



BRAND GUIDELINES





INTEGRITY GROWTH

Ambit is about connecting people.
Our brand is defined by a perpetual series of
face-to-face interactions spanning the globe.
It's a strong statement about how nothing
plays a greater role than people in defining our
company, our culture and our success.

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Ambit’s Brand Empowering You to Succeed.

Branding begins the minute you introduce yourself and hand somebody a business card.

That’s because at Ambit Energy, branding is the promise of an exceptional experience. One our customers and potential consultants can’t find anywhere else.

Everything we say, do and deliver defines the Ambit brand.

Maintaining a consistent look, image, feel and message is good business and good marketing.

Proper use of the Ambit brand demonstrates to potential customers and consultants that you are part of the Ambit team, backed by the resources, commitment to excellence and products of a leading energy provider. And that means they’ll be more receptive to you, the Opportunity and our offerings.

That’s what makes Ambit’s brand a powerful resource.

Using This Guide

This guide will help you plug into the power of the Ambit brand. It’s divided into five sections with tips to help you be compliant with our requirements and effectively reach out to potential customers and consultants as you grow your business.

- **Our Brand.** This section covers use of Ambit’s logo, corporate colors, typefaces and other information critical to protecting our brand, trademarks and products.
- **Social Media.** One of the easiest and most affordable ways to support your business, social media can be a smart choice for many consultants.
- **Our Disclaimers.** Ambit’s Disclaimer, found at goambit.com/disclaimer, is critically important and pertinent to helping you present the Opportunity with integrity and accuracy.
- **Advertising.** The best way to advertise to new customers and consultants is with our Advertising Tool Kit from PowerZone. We have a variety of ready-made consultant and customer gathering ads in multiple sizes that are print-ready. If you need to develop your own materials, please get approval from marketingteam@ambitenergy.com first.
- **Public Relations and Media Guidelines.** While Ambit Energy’s PR and media relations are handled in-house, we do encourage consultants to help us spread news and information about Ambit. We know this can be confusing, so we’ve created a full list of do’s and don’ts to help.

Following these guidelines is not only good business, it helps protect Ambit’s reputation and the reputations of your fellow consultants.

Our Brand

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Graphic Standards

For most consultants, Ambit’s social media tips and advertising materials are all you need to supplement your Business Presentation and PowerZone videos.

Some of you, however, will find yourself needing to create additional materials. But don’t go charging blindly ahead.

We’ve got some strict guidelines—and some handy tips—to help you keep the Ambit brand and your business shining bright.

The graphic files for our Independent Consultant logos are located under “Advertising Tools” in PowerZone for your convenience.

Our Logo: The New Spark

The Brandmark

Our new spark is shown below in the standard two-color version. Our company is based on relationships and our network of friends and family. We softened the edges and created a subtle ribboning effect to represent how we are all tied together in our Ambit sphere of influence.



Please Note

Our logo reflects Ambit’s stature as an international energy company. That’s why it’s essential you make sure you always use the latest Ambit Independent Consultant logo and not one of our older logos.

Our Logo: Bringing it all Together

Our Primary Logo

As we simplified and softened the spark, we did the same to our typeface selections to create a unified look. Ambit is all about relationships. We are fun, warm, inviting and, of course, energetic. Our new logo represents who we are and where we are heading in the years to come.



