

power wizard

Brand Guidelines

9/2019



PURPOSE

This guide outlines Power Wizard's brand identity and allows content creation teams to:

- Work from a common framework.
- Communicate a consistent, recognizable, and ownable message.
- Benchmark content against core value statements.
- Distinguish the brand from competitors.
- Build awareness, cohesion and trust.

HOW TO USE THIS GUIDE

When:

- New written and/or visual content is needed for consumer-facing collateral (website pages, emails, videos, advertising, campaigns, etc.)
- Existing written and/or visual content needs revision

Who

- Content Creators (writers, designers, marketers, etc.)
- Product Owners
- Approvers

How

- Content Creators consult the guidelines as a framework for all written and visual content creation.
- Product Owners reference the guidelines to help align goals with the brand vision.
- Approvers validate that new messaging meets voice and tone guidelines, and that new visual elements meet design guidelines.

OUR ARCHETYPE – The Magician

**As the Magician archetype, Power Wizard is a transformer.
We are an inventor, and a charismatic leader within our industry.**

We have an innate relationship with potentiality and possibility. As the Enlightened Magician, we protect our members from the misleading practices of retail electricity providers –hidden fees, price gouging, and mis-billings—by ensuring they always get the best rate for their home.

In harnessing our technology, we bring the consumer from darkness to light – from the overwhelming experience of manually browsing 100s of electricity plans – to selecting a single low rate plan, perfectly aligned with the customers energy usage profile. As pricing in the market fluctuates, Power Wizard follows with opportunity, continually searching to ensure they are on the very best rate for their home.

VOICE

Our voice is direct, trustworthy, knowledgeable, and charismatic.

1. **We are DIRECT.** Our messaging is clear, simple, to the point and helpful. We want to provide our members with a direct and flawless experience.
2. **We are TRUSTWORTHY.** The foundation of our service is that we are unbiased. There are no REPs paying us to sell their plans. Power Wizard is an advocate that works on behalf of members to ensure they have the best deal possible. We are transparent, lifting the curtain on the retail energy industry's tricks of the trade that often trap customers in high rates and bad plans.
3. **We are KNOWLEDGEABLE.** Power Wizard was founded and developed by a dedicated team of experienced energy professionals with a refined insight of the electricity market. Power Wizard reflects that deep knowledge of the energy industry in its voice to convey authority and credibility.
4. **We are CHARISMATIC.** While it's our technology that provides the magic, it's our human voice that connects with our members. We retain a charismatic approach to language, that is not overly whimsical and cutesy. We are friendly, and on your side.

VOICE

What we are/do:

1. A membership, a service
2. Trustworthy and unbiased – We are consumer advocates. We work for the consumer, not the REPs
3. Power Wizard does not stop working for its members – Our technology works 24/7.
If we find a better rate after subscribing a member to our service, we will switch them over.
4. Flawless, streamlined and accurate – Human error is not a part of our process. Our proprietary technology searches 100s of plans to find the best low rate, and continues to monitor plans to ensure members stay on the best available option

What we are not:

1. A shopping site, a platform, or a subscription
2. We are not brokers, we are not a REP – We are not paid by the REPs to suggest our customers new plans
3. A “one-and-done” service – Our subscription service means we are constantly working for our members, every second of the day
4. Clumsy, doubtful or time consuming – We are confident we will find our members the best low rate plan for their home and keep saving them money month after month.

TONE

Power Wizard's tone shifts depending on channel, objective and audience.

Friendly – Our friendly tone welcomes our prospects and members into our online space. We are on their side. We are approachable and conversational. Humor should be designated to social media only. We are not overly chatty, too clever, or long winded.

Committed – Our pledge is to find members the best rate available, and we commit to monitoring the market to ensure their rate stays low. We uphold this commitment via our technology and diligent, clear communications with members. We know that our service is valuable to all in deregulated markets.

