

“Funded by Efficiency Maine” Logo Branding Guidelines

Click links to download logo files

- **CMYK** - full-color vector file for professional printing (PDF)
- **RGB** - on-screen and Microsoft Office (PNG)
- **White** - with no background to place on top of dark backgrounds (PNG)

Funded by



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“Funded by Efficiency Maine” Logo

Efficiency Maine uses marketing and outreach to promote residential energy efficiency offerings. This outreach is designed to communicate program details, increase participation, and help drive business for Small Battery Program Partners and participating battery manufacturers. Efficiency Maine directs marketing efforts toward customers, installers, trade allies, and other relevant entities in the state.

Who can use the Logo?

The “Funded by Efficiency Maine” logo may be used by active Small Battery Program Partners and participating battery manufacturers for general educational purposes and, with some restrictions, in advertisements and promotions. The name and/or logo may be displayed when describing Efficiency Maine programs, for example, in an advertisement, educational brochure, newsletter, web documents, or other articles that provide details about the program. Only active Small Battery Program Partners and participating battery manufacturers may use the logo. Efficiency Maine offers the use of this logo to Small Battery Program Partners and participating battery manufacturers who have demonstrated support for the program and participated in required training. Small Battery Program Partners and participating battery manufacturers may use the logo to identify their company as Small Battery Program Partners and participating battery manufacturers. The designation indicates that your company is knowledgeable about relevant Efficiency Maine initiatives and supports its goals to save energy for Maine.

Logo rules and guidelines.

The “Small Battery Program Partner” and “participating battery manufacturer” names and the “Funded by Efficiency Maine” logo may not appear on any direct sales material for a particular product in a way that implies or states Efficiency Maine’s endorsement of that product. The name and logo may be used only to identify an active participating entity’s status as a Small Battery Program Partner and/or participating battery manufacture. Anyone who wishes to display the logo must observe the rules detailed in this guide. The rules explain how the logo should look and the design criteria are on the following pages.

Logos may appear only as supplied. You may not use the standalone Efficiency Maine logo without the accompanying “Funded by” text. When using the logo at various sizes, be sure that the grouped logo and type remain in proportion and with the spacing as supplied. Always remember that quality control is vitally important. Check the logo when it is being reproduced to ensure that the colors, shape, and size are accurate. Make sure you are supplying correct artwork to vendors for the specific application, and the reproduced logo exactly matches the supplied artwork.

Logo Usage

Alterations, substitutions, or modifications of the letter form or logo are not allowed. Consistent use of one logo throughout all materials will help to ensure that customers build up recognition of the Efficiency Maine brand over time. Use of altered and adjusted letter forms or logos may confuse or distract viewers.

The full color, **EM Blue** version of the Efficiency Maine logo is the preferred logo for usage against white or light-colored backgrounds.

The all white version of the logo is another acceptable usage. This version is best used against darker backgrounds and darkened photography.



Logo Usage Continued

Another acceptable usage is to reverse the color to **White** for darker backgrounds and images.



Clearspace

The logo must be sufficiently isolated from other elements such as graphics, illustrations, and text. Use the uppercase letter “M” as a measuring tool to maintain clearspace.



Size

To maintain legibility, the width of the logo must be no smaller than 1 inch for print or 120 pixels for screens.



Improper Usage

The logo must not be altered in a manner that distorts its original, specified form. Here are some examples to avoid when using the logo.



DO NOT stretch, condense, skew, or change the relative dimensions of the logo.



DO NOT rotate the logo.



DO NOT use colors other than those specified.



DO NOT use drop shadows, or other visual effects.



DO NOT remove any element from the logo.



DO NOT mix and match colors. use only those specified.

