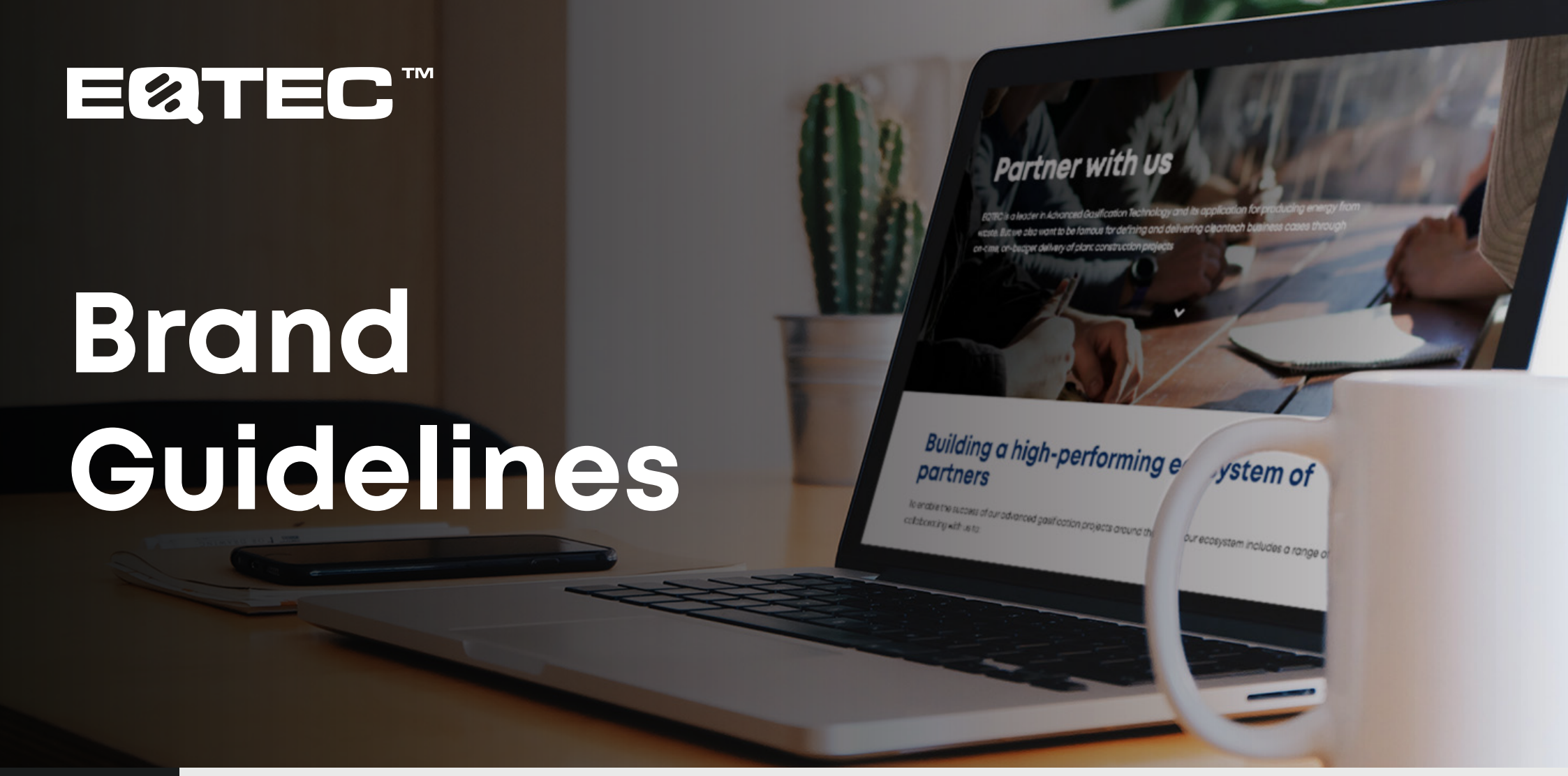


**EQTEC™**

# Brand Guidelines



**Building the future of the  
waste-to-energy sector**



# INTRODUCTION

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These brand guidelines have been created for both our marketing agencies and our team. They will help you represent and communicate the EQTEC brand effectively. They show and explain how to do this, with associated rules and usage information.

