



Guzman Energy

Brand Book

October 2025





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Brand Strategy

Brand Strategy Framework

The Brand Strategy Framework serves as a guiding foundation for how the brand behaves and communicates. It functions as the brand's north star, defining who the brand is and why it is unique.

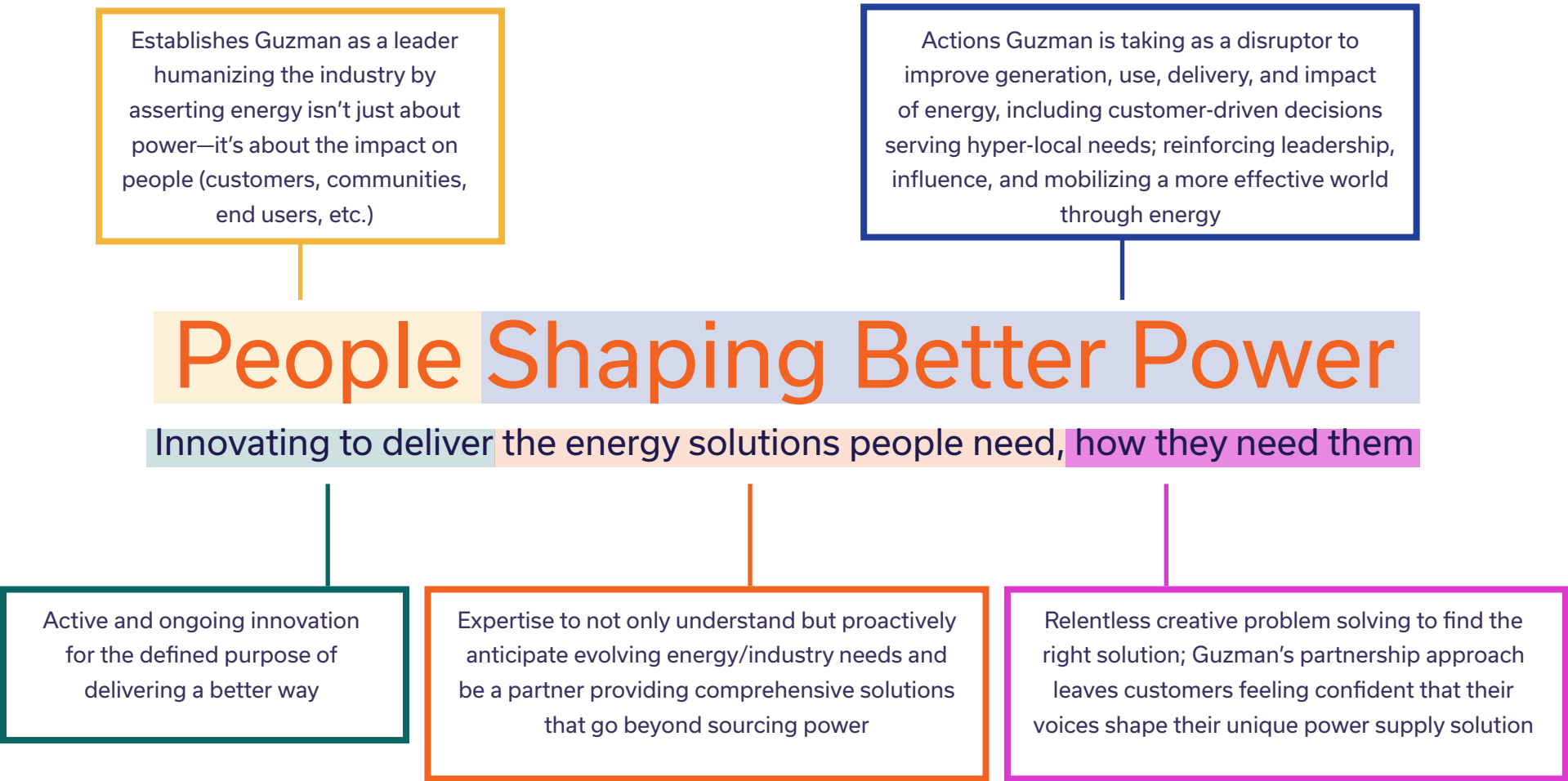
The elements within the framework are designed to work holistically and synergistically, with the Positioning—a concise yet emotive articulation of what your brand stands for—serving as the glue.

