

# Efficiency Maine Residential Registered Vendor Branding Guidelines

Click links to download logo files

- [CMYK - full-color vector file for professional printing \(PDF\)](#)
- [PMS spot - vector file for 1-color professional printing \(PDF\)](#)
- [RGB - on screen and Microsoft Office \(JPG\)](#)
- [Style Guide \(PDF\)](#)



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# 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.



**Residential Registered Vendor**





# Logo Usage Continued

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



Residential Registered Vendor



Residential Registered Vendor



# Clearspace

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



# Size

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



# 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.



Residential Registered Vendor

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



**DO NOT** rotate the logo.



Residential Registered Vendor

**DO NOT** use colors other than those specified.



Residential Registered Vendor

**DO NOT** use drop shadows, or other visual effects.



Residential Registered Vendor

**DO NOT** take out any element from the logo.



Residential Registered Vendor

**DO NOT** mix and match colors other than those specified.