There are four elements to any brand and any piece of communication that you should use as a checklist before adding text content:

## Logo

- Which logo should be used
- What size it should be
- How it should be positioned

## Fonts

- What fonts can be used
- What size they should be
- Which colours can be used

## Colour

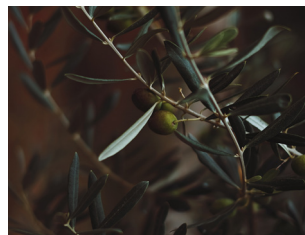
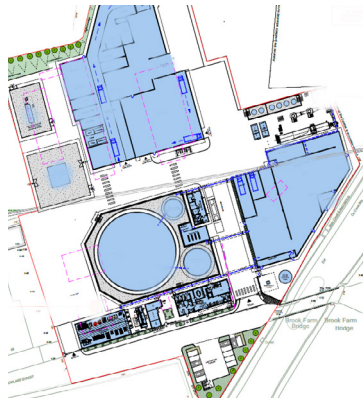
- Which colours can be used
- How they should be reproduced

## Images

- What type of images can be used
- How they are created
- How they should be used

Please read this document carefully to ensure clear, consistent, effective and appropriate materials are created and reference the EQTEC Brand Library on [Sharepoint](#).

If you need help or have any questions, or for approval of any brand and marketing communications, please contact the Head of Marketing and Communications.



# ABOUT EQTEC

EQTEC is a cleantech company.

We specialise in sustainable waste-to-energy.

We help the world solve two important challenges: reducing waste and generating clean forms of energy by combining our world-leading gasification technology innovation and engineering with expert plant construction and project delivery capabilities.

EQTEC plc (listed on the London Stock Exchanges Alternative Investment Market (AIM)) is registered in Cork, Ireland, with its Corporate Centre based in Cork and in London, UK and the technical and engineering centre is in Barcelona, Spain.

We currently employ just over 20 staff in all locations and we have a wide range of partners in multiple countries.

Our growth journey has been rapid and is expected to accelerate in 2022 and beyond.



# WRITING - THE EQTEC WAY

## EQTEC:

[E-KUW-TEC] *name*

Did you know? The E stands for Energy, Q stands for Quality and TEC is short for Technology

The world's leading experts in gasification for waste-to-energy



### Naming conventions:

- ❖ waste-to-energy
- ❖ biomass-to-energy
- ❖ RDF-to-energy
- ❖ Cleantech
- ❖ World-leading
- ❖ EQTEC's Advanced Gasification Technology, otherwise refer to advanced gasification
- ❖ EQTEC should always be written in capitals

### Best practice:

- ❖ Small numbers (one to nine) should be spelt out and numbers from 10 upwards should be in digits.
- ❖ Rounded numbers over a million are written as a numeral plus a word. E.g "About 400 million people speak Spanish natively,"
- ❖ Do not hyphenate words over line breaks.

### Writing for web:

- ❖ Use subtitles where possible to break up long passages of content.
- ❖ Try and keep sentences short and concise.
- ❖ Avoid beginning consecutive sentences with the same word.
- ❖ Avoid writing in the past tense or with a passive voice.

# LOGO SIZING & SPACING

Our branding consists of a wordmark logo, used in white and our dark blue, with the coloured letter version being most widely used. Each of these can be used on and offline as desired.

## Exclusion Zone

Please always allow enough space between the logo and other elements. A space of at least 10mm between to logo and any other element should be sufficient. Please use more space as the logo increases in size.

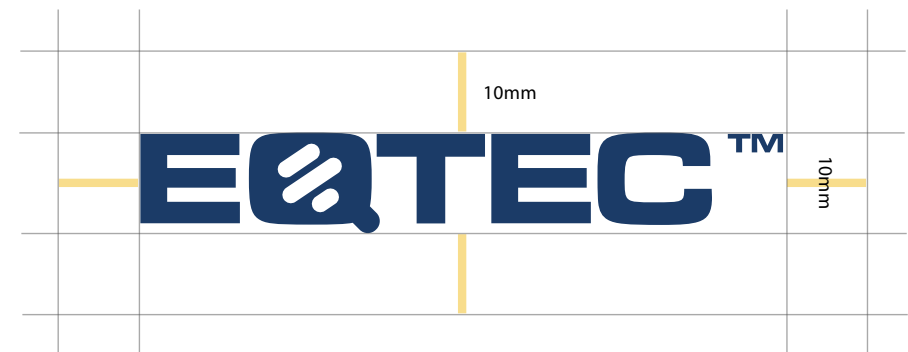
## Positioning

The EQTEC logo should always be used aligned to the top left where possible. On very rare occasions the logo may be centralised to a design but never right aligned.

## Colour

The EQTEC logo should primarily be used in our “**Ocean Surface**” to keep the logo consistent on the majority of design elements.

The only other acceptable colour to use the logo in is white. This can be used to go on top of darker backgrounds or on top of images.



