

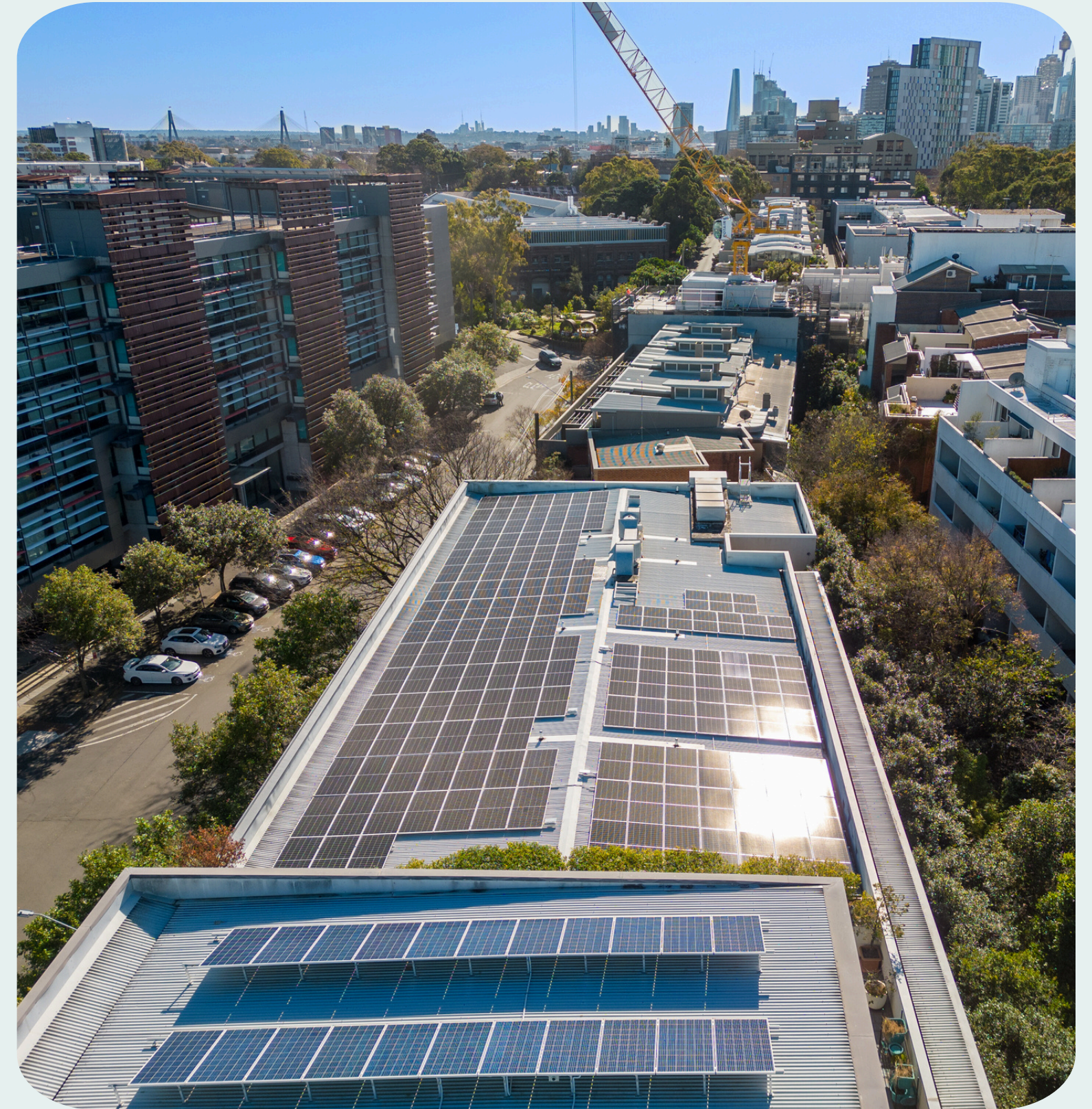


# Brand usage **guidelines**

For partner-led marketing — installers & retailers

# Table of contents

1. Purpose
2. About Allume
3. Partner-led marketing
  - a. Partner-led brand usage guidelines
  - b. Use of Allume Certified SolShare Installer logos
  - c. Framing the relationship
  - d. Messaging for partner-developed collateral
  - e. Things to avoid
4. Use of Allume-branded marketing resources
  - a. Allume-branded resources
5. Imagery use and guidelines
  - a. Drone imagery best practices
6. Social media guidelines
7. Co-branded marketing materials



# Purpose of guidelines

These guidelines are here to support our partners in promoting Allume's technology alongside their own offerings—clearly, confidently, and responsibly.

They outline how the Allume brand may and may not be used, with some restrictions to protect the integrity of our brand and reputation. You'll also find helpful tips, templates, and messaging to support your communications about Allume and our products.



# About Allume

Allume is solving a key problem in the solar industry: unlocking rooftop solar for apartments.

Our world-first technology, SolShare, enables solar energy from a single rooftop system to be shared fairly between multiple dwellings in the same building.

This behind-the-meter 'smart hardware' is easy to install and can be combined with any traditional solar system componentry—panels, inverters and batteries.

We enable apartment residents, social housing providers and property developers to upgrade and future-proof their apartment buildings.

We're proud to work with innovative solar partners like you to build a future where everyone can access clean, affordable energy from the sun.



## Mission

Developing and scaling world-first solutions to empower multi-dwelling customers with rooftop solar.



## Vision

A world where everyone can access clean, affordable energy from the sun.



# Partner-led marketing

Innovation thrives when like-minded organisations work together to solve meaningful challenges—and that’s exactly what happens when we collaborate with our installation partners, retailers, and solar experts.