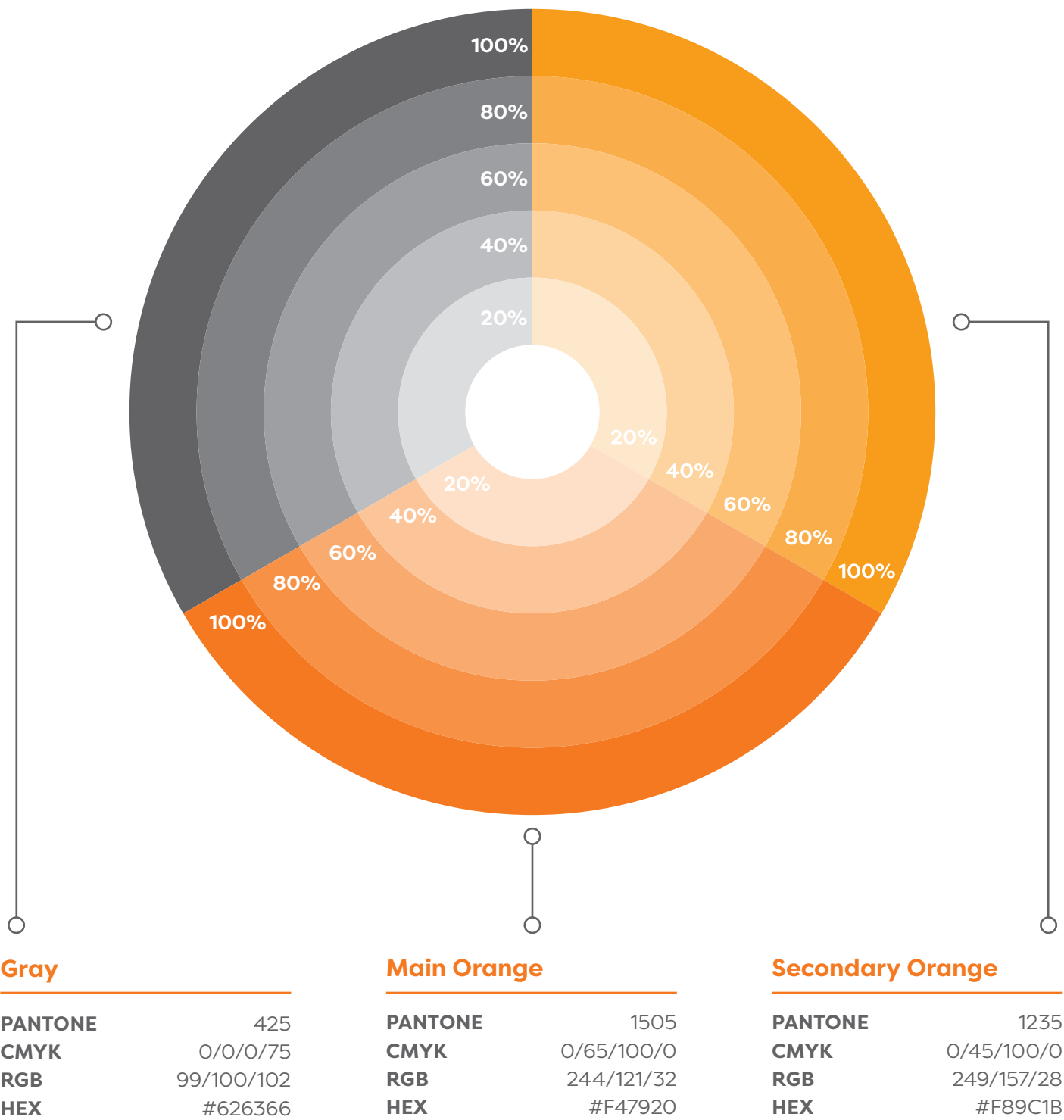
Secondary Logos

Although we prefer to use our primary logo, sometimes space in various media will not allow this. The following are approved variations to use in your presentations.



Our Colors:

Primary Palette and Tints



Our Colors:

Secondary Palette

An Energetic New Look

In addition to our standard colors, we have secondary options that are acceptable. When applying the logo to a colored background, make sure there is sufficient contrast for the logo to be legible.



Our Typeface:

Energy & Energy Soft

An Energetic New Look

While Energy is our official, proprietary typeface, Arial (for free) and Filson (for purchase online) are compatible with it and can be used for body copy and presentations. These are the only acceptable alternatives to Energy and Energy Soft.

Aa

AaBbCcDdEeFfGghIiJj
KkLMmnOopQqRrSsTt
UuVvWwXxYyZz
0123456789 (&?!/,:;-_*")

Available Weights:

Thin, *Thin Italic*, Light, *Light Italic*, Book, *Book Italic*, Regular, *Regular Italic*, Medium, *Medium Italic*, Bold, *Bold Italic*, Heavy, *Heavy Italic*, Black, *Black Italic*

Aa

AaBbCcDdEeFfGghIiJj
KkLMmnOopQqRrSsTt
UuVvWwXxYyZz
0123456789 (&?!/,:;-_*")

Available Weights:

Thin, *Thin Italic*, Light, *Light Italic*, Book, *Book Italic*, Regular, *Regular Italic*, Medium, *Medium Italic*, Bold, *Bold Italic*, Heavy, *Heavy Italic*, Black, *Black Italic*

Please Note: Before developing your own marketing materials, please first check ambitstore.com. We strongly encourage and recommend that you use corporate approved materials.