## Sizing

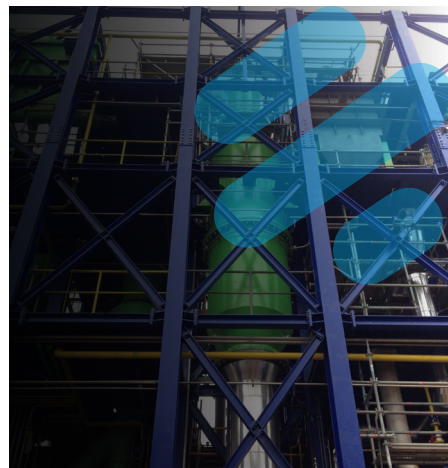
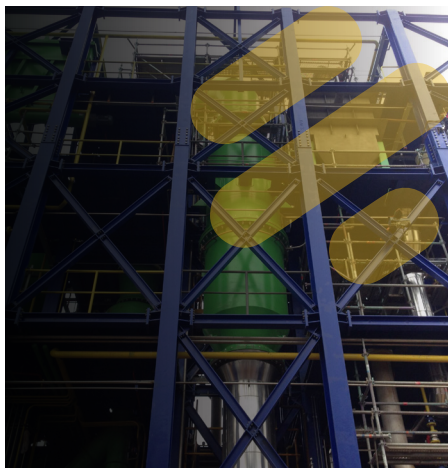
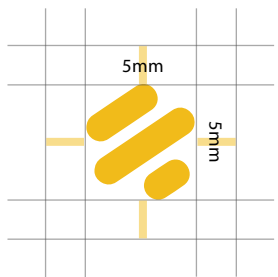
There is no maximum size for our logo, this will all depend on the placement and desired effect on a document by document basis. However, the minimum size for our logo is 35mm wide. Any smaller than this and the wordmark becomes hard to read and is not easily recognisable.

## Do Not

- Do not use other colours than those mentioned
- Do not stretch the logo in anyway
- Do not alter the logo in anyway
- Do not place the logo into any shapes
- Do not add any sort of effect or shadow to the logo
- Do not incorporate the logo into copy

# LOZENGE USAGE & SIZING

The inner part of the “Q” can also be used as a brand mark and image overlay. This can be used to elevate pages and images while injecting another brand element into a document or image. The lozenge can be used in any of our brand colours as long as the chosen colour fits in with the colour palette of that document.



## Lozenge Rules:

- /// The lozenge can be used over images or white space
- /// To take up between 25 - 50% of the space
- /// Can bleed off the page but no more than 50%
- /// Can be used at different opacities so it isn't distracting
- /// The lozenge can be used as bullet points
- /// The lozenge can be used in any of the brand colours

# BRAND PALETTE

## PRIMARY & SECONDARY

The colour palette has been created with professionalism and reliability in mind. The range of blue tones allows use as background colours, buttons or accent colour across the brand. Each of these colours can be used on its own or in conjunction with one another.

### Main Colour Palette

These are the main four colours to be used for EQTEC. They can be used in conjunction with each other or on their own. The tints of these colours can be used for design documents and spreadsheets where needed.

<b>Ocean Surface</b> CMYK: 94, 60, 20, 40 RGB: 26, 58, 103 HEX: #1a3a67 PANTONE: 534C
#6e7a96 70%
#c0c2cc 30%

<b>Hot Sun</b> CMYK: 0, 34, 98, 0 RGB: 241, 187, 26 HEX: #f1bb1a PANTONE: 7408C
#ecd97e 70%
#f6efc6 30%

<b>Charcoal</b> CMYK: 64, 51, 50, 84 RGB: 25, 28, 28 HEX: #191c1c PANTONE: 419C
#555552 70%
#afada7 30%

<b>Pale Rock</b> CMYK: 10, 6, 8, 0 RGB: 232, 232, 229 HEX: #e7e7e5 PANTONE: 663C
#f1f1f0 70%
#f9f9f9 30%

### Secondary Colour Palette

The secondary brand colours can be used to highlight certain points in conjunction with the main palette. They can also be used to define certain sectors. The tints of these colours can be used for design documents and spreadsheets where needed.

<b>Vast Field</b> CMYK: 94, 0, 55, 0 RGB: 2, 175, 154 HEX: #02af9a PANTONE: 2400C
#7ec4ba 70%
#cae7de 30%

<b>Sky Blue</b> CMYK: 95, 0, 0, 07 RGB: 0, 174, 239 HEX: #00aeef PANTONE: 306C
#88c6dc 70%
#cee7f0 30%

<b>Deep Forest</b> CMYK: 64, 42, 55, 54 RGB: 62, 71, 63 HEX: #3e473f PANTONE: 4224C
#7f8379 70%
#c4c6be 30%

<b>Rain Cloud</b> CMYK: 37, 24, 24, 4 RGB: 167, 170, 172 HEX: #a7aaac PANTONE: Cool Grey 6C
#cccccd 70%
#e9e9e9 30%

# BRAND PALETTE

## ENVIRONMENTAL, SOCIAL & GOVERNANCE (ESG)

The colours we use to communicate our ESG work take inspiration from nature to convey how important our role is in creating a cleaner world. These colours are only to be used within ESG-specific marketing materials.

### ESG Colour Palette

The brand colours can be used to highlight certain points in conjunction with the main palette. They can also be used to define certain sectors. The tints of these colours can be used for ESG reporting documents and illustrations where needed.

