



ChargePoint® Channel Partner Branding Guidelines

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Introduction

As a ChargePoint Channel Partner (CCP), you provide a valuable service to ChargePoint. To help you represent ChargePoint appropriately and make sure that the nature of our partnership is clear to any audience, we've created some guidelines for using the ChargePoint brand name, product names, branded collateral and CCP logos. Please review these guidelines and follow them closely in all of your communications about ChargePoint products and services.

Logo Usage

ChargePoint Channel Partner Logos

All CCP logo usage must comply with these guidelines. You may only use CCP logos after you've been approved as an official ChargePoint Channel Partner. As an approved partner, you may use the appropriate CCP logo on your websites, brochures, business cards, tablecloths and other branded items as long as the usage meets the guidelines described here. Logos may be used with ChargePoint's permission for your appropriate partner category: Tier 1 or Tier 2.

Tier 1

The Tier 1 partner logo is comprised of a text lockup and the "+" symbol. Do not modify the composition or font in any way. Tier 1 channel partners in these categories are permitted to use this logo:

- + Premier
- + Premier Plus

Tier 2

Tier 2 partner logos are comprised of a text lockup. The "+" symbol is not included in this level. Do not modify the composition or font in any way. Tier 2 partners should use the logo that corresponds to the appropriate partnership type:

- + Affiliate
- + Signature
- + Distributor



Tier 1 Partner Logo



Tier 2 Partner Logos



Logo Usage

continued

Clear Space

Minimum of one “+” symbol clear space is required around the logo as specified on the right.



Minimum Size

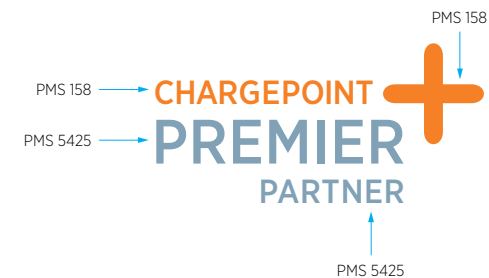
Print: 0.75” wide

Web or on-screen: 1.5” wide at 72 dpi.



Colors

The full color logo uses PMS 158 (Corporate Orange) and PMS 5425 (Corporate Blue-gray). Pantone Matching System (PMS), CMYK, HEX and RGB values are defined in the table below. These are ChargePoint brand colors and can only be used in your assigned ChargePoint Partner logo. These colors cannot be applied to the your own company logo or assets.



	PMS	CMYK	Hex	RGB
Orange	158C	0-61-97-0	#ff7a14	255-122-20
Blue-gray	5425C	30-4-0-31	#7a9caf	122-156-175

Logo Usage

continued

Grayscale

100% + 60% black. Use the grayscale logo only when limited by production (eg, newspaper or copier).

Black & White

100% black only. Use the black logo only in absolute positive/negative executions such as laser engraving.

Background Color

The full color logo may be placed on a white or black background only. If any other background color is used, the logo must be reversed out to white.

DON'T:

- + Apply effects to the logo (such as bevel or emboss)
- + Display the logo on a textured or photographic background
- + Display the logo in any colors other than orange+blue, black or white

File Usage

CCP logos are provided in different color setups for specific scenarios. See below for guidance on which version to use.

- + **PMS:** for spot colors for custom printed items
- + **CMYK:** for four-color printing when spot color is not available, eg, magazine ads
- + **HEX (RGB):** for any on-screen graphics, eg, web and video
- + **GRAYSCALE:** only when color is not an option
- + **BLACK:** for absolute positive/negative applications, eg, engraving
- + **WHITE:** for black or color background



Grayscale



Black



Use color logo on white or black backgrounds



Use white logo on any other color backgrounds



PMS



CMYK



HEX (RGB)



Grayscale



Black



White

Logo Usage

continued

Correct Co-branding

The CCP logo can be used together with your own logo. At right are some examples of acceptable usage in both horizontal and vertical formats. The CCP logo may be the same size as or smaller than your logo, but must be at least the minimum size specified in these guidelines. The CCP logo should never be larger than your logo.

