



Global Energy Alliance
for people and planet

Visual Identity Guidelines

October 2025

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1 Logo

Primary logo



Global Energy Alliance
for people and planet

Reversed logo



Global Energy Alliance

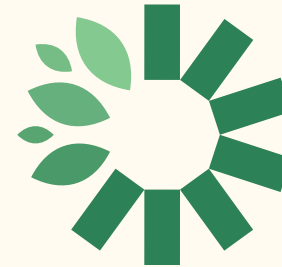
for people and planet

Logo symbolism



The Global Energy Alliance logo embodies a collective commitment to transforming the future of energy. The rectangles, evoking solar panels or batteries, gather to form the shape of the sun that powers them, while their transition into green leaves reflects the shift toward renewable, sustainable energy sources that safeguard the planet. The growing leaves within this dynamic system also symbolize how clean energy can drive economic growth.

The radial structure of the mark conveys equality and collaboration, with every element, whether panel or leaf, holding equal importance in the composition. By converging around a shared center, the symbol illustrates how inclusive solutions are built collectively by an Alliance, delivering benefits for all people and the planet.



Global Energy Alliance
for people and planet

Logo variants



We have two variants of our logo:
Horizontal and **Vertical**.

Either variant can be used depending on which is the better fit for the space in which the logo will be displayed.

The **Logo Mark** can be used by itself in special instances, for example as an avatar in social media, or as a standalone graphic. If the logo mark is used separately from the logo type, the instance must still be clearly connected to Global Energy Alliance — either through the additional presence of the logotype, or the organization name written out plainly.

The full suite of logo files is available to [download here](#).



Horizontal Logo

Minimum Width – Print: 24mm (1”) / Digital: 120px



Vertical Logo

Minimum width – Print: 18mm (0.75”) / Digital: 90px



Logo Mark

Minimum width – Print: 6mm (0.25”) / Digital: 30px

Logo colors



Global Energy Alliance
for people and planet

Primary

Use only on White backgrounds or 0-20% tints of Solar Yellow or Warm Sand.



Global Energy Alliance
for people and planet

Reversed

Use only on Black or Forest Green backgrounds.



Global Energy Alliance
for people and planet

Forest Green

Use on light color backgrounds.



Global Energy Alliance
for people and planet

Solar Yellow (5%)

Use on dark color backgrounds.



Global Energy Alliance
for people and planet

White

Use on dark backgrounds only when color is unavailable.



Global Energy Alliance
for people and planet

Black

Use on light backgrounds only when color is unavailable.

Logo clear space



The rectangle shown surrounding the logo indicates a minimum clear space. No text or image should be allowed within this area to maintain the integrity of the logo.

The size of the rectangle that defines the clear space around the logo is identical in size to the rectangles within the logo mark.



Incorrect logo usage



Please treat our logo with care. Here are a few tips of what **not** to do.



Global Energy Alliance
for people and planet

Never re-color the logo



Global Energy Alliance
for people and planet

Never crop the logo



Global Energy Alliance
for people and planet

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for people and planet

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Global Energy Alliance
for people and planet

Never use the logo as a watermark



Global Energy Alliance
for people and planet

Never rotate the logo



Global Energy Alliance

Never omit any elements of the logo



Global Energy Alliance
for people and planet

Never re-arrange logo elements



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for people and planet

Never alter the logo proportions



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for people and planet

Never add visual effects to the logo



Global Energy Alliance
for people and planet

Never stretch, compress or skew
the logo



Global Energy Alliance
for people and planet

Never adjust the transparency of
the logo



Global Energy Alliance
FOR PEOPLE AND PLANET

Never re-typeset or re-draw any
elements of the logo



Global Energy Alliance
for people and planet

Never place the logo over the
subject of an image

Partnership logo lockups



One partner

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

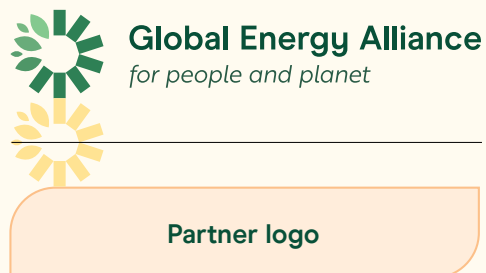
If the partner's logo is oriented horizontally, then it is recommended that you align the orientation of the Global Energy Alliance logo accordingly.

A line separates and anchors the two logos. To determine the distance between the two logos, make use of the Global Energy Alliance logo mark as indicated.

Example: Vertical logo lockup



Placement: Vertical logo lockup



Example: Horizontal logo lockup



Placement: Vertical logo lockup



Partnership logo lockups



Several partners

The following instructions show how to create a logo lockup for a joint venture between the alliance and multiple partners.

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 Global Energy Alliance logo mark as indicated.

Depending on format the logos can be displayed vertically or horizontally. Horizontally arranged logos should align along the horizontal center line, vertically aligned logos should left align.

Example: Horizontal logo lockup



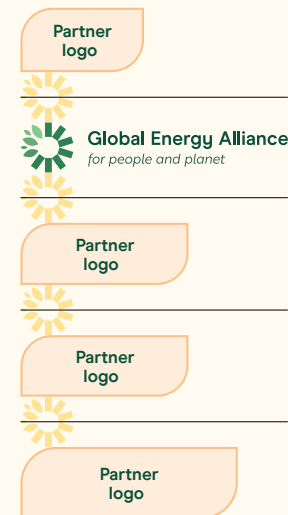
Placement: Horizontal logo lockup



Example: Vertical logo lockup



Placement: Vertical logo lockup





2 Colors

Accessibility



Accessibility is an important priority for us. Careful consideration and selection of color must be taken when applying color to text or to backgrounds with text sitting in the foreground.

The colors listed in these Visual Identity Guidelines include indicators specifying which ones are accessible as foreground and background colors when text is involved. Two example explanations of this indicator are shown on the right.

We are currently aiming to meet AA color contrast ratings for color as applied to text.

When applying tints, please use the following tool to determine if the color combination achieves AA contrast compliance in the case where text is used:

www.webaim.org/resources/contrastchecker

Forest Green
Pantone 3305 C

HEX	#084f38
RGB	8, 79, 56
CMYK	89, 42, 81, 43

Aa Aa Aa Aa
Aa Aa Aa Aa

As a **foreground color** applied to text, Forest Green can sit on top of these background colors to achieve AA contrast rating.

As a **background color**, Forest Green can support these text colors sitting on top to achieve AA contrast rating.

Solar Yellow
Pantone 3514 C

HEX	#fdce07
RGB	253, 206, 7
CMYK	1, 18, 100, 0

Aa Aa
Aa Aa

As a **foreground color** applied to text, Solar Yellow can sit on top of these background colors to achieve AA contrast rating.







As a **background color**, Solar Yellow can support these text colors sitting on top to achieve AA contrast rating.

Primary color palette



These are the core colors that represent our visual identity. They can be used on their own, or in combination with each other and/or our secondary colors.

The use of tints to soften these colors is permitted and encouraged.

