



Global Energy Alliance
for People and Planet
GEAPP

GEAPP Brand Guide for Partners

July 2024



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Purpose

The aim of this Brand Guide is to support Alliance partners to utilize our story, visual assets and communications materials in our joint efforts to bring people together to transform energy.

The Guide explains the what, how and why of the Global Energy Alliance for People and Planet (GEAPP) to enable clear communication of our vision, mission and work.

It will help to establish a unified and consistent way of sharing GEAPP's work with the world and support radical collaboration with our Alliance through shared messaging and assets.



1

Brand Foundations



Our shared mission

GEAPP is a powerful Alliance of partners who are helping the world realise its existing potential by transforming renewable energy into prosperity for all by. We do this together by enabling the capture and storage of renewable energy, distributing it where it's needed, and driving prosperity through the productivity it delivers.

To accelerate a just and inclusive green transition for people and planet through radical collaboration.



Our targets

4 gigatons

future carbon emissions reduced

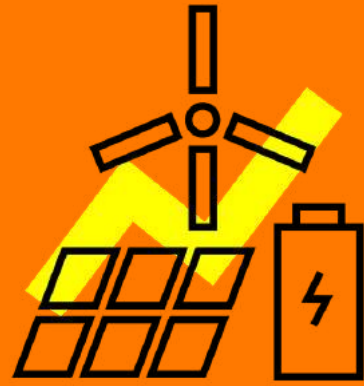
1 billion

people with clean energy access

150 million

new jobs & sustainable livelihoods

What we know



The technologies that can facilitate the transition

Battery energy storage systems that ensure a reliable and constant supply of green energy even when wind isn't blowing and the sun doesn't shine, and distributed renewable energy grids that deliver clean energy where it's needed.



The impacts the transition can have

While eliminating 4 gigatons of future carbon emissions, we can also give people access to clean energy and create new jobs and sustainable livelihoods.



The lives that can be impacted

The 3.6 billion people who live in energy poverty, but most especially women, children and other vulnerable groups in Africa, Asia, Latin America and the Caribbean.

So what can unlock a global green energy transition for everyone, everywhere?

Working to get clean energy to communities in Goma, DRC



Radical collaboration



Unlock funding



Shape policy and regulation



Scale solutions faster

Let's

Change

Energy

Together

Prosperity

- Opportunity
- Productivity
- Wellbeing

Partnership

- Collaboration
- Orchestration
- Strength in numbers

Transformation

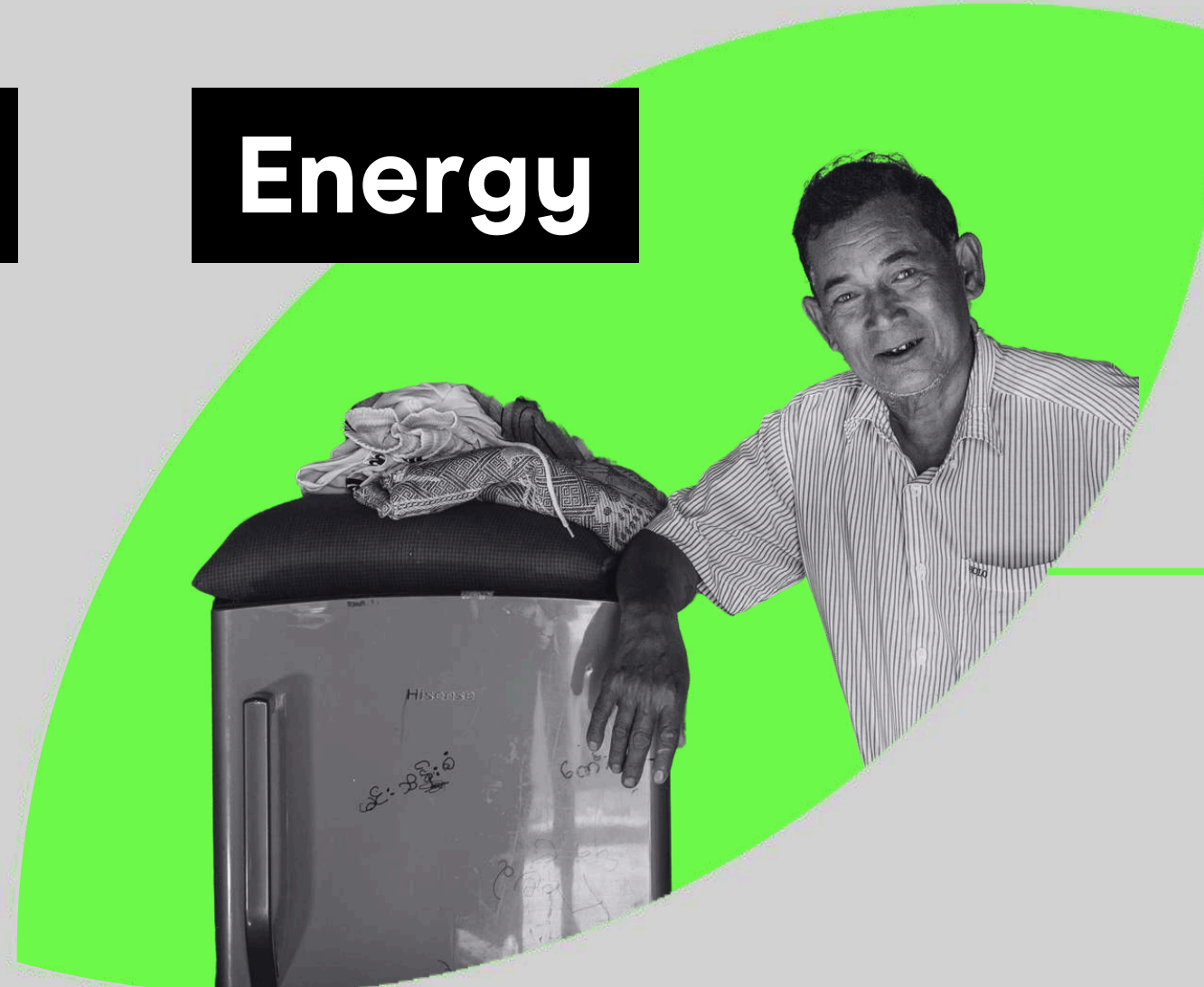
- Solutions-focused
- Dynamic
- Optimistic

