®

12°



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ETAP® Pattern

Using the Pattern

In most circumstances the ETAP® Pattern should appear as a subtle graphic element, or watermark, drawing different pieces of collateral together through a common graphic approach. For instances where the brand needs to 'shout' louder in a competitive visual environment (such as a busy exhibition hall) an ETAP® Red version of the pattern can be used as an eye-catching brand signifier.



Certificate



Brochure



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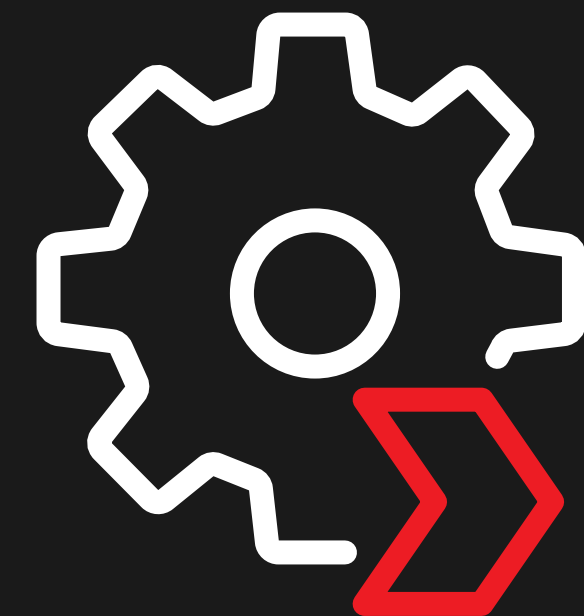
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Iconography Principles

A suite of bespoke icons have been developed to reinforce the ETAP® brand look and provide a consistent visual experience across all channels. Icons have been created to represent different aspects of our Product Attributes, Customer Types, Marketing, Applications and Software (see page 22).

Always use the icons provided. Never alter them, change colors or create new icons. Each icon consists of a simple line drawing in brand colors, with a key element highlighted in ETAP® Red. They have been designed on a square grid, with a common line thickness allowing multiple icons to be displayed alongside each other. Each icon is available for use on light or dark backgrounds.



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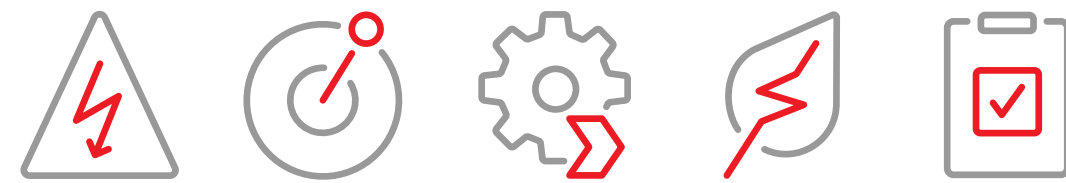
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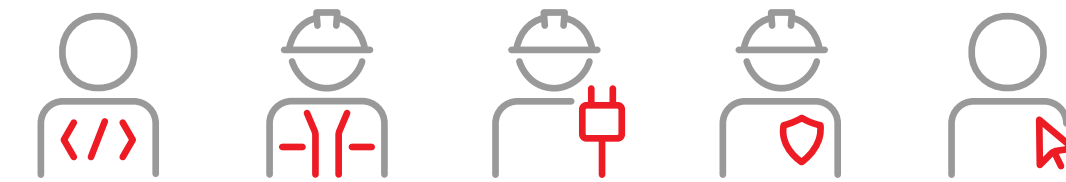
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Examples

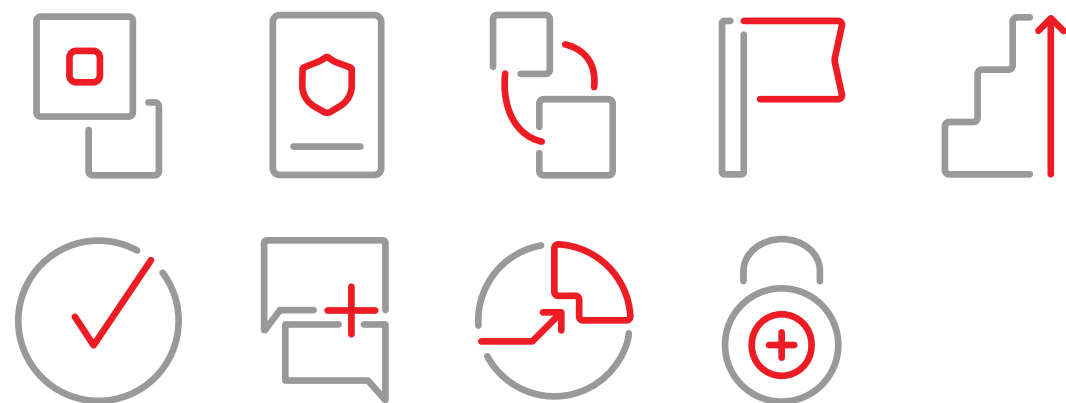
Product Attributes



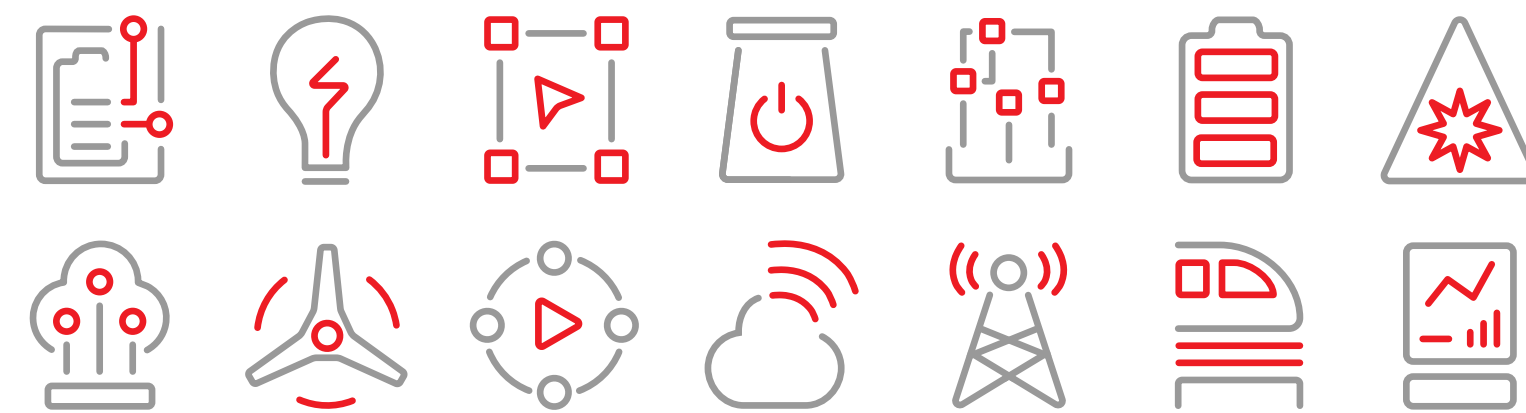
Customer Types



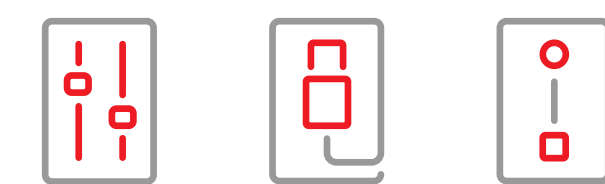
Marketing



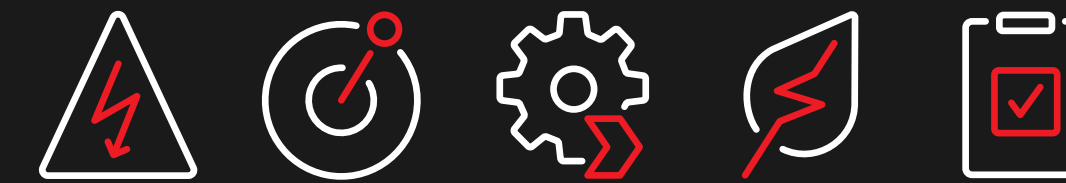
Applications



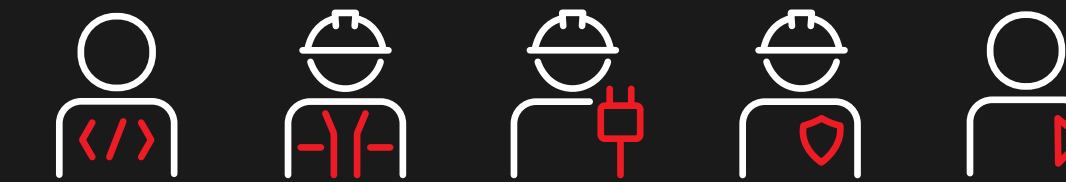
Software



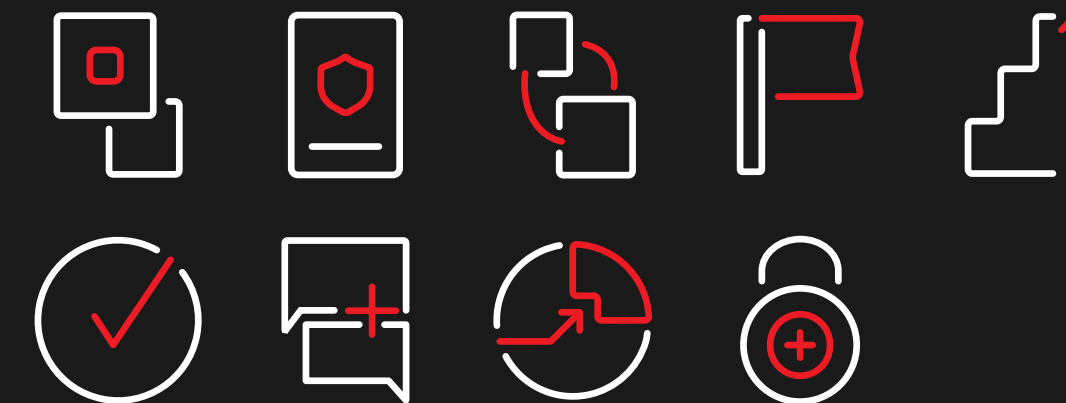
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Fonts

Core Typeface

Our core typeface is Helvetica Neue. It is bold, clean and universal; reflecting our approach in energy management for our end-users. Its neutral appearance, with minimal variation in stroke thickness and uniform letter shapes, makes it a preferred choice for both printable assets and digital applications.

System Typeface

In some instances Helvetica Neue will not be available for use. In these situations Arial should be used instead. Examples of these instances include: email, Microsoft applications, website, emailing and other digital tools.

Helvetica Neue

Helvetica Neue Light

Helvetica Neue Regular

Helvetica Neue Medium

Corporate typeface

Arial Regular

Arial Bold

System typeface



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Typography

Hierarchy

Setting Type

Always follow these principles when setting type. Main headlines should always be set in Helvetica Neue Light with leading set to Auto and Optical tracking set at 0. Call-outs and Feature Copy at larger sizes should also be set in Helvetica Neue Light to help maintain legibility and a light, clean look. Sub-headings that need to stand out are set in Helvetica Neue Medium and can appear in Black, ETAP® Red or ETAP® Light Blue for emphasis. Body copy is always set in Helvetica Neue Roman, with leading set to Auto and tracking set at 0. The examples shown here are typical of our approach and sizes should be adjusted to suit the specific application.

Headlines

Helvetica Neue Light
Optical tracking
Auto leading

Integrated and powerful simulations

Call-outs / Feature copy

Helvetica Neue Light
Auto leading

A comprehensive set of integrated power system analysis modules for simulation, prediction, design, planning, visualization, and situational awareness.

Sub-heads

Helvetica Neue Medium
ETAP® Red / Light Blue

Body copy

Helvetica Neue Regular
Auto leading

Bullet points

Set in ETAP® Red

Motor Acceleration

Calculate and evaluate motor acceleration time, voltage impact of motor starting and load transitioning on electrical power systems with accurate modelling of machines, loads, starting devices.

- Multiple motor / load acceleration, stop & sequencing
- Load & generation transitioning
- Comprehensive graphical & tabular alerts
- Include transformer LTC / voltage regulator action
- Reporting & result validation

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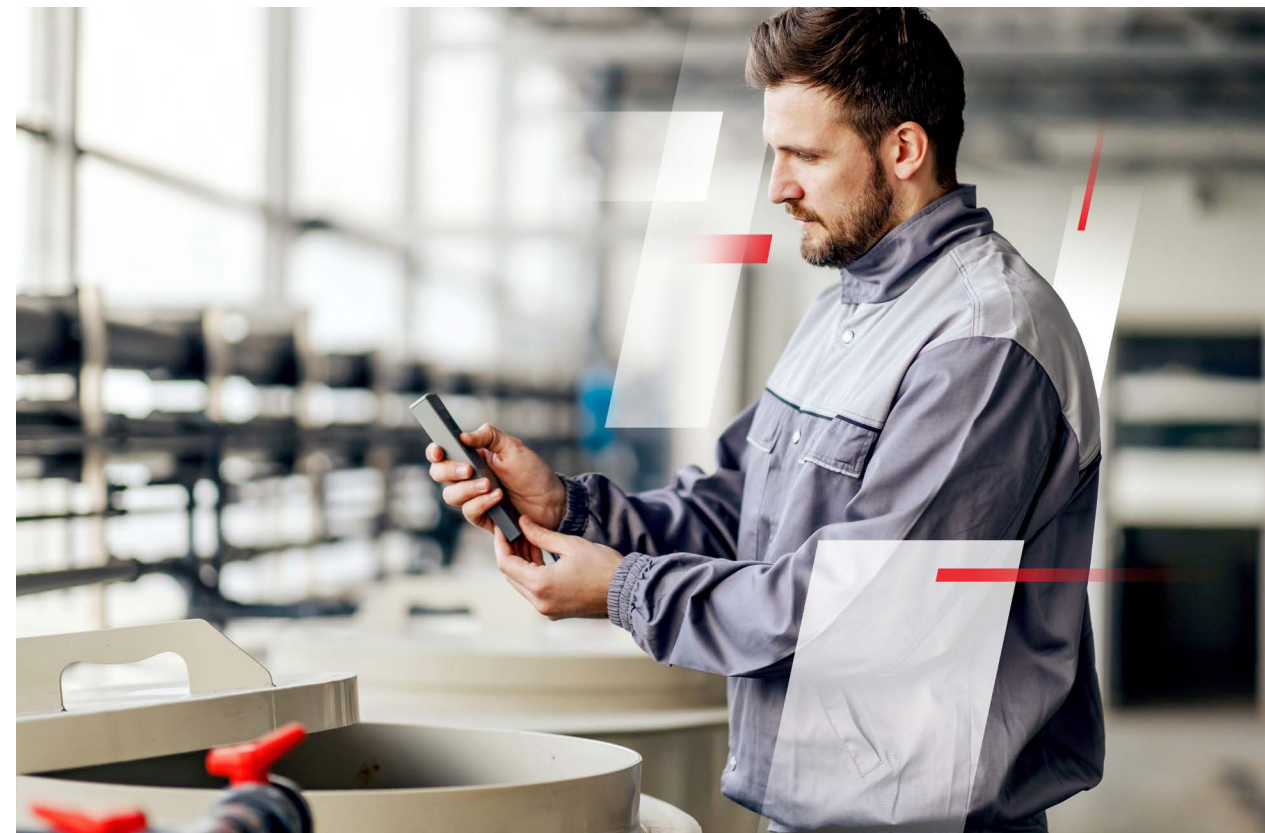
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Imagery Principles

Tier 1 Brand Hero Images



Brand Hero images are reserved for top-level visuals or advertising, or instances where a customer may be experiencing or viewing the ETAP® brand for the first time. These images are custom-created, incorporating elements of our brand pattern to give a unique and proprietary brand expression. For more details on creating ETAP® Brand Hero images [see page 26](#).