**Grassland**  
**CMYK:** 84, 22, 87, 7  
**RGB:** 29, 134, 73  
**HEX:** #1d8649  
**PANTONE:** 7731C

#61aa80	70%
#bbdbc8	40%

**Vibrant Leaf**  
**CMYK:** 57, 0, 100, 0  
**RGB:** 73, 128, 188  
**HEX:** #80bc00  
**PANTONE:** 376C

#a6d04d	70%
#cce499	40%

**Earth Surface**  
**CMYK:** 38, 76, 58, 54  
**RGB:** 101, 51, 52  
**HEX:** #653334  
**PANTONE:** 1817C

#937071	70%
#c1adae	40%

**Clay**  
**CMYK:** 25, 78, 71, 18  
**RGB:** 168, 72, 61  
**HEX:** #9a4f4b  
**PANTONE:** 760C

#c27f77	70%
#dcb6b1	40%

**Pale Rock**  
**CMYK:** 30, 25, 37, 7  
**RGB:** 182, 176, 156  
**HEX:** #b6b09c  
**PANTONE:** 7535C

#ccc8ba	70%
#b6b09c	40%

**Ocean Surface**  
**CMYK:** 94, 60, 20, 40  
**RGB:** 26, 58, 103  
**HEX:** #1a3a67  
**PANTONE:** 534C

#6e7a96	70%
#1a3a67	40%

**Hot Sun**  
**CMYK:** 0, 34, 98, 0  
**RGB:** 241, 187, 26  
**HEX:** #f1bb1a  
**PANTONE:** 7408C

#ecd97e	70%
#f9e4a3	40%



# BRAND COLOURS MARKETING COLLATERAL

All branding on marketing collateral and internal communications channels should use the primary colour palette.

The secondary palette should be used sparingly to draw attention. For example **Vast Field** or **Sky Blue** may be appropriate for use as:

- Call to actions
- Pull Quotes
- Big Stats
- Map Annotations
- Infographics







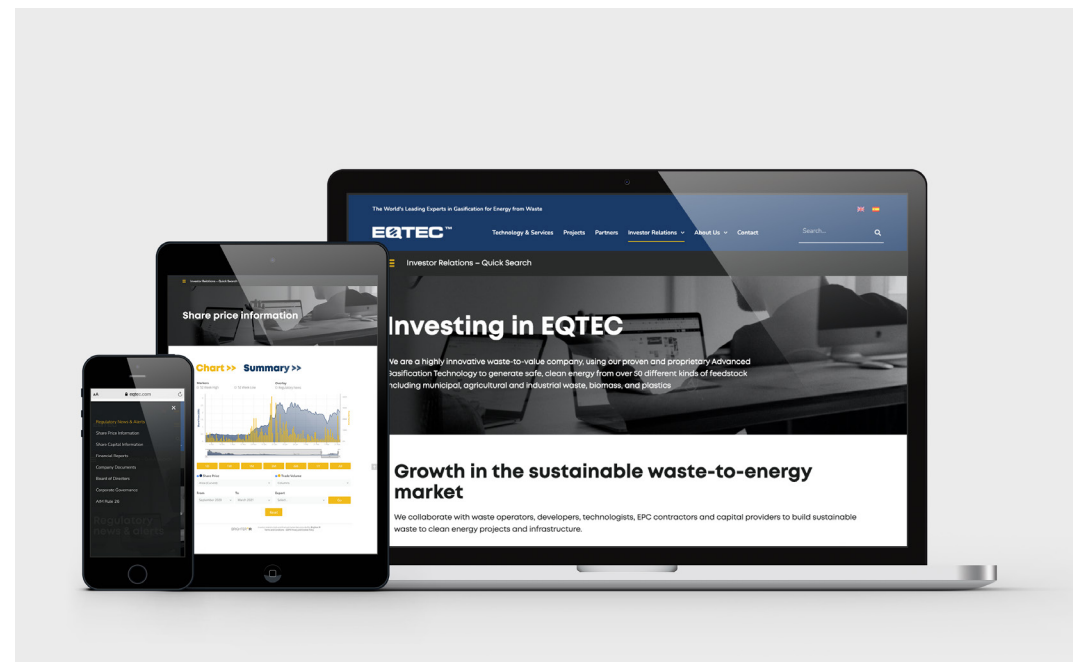
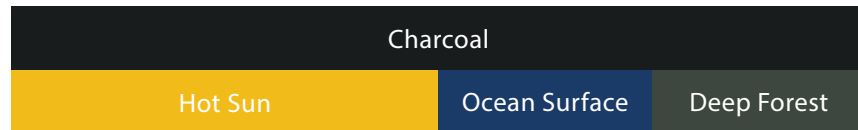
# BRAND COLOURS

## INVESTOR RELATIONS

We use specific colour palettes for the different sectors of the business.