Helpful – We are first and foremost consumer advocates. We are here to guide them onto a low rate plan, and sustain their savings over time with a Power Wizard membership. We want to empower our members, and be clear-cut and helpful in our streamlined sign up process. Collateral should be helpful, enlightening, and educational. We share knowledge about our industry, but most importantly, knowledge of their ongoing benefit of being a Power Wizard member. We are not overly chummy.

Assured – Our process to select members the right plan is reliable and accurate. Our tone will always be confident, solid, and void of doubt. We shed light on the current climate of choosing electricity, confident in our ability to change the game of the retail electricity market.

VALUE PROPOSITION

Power Wizard is a service that searches and compares hundreds of electricity plans in a matter of seconds, and finds the best, low rate electricity plan – for you.

Primary Message

Our service is an ongoing relationship. We are not a “one-and-done” product. With a Power Wizard membership, our technology finds you the best plan for your home, manages the sign up and transition from old plan to new, and continually monitors the market to ensure you stay on the best rate available.

VALUE PROPOSITION

Secondary Messages

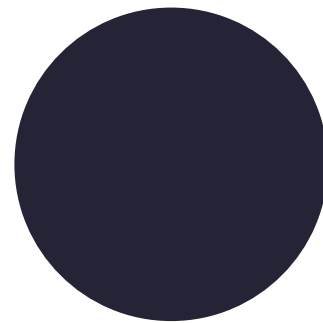
Power Wizard is a true energy advocate. We are an unbiased service, scanning 100s of plans side by side, and are not compensated by electricity providers to select their plans. Our technology continually protects you against price increases and hidden charges, and keeps you in the know with a monthly savings statement and online dashboard.

Power Wizard promises member satisfaction. If you discover you're not saving as much on your electricity bill as we estimated you would, we will gladly refund your membership fees. No questions asked.

Power Wizard delivers more value with time. Like a fingerprint, everyone's electricity usage is unique. Using our proprietary data science and technology, Power Wizard analyzes your electricity usage to learn how and when you use electricity, and with that knowledge, searches and compares 100s of available plans in the market to match your unique profile. The longer you're with us, the more refined our search gets to align you with the best plan on the market.

Color

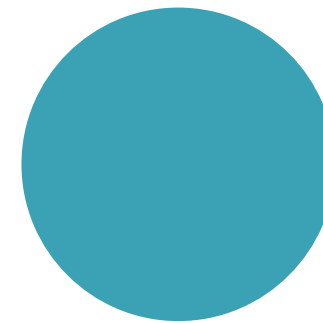
Bold and more refined, this set builds on what exists but allows for a nice bridge forward—without straying far from the original palette.



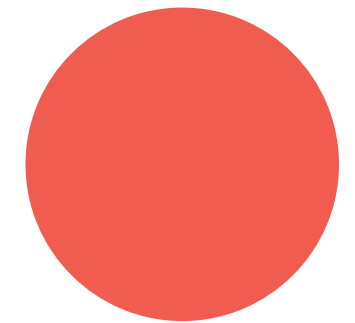
Dark
#242435



Light
#F0F0F0



Teal
#3BA1B5



Coral
#EF5B4E

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Type

Bringing in a slab serif, we add personality that supports the brand name. We compliment the headline type with a clean, current font: Barlow, which includes a versatile variety of weights.

Both fonts are free Google Fonts. This allows for easy use on the Power Wizard site and accessibility for all site visitors.

HEADLINES

BioRhyme Regular - Sentence case
abcdefghijklmnopqrstuvwxyz /1234567890&
ABCDEFGHIJKLMNOPQRSTUVWXYZ

SUBHEADLINES

Barlow Bold - Sentence case
abcdefghijklmnopqrstuvwxyz /1234567890&
ABCDEFGHIJKLMNOPQRSTUVWXYZ