Whether you’re sharing a case study, launching a joint campaign, or presenting at an event, our goal is to represent both brands clearly and respectfully. We support your efforts with co-branded visuals that acknowledge your role and highlight Allume as the technology provider behind SolShare, as long as your materials follow your own visual identity.

That includes using your:

- Logo and brand name as the primary identifiers
- Colours, fonts, and templates
- Tone of voice and messaging (alongside approved Allume messaging)

Your marketing should clearly look and feel like it comes from your business, not Allume. When included, Allume’s logo should be secondary and used in accordance with the logo usage guidelines. If applicable, Allume’s partner badge may be used (see Section 3C).

If materials are co-branded or include shared messaging (e.g. brochures, presentations, or campaigns related to grants), our marketing team may collaborate with you or provide pre-approved content and design elements (see [Section 7](#)).



# Partner-led brand usage guidelines

**Transparency and clarity matter.** All partner-led marketing materials should clearly state who is leading the communication and how Allume fits into the story.

Before creating partner-led marketing materials, consider the following:

## Is the partner the lead brand?

If you're leading the campaign or customer engagement, your brand should take the lead, using your existing templates and following your own brand guidelines.

If you are certified, you can include the Allume Certified SolShare Installer logo in your design using the guidance and the assets provided in this document ([see Section 3C](#)).

## Is the relationship clearly represented?

The collateral should reflect the true nature of our collaboration.

- Use the Allume Certified SolShare Installer logo, not product-specific versions (e.g., SolShare or SolCentre logos).
- The primary Allume logo should only be used in approved circumstances ([see Section 7](#)).
- Do not create logo combinations or modified logos that imply joint ventures or formal partnerships unless expressly agreed upon ([see Section 7](#)).

