



Brand Toolkit

1. Brand Overview

Brand Purpose

Bringing together our specialist groups in advancing affordable, secure and sustainable energy for homes and businesses.

For over a century, EUA – the UK’s leading trade association for energy and utilities – has powered progress across the UK, evolving with the industries that heat and power our homes and businesses.

As energy sources, technologies and expectations continue to change, so do we. From our origins as a trade association for the gas industry, to today’s forward-looking and technology-agnostic alliance, we exist to help our members adapt, collaborate and thrive as the nation transforms its energy system.

Mission

To empower our members with insight, influence and collaboration—helping them navigate change, shape responsible policy and drive progress across the energy system.

Change has become the constant in our sector, and with it comes uncertainty. New technologies, new regulations and new pressures are reshaping how the energy system operates. EUA’s role is to bring clarity to this complexity – helping members, policymakers and the public navigate change with confidence.

Vision

A UK where energy for every home and business is affordable, secure and sustainable—enabled by a united, innovative and future-ready energy ecosystem.

Because belonging to EUA doesn’t just matter – it makes the difference our nation needs.

When we unite, we lead. When we collaborate, we create change. And when we advance together, we make energy work – for homes, for businesses, for everyone.

Core Values

- Progress Through Innovation
 - Unity and Collaboration
 - Integrity and Trust
 - Support and Empowerment
 - Commitment to Sustainable Impact
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2. Brand Identity

Brand Personality

Describe your brand using 3–6 personality traits, such as:

- **Progressive**
- **Collaborative**
- **Trusted**
- **Supportive**
- **Responsible**

Brand Voice & Tone

Voice: EUA speaks as a trusted, forward-thinking alliance dedicated to advancing the UK's energy future. The tone is confident but warm, authoritative but human, collaborative and purposeful — always championing clarity, progress and unity.

3. EUA Logo Guidelines

i. Logo Components

Primary EUA Logo

The core EUA logo consists of:

- **EUA logotype** (modernised but recognisable)
- **Colour-accented “A”** which:
 1. Energises the logotype
 2. Symbolises positivity and sustainability
 3. Highlights the core idea of *Advancement* from the tagline

- **EUA symbol** – three interlocking segments with arrowheads, representing progress, unity, and the energy trilemma (affordable, secure, sustainable energy)
- **Strapline:** *Advancing energy for homes and businesses*

The logotype and symbol work together to show both heritage and modernisation.

ii. Logo Colour Palette

EUA uses a three-colour system, each with specific meaning:

Colour	Hex	Meaning
Ink Blue	#1e2e52	Gravitas, authority, water utilities
Green	#009c57	Sustainability, renewal, growth
Red	#e7372c	Energy, heat, dynamism

These three colours form the segments of the **EUA symbol**, orbiting a shared centre representing EUA’s unified vision.

White-out versions of the logo are also available for use on dark or photographic backgrounds.

iii. Logo Variants

The PDF specifies:

- **Primary full-colour logo**
- **Logo with strapline**
- **White-out versions** for dark backgrounds
- **Symbol-only version** for small spaces or as a supporting mark (e.g. email signature, favicons, social icons)

All variants must maintain consistent proportions and colours.

iv. Clear Space & Minimum Size

- Use the height of the **E** or the breadth of one **symbol segment** as the minimum clear-space unit.
- Maintain open space around all sides; no text or graphics should intrude.

- For digital use, ensure the full logo remains legible at **no smaller than 120 px width**.
- The symbol alone may be used at smaller sizes due to its geometric clarity.

v. Incorrect Usage

To protect brand consistency, the EUA logo should **never** be:

- Stretched or distorted
- Recoloured outside the approved palette
- Placed on low-contrast backgrounds that harm legibility
- Modified (no added effects, outlines, shadows or filters)
- Combined with other logos or graphical elements
- Cropped in a way that removes parts of the symbol

vi. Logo + Strapline Usage

The strapline **“Advancing energy for homes and businesses”** is a core part of the brand articulation.

Use the strapline version when:

- Introducing the brand
- Using the logo in formal documents, reports, presentations
- Communicating to external audiences

Use the symbol or logotype alone when:

- Space is limited
- The EUA brand is already established in the context
- Used as a subtle brand signature (e.g., icon, email signature, footers)

vii. Symbol Meaning & Application

The EUA symbol is not decorative; it has explicit strategic meaning:

- **Three interlocking segments** = three sectors of the alliance AND the energy trilemma
- **Arrowhead geometry** = motion, progress, advancement
- **Outward-facing points** = engagement with UK and global energy ecosystems
- **Shared centre** = common national vision

It may be used independently:

- As a social media avatar
- In iconography
- For small spaces where the full logotype is illegible
- As a pattern or watermark in corporate materials

viii. Typography with the Logo

The recommended brand typeface is **Aptos**.

Typography should reflect the logo's:

- Clean geometric structure
- Modern, approachable professionalism
- High legibility

Never replace the logotype typography within the logo.

ix. Logo Use Across Sub-Brands

The brand strategy emphasises:

- Bringing divisions visually closer to the EUA brand
- Positioning divisions as **specialist groups** under a unified alliance
- Avoiding proliferation of new logos at sub-brand level

Therefore:

- Divisions should not create new standalone logos
- Specialist groups should use **text-only descriptors** rather than bespoke symbols
- EUA's masterbrand mark remains the dominant visual identity

4. Brand Rules & Governance

The brand is owned and governed centrally by **EUA**.

This aligns with the strategic intent to **unify divisions as specialist groups** and visually align them under one master brand.

Responsibility:

- Maintain brand integrity and consistency
- Approve usage of all logo variants
- Provide official brand assets and templates
- Enforce compliance across all divisions and specialist groups

Who Must Follow These Rules:

- EUA staff
- Specialist groups
- Committees & working groups
- Partners, suppliers, and external designers
- Members using EUA co-branding assets