While the elements of the framework are internal, the strategic ideas should consistently drive everything the brand is and does—from sales materials and website presence all the way to business strategy and operations.

INTERNAL		INTERNAL			
TARGET TENSION	friction point or challenge that resonates across target audiences	The energy industry is experiencing unprecedented evolution and demand increase that rely upon speed and forward-thinking solutions. Energy providers can be inflexible, slow to adapt, and lack the innovation and customer-centricity required to keep pace.			
BRAND POSITIONING	the single idea that captures what the brand stands for in the hearts and minds of audiences	PEOPLE SHAPING BETTER POWER Innovating to deliver the energy solutions people need, how they need them. <i>Benefit:</i> Ensuring customers, communities, and the industry thrive.			
DIFFERENTIATION	point of difference the brand can uniquely claim	The all-in energy partner customers want to work with for a win-win solution.			
REASONS TO BELIEVE	support points to prove credibility for the brand	SOLUTIONS-ORIENTED Flexible, affordable solutions tailored to each customer’s unique needs and vision, with unmatched agility to adapt quickly and deliver at speed	HUMAN-LED Partnership rooted in transparent, fair contracting, with a strong focus on long-lasting personal relationships, proactive risk mitigation, and unwavering support	TRAILBLAZING Proven reliability powered by a track record of exceptional leadership, innovation, investment in assets, and industry influence	PURPOSE-DRIVEN Commitment to making economic and environmental sense, including tailoring power supply to support local communities and ensuring reliable, sustainable outcomes
PERSONALITY & TONE	the traits that guide how the brand communicates	PERCEPTIVE // COLLABORATIVE // GENUINE // PRAGMATIC // RELENTLESS			
BRAND CHARACTER	the set of human characteristics that give the brand a distinct persona	Courageously challenges the status quo to shape a better way. Combining fearless ambition with a relentless drive to help and solve problems—thriving on challenges, meeting them with vision, resourcefulness, and a deep sense of responsibility. With a mission not just to create something new, but to build something better.			

Brand Positioning

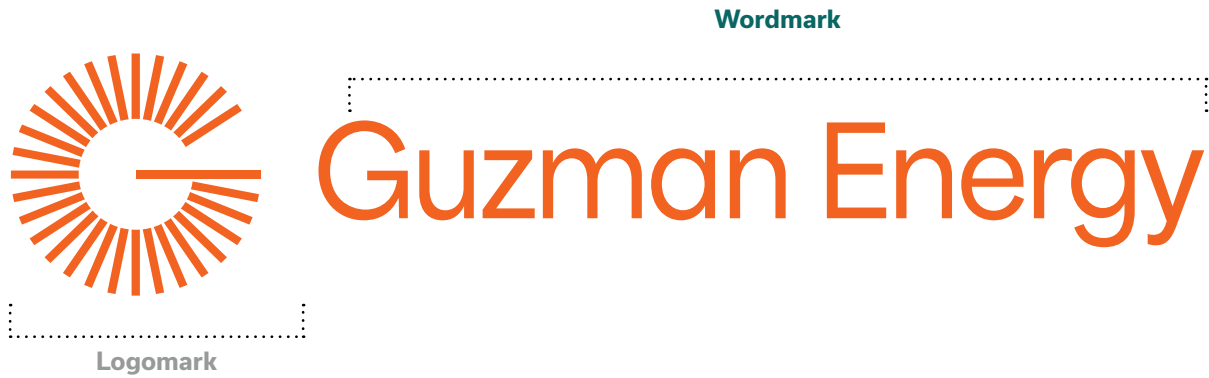
The single idea that captures what the brand stands for in the hearts and minds of audiences.