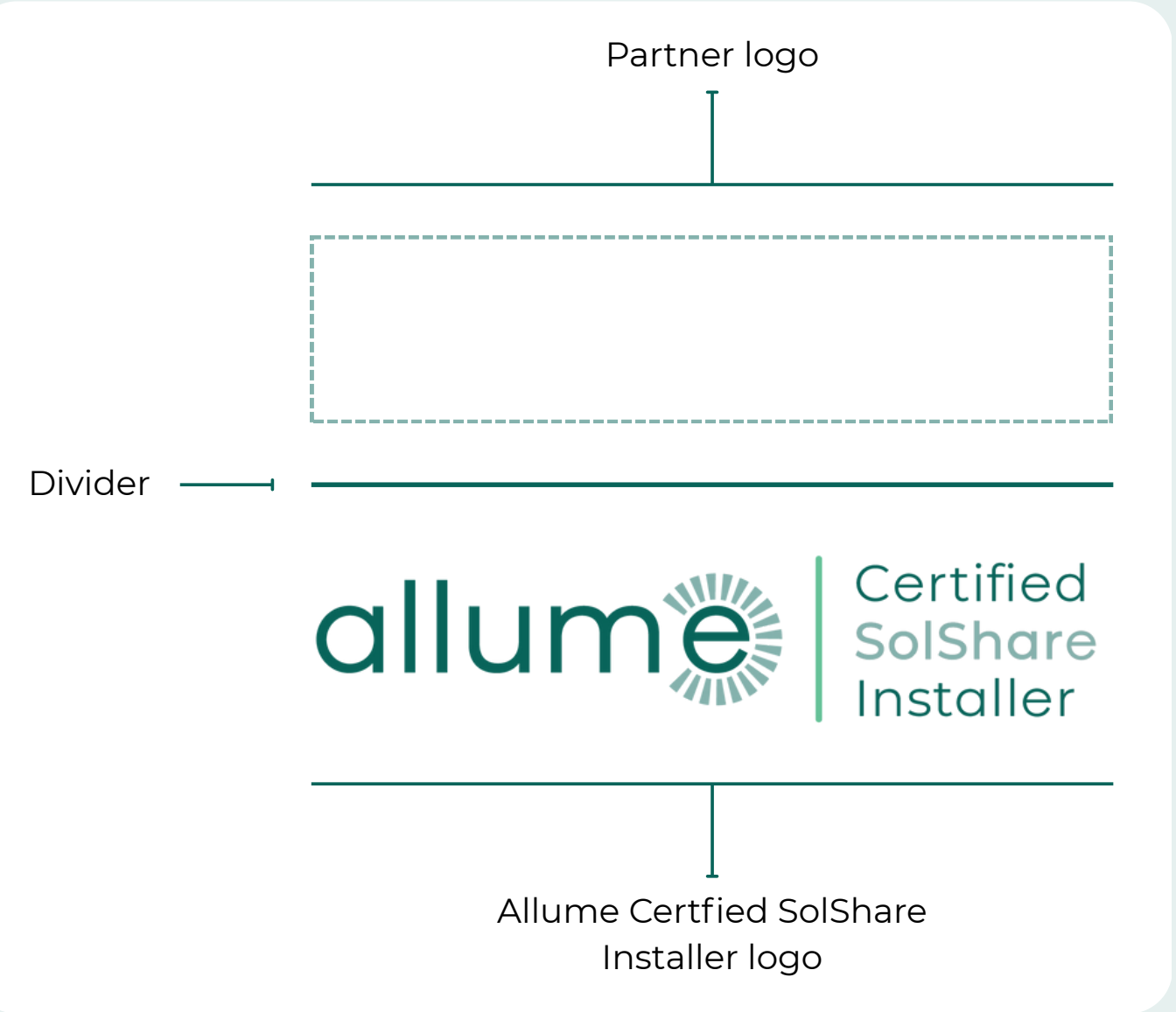


# Use of Allume Certified SolShare Installer logos

Only companies that have completed Allume's installer training and received certification may use our "Certified SolShare Installer" logo.

If your certification lapses or changes, Allume may request that the logo be removed from your materials.

If you're interested in becoming a certified SolShare installer, please [apply here](#).



