



Compliance Central



AMBITENERGY[®]

**INDEPENDENT CONSULTANT
BRAND GUIDELINES**

SEPTEMBER 2024

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Ambit's Brand

Empowering You to Succeed.

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

That's because at Ambit Energy, branding is the promise of an exceptional experience. One our Customers and 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 so powerful.

Using This Guide

This guide will help you plug into the power of the Ambit Energy brand. By following Ambit's standards when using our logo, our colors, typefaces and messaging, you'll not only send a clear, consistent message, you'll play a critical role in protecting our brand, trademarks and products.

That's also why we require you get formal approval from Ambit's marketing team before you publish or present any promotional materials. The submission and review process is simple and all the resources you need are available on our Compliance Central page on PowerZone.

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

Graphic Standards

For many Consultants, the Ambit videos and Business Presentations available on PowerZone, and the MyAmbit App will be all you ever need to share the Opportunity. Some of you, however, will find yourself wanting 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. But remember, we require you get formal approval from Ambit's marketing team before you publish or present any promotional materials. Learn more on the Compliance Central page on PowerZone.

Independent Consultant Logo Requirements

Please note:

Our logo reflects Ambit's stature as an 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.



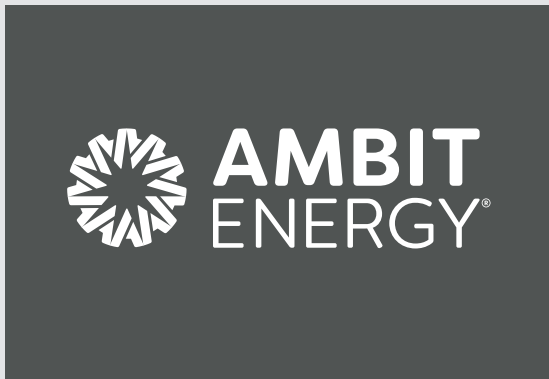
Logo Requirements:

The Do's 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 so our brand has a strong, clean presence.

DO THIS



DON'T DO THIS



Logo Requirements:

The Do's 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. 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.

