



**Community
Energy Network**
Bath and North East Somerset

Brand Guidelines

Community Energy Network
Energy at Home
Energy in Your Community

Spring 2026

The Community Energy Network is a partnership involving:



Funded by:



Energy Champions

Get free advice here today

- Insulation 
- Solar panels 
- Electric vehicles 
- Energy storage 

The Community Energy Network is a partnership project involving:
Bath & North East Somerset Council, Bath & West Community Energy, Centre for Sustainable Energy, UNIVERSITY OF BATH, Community Wellbeing Hub, COMMUNIT FUND

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Community Energy Network

Bath and North East Somerset

Our mission

We're helping people across Bath and North East Somerset save energy, lower bills and build a greener future – together. Whether you're making small changes in your own home or looking to launch something within your community, the Community Energy Network is here to support you.

Our brand

Our brand is how we communicate this, visually, verbally and in writing. These guidelines show you how to consistently use the brand voice and visual identity and assets across all materials.



How communications for the partnership are coordinated

Communications relating to the Community Energy Network partnership are supported by several documents that work together to ensure messaging, branding and communications are consistent across the partners.

Positioning and messaging framework

Provides the strategic messaging and key narratives that guide how we talk about the partnership and its projects.

[Community Energy Network – Positioning & Messaging Frameworks.xlsx](#)

[Community Energy Network – Strategic Messaging – A User Guide.docx](#)

Brand guidelines (*this document*)

Set out how the Community Energy Network and project strand brands should be used visually, including logos, colours, fonts and imagery.

[Brand architecture use guide](#)

Explains the relationship between the Community Energy Network partnership and the two project strands: Energy at Home and Energy in Your Community.

Media and Communications Protocol (*coming shortly*)

Sets out how partners coordinate communications and respond to media enquiries.



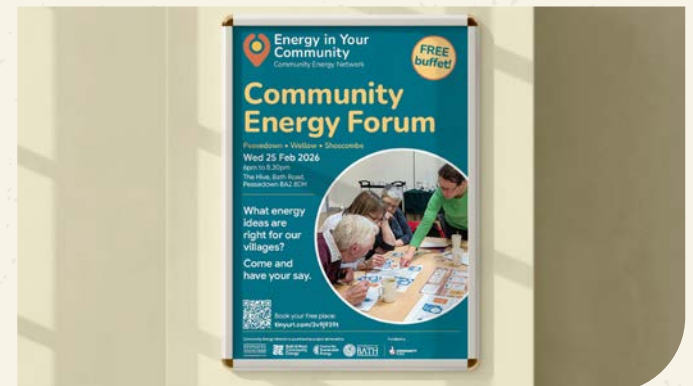
Communications approval

Materials referencing Community Energy Network or its project strands should be shared with the project communications contact before publication or distribution. This ensures branding, messaging and partner/funder credits are applied consistently across the partnership.

Where these guidelines apply

These guidelines apply to all communications relating to Community Energy Network and its projects, including:

- Printed materials (posters, leaflets, banners)
- Digital graphics and social media posts
- Presentations and reports
- Webpages and newsletters
- Event materials and handouts



About the Community Energy Network

The Community Energy Network (CEN) is a partnership of local organisations working together to support communities across Bath and North East Somerset to reduce energy use, lower energy bills and explore community-led energy opportunities.

The partnership brings together the expertise of local organisations including Bath & North East Somerset Council, Bath and West Community Energy, the Centre for Sustainable Energy, the University of Bath and the Community Wellbeing Hub.

The partnership coordinates its work through two project strands:

Energy at Home – supporting residents to improve the energy efficiency of their homes and reduce energy costs.

Energy in Your Community – working with communities to explore interest in community-owned renewable energy.

Together, these projects form the delivery programme of the **Community Energy Network** partnership.



Coordinates activities through:



Delivered by partner organisations:



Our Core Values

Collaborative

Working together as partners and with the local community to deliver the best possible outcomes.

Adaptable

Using reflection and flexibility to adapt to changes in circumstances.

Proactive

Seeking out opportunities to develop the project and connect with the community, maximising our resources and reaching as many residents as possible.

Open minded

Learning from people and partners we support and work with, reserving judgement.

Trusted / reliable

Developing strong support structures that provide trusted information.