Identity System

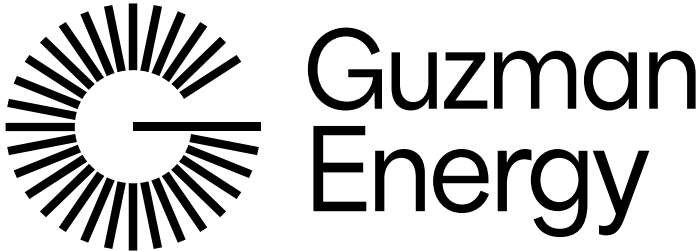
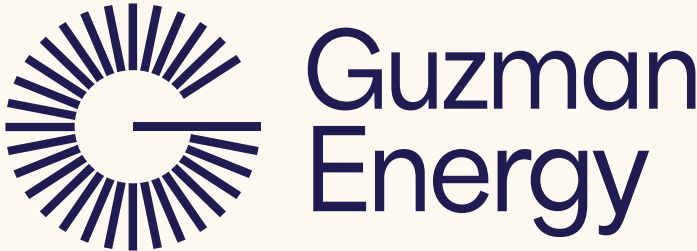
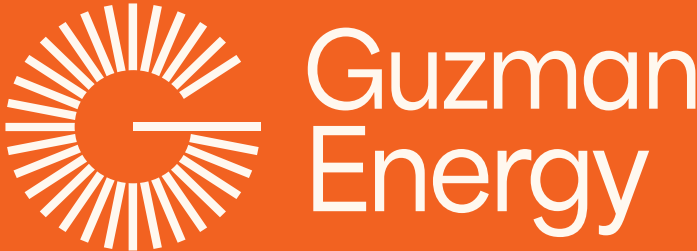
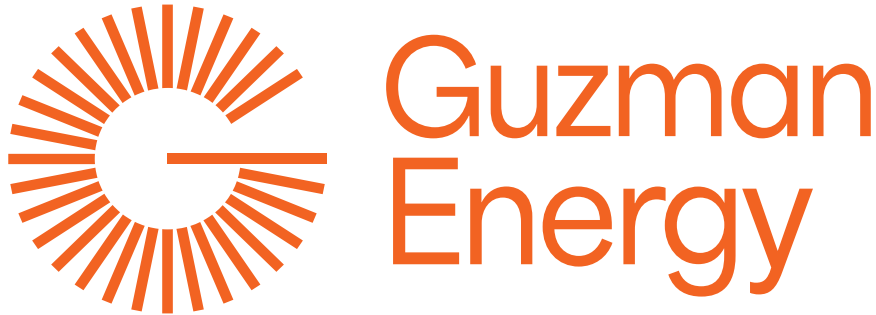
Primary Logo

The primary logo is the cornerstone of the Guzman Energy identity and should be used whenever introducing the brand. Each element—the radial “G” logomark and the wordmark—must remain in their proper relationship to preserve the integrity of the design. Consistent use of the logo reinforces recognition and strengthens the brand’s presence across all applications. Approved colors for the logo are Guzman Orange, Cream, Navy, Black, and White.



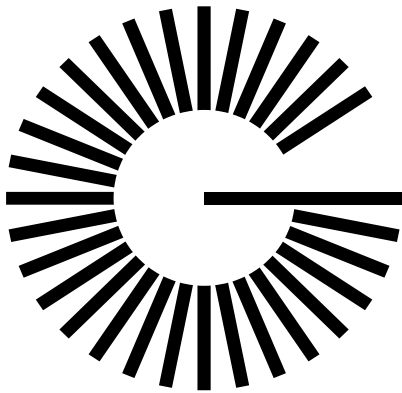
Stacked Logo

The stacked logo serves as the secondary logo for Guzman Energy. It should be used in situations where space is limited but the full “Guzman Energy” wordmark is still required. The stacked configuration maintains the relationship between the radial “G” mark and the wordmark while offering a more compact format. Approved colors for the logo are Guzman Orange, Cream, Navy, Black, and White.