Energy

- Electric
- Green
- Human

Core elements

GEAPP is a powerful alliance of partners. It's about collaboration, orchestration and synergy. Our power is strength in numbers and bringing about change because together we are greater than the sum of our parts.



We're transforming energy. **Specifically vibrant renewable, green energy, but also supporting human energy to progress.**

- And our own energy as an Alliance directed towards driving change.

The mission is a green energy transformation. The focus is on solutions that drive change for good, at scale and have the greatest impact. But it's a long process so transformation is also about work-in-progress, dynamism, optimism and collective action.



The purpose behind our mission, the end goal that keeps us moving.

- Prosperity is about greater opportunity through the productive use of green energy, leading to jobs, upskilling and individual and communal wellbeing.

Let's change energy together for...



REKIK



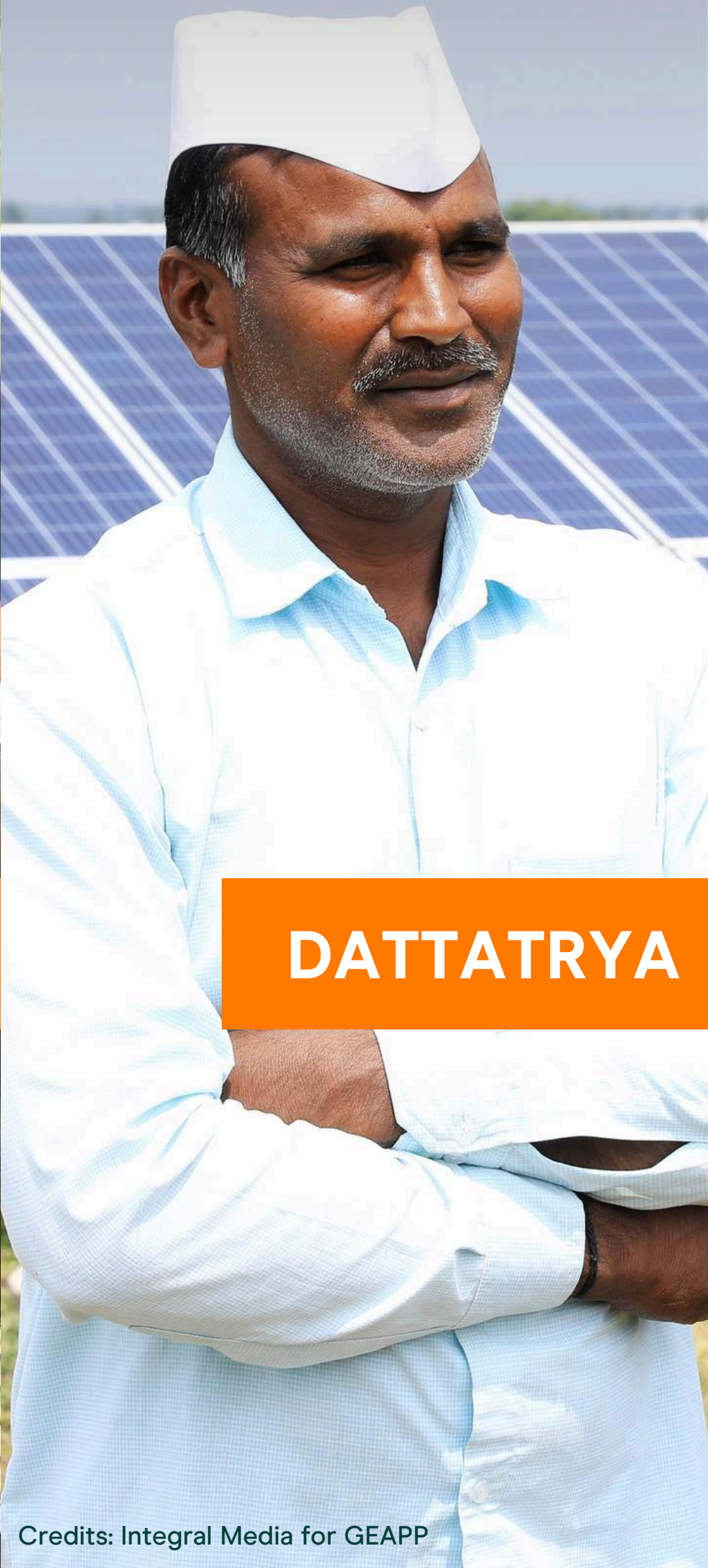
VIVIAN



NATHAN



WENDY



DATTATRYA

Credits: CLASP

Credits: Universal Energy Facility / SEforALL