Use examples

- Advertising
- Sales collateral
- Web landing pages
- Presentations
- Brochure covers
- Exhibition booths

Imagery is a key component of the ETAP® visual identity. Our image strategy consists of three key tiers, each with different use cases. Detail on how to create our images, including indicative examples for each tier is given on subsequent pages. To maintain a consistent and professional approach always follow the guidance in this document when selecting and creating custom images for ETAP®.

Tier 2 Supporting Images: Infrastructure



Supporting imagery reflects the infrastructure and the industries in which our customers operate. These images are focused on the electrical system infrastructure that ETAP® software solutions helps deliver, covering everything from design and engineering to operations and maintenance. For more details on selecting ETAP® Infrastructure images [see page 31](#).

Use examples

- Sales collateral
- Social media posts
- Web supporting images
- Presentations
- Brochure spreads
- Exhibition supporting images

Tier 3 Supporting Images: Interface



Interface images demonstrate a simplified graphic interpretation of our software in use. Utilising device images and a stylized graphic treatment that incorporates our brand colors they visualize the benefits of using ETAP® software in a direct and distinctive way. For more details on creating ETAP® Interface images [see page 33](#).

Use examples

- Sales collateral
- Social media posts
- Web supporting images
- Presentations and demonstrators
- Brochure spreads
- Exhibition supporting images

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Imagery

Brand Hero Images

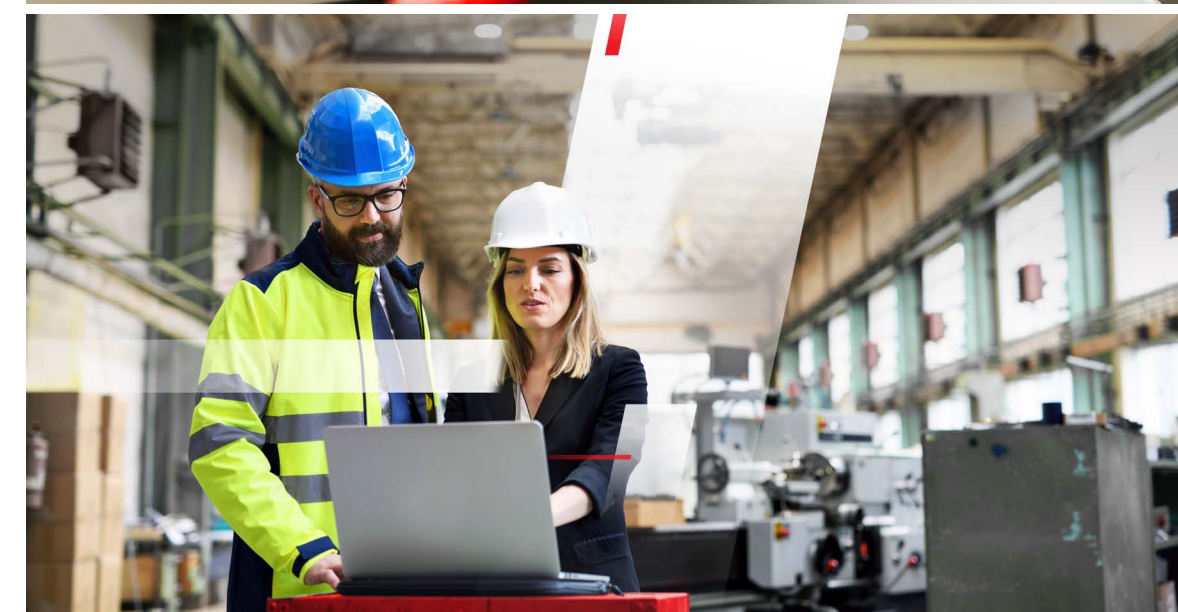
Brand Hero images are reserved for top-level visuals or advertising, or instances where a customer may be experiencing or viewing the ETAP® brand for the first time. These images are custom-created, incorporating elements of our brand pattern to give a unique and proprietary brand expression. Translucent skewed rectangles of white and red, angled at 12°, frame the people and ensure a distinctive brand look.

Ours is a technical field, so to ensure that our brand appears relevant and relatable to our customers, all hero images should feature a human element. Candid shots of people (not posed) in real situations with our software should be the primary focus. Always show the correct safety equipment in every environment. Avoid photo clichés in favor of authentic, unexpected, and scenario-based shots that will be meaningful to our audience.

Use examples

- Advertising
- Sales collateral
- Web landing pages
- Presentations
- Brochure covers
- Exhibition booths

The examples shown here are indicative of our approach to creating ETAP® Brand Hero Images.



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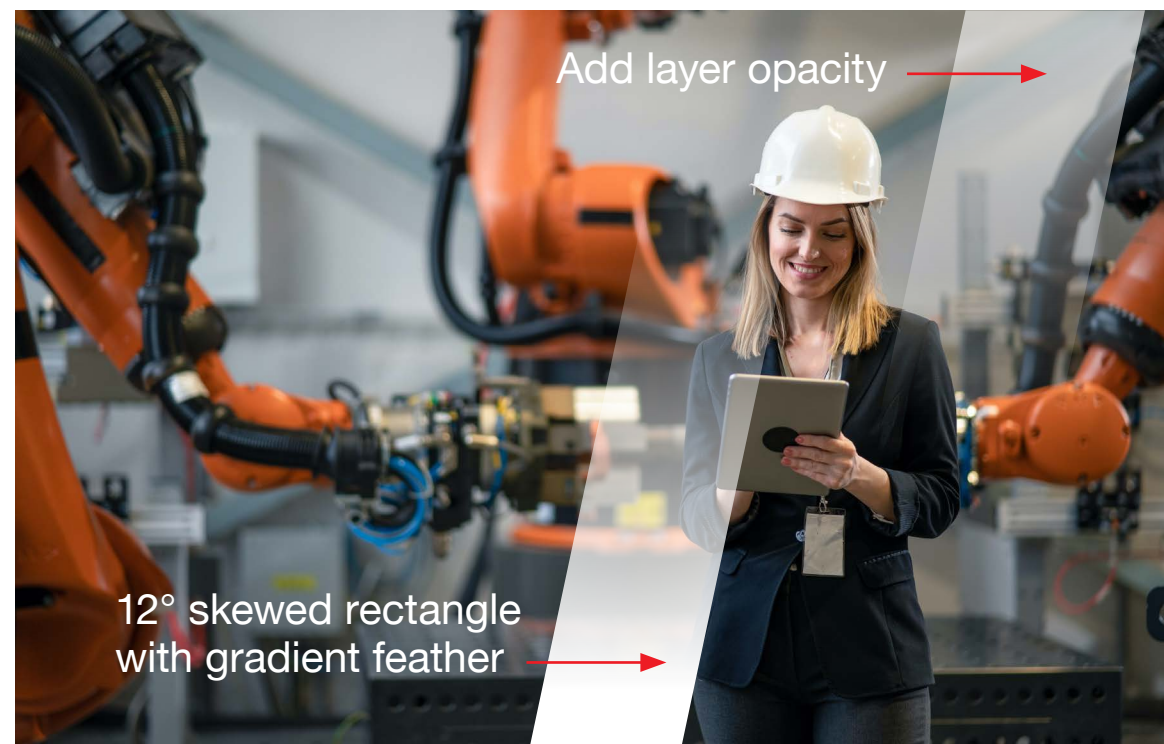
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Imagery

Creating Brand Hero Images

Original image



Brand hero images should always feature a human element. Select images where the subject is integral to the action.

1. Retouch image to subtly incorporate an element of red
2. Overlay skewed rectangles (12° skew) to highlight action
3. Add 3-6 white rectangles and 2-3 smaller shards in ETAP® Red in a dynamic arrangement that surrounds the person. Use layer opacity and gradient feathers to ensure the shapes are subtle and do not detract from the subject matter.

Final image treatment



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Contact Us**Imagery****Brand Images with Single Line Drawings****Close Up Images**

Working environments where the subject is using a device to refer to an electrical drawing. Here the line drawings are detailed, showing individual components and are skewed at the same 12° angle as the box in which they appear. Line drawings should only ever appear in white rectangles and must never be displayed over people's faces.

For certain situations, where an emphasis on the impact of our software is required, brand images can incorporate graphic interpretations of ETAP® single line drawings. Here the single line drawings add context to the image in a stylistic way, without representing specific electrical systems.

**Wider Context**

Images that show a broader context of the industry or solution that they represent. Here the single line drawings represent a more complete system and are displayed across multiple rectangles. It is important that the line drawings are seen as a stylistic element, rather than a specific representation of an electrical system.

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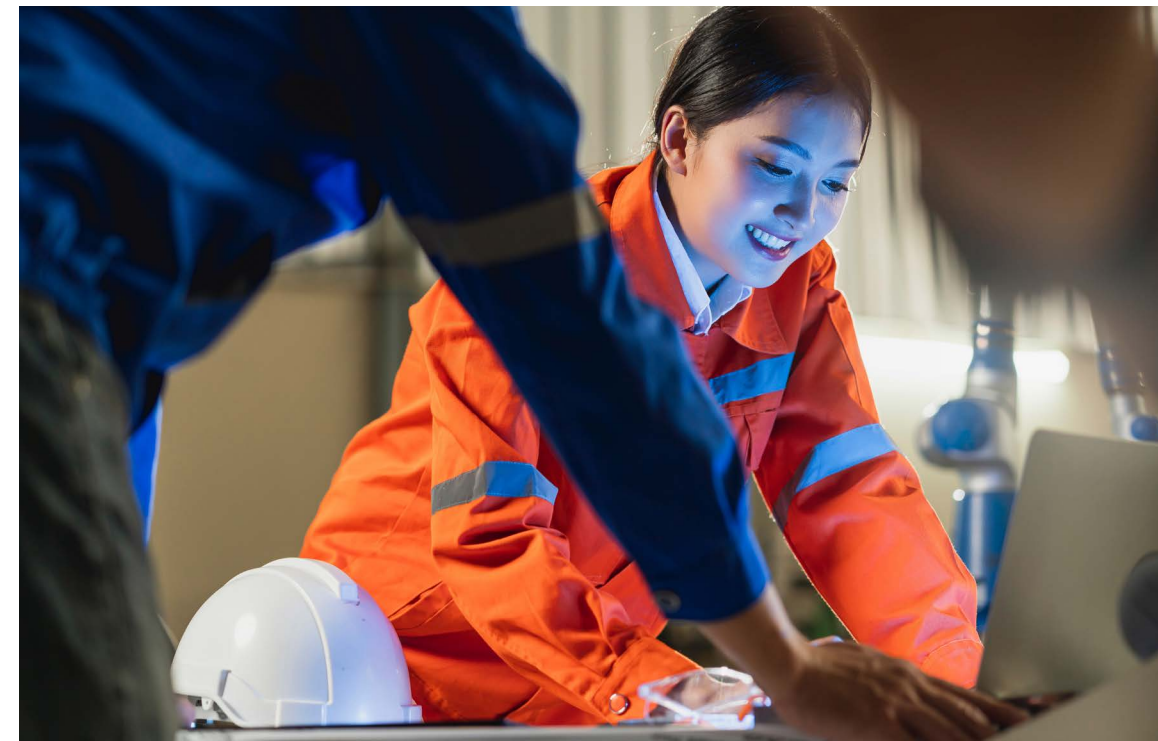
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Imagery

Creating Images with Single Line Drawings

Original image



1. Retouch image to subtly enhance or boost any red elements. Selectively darken areas to provide focus.
2. Add skewed rectangles, incorporating single line drawings at the same 12° angle as subtle overlays. Drawings are a stylistic addition and can be cropped into the shapes. Line drawings should only ever appear in white rectangles and must never be displayed over people's faces.
3. Add 3-6 white rectangles and 2-3 smaller shards in ETAP® Red in a dynamic arrangement that surrounds the person. Use layer opacity and gradient feathers to ensure the shapes are subtle and do not detract from the subject matter.