Corporate Logo Requirements:

Keeping Clear Space

Always allow sufficient clear space around all sides of the logo. The space should be equal to the height of the letter “I” in the word “AMBIT.”

The corporate logo is for use by the corporate team only, but we’ve included it as an example. Independent Consultant logos can be found on PowerZone.



Independent Consultant

Logo Requirements:

Keeping Clear Space

Always allow sufficient clear space around all sides of the logo. The space should be equal to the height of the letter “I” in the word “AMBIT.”

Independent Consultants should always use this logo on their materials.



Logo Requirements:



The Dos and Don'ts

RULE: Always choose the most legible logo for your application.
Consider your background colors, photography or textures when placing the Ambit Energy logo into your files. Make sure there is good contrast between our logo and the background in so our brand has a strong, clean presence.

DO THIS



DON'T DO THIS



Logo Requirements:

The Dos and Don'ts

RULE: Never change or move any part of the logo.
The Ambit Spark and the name are all part of one harmonious whole. Do not change location of the Spark, the color or font of the type, or the placement of any of the elements.
Another thing: that little ® is a big deal. It shows the Ambit Energy name and logo as well as our foreign affiliates are registered trademarked and protected. It is an integral part of our logo.

Below are a few examples of what not to do. Only use corporate approved Independent Consultant logos provided in PowerZone under “Advertising Tools”.

Spark is out of place and ® mark is missing.



Spark color has been changed to colors that do not reflect our corporate brand guidelines.



Font, colors, and Spark placement are all outside of corporate brand guidelines. The ® mark is also missing.



RULE: Don't Use the Vistra Logo
While we're proud to be part of the Vistra family of companies, the Ambit brand stands alone in all communications. Please do not use Vistra's logo or name on your website, social media or other marketing materials, as this is against both Ambit's and Vistra's corporate policies.

Our Disclaimers

Legal Responsibility

Ambit's disclaimers are very important. They ensure that we are honest and ethical in presenting the Opportunity as well as providing us with legal protection. Ambit's legal disclaimer, goambit.com/disclaimer, is included on all consultant websites and marketing materials created by Ambit.

You are responsible for adding our disclaimer, goambit.com/disclaimer, to all consultant-made marketing materials, your personal websites, social media pages and any other resources that you use. This includes all printed flyers, videos, presentations, advertisements, and other materials. The disclaimer must always be able to be clearly read.

Below is a guide for how to use the disclaimer on all your personal resources:

- **Videos:** Add the disclaimer to the 'description' section of your videos.
- **Social Media:** Include in the 'About' section of your social page. Include a link to the disclaimer at goambit.com/disclaimer in tweets, posts or other updates when they refer to income or Ambit Success. More information can be found on our 'How-To' guide on PowerZone.
- **Websites:** If you have a self-made website, please include the disclaimer on all pages of your site and/or on the 'About' page.
- **Printed Materials, Advertisements and Presentations:** Include the disclaimer on all materials that you use.
- **The Ambit Energy Income Disclosure Statement:** Whenever you discuss potential income with a potential consultant, provide them with a copy of the Income Disclosure Statement available by clicking on the link at goambit.com/disclaimer.

Please note goambit.com/disclaimer links to the full disclaimer on the Ambit Energy Corporate website. You are only required to display the short disclaimer.

SHORT DISCLAIMER:

Important message regarding earnings: Ambit Energy makes no guarantee or promise of income or business. Anyone considering building a full-time or part-time Ambit business should have realistic expectations of their potential income. Learn more at goambit.com.com/disclaimer.

LONG DISCLAIMER:

Ambit Energy makes no guarantee or promise of income or business. Results are determined by the efforts of those and by market trends. Earnings represented or implied in Ambit's marketing materials and communications may not be typical and cannot be relied on to represent one's personal results either for current or future earnings. Income, if any, earned from the Ambit Compensation Plan requires diligence and hard work in several areas including, but not limited to, leadership, recruiting, self-development and dedication. Each Independent Consultant's results will depend on their own skills, abilities and personal efforts in exercising these qualities. We urge you to study Ambit's compensation plan and talk to your local Ambit consultant before enrolling. For typical earnings, click here. (This links to the Ambit Energy Income Disclosure Statement).