Credits: Smart Power Myanmar

Credits: Nadia Todres for GEAPP

Credits: Integral Media for GEAPP

Let's change energy together for...

remote communities in Myanmar


Personalize for your own work

small-scale energy developers

Hashtag

Our rallying cry since the very beginning, #LetsChangeEnergy, is how we reflect our commitment to ongoing progress in renewable energy access and sustainable development in the digital space. It calls for collective action, emphasizing that together, we can create a sustainable, equitable future where green energy benefits people and the planet.

#LetsChangeEnergy



Our brand story

Climate change is the defining challenge of our time. And it's also the opportunity to redefine our future.

A just and sustainable future for people and planet. If we can work together with a bold, shared vision. If we embrace the urgency to act. Right now.

That's why GEAPP exists.

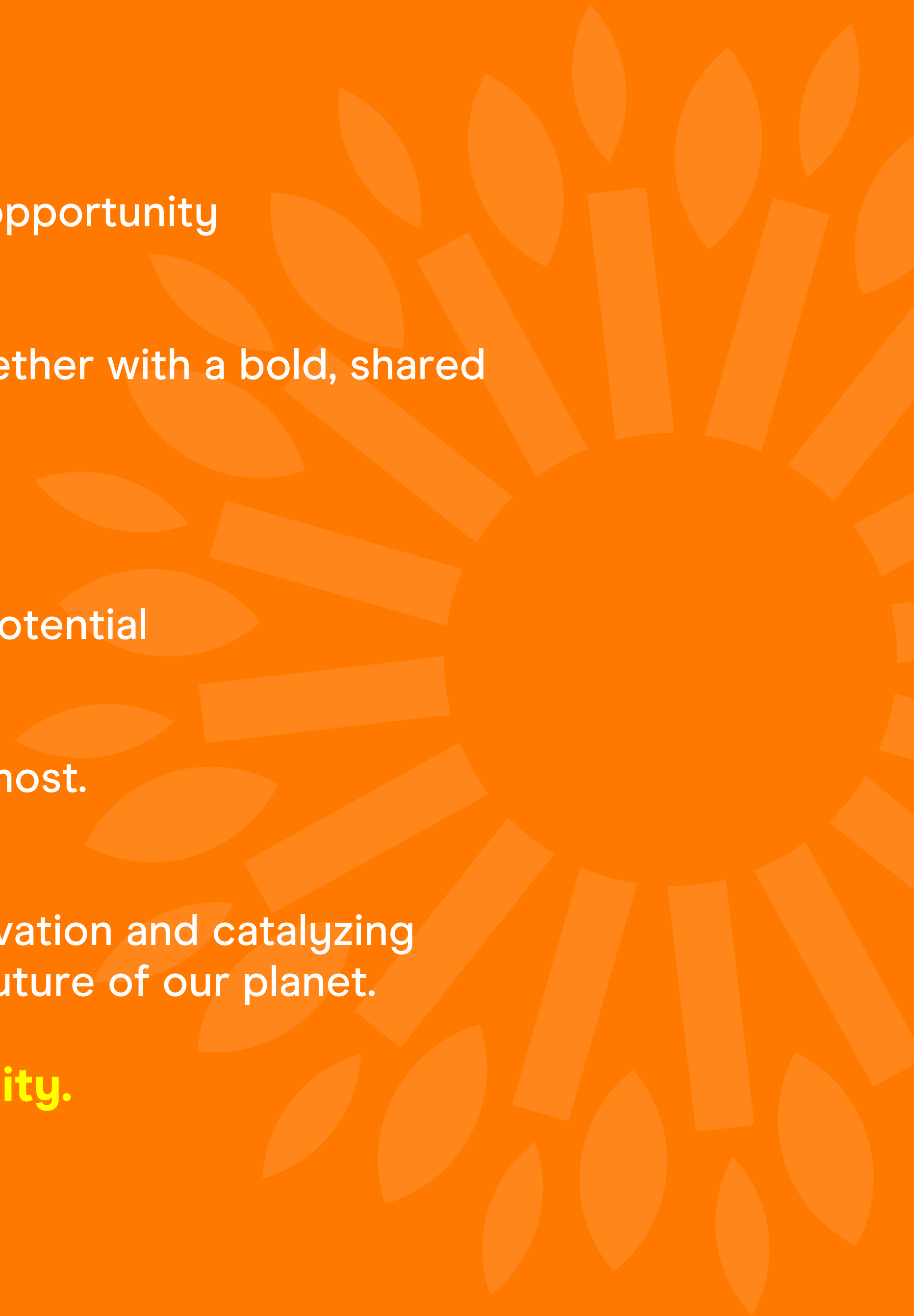
We're a powerful Alliance of partners helping the world realize its full potential by transforming renewable energy into prosperity for all.

