



# GEOTHERMAL RISING

BRAND GUIDELINES

LAST UPDATED OCTOBER 2020



# Powering Our Renewable Future.

## Contents

<b>Brand Positioning Platform</b>	<b>4</b>	<b>The Logo</b>	<b>22</b>	<b>The Visual Brand</b>	<b>32</b>
OUR STORY	8	BRAND MARK	24	COLOR PALETTE	34
MISSION & VISION	9	MARK + LOGOTYPE	25	TYPOGRAPHY	36
WHO WE ARE	10	LOGO LOCKUPS	26	PHOTOGRAPHY	38
KEY MESSAGES	11	LOGO COLOR	28	PHOTO TREATMENT	40
OUR PRINCIPALS	12	LOGO CLEARANCE	29	DESIGN ACCENTS	44
VOICE AND TONE	18	LOGO DON'T'S	30	BUTTON STYLES	45





# BRAND POSITIONING PLATFORM

## Foreward

Renown astronomer and scientific communicator Carl Sagan once wrote: "everyone you love, everyone you know, everyone you ever heard of, every human being who ever was, lived out their lives on a mote of dust suspended in a sunbeam."

This famous quote, made in reference to Voyager 1's famous photo of Earth, is often used within the context of a discussion of the vastness of space and the potential of space travel. But what of the fate of the mote of dust? We, as humans, tend to be so keen to look out at the vastness before our eyes that we spend little time looking down and imagining the possibilities of what's located just under our feet.

This is the paradigm Geothermal Rising endeavors to change. We want to lift the power, potential, and promise of our Earth's heat to the top of every person's mind.

**We want to show  
the people of the  
world how we can  
use the Earth to  
save the Earth.**



IT COMES FROM WITHIN. IT HEATS AND COOLS OUR HOMES,  
POWERS OUR CITIES, AND EMPOWERS OUR WAY OF LIFE.  
IT IS CLEAN, SAFE, RENEWABLE, AND IT IS ALWAYS ON. IT  
IS HEAT FROM WITHIN OUR EARTH, AND IT IS OUR FUTURE.



# It is Geothermal Energy.





# OUR STORY

## Mission & Vision

WHAT WE BELIEVE

**We are Geothermal Rising and we are  
Powering Our Renewable Future.**

---

### OUR MISSION

Our Mission is to connect the geothermal industry and champion geothermal energy in the United States and around the world.

### OUR VISION

Our Vision is a brighter future for Earth and all its inhabitants, powered by the planet itself.

## Who We Are

**Everything we do, we do to power our renewable future, and show the world how we can use the Earth to save the Earth.**

We are the champions of geothermal energy and those who make its use possible. Formed in 1972, we are the oldest geothermal association on Earth, serving as the main professional and educational association for the geothermal community and public. As a 501(c)(3) nonprofit, we empower the advancement of human understanding and practical use of geothermal energy through our outreach, collaboration, and education efforts.

## Key Messages

### INDUSTRY VS. PUBLIC

The following are sample messages that showcase how we talk about ourselves to our two high-level audiences, the geothermal industry and the public.

The primary goal of industry-facing messaging is to rally industry experts to become vocal advocates for geothermal, and to understand how best to communicate with the public. The goal of public-facing messaging is to educate people who know little to nothing about geothermal about what it is, and inspire them about its potential as a renewable energy source.

### INDUSTRY

We're Geothermal Rising; the American association for the geothermal community.

We connect the American geothermal community with the world to advance networking, collaboration, and utilization.

**We champion the use of Earth's heat, and all those who make that use possible**

### PUBLIC

You've heard of wind and solar energy, but what about Earth energy? It's the heat from within our planet, and it's the renewable energy we are not using enough.

Let's change that.

**We're Geothermal Rising. Join us, and let's use the Earth to save the Earth.**





# Principals

## WHAT WE THINK

These core strategic principles guide our messaging across all of our marketing and communications efforts and serve to embody our personality and positioning as an organization.

### PRINCIPLE 01

**We Are Geothermal Energy's Champion.**

### PRINCIPLE 02

**We Emphasize the Earth Above All.**

### PRINCIPLE 03

**Our People Make Us Who We Are.**

### PRINCIPLE 04

**We Are Energetic, Positive, and Aspirational.**



We Are Geothermal Energy’s Champion.

