

Brand Playbook

V1 - External Use

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Brand strategy

Brand purpose

At tepeo, we believe the future of heating is clean, green and affordable. Our award winning Zero Emission Boiler (ZEB[®]) is revolutionising how we heat our homes.

We want to make heating affordable, whilst lowering the carbon footprint and supporting renewable generation.



Heat your home, not the planet. 

Brand persona

tepeo is a revolutionary brand that is disrupting the heating industry.

Core attributes of the brand:

- Fresh
- Bold
- Optimistic
- Innovative
- Disruptive
- Transparent
- Clean tech
- Future facing



Heat your home, not the planet. 

Brand building blocks

Our values are at the heart of everything we do - our goal is to turn our values into action every day.

Be a good human



We put people first, ensuring we are transparent with everything we do.

Work for the planet



We value our environment and strive for a sustainable future.

Solve hard problems



We value innovation and the pursuit of excellence.

Make an impact



We value building memorable customer experiences and challenge the status quo.

Brand tonality

tepeo's tone of voice should encompass the brand persona by being fresh, bold, optimistic, innovative and disruptive.

Secondary to the above characteristics, we need to maintain a premium brand and an awareness that the current audience are technology innovators.



Brand house

Heat your home, not the planet.

Creating clean, green and affordable heating

Low-Carbon

The ZEB is powered by electricity, offering a low-carbon solution to traditional gas boilers. It's easy to install, as it's a direct replacement for existing gas boilers and requires no additional updates to the home e.g. replacing radiators for heat pumps.

Low-Cost

The ZEB works like a battery, storing energy at off-peak times that can be used on demand, keeping costs low. It's also not as expensive to install vs. other low-carbon alternatives (e.g. heat pumps).

Smart Control

The ZEB uses a Smart Charging algorithm to learn when energy will be used and to forecast how much to store. It can also be controlled from anywhere with the tepeo App, providing insights into energy, cost and carbon outputs.

Supported by: Online/Offline Marketing - tepeoPRO - tepeo Care Plan - Personal Customer Service - Remote Product Monitoring

Heat your home, not the planet.

tepeo

Brand story


tepeo was founded in 2018 to give customers a low cost, low carbon, smart and yet simple route off of fossil fuel heating.

Since then we've designed, built, tested, rejected and tried many ways to create an efficient thermal storage solution for low carbon heating - all culminating in the ZEB.

We launched the ZEB in 2021 and are focused on bringing it to more customers across the UK as we grow our network of tepeoPRO installers and in developing new solutions to help even more homes transition away from gas and oil.

tepeo is here to help millions of homeowners heat their home, not the planet.



Heat your home, not the planet. 

Brand elements

Brand & product name

The brand name should only be written with a lowercase 't' - tepeo.

When referencing the Zero Emission Boiler, always use the full name first, followed by ZEB thereafter: Zero Emission Boiler (ZEB[®]). The shortened acronym can then be used once the full name has been referenced.

The registered trademark must be used when referencing the ZEB in the first instance only.

Brand name:



Product name:

Zero Emission Boiler (ZEB[®])

Registered trademark:

ZEB[®]

Brand tagline

Where possible, the brand tagline should be used in marketing materials where space allows: Heat your home, not the planet.

The tagline should be written in tepeo Dark Blue (or tepeo White, if used on a dark background) in Open Sans Light.

Brand tagline:

Heat your home, not the planet.

tepeo logo

Where possible, the primary logo format should be used in all materials.

The secondary logo can be used as an alternative to the primary, but only when legibility is affected by using the primary e.g. if it's used on a yellow background.

If neither the primary nor the secondary logo formats are suitable, the tepeo name can be written as an alternate standalone logo option, in either tepeo Yellow or tepeo White in Arial MT Std Light.