When there is limited real estate for a CCP logo, you may indicate your status in plain text. For example, if you are a ChargePoint Signature Partner, you may include “**ChargePoint Signature Partner**” in text under your logo (shown at right).



Tier 1 co-branding (horizontal)



Tier 2 co-branding (horizontal)



Tier 1 co-branding (vertical)



Tier 2 co-branding (vertical)



Partner logo with Tier 1 description



Partner logo with Tier 2 description

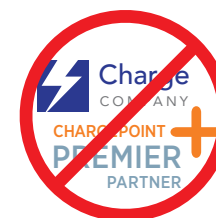
Incorrect Co-branding

DON'T:

- + Violate the minimum clear space requirement.
- + Modify the logo in any way, reconfigure the “+” symbol or the text lockup.
- + Use the ChargePoint corporate logo without permission.



Don't modify the CCP logo.



Don't violate minimum clearance space for the CCP logo.



Don't use the ChargePoint corporate logo.

Logo Usage

continued

Marketing Collateral & Business System

As an official partner, you may add your corporate logo, contact information and CCP logo on the back of ChargePoint collateral. You are responsible for using the most current collaterals from the ChargePoint Partner Portal. You are also permitted to include the appropriate CCP logo in your business system (cards and stationery), as long as your usage adheres to these guidelines.

Marketing Collateral

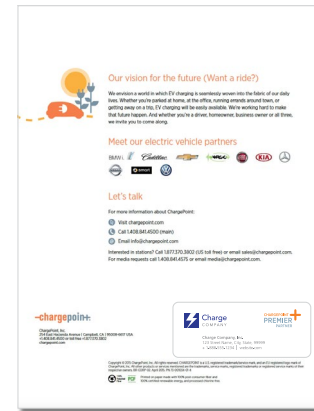
ChargePoint provides a selection of brochure PDFs that can be customized with your contact information on the back. Brochures cannot be customized anywhere else other than the space that is permitted on the back of the PDF. You may not customize collateral with anything other than your own logo and the appropriate CCP logo as defined in these guidelines.

You may not open the PDF files of ChargePoint collaterals and insert your logo into these files. This defaults our collateral to use a different font that is inconsistent with our brand. But if you would like to add a logo, you can add a small label with your logo and contact information in the bottom corner of the back of the printed brochure or laser printout of the brochure. The label can only be applied on the back of the brochure in the white space area and cannot obstruct the ChargePoint logo, contact information or copyright/legal block. Please see example of the ChargePoint brochure in the right column.

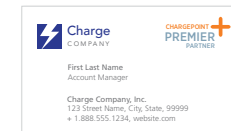
Examples

At right are examples of how to use a CCP logo across various deliverables:

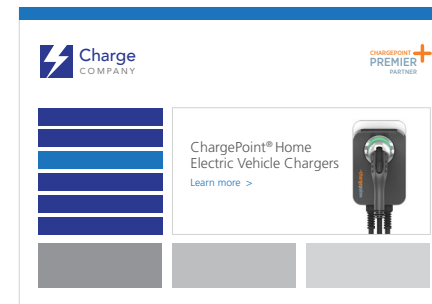
- + Collateral
- + Business card
- + Website
- + Tablecloth
- + Sign



Back of ChargePoint brochure



Partner business card



Partner website



Tablecloth and pop-up sign

Logo Usage

continued

Web

Website

If you are an official partner, you may use the CCP logo on your website, but you may not use the ChargePoint corporate logo. The name ChargePoint may be used in the body copy or in association with a ChargePoint product image. The name “ChargePoint” is a registered trademark and requires the ® symbol upon first use on each page.

DON'T use the name Coulomb Technologies in any content, text or images. It is obsolete.

If the CCP logo is used in the header or footer of the partner website, it may be no larger than 3/4 the size of the partner logo.

Partner Website and URL

Respect all rules regarding safety margins, minimum size and colors for the CCP logo as described in these guidelines.

