

Meet Grumpy Bulb

Identity Guidelines

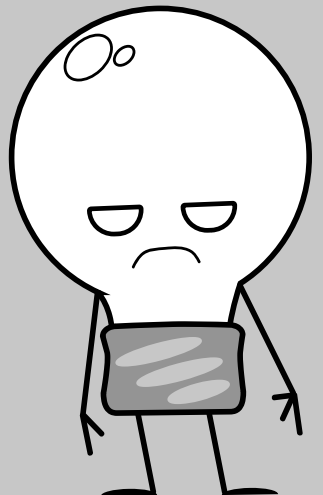


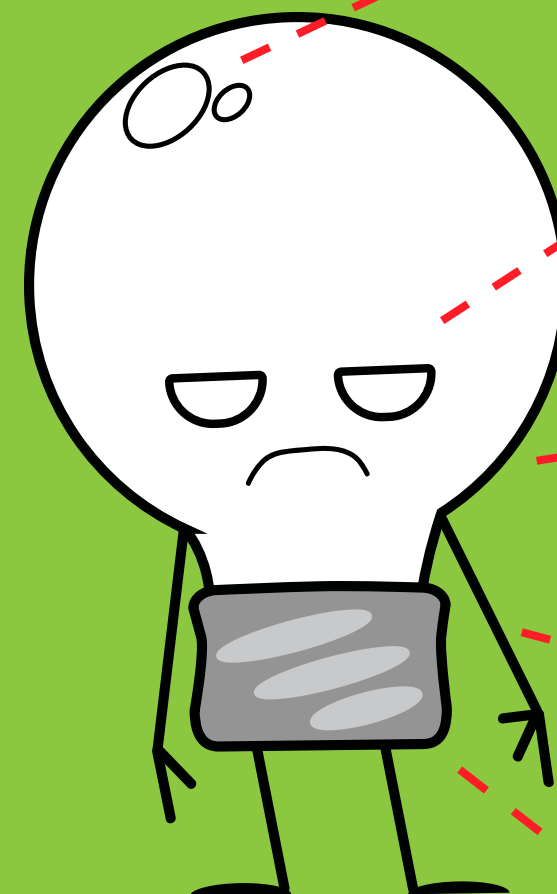
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Who is Grumpy Bulb?

Grumpy Bulb is the mascot for a public service campaign from Empower Chattanooga. He creates awareness around energy efficiency. Let's expand on **Grumpy Bulb** in the following pages.

What makes Grumpy Bulb?



Reflective Spots

The reflective spots must always appear on Grumpy Bulb's forehead, regardless of how he is positioned.

Eyes

Grumpy Bulb has a variety of facial expressions to choose from based on his ever-changing predicaments.

Bulb Body

Use the art files provided to avoid distorting Grumpy Bulb's stroke weight.

Arms and Legs

The arms should connect where the bulb makes a corner, however, the cartwheel position is an approved exception to this rule.

Base of Bulb

Grumpy Bulb should always be illustrated wearing pants..

What are Grumpy Bulb's supporting graphics?

Campton Bold is the preferred typeface for use with Grumpy Bulb. All public-facing information should appear in **Campton Bold**.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Background Colors

Bitter Blue
110-8 U

Yeah Right Yellow
4-8 U

Overwhelmed Orange
34-8 U

Troubled Teal
125-6 U

Grumpy Bulb can appear on any color background, but listed to the top left are his 4 favorites. While his background color is always changing, he and his props should only appear in the 6 colors listed to the bottom left.