Everything we do, we do to advance the awareness and use of, and sentiment towards, geothermal energy. Sure, there are other renewable energies out there but geothermal is **ours**, and while we never put another renewable down—we’re all on the same team, after all—we focus on uplifting geothermal first and foremost.

Our communications are focused on making geothermal energy **simple** and empowering people to question why this powerful green energy is not used more broadly.

Our messages are written with the barrier to entry of the individual top of mind—our mission is to lower it! Someone should be able to quickly read our content and have an understanding of the following:

- Geothermal energy is a clean, renewable energy source.
- Geothermal energy is using heat from within the Earth for energy, heating, cooling, and more.
- Geothermal Rising is the organization making it happen.

We Emphasize the Earth Above All.

In sharing their renewable benefits to our planet, solar energy messages emphasize the sun and solar panels, while wind energy messages emphasize windmills and blustery fields. For us, it’s simple: we emphasize how geothermal will bring a brighter future for our planet by emphasizing the planet itself.

Our messaging is focused on how we can **use the Earth to save the Earth**. In practice, this means tying the inner power of our planet to its outer beauty as a way to help people easily understand what geothermal energy is and how it can help us in the future.

Through this approach we are able to make geothermal relatable for everyone, because no matter where you are on our planet, there’s untapped energy beneath your feet, just waiting to be used.

This principle helps us emphasize that:

- Geothermal energy can be used beyond just California or Iceland.
- Geothermal energy could be helping your home or your community.
- Geothermal Rising is the organization making it happen.



Our People Make Us Who We Are.

While we emphasize the Earth first in our messaging, it’s our people that make us who we are. Many of us have spent decades working in the geothermal industry and have countless stories that highlight **why we love what we do** and the **impact our work has on the planet**. We want to tell these stories through our messaging.

In telling these stories, we never want to bury the lead: we always lead with the impact—or positive change caused by use of geothermal energy—first. We use this powerful hook to draw people’s attention to not only what’s possible through the use of geothermal energy, but to the people who work to empower its expanded use.

In short, we champion the use of Earth’s heat, and all those who make that use possible.

This principle helps us emphasize that:

- There is a strong human element to geothermal energy.
- We are very knowledgeable about geothermal energy and how to use it for our energy needs.
- We could know more if we were more known and better funded.
- Geothermal Rising is the organization making it happen.

We Are Energetic, Positive, and Aspirational.

We are passionate about what we do, and take pride in working each day towards a **brighter future for Earth and all its inhabitants, powered by the planet itself**. Our messages bear this passion like a badge of honor—our enthusiasm, energy, and aspirations for a better tomorrow shine through in all our communications.


Our messaging is as vibrant as our home planet. We use bold phrases to catch people’s attention and challenge them to think about what’s possible with geothermal energy.

We want to create a movement behind the use of geothermal energy, and as such, we leverage action-oriented terminology throughout all of our messages.

It’s crucial that our messaging communicates:

- The potential of geothermal energy
- That use of geothermal energy is rising
- Geothermal Rising is the organization making it happen





# VOICE AND TONE

## Voice and Tone

HOW WE SPEAK

Our voice and tone further depict how we convey our principles in our messaging. But what's the difference between voice and tone?

---

**The best answer is to think of it this way: you have the same **voice** all the time, but your **tone** changes depending on your emotional state or who you talk to.**

You might use one tone of voice when you're out to dinner with your closest friends, and a different tone of voice when you're in a meeting with your boss. But your voice, which represents who you are, never really wavers.



**Voice** is constant. It describes our brand’s distinctive personality, rhythm and vocabulary. It remains consistent with little change over time.

Specifically, our voice is:

CLEAR

Our messages are easy to understand for anyone. We simplify all of our complex scientific concepts for broad understanding.

ACTION-ORIENTED

We are not passive. Our messages include words like rising, movement, and power that energize our audiences to join us in our endeavor to save our home planet.

CURRENT

We impart our vision for the future on today’s challenges, issues, and conversations. We never want to seem dated.

POSITIVE

We always profess uplifting, aspirational messages, even in the face of something tremendous and challenging. Our world may be in trouble, but together we can heal it.

**Tone** is dynamic and always changing. It is our attitude; how we adapt our voice to different situations. It is specific to our messaging.

Specifically, our tone is:

**Light, energetic, and conversational**, but can change based on the audience to which we’re speaking. For example, the way we speak externally for a press release may be different than the way we speak to the public in marketing efforts.