The primary colour for Investor Relations is **Charcoal**. **Hot Sun** should be used as a highlight colour along with **Ocean Surface**. Applications include:

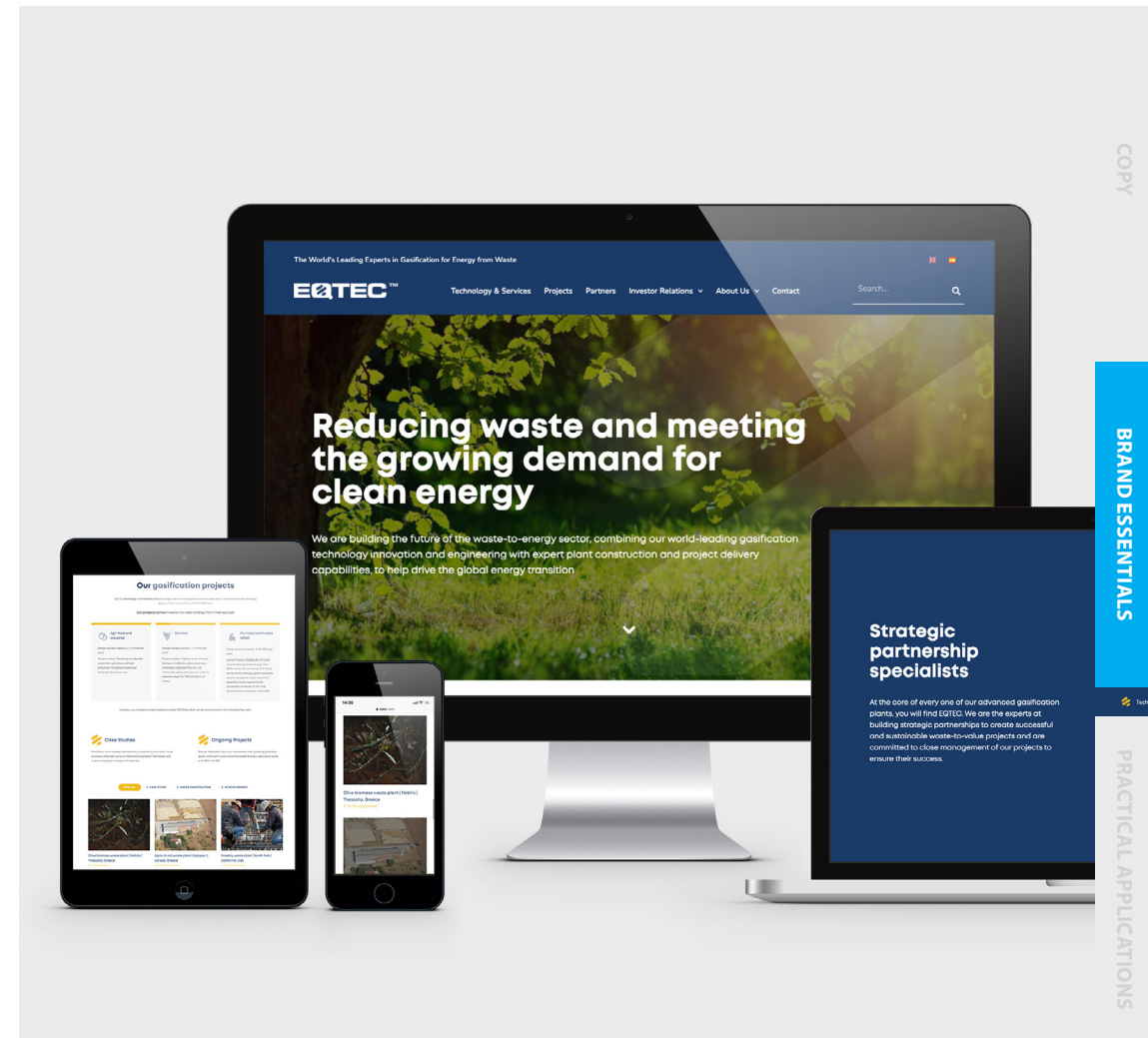
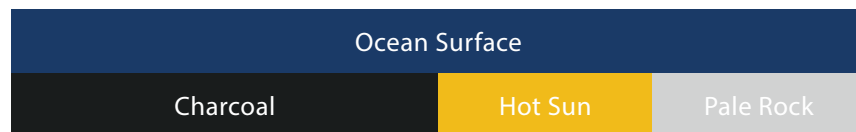
-  sub headers
-  charts
-  buttons
-  other accents on digital or printed collateral



# BRAND COLOURS DIGITAL & WEBSITE

The primary brand palette is used on the website, with **Ocean Surface** taking the lead.