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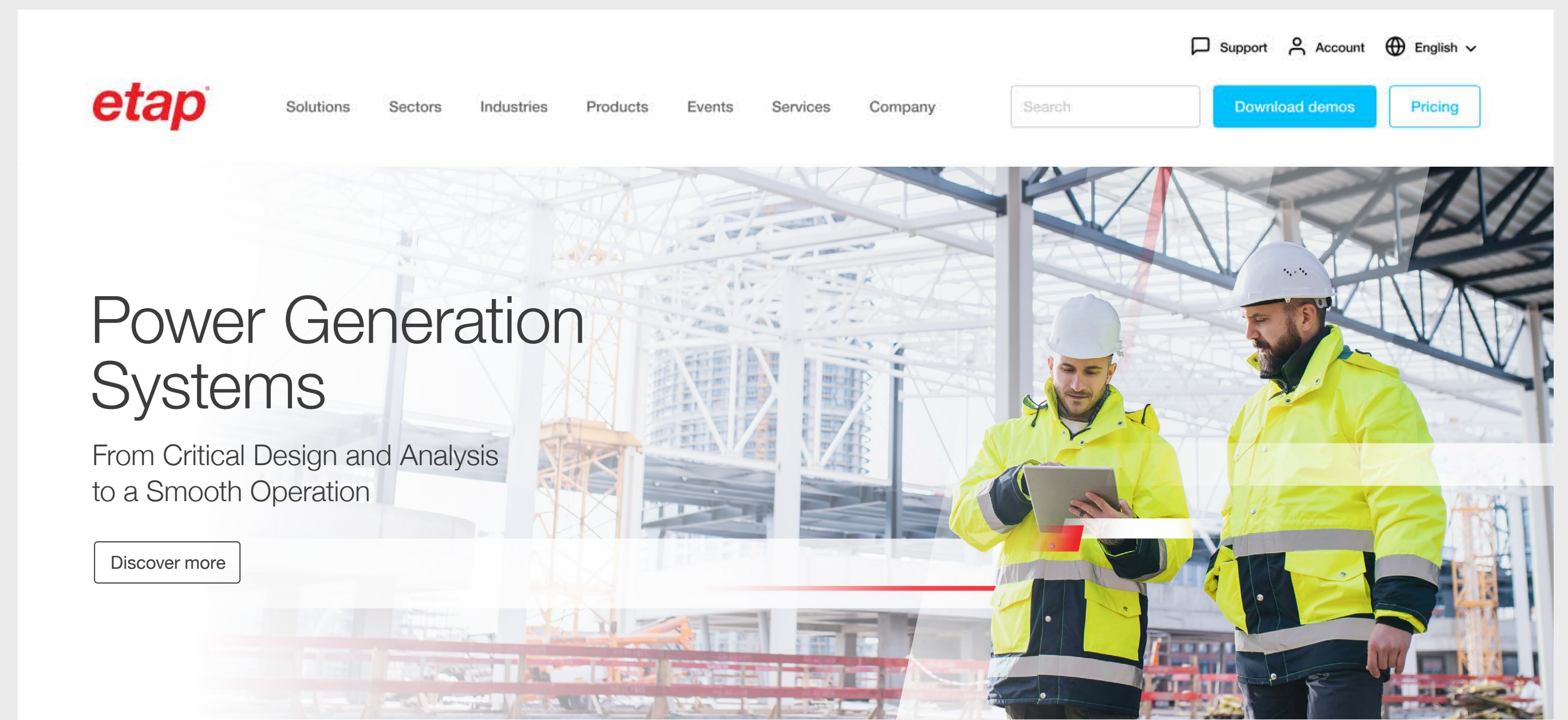
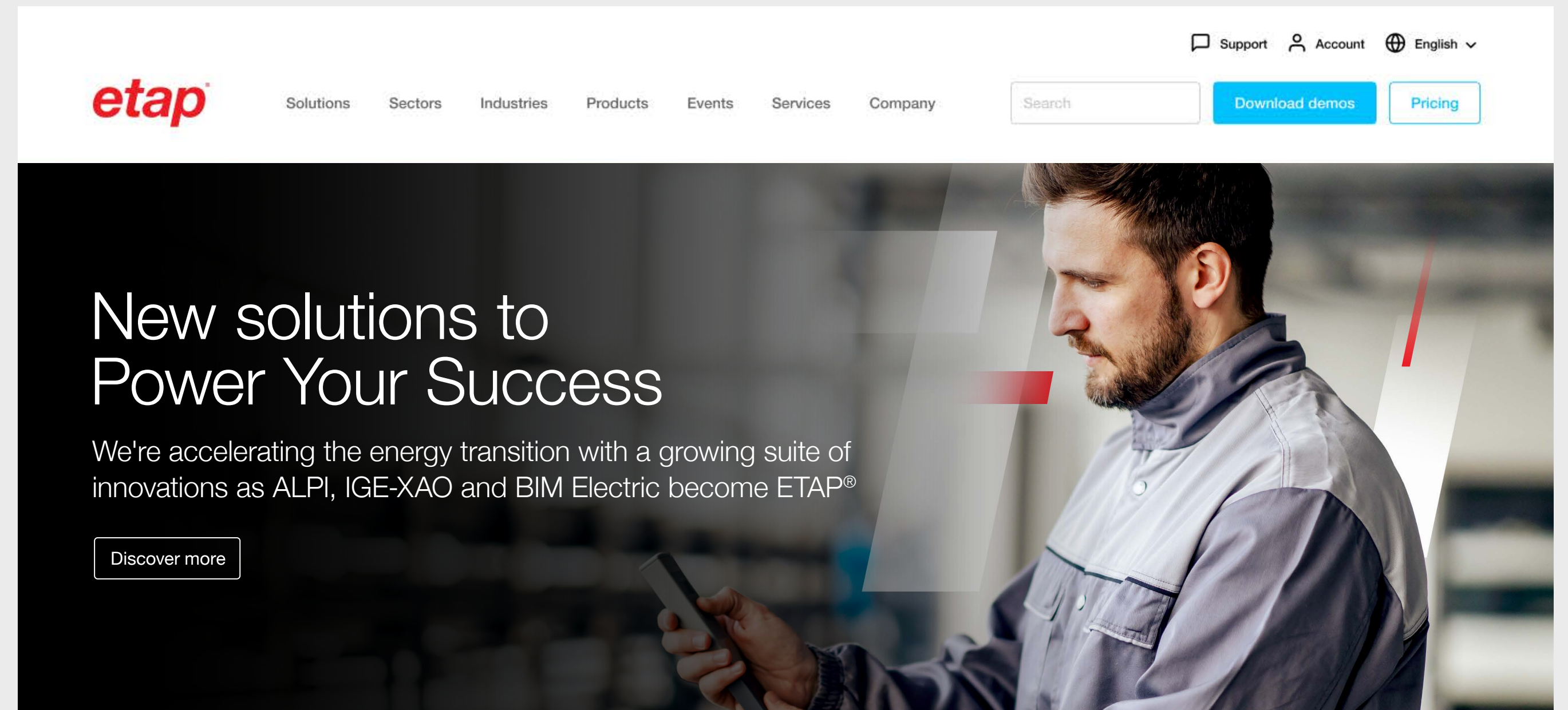
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Brand Images in Use

Our brand images are increasingly viewed on screens in 16:9 or even wider panoramic aspect ratios. In such instances images can be extended, either to a darker or lighter background, as demonstrated here. Always ensure that any type is legible and is placed on an uncluttered portion of the image.



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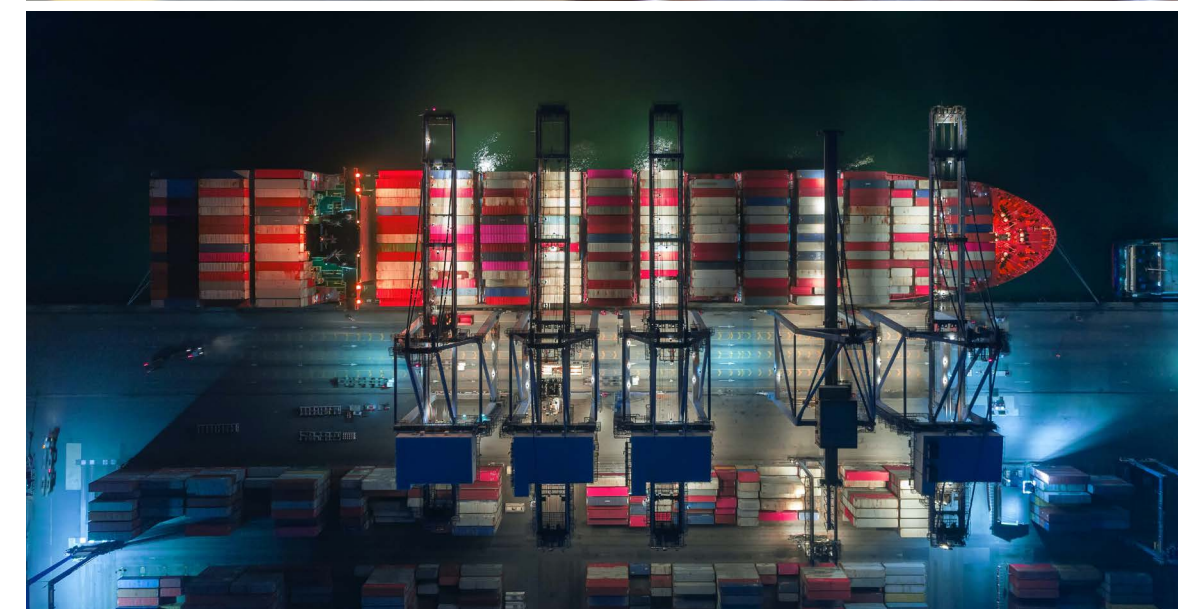
Supporting Imagery: Infrastructure

Supporting imagery reflects the infrastructure and the industries in which our customers operate. These images are focused on the electrical system infrastructure that ETAP® software solutions helps deliver, covering everything from design and engineering to operations and maintenance. Supporting images highlight the latest in technology, manufacturing, transportation and energy.

Where possible, supporting images should incorporate an element of ETAP® Red as accents to reinforce our brand identity. Subtle color enhancements or retouching is permitted, but the final image should appear authentic, not forced or contrived.

Use examples

- Sales collateral
- Social media posts
- Web supporting images
- Presentations
- Brochure spreads
- Exhibition supporting images



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Imagery

Enhancing Infrastructure Images

Original image



Supporting images should incorporate an element of ETAP® Red as an accent to reinforce our brand identity. Subtle color enhancements or retouching is permitted, but the final image should always appear natural and authentic, not forced or contrived. In this example, the saturation of the red elements in the city scene has been boosted to create an image that is more aligned to the ETAP® brand.

Image treatment



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Contact Us**Imagery****Supporting Images: Interface**

Interface images demonstrate a simplified graphic interpretation of our software in use. Utilising device images and a stylized graphic treatment that incorporates our brand colors, they visualize the benefits of using ETAP® software in a direct and distinctive way.

Use examples

- Sales collateral
- Social media posts
- Web supporting images
- Presentations and demonstrators
- Brochure spreads
- Exhibition supporting images



Data Visualization Principles

Color Ratios

For the purposes of data visualization in simplified UI elements, charts and graphs only — we use colors from our secondary palette. These colors work great on a 100% black background and should only be featured within a device mockup or within a screen of a digital device of a brand image.

In addition to our secondary colors, tints may be used if further delineations are required. Charts and graphs should be styled to maintain a light, refined feel. Graph areas should be thin, and stroke weights kept light and simple.



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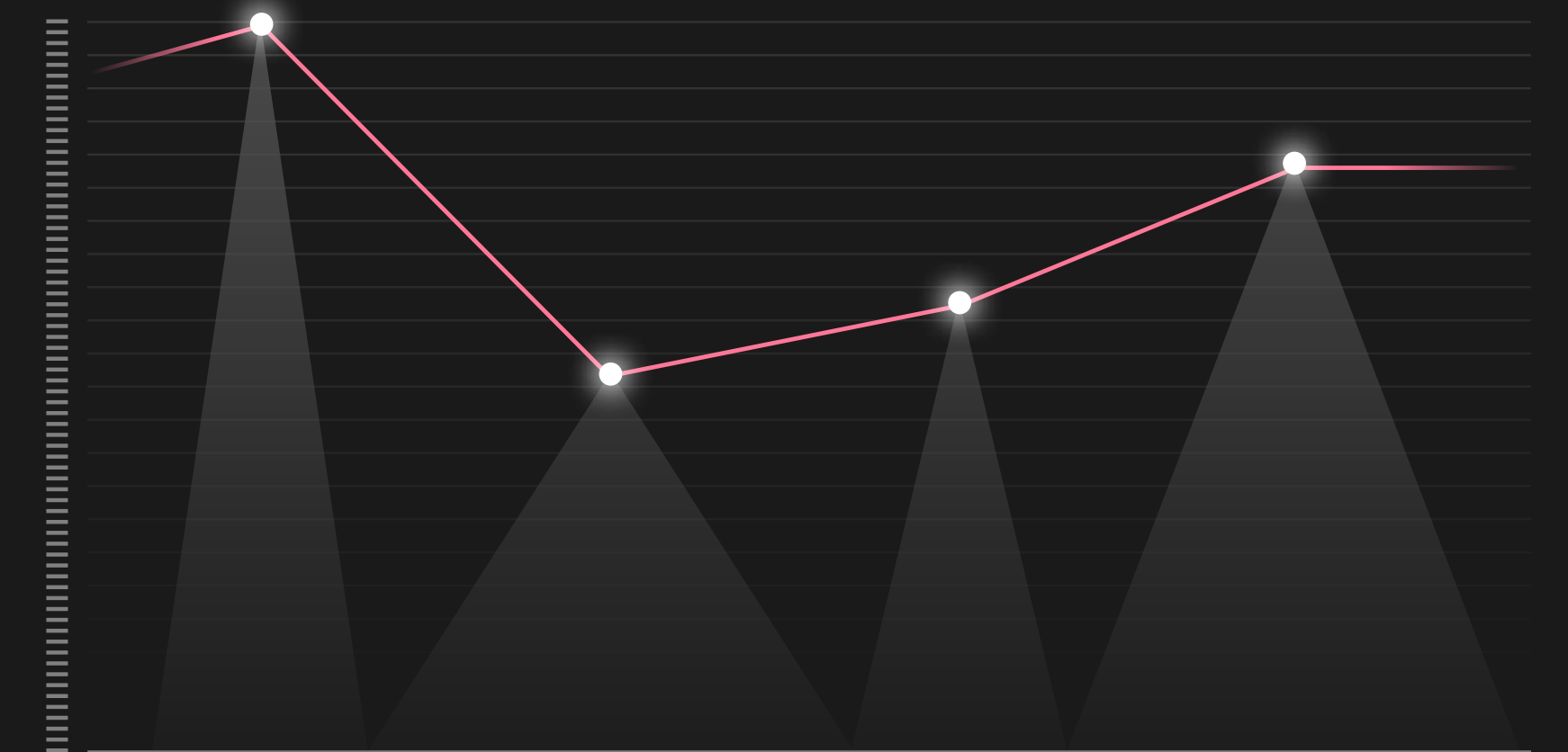
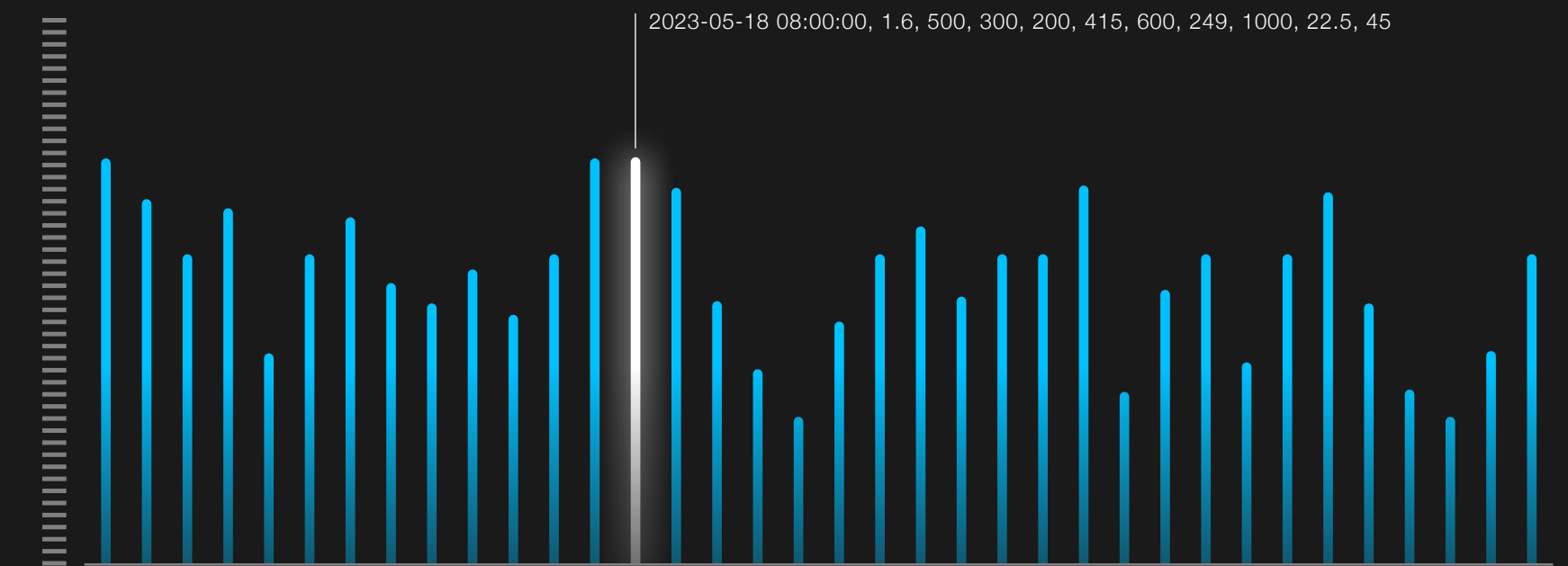
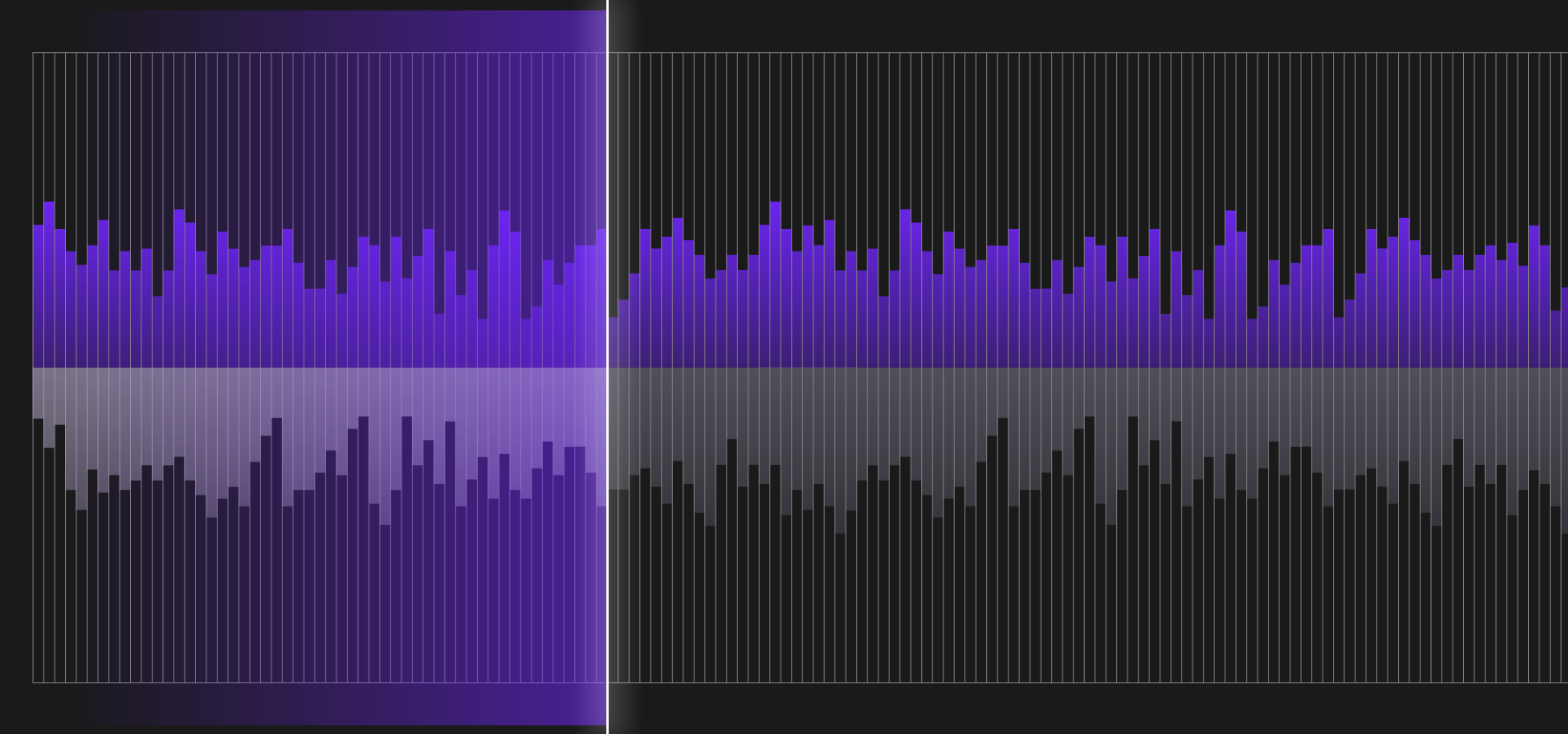
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Data Visualization Examples