Logomark

The logomark should only be used after introducing the brand with the primary logo. Use the logomark when the primary logo has previously been displayed and the space provided is better suited to the mark. Approved colors for the logomark are Guzman Orange, Cream, Navy, Black, and White.



Logo Clear Space

The protected area around the Guzman Energy logos is the width of the “n” in the wordmark and is mandatory for all identity applications to ensure no other graphic element interferes with its clarity or integrity. The protected area also marks the closest that the brand mark can come to the edge of the page or cover. Under no circumstances should the logo be placed on an edge or corner without the minimum protected area defined surrounding it.



Logo Restrictions

The integrity of the logo identity should be maintained at all times. Incorrect usage of the logos, as seen here in several examples, should be avoided.

✗



Do not rearrange the logo elements

✗



Do not change or mix logo colors

✗



Do not add strokes

✗



Do not slant

✗



Do not change the typeface

✗



Don't warp, skew, or stretch the logo

Logo Size

Minimum size refers to the smallest acceptable size that has been established to ensure legibility of the logo. Designers should always adhere to the minimum size provided here, ensuring the consistency and clarity of the brand is always expressed with confidence.

For Print		For Digital
1.75 inches wide		260px wide
1.25 inches wide		185px wide
.5 inch wide		50px wide

Understanding Logo Files

Whether it’s for a print project or a web upload, here is a simplified guide to understanding the difference in logo file types.

PNG

PNGs have transparent backgrounds which is ideal for digital placements, such as websites, photo overlays, and other similar graphics with color backgrounds.

JPG

JPGs contain a background color, typically white, making the file display like an image. Limit usage to low resolution print and digital placements where background transparency is not required.

Vector Files

SVG and .AI files can scale to any size without losing quality, making them the ideal file formats for print pieces.



Brand Elements



Brand Colors

Color is a vital element of the Guzman Energy brand identity. The primary color, Guzman Orange, reflects the company’s energy and drive. Secondary colors—Cream and Navy—add balance, stability, and contrast. Tertiary colors—Marigold, Yellow, Royal Blue, and Mist—provide flexibility for storytelling, infographics, and extended applications while ensuring cohesion.

COLOR VALUE USAGE

PANTONE/PMS

(Pantone Matching System)

Use: Offset printing

PMS colors are standardized color inks and offer the truest color match to Guzman Energy’s palette. Used for one or two-color jobs, stationery, and as spot colors on premium brochures and branded assets.

CMYK

(Cyan, Magenta, Yellow, Black)

Use: Offset and digital printing

CMYK is a process by which tiny dots of cyan, magenta, yellow, and black inks mix to make colors. Used for full-color brochures, flyers, posters, etc.

RGB

(Red, Green, Blue)

Use: Digital display

RGB is the process by which red, green, and blue combine to make colors. Used for digital display (i.e., TV and monitor) and computer applications (i.e., Microsoft Office).

HEX#

(Hexadecimal Color)

Use: Website/mobile app development

Hex is a six-digit combination of letters and numbers that represent a RGB color. Used mainly for website and app design.

