



Alabama  
Power

# SMART FINANCING

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# What is Alabama Power Smart Financing?

Alabama Power Smart Financing is a sales tool for third-party service providers selling energy-efficient products and services to customers in the state of Alabama. Smart Financing is available on purchases from \$2,000 to \$25,000 with lending rates ranging from 9.9% to 19.9%. Current qualified Alabama Power service customers can put the financing on their monthly power bill; other qualified customers living in Alabama but not currently being served by Alabama Power will receive a monthly bill from Alabama Power. Information about Smart Financing is available at [getsmartfinancing.com](http://getsmartfinancing.com). However, customers can only apply for financing through a third-party service provider.

Services that can be financed through Alabama Power Smart Financing include energy efficiency home products and other home- and power-related services including:

- Heat pumps (geothermal, electric, dual-fuel)
- Replacement AC
- Replacement gas furnace with AC
- Electric water heaters
- Weatherization (insulation, air barriers, windows and doors, attic ventilation, humidifiers, dehumidifiers, air cleaners, duct cleaning)
- Standby generators (natural gas-fueled, propane-fueled, diesel-fueled)
- Roofing
- Electrical
- Plumbing



# Colors

Use CMYK logo artwork for print applications; use RGB logo artwork for digital applications. In instances where using Pantone is necessary, such as for signage or uniforms, match the spot color to Pantone coated swatches.

PRIMARY PALETTE	PANTONE	CMYK	RGB	HTML
Southern Company Red	PMS 485 C	C0 M100 Y100 K0	R236 G28 B36	ECTC24
Southern Company Light Green	PMS 2299 C	C35 M0 Y100 K0	R178 G210 B53	B2D235
Southern Company Light Blue	PMS 306 C	C75 M0 Y0 K0	R0 G188 B241	00BCF1
Southern Company Blue	PMS 7461 C	C100 M25 Y0 K15	R0 G125 B185	007DB9
Southern Company Gray	PMS Cool Gray 10 C	C0 M0 Y0 K75	R98 G98 B98	626262
Black	PMS Black C	C0 M0 Y0 K100	R0 G0 B0	000000

# Typography

The primary typeface for the Smart Financing brand is Montserrat. The logotype face is Montserrat Bold. Smart Financing brand headlines are set in Montserrat Semi-Bold. The secondary and body copy face is Montserrat Light.

Use the licensed desktop version - not the Google Font version.

## Montserrat - Bold

**ABCDEFGHIJKLMN  
OP  
QRSTUVWXYZ  
abcdefghijklmnop  
qrstuvwxyz**

## Montserrat - Semi-Bold

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnop  
qrstuvwxyz**

## Montserrat - Light

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnop  
qrstuvwxyz

# Smart Financing Language for Service Providers

Service providers using the Smart Financing tool can refer to the program in their advertising and promotions in the following ways:

- Alabama Power Smart Financing
- Ask me about Alabama Power Smart Financing
- Proud to offer Alabama Power Smart Financing
- Alabama Power Smart Financing Available
- Registered Alabama Power Smart Financing User

Service Providers may promote Smart Financing on their digital platforms including websites, Facebook pages and other social media pages.

- Mention the Alabama Power Smart Financing name.
- Include the Alabama Power Smart Financing logo.
- Provide links to [AlabamaPower.com](http://AlabamaPower.com) and [getsmartfinancing.com](http://getsmartfinancing.com).

*Reminder: Do not use the Alabama Power corporate logo by itself.*



# Smart Financing Language for Service Providers

When talking to a customer about financing options, service providers may say:

- We use Alabama Power Smart Financing. With approval, you can finance up to 100% of the cost of your heat pump or a variety of other energy-efficient home upgrades and put the payments on your monthly power bill.
- We offer 100% financing through Alabama Power Smart Financing with approved credit.

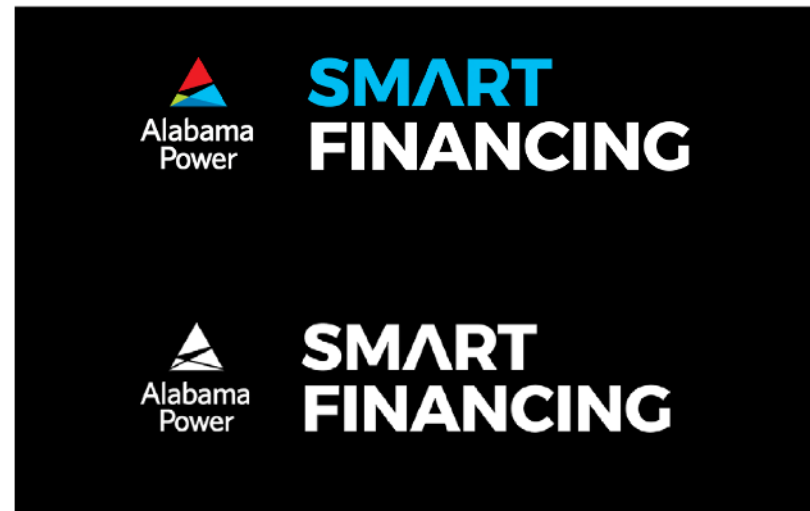
Service providers **cannot** use the following terms:

- Authorized Alabama Power Dealer or Service Provider
- Authorized Alabama Power Smart Financing Provider
- Alabama Power Approved Smart Financing Dealer or Service Provider, Roofer, etc.



# Smart Financing Logo Usage

Service providers may utilize the Alabama Power Smart Financing logo in their advertising. See below for acceptable usage of the logo in color and solid formats.



The clear space within the symbol should always show as negative space and not be filled with white.



# Clear Space / Minimum Size

The gray dotted lines in the illustration represent the clear space that we leave around the logos to ensure their visibility and presence. The minimum clear space on all sides of the logo equals 100% of the height of the “S” in smart. The clear space within the symbols should always show as negative space and not be filled with white.



## Minimum size:

Minimum size is the smallest size to safely reproduce the logo for either print or digital applications. To ensure quality reproduction, do not reproduce the logo with the height of the symbol smaller than .25 inches.



# Logo Usage Dos and Dont's



✔ Do use only the approved logo artwork



✘ Don't distort, condense or stretch the logo and don't alter its colors



✘ Don't remove the Alabama Power corporate logo



✘ Don't use the logo on a background that may compromise the legibility of the logo



✘ Don't add any unapproved text or elements or rearrange any parts of the logo



✘ Don't use the Alabama Power corporate logo by itself