Forest Green Pantone 3305 C HEX #084f38 RGB 8, 79, 56 CMYK 89, 42, 81, 43 	Solar Yellow Pantone 3514 C HEX #fdce07 RGB 253, 206, 7 CMYK 1, 18, 100, 0 	Earth Clay Pantone 7573 C HEX #aa6227 RGB 170, 98, 39 CMYK 26, 66, 100, 14 
Verdant Green Pantone 4208 C HEX #2e8055 RGB 46, 128, 85 CMYK 82, 28, 81, 12 	Mint Green Pantone 2268 C HEX #84c98f RGB 132, 201, 143 CMYK 50, 0, 58, 0 	Warm Sand Pantone 713 C HEX #fcc089 RGB 252, 192, 137 CMYK 0, 28, 49, 0 

Extended color palette



Primary colors

Secondary colors

<p>Forest Green</p> <p>Pantone 3305 C</p> <p>HEX #084f38</p> <p>RGB 8, 79, 56</p> <p>CMYK 89, 42, 81, 43</p> <p>Aa Aa Aa Aa</p>	<p>Solar Yellow</p> <p>Pantone 3514 C</p> <p>HEX #fdce07</p> <p>RGB 253, 206, 7</p> <p>CMYK 1, 18, 100, 0</p> <p>Aa Aa</p>	<p>Earth Clay</p> <p>Pantone 7573 C</p> <p>HEX #aa6227</p> <p>RGB 170, 98, 39</p> <p>CMYK 26, 66, 100, 14</p> <p>Aa</p>	<p>Desert Rose</p> <p>Pantone 7419 C</p> <p>HEX #bf4f59</p> <p>RGB 191, 79, 89</p> <p>CMYK 10, 79, 51, 15</p> <p>Aa</p>	<p>Faded Dewberry</p> <p>Pantone 5135 C</p> <p>HEX #8c5983</p> <p>RGB 140, 89, 131</p> <p>CMYK 52, 76, 28, 1</p> <p>Aa</p>	<p>Ocean Blue</p> <p>Pantone 7699 C</p> <p>HEX #2a6a86</p> <p>RGB 42, 106, 134</p> <p>CMYK 86, 51, 33, 9</p> <p>Aa</p>
<p>Verdant Green</p> <p>Pantone 4208 C</p> <p>HEX #2e8055</p> <p>RGB 46, 128, 85</p> <p>CMYK 82, 28, 81, 12</p> <p>Aa</p>	<p>Mint Green</p> <p>Pantone 2268 C</p> <p>HEX #84c98f</p> <p>RGB 132, 201, 143</p> <p>CMYK 50, 0, 58, 0</p> <p>Aa Aa</p>	<p>Warm Sand</p> <p>Pantone 713 C</p> <p>HEX #fcc089</p> <p>RGB 252, 192, 137</p> <p>CMYK 0, 28, 49, 0</p> <p>Aa Aa</p>	<p>Coral Pink</p> <p>Pantone 4067 C</p> <p>HEX #f7a4ac</p> <p>RGB 247, 164, 172</p> <p>CMYK 0, 44, 18, 0</p> <p>Aa Aa</p>	<p>Lavender Mist</p> <p>Pantone 2635 C</p> <p>HEX #c7b8da</p> <p>RGB 199, 184, 218</p> <p>CMYK 20, 27, 0, 0</p> <p>Aa Aa</p>	<p>Sky Blue</p> <p>Pantone 3242 C</p> <p>HEX #8bcdd2</p> <p>RGB 139, 205, 210</p> <p>CMYK 44, 2, 18, 0</p> <p>Aa Aa</p>

The secondary palette supports the primary colors, adding range for applications such as maps, charts and data visualizations. These colors are intended to be used in conjunction with the primary palette, but **never on their own**.

Tints



Using tints of the brand colors enables the brand's identity to adapt its tone of voice to suit different audiences and communication channels.

For example, the vibrant energy of Solar Yellow can be used to capture attention on social media, while more subdued shades may be better suited to convey a professional, corporate tone in publications aimed at donors.

When applying tints, please use the following tool to determine if the color combination achieves AA contrast compliance in the case where text is used:

www.webaim.org/resources/contrastchecker

Forest Green	90% #285a45	80% #3e6652	70% #527261	60% #658170	50% #7a9082	40% #90a195	30% #a7b4ab	20% #c0c8c2	10% #dbdfdb	5% #eaece9
Verdant Green	90% #478862	80% #5c916f	70% #6f9b7c	60% #80a58a	50% #93b099	40% #a6bdaa	30% #b9cabb	20% #ced8ce	10% #e3e8e3	5% #eff2ef
Mint Green	90% #90cd98	80% #9dd2a2	70% #a9d7ad	60% #b5dcb7	50% #c1e1c3	40% #cce7ce	30% #d8ecd9	20% #e4f2e4	10% #f0f8f0	5% #f6fbf6
Solar Yellow	90% #fed132	80% #ffd650	70% #ffda69	60% #ffde7f	50% #ffe393	40% #ffe8a8	30% #ffedbc	20% #fff2d1	10% #fff7e5	5% #fffff0
Earth Clay	90% #b16d34	80% #b77945	70% #be8657	60% #c6946a	50% #cea27d	40% #d6b292	30% #dec2a9	20% #e7d3c1	10% #f0e6db	5% #f7f0ea
Warm Sand	90% #fdc693	80% #fdcc9e	70% #fed2a9	60% #fed8b4	50% #fedebf	40% #fee3ca	30% #ffead6	20% #fff0e1	10% #fff6ee	5% #fffaf5
Desert Rose	90% #c45f64	80% #c96e70	70% #cf7d7d	60% #d48c8b	50% #da9d9a	40% #e0aeab	30% #e6bfb3	20% #edd2ce	10% #f4e5e3	5% #f9f0ee
Coral Pink	90% #f7acb3	80% #f8b5ba	70% #f9bec2	60% #fac7c9	50% #fbd0d1	40% #fcd9d9	30% #fde1e1	20% #feeaea	10% #fef3f2	5% #fff8f8
Faded Dewberry	90% #94668c	80% #9d7395	70% #a7809f	60% #b18fa9	50% #bb9eb5	40% #c7afc1	30% #d3c1cf	20% #dfd3dc	10% #ede7eb	5% #f5f1f3
Lavender Mist	90% #ccbadd	80% #d1c4e1	70% #d6cbe4	60% #dbd1e8	50% #e0d8eb	40% #e5dfef	30% #ebe6f3	20% #f0edf6	10% #f6f4fa	5% #faf9fc
Ocean Blue	90% #43738f	80% #577e97	70% #6a89a1	60% #7c95ab	50% #8ea2b6	40% #a1b1c1	30% #b6c1ce	20% #cbd2db	10% #e2e5ea	5% #eff0f3
Sky Blue	90% #97d1d5	80% #a2d6d9	70% #aedadd	60% #b9dfe1	50% #c4e4e6	40% #cfe9ea	30% #daeeee	20% #e6f3f3	10% #f1f8f8	5% #f7fbfb



3 Typography

Primary typeface



We use the typeface **Modern Era** on all of our branded materials — both print and digital.