Indicative examples of different types of data visualization are shown here. Charts and graphs should be displayed on a black background and should be featured within a device mockup or within a screen of a digital device of a brand image. They should be minimally styled utilizing the ETAP® secondary color palette to maintain a refined, sophisticated and technical feel. Never use ETAP® Red in a chart or graph.



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Avoid clichéd visual representations.



Avoid images that are overly posed, or where any electrical components appear unsafe or poorly fitted.



Never superimpose graphics over people's faces.



Never retouch images so that the colors appear contrived or unnatural.



Don't use black and white photography.



Never change the color of elements within an image if doing so alters the meaning; for example red hard hats identify fire marshals, not engineers.

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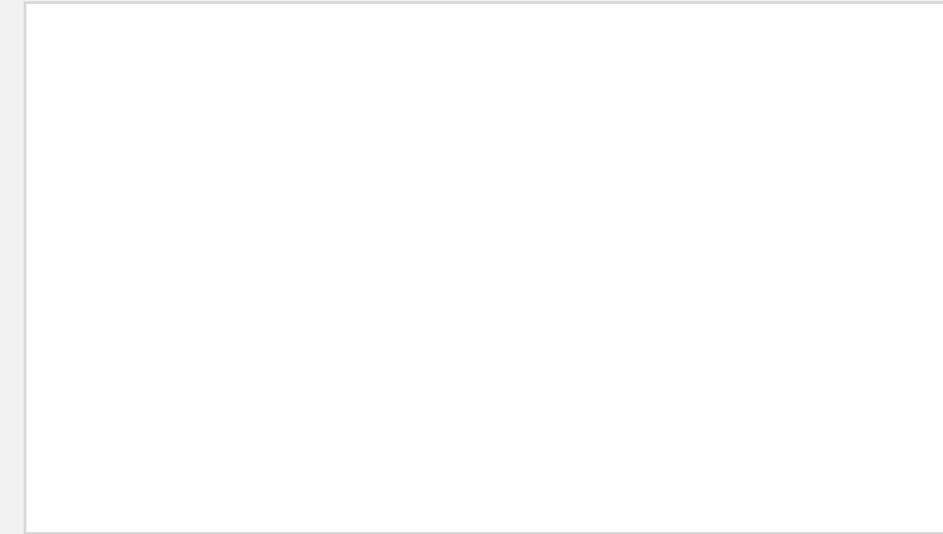
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Visual Elements Summary

Below is a summary of the elements that are the constituent parts of the ETAP® visual identity. To maintain a consistent and professional approach always follow the principles set out in this document when applying our visual elements.



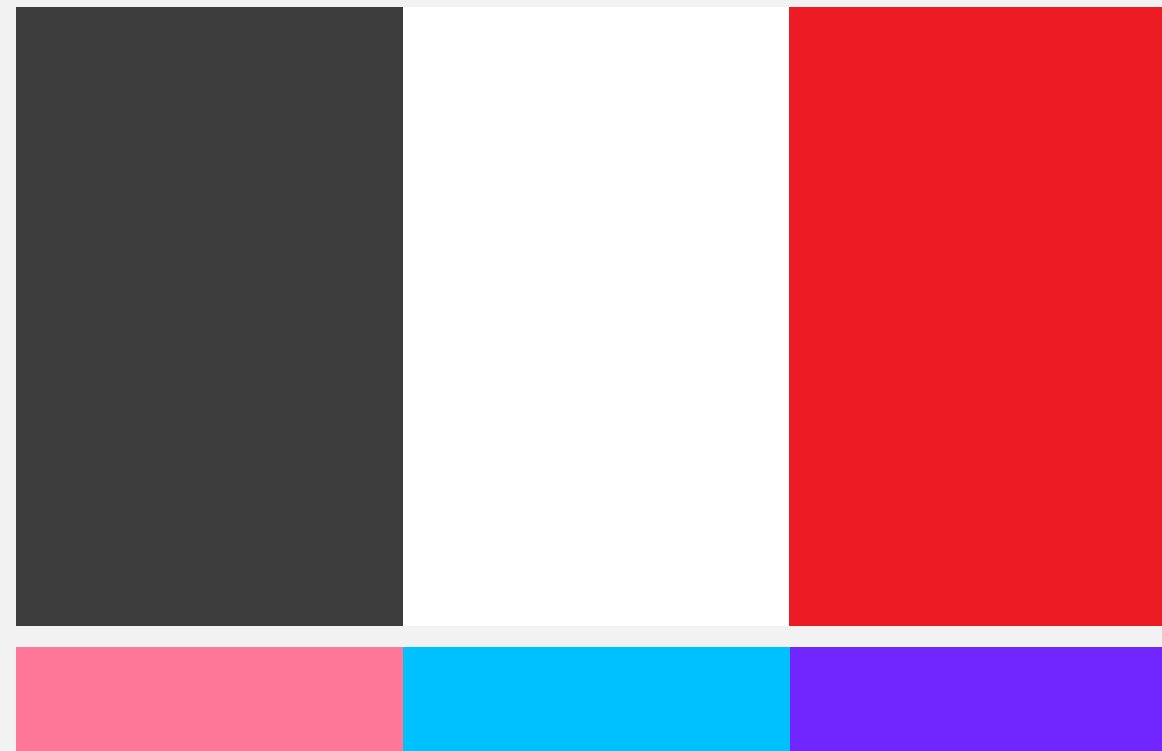
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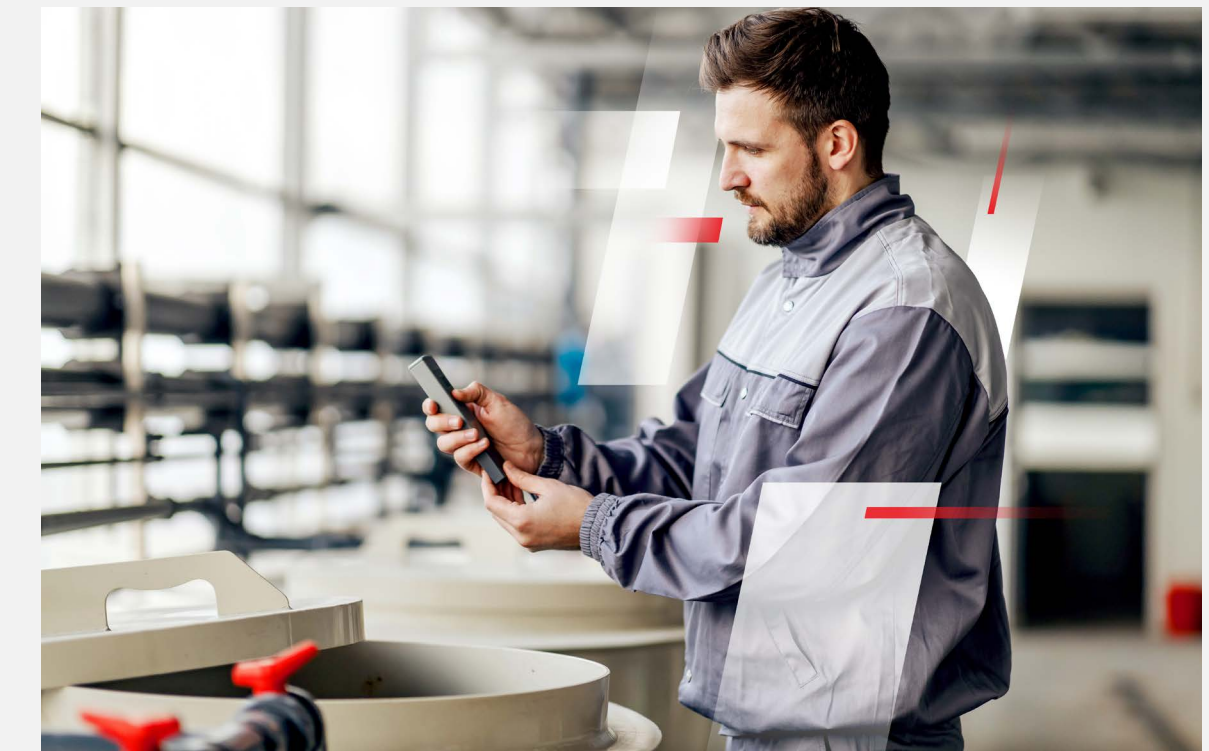
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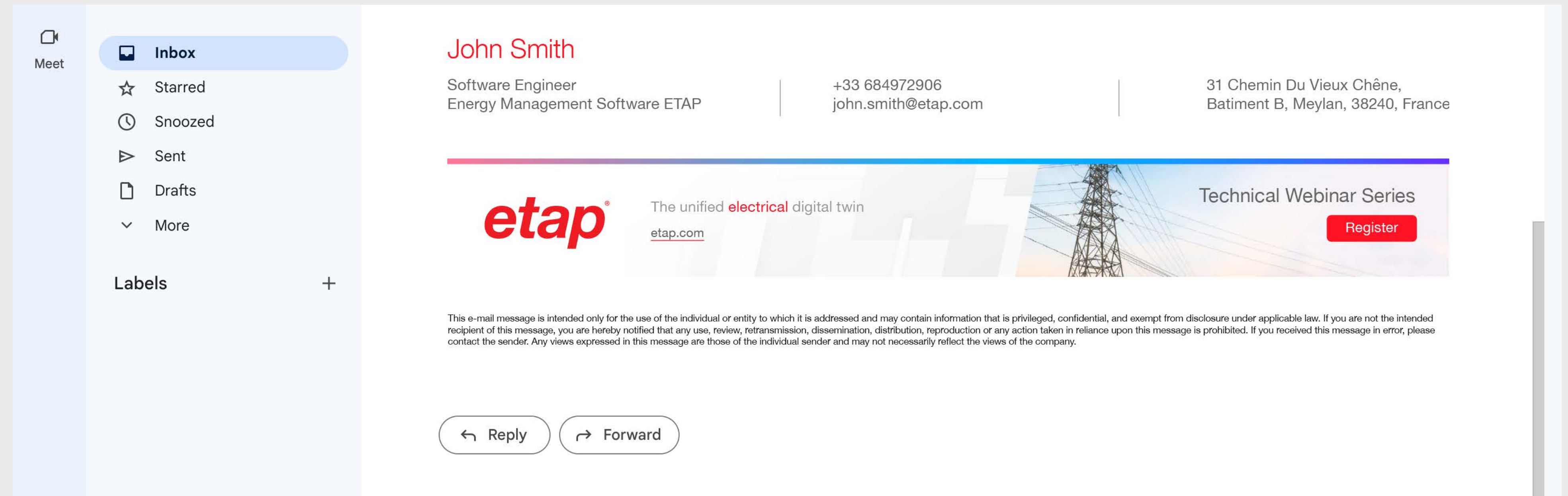
Email Signature

Standard & Banner Versions

An email signature is your digital business card. It's important to present your email signature in a professional and unified manner. The example below shows what to include in your email signature. Be sure to include your updated signature on your Microsoft Outlook and Office 365 accounts.

For more guidance on the required format, please check the user guide in the template library.

Note: it is recommended to use your preferred language, and, if necessary to use a banner visual that is relevant to your business.



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Stationery Business Cards

Our business cards are double-sided, with personal and company information on one side, and on the reverse, our affiliated brands, together with our brand descriptor and web address. Master artwork for business cards has been created. Always use the master artwork and update the relevant information.

The job title on your business card should accurately reflect your role within the organization. It should give recipients a clear idea of what you do, your level of responsibility and geographical scope. It is always a good practice to refer to the job title stated in your work contract. If required, please seek guidance from your local HR team.