GUZMAN ORANGE

PANTONE 166 C
CMYK 0, 76, 100, 0
RGB 242 / 99 / 34
HEX F26322

CREAM

PANTONE 7499 C
CMYK 0, 2, 5, 0
RGB 255 / 247 / 237
HEX FFF7ED

MARIGOLD

PANTONE 137 C
CMYK 5, 53, 100, 0
RGB 237 / 140 / 0
HEX ED8C00

YELLOW

PANTONE 1235 C
CMYK 5, 30, 87, 0
RGB 241 / 181 / 61
HEX F1B53D

NAVY

PANTONE 2768 C
CMYK 100, 100, 34, 36
RGB 27 / 25 / 81
HEX 1B1951

ROYAL BLUE

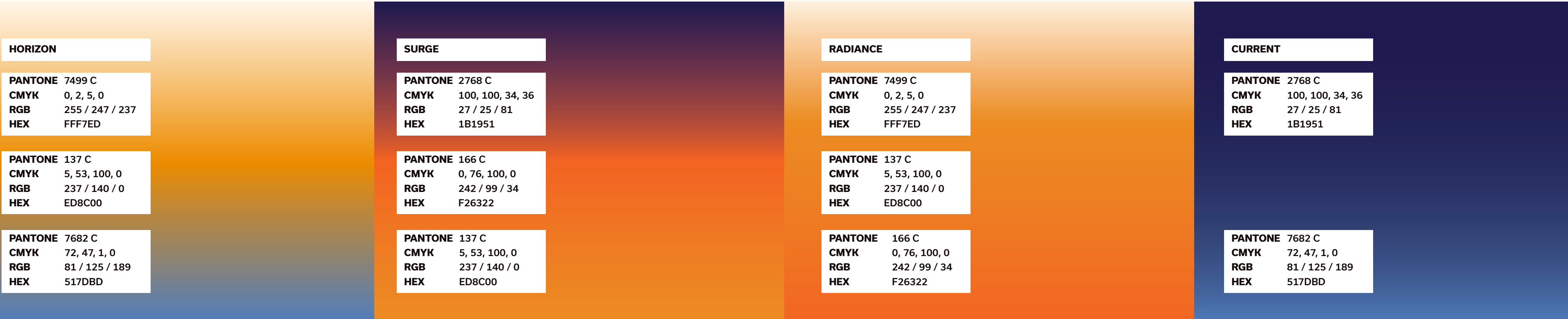
PANTONE 293 C
CMYK 100, 90, 0, 0
RGB 33 / 64 / 154
HEX 21409A

MIST

PANTONE 7682 C
CMYK 72, 47, 1, 0
RGB 81 / 125 / 189
HEX 517DBD

Gradient Treatment

Gradients reinforce Guzman Energy’s adaptability and must use only approved brand color pairings for gradients. They are always linear, never radial. Gradients may be applied to backgrounds, and large accents, with orientation flexibility. Usage must follow the color ratio and text compliance rules on the following pages.



Horizon Gradient
The Horizon gradient transitions from Mist (0%) to Marigold (50%) to Cream (100%).

Surge Gradient
The Surge gradient transitions from Marigold (0%) to Guzman Orange (50%) to Navy (100%).

Radiance Gradient
The Radiance gradient transitions from Guzman Orange (0%) to Marigold (50%) to Cream (100%).

Current Gradient
The Current gradient transitions from Mist (0%) to Navy (100%).

Brand Color Ratios

These ratios guide the balance of gradients, neutrals, and accents to ensure legibility, consistency, and clear hierarchy across all applications. By following these proportions, designers can use Guzman Energy’s bold gradients effectively without overwhelming layouts or compromising readability.

Gradient Forward

Use 70% gradient, 10% neutral, and 20% accent to showcase adaptability while keeping layouts clear and consistent. Guzman Orange should lead accent usage.



Neutral Forward

Use 70% neutral, 10% gradient, and 20% accent to maintain clarity and ensure gradients remain bold without overpowering.



