

The American Clean Power Association

- Situation** The American Clean Power Association (ACP) works to unite America’s renewable energy industry and support the transformation of the U.S. power grid to an affordable, reliable, and clean power system. It represents more than 800 energy storage, wind, utility-scale solar, clean hydrogen, and transmission companies across the country.
- ACP needed a creative firm with event marketing experience to help it establish fresh brand look-and-feel platforms for two important upcoming meetings—its annual Siting+Permitting Conference and its inaugural Energy Storage Summit (called “ACP Recharge”). It turned to TDC to develop unique brand identity systems for each event.
- Solution** For the Siting+Permitting conference, we established a creative platform that connected images and graphics into presentations that centered on the pre-construction and planning phases of power installations. For the “Recharge” event, we developed a look-and-feel that played off “energy” iconography while still retaining a familial link to other ACP event identities.
- We created identity lockups for each conference that incorporated the name, dates, and location of the event and our work was applied to online graphics, email signatures, web pages promoting the conferences, on-location signage, and other support materials.
- Result** ACP was extremely pleased with our work and quick turnaround throughout the development and approval processes. TDC is currently working on three additional conference branding projects for ACP.

- conference identity
- overall look-and-feel

SITING+ PERMITTING

MARCH 11 – 13, 2024 | COLORADO SPRINGS, CO

SITING+ PERMITTING

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BREAKING GROUND



- o banner ads
- o app splash screen
- o email header



- conference identity
- overall look-and-feel

ACP **RECHARGE** ENERGY STORAGE SUMMIT

JUNE 26-28, 2024 | PORTLAND, OR

A banner image for the ACP RECHARGE Energy Storage Summit. The background features a sunset over a landscape with several high-voltage power transmission towers and power lines. In the foreground, there are rows of large, grey energy storage containers. On the right side, there are white energy storage units with red lightning bolt symbols. The text 'ACP RECHARGE ENERGY STORAGE SUMMIT' is overlaid in white, with 'RECHARGE' in a larger, bold font. A white box at the bottom contains the dates and location.

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