

Brand Book



Welcome!

Whether you're new to Generation180 or an old friend, a review of this book is always welcome. This document serves as a foundation to help us align in our mission, communicate with a unified voice, and engage our audience to drive meaningful change.

Who we are

We are a nonprofit working to inspire and equip people to take action on clean energy in their homes and communities.

Our values

Optimistic and Solutions Oriented

Our program objectives are rooted in hopefulness and meaningful outcomes for all.

Belief and Trust in People

We believe and trust that people will take action for good – while using the best of behavioral science to reinforce their decisions.

Culture of Abundance

We value collaboration, embrace a spirit of generosity, and work to make sure there is enough for everyone.

Bold Creativity

We are open to new and creative solutions and lead with memorable design that inspires.

Our mission

For over a century, America has been tethered to fossil fuels without freedom to choose how to power homes and communities. But now, we're in a new energy era. The solutions are clear and our window for action is narrowing. We need to mobilize Americans at an unprecedented pace to embrace and demand a clean energy future.

So, how do we do that? We take a fresh approach to climate advocacy. We lead with solutions-focused messaging around clean energy progress, rather than fear, alarm, or despair. We lead national campaigns, share inspiring stories, and equip individuals to become clean energy champions across the country. We scream from the (solar-covered) rooftops, "Your Energy Matters!"

Our programs

Flip the Script

We are flipping the script on the climate change narrative by sharing success stories of real people enjoying the benefits of clean energy. Our creative content, data-driven reports, newsletters, videos, and more help communities and decision-makers understand the what, why, and how of the clean energy transition. Across all programs, we amplify fresh, diverse voices and unexpected messengers to normalize clean energy in all walks of life.

Electrify Your Life

Millions of Americans can now fully electrify their homes and vehicles and save on energy costs where they work, live, and play. We are raising awareness about the benefits of clean energy – including incentives in the Inflation Reduction Act – while equipping individuals to become ambassadors and policy advocates. Our expertise in the science of behavior change enables us to break down barriers to make clean energy policy and action more accessible to everyday Americans.

Electrify Our Schools

We lead a nationwide movement of K-12 schools powering their buildings and transportation with clean energy. Clean energy helps schools significantly reduce energy costs, enhance student learning, and foster healthier communities. This program provides resources and technical assistance, shares success stories, supports and connects school leaders, and advocates for stronger clean energy policies.

Messaging

Lead with human stories, not facts and figures. Find common ground and shared values. Speak in simple terms — no jargon here. Generation180 has one voice, and we all need to speak it.

Our voice

WHILE OUR SUBJECT-CHOICE
AND TONE MAY CHANGE BASED
ON OUR AUDIENCE, OUR
UNDERLYING VOICE SHOULD
REMAIN CONSISTENT

Empowering

We are focused on enabling individuals and communities to take actionable steps toward clean energy solutions. To do that, we need to empower people, emphasizing the power of personal and collective action in making a significant impact on climate change.

Optimistic

Our content is filled with hope and positivity, aiming to inspire people by highlighting actionable solutions and success stories in the clean energy movement.

Friendly/Approachable

The voice is informative but approachable, providing clear and accessible resources (in layman's terms) to help people understand the benefits and pathways to adopting clean energy practices in their lives and communities.

Our tagline

Your Energy Matters

Our audience

We need a lot of people to make this happen. But if we speak to everyone, we get through to no one. Our messages are specifically tailored to uplift our audiences exactly where they're at. We do not shame those who are unable to take clean energy action.

Clean Energy Leaders

SCHOOL LEADERS IN CLEAN ENERGY / EV OWNERS / CLEAN ENERGY ADOPTERS

Our audience is made up of people deeply moved by the urgency of climate change, reflecting the concerns of 76% of Americans. They are eager to take meaningful action, driven by a strong desire to make a difference despite sometimes feeling overwhelmed. They embrace clean energy technologies (or want to) in their personal lives and want to get engaged in a clean energy community.

Clean Energy Curious

SCHOOL LEADERS / EV CURIOUS / HOME OWNERS

These people are aware of the importance of addressing climate change but are still learning about their own impact and what steps they can take. They are moderately interested in the transition to clean energy, feeling a growing curiosity and openness to discovering more. While they are beginning to consider adopting solar and electric vehicle technologies, they may have questions or uncertainties about these options - that's where we come in.

