



# Redstone Energy Group

## Brand Plan



## Purpose

To make renewable and clean energy commonplace across Alabama and surrounding states.

## Vision

REG is a valued and respected provider of solar technology in Alabama.

## Mission

REG will work to provide our investors and customers with the “Best in Value” solar projects.



# Values

- **Innovation:** We encourage and support creative and forward-thinking solutions that keep our company and customers ahead of the curve.
- **Integrity:** We uphold strong ethical standards in all business practices.
- **Respect:** We value the knowledge, skills, ideas, and capabilities that each employee has.
- **Growth:** We emphasize and embrace continuous learning and development.
- **Teamwork:** We foster a culture that encourages sharing ideas, feedback, and diverse perspectives.

# Target Audience

- **Primary Target:** Our primary target is a business located in the TVA service area with a space conducive to solar generation.
- **Secondary Target: School Districts:** Our secondary target is a school district in the TVA service area with a space conducive to solar generation.
- **Third Target:** Our third target is a municipality that wants to lead the way for renewable energy use by showcasing products and implementing supportive permitting processes and regulations that safeguard the community's sense of place.
- **Fourth Target:** Organizations and local thought leaders that can help educate and influence business, school, and municipal thought leaders.
- **Fifth Target:** Product manufacturers and engineering professionals who want to help drive solar energy use in Alabama.

# Business Persona - *Background*

## Background:

- **Company Type:** Large corporation with global operations.
- **Industry:** **Renewable** energy and sustainability.
- **Years in Business:** Over 30 years.
- **Location:** Headquarters in New York, offices worldwide.
- **Demographics:**
  - **Revenue:** Multi-million dollars annually.
  - **Sustainability Goals:** Committed to reducing carbon footprint.
  - **Corporate Social Responsibility (CSR):** Actively supports environmental initiatives.

# Business Persona – *Needs, Goals, Challenges*

## Needs and Goals:

- **Cost Efficiency:** Interested in long-term cost savings through solar energy.
- **Sustainability:** Aims to align with green energy practices.
- **Energy Independence:** Seeks reliable, self-generated power.

## Challenges:

- **Scale:** Implementing solar across multiple facilities.
- **Integration:** Ensuring seamless integration with existing infrastructure.
- **ROI Justification:** Demonstrating financial benefits to stakeholders.
  - ROI for a business that wants to own and operate its own system
  - ROI for a business that agrees to a third-party ownership model:
    - Tax appetite
    - TVA Power Purchase Agreement Eligibility

# Business Persona – *Process, Channels, Funding*

## Decision-Making Process:

- **Approval:** The decision involves executives, finance, and sustainability teams.
- **Data-driven:** Requires detailed financial analysis and feasibility studies.
- **Risk Assessment:** Evaluates long-term investment risks.

## Preferred Channels:

- **Energy Huntsville Member:** Attends monthly meetings.
- **Energy Summit:** Attends Energy Huntsville Summit.
- **Customized Proposals:** Responds well to tailored solar proposals.

## Funding:

- **High:** Willing to invest in large-scale solar projects.
  - Local Business has a budget
  - Off-Taker has a need

# Competitor Analysis

Brand Name	Southern Solar	Rocket City Solar	Lightwave Solar
Brand Purpose	Not Marketed	Not Marketed	Not Marketed
Values	Not Marketed	Not Marketed	Not Marketed
Unique Value Proposition	Know the chicken farm business model	Not Marketed	Large Portfolio, Proven Experience, Board of Certified Energy Practitioners
Tagline	Your Local Provider	Not Marketed	The Trusted Source
Target Audience	Chicken Farmers	Small businesses and residents	Primarily Residential, some commercial
Core Products	Ground Mount Solar, Geothermal Water Thermal	Monocrystalline Solar Panels Polycrystalline Solar Panels Thin-Film Solar Panels Bifacial Solar Panels PERC Solar Panels	Straightup, SealSource
Marketing Channels	Website, Chicken Assoc. Events	Local Housing Tradeshow	Tradeshows, Local Housing Events, Referrals, Direct Sales
Strengths	Embedded base	Liked in the community	Large Portfolio, Proven Experience, Solid References, Deep Pockets
Weaknesses	Small, niche product	One man operation	Lazy Sales Rep in Alabama territory



# REG Unique Value Propositions

## 1. Tailored Solar Solutions for Under-Utilized Spaces:

- **Value Proposition:** REG specializes in providing **customized solar energy solutions** for under-utilized real estate areas such as parking lots, rooftops, and derelict open spaces near energy-consuming buildings.
- **Benefit:** By harnessing solar power from these spaces, clients can maximize their energy generation potential while minimizing their environmental footprint.

## 2. Sustainable Innovators:

- **Value Proposition:** REG partners with **energy technology companies** that drive American-made sustainability and efficiency.
- **Benefit:** Clients benefit from seamless implementation, efficient energy production, and access to the latest advancements in solar technology.

## 3. Renewable Energy Portfolio Management:

- **Value Proposition:** REG assists national investors in **creating and managing renewable energy portfolios**.
- **Benefit:** Investors can diversify their holdings, contribute to sustainability, and potentially earn attractive returns through renewable energy projects.



# REG Unique Value Propositions

## 4. Strategic Partnerships with Lending Institutions:

- **Value Proposition:** REG partners with **local and national lending institutions** to fund renewable energy projects.
- **Benefit:** Clients gain access to financing options, making solar adoption feasible and financially viable.