UK Business Card 85(W)x55(H)mm



Business Card 85(W)x55(H)mm — Alternative language



US Business Card 88.9(W)x50.8(H)mm



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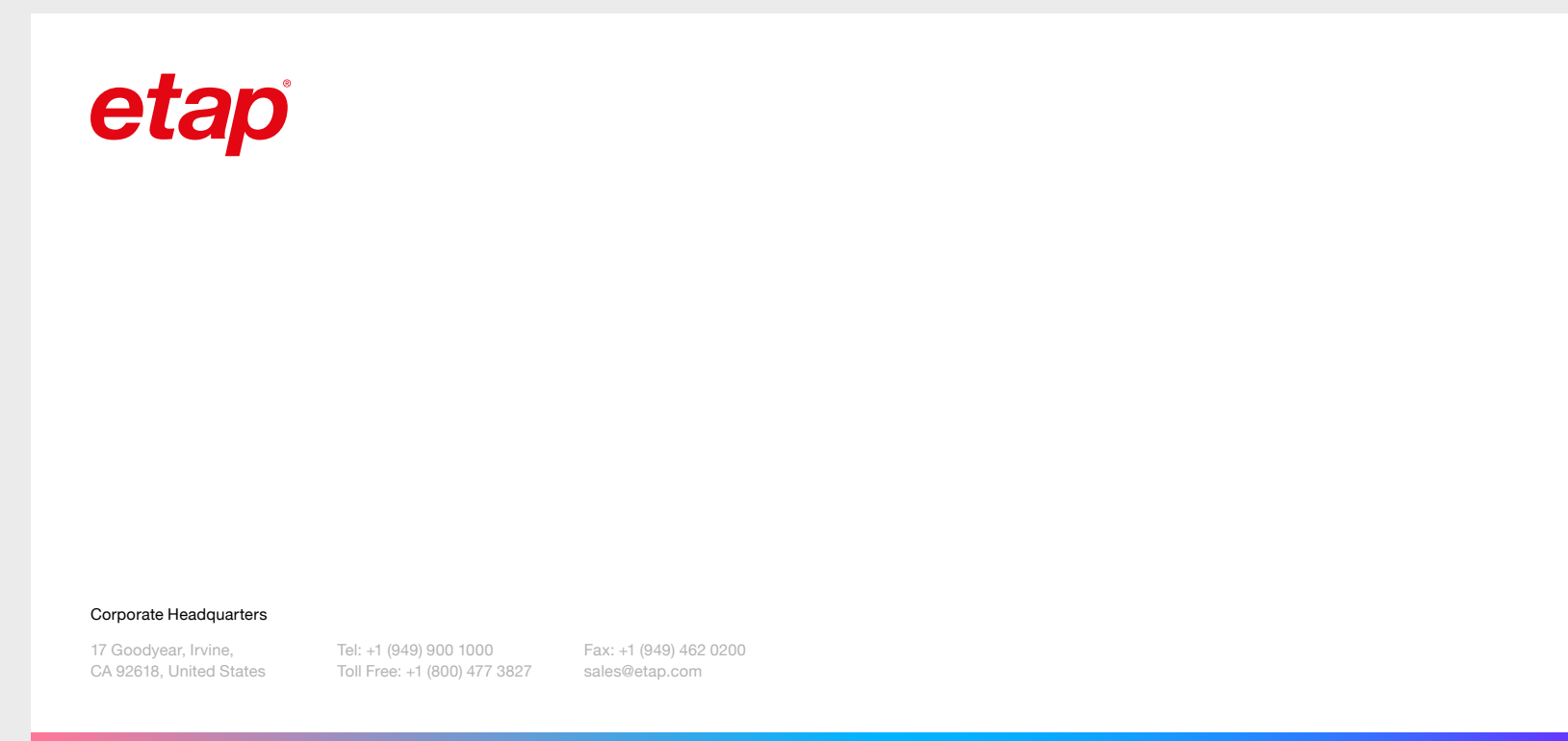
Contact Us

Stationery

Letterhead & Compliments Slip

Letterheads and compliment slips featuring our new visual identity have been developed. Always use the ETAP® MS Word template when composing a letter. Never alter the layout in any way with the exception of headers and footers which may need to be modified for different uses.

Compliment Slip



A4 Letterhead



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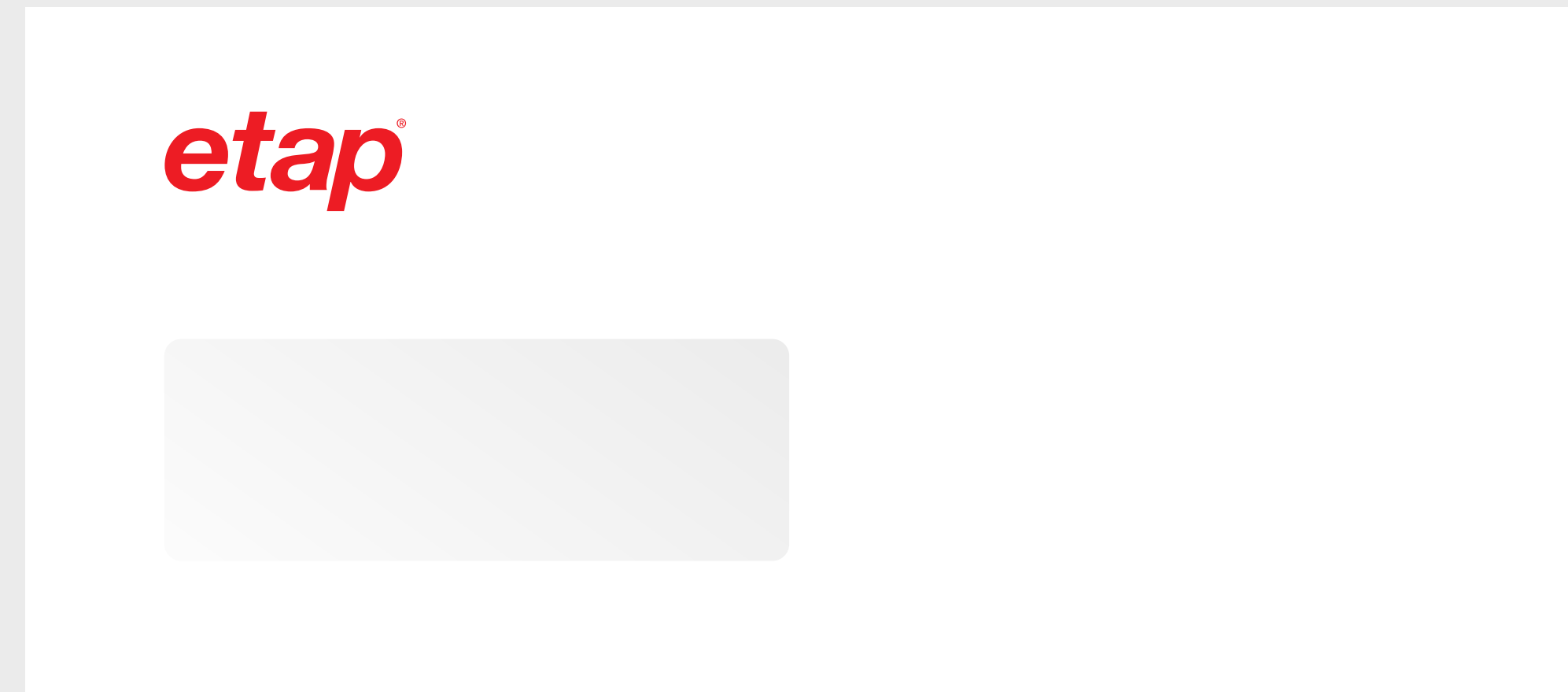
Video: Screen Graphics/ Call-outs

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Stationery Envelope

An envelope design featuring our new visual identity has been created for company communications. Always use official ETAP® stationery and ensure contact details are correct when mailing a letter.

C4 Envelope – 229 x 324mm (Front)



C4 Envelope – 229 x 324mm (Reverse)



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Powerpoint Template

Dark Version

We have developed a Microsoft Powerpoint template for delivering presentations to prospective customers and colleagues. The template includes a range of sample slides that can be adapted to the specific content, including image slides, text slides and product slides. Keep paragraphs short and include bullet points so that presentations can be easily read on screen.

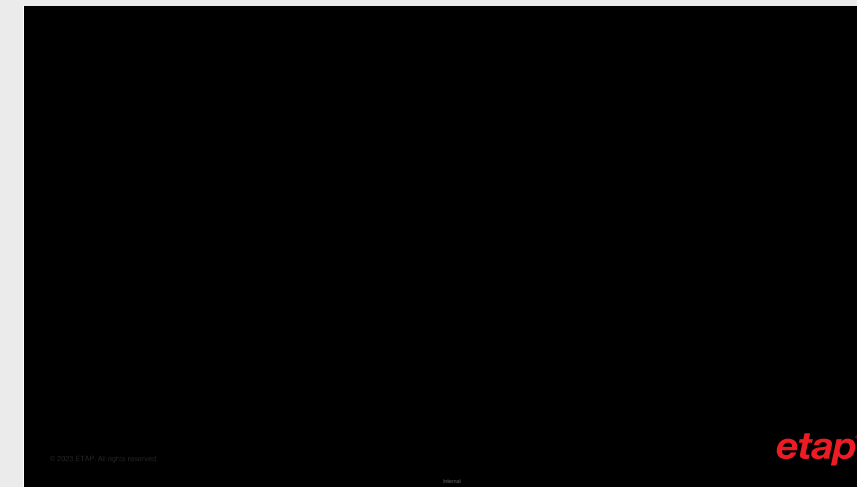
Title and end page



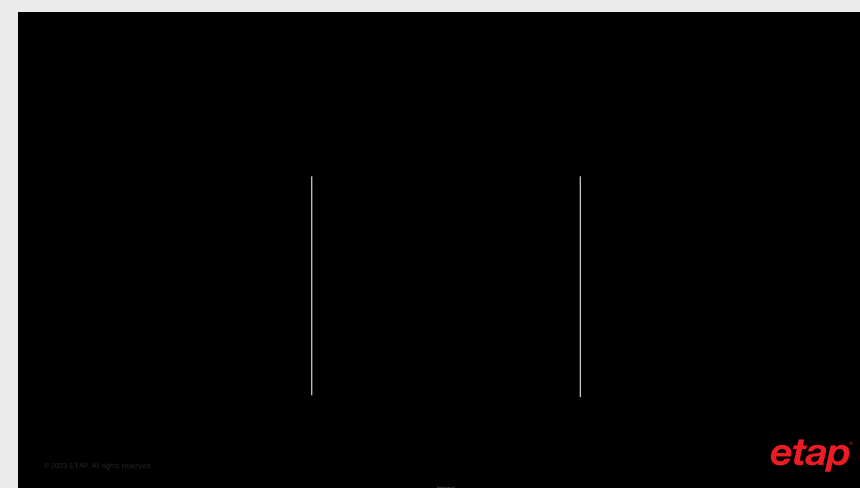
Title and image



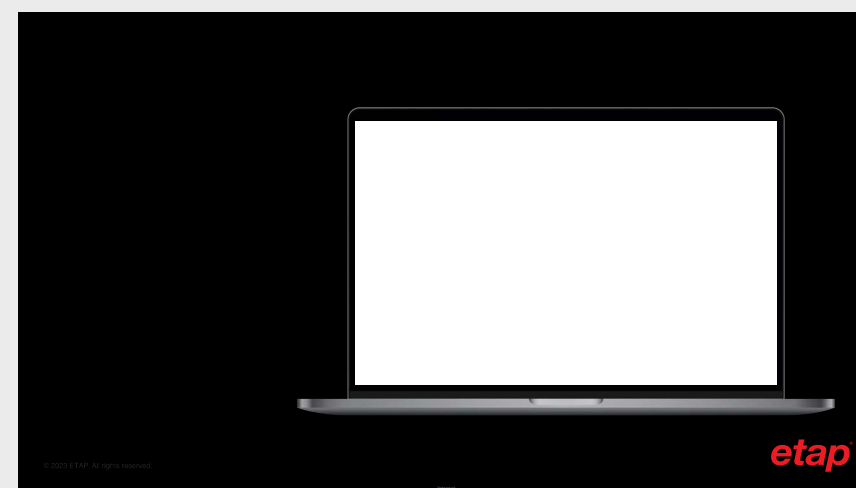
1 column body



3 column body



Body and image



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Light Version

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Title and end page



Title and image



1 column body



3 column body



Body and image



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Brochures Cover Options

ETAP® brochures are an integral form of brand communication, giving us an opportunity to introduce potential clients to our platform and the many benefits of using it to manage their power systems.

It should be both informative and engaging using our imagery that shows the scope and flexibility of the ETAP® platform.

The cover examples shown here give an indication of how the brochure covers can be designed to incorporate our brand assets, including our hero imagery and data visualizations.



Brochures Sample Spreads

The sample spreads shown here are indicative of the proposed creative approach. They include using the ETAP® Pattern on key spreads and our distinctive angled shapes to frame imagery, reinforcing our brand look.