The typeface is bold, geometric, human, and variable. Modern Era is a sans-serif type family consisting of 12 styles ranging from Light to Black with corresponding italics.

Modern Era is distinctive for its large x-height, low stroke contrast, pronounced arcs, beveled stroke joints and its contrast of wider circular characters with narrower characters. These features give what was initially conceived as a functional typeface an idiosyncratic, friendly character making it equally suited for body copy and display type.

The character set supports over 60 languages.

Modern Era is available to [download here](#).

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789**

Modern Era Light

Modern Era Light Italic

Modern Era Regular

Modern Era Italic

Modern Era Medium

Modern Era Medium Italic

Modern Era Bold

Modern Era Bold Italic

Modern Era Extra Bold

Modern Era Extra Bold Italic

Modern Era Black

Modern Era Black Italic

Avoid and avert billions of tons of carbon.

Reliable energy access for millions of people.

Create tens of millions of green jobs.

Generate economic growth.

Advance gender equity.

Improve health outcomes.

Avoid and avert billions of tons of carbon.

Reliable energy access to millions of people.

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Improve health outcomes.

Secondary typeface



Modern Era Mono is a slab serif mono spaced variant of Modern Era. It should be used for the typesetting of captions.

Modern Era Mono is available to [download here](#).

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Modern Era Mono Regular

Modern Era Mono Medium

Modern Era Mono Bold

Modern Era Mono Extra Bold

Avoid and avert billions of tons of carbon.

Reliable energy access for millions of people.

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Generate economic growth.

Fallback typeface



Figtree is the fallback font for Modern Era. Please try and install Modern Era on your computer and use for all Global Energy Alliance communications. However, if Modern Era is not available to you please use Figtree.

Figtree is [freely available from Google Fonts](#) under an open-source license.

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789**

Figtree Light
Figtree Light Italic
Figtree Regular
Figtree Italic
Figtree Medium
Figtree Medium Italic
Figtree Bold
Figtree Bold Italic
Figtree ExtraBold
Figtree ExtraBold Italic
Figtree Black
Figtree Black Italic

Avoid and avert billions of tons of carbon.
Reliable energy access for millions of people.
Create tens of millions of green jobs.
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Improve health outcomes.
Avoid and avert billions of tons of carbon.
Reliable energy access to millions of people.
Create tens of millions of green jobs.
Generate economic growth.
Advance gender equity.
Improve health outcomes.

Typographic hierarchy



Use **Modern Era ExtraBold** or **Black** for headings, depending on size.

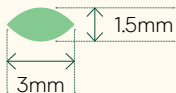
Use **Modern Era Bold** or **ExtraBold** for subheadings, depending on size.

Use Modern Era Light for body copy.

Use **Modern Era Medium** for hyperlinks, and always underline the link.

Use **Modern Era Bold** to emphasize an important point.

Leaf shape for bullet points



This is an example of how we style our headings

This is an example of how we style subheadings

This is how we style body copy. At facid molores doluptis magnam cam imincid qui nos aut expliquia iliquo et ist aciis destincias aliquam ad es estium est acepror anis jum aute nem invelessin nis re ne pe ommolupta pla comnis dolorep udition sequi sus sit inus quiaectotati aut expel inullectae volorep udipsam volori dit ditatem volum, tempossequi aut ommoluptatus.

This is how we style hyperlinks. Dempelis et eatia aut a qui.

Vivamus orci magna, ultricies sed fringilla vel, finibus vitae felis. Nulla mauris elit, aliquet sodales lacus et, mattis tempor lacus. Aliquam id luctus ligula, non lobortis nunc. Sed diam dui, egestas ut nulla ut, euismod suscipit metus.

Sed aliquet nec dolor ut eleifend. Integer condimentum nunc ac ante consequat, eu rutrum justo semper.

- This is how we style bullets
- Aliquam id luctus ligula, non lobortis nunc
- Sed diam dui, egestas ut nulla ut, euismod suscipit metus

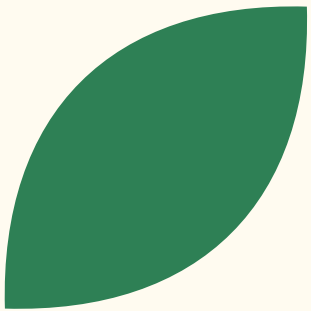


4 Brand elements

Core building blocks



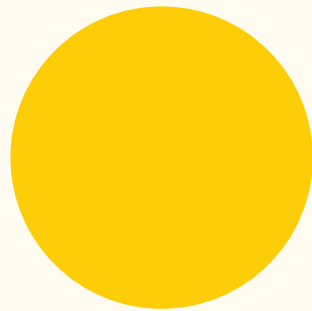
These four shapes are the foundation of our visual identity. Together, they form an alliance of concepts that directly represent our shared mission and goals.



Nature

A kinetic, leaf-like form.

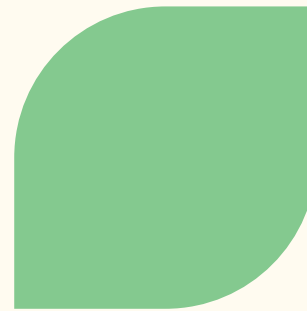
This shape embodies the renewable energy found in the natural world and our connection to the planet we are working to protect. It signifies both kinetic energy (a leaf blowing in the wind) and our responsibility to use the Earth's resources wisely and sustainably.



Energy

A perfect circle, reminiscent of the sun.

This shape represents solar energy and the boundless opportunity it brings to create jobs, grow the economy and improve lives. Its circular form symbolizes community, collaboration and the shared benefits of clean energy access for all.



Transition

A dynamic, balanced form, positioned between the sun (Energy) and the panel (Technology).

This shape signifies a fast and fair energy transition. Its forward motion conveys speed and progress, while its symmetry expresses balance, equity and shared prosperity in the essential shift to renewables.



Technology

A structured, grounded rectangle.

This shape represents the modern technologies—solar panels, batteries and digital systems—that build the grids of the future. It embodies the innovation that enables renewable integration and reliable access to clean energy.

Image frames



All images must be framed within one of the four building blocks.



To draw focus, subjects may be positioned to break or protrude from the defined frame.



Backgrounds may be simplified by applying a color wash or replacing them with a solid color where a clean aesthetic is desired.



The frames can be rotated or mirrored to fit different images and layouts.

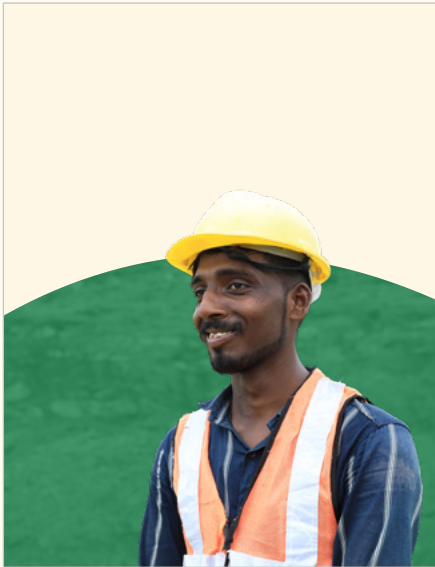


The Transition and Technology frames can be stretched, but the Nature and Energy frames must maintain their existing proportions.