Bulb Colors

Grouchy Grey
179-2 U

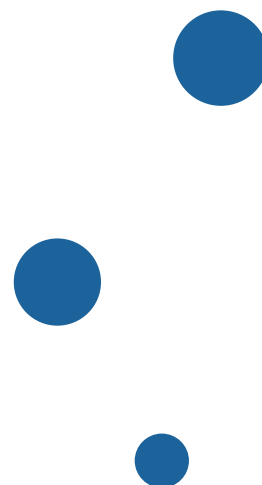
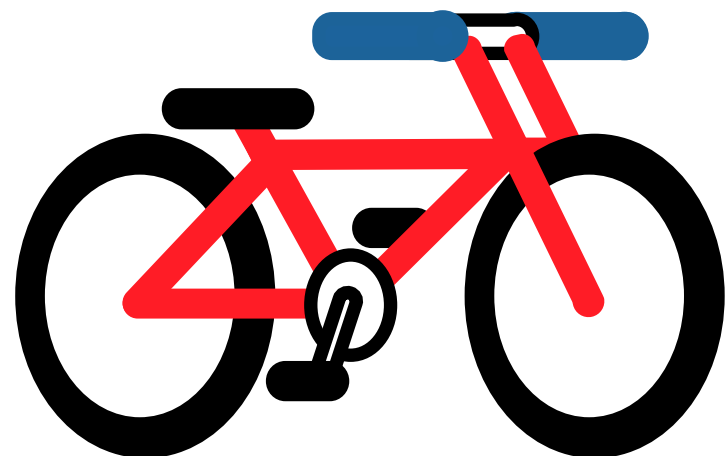
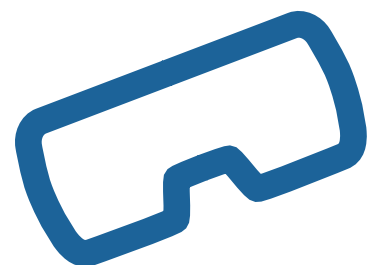
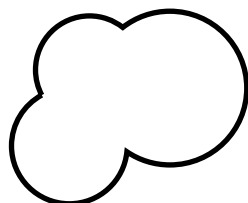
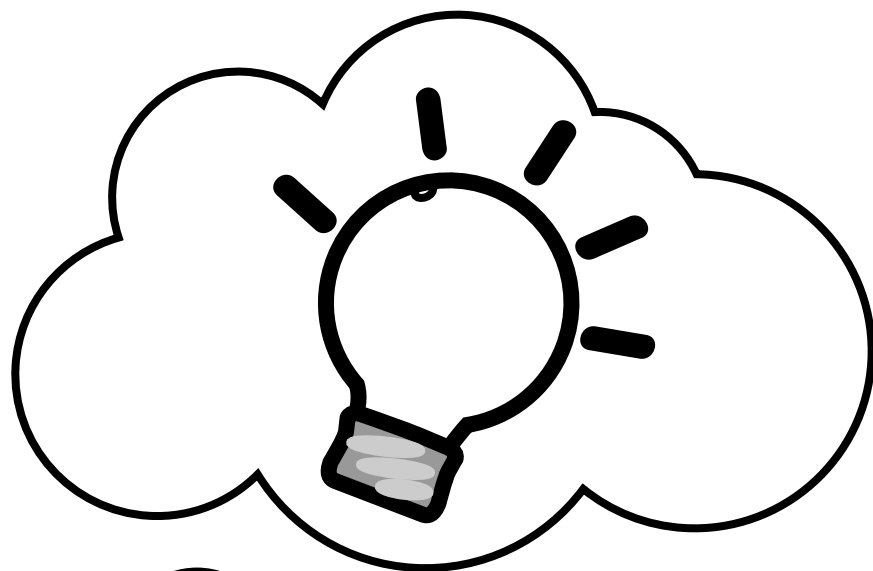
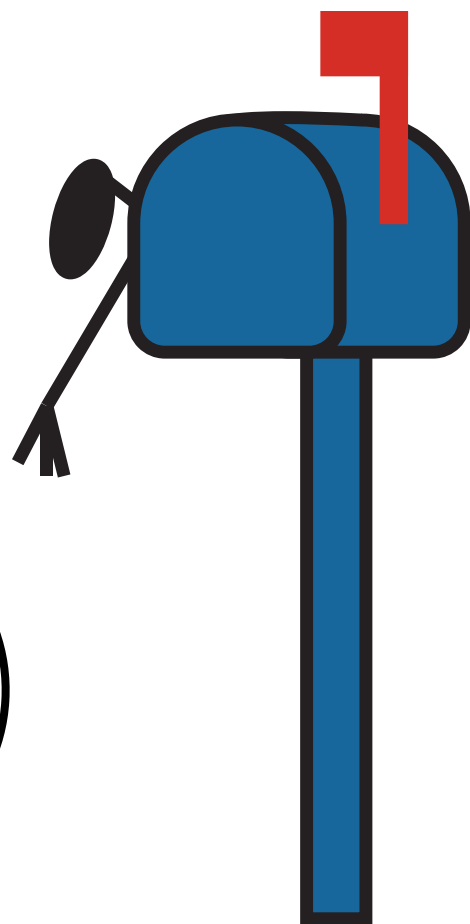
Gloomy Grey
179-8 U

Bad-Attitude Black
179-16 U

Rude Red
52-16 U

Grumpy Green
104-7 U

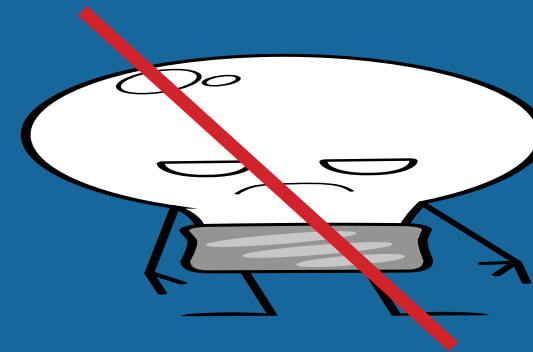
Bad-Tempered Blue
157-8 U



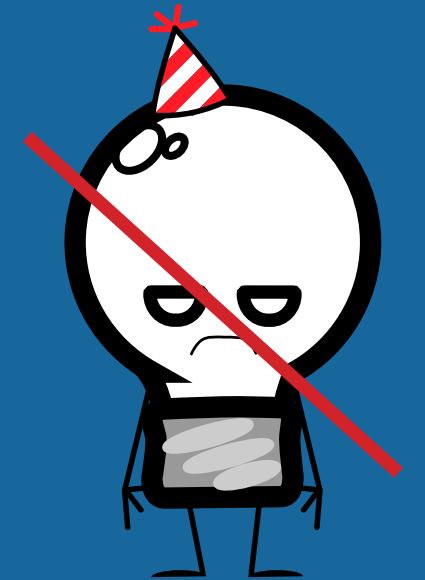
How does **Grumpy Bulb** communicate?

Grumpy Bulb has a comical bad attitude. He is frustrated about all the misinformation surrounding energy efficiency. **Grumpy Bulb** might be negative, but he is careful not to make EPB, the power bill, or any community partner behind Empower Chattanooga the target of his frustration. **Grumpy Bulb** avoids language that implicates or talks down to target audiences (his goal is actually to make them laugh). The essence of **Grumpy Bulb's** humor is that he is never having fun, even when he should be.

How shouldn't Grumpy Bulb be used?



Do not distort Grumpy Bulb.



Do not give Grumpy Bulb an excessive stroke.



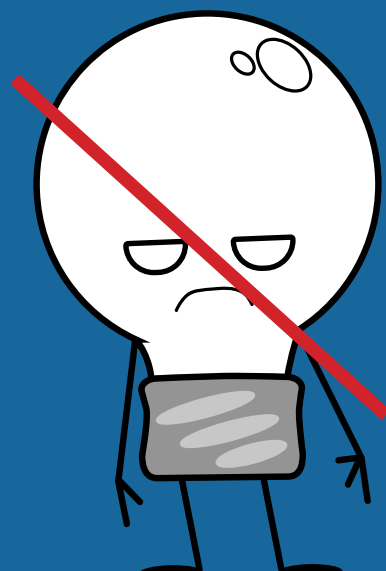
Do not fill Grumpy Bulb with another color.