Supportive / encouraging / people first

Creating an environment where residents feel listened to, supported, and empowered to take part.

Positioning and messaging

All communications relating to Community Energy Network and its projects should align with the agreed **positioning** and **messaging** framework.

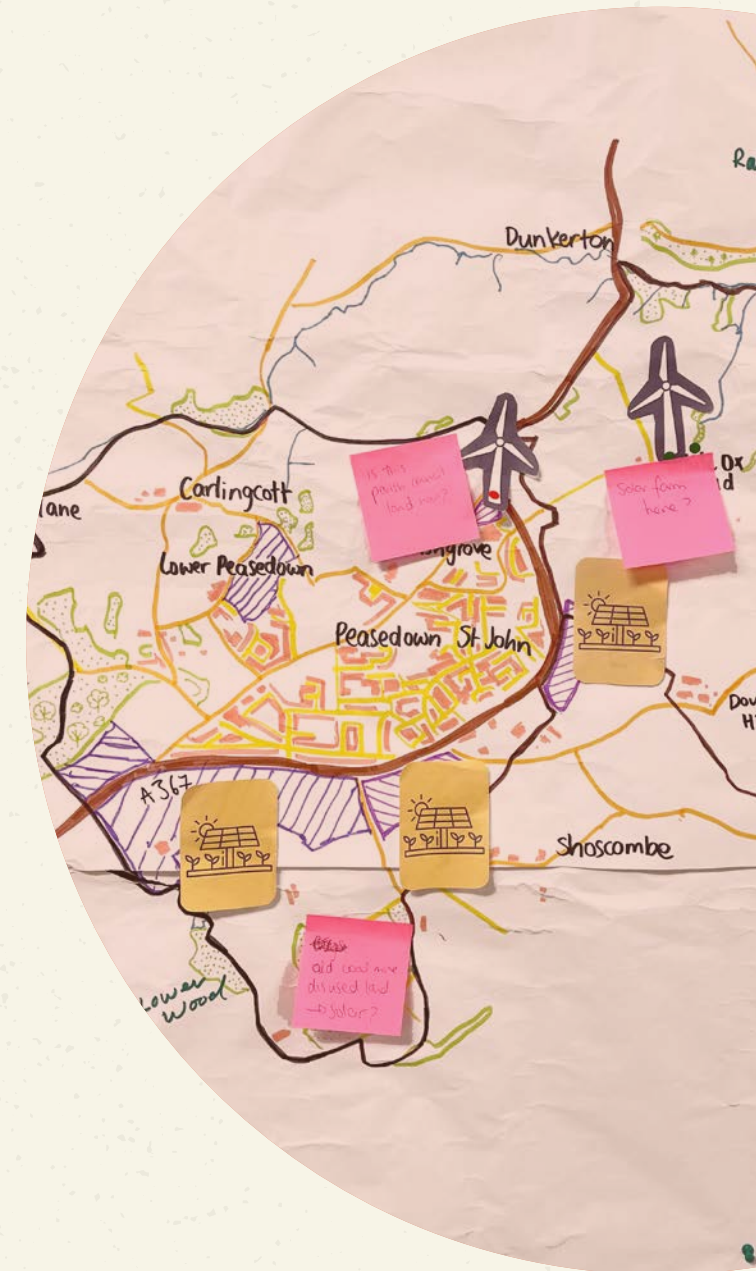
Messaging and positioning statements serve as the strategic foundation for how the project strands presents to its audiences. Their purpose is to clearly articulate what the projects stand for, why they exist, and the unique value they bring to local communities.

They help ensure that every communication—whether a public announcement, a funding pitch, or a community workshop—supports a consistent narrative that builds trust, highlights shared benefits, and strengthens the project's identity.

These statements should guide all brand expressions so the projects speak with clarity, confidence, and cohesion across every touchpoint.

[Community Energy Network – Positioning & Messaging Frameworks.xlsx](#)

[Community Energy Network – Strategic Messaging A User Guide.docx](#)



Brand architecture

We are using an endorsed, partnership-led brand architecture.

- **Community Energy Network (CEN)** is the funded partnership that provides the organising, coordinating and accountable framework for the work.
- The partnership coordinates its work through two project strands: **Energy at Home** and **Energy in Your Community**.
- Partner organisations deliver the work and should be clearly credited, but no single partner leads the brand publicly.