ChargePoint must not appear as part of the primary domain, but it can be used in the in the directory portion of the URL. It should be clear that your website is a partner website and not a ChargePoint website.

Correct example: www.yourcompany.com/chargepoint

Incorrect example: www.chargepointevstations.com

Partner Website Do's and Don'ts

DO:

- + Make it clear that your website is not a ChargePoint company. Primary web content should be about your company.
- + Create videos, icons, presentations and photography based on these guidelines.
- + Use ChargePoint renderings and approved photos correctly.
- + Use the CCP logo according to these guidelines.
- + Position your company as a CCP, not as ChargePoint.

DON'T:

- + Use the name Coulomb Technologies in any content, text or images, This name is obsolete.
- + Use ChargePoint renderings or imagery as a website background.
- + Download photos from chargepoint.com without authorized approval from ChargePoint.
- + Host ChargePoint collateral on your site. Always link to the appropriate collateral on chargepoint.com to make sure you're providing the most current information.
- + Copy content, graphics and iconography from ChargePoint's website or collateral to use in your website or collateral.
- + Never animate any ChargePoint logo.

Imagery

ChargePoint Imagery

Do not edit approved renderings and photography. Illustrations or typographical treatments should not be used over approved imagery. You should not use ChargePoint renderings or imagery as a website background.

You should create your own original videos, graphics, presentations and photography. Always link to ChargePoint videos and other creative assets. Never host ChargePoint assets on your website.

Product Image Assets

ChargePoint product image assets may be downloaded from our gallery and used following our guidelines:

ChargePoint Home
chargepoint.com/home

ChargePoint CPF25
chargepoint.com/products/commercial/cpf25

ChargePoint CT4000
chargepoint.com/products/commercial/ct4000

ChargePoint CPE100
chargepoint.com/products/commercial/cpe100

ChargePoint CPE200
chargepoint.com/products/commercial/cpe200

Scroll down each web page to view the gallery. To download images, drag the selected image to your desktop.

Lifestyle Image Assets

ChargePoint lifestyle image assets are licensed to ChargePoint for a limited time. These lifestyle images are for ChargePoint's use and cannot be used by partners without ChargePoint's permission. If you are requesting an image for specific campaign, then you can discuss with Reem Bazzari.

ChargePoint Video and Screenshots

Video Assets

You may not use ChargePoint videos to create your own videos or use these videos or screen captures on your own collaterals or website. However, you can link to the videos on our website or youtube where the video currently resides. It's important that the latest video is always shown.

Mobile App Screenshots

You may not use our mobile app screenshots. However, you may link to any screenshot that lives on our website: chargepoint.com/mobile

Stock Photography

ChargePoint owns the rights to all imagery on the ChargePoint website. Do not download photos from the ChargePoint website or use assets from our collaterals. Please source your own stock photography.

You can purchase your own royalty-free stock photography from www.istock.com, www.gettyimages.com or any stock photo agency.

Example keywords for sourcing high quality imagery:

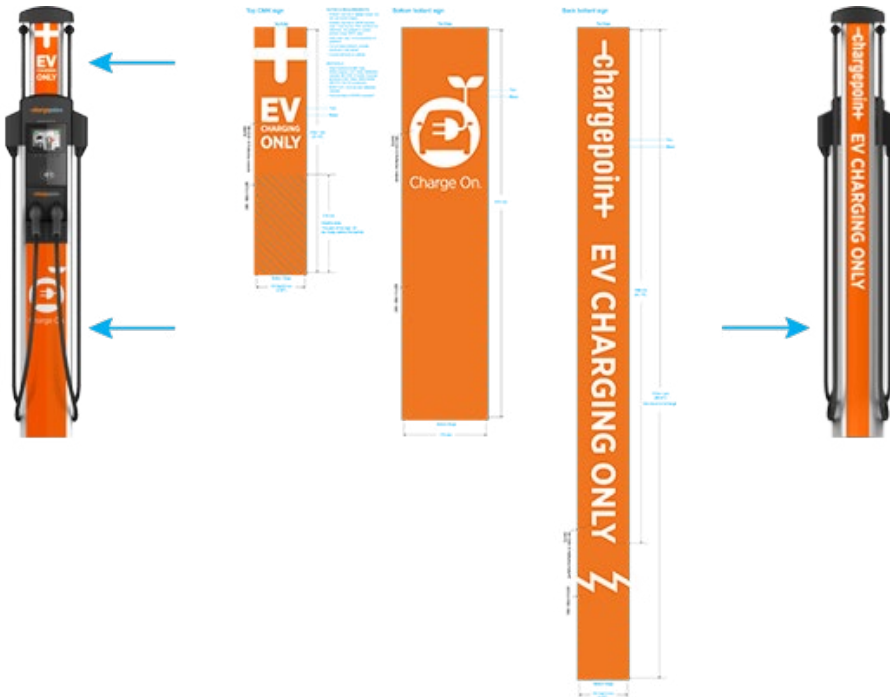
- + Car, Driving, Street, Road, Highway, Horizon Over Land, No People, Cloudscape
- + Urban Scene, City Street, Winding Road, Urban Road
- + Charging, Electricity, Electric Charging Station, Electric Vehicle Charging
- + Lush Foliage, Solar Flare, Nature, Motion, Wave Pattern, Abstract

Customized Product Branding

Artwork Templates

The CT4000 charging station is designed to accommodate custom branding. The printed panels at top, bottom and back can be replaced with custom artwork you create.

Artwork templates include guidance on artwork setup, exact dimensions, and material specifications for you to use with your designer and sign vendor. Templates are available at www.chargepoint.com/branding.



ChargePoint standard artwork is included in the template for reference. If any element of our artwork is used in your custom design, you must obtain ChargePoint approval before producing the signs.

Customized Product Branding Do's and Don'ts



Legoland

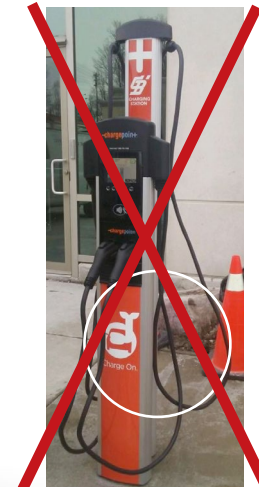
Do customize your station with your unique brand and artwork. Have fun!



Whole Foods



ChargePoint standard artwork is included in the templates for reference.



Don't alter our default graphic (Example shows "Charge On" altered artwork)

Physical Display



CT4000 TSDU

CT4000 and CPF25 Commercial Chargers

ChargePoint trade show demo units (TSDUs) are specifically designed to demonstrate the CT4000 and CPF25 products at trade shows and events. These units incorporate a baseplate for stability, run off standard 110 volt power (capable of Level 1 EV charging) and come with a durable Anvil travel case for shipment. Partners should purchase a TSDU to show the CT4000 and CPF25 products.



Home DDU

Home (CPH25) Residential Chargers

Any time the ChargePoint Home product is physically shown, ChargePoint-designed displays should be used. These displays are optimized for user experience, quality and durability, and brand.

Two types of ChargePoint Home displays are available: **desktop demo unit (DDU)** and **Point of Sale (POS)**. Both run off standard 110 volt power (capable of Level 1 EV charging).

Home/CPF25 DDU

Designed for **manned** use, eg, a direct meeting (or small event) where a ChargePoint or Partner representative explains and demonstrates the product.

- + Display stands 24" tall and charger has custom 18" charging cord, suitable for conference room table or countertop.
- + Unbranded display (no logo or copy)
- + Comes with orange faceplate to demonstrate CPF25 as well
- + Comes with a durable Anvil travel case for repeated travel/shipping

Physical Display continued



Home POS

Home (CPH25) Residential Chargers continued

Home POS

Designed for **unmanned** use, eg, a dealership showroom where visitors/customers are waiting or browsing. May also be used at tradeshow where the Home unit cannot be mounted to a booth wall.