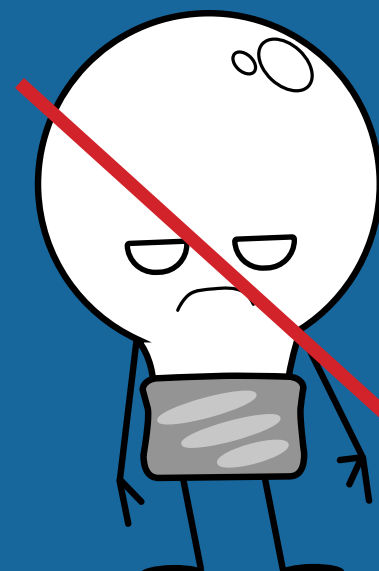
Do not place Grumpy Bulb on a white background.



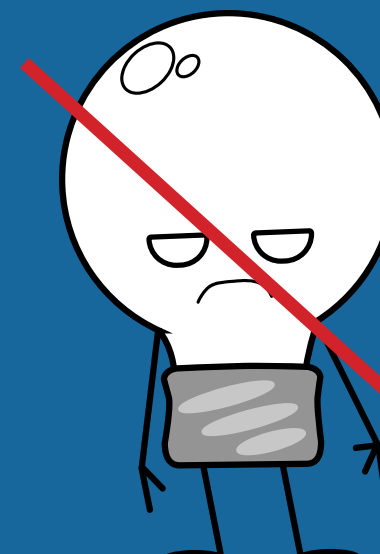
Do not place Grumpy Bulb's bike on the orange background.



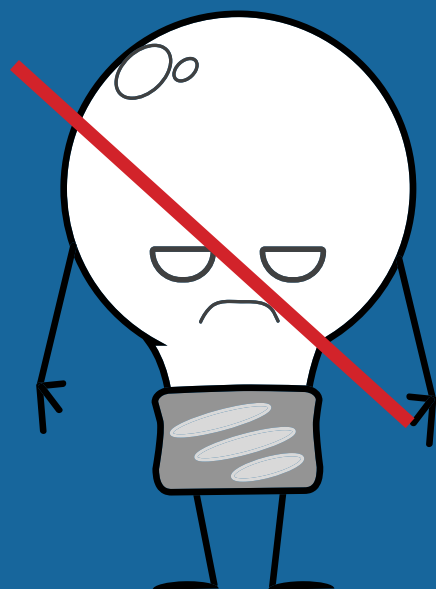
Do not place Grumpy Bulb's reflective spots on the right.



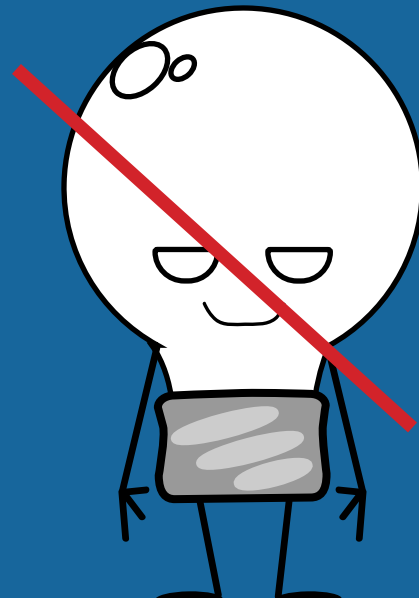
Do not change the fill color of the Empower logo when it appears on Grumpy Bulb graphics.



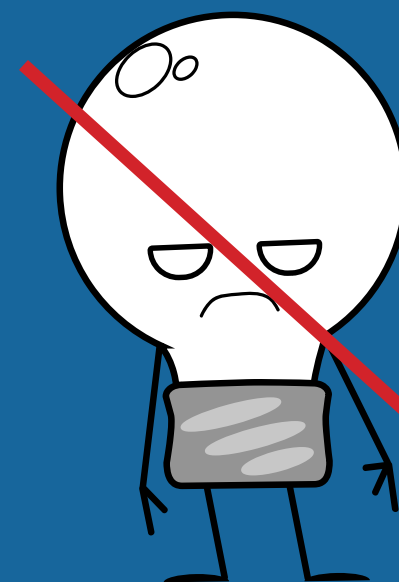
Do not make Grumpy Bulb say offensive things.



Do not move the location of Grumpy Bulb's arm attachment.

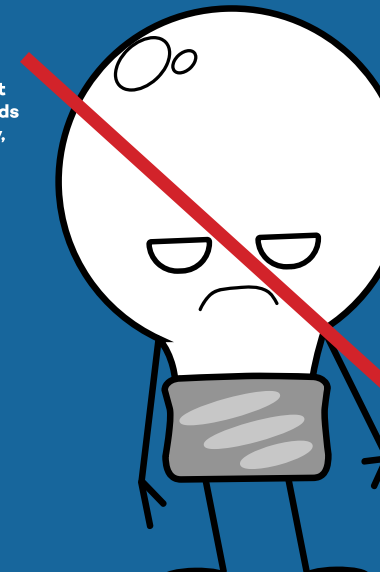


Do not turn Grumpy Bulb's frown upside down.



Do not make Grumpy Bulb talk too much.

I know I love paying \$300 for my electric bill every month, on the first day, when the sun is shining, the birds are chirping, not a cloud's in the sky, and I am skipping with joy!
Said no one ever.



