

Fast Charge Network Program Branding Guidelines

Branding Guidance

Lifting the brand of TVA, LPCs, and funding partners is a key aspect of implementing the Fast Charge Network. In order to ensure consistency and provide a cohesive experience across the network, TVA in partnership with LPCs and funding partners, has developed branding guidance.

This branding guidance includes visual designs and digital assets to help in promotion and education of the Fast Charge Network. We have included the high-level guidance below.

In accordance with Program Guidelines, the Fast Charge Network branding shall follow the following guidance:

- The charger must be wrapped or branded using the TVA approved design
- Designs and installation of branding inserts and/or wraps will be provided by TVA when available*
- Branding will follow state designated Fast Charge name (e.g., Fast Charge AL, Fast Charge KY, Fast Charge TN, etc.)
- Owners and operators will be provided a media kit by TVA for assistance with marketing the charger site
- All site specifications laid out in the Program Guidelines should be followed
- Branding on the charger will be limited to up to three (3) funding partners: TVA, LPC and one additional funding partner is possible. In Tennessee, TDEC will be included on all charger wraps given their overarching investment in the network

***When not available, LPCs will utilize third-party sources to install TVA provided branding design/wrap, and those costs are reimbursable under the program.**

TVA Approved Charger Design