Capturing and storing green energy. Distributing it where it's needed most. And driving prosperity through the productivity it delivers.

We're driving transformative change at scale. Testing and proving innovation and catalyzing investment in solutions that can change energy, change lives and the future of our planet.

But we need more people to join us and turn our vision into reality.

So join us. And let's change energy together.



2

Brand Visuals



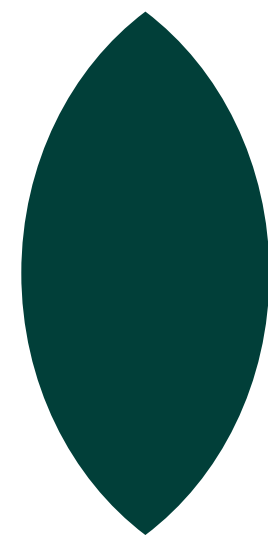
Logo symbolism

The logomark can be broken down into core elements of GEAPP, the leaf, rectangle and radial shape, which are hallmarks of our communication. An orange loading icon, made up of panels or batteries, also representing the sun and its connotations of energy, optimism and leadership, transforms into green leaves, visualizing the Alliance's vision to shift to renewable power. The leaves communicate GEAPP's quest to switch over to green energy, which is stored in the rectangles as batteries, also linking visually to solar panels. The radial shapes refer to the coming together of different organisations for a united cause, forming an Alliance.

This combination of elements communicates the quest for green energy, benefiting both people and planet.



Logo Mark



Nature



GEAPP



Alliance

Green Energy



Huddle, Team, Community



Alliance



Green Energy



Cogs
Machinery
Power

Logo use guidelines

Below are the different versions of the GEAPP logo.

Should you require its use, kindly contact comms@energyalliance.org for the necessary clearances.

Horizontal lockup



Vertical lockup



[DOWNLOAD
THE LOGOS
HERE](#)



Primary color palette

Apart from the primary dark green and GEAPP orange colors, neon Green should be utilized as a vibrant accent, calling for attention in collateral material and digital pop-ups. Tints of each color can be used for backgrounds, highlighting elements, and colorings for charts and graphs.

Use these color proportions in any layout or collateral design.



Energy

Nature

Complimentary colours



3

Alliancing in Action



Credits: Integral Media for GEAPP



What is Alliancing?

Alliancing is when multiple partners combine their strengths to deliver impact together, toward shared goals—with or without GEAPP (the organization). This is an ambitious act that our organization was built to ignite.