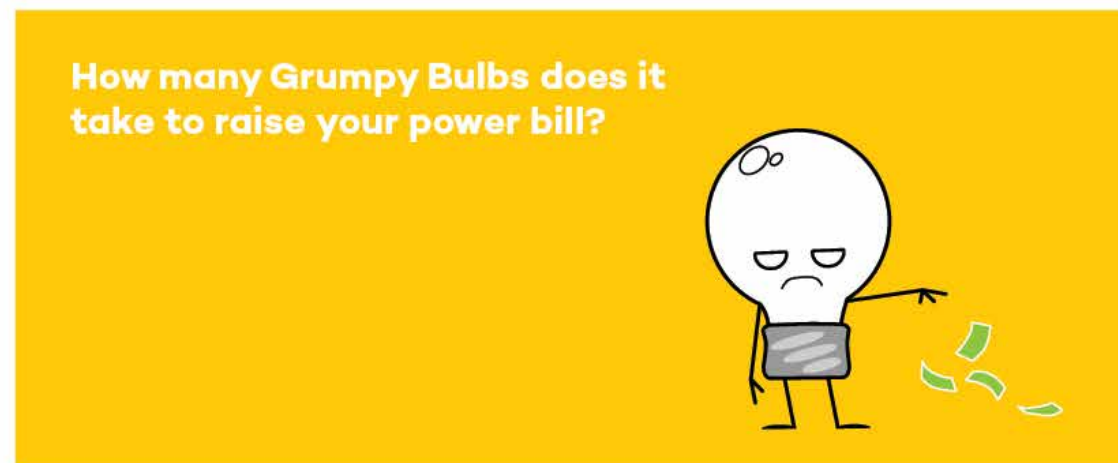
Do not change Grumpy Bulb's sense of humor.

That awkward moment when you pay like \$250 on your bill and are sad, when you could save so much more and be happy.

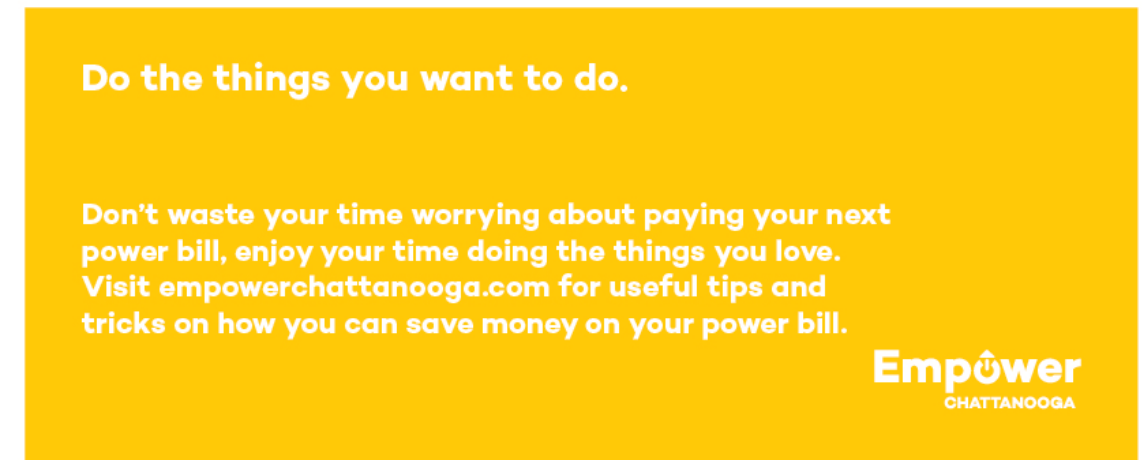
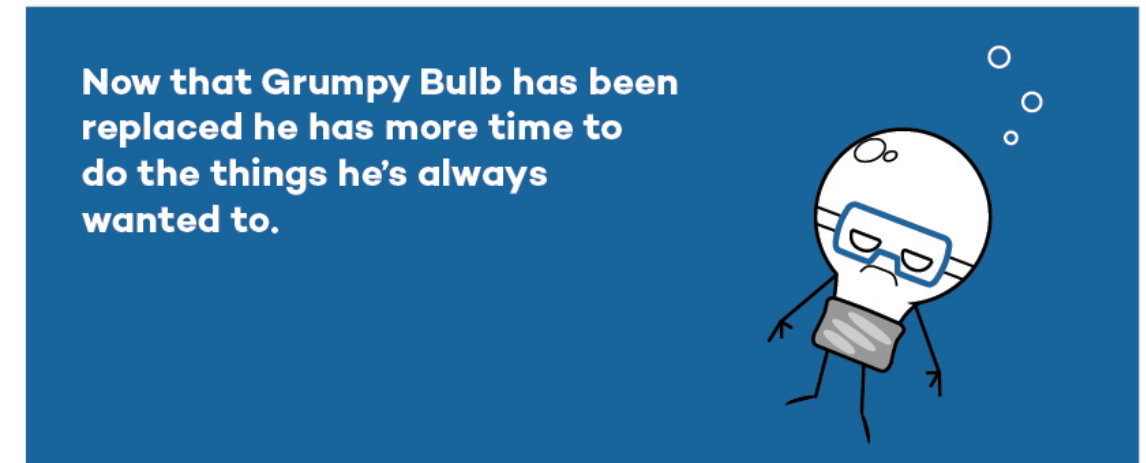
Where does Grumpy Bulb exist?



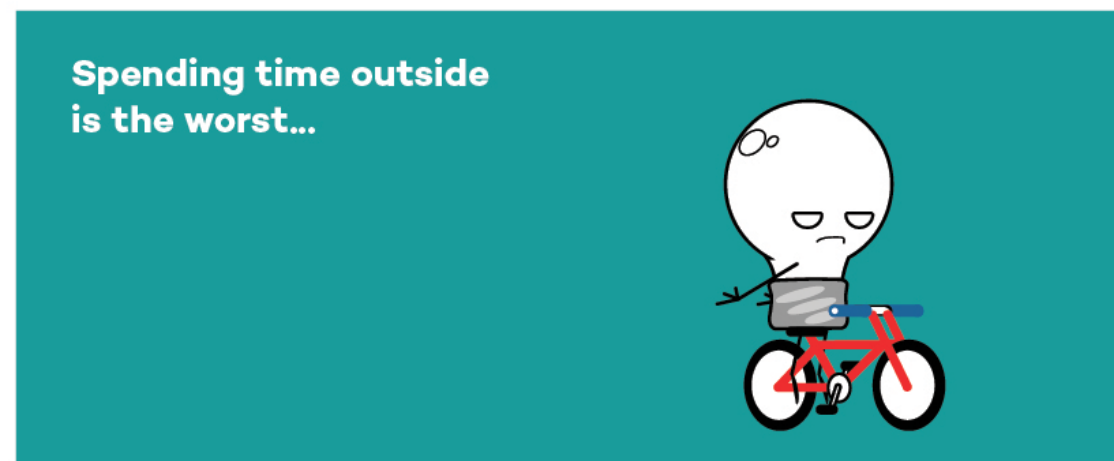
double-sided bill inserts
(see index for provided art files and template)