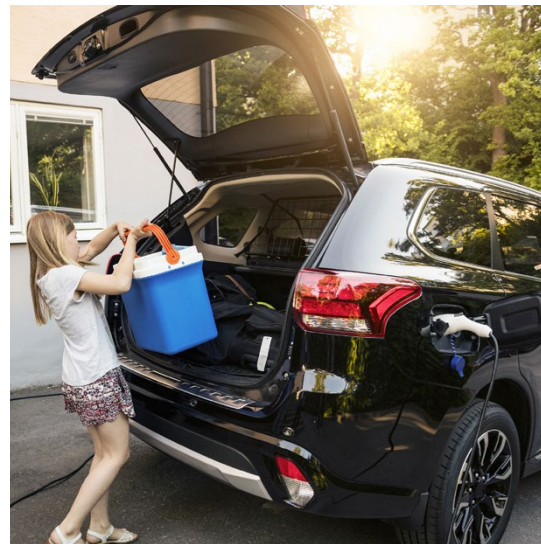
BODY COPY

Barlow Medium - Sentence case
abcdefghijklmnopqrstuvwxyz /1234567890&
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Photography

Emotionally engaging photos are powerful tools that help us express the Power Wizard brand. Subject matter focuses on people interacting with energy in everyday life.

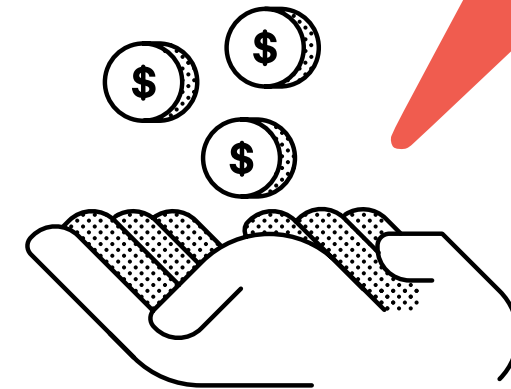
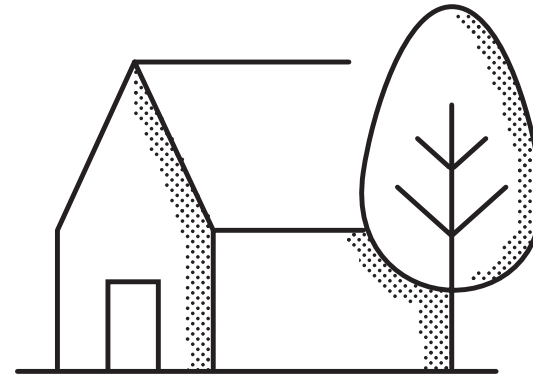
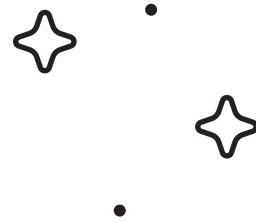
Photography should be used thoughtfully in layouts to compliment our illustrative icons and style.



Illustrations & Iconography

Icon style is simple and friendly. Icons should always be rendered in our brand dark tone, using halftones for shading. Adding magic sparkles to icons is optional. New icons may be sourced from stock sites or created by hand as long as they are consistent with this style.

Our lightning bolt graphic is to be used sparingly throughout materials, and is meant to be a color and visual accent in designs.



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Power Wizard members are saving

MacBook Pro

BRAND GOVERNANCE

Consistency is critical in building a brand. As people become acquainted with Power Wizard, they learn to recognize its brand identity. Even small shifts in messaging or visual elements can be confusing, and can degrade trust and loyalty.

Making changes to the Brand Guidelines, or veering from them, should be thoughtful and intentional. All changes should meet the following criteria before being implemented:

- **Valid Business Impact**
 - o The change will increase sales, improve loyalty, and/or broaden brand awareness.
- **Feasibility**
 - o The change can be applied across highly visible collateral with minimal interruption.
- **Operational Risk Management**
 - o The change will not result in a surge of customer questions and/or complaints.

RESPONSIBILITY

All changes to these guidelines must be reviewed and approved by key stakeholders and decision makers, including:

- Lead Copywriter
- Lead Designer
- Lead UX
- Lead Marketer
- Product Owner
- Primary Power Wizard Leadership