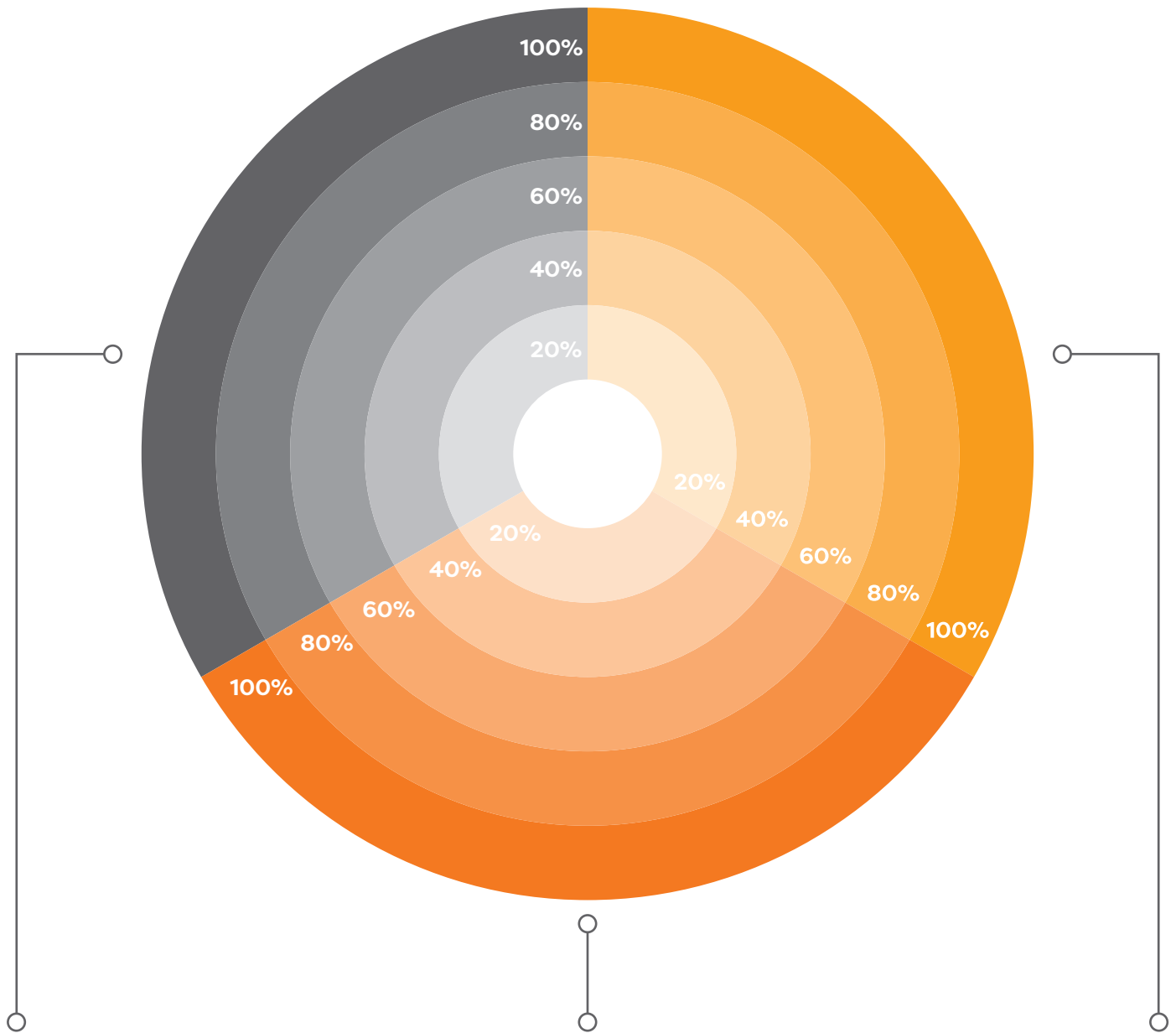


RULE: Don't Use the Vistra Logo.

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 Colors:

Primary Palette and Tints



Gray

PANTONE	425
CMYK	0/0/0/75
RGB	99/100/102
HEX	#626366

Main Orange

PANTONE	1505
CMYK	0/65/100/0
RGB	244/121/32
HEX	#F47920

Secondary Orange

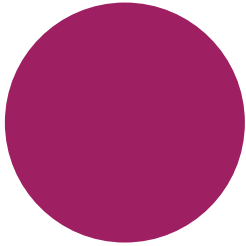
PANTONE	1235
CMYK	0/45/100/0
RGB	249/157/28
HEX	#F89C1B

Our Colors:

Secondary Palette

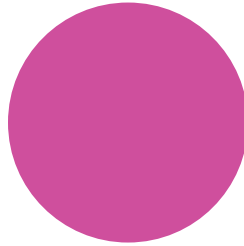
An Energetic, Exciting Look

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.



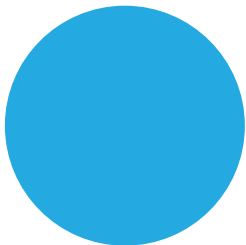
Purple

PANTONE 7648
CMYK 35/100/35/10
RGB 158/31/99
HEX #9E1E62



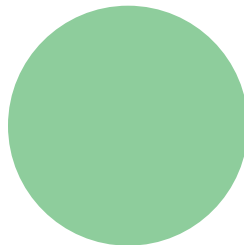
Light Purple

PANTONE 674
CMYK 15/83/0/0
RGB 208/80/157
HEX #CF509D



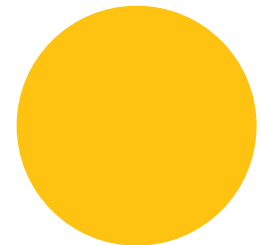
Blue

PANTONE 298
CMYK 70/15/0/0
RGB 39/170/225
HEX #27A9E1



Green

PANTONE 345
CMYK 45/0/50/0
RGB 144/206/156
HEX #8FCD9C



Yellow

PANTONE 7548
CMYK 0/25/100/0
RGB 255/194/14
HEX #FEC10D

Our Typeface: Energy

An Energetic, Exciting Look

Our new typeface has a warm, friendly style, just like our company. While we use the soft version in our logo, the Energy typeface is great for body copy in your documents and presentations.

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***

Our Typeface:

Energy Soft

An Energetic, Exciting Look

When you think about Ambit Energy’s company culture, we can all agree that we are fun, friendly and inviting. We wanted to reflect that in our new typeface by removing the sharp edges that can convey a cold corporate culture. Ambit is anything but cold and corporate!

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz
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 myambitstore.com and PowerZone for existing, approved-for-use materials. We strongly encourage and recommend that you use Ambit-created, approved materials. Any independently created marketing materials must have formal approval from Ambit prior to use.