Image frame positioning

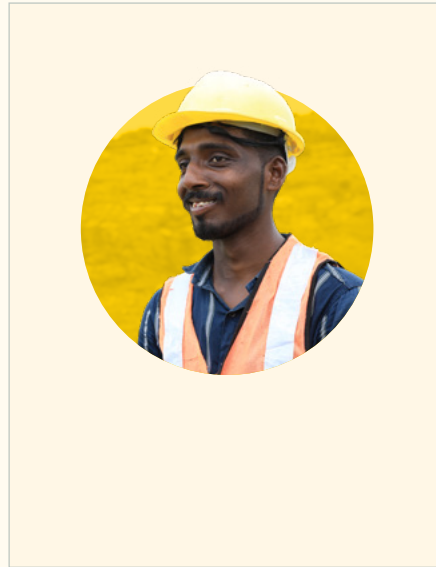


Image frames can be positioned in one of four different ways:



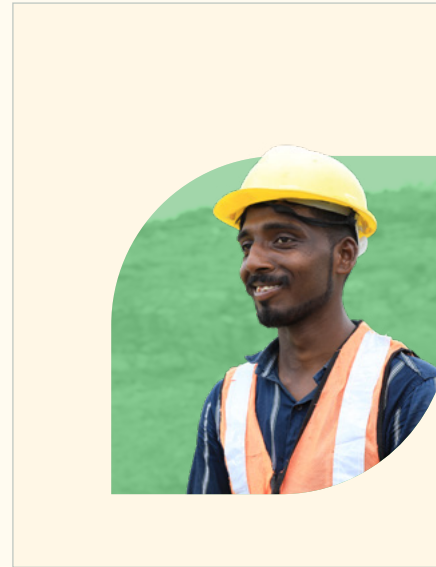
Cropped within page bounds

The image frame is cropped to fit neatly within the page layout.



Floating within margins

The image frame is placed freely within the margins.



Pinned to edge or corner

The image frame is anchored to a chosen edge or corner of the page.



Full bleed image

The image frame expands to cover the entire page area.

Incorrect image frame usage



Never overlay an image with decorative accents.



Never overlay an image with radial patterns.



Never rotate an image within the frame.



Never stretch or distort an image within the frame.



Never crop part of the subject's face out of an image.



Never place text over the subject of an image.



Never stretch or distort the Nature (leaf) image frame



Never stretch or distort the Energy (circle) image frame.

Alliance symbol



The logo mark (alliance symbol) is more than just a component of the full logo. It serves as the primary graphical representation of the Alliance within the visual identity and can be used as a standalone graphic element.

Application guidelines:

When incorporating the alliance symbol into a design, particularly as a background element behind images or text:

- the symbol must be presented subtly
- its size, transparency or color should be adjusted so that it never distracts from the main subject or diminishes the legibility of the design.



Background textures



Background textures are a powerful tool to introduce depth and visual interest to our designs. When used correctly, they can reinforce the brand's narrative while maintaining clarity.

Application guidelines:

- Textures must be soft, subtle and overlaid with a color wash. This ensures the design remains legible and doesn't appear overly busy or distract from core content.
- Textures must have a thematic connection to Global Energy Alliance, serving as more than just decoration.



Example #1

The veins of a leaf provide a clear connection to nature and act as an abstract visual representation of Global Energy Alliance's interconnected network of partners.



Example #2

The rings of a tree tell a story of partners and resources growing and pooling around an opportunity, while also connecting back to a natural, sustainable theme.

Icon suite

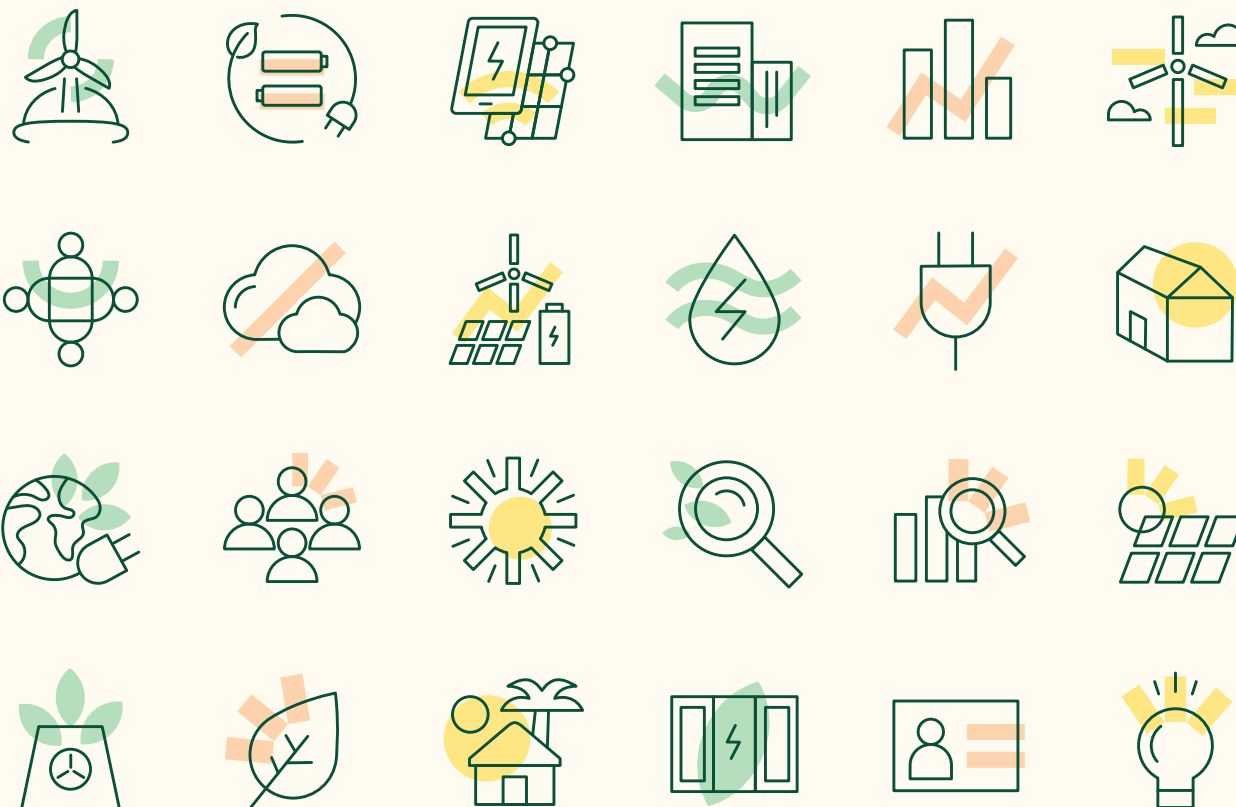


The icon suite can be used as an alternative visual storytelling tool in situations where concepts may be too complex to be represented with photography alone.