Primary logo:



Secondary logo:



Alternate logo options:



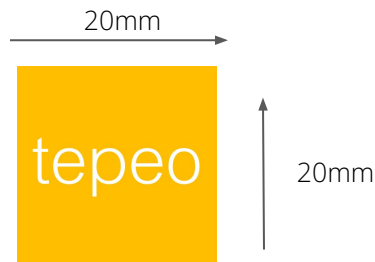
tepeo logo

The primary logo format should never be used at a size that it is so small it affects legibility of the logo. The minimum size is 20mm x 20mm.

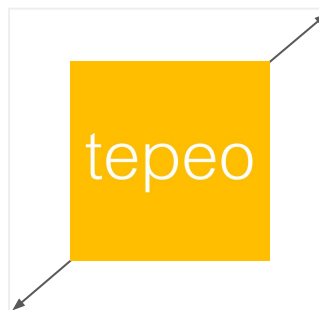
The exclusion zone around the logo should provide a buffer from text, images or other graphics. The minimum exclusion zone should be 2mm.

The logo should be positioned either top left, top right, or bottom right of a page.

Logo sizing:



Exclusion zones:



tepeoPRO logo

Where possible, the primary logo format should be used in all materials.

The secondary logo can be used when there isn't sufficient space for the primary or there's issues with legibility.

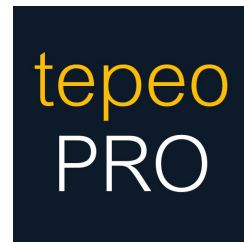
If neither the primary nor the secondary logo formats are suitable, the tepeoPRO name can be written in Arial MT Std Light in tepeo Dark Blue (for tepeo) and tepeo Yellow (for PRO).

Whenever writing tepeoPRO, it should only ever be written as one word with PRO in capitals - tepeoPRO.

Primary logo:



Secondary logo:



Alternate logo options:

tepeoPRO

tepeo
PRO

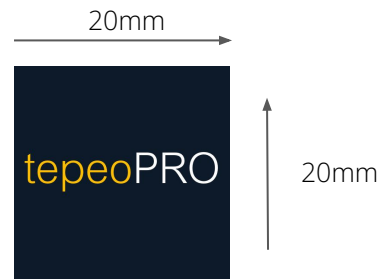
tepeoPRO name & logo

The primary logo format should never be used at a size that it is so small it affects legibility of the logo. The minimum size is 20mm x 20mm.

The exclusion zone around the logo should provide a buffer from text, images or other graphics. The minimum exclusion zone should be 2mm.

The logo should be positioned either top left, top right, or bottom right of a page.

tepeoPRO logo:



Exclusion zones:



Colour guidance

Primary Colours:

tepeo Yellow

Hex: #ffbf00

RGB: 255, 191, 0

CMYK: 0, 25, 100, 0

tepeo Dark Blue

Hex: #0d1a29

RGB: 13, 26, 41

CMYK: 68, 37, 0, 84

Secondary Colours:

tepeo Light Blue

Hex: #e2eced

RGB: 226, 236, 237

CMYK: 5, 0, 0, 7

tepeo Mid Blue

Hex: #364F6B

RGB: 54, 79, 107

CMYK: 50, 26, 0, 58

Typography

The font for all presentations should be Open Sans.

AaBb

AaBb

Open Sans Bold - Headings

AaBbCcDdEeFfGgHhIijjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789

Open Sans Light - Subheadings & body copy

AaBbCcDdEeFfGgHhIijjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789

*Open Sans Normal can be used only where there are issues of legibility or accessibility when using Open Sans Light

Typography

Text Primary Colours:

tepeo White - For use on tepeo Dark Blue or tepeo Yellow backgrounds (Hex #ffffff)

tepeo Dark Blue in Open Sans Bold - For use in headings (Hex #0d1a29)

tepeo Dark Blue in Open Sans Light - For use in subheadings and body copy (Hex #0d1a29)

Text Secondary Colours:

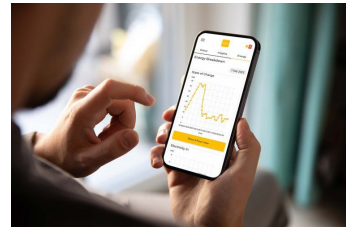
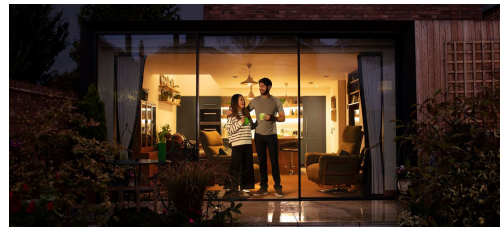
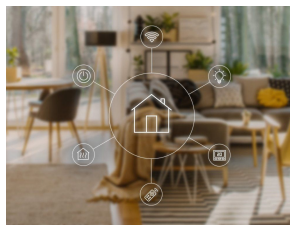
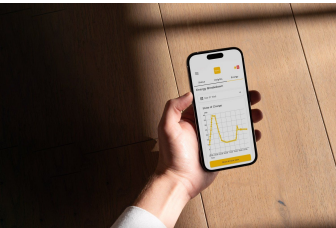
tepeo Yellow - Hex #ffbf00

tepeo Light Blue - Hex #e2eced

tepeo Mid Blue - Hex #364F6B

Imagery & iconography

Branded stock imagery:



Heat your home, not the planet.



Imagery & iconography

Value iconography:

Be a good human



Work for the planet



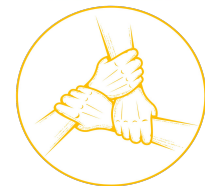
Solve hard problems



Make an impact



Colour alternatives:



Heat your home, not the planet.

tepeo

Long, mid, short-form copy

Long (150)

The Zero Emission Boiler (ZEB®) is a breakthrough in clean heating technology, powered by low-carbon electricity rather than fossil fuels. With 17% of the UK's carbon emissions coming from heating homes, the ZEB is an innovative system helping to drive towards a greener future, working like a battery to store energy for use on demand.

Designed to replace an existing gas or oil boiler, the ZEB is ideal for 2-3 bedroom homes and is quick and easy to install.

The ZEB helps consumers reduce energy costs by using a Smart Charging algorithm to find the cheapest times to store energy. It also learns how much to store based on factors such as energy usage and weather forecast.

The ZEB can be easily monitored via the tepeo App and enables consumers to control their ZEB either at home or remotely.