Advertising

Ad Toolkit

One of the great things about being an Ambit Energy 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.

Guidelines

At Ambit, we work hard to make sure we are representing our Consultants, our services and our brand in the best way possible. So, to make sure the Ambit name maintains the respect it deserves, we've developed these guidelines to help Consultants understand expectations for marketing effectively and correctly, and to answer common questions.

Remember, Ambit is a face-to-face business. While online efforts can be helpful tools in supporting your business, they should not be used as prime channels for acquiring it. If misused, they can often have a negative effect.

All printed advertisements, electronic advertising over the Internet, and websites used in Texas, shall include the REP's certified name or commission authorized business name, or the aggregator's registered name, and the number of the certification or registration. For Ambit that information is as follows - Ambit Texas, LLC REP #10117.

Advertising Do's and Don'ts

DO:

- **Use 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. There are 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 short disclaimer and a link to goambit.com/disclaimer.**
- **Get approval.** If you create your own, you must submit them for review through the Consultant Compliance page available on PowerZone.

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 can vary from product to product and market to market.
- **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.
- **Use the Vistra logo.** Don't use the Vistra logo on any marketing materials you create, including your website, presentations, leave-behinds or any other items.
- **Use the corporate logo.** Your personal materials should only use the Ambit Independent Consultant logo.

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 earnings disclaimer, goambit.com/disclaimer, is included on all Consultant websites and marketing materials created by Ambit.

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/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).

You are responsible for adding our disclaimer, goambit.com/disclaimer, to all Consultant-made marketing materials discussing the Opportunity such as, 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.

Our Disclaimers

As we said, Ambit's disclaimers are very important. That's why it's essential that you add our short disclaimer to all Consultant-made marketing material discussing the Opportunity and that you submit them to Ambit for approval. Just remember, the short disclaimer must be included when referencing anything regarding or relating to earnings, potential earnings or building a business. Below is a guide on how to use the disclaimer on all your personal resources:

- **Emails:** Include at the bottom of your emails.
- **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. **Never discuss earnings or income on any social media channel.**
 - » **Facebook:** Your About section should include the short disclaimer, written out and linked to goambit.com/disclaimer. If you have a business page, you can include the short disclaimer in the General Information section. Check out Ambit Energy's Facebook page to see how we included the short disclaimer.
 - » **X (formerly Twitter):** X doesn't have a section where you can include the short disclaimer on your public profile. We know that you only have 280 characters to use, so think about what you're tweeting and if you're tweeting something that you have a question about, just go ahead and add goambit.com/disclaimer (23 characters) to your content before you post.
 - » **Instagram:** You do not have to add the disclaimer link to every photo. Do not post pictures or marketing images that display earnings, cash or checks as, this can be misleading. However, if you're taking a casual selfie with your fellow Consultants or volunteering for Ambit Cares? No link necessary!
 - » **YouTube:** Plain and simple, whenever you post a video to YouTube, you must include Ambit's short disclaimer in the description of the video with the link, goambit.com/disclaimer. Remember, this information protects you, your fellow Consultants and all of Ambit.
- **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 and submit them to Ambit Marketing via PowerZone Compliance Central for approval.
- **The Ambit Energy Income Disclosure Statement:** Whenever you discuss potential earnings 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.

Social Media

Websites

Using social media is a great way to promote your business but be sure to remain compliant with Ambit's guidelines. That means to always represent yourself as an Independent Consultant, not make promises or guarantees about income or compensation, and not exaggerate or make misleading claims about Ambit's products.

Consultants are encouraged to use and promote themselves through their company-produced websites. Your Energy 526 and Why Ambit Works and Ambit Story personalized sites have been specially designed to help refer new Customers and Consultants. Use them often as tools to grow your business.

Ambit may also allow Consultants to produce their own websites and content as long as they meet all Ambit brand requirements, adhere to Ambit Energy's policies and procedures, and are formally approved through a Compliance Central submission in PowerZone prior to publishing publicly. For questions, contact marketingteam@ambitenergy.com and be sure to submit any material you create to Ambit for review.

Always be sure to identify yourself as an Ambit Energy Independent Consultant and use only approved Independent Consultant logos.

Web Advertising

Ambit discourages using web advertising such as Google AdWords Like Facebook and LinkedIn advertising, it can be expensive and doesn't typically make sense for our Consultants. More importantly, these ads ultimately have a negative effect on Ambit's overall web ranking and integrity – essentially dragging our positive brand name down.