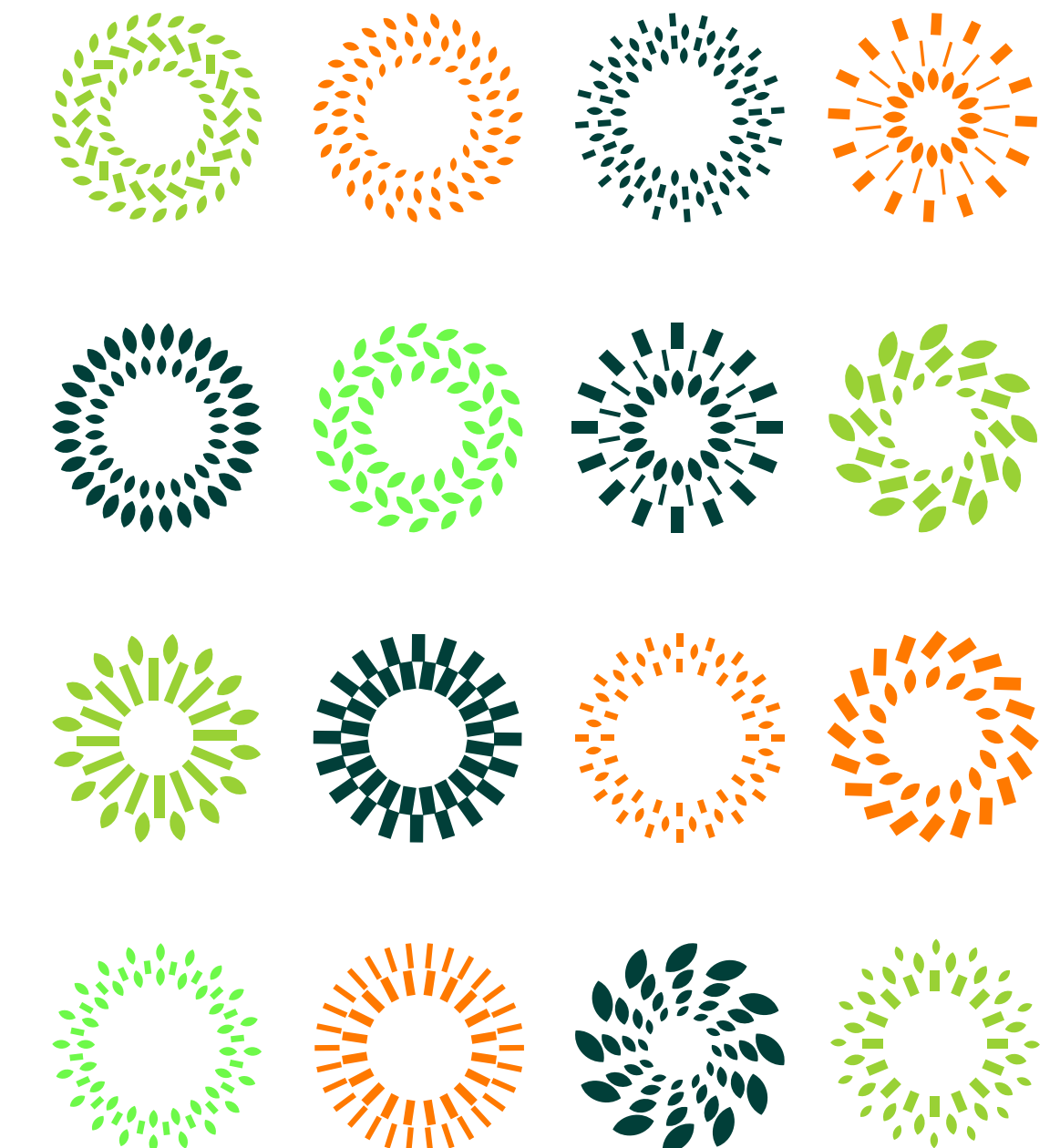
Initially, GEAPP plays an essential backbone role, but we will know we are successful if in the long run, the movement snowballs such that our involvement is no longer central, or even required, to achieve and exceed our shared carbon, access, jobs (CAJ) goals. The act of Alliancing is how we move from a hub- and-spoke model with GEAPP at the center to a powerful mesh of partners that are driving multiple initiatives to meet and exceed our CAJ goals.

We know Alliancing is happening when we experience:

- Partners clustering around an opportunity
- Alignment around specific, measurable goals and their contributions to make that happen in a joined-up way
- Together pooling in more partners, resources and influence to create irreversible momentum



THE ALLIANCE VISUALIZED





The radial represents
Alliancing in Action
between GEAPP and
our partners

**DOWNLOAD
THE ALLIANCE
RADIALS HERE**



Partnerships

The following instructions show how to create a logo lockup for a joint venture between the Alliance and a partner.

If your partner's logo is oriented horizontally, then it is recommended that you align the orientation of the GEAPP logo accordingly.

A line separates and anchors the two logos. To determine the distance between the two logos, make use of the GEAPP logomark as indicated.

When multiple partners work together we recommend arranging them in alphabetical order. A line separates and anchors the logos. To determine the distance between the two logos, make use of the GEAPP logomark as indicated.