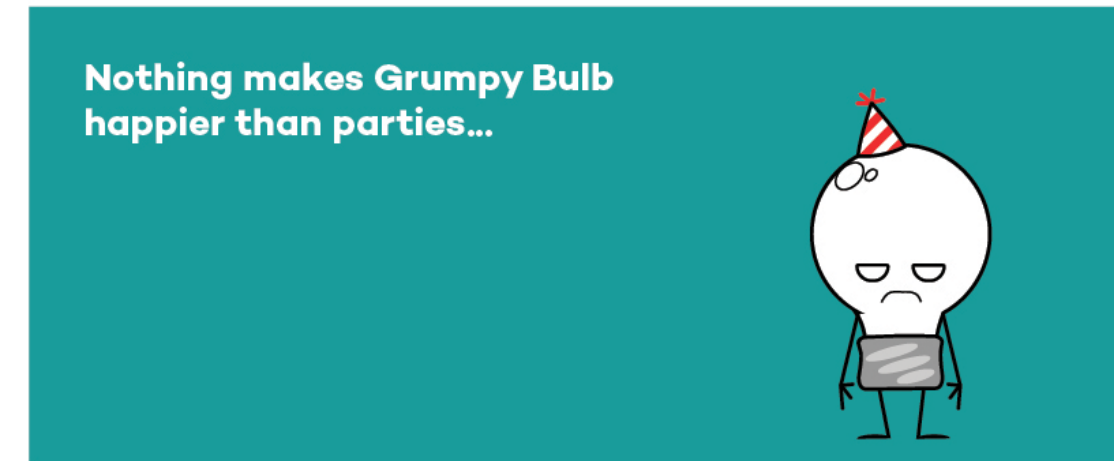
bill inserts



bill inserts



bill inserts



bill inserts



event posters
note: these should be used only after
Grumpy Bulb develops brand recognition
(see index for provided art files)

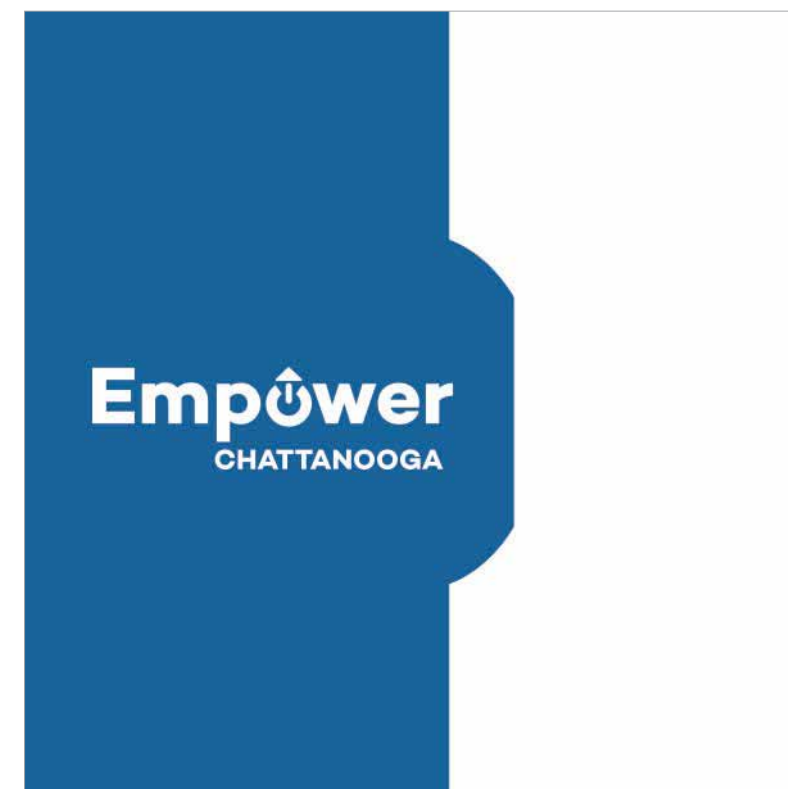


billboards
using specs from fairway outdoor
(see index for provided art files)