For instance, the tone for our eventual marketing campaign will likely be a combination of **challenging, informative, and inspiring**, as we seek to combat what people think they know about renewable energy, introduce them to an amazing energy source they’ve never heard of, and encourage them to use it and publicize it.





# THE LOGO

## Our Logo

### BRAND MARK

The logo represents a cross section of the earth, with heat radiating outwards from the core to meet the landscape above.

It represents not only the way that heat rises up from within the earth, but the upward momentum of the geothermal industry.





**Brand Mark**  
CONSTRUCTION



The mark is mathematically balanced and proportional.

**Mark + Logotype**  
CONSTRUCTION



The weight of the logotype is derived from the weight of the concentric circles that make up the brand mark. The curve of the brand mark forms a perfect circle around the first G in the logotype.

**GEOTHERMAL RISING**



Logo Lockups

It’s essential to choose the correct version of the logo for different applications based on the size and shape of the space the logo will occupy.

The primary logo lockup is the horizontal version (A). It may be used with or without the tagline. The stacked version (B) may be used if the space the logo will occupy is more vertically oriented, and should always include the tagline. The Conference logo (C) should only be used within the context of the Geothermal Rising Conference (GRC).

The logo icon (D) may be used on its own only when the space it will occupy is too small for the other versions to fit, or as a decorative visual element.

A. Horizontal (No Tagline)



B. Stacked



D. Icon



A. Horizontal (Tagline)



C. Conference



Logo Lockups

MINIMUM SIZES

In order to retain legibility, avoid scaling the logo down smaller than these defined minimum sizes.

A. Minimum width = 2 in (144 px at 72 ppi)



B. Minimum width = 1.75in in (126 px at 72 ppi)



D. Minimum width = 0.2 in (15 px at 72 ppi)



A. Minimum width = 2 in (144 px at 72 ppi)



C. Minimum width = 1.75in in (126 px at 72 ppi)





### Logo Color

#### VARIATIONS

Choose a dark or light version of the logo based on the color of the background against which it will be placed, ensuring that there is always enough contrast for the logo to be legible.

The black and white versions of the logo should be used only in applications where color is not supported or where the contrast of the full color logo will be too low.



### Logo Clearance

#### MINIMUM CLEAR SPACE

A minimum amount of clearance must surround the logo in all applications to ensure that it is legible. This also ensures that the logo remains distinct from surrounding objects such as photography, text, or other graphic elements that may detract from it.



The minimum required clear space is equal to the width of the letter “L” within the logo. There is no minimum clear space required for the icon-only version of the logo (D).



# Logo Don't's

## PROPER USAGE

When using versions A, B, or C of the logo in any application, do not do any of the following:

1. Bevel or emboss
2. Recolor
3. Crop
4. Apply an outer glow
5. Put a white box around the logo
6. Apply a drop shadow
7. Reconfigure the logo
8. Stretch, squeeze or distort
9. Change the logo's orientation

The logo icon (D) may be used more freely as a design element than the other logo lockups.



Bevel/Emboss



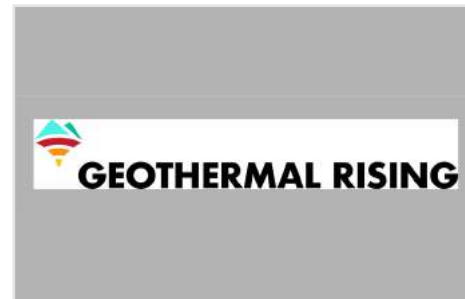
Color



Crop



Glow



White Box



Drop Shadow



Reconfigure



Stretch/Squeeze



Orientation





# THE VISUAL BRAND

## Inspiring to Action

### GROWING OUR MOVEMENT

Our brand is all about welcoming new people into the geothermal movement. Our goal is to educate the public about what geothermal is, and then get them excited about what it can do.

The visual brand is designed with the general public in mind. Rather than focusing on the science behind geothermal, we're focused on the beauty of the planet and the power within.





Color Palette

PRIMARY

The two colors below constitute the primary brand colors. The electric mix of gold and cyan represents the energy and power of geothermal.

GOLDEN YELLOW

R253  
G196  
B15

CMYK

C 1, M 23, Y 99, K 0

PANTONE

7548 C

HEX

#FDC40F

ELECTRIC CYAN

R112  
G250  
B239

CMYK

C 42, M 0, Y 16, K 0

PANTONE

7471 C

HEX

#70FAEF

Color Palette

SECONDARY

Other than their application within the logo, these colors should be used as accents only. White and black may be used for text, backgrounds, and other more prominent visual applications.