Social Media Guidelines

Social media is a great and affordable way to reach out to potential Customers and Consultants. It can also be a bit challenging, so Ambit has a few suggestions to help you start building a following on platforms like Facebook, X and Instagram.

Remember, compliance with these standards is important to your business, and the efforts of your fellow Consultants. Here are a few posts to get you started:

Consultant Gathering (do not reference income earnings):

- Learn more about becoming an Ambit Energy Independent Consultant today at ambitenergy.com.
- Join Ambit Energy as an Independent Consultant and be part of the world's largest direct selling energy company.
- Learn more about our markets across the U.S. when you join Ambit Energy as an Independent Consultant!
- Great people, real support and a variety of energy products. Become an Independent Consultant with Ambit Energy today!

Consultant Gathering (posts that reference the Ambit Business):

**Individual social media posts should never reference anything regarding or related to potential income. You should also always include a link to disclaimer, goambit.com/disclaimer.*

- Become an Independent Consultant with Ambit Energy today! goambit.com/disclaimer
- Become empowered to reach the goals you've always wanted to. Become an Ambit Energy Independent Consultant! goambit.com/disclaimer
- Achieve your goals on your schedule. Join Ambit Energy as an Independent Consultant today! goambit.com/disclaimer
- Ambit supports you with a complete suite of back office tools to run your business. goambit.com/disclaimer
- Ask me about how you can own your own business! goambit.com/disclaimer

Customer Gathering:

- Two words: Free Energy program. Learn more: goambit.com/free
- Two words: Free Energy program. Ask me about switching to Ambit Energy! goambit.com/free
- What will you get for switching to Ambit Energy? The opportunity to participate in our Free Energy every month by referring others to Ambit! Learn more at goambit.com/free.
- Interested in reducing your monthly energy costs? Who isn't! Ambit makes it simple to be a part of Ambit's Free Energy program. Refer 15 friends and we'll apply a credit directly to your bill. It's that easy. Learn more at goambit.com/free.

Branding:

- Ambit Energy. Working to be the finest, most-respected retail energy provider in the world.
- Ambit Energy has grown from simple beginnings to the world's largest direct energy seller.
- Learn more about Ambit Energy by visiting ambitenergy.com today.

Social Media Do's and Don'ts

You are responsible for adding a link to our disclaimer, goambit.com/disclaimer, to all of your personal resources, including your social media pages. Violation of these guidelines may be addressed by our Compliance team.

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

DO:

- Always identify yourself as an Ambit Energy Independent Consultant on social media. Always use Independent Consultant in your social media handle and clearly display the Independent Consultant logo (found on PowerZone) on your profile.
- Remember, always include the disclaimer, found at goambit.com/disclaimer when discussing potential income or earnings, and add the disclaimer to any social post touting your Ambit success.
 - Individual social media posts that reference anything regarding or relating to earnings, potential earnings or building a business should include a link to the disclaimer, goambit.com/disclaimer.
 - The short disclaimer should always be included in the 'About' section of your Facebook page, description of YouTube videos, at the beginning or end of any self-made videos, and on your personal website.
 - **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/disclaimer.**
- 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. Remember that all social rules apply to private Facebook groups or private conversations as well as to their equivalents on other social media platforms.

DON'T:

- Make income claims. Do not make income claims on social media, promise Consultants that they will make a certain level of income, imply a luxurious or extravagant lifestyle or anything else based on earnings with Ambit.
- Post photos or marketing materials that display checks, cash or other forms of currency.
 - This includes pictures of fancy cars, big houses, etc. These can be considered misleading earnings claims if not placed into context with the earnings statement and should be avoided.
- Mislead. Don't claim your Facebook page, X profile or other social media is a Corporate Ambit 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 media 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.
- Use the Ambit name. Don't portray yourself to be Ambit Energy in social media posts, website handles, or by phone number. Example: www.AmbitEnergyPlans.com is not allowed.
- Respond to negative posts or repost negative stories.

Public Relations Interactions

All public relations and media efforts must be coordinated through the Ambit Public Relations team. Any Consultant who is contacted by 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.



AMBITENERGY®

SOCIAL

INSTAGRAM
[@ambitenergy](#)

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

CONTACT

marketingteam@ambitenergy.com

CONSULTANT SUPPORT:
(877) 302-6248