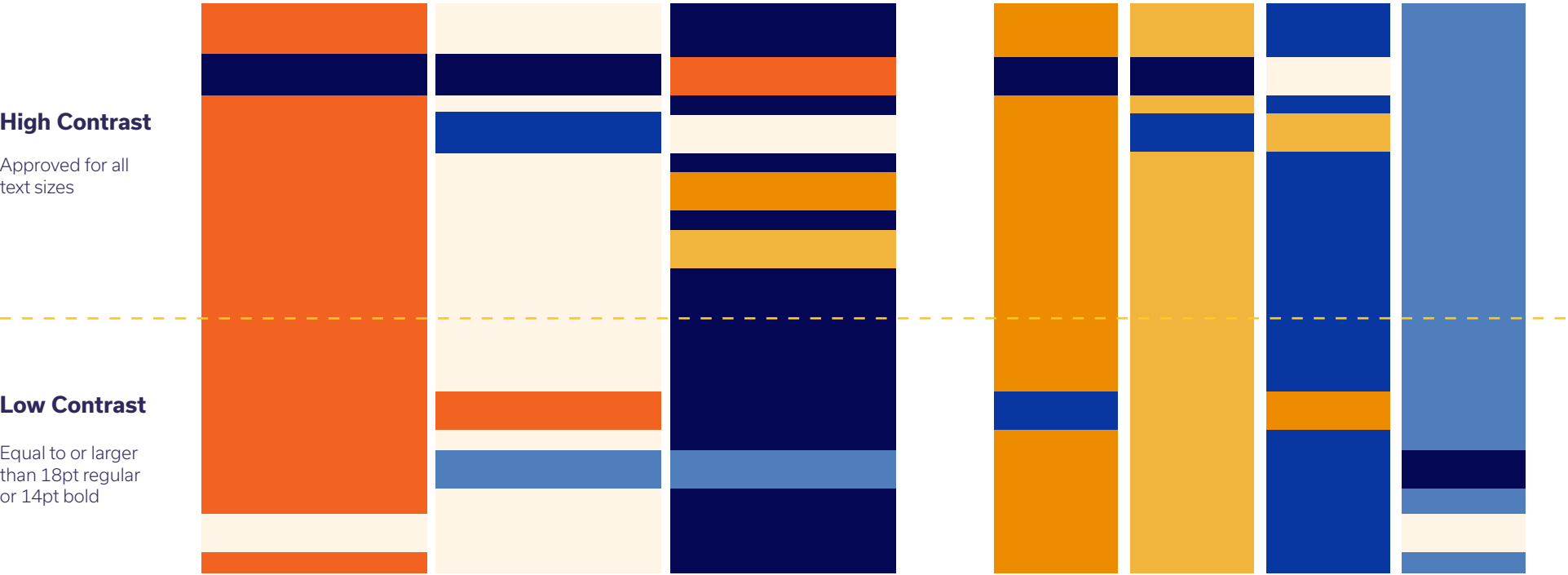
Orange Forward

Use 70% Guzman Orange, 20% neutral, and 10% gradient to spotlight the brand’s signature color while protecting legibility.



Text Color Treatment

The following combinations for text and background colors are approved for use according to WCAG 2.1 Level AA accessibility standards. The higher the color is positioned on the background, the higher the contrast of the pairing. Lower contrast pairings should be used only with larger size text (above 18pt regular).



Primary Font	Secondary Font	Supporting Font
The primary font is your default typeface and should be used within headers and titles.	The secondary font complements your primary font. This will be used on subheadings.	Your supporting font fits nicely with both the primary and secondary font. This should be used within body copy.
Usual: Is a modern sans serif with geometric balance and clean lines. Used for headers, it reinforces clarity and strength while echoing the modern style of Guzman’s logomark.	Bitter: Is a sturdy slab serif with contemporary details. As the subhead font, it provides structure while retaining a humanistic warmth that adds approachability to the brand.	Usual (Supporting): In lighter weights, Usual extends into body copy. Its legibility and versatility ensure consistency across platforms, carrying the same modern tone through longer text.
abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

System Alternative: Our brand fonts may not be accessible, due to licensing restrictions, when sharing an active document outside of the Guzman Energy network. For these instances, it’s recommended to use Arial, a system font alternative. **Arial** is available on both Mac and PC and will display consistently across all platforms.

Typography

The below examples are intended to demonstrate styling and usage amongst the brand typefaces. Sizing, leading, and color may vary depending on the layout; however, the following proportions to size, case types, and spacing should be consistently applied.

H1
Sentence Case,
Usual, -10 Tracking,
Regular

H2
Sentence Case,
Bitter, -50 Tracking,
Medium

H3
All Caps, Usual, 50
Tracking, Extra Bold

Body Copy
Sentence Case,
Usual,
5 Tracking, Regular

This is the header one

This is the header two.