It is intentional that:

- CEN and both project strand logos share the same core colour palette.
- Icons differ to provide distinction, not ownership.
- Project strand logos should include the 'Community Energy Network' wording as an endorsement, as currently shown beneath the project strand logos.

Partner and funder logos

- Use one consistent partnership line above partner logos. This explains what CEN is and why multiple organisations are shown. *Note that Community Wellbeing Hub does not appear in the Energy in Your Community credit.*
- Funders are not partners and must be clearly identified as such. Where partner logos are displayed, the National Lottery Community Fund logo should also appear unless space constraints make this impractical and should always sit under a clear funder label.



The Community Energy Network is a partnership involving:



Funded by:



Delivered by partner organisations through the Community Energy Network:



Funded by:



Delivered by partner organisations through the Community Energy Network:



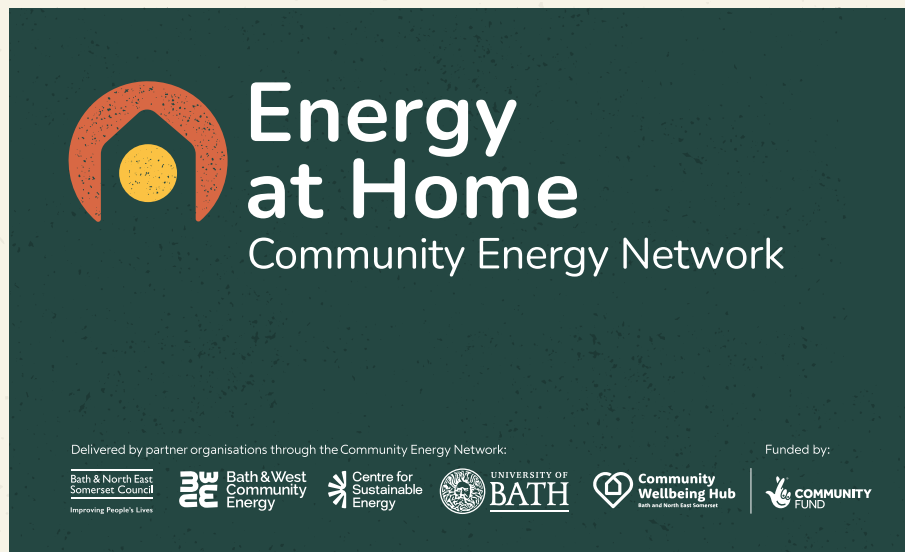
Funded by:



Logo types

The three Community Energy Network strands each have their own logo and primary background colour, which should feature on communications across all print and digital outputs.

- Each project strand has its own partnership and funding credits, only use the associated credit lines and logos.
- The project logos and credit lines do not form a lock-up together, but must both appear where space is available.
- The credit line wording and partner logos should remain consistent and should not be altered without agreement. The size and position in relation to the strand logo is not fixed.





Community Energy Network

Bath and North East Somerset

The Community Energy Network is a partnership involving:



Funded by:



Secondary variant for use on dark backgrounds



Secondary variants for use in greyscale or mono work



Colours

The **Community Energy Network** colour palette is made up of four core colours and three secondary colours.

The Community Energy Network logo is primarily used in its **dark** variant on a light background, this helps distinguish it from the other project strands. The dominant colours should always be from the core palette, with the secondary used for highlights or where additional colours are required.

Please ensure the CMYK colours are used for printed items and the HEX/RGB colours are used for any digital applications.



Background tint

RGB: 247/244/231
Hex: f6f4e7
CMYK: 0/0/9/5

Core logo colours

RGB: 36/71/66
Hex: 244742
CMYK: 83/52/64/45

RGB: 214/109/77
Hex: d66d4d
CMYK: 13/69/75/1

RGB: 252/192/78
Hex: fcc04e
CMYK: 0/26/80/0

Secondary colours

RGB: 255/219/158
Hex: ffdb9e
CMYK: 0/16/44/0

RGB: 186/222/194
Hex: badec2
CMYK: 32/0/31/0

RGB: 153/201/184
Hex: 99c954
CMYK: 48/0/80/0





Energy at Home

Community Energy Network

Delivered by partner organisations through the Community Energy Network:



Funded by:



Secondary variant for use on light backgrounds

Secondary variants for use in greyscale or mono work



Colours

The **Energy at Home** colour palette is made up of four core colours and three secondary colours.