GEAPP + 1 Partner / Horizontal logotypes



GEAPP + 1 Partner / Vertical logotypes



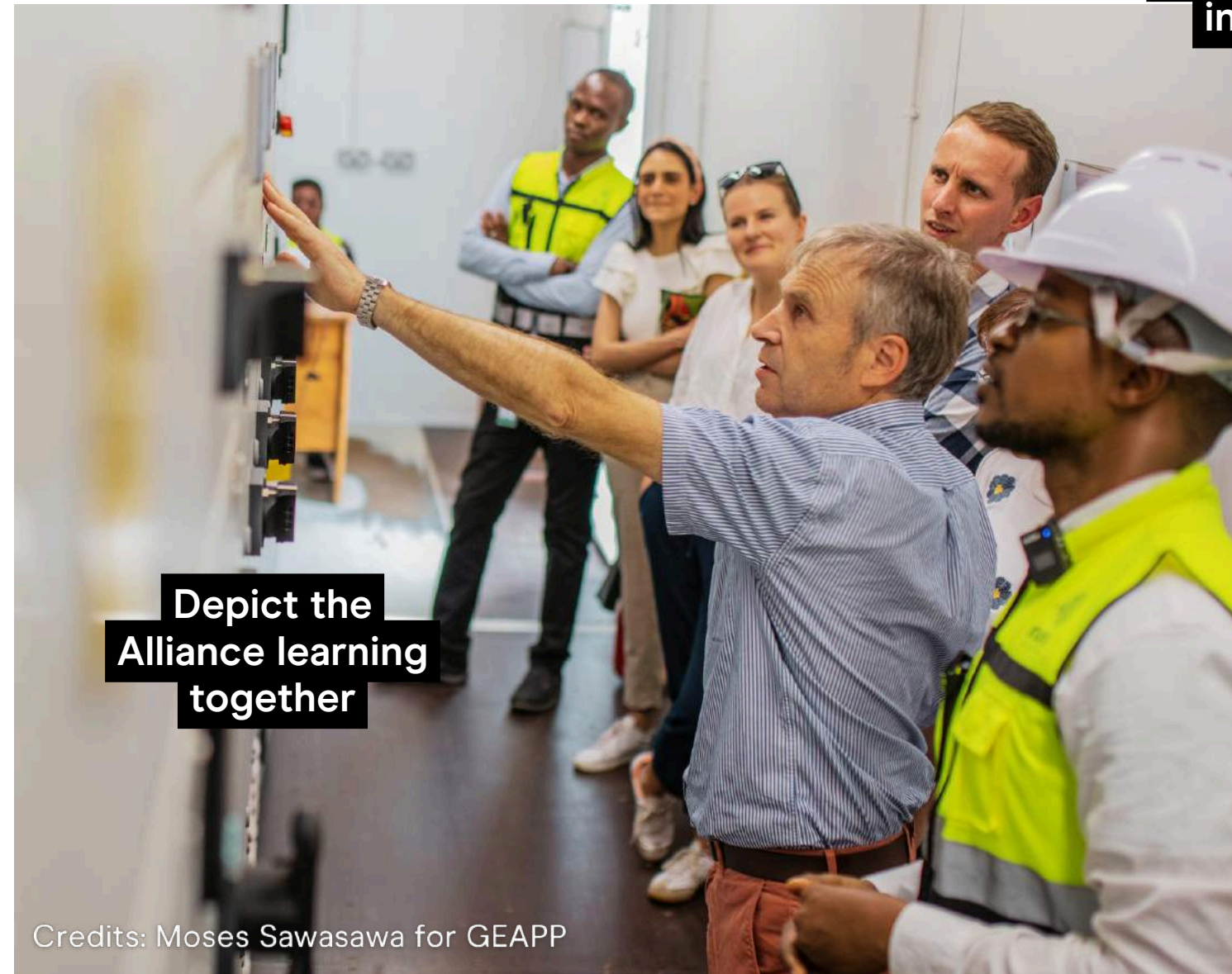
GEAPP + Multiple partners / Horizontal



GEAPP + Multiple partners / Vertical



Alliancing in photos



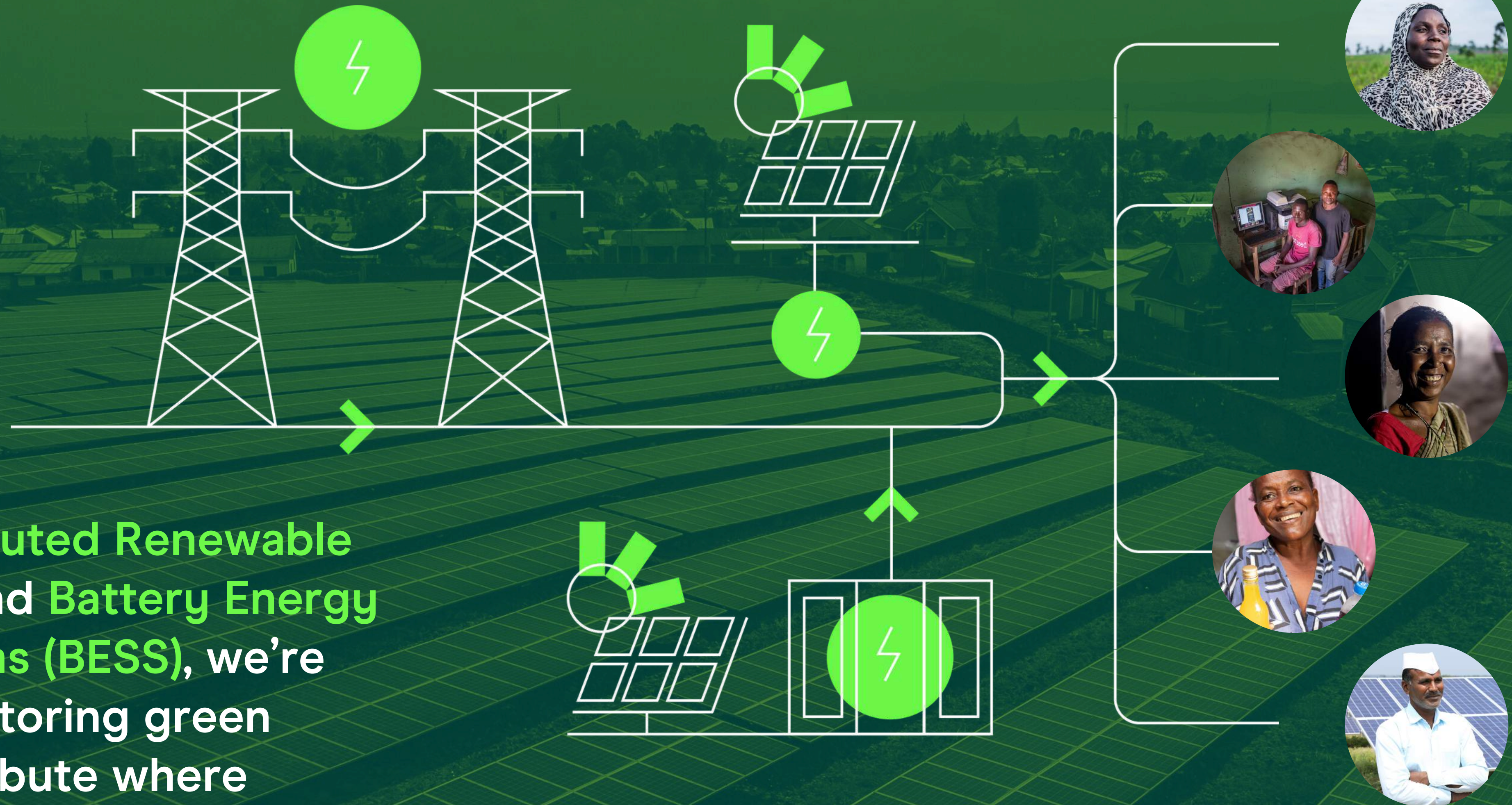
4

Showcasing Solutions



Credits: IKEA Foundation

Our Solutions



Through **Distributed Renewable Energy (DRE)** and **Battery Energy Storage Systems (BESS)**, we're capturing and storing green energy to distribute where needed—driving prosperity through increased **Productive Use of Energy (PUE)**.

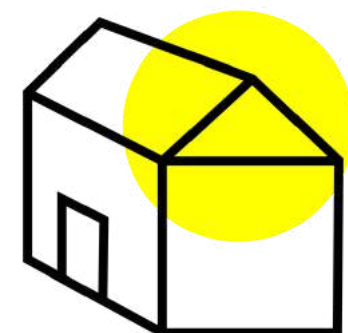
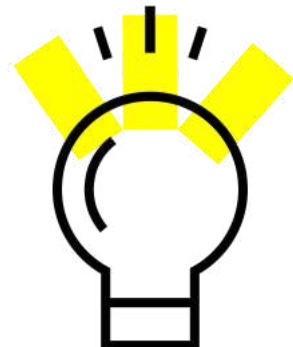
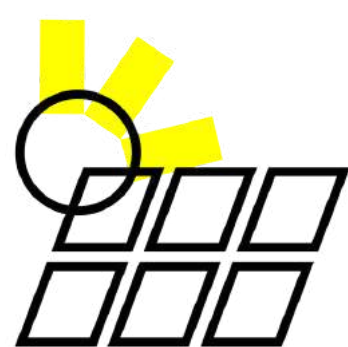
Distributed Renewable Energy (DRE)



Distributed Renewable Energy (DRE) solutions like mini, metro and mesh grids, deliver a set of small-scale electricity generators that utilize a source of renewable energy (often solar PV) and are connected to a distribution network that supplies electricity to a small, localized group of customers. Their scalability means that they can support rural populations and enterprises such as farming, light commercial, small factories, communities and schools, as well as serve urban distribution circuits.

By delivering clean energy access to those who need it most, DRE supports the economic development of half a billion people by electrifying communities faster and more affordably than any other alternatives. It makes energy cleaner, cheaper, more accessible, reliable and resilient. It transforms lives, while also eliminating the need for fossil fuels.

DRE ICONS



Why GEAPP

GEAPP is uniquely positioned to drive the adoption of DREs through our wide set of Alliance partners. We are on the ground in the countries we focus on, bringing our technical and financial expertise together with our Alliance of 50+ ecosystem leaders whose expertise, capital, and relationships can be leveraged to embed a shared strategy across the sector.

We're driving the transformation by:

- Proving the value of DREs – building catalytic projects that show how to reduce cost and make DREs the cheapest option, especially in new markets
- Building a pipeline of DRE projects – making the exponential leap from MegaWatt to GigaWatt, starting with a shared 1000MW Alliance DRE pipeline
- Creating the conditions to scale DREs – data-led policies and innovation to mobilize \$30billion investment in DREs by 2030

Battery Energy Storage Systems (BESS)



Battery Energy Storage Systems enable a reliable supply of renewable energy, driving down energy costs and eliminating the need for fossil fuels.