DARK CYAN

R76  
G242  
B229

CMYK

C 50, M 0, Y 21, K 0

PANTONE

7471 C (same as electric cyan)

HEX

#4CF2E5

MOSS GREEN

R0  
G189  
B166

CMYK

C 73, M 0, Y 45, K 0

PANTONE

7473 C

HEX

#00BDA6

ORANGE

R253  
G145  
B18

CMYK

C 0, M 52, Y 100, K 0

PANTONE

138 C

HEX

#FD9112

DARK RED

R197  
G29  
B46

CMYK

C 16, M 100, Y 91, K 5

PANTONE

7626 C

HEX

#C51D2E

WHITE

R255  
G255  
B255

CMYK

C 0, M 0, Y 0, K 0

PANTONE

N/A

HEX

#FFFFFF

R0  
G0  
B0

CMYK

C 75, M 68, Y 67, K 90

PANTONE

Black 6 C

HEX

#000000

34 | THE VISUAL BRAND

THE VISUAL BRAND | 35



# Typography

RED HAT

Red Hat is the primary typeface of Geothermal Rising, and should be used for all branded materials across print and web whenever possible. The Red Hat® font family was designed by type designer Jeremy Mickel in collaboration with the design teams at Red Hat. Both the [Text](#) and [Display](#) versions are available for free via Google Fonts.

Red Hat

In the Red Hat® font family, each character is made up of perfect circles and straight, even lines.

If a system font must be used in place of Red Hat, Tahoma Bold or Tahoma Regular should be used.

Aa

Red Hat Display Black

Aa

Tahoma Bold

Aa

Red Hat Text Regular

Aa

Tahoma Regular

# Typography

HEADER & BODY STYLES

Red Hat Display should be used for headers and subtitles/accent copy, while Red Hat Text should only be used for body copy. While sizing depends on the specific application, always ensure enough visual hierarchy is created within the text to make it easy to scan.

JOIN OUR MOVEMENT

Subtitles and accent text should be set in Red Hat Display Medium, with 200 to 300 pt. kerning

Powering Our Renewable Future.

Headers should be set in Red Hat Display Black, with 0 to -25 pt. kerning. Italics may be used as needed.

Everything we do, we do to advance the awareness and use of, and sentiment towards, geothermal energy. Sure, there are other renewable energies out there but geothermal is ours, and while we never put another renewable down—we're all on the same team, after all—we focus on uplifting geothermal first and foremost.

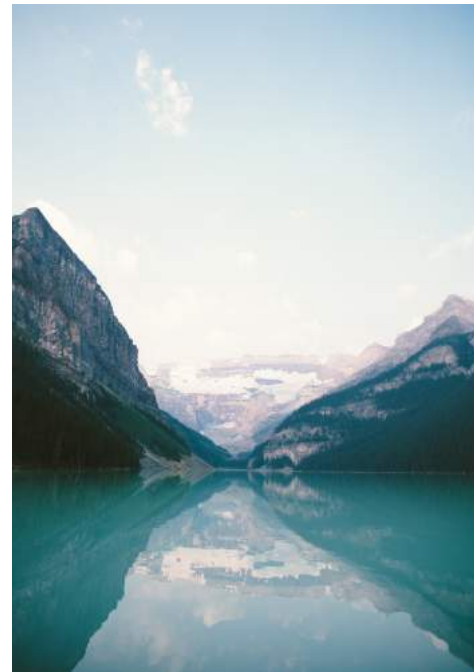
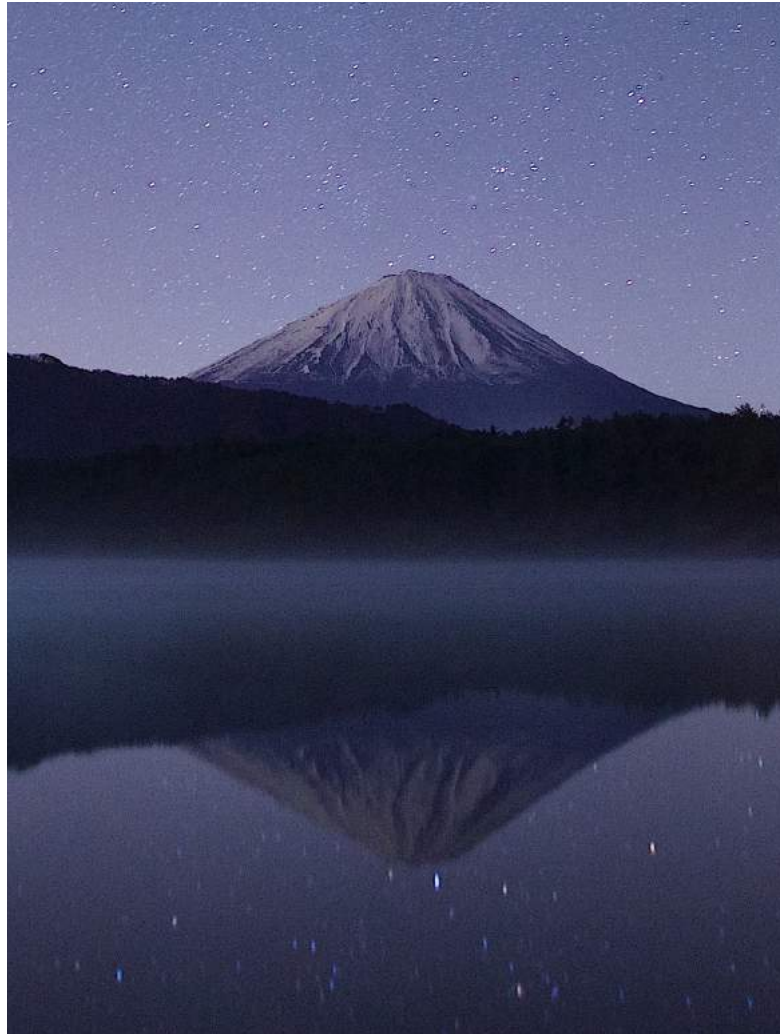
Body copy should be set in Red Hat Text Regular or Medium, with 0 pt. kerning. Italics may be used as needed.