The Energy at Home logo is primarily used in its **light** variant on a dark green background, this helps distinguish it from the other project strands. The dominant colours should always be from the core palette, with the secondary used for highlights or where additional colours are required.

Please ensure the CMYK colours are used for printed items and the HEX/RGB colours are used for any digital applications.



Background tint

RGB: 36/71/66
Hex: 244742
CMYK: 83/52/64/45

Core logo colours

RGB: 214/109/77
Hex: d66d4d
CMYK: 13/69/75/1

RGB: 252/192/78
Hex: fcc04e
CMYK: 0/26/80/0

RGB: 247/244/231
Hex: f6f4e7
CMYK: 0/0/9/5

Secondary colours

RGB: 255/219/158
Hex: ffdb9e
CMYK: 0/16/44/0

RGB: 186/222/194
Hex: badec2
CMYK: 32/0/31/0

RGB: 153/201/184
Hex: 99c954
CMYK: 48/0/80/0





Energy in Your Community

Community Energy Network

Delivered by partner organisations through the Community Energy Network:



Funded by:



Secondary variant for use on light backgrounds

Secondary variants for use in greyscale or mono work



Colours

The **Energy in your Community** colour palette is made up of four core colours and three secondary colours.

The Energy in your Community logo is primarily used in its **light** variant on a dark blue background, this helps distinguish it from the other project strands. The dominant colours should always be from the core palette, with the secondary used for highlights or where additional colours are required.

Please ensure the CMYK colours are used for printed items and the HEX/RGB colours are used for any digital applications.



Energy in Your Community

Community Energy Network

Background tint

RGB: 0/105/125
Hex: 00697d
CMYK: 100/50/42/9

Core logo colours

RGB: 214/109/77
Hex: d66d4d
CMYK: 13/69/75/1

RGB: 252/192/78
Hex: fcc04e
CMYK: 0/26/80/0

RGB: 255/255/255
Hex: ffffff
CMYK: 0/0/0/0

Secondary colours

RGB: 255/219/158
Hex: ffdb9e
CMYK: 0/16/44/0

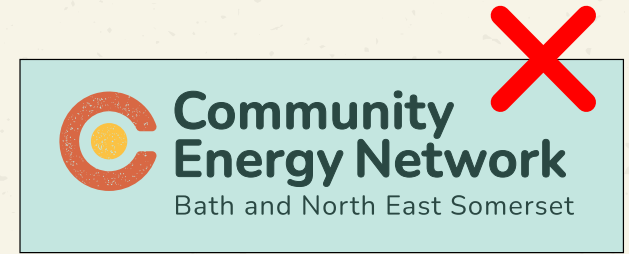
RGB: 196/229/224
Hex: c4e5e0
CMYK: 27/0/15/0

RGB: 191/38/89
Hex: bf2359
CMYK: 18/96/41/8



Logo misuse

Do not attempt to re-create, manipulate or alter any element of the logos. This page shows examples of incorrect logo use which apply to all Community Energy Network project strand logos.



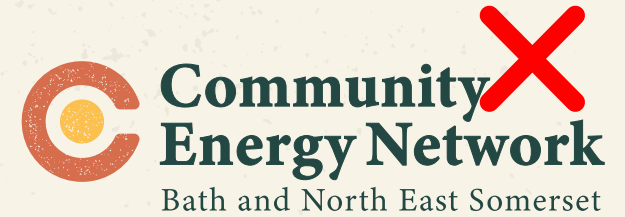
Do not box in the logo with borders or colours.



Do not distort the logo



Do not compress or stretch the logo



Do not change the font or typeface



Do not use on high contrast backgrounds



Do not change the relationship between icon and text



Do not add effects such as drop shadows

Clear space

Always use the 'E' from the Community Energy Network wordmark as a guide for clear space when positioning the logo. No other objects/text should be placed within this exclusion zone.

This applies to all Community Energy Network project strand logos.



Logo size

It is important our logo retains its legibility at all times, therefore a minimum size for digital and printed applications must be adhered to.

Minimum height for **printed** applications
**Not to scale*



Minimum height for **digital** applications



Logo positioning

The preferred position of the logo in application is top left.