# Framing the relationship

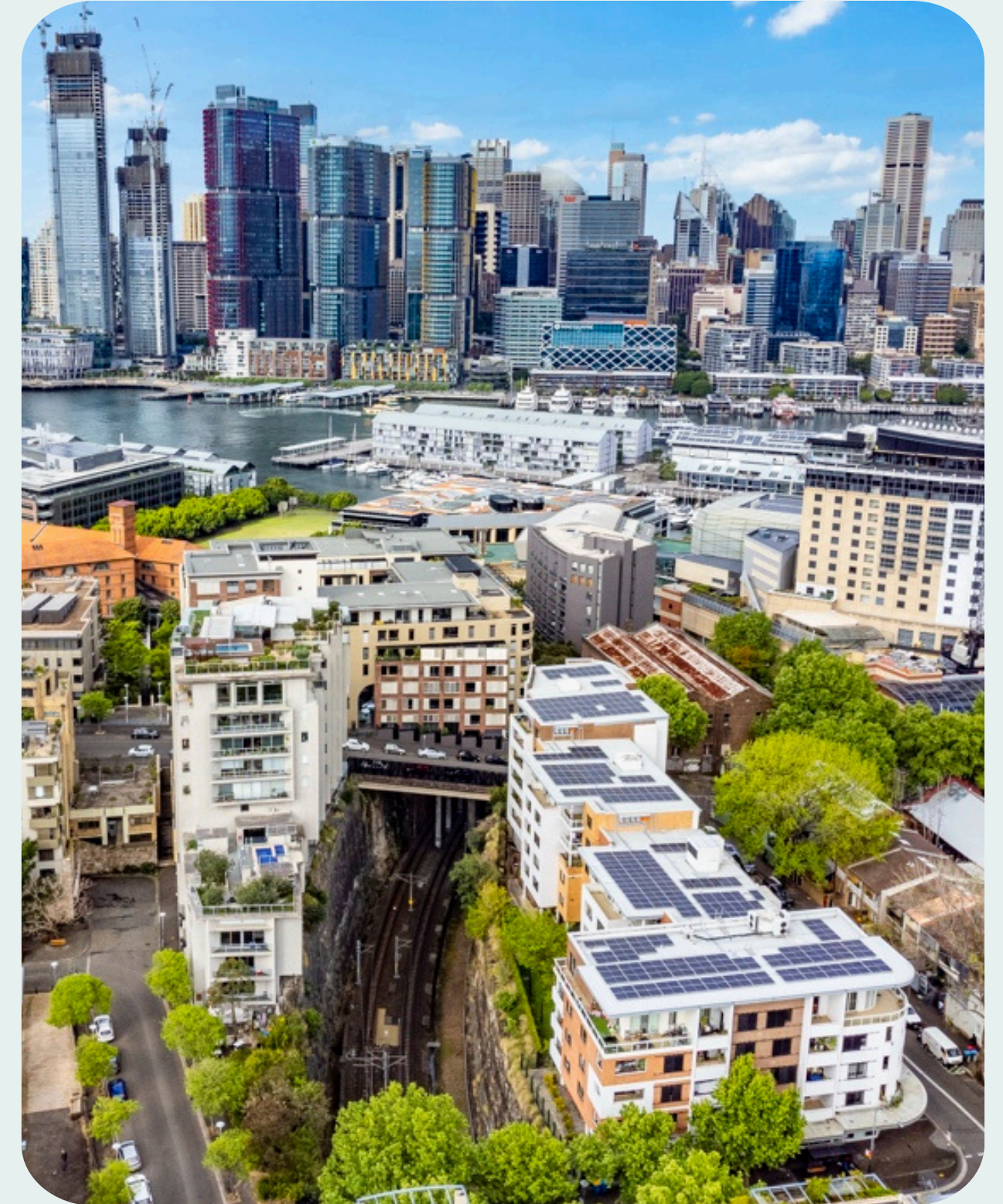
It's important to clearly and accurately describe the relationship between your business and Allume.