TO READ A DETAILED
BREAKDOWN OF EACH OF THESE
PERSONAS HOP ON OVER TO
[THIS PAGE](#) ↗

Visual Identity

Look good, feel good. We want people to look forward to seeing our newsletter, booth, social post, or letter. With a glance, they can say, “That’s Generation180!”

Logo

Our power button embodies the power of the individual - what we're all about. Our name speaks to 'us', the generation that's going to turn this situation around by 180 degrees. We're taking it from climate doom and gloom to clean energy optimism.



Logo usage



Logomark



Program logos

Use these logos when you'd like to highlight Generation180's name and the programs on items like reports or press releases.

 **Generation180 / Electrify Our Schools**

 **Generation180 / Electrify Your Life**

 **Generation180 / Flip the Script**

Typography

We use these three typefaces, offering endless possibility: Reader, Apercu, and Tiempos.

Reader

Primary typeface used in various branding elements.

DIGITAL ALTERNATIVE: Arial

APERCU MONO

Perfect for small settings such as photo captions or number details for a print piece.

DIGITAL ALTERNATIVE: ROBOTO

Tiempos Text

Ideal for longer sections of text, such as blog articles or biographies of team members.

DIGITAL ALTERNATIVE: Times New Roman

Typography in use

We are a nonprofit working to inspire and equip people to take action on clean energy.

MAY 01, 2024

A world powered by wind, water, and sun is not only possible — it's already happening. We're helping to accelerate this transition to renewables and usher Americans into the New Energy Era.

[READ THE FULL STORY](#)

— GET INSPIRED

The Big Idea ↗

Out with the old, in with the new.

Storytelling ↗

Share stories that make a difference.

Climate Comedy ↗

Feel hopeful and inspired through climate comedy.



Colors

We use energetic and uplifting colors that brand everything from our business cards to website. These colors are essential in keeping our look branded and put-together.

Dark Blue

PMSU
280U

CMYK
94, 87, 36, 25

RGB
43, 52, 95

HEX
2B345F

Navy

PMSU
7692U

CMYK
76, 51, 26, 9

RGB
76, 107, 139

HEX
4C6B8B

Orange

PMSU
3965U

CMYK
0, 67, 93, 0

RGB
246, 119, 45

HEX
F6772D

Sky Blue

PMSU
306U

CMYK
62, 15, 0, 0

RGB
78, 177, 223

HEX
4EB1E9

White

CMYK
0, 0, 0, 0

RGB
0, 0, 0

HEX
000000

Lime

PMSU
2975U

CMYK
20, 0, 100, 0

RGB
217, 225, 0

HEX
D9E100

Light Blue

PMSU
656U

CMYK
5, 0, 0, 0

RGB
237, 247, 253

HEX
EDF7FD

Bus Yellow

PMSU
7406U

CMYK
4, 34, 100, 0

RGB
243, 174, 0

HEX
F3AE00

Solar Yellow

PMSU
3965U

CMYK
0, 67, 93, 0

RGB
246, 119, 45

HEX
F3F1A5

Program color usage

Generation180 + Flip the Script



HA! **The Friday Funny**

Solving climate change one podcast at a time

One of the best things about starting a podcast called "Comedians Conquering Climate Change" is finding comedians from all walks of life who are, well, conquering climate change. That makes sense, huh. You probably saw that coming.

Right now, CCCC the podcast is in between seasons (we're just trying to come up with an even more alliterative title...) and one of our favorite comedy and climate podcasts is "What A Waste."

Comedians Lucia Whalen and Tyler Horvath make us laugh and think by discussing an environmental issue that Tyler previously pretended to know about.

CHECK OUT THE PODCAST

Esteban Gast
Comedian-in-Residence

YOUR ENERGY MATTERS

Generation180

Move from climate stress to clean energy action.

Instagram Facebook Twitter LinkedIn YouTube

Generation180
818 East Jefferson Street, Charlottesville, VA 22902
Leadership. Manage. Progress.

Electrify Your Life



Electrify Your Life
How you can benefit from clean energy

Ask an EV Owner (me)

Electrify Our Schools



FOURTH EDITION
SEPTEMBER 2022

Brighter Future

A Study on Solar in U.S. K-12 Schools

Generation180

SCHOOL LEADERSHIP IN CLEAN ENERGY

GENERATION180

Thank you for being a clean energy leader.

Keep this book close by and if you run into
any questions, please reach out to one of us.

MESSAGING

Kay Campbell
kay@generation180.org

VISUAL IDENTITY

Bri Graves
bri@generation180.org