## 5. Energy Surety Solutions for Diverse Clients:

- **Value Proposition:** REG serves a wide range of clients, including federal and local governments, industrial facilities, commercial enterprises, educational institutions, medical centers, and other organizations.
- **Benefit:** Clients facing energy surety challenges or seeking cost-effective solutions can rely on REG's expertise to enhance energy resilience and reduce peak energy costs.

# Brand Position

## 1. Sustainability Conscious Innovators:

- **Position:** REG is committed to cutting-edge solar technology and innovation based on environmentally sound practices.
- **Value Proposition:** Offering state-of-the-art solar solutions that drive sustainability and efficiency.

## 2. Local Experts:

- **Position:** REG maintains a deep knowledge of the local solar landscape.
- **Value Proposition:** Providing solar installations tailored to the unique needs of Alabama communities.

## 3. Community Builders:

- **Position:** REG is focused on solar product solutions, projects, and educational programming that positively impacts local communities.
- **Value Proposition:** Creating local jobs, supporting community initiatives, and fostering solar adoption.



# Brand Messaging Elements – *Tone and Voice*

## 1. Sustainability Conscious Innovators:

- **Position:** REG is committed to cutting-edge solar technology and innovation based on environmentally sound practices.
- **Tone and Voice:** For this position, the tone is forward-thinking, knowledgeable, and passionate. The voice is authoritative yet approachable, emphasizing solar technology expertise and dedication to sustainability.
- **Example Statement:** “REG is at the forefront of innovative, sustainable solar solutions that harness the power of the sun.”

## 2. Local Experts:

- **Position:** REG maintains a deep knowledge of the local solar landscape.
- **Tone and Voice:** The tone for this position is community-oriented, trustworthy, and engaging. The voice conveys familiarity with the local context and a genuine desire to serve Alabama communities.
- **Example Statement:** “As local experts, we understand Alabama’s unique solar needs. Our tailored solar solutions are designed to maximize efficiency while seamlessly integrating with the local environment.”

## 3. Community Builders:

- **Position:** REG is focused on solar product solutions, projects, and educational programming that positively impacts local communities.
- **Tone and Voice:** For community building, the tone is inclusive, inspiring, and action-oriented. The voice conveys a sense of purpose and a commitment to making a difference.
- **Example Statement:** “REG isn’t just about solar panels; we’re about building stronger communities. By creating local jobs, supporting initiatives, and fostering solar adoption, we’re powering more than just buildings—we’re empowering our community.”

# Brand Messaging Elements – *Taglines*

## **1. Sustainability Conscious Innovators:**

- “Empowering Tomorrow with Solar Power Today”

## **2. Local Experts:**

- “Alabama’s Solar Specialist”

## **3. Community Builders:**

- “Strengthening Communities One Panel At A Time”

# “Empower Tomorrow with Solar Power Today”





# Alabama's Solar Specialist



# Brand Image Character – Name Use

## **REDSTONE ENERGY GROUP:** Use

- Signage, Title Slides, Some legal documentation

## **Redstone Energy Group:** Use

- Signage, Title Slides, Marketing Content, Some legal documentation

## **REG:** Use

- Marketing Content





# Brand Image Character – *Symbols and Use*



REG Red on white background only



REG Black on white background only



REG Gray on white background only



REG White on REG Red, Black, Gray background, or other pre-approved background colors.

Symbol Enlargement / Reduction  
Ratio: 1:1

Approved Symbol Use:

- Email Signature
- Presentations
- Product Data Sheets
- Logo Wear

# Brand Image Character – *Logos and Use*



## Approved Logo Use:

- Presentations
- Product Data Sheets
- Website

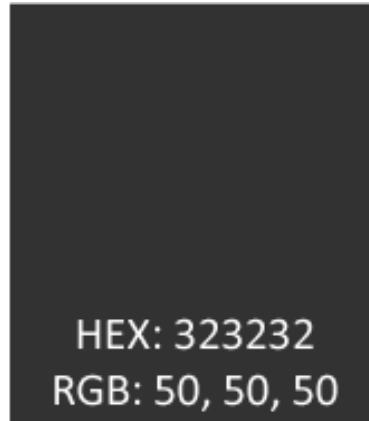
Symbol Enlargement / Reduction Ration: 1:1

Email Signature: Red on white background logo ONLY

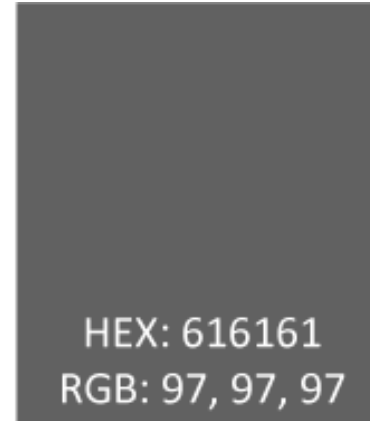
# Brand Image Character – REG Colors



**Logos, Symbols, Titles,  
and Copy**



**Logos, Symbols, All  
Content Text**



**Logos, Subtitles,  
Captions,  
Identifications**



**Colored Backgrounds**

# Brand Image Character – *REG Fonts*

## Primary Type

# Calibri

REG leans into the Calibri front due to its clean and modern look. With rounded edges, the font is easy to read on screens and in print.

## Secondary Type

# Constantia

Constantia font strikes a balance between tradition, innovation, and freshness, making it a versatile choice for REG's digital and print copy, titles, and banner text.