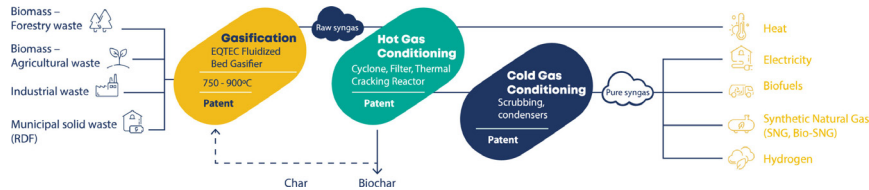
**Sky Blue** and **Vast Field** may be used in social media graphics to add interest or draw attention.



# BRAND COLOURS INFOGRAPHICS & SOCIAL MEDIA

## Infographics

There are only a few cases where we use all of the brand colours. The infographics and social media are two of those cases, the full brand palette can be used to enhance the design and make specific elements stand out.



## Social Media

- /// No text to ensure the cover works on all devices
- /// Logo for profile image to be blue/white
- /// Image & lozenge overlay or
- /// Block colour background with lozenge/graphic element



Ocean Surface	Hot Sun	Charcoal	Pale Rock
Vast Field	Sky Blue	Deep Forest	Rain Cloud

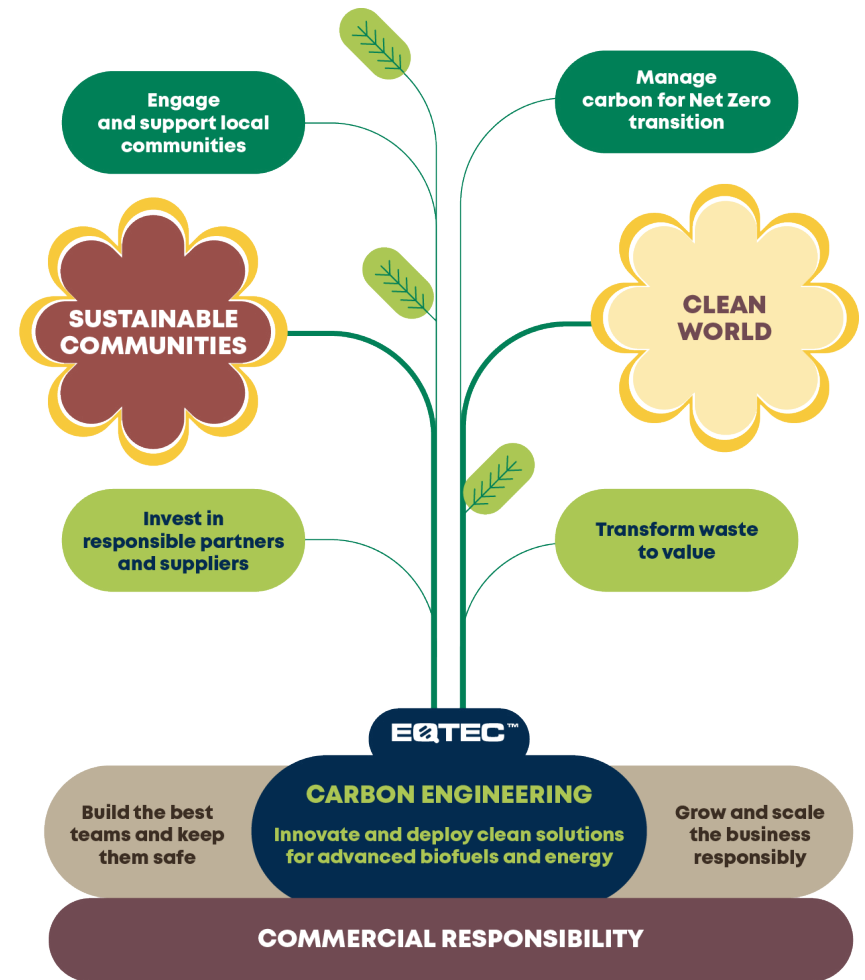
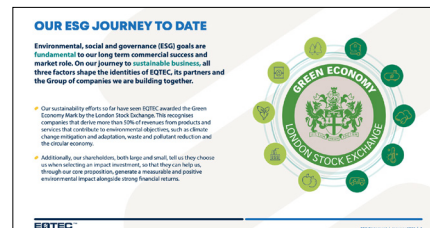


# BRAND COLOURS

## ENVIRONMENTAL, SOCIAL & GOVERNANCE (ESG)

We use a balanced palette of seven colours for our ESG communications which are **Ocean Surface**, **Hot Sun**, **Pale Rock**, **Grassland**, **Vibrant Leaf**, **Earth Surface** & **Clay**, with tints being applied to create the palette. These colours are only to be used together for ESG-specific marketing materials.

Applications include: The rainbow over nature photograph, the 'plant' that represents our ESG framework and how we graphically represent our reporting.



# BRANDING POWERPOINTS

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To ensure our Powerpoints both internal and external are always on brand we have some colour and font rules adhere to.

