



Proud to be
100% powered
by renewable
energy

You're powered by
green energy

Let's shout about it

bigcleanswitch.org



An aerial photograph of a dense forest canopy, showing a variety of green shades from deep forest green to bright lime green. The trees are packed closely together, creating a textured, almost mosaic-like appearance. The lighting suggests a sunny day, with some areas appearing brighter than others.

Congratulations!

Your organisation is powered by green energy. By buying renewable energy you're helping to protect the planet for future generations. We think that's worth shouting about.

That's why we've created a simple badge to help you communicate your switch to green energy, whether that's on packaging or on your website or app. If you need further advice on engaging employees or customers about your sustainability story, get in touch and we'll be happy to help.

Martin Cochrane

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The 'Proud to be powered by' logo

We've created the 'Proud to be powered by' logo to help you celebrate your switch to green energy, and to encourage others to do the same. Survey after survey demonstrates the public demand for climate action: this is your chance to stand out by showing the people that matter to your organisation that you're committed to tackling climate change.

The 'Proud to be powered by' logo uses the Big Clean Switch 'butterfly' as a symbol of positive change. The butterfly shape has been designed to echo the infinity symbol - ∞ - a reference to the almost limitless nature of renewable energy like wind and solar power.



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How to download the logo pack

To download all the materials you need to get started, just visit [**www.bigcleanswitch.org/proud**](http://www.bigcleanswitch.org/proud).

Terms of use

You don't need to have sourced your energy through Big Clean Switch in order to use the logo (though we think there are lots of great reasons why you should!). If you're on a tariff that is backed by renewable electricity, you can use the logo, providing that you:

- If we didn't help you secure your energy contract, you must **check with us first** to make sure your tariff complies with our criteria. For example, the energy you use must be matched by green energy generated in the same country.
- **Stick to the simple design guidelines** on the following page.
- **Do not amend or alter the logo** in any way.

Design guidelines

Colour

The logos should only ever be used in one of two colours - white (for use on dark backgrounds) and dark blue (for use on light backgrounds). The colour specifications for the dark blue version are:

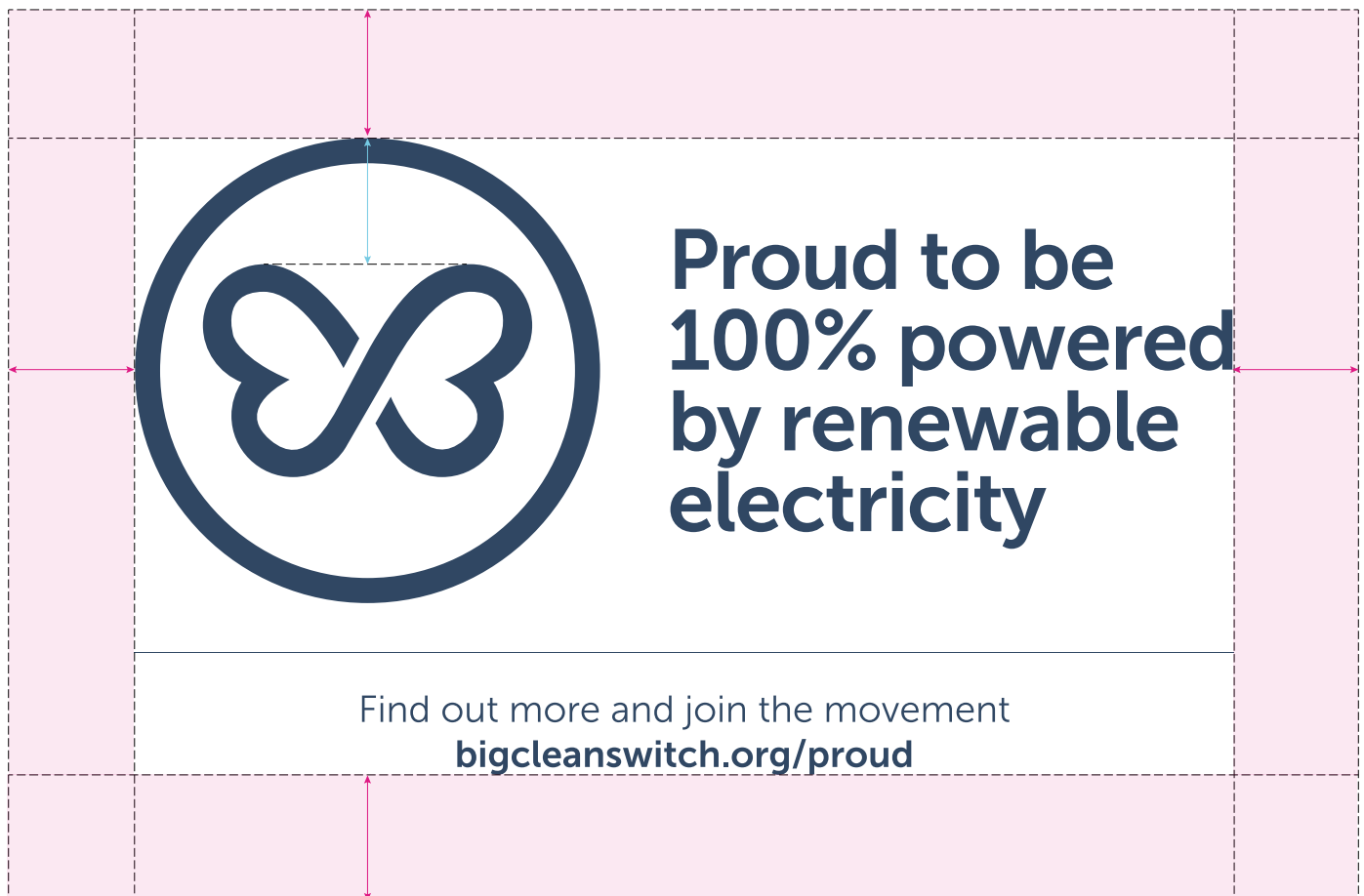
R46 G63 B82
#2E3F52
C86 M65 Y36 K31

Dimensions

The logo should never be stretched horizontally or vertically, and its width should never be less than 100pixels (digital) or 20mm (print).

Spacing

Always leave a space around the logo that is at least equal to the distance between the top of the butterfly wings and the top outer edge of the circle (see illustration below).



The call to action

We have created versions of the logo with a call to action (below left) and without (below right).

We recommend using the version with the call to action because this provides your customers with a way to find out what the logo signifies, improving its credibility. In those circumstances where this isn't practicable (because the call to action would be too small to be readable, for example), you can use the version without the strapline.

Ultimately, it's your choice.



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Find out more and join the movement
bigcleanswitch.org/proud

Energy or electricity?

We have two versions of the logo.

- If your organisation uses gas *and* electricity, and your energy contracts guarantee that both are matched by green energy, use our '100% powered by **renewable energy**' logo.
- If only your electricity supply is matched in this way, please use the '100% powered by **renewable electricity**' logo.

Note that tariffs that include carbon offsets for the gas **do not** qualify for the '100% powered by renewable energy' logo. Not sure which to use? Just ask.



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Find out more and join the movement
bigcleanswitch.org/proud



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Want help?

If you have any questions about the use of the 'Proud to be powered by' logo, please contact us:

- 0800 008 7690
- business@bigcleanswitch.org