## Acceptable language includes:

- “[Company name] is an Allume-accredited SolShare installation partner”
- “[Company name] is an Allume-certified SolShare installer”
- “[Company logo] is an [partner logo]”

## Please avoid:

- “We’ve partnered with Allume.” (This implies a formal business partnership beyond the certified relationship.)
- Any language suggesting Allume is your client or that your business is developing SolShare.



# Messaging for partner-developed collateral

When writing about Allume or SolShare, please use the following approved messaging to ensure consistency and clarity:

**About Allume:** Allume is an Australian-made clean technology company unlocking rooftop solar access for apartment residents.

## About SolShare:

- Allume’s world-first technology, SolShare, allows energy from a single rooftop solar system to be shared fairly between apartments and common areas.
- SolShare is designed for multi-dwelling buildings like apartments, social housing and townhouses.
- SolShare is developed and owned by Allume.
  - **How to refer to SolShare:**
    - “Allume’s SolShare technology”
    - “Allume’s solar-sharing technology, SolShare”
    - “World-first SolShare technology, developed by Allume”

## About SolCentre:

- SolCentre is Allume’s online monitoring platform for building managers and residents.
- It provides insight into energy generation, usage, and solar savings.



# Things to avoid

## Please do not:

- Merge or fuse the Allume logo with your own.
- Use SolShare or SolCentre logos in place of the Allume logo.
- Refer to yourself as a “partner of Allume” unless specifically approved.
- Alter the colour, shape or proportions of the ‘Allume Certified SolShare Installer’ logo.
- Use outdated or low-resolution logo files.
- Refer to Allume as “*Allume Energy.*”

## Important:

- Partners must submit any Allume-related collateral for approval by Allume’s marketing team before publication or distribution (see [Section 7](#)).
- Avoid designs or wording that could imply Allume created the material or that misrepresents the nature of the relationship (see [Section 3D](#)).
- If it suits the situation (e.g. for large campaigns or grant promotion), Allume may create a version led by our brand and provide it to you alongside a partner-led version (see [Section 7](#)).

This approach ensures consistency, clarity and professionalism while supporting your unique brand identity. If you’re unsure about your layout or need help developing co-branded materials, we’re here to help ([see Section 7](#)).



# Use of Allume-branded marketing resources

You are welcome to use Allume-created brochures and resources at events or in digital communications, provided that:

- You seek approval from Allume's marketing team first.
- The context makes the relationship clear (e.g. "[Company name] is an Allume-certified SolShare installer.")
- Any printed materials use the professionally prepared print files provided by Allume.