## Colour Palette:

Ocean Surface	Hot Sun	Charcoal	Pale Rock
Vast Field	Sky Blue	Deep Forest	Rain Cloud

## Font Usage:

Use **Mont Heavy** for title slide, section titles and page headings.

Use Myriad Pro & Myriad **Pro Bold** for any other text on the document.

If you don't have Myriad Pro on your computer please use Calibri.

Use **Ocean Surface** for slide or section headings.

Use **Vast Field** for any slide sub-headings.

Use **Rain Cloud** for the body text.

Use **Hot Sun** for any stand out text you need to draw attention too.

# BRAND COLOURS TECHNICAL DOCUMENTS

Technical documents may use the below palette to brighten up the overall design. The **Sky Blue** should be used for table headers and any other brand elements you want to stand out. **Ocean Surface** and **Hot Sun** should be used to highlight important pieces of information or as dividers to split up the document. **Rain Cloud** should mainly be used as a background colour to tables or sections of a document.



# BRANDING TYPOGRAPHY PRINT

## Primary Font 1

Header Font

To be used for main headers.

**Mont**

As a font fallback if none of the bellow are available or for technical documentation please use Calibri.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz**

## Primary Font 2

Body Font

To be used for all body copy.  
Can be used in all caps for sub titles.

Myriad Pro  
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*Myriad Pro  
Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz*

**Myriad Pro  
Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz**

***Myriad Pro  
Bold Italic***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz***

You can download Mont and Myriad Pro from the EQTEC Brand Library on [Sharepoint](#), where you'll find instructions for Mac and Windows.



# BRANDING TYPOGRAPHY WEB

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## Primary Font 1

Header Font

To be used for main headers  
and sub headers.

**Mont**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz**

## Primary Font 2

Body Font

To be used for all body copy  
and buttons

Nunito Sans  
Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Nunito Sans  
Semi Bold

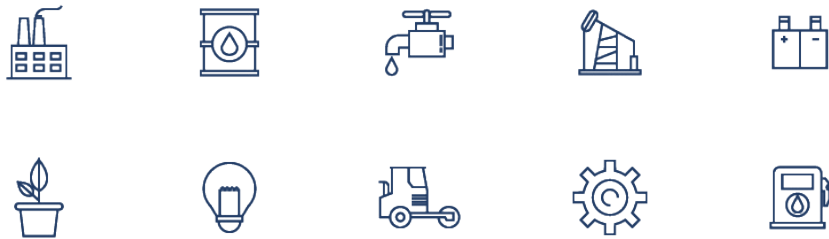
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

# ICONOGRAPHY & USE

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We have a large library of icons that can be used to enhance or highlight copy in either print or web applications. These can be sent for use upon request or found in the EQTEC Brand Library in [Sharepoint](#), available in **Hot Sun**, White, **Ocean Surface** and **Charcoal**.

## Construction Icons



## Clean Energy Icons



## Contact Icons



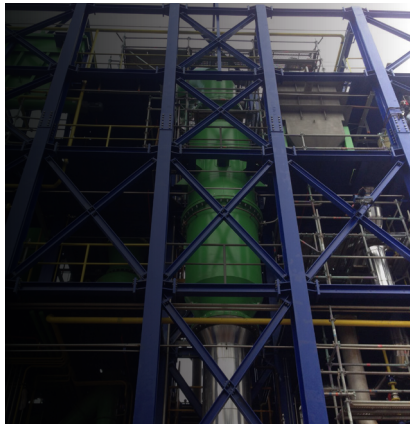
## Social Icons



# IMAGE TREATMENTS

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We have one image treatment we use for images throughout print and web. This can be used on any image and is a great asset when we need to overlay text over images. The gradient is black to transparent with the multiply effect to make it slightly less distracting.



## **Instructions for agencies:**

The breakdown of the gradient overlay is as follows. It is a gradient of pure black to pure white, with the angle of the gradient being 0°. The whole gradient then has the overlay effect of multiply to make sure the image is still visible. Please use the examples above as guidance for the desired outcome.

## **Instructions for the EQTEC team:**

For simpler designs such as those done in PowerPoint please use Charcoal as an overlay at an opacity of 50%. This will maintain the look of the overlay. If the image can be used with no overlay in these designs please use it with no overlay for ease.

# IMAGE TREATMENTS

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For extra impact and interest we can also use the an image mask of a shape based of the shape of the lozenge. The easiest way to create the shape bellow is to take the lower right third of the lozenge and turn its anti clockwise by 27°. This way we are using a piece of the lozenge design to add a new layer of design to our more simplistic documents. For specific instructions on how to create this effect in Powerpoint, visit the EQTEC Brand Library on [Sharepoint](#).