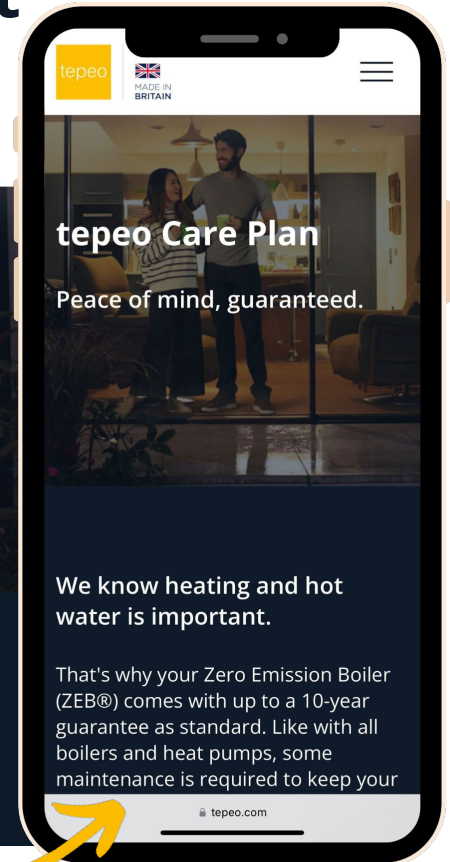
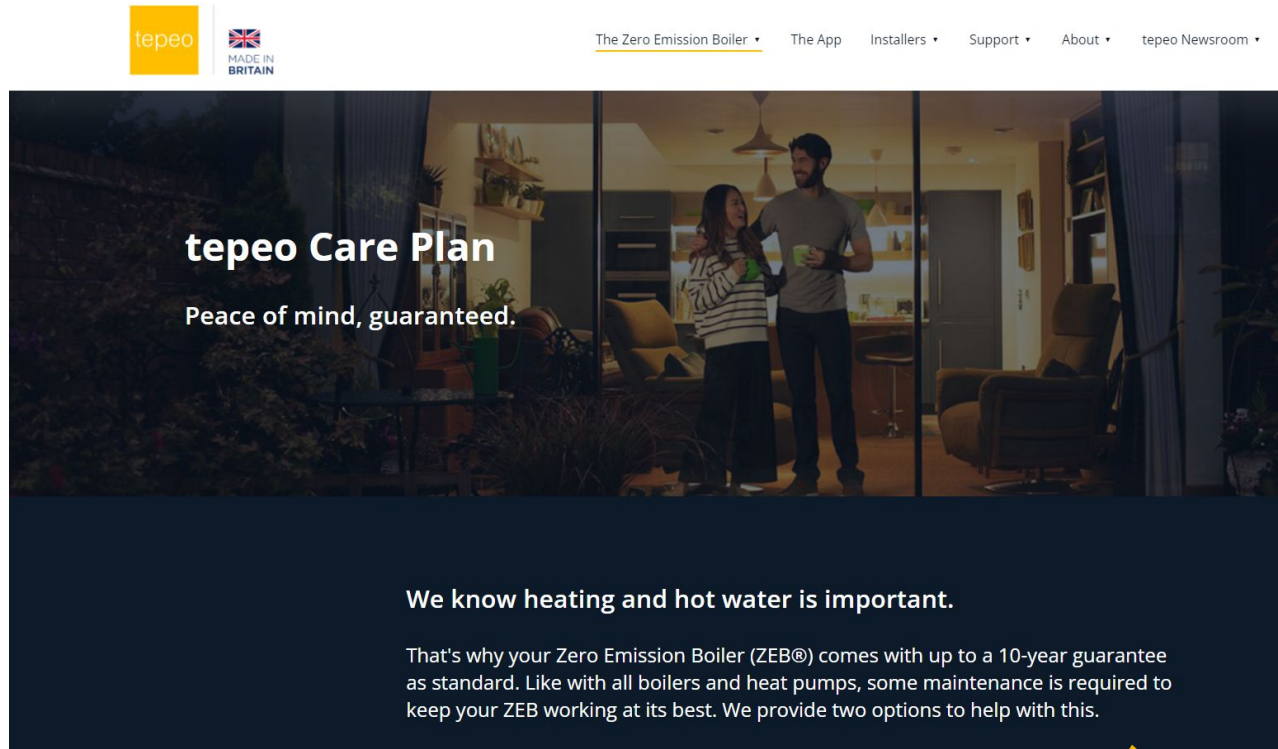
Mid (50)

Want to heat your home for less, whilst protecting the environment? Meet the ZEB® – our Zero Emission Boiler powered by electricity, designed to replace your gas or oil boiler. Ideal for 2-3 bedroom homes, the ZEB saves you money by storing energy at low-cost times to use on demand.


Short (25)

The Zero Emission Boiler, or ZEB® for short, is powered by electricity, providing a cost-effective way to heat homes, whilst protecting the environment.

Channel Executions - Web Page Layout



Premium, Clean Website Design - Optimised for All Devices

Heat your home, not the planet. 

Channel Executions - Social Posts



tepeo

Cloud Software Engineer

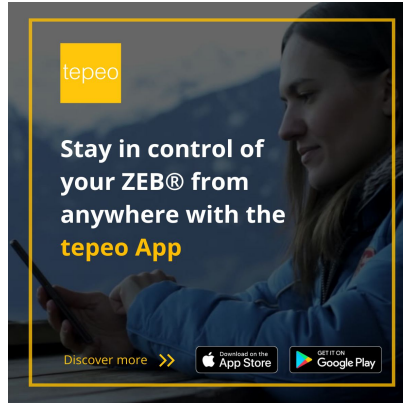
- Developing, Managing and Optimising our serverless IoT platform built on AWS.
- Collaborating and building APIs to support web and mobile applications.

