A BRAND IS AN EXPERIENCE.

A brand is the sum of all elements that make up the experience of those who interact with a company. It is the face, the voice, and the personality. As such, it is of paramount importance that the brand is consistently presented in everything you do.

Stream and its Independent Associates are integral to one another—as we expand nationally, it is important to move into the future as one.
Stream has developed a proven system based on experience and knowledge which includes all the necessary marketing materials and activities to fully support your business.

It is of vital importance that you follow the information in this guide—failure to do so could not only jeopardize your business, but could also harm Stream as a company.

We are committed to working with you so you can achieve the advertising impact you are looking for. To this end, we’ve created a handy list of do’s and don’ts, which will assist you in ethically and effectively advertising your Stream business.

**DO:**
- Do use the materials provided in your Power Center, under Marketing Tools.
- Do use the logos, colors, fonts and graphics as outlined in this guide.
- Do submit any Opportunity marketing materials you create to adapproval@streamenergy.net.
- Do use “mobile services by Stream” when referencing our new mobile product (not Stream Mobile Services or other variations).
- Do reference the Advertising Policies section of the Stream Policies and Procedures.
- Do identify yourself as an Independent Associate in all advertisements.

**DON’T:**
- Don’t create any advertising materials for the purposes of marketing to customers or advertising prices.
- Don’t use copyrighted materials in your advertisements, unless such use is expressly approved by Stream.
- Don’t use absolutes such as “always” or “never” in any materials, as promotion details are subject to change.
- Don’t refer to any specific savings or a range of savings in any communications.
- Don’t make promises or make something appear to be more or less than it is.
- Don’t use the name, logo, products, or illustrations of any other company, including our carriers.
- Don’t use any other person’s name or image without his or her specific written approval, including the name of any public figure, customer, or anyone in your organization.
- Don’t disparage or discredit any competitor, company or person.
- Don’t create videos, brochures or any other materials for the purpose of selling them to other Stream Associates.
- Don’t alter the Stream Business Presentation.
- Don’t advertise using TV, radio or billboards of any kind.
- Don’t use your favorite colors or fancy fonts in your advertisements, unless they are found within this guide.
- Don’t list specific mobile service pricing on any social media outlets unless that pricing is listed in a corporate provided marketing material.
- Don’t create or submit any Stream related news releases or marketing materials to the media.
PARENT COMPANY - STREAM BRANDING AND VARIATIONS

- ONE COLOR (B/W)
- REVERSED OUT
- SINGLE COLOR WHITE FOR DARK OR COMPLEX BACKGROUNDS ONLY

STREAM CORPORATE LOGO

INDEPENDENT ASSOCIATE STYLE & MESSAGING GUIDE

- ONE COLOR (B/W)
- TWO COLORS
- REVERSED OUT SINGLE COLOR WHITE FOR DARK OR COMPLEX BACKGROUNDS ONLY
LOGO USAGE

LOGO CLEAR SPACE

EXAMPLES OF WRONG LOGO USAGE

Never change the mark gradient.
Never change the sizes of the elements.
Never change the colors of the elements.
Never add styled effects to the logo.
Never use the full color logo on darker backgrounds.
Now this is just plain silly. Please don’t do this.
Never place objects within the clear space of the logo nor allow the clear space to go beyond the edge of a piece.
**Color Palette**

**Primary**
- RGB: 0,113,185
- CMYK: 91,53,0,0
- PMS: 285C
- Hex: #0071B9

**Secondary**
- RGB: 0,168,225
- CMYK: 0,113,0,0
- PMS: 2995C
- Hex: #00A8E1

**Secondary**
- RGB: 3,60,90
- CMYK: 100,74,40,32
- PMS: 302C
- Hex: #033C5A

**Secondary**
- RGB: 151,201,61
- CMYK: 46,0,100,0
- PMS: 375C
- Hex: #97C93D

**Secondary**
- RGB: 210,211,211
- CMYK: 17,12,13,0
- PMS: 427C
- Hex: #D2D3D3

**Gradients**
- For use on main logo and for accents on screen

**Sub Brand Accents**
- Energy Services
- Mobile Services
- Protective Services

**Interactions**

**Theory**
- Solid & Dependable
- Vibrant & Friendly
- Easy & Informative
- Alive & Energetic
- Clean & Responsible
- Fair & Balanced

**Greyscale**
- One color logo (B/W)
- Dominant text color
- Boxes / Layout Elements
- Dividers / Layout Elements
The Stream Opportunity began in 2005 with a simple, innovative idea—selling energy by word of mouth.

In fact, Stream has already paid millions of dollars to real, everyday people just for telling their friends and family about us.

NOTE ON TYPOGRAPHY USAGE
It is fine to rescale these font sizes to smaller or larger sizes depending on the situation - like this example here and above. However, maintain correct proportions when scaling fonts, and keep leading and tracking consistent.

REVERSED TYPE
Many of the design elements of our brand include usage of large areas of solid color, like this example. Always use pure white when reversing out text, and keep lots of padding between the text and edge of the box.
The imagery representing our brand is “life caught in the moment.” It is not posed; it is real. It is fun, but not silly.
THE CUBE PATTERN

Our success has been built on the power of relationships. The cube pattern represents that foundation. It can be used in photography or backgrounds to give our brand a personality that is as unique as The Stream Opportunity.

When using the cube pattern over photography, faces or products should not be obscured. A gradient mask or background should be used with the outline patterns, to give them depth and prevent them from seeming too busy.
STREAM PATTERNS AND ELEMENTS

**STRIPES**
Use stripes to add a splash of color and energy as an edge border on the top, bottom or sides of a piece or use them as a divider.

**CONNECT PATTERN**
Connecting with family, friends and neighbors is what we do. The connect pattern represents this well. Use it as a background pattern.
The Stream Opportunity began in 2005 with a simple, innovative idea—selling energy by word of mouth.

In fact, Stream has already paid millions of dollars to real, everyday people just for telling their friends and family about us. As new markets become deregulated across the country, Stream continues to expand the areas it serves. Stream proudly serves Texas, Georgia, Pennsylvania, Maryland, New Jersey, New York, and Washington, D.C., and we’re constantly looking for new areas to provide our services.

Since we started, we have become an energy independence leader by paying our Associates to help others make smarter choices. We invite you to learn what they already know.
BEST OF ALL, YOU’LL EVEN RECEIVE YOUR FIRST MONTH OF SERVICES FREE!

STREAM PROVIDES PROTECTION FOR YOUR HOME AND YOUR LIFE through valuable services that include identity protection, tech support and credit monitoring.

What’s more, when you bundle services, YOU CAN SAVE UP TO 70% OFF MARKET VALUE.

Best of all, you’ll even receive your FIRST MONTH OF SERVICES FREE!

Contact me to get started today!

Contact me at:
DON’T REINVENT THE WHEEL.

While you may use the information in this guide to create your own marketing materials for The Stream Opportunity, we hope that you will make use of the pre-approved assets we have made available to you in your Power Center.

You can be assured that the materials in the Media Library represent Stream consistently and professionally.

As always, be sure to submit anything you create on your own to adapproval@streamenergy.net.