## **Do's**

- 🔗 Use EQTEC imagery whenever possible
- 🔗 Keep the shape consistent with the lozenge
- 🔗 Keep the orientation of the shape the same
- 🔗 If the outside or border of images or charts need defining within a page please use a 1px border in **Charcoal** to help

## **Dont's**

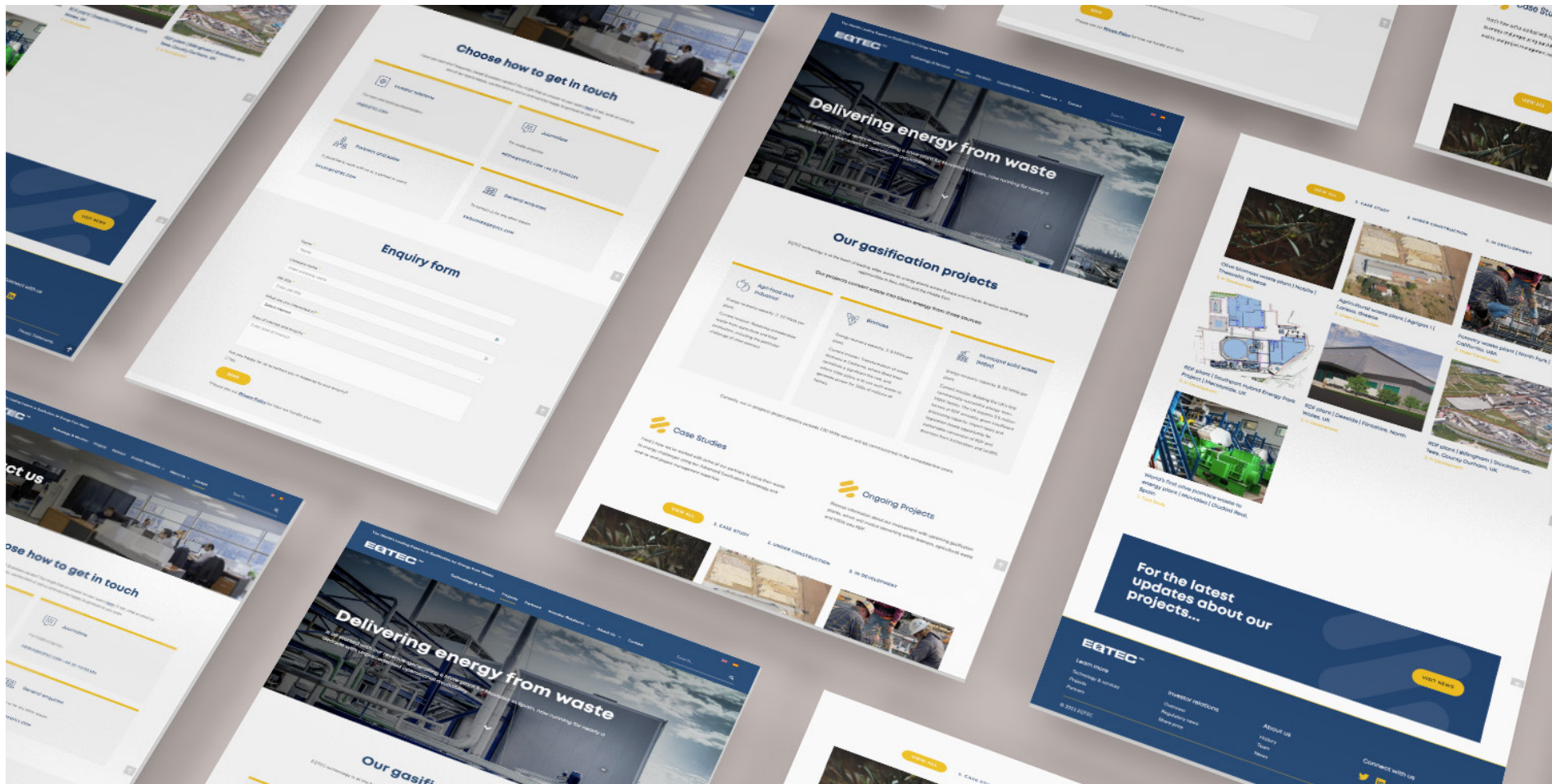
- 🔗 Do not use this effect on drawings or diagraphes
- 🔗 Do not use overlays with this treatment
- 🔗 Do not use this over other imagery
- 🔗 Do not add drop shadow or any other effect around images



# BRANDING APPLICATION PRINT



# BRANDING APPLICATION WEB



## CHECKLIST

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Before sending out any communication interanlly or externally, please use this basic checklist to ensure that everything has been done to make it guideline compliant.

Should you have any queries or require approval please contact the Head of Marketing and Communications.

### **Please Review:**

**Logo:** Correct version, Position, Exclusion zone

**Fonts:** Correct fonts used, Colour usage

**Colour:** Correct colours used

**Images:** Mostly EQTEC photography, Correct overlays used, Icons

**Tone of voice:** General rules observed, Do's and Don'ts