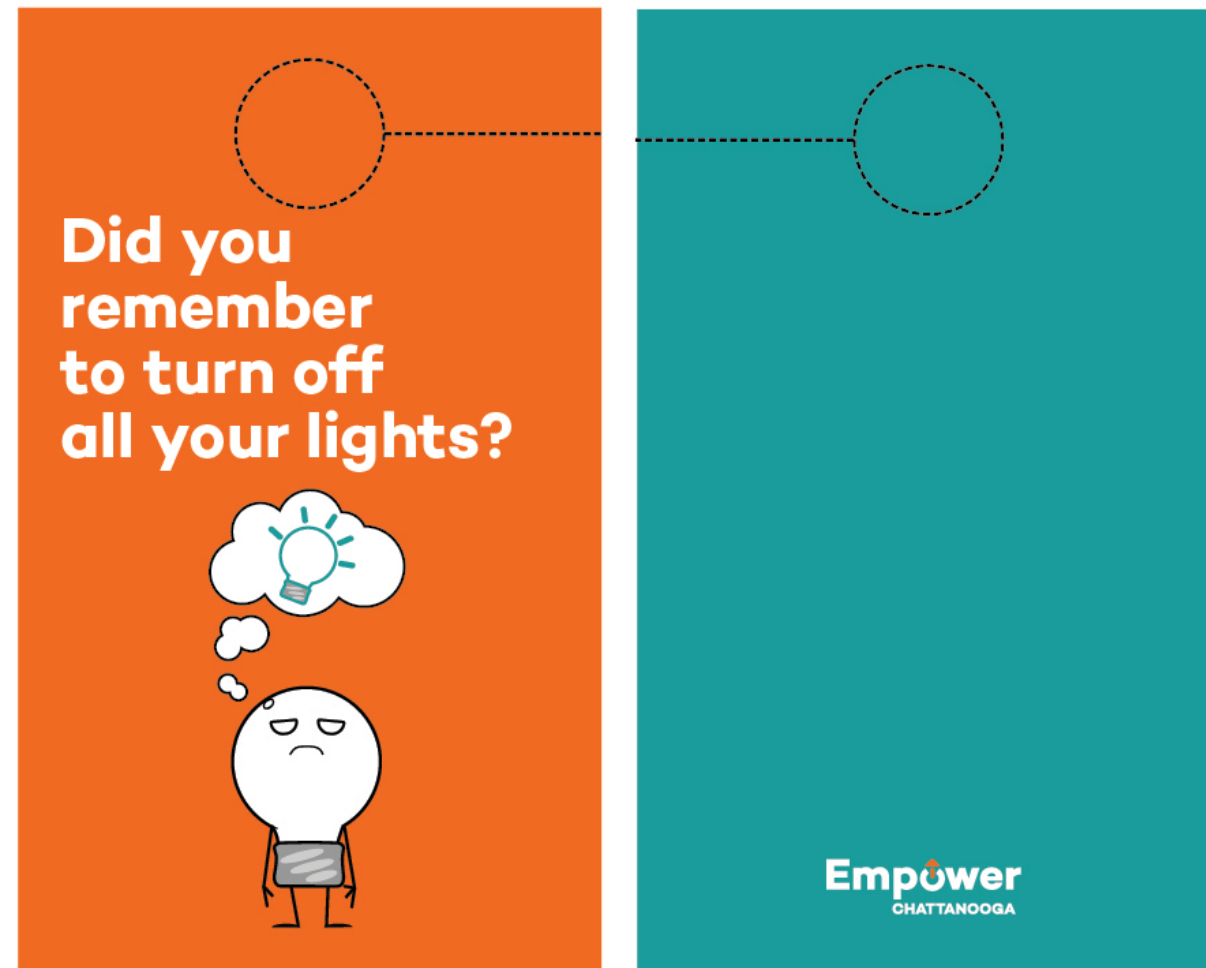


advertisements
 using specs from the chattanooga pulse
 (see index for provided art files)

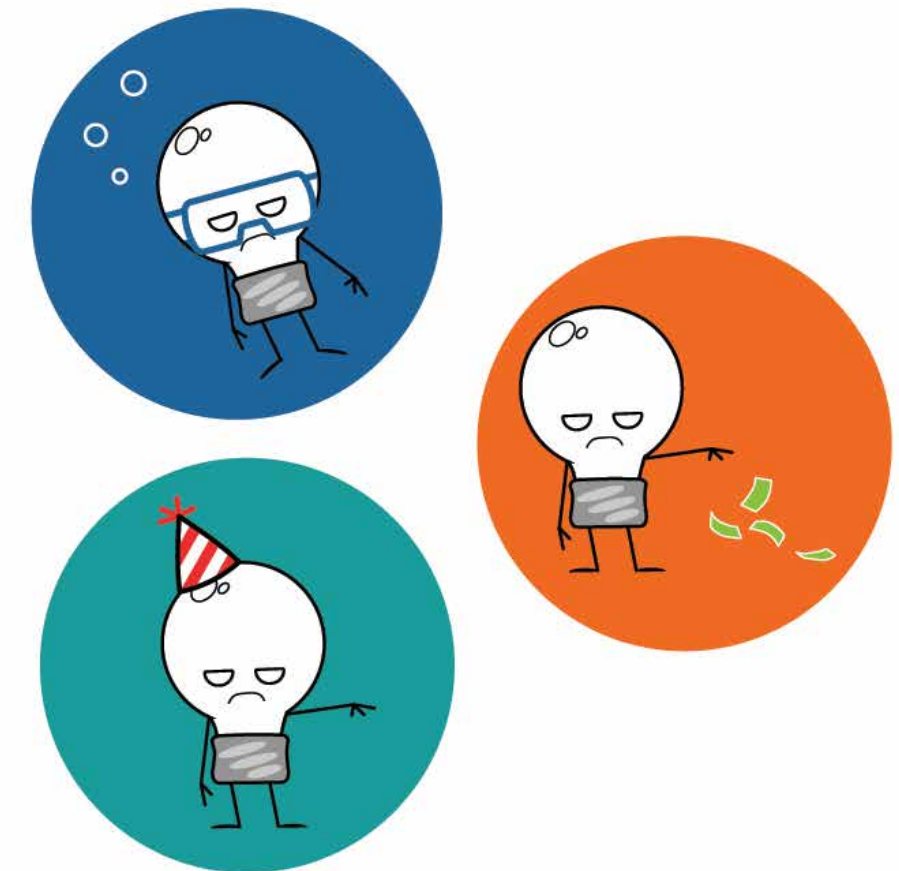
- east chattanooga
- highland park
- east lake



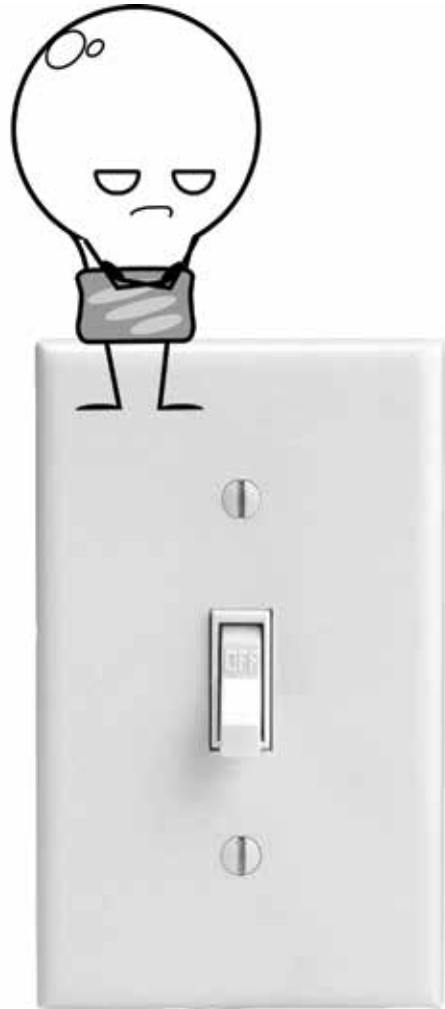
neighborhood kit
 color-coded by neighborhood
 (see index for provided art files)



reminder tools: door hanger
(see index for provided art files)