# Photography

## PHOTO SELECTION

When selecting photographs to use for Geothermal Rising branded materials, do not limit yourself to images of geysers, volcanoes, and geothermal heat pumps. Geothermal comes from the Earth, and the beauty of the Earth is the cornerstone of our visual brand.



Select crisp, high-saturation images that convey a grand sense of scale and evoke a feeling of awe in the viewer. Images should feature a diverse range of landscapes from across the globe, including urban environments. Nighttime images are encouraged, as they emphasize that geothermal energy is always on. Always select free, public domain images such as those available on [Unsplash](#) and [Pexels](#).



# Photo Treatment

## HORIZON LINE

An average person going about their daily life rarely stops to think about the fact that they're floating on a giant rock in space filled with molten iron. Geothermal Rising's mission is to educate the public about the power of the planet, and in order to understand the power of the planet, one has to think at a planetary scale.

One of the visual devices we can employ to achieve this sense of scale is the use of a curved horizon line. In these examples, we place key messaging behind a horizon line that suggests the curve of the Earth.

This can be used in isolation, such as on the section dividers in this document, or in tandem with a curved cross-section depicting the layers of the Earth as if the viewer is descending underground.





# Photo Treatment

## MASKING

Unlike logo lockups A, B and C, the icon-only version of the logo (D) may be used more freely as a design element. One of those options is to use the icon as a photo mask, as demonstrated to the right.

When using the icon in this way, any photograph of the earth may be used in the top two “mountain” shapes. The same photo should continue across both of these shapes.

For the bottom three shapes, which make up the “underground” part of the logo icon, select textural photographs that suggest rock or lava, and apply the colors of the logo as an overlay or gradient map. See next page for more details.



# Photo Treatment

## TEXTURES

In addition to their application within the masked logo icon, textures that suggest rock and lava may be used as background accents.



To achieve a “lava” effect, select textural photos like those to the left and apply color overlays or gradient maps to match the colors visually to the brand colors outlined in this guide. This application is left to the discretion of the individual designer.



To achieve “rock” textures, select up-close photographs of rock texture and ensure that they are completely black and white. You may adjust the brightness of these images as needed to achieve sufficient contrast with the foreground.



Design Accents

LINEWORK

In order to compliment the bright colors and vivid textures and photos that make up our visual brand, other design elements should be subtle and minimal.