The icons are particularly effective at simplifying complex systems and data, making them easy to comprehend and allowing for concise, impactful storytelling.

The complete icon suite is available to [download here](#).

Additional icons can be created provided they follow the icon creation specifications on the following page to remain consistent with the existing icon suite.



Icon creation specifications



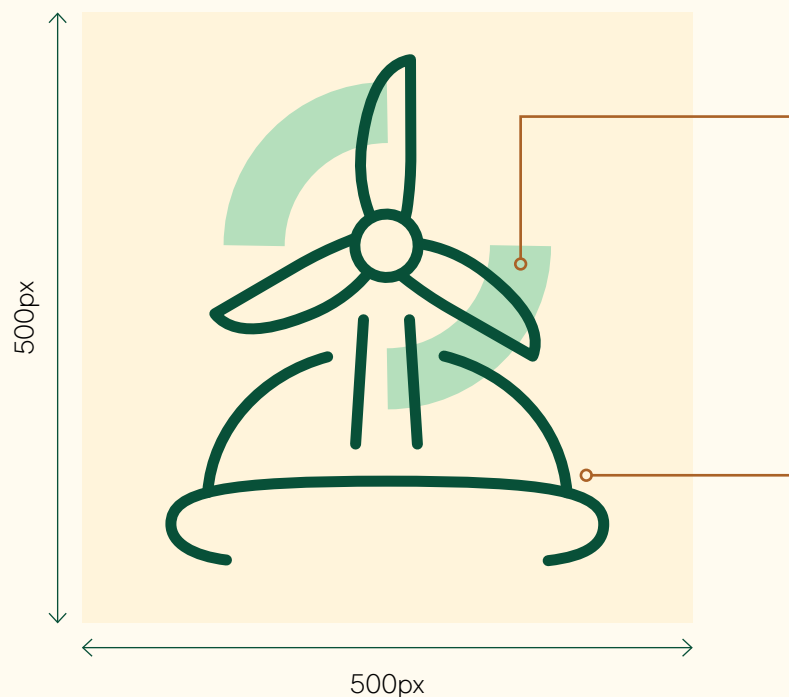
New icons should be created within a 500x500px artboard and be consistent in scale and complexity with the existing icon suite. They must not deviate from the specifications listed on this page.

All icons must consist of the following:

- a dominant line illustration in the foreground
- a simple shape or set of shapes in the background

The background shape should support and enhance the meaning of the line drawing without competing for attention.

Before utilizing and/or distributing the new icon, please outline all strokes to ensure that stroke width remains consistent when scaled.



Fill color:

- Solar Yellow (50% tint)
- Mint Green (60% tint)
- Warm Sand (70% tint)
- Forest Green (20% tint)
—only when representing non-renewable energy sources (e.g. emissions from a coal power plant)

Stroke width:

9pt

Stroke color:

- Forest Green

Stroke profile:

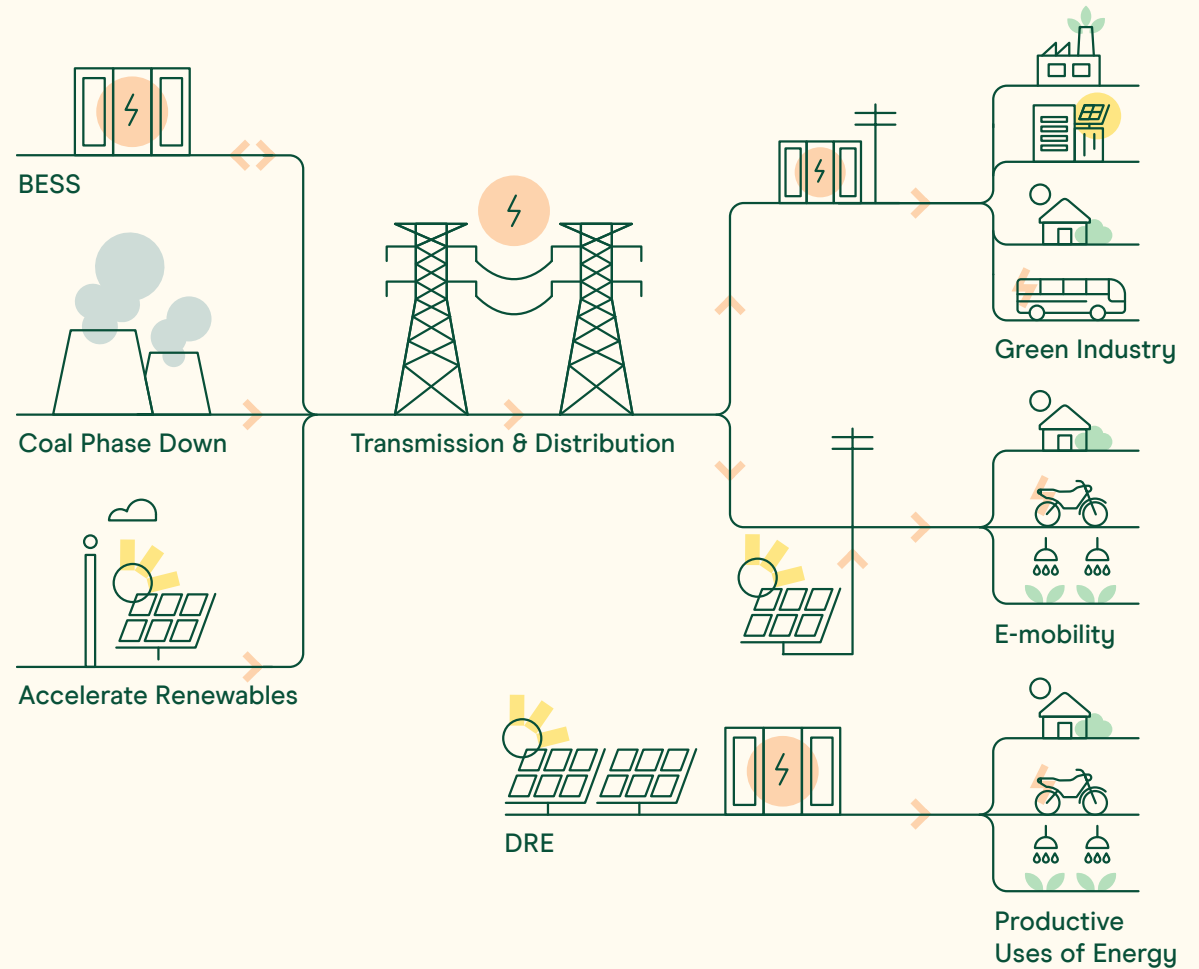
Round cap & round corners

Infographics



Multiple icons can be combined with labels and data to create infographics that convey complex concepts or processes.