[Apply Now](#)

www.tepeo.com/careers



Heat your home, not the planet. tepeo



tepeo

Stay in control of your ZEB® from anywhere with the tepeo App

Discover more >>

Download on the App Store

GET IT ON Google Play

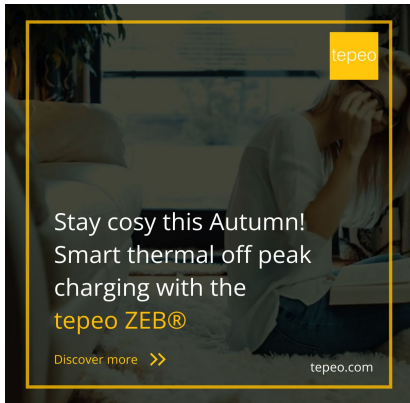


#ZEB®

Heat your home, not the planet!



tepeo



tepeo

Stay cosy this Autumn! Smart thermal off peak charging with the tepeo ZEB®

Discover more >>

tepeo.com



Ashden Awards Energy Innovation Finalists!



We are Hiring!

- ✓ Sales Operations Lead
- ✓ Assembly Technician
- ✓ Cloud Software Engineer
- ✓ Electronics Design Engineer

Email us careers@tepeo.com

Visit our website www.tepeo.com/careers

Does this sound like you? Get in touch



tepeo



tepeo

Heat Your Home, Not The Planet!

Zero Emission Boiler #ZEB®

Content - Smart Technology, Low-Carbon Heating Solution

Heat your home, not the planet. tepeo

Channel Executions - Email Copy

Hello {{ contact.firstname }},

If you're looking to make the move to low-carbon heating, the Zero Emission Boiler (ZEB[®]) is an ideal alternative to a fossil fuel boiler. Using a Smart Charging algorithm the ZEB 'charges up' with off-peak electricity and stores this as heat inside its core, producing heating and hot water on demand to keep costs low.

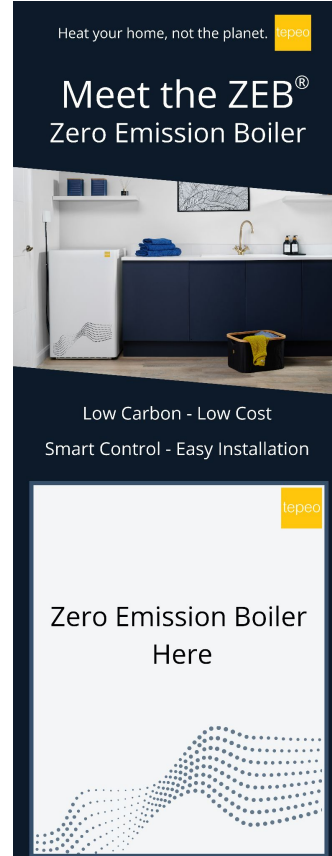
Designed and made in the UK by tepeo, the ZEB is a direct replacement to a traditional gas or oil boiler, making it easy to install with no additional changes required to the home. The ZEB can also be controlled from anywhere with the tepeo App, providing insights into energy, cost and carbon intensity.

The ZEB is most suitable for 2-3 bedroom homes with medium energy usage. It comes with up to a 10-year guarantee* and by 2030, using a ZEB will save up to 2 tonnes of CO₂ a year - the equivalent of driving 15,000km in a diesel car or enough to fill two hot air balloons.

Find out how you can make the switch today!

*An annual ZEB Health Check is required to maintain the guarantee.

Channel Executions - Events & Showroom Design



Large Showroom &
Event Print Design

Heat your home, not the planet. tepeo

Contacts

If you have questions regarding this Brand Playbook or any marketing related queries, please send them to: **marketing@tepeo.com**



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tepeo