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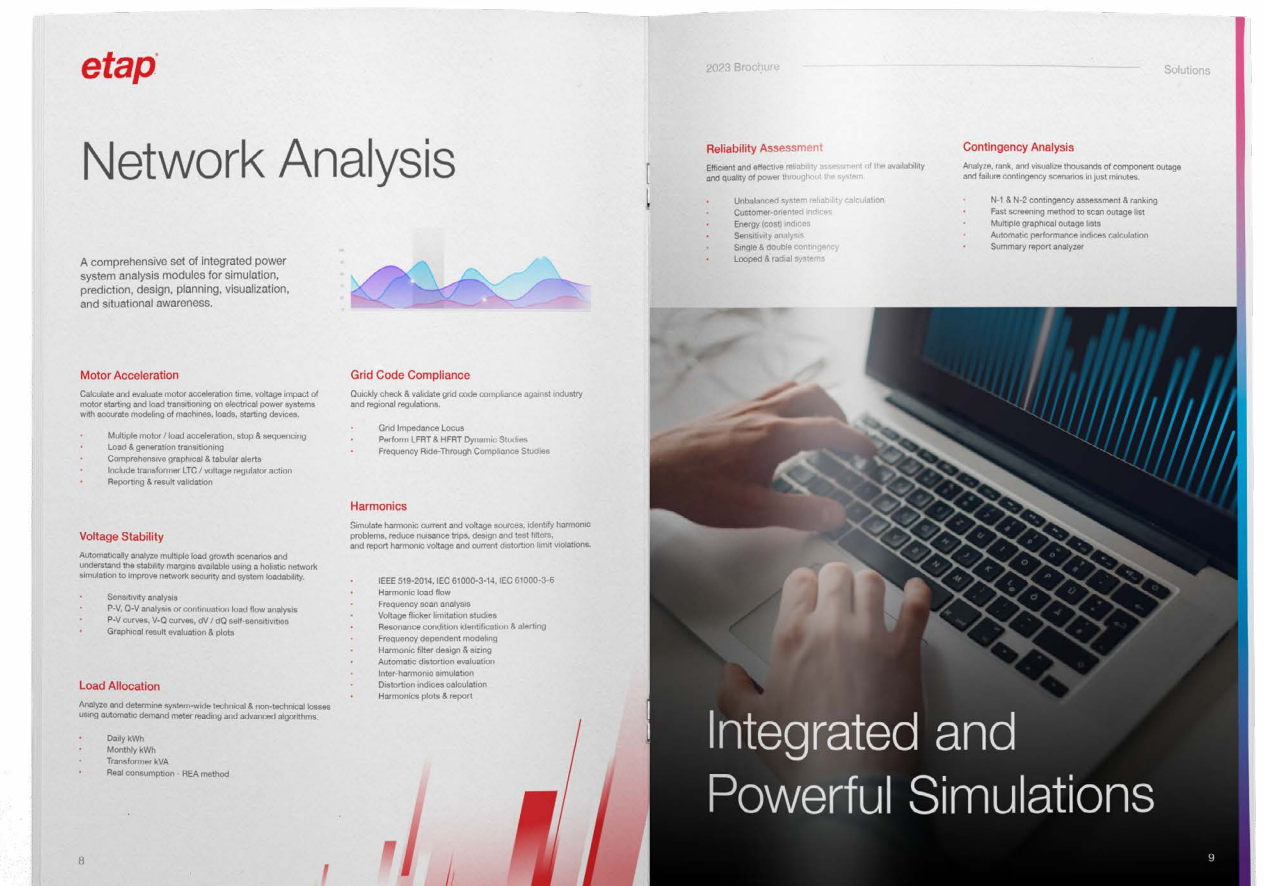
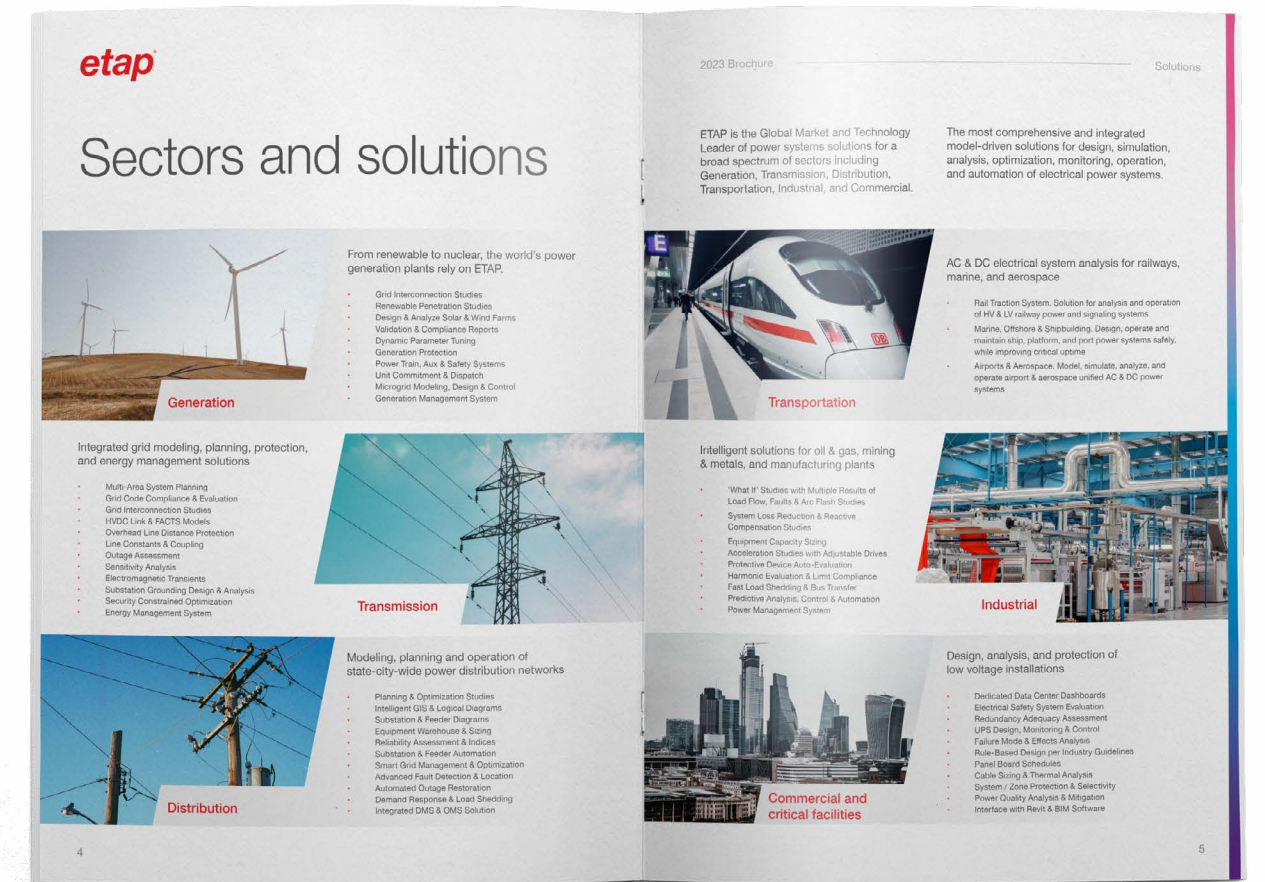
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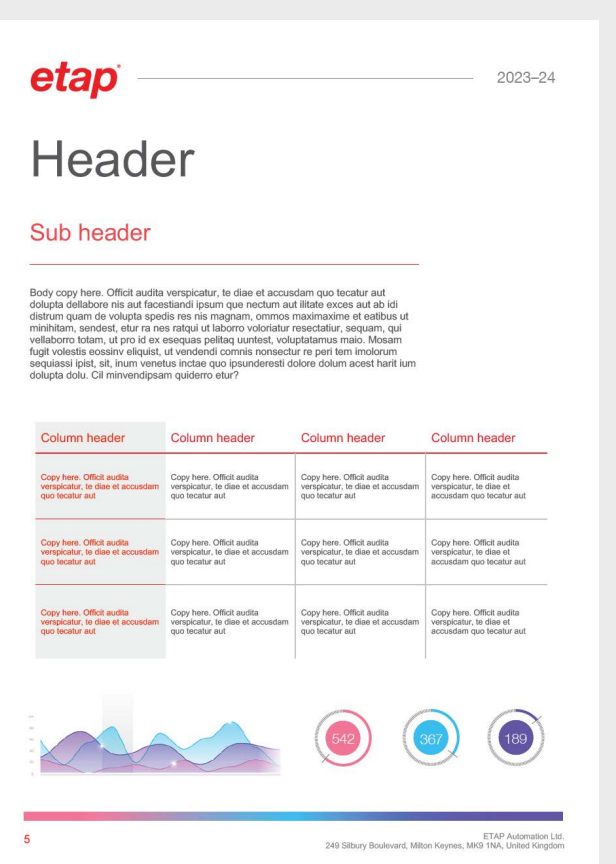
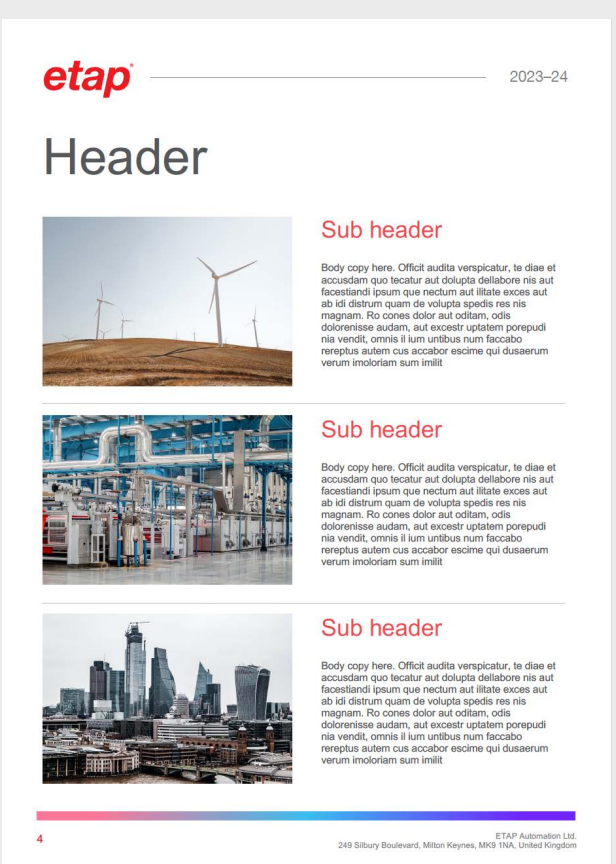
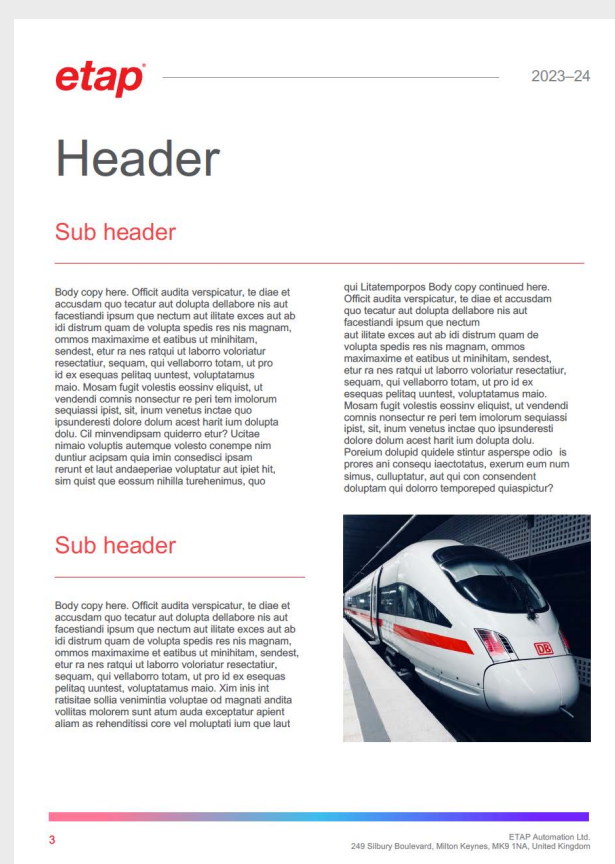
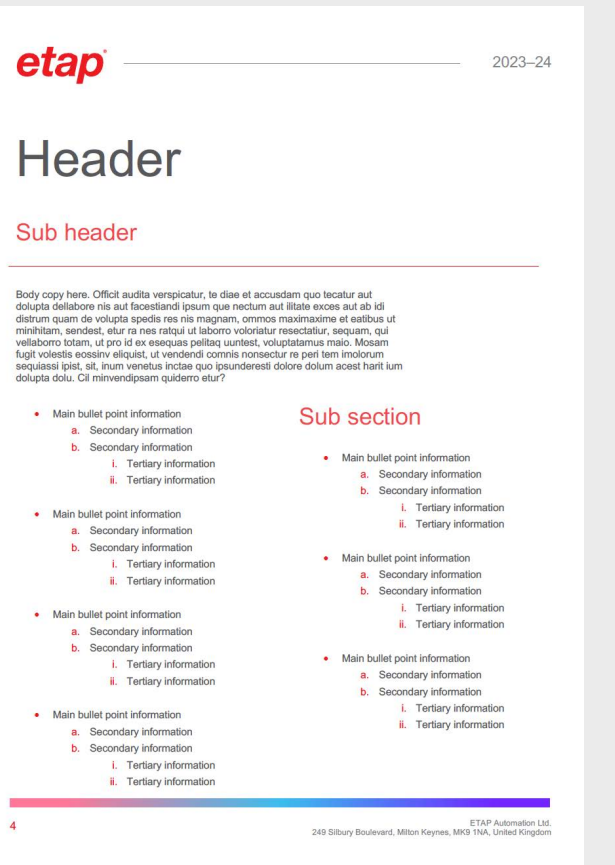
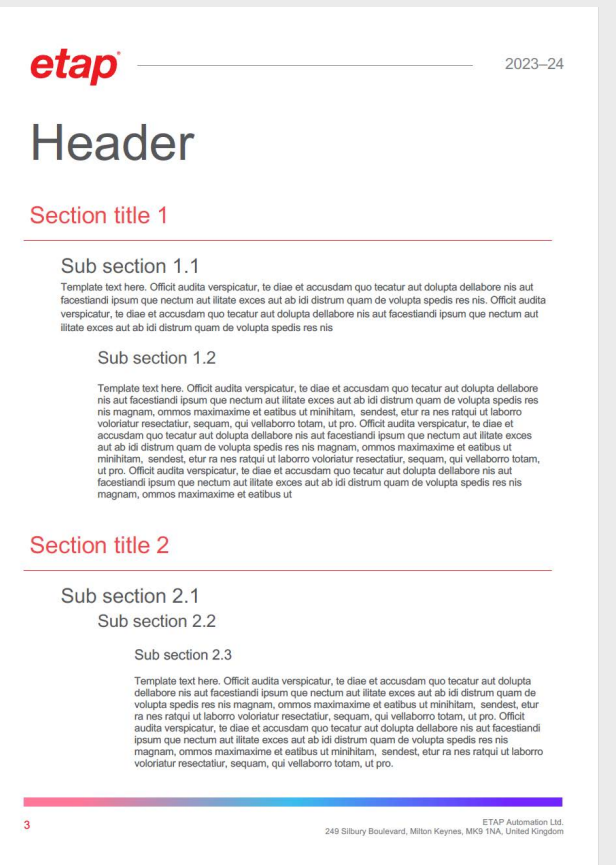
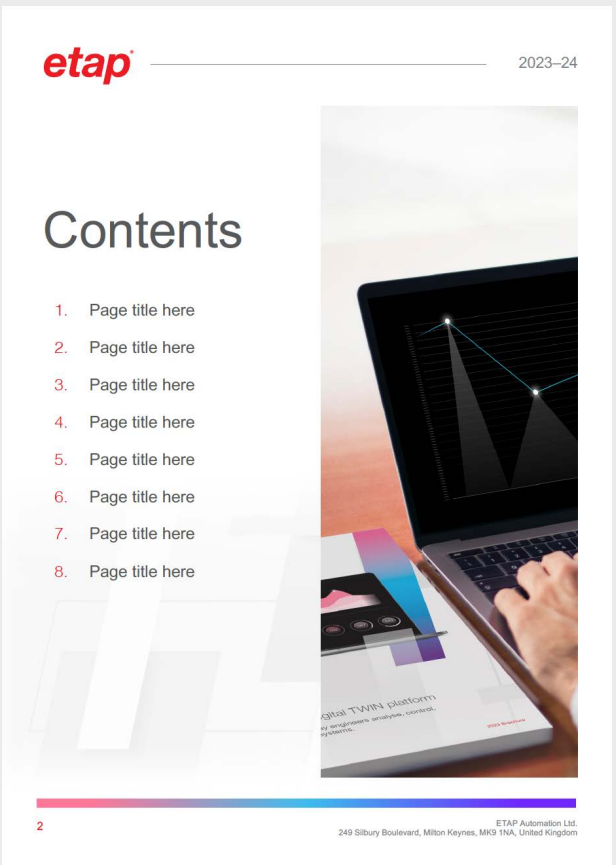
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Word Document Template

A standard A4 template for reports and newsletters is available in Microsoft Word. Always use the supplied ETAP® template. Never alter the layout in any way with the exception of headers and footers which may need to be modified for different uses.