To maximise flexibility the logo can be placed differently, however it must always appear before the partner and funder credit.



Fonts

The **Community Energy Network** typeface for print and online use.

The typeface **Nunito** has been chosen as our primary headline typeface for use on all documents. All fonts within this typeface can be used; Regular, Bold, etc. Some examples of these are opposite.

This should only be used for headings and other larger highlighted text.

For all body text **Google Sans** has been chosen as a clear, legible typeface. All fonts within this typeface can be used.

Both can be downloaded free of charge from:

fonts.google.com

For help installing on Microsoft operating systems:

support.microsoft.com

Headline text

Nunito bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Nunito regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Nunito light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Body text

Google Sans regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Google Sans medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Google Sans bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Font substitutions

If you do not have access to the primary fonts, please use Arial throughout to maintain brand consistency.

Arial regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Arial bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Accessibility

Our communications need to be both visually interesting to engage and be legible for all our audiences.

Accessibility isn't just about type size. Structured, well crafted design, good navigation, good contrast levels and concise, copy, are all equally important.

Be considerate of the target audience. Ensure alternative formats such as audio, video transcripts, large print and easy read are freely available.

Type size

Always use the most appropriate type size for your audiences.

Body copy should be a minimum of 12pt, with 16–18pt for large print documents.

This is an example of 12pt text

This is an example of 16pt

This is 18pt text

Accessibility statement

This statement should be used to offer alternative formats:

Accessible formats such as EasyRead, large print, translated languages or audio are available on request.
Email: Community_Energy@bathnes.gov.uk

Online

To comply with current Web Content Accessibility Guidelines (WCAG 2.1), PDF documents should be made accessible for text-to-speech and screen readers.

Full details can be found at: www.w3.org/TR/WCAG21

Colour contrast

Current Web Content Accessibility Guidelines (WCAG) set pass and fail rates for colour contrast, this is particularly important if your document is digital or a version will be uploaded online.

Colour contrast checkers can be found online if in doubt.

Keep text colour and background in high contrast. Regular text (below 18pt) should have a contrast ration of at least 4.5:1. Large text (above 18pt) the minimum ratio is 3:1.

Print

For printed documents recommended contrast 70% for regular text, if in doubt convert to greyscale and check in photo-edit software.

This combination has a contrast ratio of **10.3 : 1** and passes WCAG requirements for regular and large text.

Large text ✓ regular text ✓

Approximate greyscale print equivalent

85%

This combination has a contrast ratio of **6.3 : 1** and passes WCAG requirements for regular and large text.

Large text ✓ regular text ✓

76%

This combination has a contrast ratio of **3.4 : 1** and passes for large text, but fails for regular text.

Large text ✓ regular text ✗

58%

This combination has a contrast ration of **1.7 : 1** and fails requirements for regular and large text.

Large text ✗ regular text ✗

29%

Contrast remains the same for coloured text on a white background.

Colour contrast example matrix

~~Large text (above 18pt)~~
Large text (above 18pt)
Large text (above 18pt)

~~Regular text (below 18pt)~~
Regular text (below 18pt)
Regular text (below 18pt)

~~Large text (above 18pt)~~
Large text (above 18pt)
Large text (above 18pt)

~~Regular text (below 18pt)~~
~~Regular text (below 18pt)~~
Regular text (below 18pt)

~~Large text (above 18pt)~~
~~Large text (above 18pt)~~
Large text (above 18pt)

~~Regular text (below 18pt)~~
~~Regular text (below 18pt)~~
~~Regular text (below 18pt)~~

Large text (above 18pt)
Large text (above 18pt)
~~Large text (above 18pt)~~
~~Large text (above 18pt)~~

Regular text (below 18pt)
Regular text (below 18pt)
~~Regular text (below 18pt)~~
~~Regular text (below 18pt)~~

Large text (above 18pt)
Large text (above 18pt)
Large text (above 18pt)
~~Large text (above 18pt)~~

Regular text (below 18pt)
Regular text (below 18pt)
~~Regular text (below 18pt)~~
~~Regular text (below 18pt)~~

Large text (above 18pt)
Large text (above 18pt)
Large text (above 18pt)
~~Large text (above 18pt)~~

Regular text (below 18pt)
Regular text (below 18pt)
~~Regular text (below 18pt)~~
~~Regular text (below 18pt)~~

Text shown at **18pt** and 12pt

Design assets

All of our documents should use the same graphic elements although exact usage (position, size, tint etc) can be decided on a job-by-job basis to maintain flexibility.

