

Efficiency Maine Residential Registered Vendor Branding Guidelines



Table of Contents

3 Logo: Usage

- 4 Secondary Usage
- 5 Clearspace & Size
- 6 Improper Usage

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.