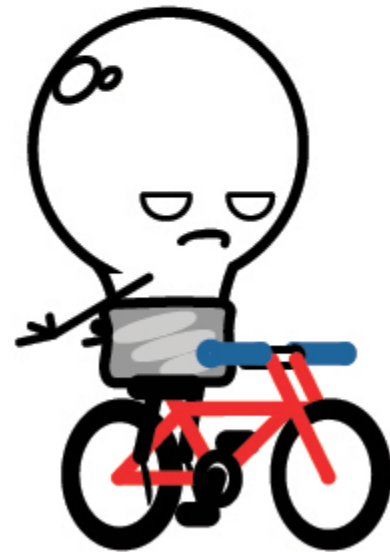


reminder tools: stickers
(see index for provided art files)

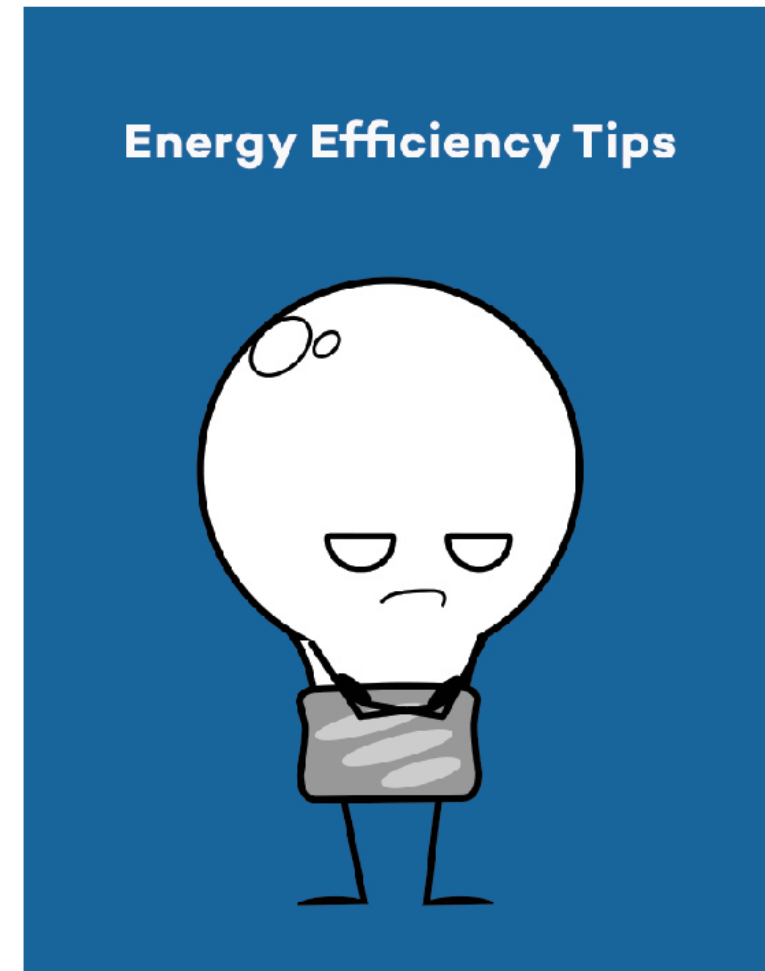


Get going on your energy savings!