These are made up of the grain pattern, and Community Energy Network logo icon. Note this is used in all three project strands. Either or both of these elements may be used.

The logo element should be used within this and with restraint through documents. The angle should be consistent and the icon should not be distorted or recoloured.

Elements from the other logo strands should not be used.

Grain pattern as supplied with Community Energy Network logo pack. See transparency to 'multiply'

- Suggested use on **light** background: **5%** opacity
- Suggested use on **dark green** background: **22%** opacity on
- Suggested use on **dark blue** background: **10%** opacity on
- The pattern can also be recoloured to give a stamp effect to graphics. Use at 100% opacity of the background colour as an overlay.
- The grain should not be used under areas of smaller text on the dark green and blue backgrounds. Place a background colour plain box beneath such text.
- Larger documents - reports, letters etc can use a plain white background for text pages.



Grain at 10%,
with a plain box
used as a mask
under this text.

Photography – commissioned

The Community Energy Network identity has been created to reflect aspects of the Core Values, which should also be demonstrated through the visuals used.

Real world images

Real photography of diverse groups of people working together – case studies from community meetings and forums, joint projects, showing real world shared achievements. Demonstrating that learning is a collaborative process and CEN is listening to residents and partners.

Local Connection

The emphasis is on community roots: “Energy by the community, for the community.”

Anchor this with images of familiar local landmarks, neighbourhood scenes, and real residents and projects. Highlight existing successful projects in other localities if needed.

Always ensure you have permission to use photographs and written consent from those featured where appropriate.



Trust

Build trust in delivery with clear, professional visuals – installation technicians and partners. Show examples of nature integrated with technology. Combined nature/agriculture around projects in rural landscapes demonstrate a care for the environment.

Photography style

- Use full colour, well lit, vibrant images, without filters.
- Bold, simple compositions give most impact.
- Candid images showing natural emotions or naturally posed photos demonstrating pride in achievements.
- A lively, positive atmosphere.
- The focus is on the people and the community, it's how people interact with the tech – not just the tech.
- Keep the images diverse, reflecting the range of age, gender and ethnic background of the community.



Photography – stock and AI

Stock images

Where case study photos are not available or budgets restricted, use only carefully selected stock images which reflect the diverse communities and look of Bath and North East Somerset.



AI created images

AI created photos can look fake and may build mistrust. Use of even convincing AI images may bring problems of authenticity. Use is therefore not recommended.



All images this page, Adobe Stock.

Illustration

The primary image choice of the brand is photography, however where this is not appropriate or available, illustration can be used.

Clarity, legibility, inclusivity and positivity should always be reflected in the design. Backgrounds and representational elements should show the world and everyday environment of Bath and North East Somerset and the communities who live and work there.

Where possible, colours should predominantly be used from the appropriate project strand palette, but are not limited to this.



Adobe Stock illustration recoloured to CEN branding



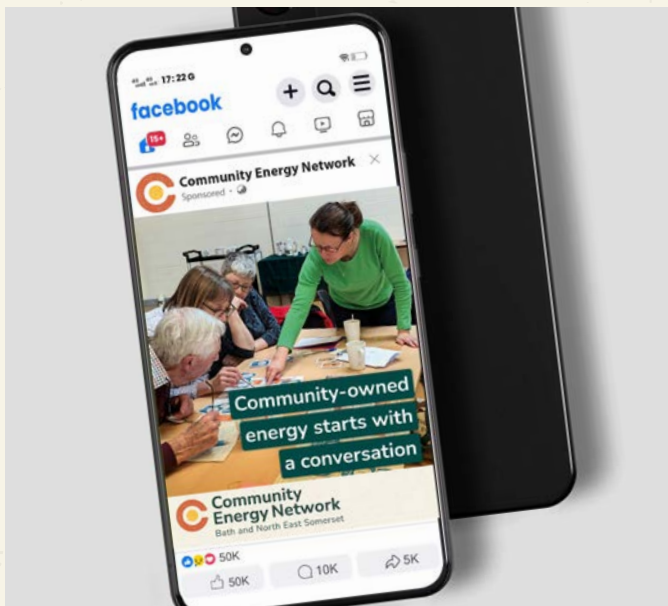
Use of bespoke icons for infographics. Note use of grain overlay.