Infographics should follow the same visual style and principles as individual icons.



Data visualizations



Graphs, charts and other data visualizations should align with the visual identity.

Shapes

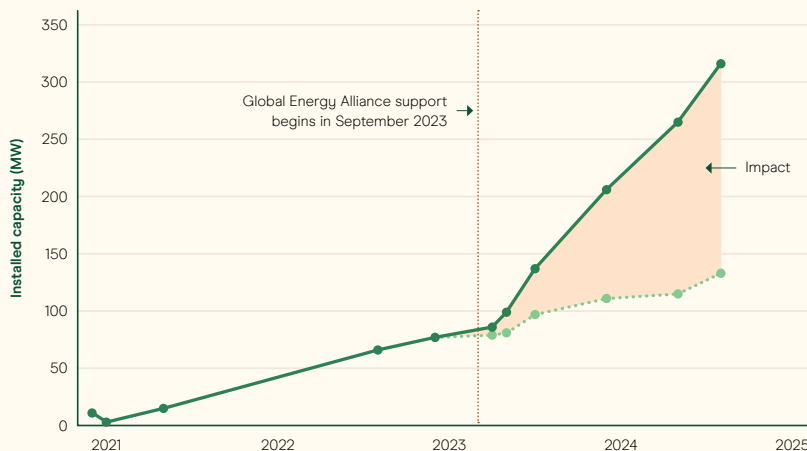
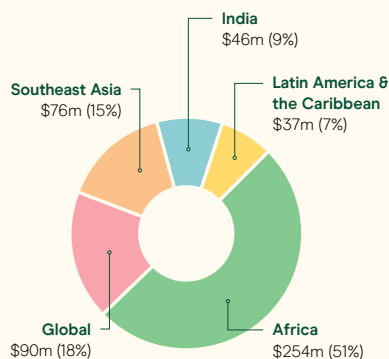
Incorporate the *Energy*, *Transition* and *Technology* building block shapes when designing bar graphs, pie charts and other visual elements.

Colors

Use the primary color palette as the foundation for all data visualizations. The extended palette may be used to represent a broader data set when required. Ensure sufficient contrast to maintain accessibility, particularly when placing text over color blocks.

Icons

Icons used within data visualizations should use the same outlined style as the icon suite, but do not require the background shape.



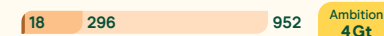
New and improved access (million people)



Jobs and livelihoods (million people)



Carbon (million tons CO₂e)



Projects deployed Projects under design Projects ready for deployment

Accent toolkit



Hand drawn accents can be used sparingly to draw attention to points of interaction within a design (e.g. *click this button, look here, call this number, follow this hashtag*).

Accents should not be used for storytelling purposes or as substitutes for icons or infographics.

The complete accent toolkit is available to [download here](#).

Additional accents may be created if they match the style, weight and complexity of the existing set.





5 Photography

Image direction and principles



Our imagery is crafted to be authentic, warm and optimistic. Every image should clearly demonstrate our positive impact on people and planet.

Subject matter and authenticity

Authenticity first: All images must be real-life and authentic. Staged, posed or fictional images should not be used.

Tone: Imagery should convey a positive, hopeful and forward-looking perspective.

Storytelling

All photography should be captured through the lens of people and planet, explicitly illustrating one or more of our three core narrative pillars:

- Jobs and livelihoods
- Technology and innovation
- Alliance and leadership

A full breakdown of these storytelling pillars—along with examples—can be found on the following pages.

Image treatment and composition

Lighting and tone: Use natural lighting to achieve a bright, clear tonal range.

Color palette: Photography should lean towards an earthy, natural color palette that feels grounded and genuine.

Composition: Images must be focused, telling a clear, singular story or highlighting a specific subject. Avoid overly busy or confusing compositions.

Global diversity

Our visual representation must reflect the global scale and impact of the Alliance's work. Prioritize imagery that showcases:

- **Regional specificity:** Highlight the unique characteristics and landscapes of the regions where we operate.
- **Human diversity:** Ensure balanced representation across gender, age, race and social backgrounds.

Captions

All images should be accompanied by a brief written caption which details the project, solution, region and partners involved.

The image's photographer must be clearly credited directly beneath the caption, unless the image was taken directly by a Global Energy Alliance staff member or authorized representative acting in that capacity.

Image library

An organized library of images available for use in Global Energy Alliance communications can be [found here](#).

Storytelling: Jobs and livelihoods



Focus on the tangible benefits of increased energy access. Show electricity in use and how it is advancing progress.

Visual focus:

People engaged in new work, thriving small businesses, improved community services and growing local economies driven by clean energy.



Storytelling: Technology and innovation



Highlight the solutions that enable increased energy access and sustainable development.

Visual focus:

Renewable energy technologies (e.g. solar panels, batteries, mini grids) and the people who are building, installing, maintaining and benefiting from them.

Avoid:

Images of outdated or polluting technologies, such as kerosene lamps, older-style generators or other technologies that detract from our forward-looking mandate.



Storytelling: Alliance and leadership



Capture the spirit of collaboration that drives our mission forward.

Visual focus:

Leadership, high-level meetings, collaborative interactions with government officials and stakeholders, conferences, panel discussions, and key networking events that demonstrate our organizational reach and influence.





5 Example applications

Report example









People and Planet Fund

By supporting our People and Planet Fund you are helping to build global alliances to accelerate clean energy access, create jobs and transform 1 billion lives.



Jobs, education, modern healthcare, thriving economies: In today's world, these all depend on affordable, reliable energy.

Yet, **685 million** people live without electricity and billions more live with access that is unaffordable or unreliable.

For lower- and middle-income countries, renewable energy represents an unparalleled route to economic growth, energy independence, climate resilience and greater security. But only a fraction of global and regional clean energy investment goes to these countries today. Private capital is not yet flowing fast or far enough at a time when it is needed most.

Organizations working in silos can't meet these challenges. In the face of climate change, global instability and constrained funding, we urgently need a **bold new model of collaboration**.

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The **Global Energy Alliance for People and Planet** is uniquely positioned for this moment. **We are a growing coalition of public, private and philanthropic partners** working together to end energy poverty and drive inclusive economic growth through clean energy.

Together, we aim to:

- Reach **1 billion** people with clean energy
- Avoid **4 billion** tons of carbon emissions
- Create or improve **150 million** jobs

We work where we can make the biggest difference: Africa, India, Latin America and the Caribbean, and Southeast Asia. Through powerful regional alliances and close partnerships with local communities, our work is **globally connected and locally anchored**.

In our first three years, we supported **170** projects in **40** countries. This puts us on track to:

- Deliver energy to **85 million** people
- Avoid **44 million** tons of carbon emissions
- Create or improve **2.5 million** jobs

*Estimated figures. Data on our wider, systemic impact will be released in September 2025

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Our Alliance in Action

Our Alliance builds networks that identify and tackle the technical, regulatory and market constraints preventing communities from accessing and using clean energy.