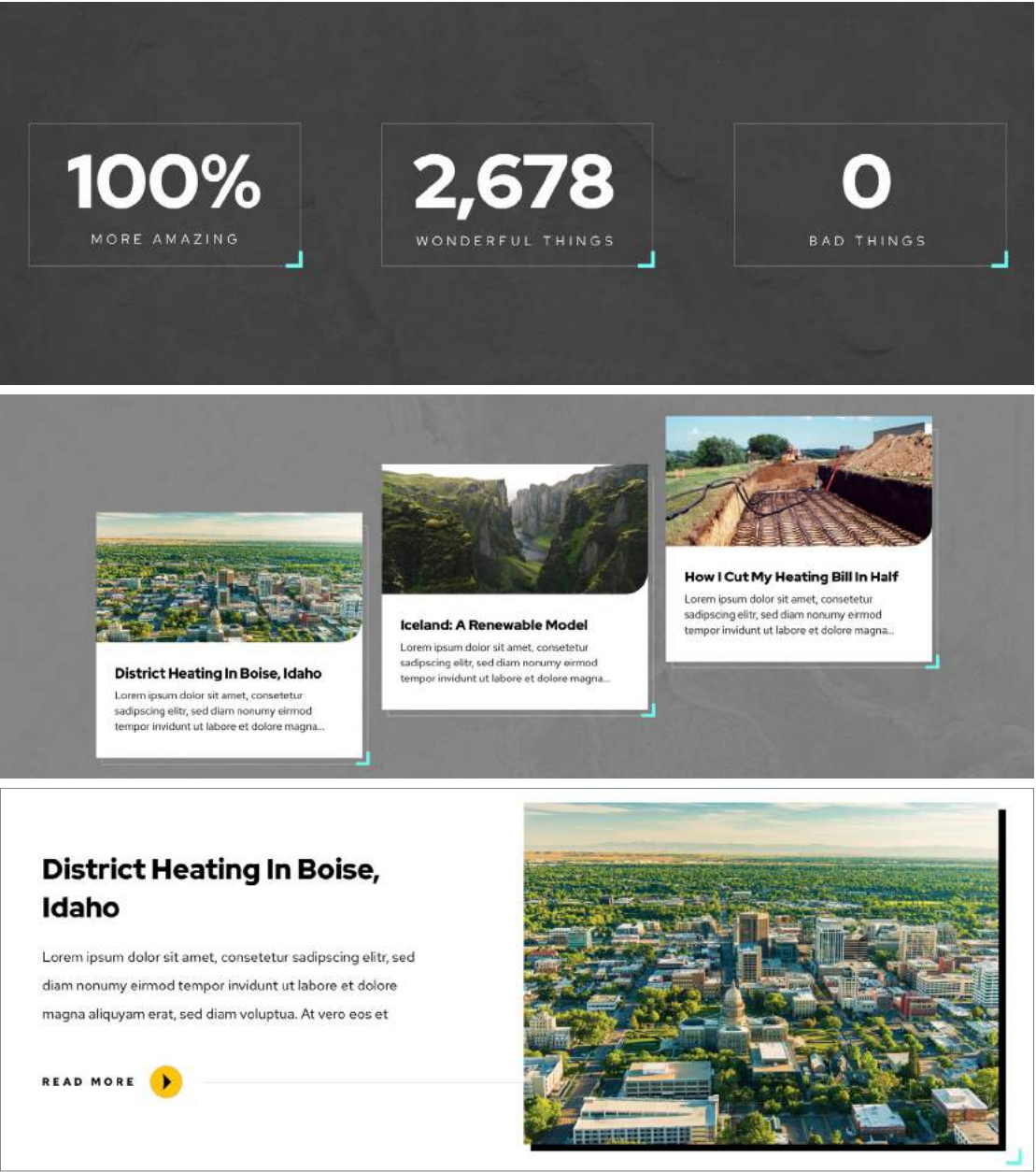
The primary design accent that makes up our visual identity is thin, delicate linework. Lines should be no more than 1px in width, and should be set in either black or white. Transparency should range from 25% - 75%.

See examples to the right.

Lines may be used to outline shapes within compositions, or to outline existing shapes.

Electric cyan may be used to create the effect of a corner accent on the lower right-hand corner of elements within a composition. This line weight should be heavier.

Linework should be used to divide space and to draw attention to important elements, such as buttons and images.



Button Styles

AND INTERACTIVITY

The primary button style to be used in all web and digital applications is derived from the shape of the “mountains” within the logo icon. This shape should be used exclusively for all buttons and arrows.

DEFAULT

HOVER

ACTIVE

PRIMARY

ARROW

ARROW