Social Media

Social Media Regulations

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Be a Social Media Mogul

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Online Voice

While Ambit is a face-to-face business built on personal relationships, social media enables us to interact with a lot of people at once. That makes it a great way to spark connections—if you do it right. But because social media does have such great reach, a single mistake can be magnified out of proportion and spread like a virus.

The good news is following Ambit’s guidelines makes it easy to avoid mistakes and take advantage of this rapidly growing, affordable means of sharing your message.

Social Media Standards

The first and most important rule to remember is this: on social media, you can only speak for yourself, not for Ambit. Only our official accounts can do that. It's okay to post pictures from Ambit events on your personal account, but please refrain from commentary other than promoting Ambit. You should always make it clear anything you say on social media is your opinion and yours alone.

Here are a few more Social Media Do's and Don'ts.

DO:

- **Always identify yourself as an Independent Ambit Consultant** by using “Independent Consultant” in your social media handle, and clearly displaying the Independent Consultant logo from your kit.
- **Keep your social media pages positive and accurate.** For content, feel free to share Ambit’s social media posts, photos, videos, podcasts or information from our sites like EventCenter and The Spark blog to keep your feed fresh.
- **Always abide by the Direct Selling Association’s Code of Ethics**, relevant regulations and Ambit’s internal policies. All corporate material is protected by copyright laws.
- **Include the link to our disclaimer**, goambit.com/disclaimer, on all of your personal resources, social media pages, webpages and other communications.
 - Individual social media posts that reference anything regarding or related to earnings, potential earnings or building a business should include a link to the disclaimer, goambit.com/disclaimer.

DON'T:

- **Mislead.** Don't claim your Facebook page, Twitter profile or other social media is a Corporate Ambit page by naming the page. Include “Independent Consultant” or the Independent Consultant logo that shows you are not an official corporate account.
 - More specifically, only Ambit Energy Corporate should create or manage pages named “Ambit Energy.” Consultants who have created pages named “Ambit Energy” should delete or rename the pages immediately. Please refer to the “Do” section for information on how to name your social pages.
- **Make guarantees or promises.** Any guarantees are in the terms of service, which is the only place they should be.
- **Quote rates.** Rates change and vary from product to product and market to market.
- **Advertise the compensation plan.** Only a face-to-face discussion will do, and this information should not be posted online.
- **Post or repost negative stories.** The more a story is posted, the higher it ranks on search engines.
 - Even if you are refuting a story, commenting only refreshes its authority. Instead, keep posting good news from Ambit.
- **Promise consultants that they will make a certain level of income**, be able to pay for retirement, major purchases, a child’s education or anything else based on their earnings with Ambit. Refer them to the disclaimer, found at goambit.com/disclaimer when discussing potential income.

Be a Social Media Mogul

Content Tips

Social media is a great and affordable way to reach out to potential customers and consultants. But it can also be a little bit challenging.

What’s important to remember is that individual social media posts that reference anything regarding or related to earnings, potential earnings or building a business should include a link to the disclaimer, goambit.com/disclaimer.

We know this can be confusing, so Ambit has some great suggestions to help you start building a following on platforms like Facebook, Twitter and Instagram. Looking for content to help build your page? Check out our social media suggestions at goambit.com/socialmedia.



Public Relations

PR Interactions

All public relations and media efforts must be coordinated through the Ambit Public Relations team. Any consultant who is contacted by the media, or wishes to contact the media, must first contact Ambit's PR team at **mediarelations@ambitenergy.com** before taking any action. Additionally, any communications with TV, radio and print media should first be approved.

Our team of public relations professionals are well-trained in media relations. They are the only ones who should be interacting with national and local media or preparing press releases on behalf of Ambit. Some additional Do's and Don'ts of PR include:

DO:

- Share press releases posted on AmbitEnergy.com, when applicable.
- Refer any media to **mediarelations@ambitenergy.com** if you are contacted or have questions regarding Ambit's public relations.

DON'T:

- Talk to the media about any Ambit-related news, rates and plans, or how Ambit stacks up against the competition.
- Prepare or provide press releases or written statements on any topic.
- Refer the media to anyone other than the Ambit Public Relations Team at **mediarelations@ambitenergy.com** for comment on any news.