Using GEAPP's deep, coalition-building expertise, our networks pool resources and share learnings to create highly customized, regional strategies that transform local energy markets and deliver lasting, systemic change. Every dollar we invest leverages up to 12x more from other investors.

Nigeria: A reliable clean energy pipeline

In Nigeria, where unreliable grid power leaves millions without electricity, GEAPP united nonprofits, local utilities and private developers to pilot interconnected mini grids, battery-supported, small-scale solar plants with large-scale potential. With \$3.2 million in early funding, we provided capacity building and viability gap funding supporting the actual projects and developers.

The success of this model contributed to major government reform, \$127 million mobilization in World Bank funding, and an estimated 200MW national renewable energy pipeline to serve hundreds of thousands of people. Your investment will help scale this work to other regions, powering a renewable energy revolution serving millions.

Brazil: Last mile development and resilience

In the remote Amazon, almost 3 million people lack reliable energy. Electricity here means more than light — it's the key to greater productivity, better services, and conservation. While Brazil's government plans to invest \$800 million in expanding access, current regulations leave out funding for productive uses of energy — critical for lasting change. GEAPP is stepping in to combine clean energy, local engagement, and income-generating tools to bring power and opportunity to up to 750,000 remote farmers and entrepreneurs.

- Our three global objectives:
- 1 We harness the latest clean energy and digital technologies to deliver resilient, **modern energy grids of the future**.
 - 2 We partner with communities and governments to ensure people have what they need to use energy to **create jobs and live better lives**.
 - 3 As climate change advances, we support countries to realize a **fast and fair transition** away from coal and diesel while creating jobs.

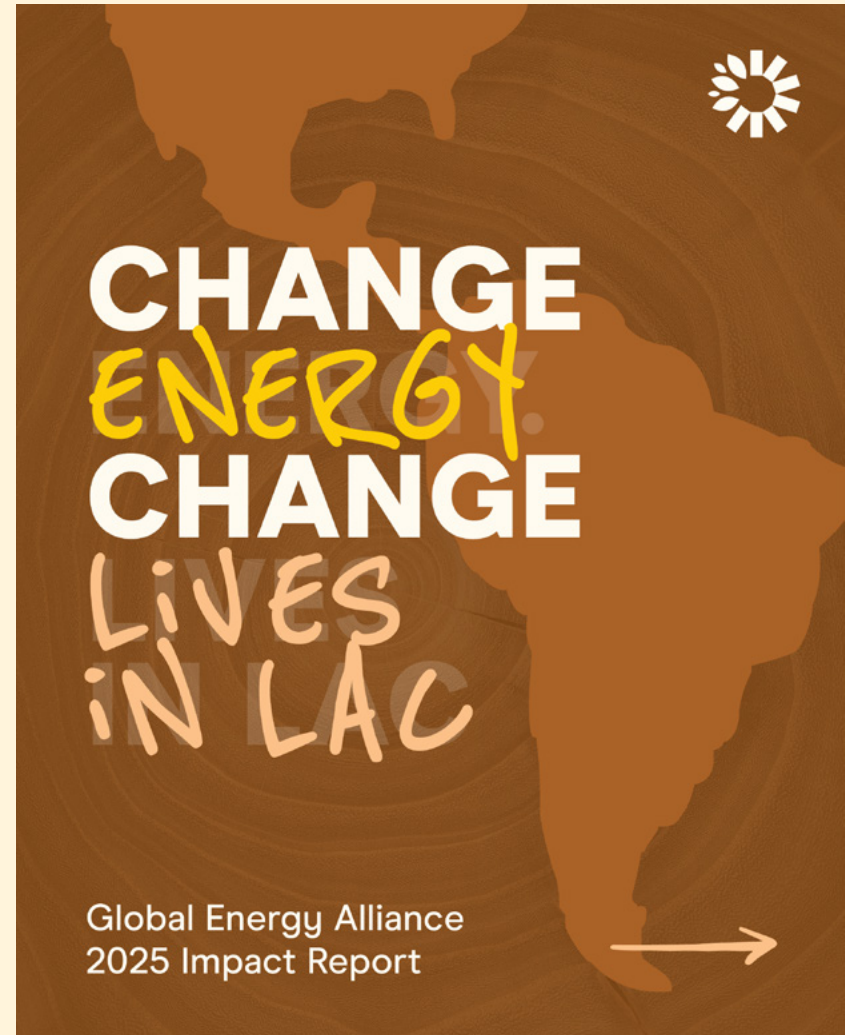
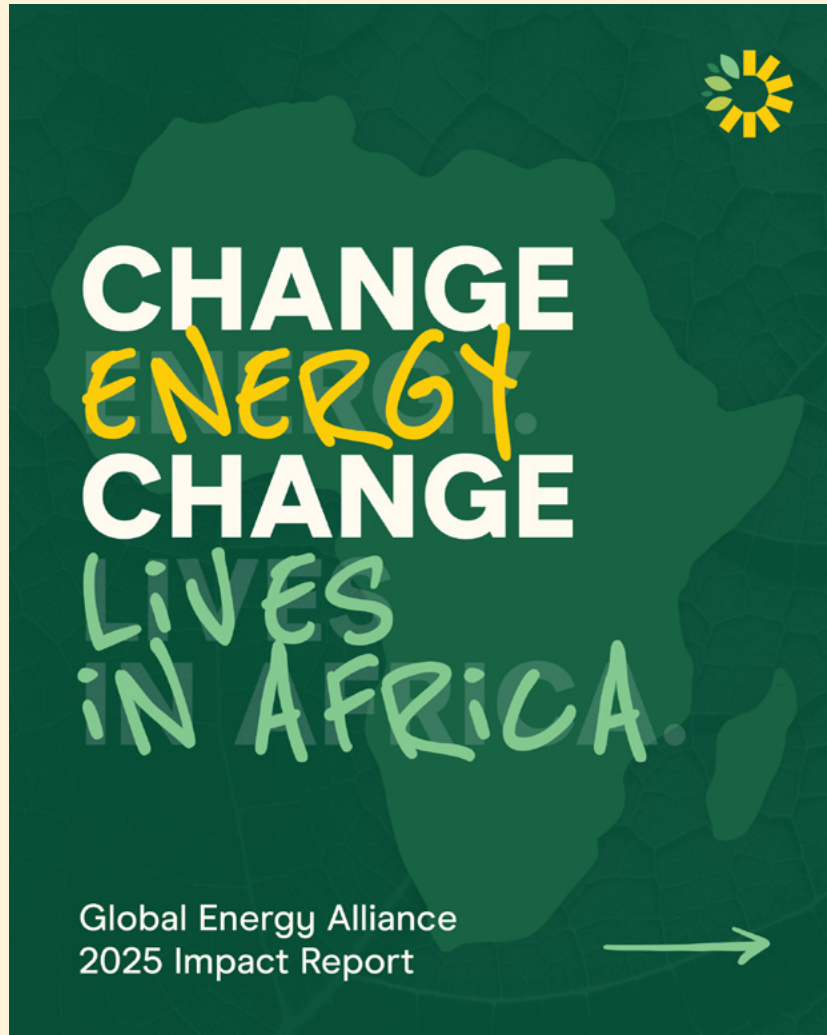
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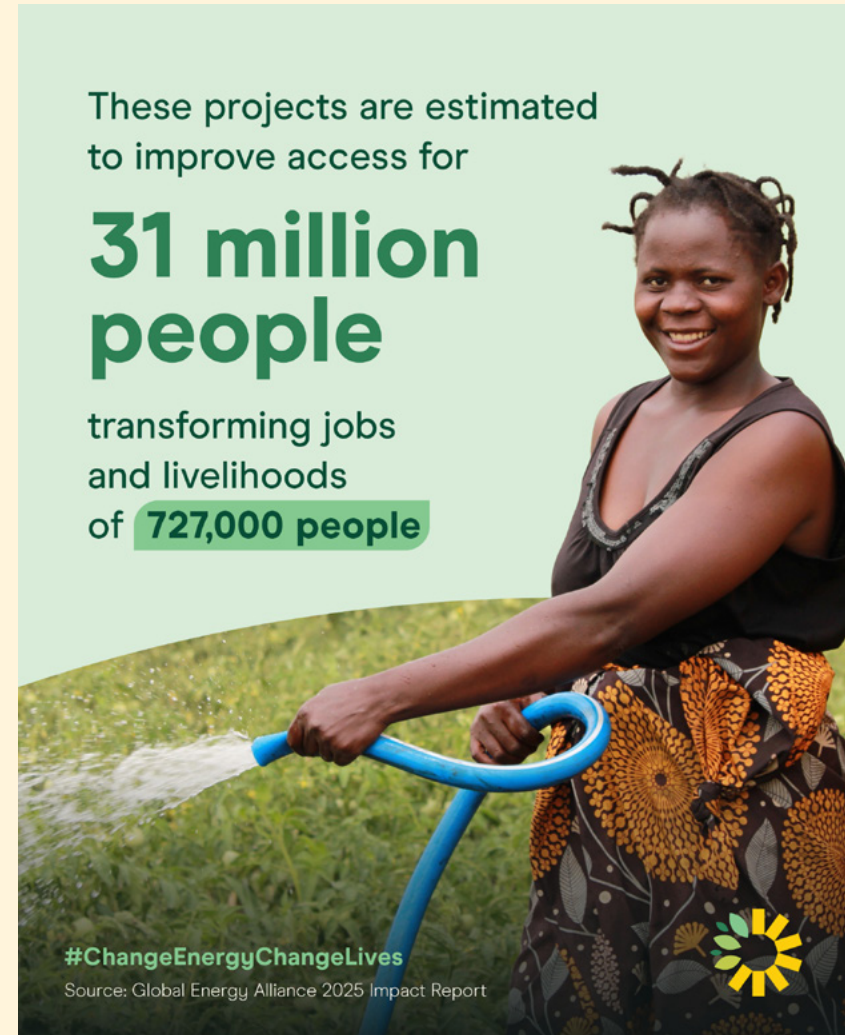
Social media examples