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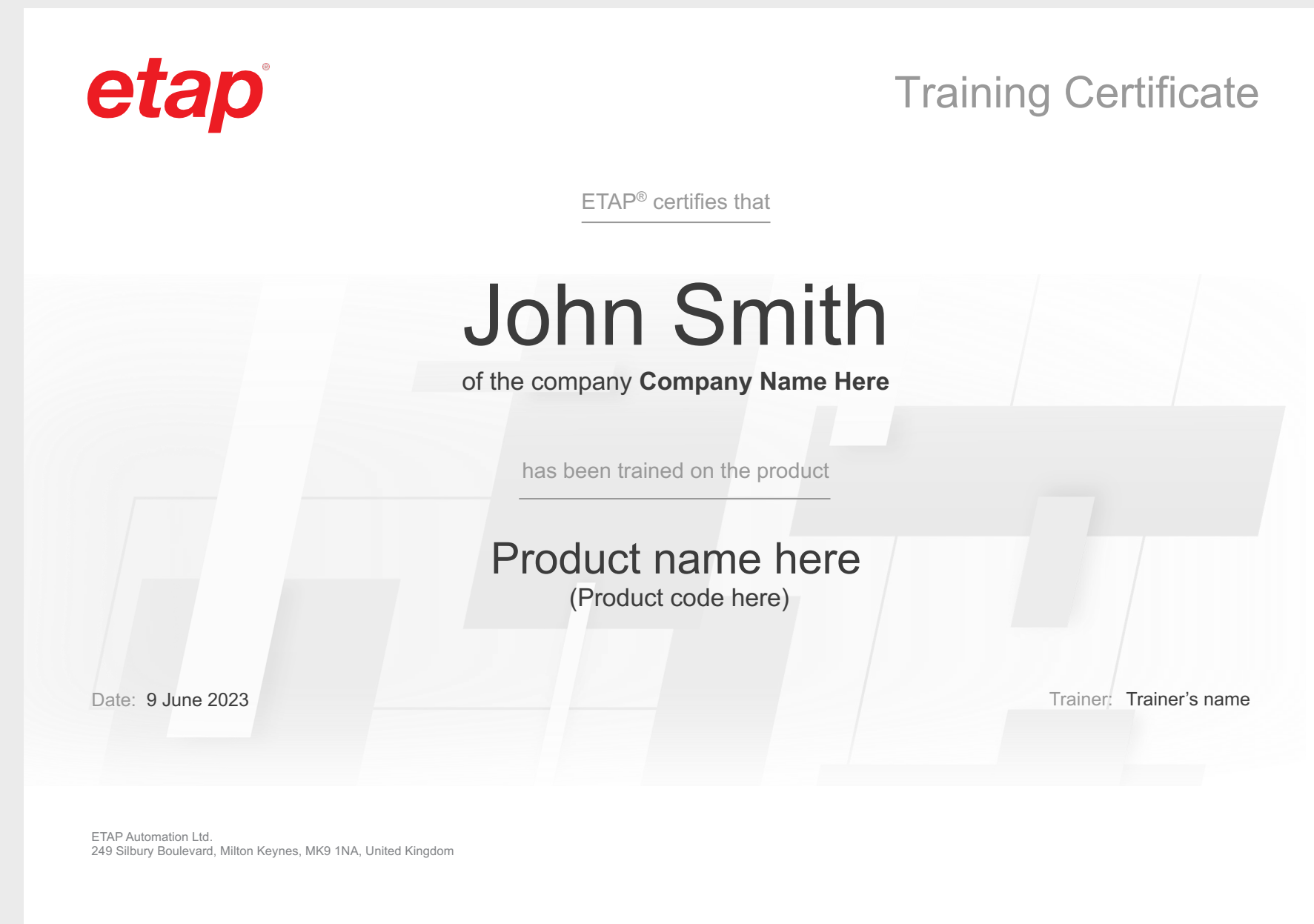
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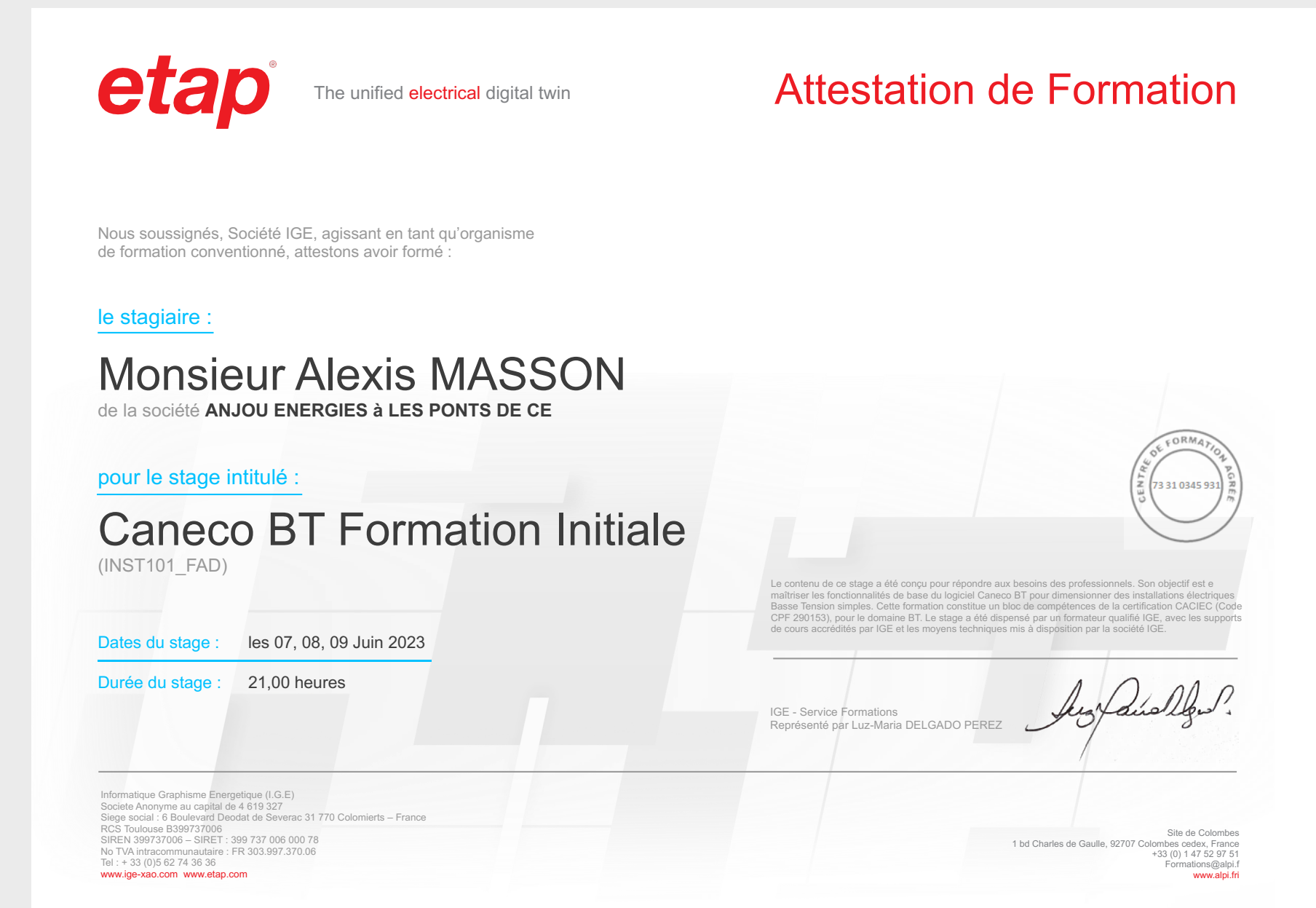
Certificates MS Word Template

A standard A4 landscape certificate template is available in Microsoft Word. There are two versions that can be used; one for simple awards and one for a more detailed award. Always use the supplied ETAP® template. Never alter the layout in any way.

Simple Template



Detailed Template



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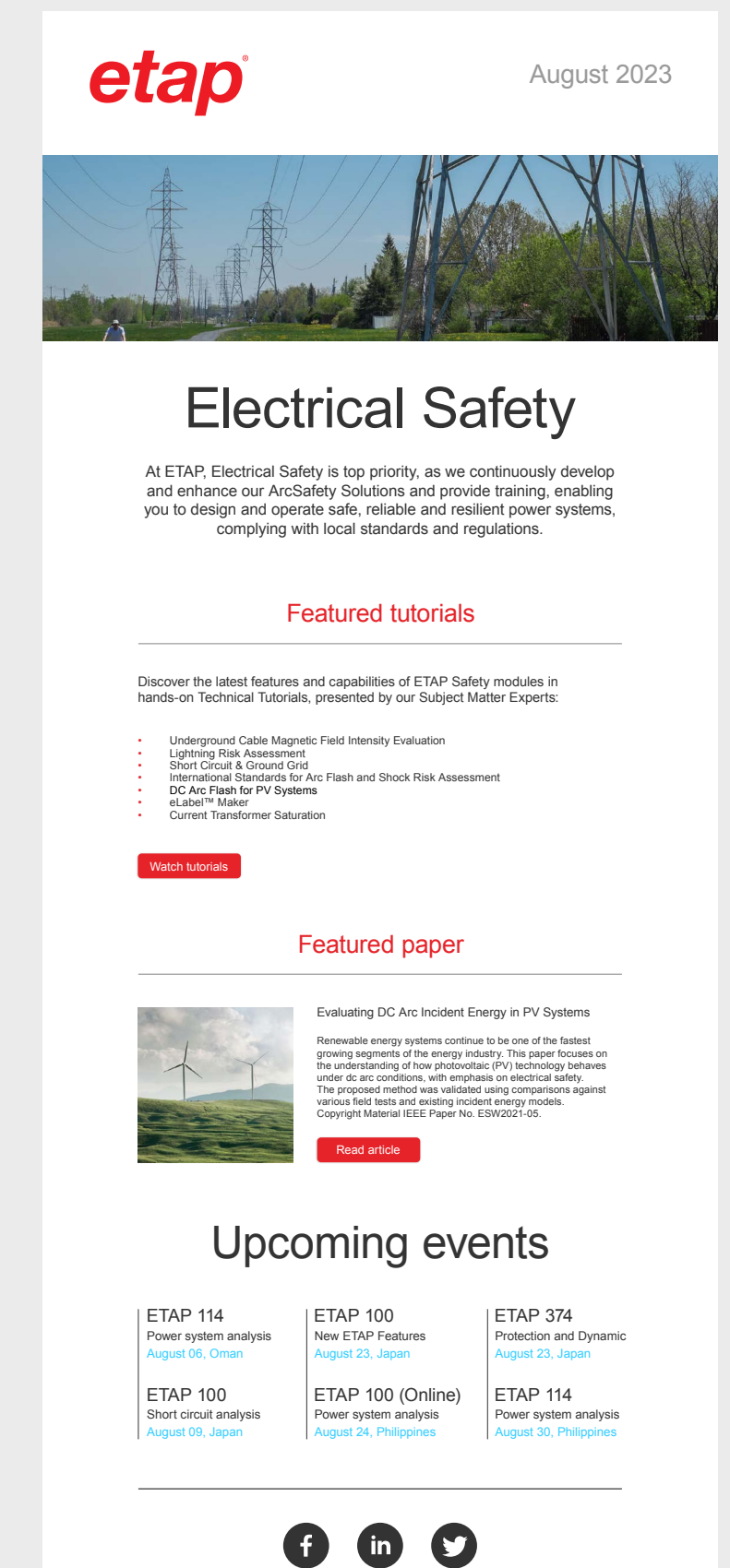
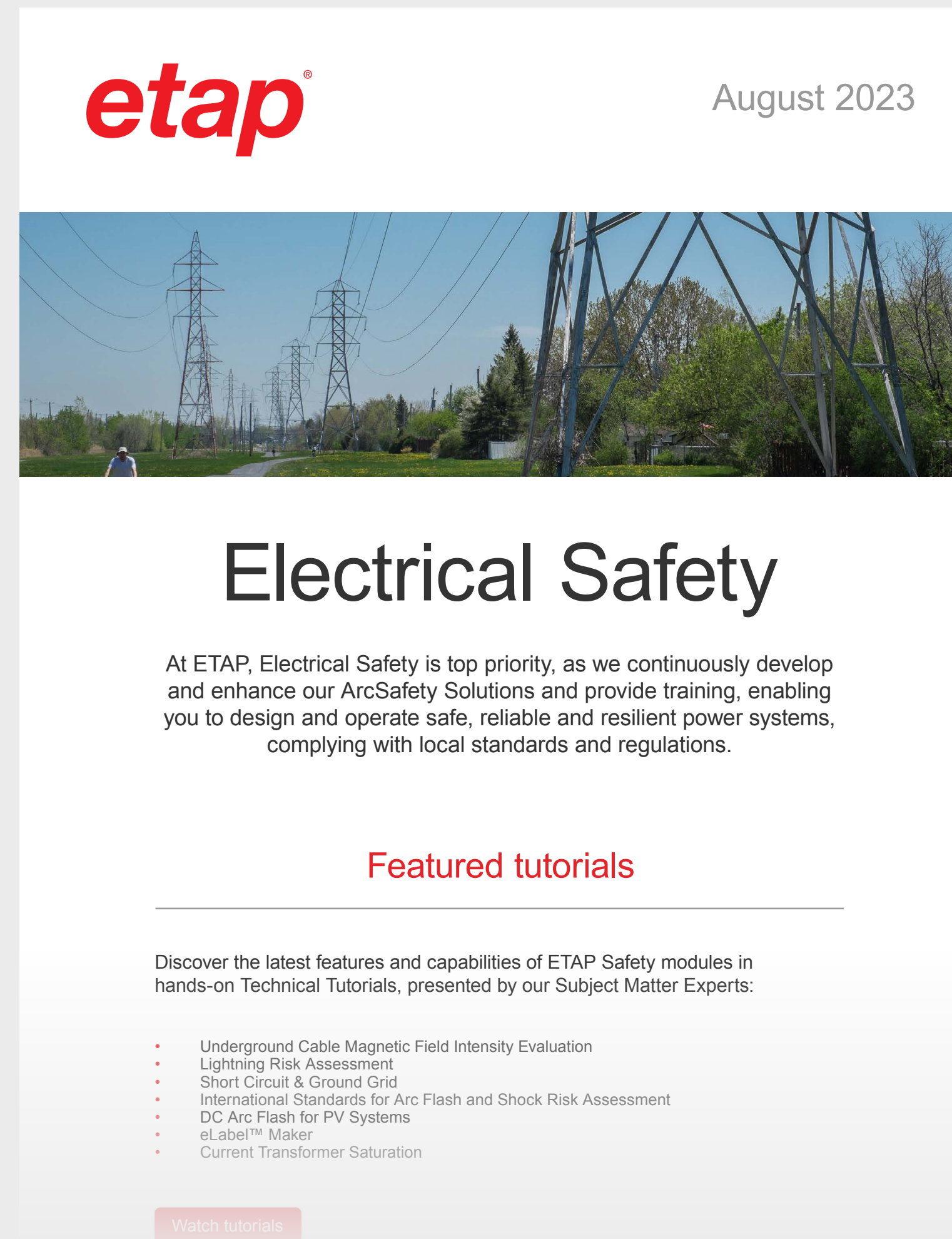
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Email

Template Design

We have developed a distinctive email template to deliver brand communications and platform information. The template features a simple two column grid which keeps it straight-forward when created using an email marketing tool, as shown in the example opposite.

Use the main header area to demonstrate the key message. A mix of brand imagery and platform visualizations will demonstrate the quality of our software. Always use the supplied template when creating email campaigns.



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Social Media Pages

Our presence on social media channels should be consistent and reflect our visual identity. Use ETAP® logo as an avatar across all relevant channels: LinkedIn, YouTube, Facebook and X. Select a suitable header image from our Image Library to further enforce our brand identity online.

Profile Photo Dimensions

- LinkedIn — 400 x 400
- YouTube — 800 x 800
- Facebook — 180 x 180
- X (formally Twitter) — 400 x 400

Cover Banner Dimensions

- LinkedIn — 1584 x 396
- YouTube — 2560 x 1152
- Facebook — 1200 x 628
- X (formally Twitter) — 1500 x 500



etap

ETAP - Operation Technology, Inc.

Energy Management Solutions to Design, Operate, and Automate Power Systems

Software Development · Irvine, CA · 31,929 followers · 265 employees

+ Follow

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ETAP is the global market and technology leader in modeling, design, analysis, optimization, monitoring, control, and automation software for electrical power systems. The company has been powering success for over 35 years by providing the most comprehensive and widely-used enterprise ... see more

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Past events

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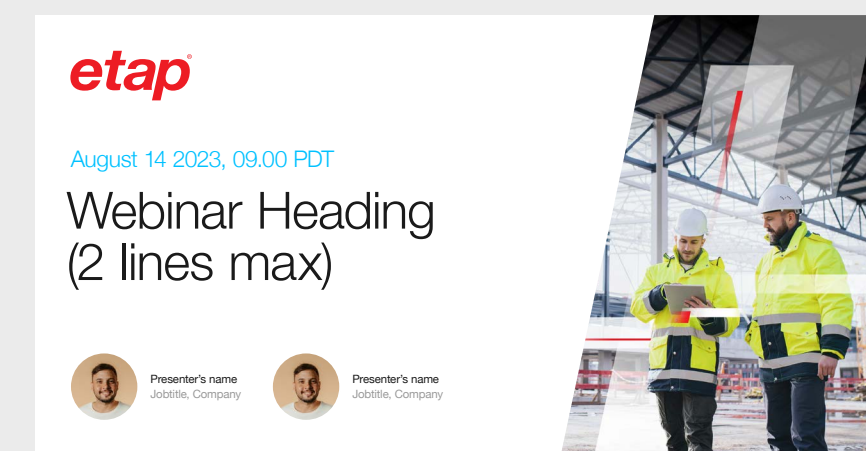
Posts

Social media has become an essential way to reach our customers, gain valuable insights, and grow our ETAP® community. As a general rule, any posts that relate to the ETAP® brand should follow the principles set out in these guidelines, adopting our tone of voice and typographic style. Use relevant brand images from our Image Library.