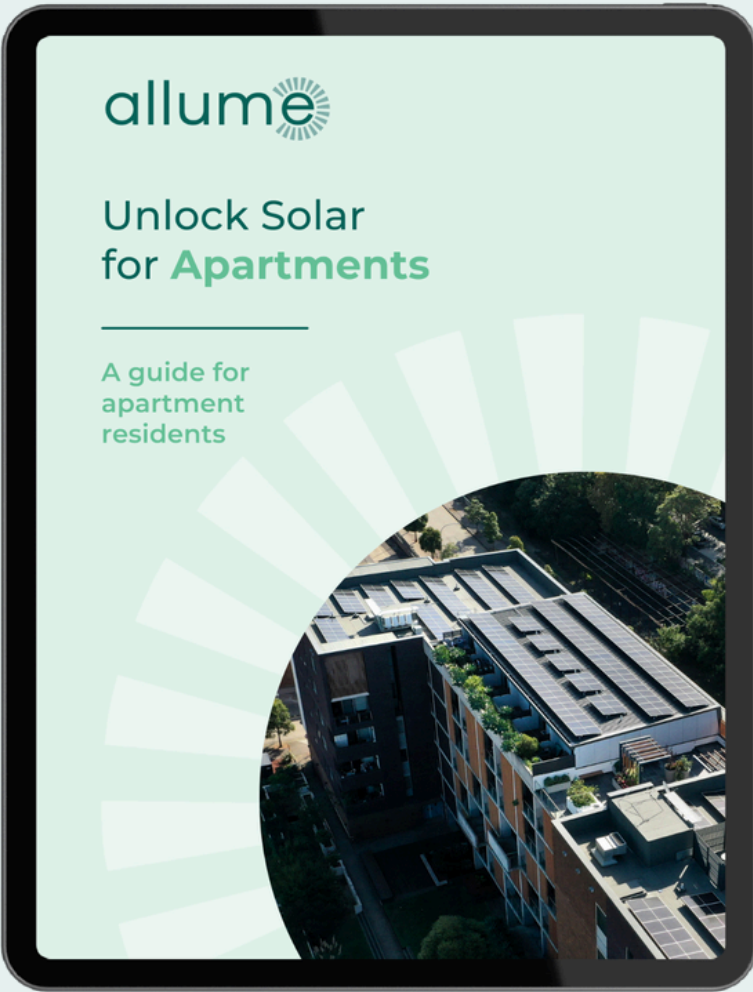
**Important:** White-labelling of Allume's technology is not permitted. All references must clearly name Allume and the product being discussed (e.g. SolShare, SolCentre).



# Allume-branded resources

We provide a range of Allume-branded materials for use with your customers, including:

Guide: Unlock Solar for Apartments



Solar for Apartments: Owners Committee FAQs - Pre-Installation



These can be shared digitally or in print (see [Section 4](#)).



# Imagery use & guidelines

## Allume-owned image use

We've made a selection of Allume-owned imagery available to partners. These images may be used in your promotional materials, provided the following rules are respected:

- Only use images from installations you were directly involved in, or ensure the context makes it clear you are not claiming credit.
- Avoid language or placement that could imply your team completed the installation shown if that's not the case.
- Do not alter or crop images in a way that misrepresents the site or Allume's technology.



[Allume images for use](#)



# Drone imagery **best practices**

High-quality drone photography is encouraged—but only when it is taken responsibly and in line with the following guidelines:

## ✓ Do:

- Show the broader context of the building (e.g. full apartment complex or rooftop), not just close-ups of solar panels
- Capture images in clear, sunny weather with minimal cloud cover
- Ensure surroundings appear tidy, safe, and well-maintained
- Follow local OHS requirements—including visible safety measures if drone shots are taken during installation (e.g. edge protection)
- Inform residents and get permission from relevant property managers or owners before filming

## X Don't:

- Use imagery that breaches residents or the surrounding building's privacy or drone flight regulations
- Feature messy or obstructed rooftops
- Show heavy clouds, rain or poor visibility
- Misrepresent the installation or Allume's role



# Social media guidelines

If posting about Allume or SolShare on social platforms, keep the messaging clear, respectful and aligned with both brands.

You are welcome to post using your own branding and voice, as long as Allume and our technology are referred to accurately.

Here's what to include in a strong partner-led post:

- Clear description of the relationship, such as: “[Company name] is proud to be an Allume Certified SolShare installer.”
- Accurate product mention: SolShare (not just “Allume solar”)
- Context of the building or customer type (e.g. strata, social housing, low-income apartments)
- High-quality, on-brand imagery, especially drone shots or building-wide views
- And please, tag Allume's social profiles—we'd love to see!



# Co-branded marketing materials

Depending on the circumstances, co-branded assets—materials featuring your brand and Allume’s—may be developed in collaboration with the Allume marketing team.

These may be created for;

- joint campaigns
- government grant opportunities
- installer or retailer websites, where appropriate

Please contact us if you’d like to request co-branded materials or need support developing them.

## Allume Marketing Team:



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Thank **you.**

Together, we are creating a world where everyone can access *clean and affordable energy* from the sun.