- + Free-standing floor display stands 5' tall and charger has standard 12' charging cord.
- + Product is mounted at correct ADA/ergonomic height 42"
- + Branded display (ChargePoint logo and copy.)
- + Shipping: can be ordered with single-use packaging (when used in showroom), or a durable Anvil travel case for repeated use (trade shows)

Partner-Designed Product Display

ChargePoint DDU and POS displays should always be used to show ChargePoint Home. ChargePoint display designs are available for Partner use (engineering files and material specifications). The Partner may use these designs and produce with their own vendor.

If the Partner creates their own physical display incorporating Home, it must meet the guidelines below. The display must be reviewed and approved by ChargePoint marketing.

- + If displayed with other products or product collateral, Home must be installed with minimum 18" clear space to the left and to the right
- + The Home product may not be rebranded or altered in any way. Eg, no decals applied, product repainted, tags applied.
- + The display must have to capability to be powered via 110V outlet. The display may not incorporate any other lighting in addition to the LED status ring of the product itself.
- + The display must be structured and weighted such that the base is secure and does not move, and the backboard does not move or tip when the Home connector is used.
- + Required elements:
 - ChargePoint Partner logo if applicable
 - Descriptive copy adjacent to the product:
ChargePoint® Home
Residential EV Charger
- + Additional elements as space allows:
 - Energy Star badge
 - Works with Nest badge
 - App Store and Google Play icons
- + Any additional content must be approved by ChargePoint Marketing

Brand Name Usage

ChargePoint Name

The name “ChargePoint” is a registered trademark. It must be accompanied by the ® symbol upon first use as an adjective.

“Charge Company is an authorized reseller of ChargePoint® EV charging solutions.”

“Charge Company is a certified installer of the ChargePoint® Home residential EV charger.”

+ Here ChargePoint is used as an adjective describing a product/service, and requires the ® symbol.

“ChargePoint is an industry leader in EV charging solutions.”

+ Here ChargePoint is used as a noun and does not require the ® symbol.

ChargePoint Product Names

You may only refer to ChargePoint products and services exactly as they are rendered on the ChargePoint website. You may not alter or co-brand product names in any way, or use abbreviations other than those provided by ChargePoint.

Commercial Products

ChargePoint CT4000 (CT4000)

ChargePoint Express 100 (CPE100)

ChargePoint Express 200 (CPE200)

Fleet and Multi-Family Products

ChargePoint CPF25

Residential Products

ChargePoint Home

Network Products

Commercial Plan

Fleet Plan

Multi-Family Home Plan

Service Provider Plan

Warranty

ChargePoint Assure

Correct example: ChargePoint® Home

Incorrect example: CPHome

Digital Advertising Policy

You may not bid on the brand keyword “ChargePoint” as part of any search marketing strategies. You are allowed to bid on other non-branded terms such as “EV charging stations.” You can use “ChargePoint Certified Installer” in the ad copy if you choose to do so. You must review your landing pages with the ChargePoint design team if you choose to use any of our branding assets such as logos, pictures or copy. You need to pass display advertising assets to ChargePoint’s digital advertising team for review.

Copy and Style

Marketing Copy and Corporate Style

You may not copy ChargePoint content for use in your own collateral, website, signage and other promotional materials. This includes all marketing copy, images and iconography. Your sites may link to content on the ChargePoint website.

You may not use ChargePoint visual styles (fonts, color palette, layouts) or visual assets. You cannot use our ChargePoint visual style to brand your company to appear like a ChargePoint company.

Approval

All partners must follow the branding guidelines. All partner marketing and promotional materials using ChargePoint Partner logo and assets must be approved by the ChargePoint team. Your marketing materials cannot be used without ChargePoint's permission. Please contact Reem Bazzari for approval.

Contact

For any partner branding questions not covered by these guidelines, please contact:

Reem Bazzari

Senior Manager, Partner Marketing

reem.bazzari@chargepoint.com