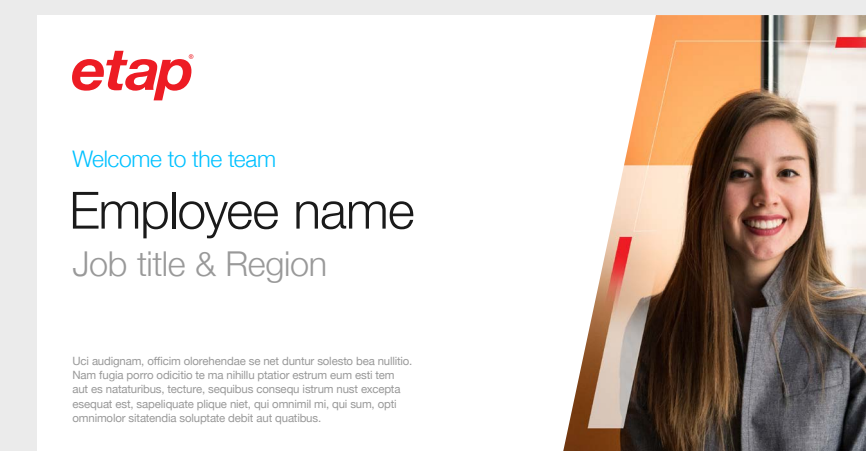
Standard



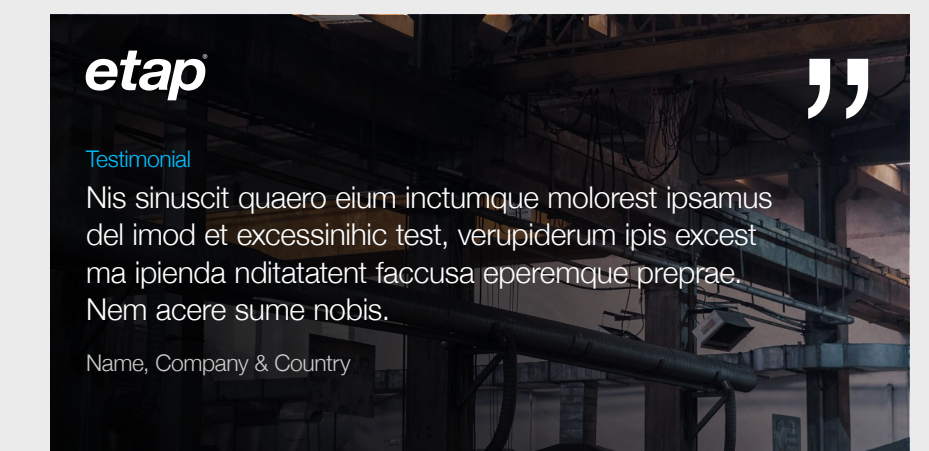
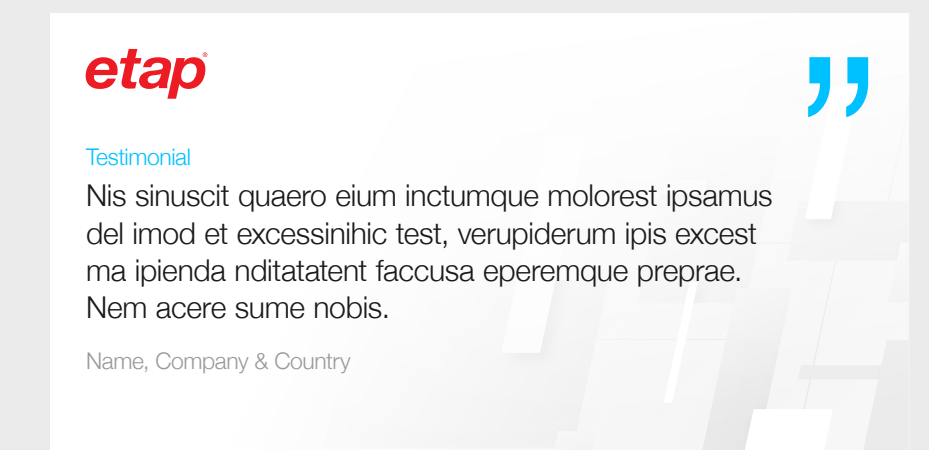
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Recruitment

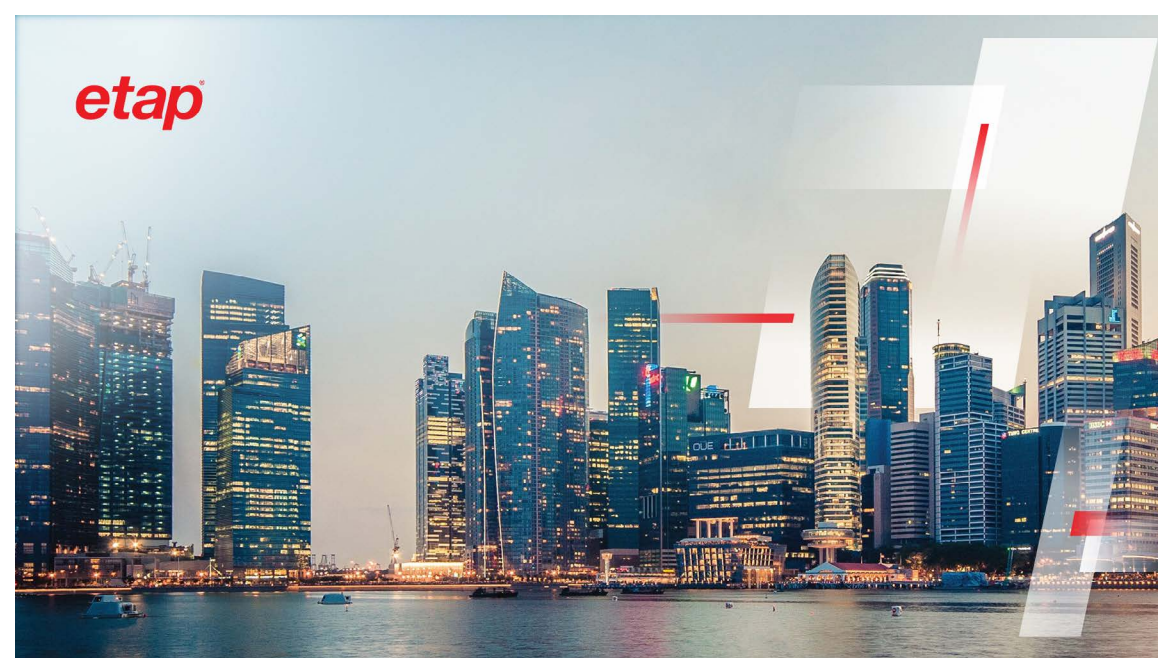


Events & Testimonials



Microsoft Teams Backgrounds

We have developed a set of backgrounds to use on Microsoft Teams video calls featuring our new visual identity and graphic pattern. Always follow the guidance set out in this document when creating further backgrounds to ensure the ETAP® brand styling is used.



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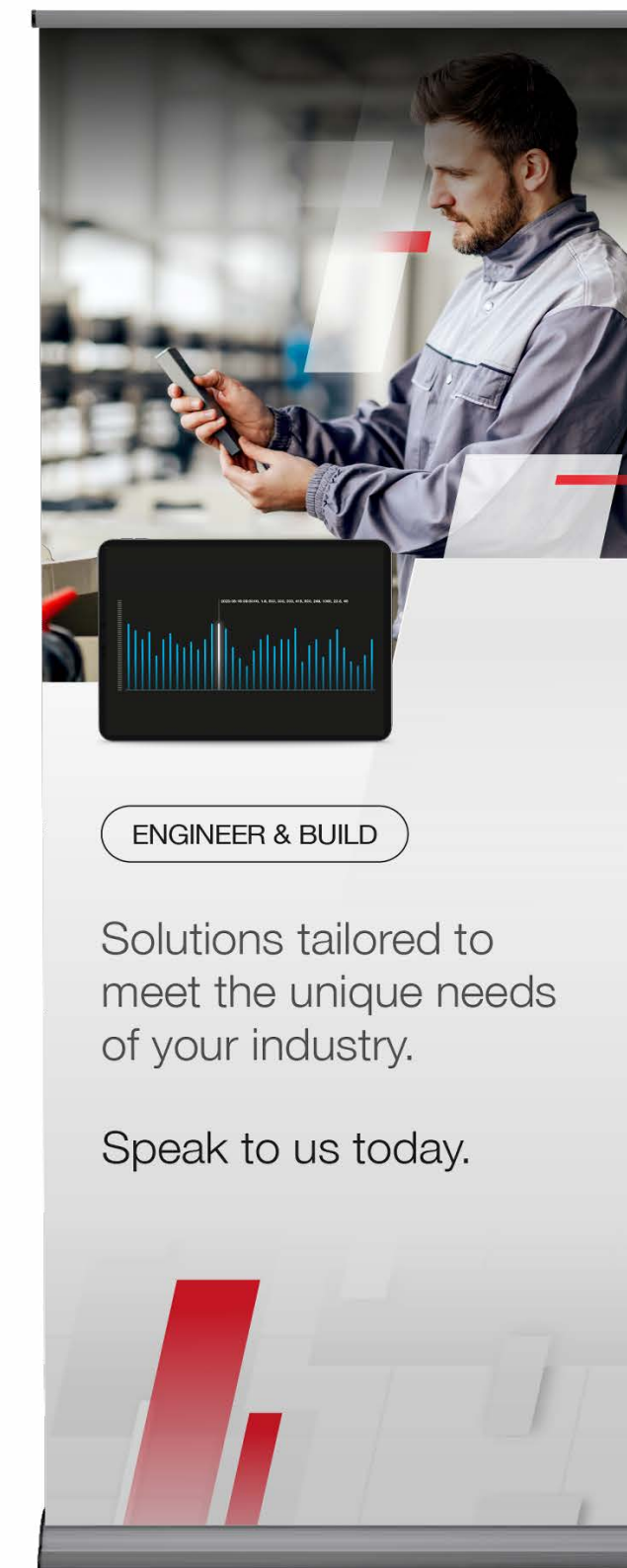
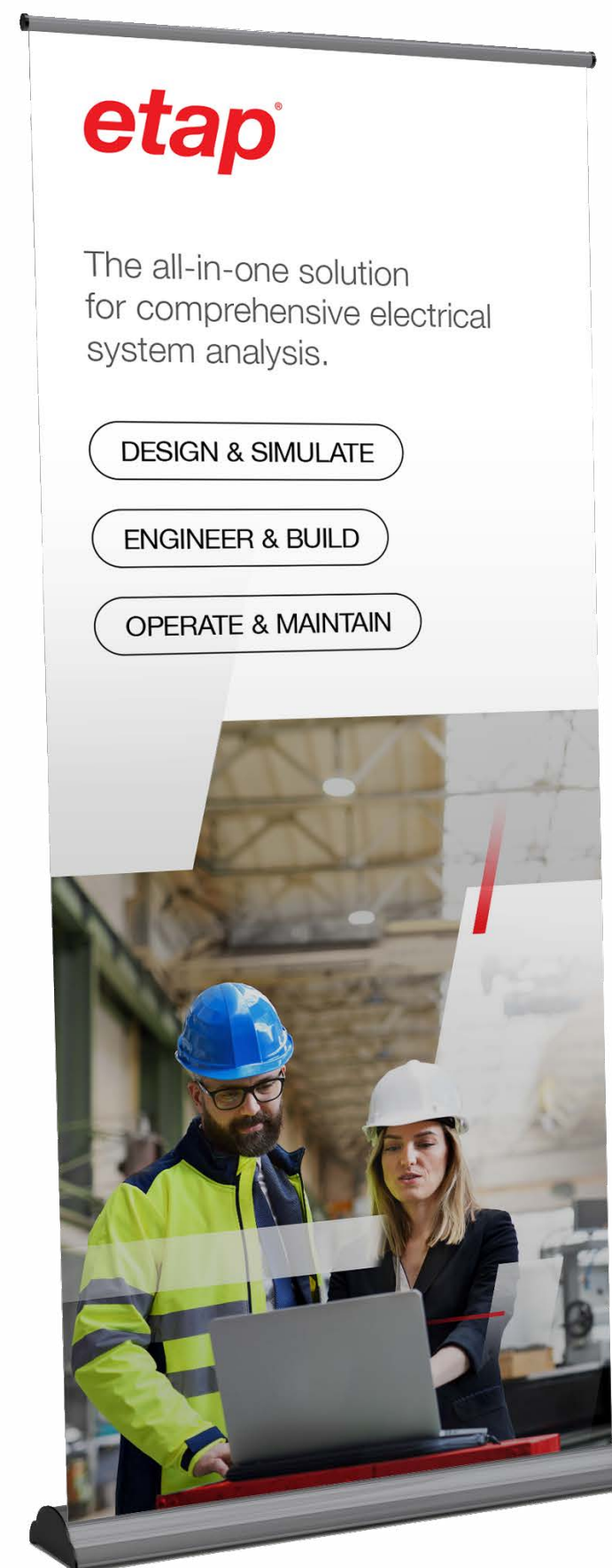
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Pull-up Banners

Indicative examples of pull up banners are shown here. Always follow guidance on the position of our logo, typography and brand imagery.

Always allow for enough space at the bottom of the banners to maximise legibility of contents.



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Events

Small Booth

Indicative examples of small booths are shown here. Always follow guidance on the position of our logo, typography and brand imagery.

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Medium Booth

An indicative example of a medium booth is shown here. Always follow guidance on the position of our logo, typography and brand imagery.

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Large Booth

An indicative example of a large booth is shown here. Always follow guidance on the position of our logo, typography and brand imagery.

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Bumper Animation

We have created a bumper animation to introduce the ETAP® brand within our video content which features the ETAP® logo forming from the brand pattern.



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Video

Screen Graphics & Call-outs

When it comes to our video content and more specifically, talking heads, there are some basic guidelines to ensure a consistent brand presence.

Our logo sits top RIGHT of the frame and our gradient bar sits in the lower third. Please see guidance on which variation of logo to apply.

In terms of transitions, the gradient bar wipes from left to right, followed by a fade in of the interviewee details. The gradient bar then wipes to the right and disappears, followed by the text below fading out.

Video styling example



Helvetica Neue Light
68pt, Auto leading

Sarah Lewisham

Helvetica Neue Regular
68pt, Auto leading

Principal Power Systems Engineer, ETAP®



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Business Details

This document provides clear guidance on applying the ETAP® visual identity and voice principles. It provides a degree of creative flexibility whilst giving enough instruction to ensure that our communications are always professional and always uniquely ETAP®

If ever in doubt, always refer back to these guidelines. If you do have any questions feel free to contact ETAP® Marketing who provide creative and production support to all ETAP® offices worldwide for print, digital, and multimedia projects.

Thank you.

Marie Planchard

Brand and Communications Manager

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etap.com