**REMEMBER TO
HIT THE LIGHTS!**



**reminder tools: light switch stickers
(see index for provided art files)**

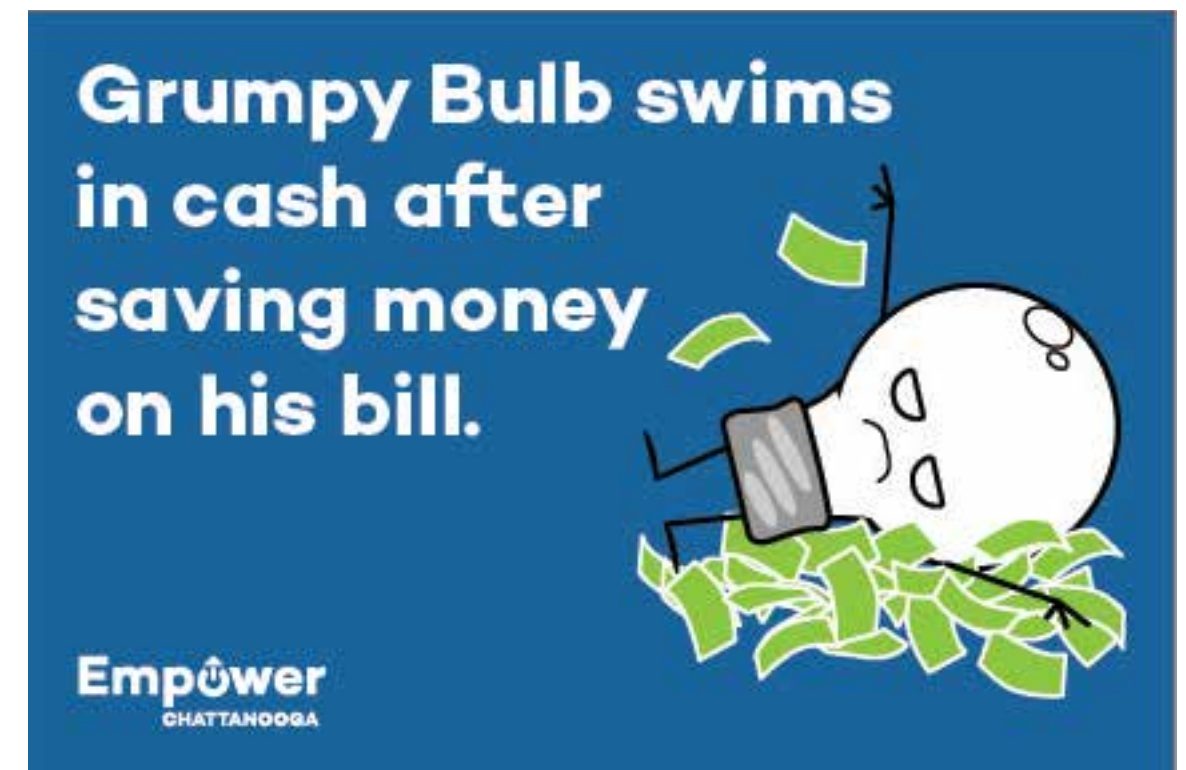


Energy Efficiency Tips

**diy “tips” guide
(see index for provided art files)**



share graphics
available for facebook and instagram
(see index for provided art files)



share graphics

How did we get to Grumpy Bulb?

Grumpy Bulb is the result of a collaboration between Empower Chattanooga and the University of Tennessee at Chattanooga. We arrived at **Grumpy Bulb** after a process of discovery and research.

First, we conversed with people in our target communities about their understanding of energy efficiency. This gave us design criteria (see next page).

We then developed 6 big ideas which were decisively different from each other. We called these “sacrificial concepts” knowing that most of them would not be produced. We showed these to our target communities and took note of their feedback.

Grumpy Bulb was their preferred direction. He combined clear information about saving energy and money with a sense of humor that our residents enjoyed. And because Grumpy Bulb is a light bulb, nobody has to guess what the message is all about.

What are Grumpy Bulb's production guidelines?

Grumpy Bulb uses Fairway's guidelines for billboards and The Chattanooga Pulse's guidelines for print ads. These guidelines can be found at fairwayoutdoor.com and chattanoogapulse.com.

Wonderpress can produce the Neighborhood Kit container and the reminder tools inside with digital printing and a laser cutter. Stickers for within the kit are kiss-cut on adhesive backed paper. If laser kiss-cutting is not available, then the stickers can simply be trimmed in rectangular shapes.
pressthewonder.com

What are Grumpy Bulb's future opportunities?

Over the course of the next two years, **Empower Chattanooga** will learn a lot about the communities it wants to support. There may be a need to evolve Grumpy Bulb and his messages. It is normal for campaigns to experience change over time. Whether Grumpy Bulb gradually becomes happy or whether he makes new friends, the important thing to keep in mind is that Grumpy Bulb should keep the target communities in mind and he should not break away from the integrity of his brand.

What are Grumpy Bulb's files?

Asset Library of Grumpy Bulbs & Extras

Empower_GB_Air_Filter.ai
Empower_GB_Air_Filter.pdf
Empower_GB_Bike.ai
Empower_GB_Bike.pdf
Empower_GB_Bright_Idea.ai
Empower_GB_Bright_Idea.pdf
Empower_GB_Bubbles.ai
Empower_GB_Bubbles.pdf
Empower_GB_Cartwheel.ai
Empower_GB_Cartwheel.pdf
Empower_GB_Ceiling_Fan.ai
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Empower_GB_Fan.ai
Empower_GB_Fan.pdf
Empower_GB_FanSpin.ai
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Empower_GB_Goggles.ai
Empower_GB_Goggles.pdf
Empower_GB_Idea_Lightbulb.ai
Empower_GB_HotFlash.ai

Empower_GB_HotFlash.pdf
Empower_GB_Idea_Lightbulb.pdf
Empower_GB_Mailbox.ai
Empower_GB_Mailbox.pdf
Empower_GB_Mailbox2.ai
Empower_GB_Mailbox2.pdf
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Empower_GB_Money.pdf
Empower_GB_MoneySwim.ai
Empower_GB_MoneySwim.pdf
Empower_GB_MoneyToss.ai
Empower_GB_MoneyToss.pdf
Empower_GB_Party.ai
Empower_GB_Party.pdf
Empower_GB_Party_Hat.ai
Empower_GB_Party_Hat.pdf
Empower_GB_Scuba.ai
Empower_GB_Scuba.pdf
Empower_GB_Thought_Bubble.ai
Empower_GB_Thought_Bubble.pdf
Empower_GB_Thought_Bubble2.ai

Empower_GB_Thought_Bubble2.pdf
Empower_GB_Trash_Can.ai
Empower_GB_Trash_Can.pdf
Empower_GB_Trash.ai
Empower_GB_Trash.pdf

Grumpy Bulb Templates & Applications

Empower_GB_Advertisement_OLT.ai
Empower_GB_Advertisement.ai
Empower_GB_Advertisement_OLT.pdf
Empower_GB_Bill_Insert_Template.ai
Empower_GB_Bill_Insert_1_OLT.ai
Empower_GB_Bill_Insert_1.ai
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Empower_GB_ShareGraphics_IG2_OLT.ai

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Empower_GB_ShareGraphics_IG5.jpg
Empower_GB_ShareGraphics_IG6_OLT.ai
Empower_GB_ShareGraphics_IG6.ai
Empower_GB_ShareGraphics_IG6.jpg

Who created Grumpy Bulb?

UTC Art Semester Studio

May 2015

Designers:

Kim Appeldoorn

Aly Butler

Devin Caldwell

Zach Dugger

Megan Foster

Dalton Greenwood

Kiley Gunter

Morgan Hampton

Julie Heavner

Jessica Lowe

Kara Patrick

Anji Rogers

Josh Surrett

Maria Walker

Professor:

Aggie Toppins