Design examples

Designers are encouraged to be creative within the constraints of these guidelines.

The brand is represented by a friendly and open design, shapes are rounded, soft, colours muted and natural. Avoid sharp corners or angles, and let designs breathe with negative space where possible.

Examples shown are for reference and represent a starting point to expand and improve the brand.







This is your energy.
Your future.
Your community

Community Energy Network newsletter January 2026

January can be a challenging month for many households, and the Community Energy Network is here to help. Across Bath and North East Somerset, we're working together to improve energy efficiency, support vulnerable residents and support community-owned renewable projects.

This issue includes advice on spotting energy scams, details about the Priority Services Register, and updates from across the network.

Projects at a glance

The [Community Energy Network](#) supports community-led energy action across Bath and North East Somerset through the following projects:



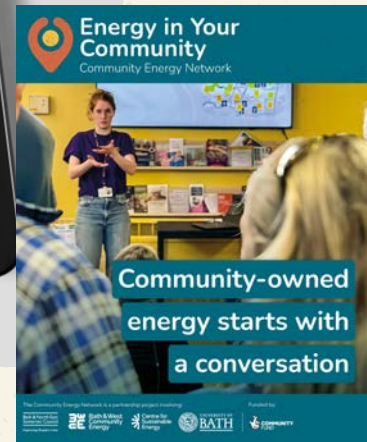
Offers tailored support to residents on energy advice and home efficiency upgrades through dedicated energy advisors, energy events and



Supports local groups to explore and develop small-scale, community-owned renewable energy projects that benefit

Energy in Your Community

Have your say: upcoming community sessions



Standard descriptions

The following descriptions provide consistent wording for introducing the Community Energy Network partnership and its project strands in communications. These can be used across web pages, reports, presentations, press releases and other materials. When space is limited, shorter versions may be used.

Relationship between partnership and projects

The Community Energy Network partnership coordinates activity through two projects: Energy at Home and Energy in Your Community. These projects are delivered by partner organisations working together as part of the Community Energy Network partnership.

Community Energy Network

The Community Energy Network (CEN) is a partnership of organisations working together across Bath and North East Somerset to help residents reduce energy use, lower energy bills and explore community-owned energy opportunities.

The partnership brings together local organisations to support communities with energy advice, home energy improvements, and community-led energy initiatives.



Energy at Home

Energy at Home is a project within the Community Energy Network partnership that supports residents to improve the energy efficiency of their homes and reduce energy costs.

The project provides advice, support and community-based activities to help households make practical changes that save energy and money.



Energy in Your Community

Energy in Your Community is a project within the Community Energy Network partnership that works with communities to explore interest in community-owned renewable energy.

The project focuses on listening to local views and helping communities understand and consider potential opportunities for community-led energy initiatives.

It begins with community conversations and does not involve identifying sites or developing proposals at the outset.



Standard descriptions – short versions

Use these shorter versions where space is limited.

Community Energy Network

The Community Energy Network is a partnership working across Bath and North East Somerset to help residents reduce energy use, lower bills and explore community energy opportunities.



Energy at Home

Energy at Home is a Community Energy Network project supporting residents to improve the energy efficiency of their homes and reduce energy costs.



Energy in Your Community

Energy in Your Community is a Community Energy Network project working with communities to explore interest in community-owned renewable energy through local conversations and engagement.



Communications contact

For advice on applying these guidelines or producing communications relating to Community Energy Network projects, please contact:

Community_Energy@bathnes.gov.uk

People who cannot access this document in its original format are entitled to receive it in an alternative format such as EasyRead, large print, translated language or an audio recording. It can also be emailed as a Microsoft document.



The Community Energy Network is a partnership involving:

Bath & North East
Somerset Council
Improving People's Lives

BW Bath & West
Community
Energy

 Centre for
Sustainable
Energy

 UNIVERSITY OF
BATH

 **Community
Wellbeing Hub**
Bath and North East Somerset

Funded by:

 **COMMUNITY
FUND**