THIS IS THE HEADER THREE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitationeenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. deserunt mollit anim id est laborum eu fugiat nulla pariatur. deserunt mollit anim id est laborum

Logomark Stamp Accent

The logomark stamp functions as a secondary brand accent, offering a subtle glimpse into the brand with its cropped, circular form. It must always be cut precisely in half through the center of the circle, at any angle, while maintaining its upright orientation for consistency. Unlike the arrow G stamp, the logomark is designed to float freely within layouts, serving as a bold yet understated background or corner element that enhances visual interest without overwhelming the composition. It is strictly a brand accent—never an identifier—and should not be substituted for the logo. The logomark stamp may be rendered in any approved brand color and can be layered over photography, typically at a lower opacity to ensure subtlety. It is essential that the logomark stamp is never combined with the arrow G stamp in any design application.



Do

- Cut the logomark stamp precisely in half through the exact center of the circle, at any angle
- Maintain the logomark stamp's upright orientation in every application
- Use the logomark stamp at a scale that feels deliberate and visually impactful
- Apply the logomark stamp in any approved brand color or at a reduced opacity for subtlety
- Layer the logomark stamp over photography or gradients to add depth to layouts

Don't

- Rotate or tilt the logomark stamp out of its upright orientation for any reason
- Crop the logomark stamp inconsistently; the crop must always be through the precise center
- Apply the logomark stamp at a size that appears accidental or too small to be intentional
- Combine the logomark stamp with the arrow G stamp in any context
- Use the logomark stamp as a replacement for the official Guzman Energy logo

Arrow G Stamp

The arrow G stamp is a secondary brand accent used sparingly to reinforce Guzman Energy's narrative of innovation. Taken directly from the wordmark, the "G" is anchored in the top-right corner of a design or mirrored in the bottom-left corner, and should always appear as a half-circle with the arrow, cropped horizontally. The arrow G stamp is a brand accent, not an identifier, and must never replace the logo. It should always scale larger than copy, so it reads as a graphic element, not text. The stamp may be used in any brand color treatment and can be placed over photography, often at lower opacity for subtle effect. The arrow G stamp must appear facing upward to reflect forward progress and may only face downward if it is intentionally mirrored in the bottom-left corner.



Do

- Place the arrow G stamp in the top-right corner, it can be mirrored in the bottom-left corner
- Always orient the arrow in the arrow G stamp pointing upward when it's used alone to symbolize forward progress
- Crop the "G" horizontally to reveal a half-circle with arrow
- Use at a scale larger than surrounding copy
- Apply in brand colors, at full or reduced opacity
- Layer subtly over photography or gradients

Don't

- Use in combination with the logomark stamp.
- Orient the G stamp pointing downward as a standalone
- Place it at a scale where it competes with copy.
- Float it freely in the middle of layouts
- Show the full "G" instead of the cropped half-circle
- Use it as a substitute for the official Guzman Energy logo

Iconography - Orange

A custom library of icons has been developed for Guzman Energy to thoughtfully support communication, not serve as decoration. Icons should only be created using 100% Guzman Orange, Navy, White, or Black, and must never be stretched, skewed, or otherwise manipulated. The circular outline must always be cut at the same angle as the Guzman logo, with the symbol inside appearing as a solid fill. All icons are provided as PNG, JPG, and SVG files in the approved colors, with vector Adobe Illustrator files available if scaling is required or if additional icons need to be created following the established style.



Iconography - Navy

Icons follow the established usage guidelines (see page 32). Displayed here in Navy.