These rules help us maintain consistent messaging and ensure that all information provided to the media is accurate and up-to-date. It also makes it easier for customers and consultants in all our markets to have a clear picture of events that may affect them.

consultants who do not comply with our Public Relations and Media Regulations are subject to Compliance review.

If you ever have any questions as to what to do, take the conservative approach and contact us at **mediarelations@ambitenergy.com**.

Advertising

Advertising Do's and Don'ts

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Ad Toolkit

One of the great things about being an Ambit consultant is that you're backed by the reputation and resources of the world's largest direct selling energy company. One that's completely dedicated to helping you succeed.

That's why we've created an Advertising Toolkit designed specifically to meet the needs of our Independent Consultants. In it, you'll find a variety of free materials you can use to market your business, all ready for you to use as needed.

Advertising Do's and Don'ts

As with social media and PR, our advertising do's and don'ts are designed to protect Ambit's reputation and yours. Here are a few tips for success:

DO:

- **Use only preapproved Ambit materials.** These materials reflect the Ambit brand, and your status as an Independent Consultant in good standing.
- **Ask for materials if you need them.** We've created materials for a variety of typical applications, but obviously we can't foresee every need. If you have a special advertising opportunity, let us know. We can guide you to materials that meet Ambit's standards and help you deliver your message.
- **Include your name and contact information.** The materials provided are what are called "shells"—they have empty places where you'll need to put your information.
- **Always use the Independent Consultant logo from your kit.** Our logo is one of the most important elements of our brand, and there are rules covering its use. Lots of rules, all covered in this document. If you're using our preapproved ads, you don't have to worry.
- **If you do create something on your own, make sure to add Ambit's disclaimer and a link to goambit.com/disclaimer.**

DON'T:

- **Make guarantees.** Any guarantees are in the terms of service. Which is the only place they should be.
- **Make promises.** The same rules that apply to guarantees apply here.
- **Quote rates.** Rates change and vary from product to product and market to market.
- **Use unapproved rate flyers as promotional material.** Rate flyers provided on PowerZone are the only approved materials to be used without any modifications.
- **Advertise the compensation plan.** Only a face-to-face discussion will do. Be sure to bring an Income Disclosure Statement to any meeting where you plan to discuss compensation.

Google My Business

We discourage the use of paid online advertising. We think that the best way to reach potential customers and consultants is by letting your own enthusiasm shine through a personal interaction. You can, however, create a **Google My Business** page of your own to build your brand visibility online.

Before you get started, it's important to remember never to use the Ambit Energy Corporate name or address on your personal materials to remain brand compliant.

Now, here's how you can build a Google My Business page of your own:

1. Go to the Google My Business homepage and click the 'Start Now' button.
2. Enter the name of your business as 'Ambit Energy Consultant: [Your Name]' and click 'Next.'
3. Enter the address where you conduct your Ambit Energy business, whether that's your home or office address.
 - a. Note: If you do not have an office location, you must provide a home location where mail can be delivered. Do not include Ambit Energy's Corporate address.
 - b. Additionally, Google will require a verification of your business later in the signup process via mail that requires a real physical location.
4. For 'What kind of business do you run?' enter your business category as consultant.
5. The next step is 'Make Connections.' This is optional. Enter your phone number if you would like to use it to help clients contact you quickly.
6. Click the blue 'Finish' button to finish, and then click the blue 'Mail' button so Google can verify your business.

Congratulations! Your Google My Business page is created. *

*Once you receive your postcard from Google, be sure to complete the steps for verification explained on the postcard.

Final Thoughts

As a consultant, it's up to you to help build and protect the Ambit brand. Following the guidelines in this book is an important part of that, just like sticking to the DSA Code of Ethics and Ambit's core values.

If you ever have a question or need something not covered in this brochure, please contact us immediately at marketingteam@ambitenergy.com. We're here to help, and we're committed to the power of the Ambit brand, too.



AMBITENERGY™

ADDRESS

6555 Sierra Drive
Irving, TX 75039

CONSULTANT SUPPORT:
877-302-6248

SOCIAL

INSTAGRAM & TWITTER:
[@ambitenergy](#)

FACEBOOK:
[facebook.com/AmbitEnergy](#)

CONTACT

marketingteam@ambitenergy.com