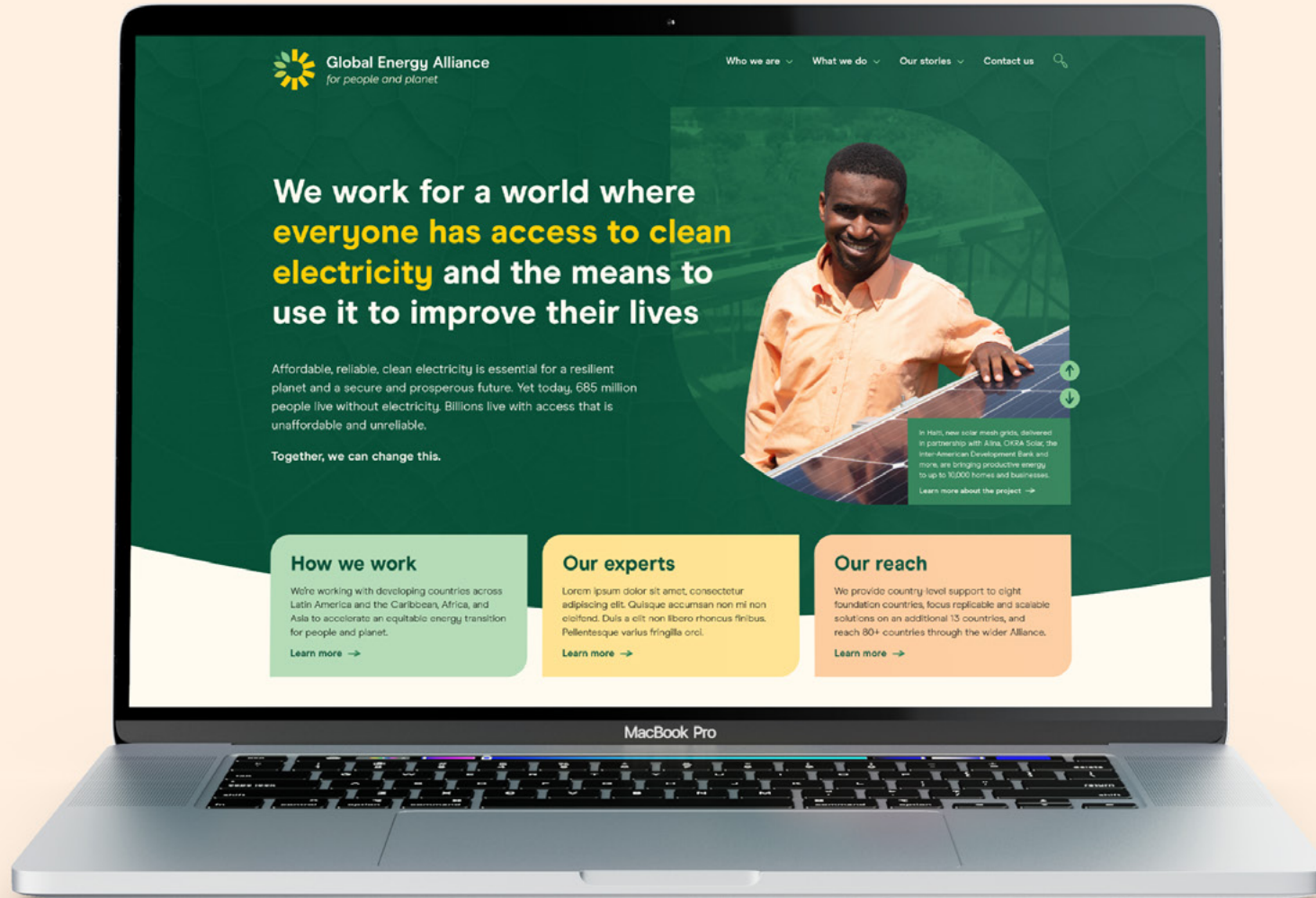
Social media examples



Social media examples



Website example





Global Energy Alliance
for people and planet