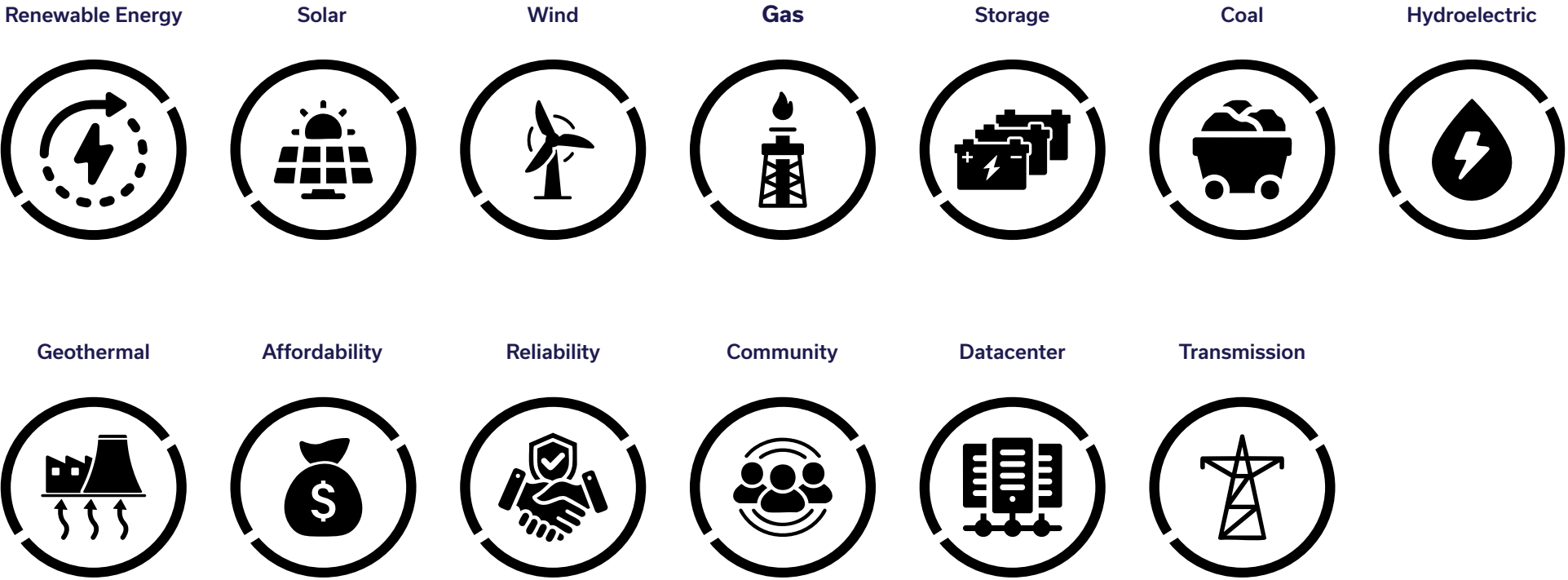
Iconography - White

Icons follow the established usage guidelines (see page 32). Displayed here in White.



Iconography - Black

Icons follow the established usage guidelines (see page 32). Displayed here in Black.



Aspirational Photography Approach

Photography should showcase Guzman Energy’s offerings in an expansive, authentic way. Focus on capturing and depicting subject of imagery with scale and impact. Incorporate natural gradients—sunrise or sunset light, sky tones, or atmospheric shifts—to echo the brand’s color story. Images should be immersive and often tightly cropped to place the viewer inside the experience and highlight Guzman Energy’s role throughout.



Do

- Capture wide, cinematic shots with strong light
- Show authentic environments (wind farms, infrastructure, people at work)
- Incorporate natural gradients in sky, light, or setting
- Crop to pull the viewer into the action

Don't

- Overuse stock and/or staged photography
- Focus on small, cluttered details
- Shoot flat light without tonal variation
- Apply heavy filters or effects

Operational Photography Approach

Operational photography brings the human side of Guzman Energy to life. Focus on employees in the office, team collaboration, and volunteer events that show authentic connection and community impact. Images should feel candid and natural—never staged—with people looking engaged and positive, but not making direct eye contact with the camera. This style reinforces the idea that Guzman Energy is already part of the journey, working alongside customers and communities every day.



Do

- Capture candid, in-the-moment shots of employees and community events
- Show people smiling, collaborating, or volunteering in natural ways
- Keep the tone warm, approachable, and human-centered

Don't

- Use posed portraits or staged corporate photography
- Show people looking directly at the camera
- Overstyle or use heavy filters that reduce authenticity



Guzman Energy Brand Support

For questions regarding usage of the
Guzman's brand assets, please contact:

Candor
info@createcandor.com
createcandor.com