- They enable a reliable source of renewable energy, even when the wind doesn't blow and sun doesn't shine
- They reduce the variability of renewable energy, enabling countries to develop faster without CO2 emitting fossil fuels
- They are the key to supporting emerging markets' growth and development through clean power

BESS ICONS



Why GEAPP

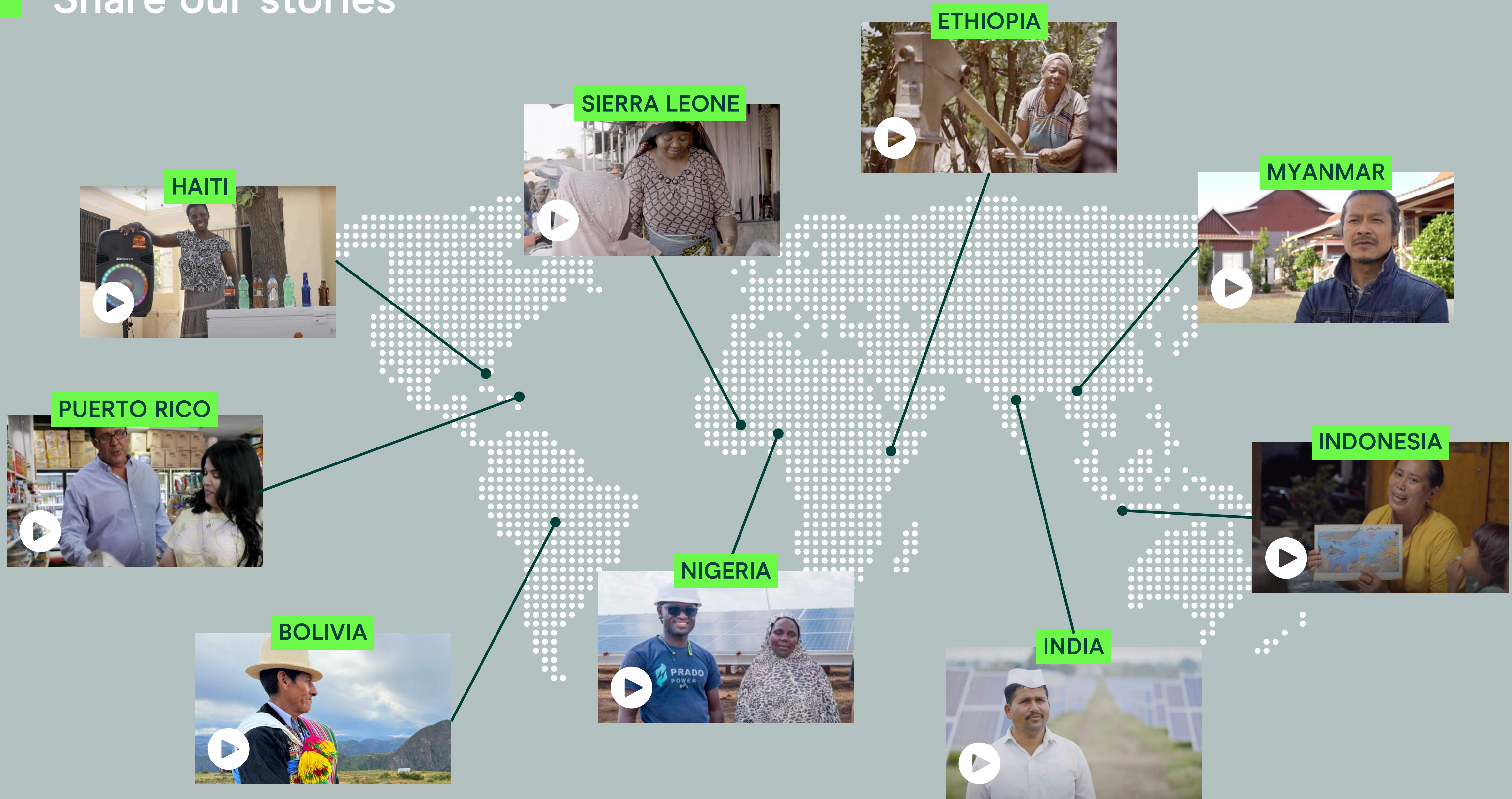
GEAPP's BESS consortium is our powerful vehicle to drive a green energy transition by addressing the challenge of green energy storage together. The Consortium has an unparalleled scale of influence in the global community as well as technical and financial partners to turn the vision into a reality.

Together we are:

- Proving the technical and commercial value of BESS - 600MW+ of projects under development across our 4 key regions
- Fostering the conditions to scale BESS - Ensuring BESS-friendly policies and regulations are in place
- Creating models for global adoption of BESS - Using GEAPP's learnings to enable a broader set of countries to support 2GW of BESS by 2026.

By 2030 we will install 5 GW of BESS across 100 countries, providing 3 billion people with cleaner energy and indirectly leading to 400GW of renewable energy displacing 1 gigaton of CO2 and creating a \$100billion BESS market.

Share our stories



HAITI

SIERRA LEONE

ETHIOPIA

MYANMAR

PUERTO RICO

NIGERIA

INDIA

INDONESIA

BOLIVIA

Contact Us

For any inquiries regarding the
Brand Guide, kindly email
comms@energyalliance.org

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Credits: Energizing Agriculture Program

