

## Focus on Energy Logo Usage Quick Sheet – May 2011

The Focus on Energy logo is the brand's most valuable visual asset. It reinforces its key characteristics to both consumers and customers. Use of the logo must be in accordance with the guidelines contained in this Quick Sheet. The general rules include:

- **The servicemark symbol (SM) must appear with the logo on all materials presented to the public.**

This includes all consumer-viewed materials and communications such as advertising, brochures, direct and return mail printed materials, presentations, reports, promotional materials, forms, and web applications.

### IDENTITY - LOGO USAGE - SIZING & CLEAR SPACE

The Focus on Energy logo is horizontal and may be used no smaller than 1 7/8" wide.



horizontal usage: Logo is no smaller than 1 7/8" in width

\*If for some reason the logo needs to be smaller than this on your material, please include an explanation in your Marketing Approval Request Form.

### IDENTITY - LOGO USAGE - CLEAR SPACE

The Focus on Energy logo is more prominent and visible when a clear area surrounds it. It should stand out from other visual elements, such as typography and photos. Always plan ahead for the placement of the logo, and modify the position of other graphic elements to ensure that the minimum of clear space is always maintained.



To ensure that the minimum amount of clear space surrounds the logo, the distance between the Focus on Energy logo and other visual elements (headlines, photos, text, graphic elements, etc) **must be at least the distance of X** (X being the cap height of the "f" typography of the Focus on Energy logo). Wherever possible, additional clear space is recommended.

### IDENTITY - LOGO USAGE – COLOR

The four-color version of the Focus on Energy logo is preferred against a white background. A one-color, black logo is also available. These logos should never appear over photography and should only be used against light value backgrounds.



An all-white logo should be applied to a solid color background. Never enclose the logo in a shape or place the logo in a small shape for the purpose of reversing. The following is an example of an incorrect reverse application, as the logo is contained within a small shape.



incorrect usage: Logo is contained within a small space

#### IDENTITY - IMPROPER LOGO USAGE

- Never vary the proportion of the logo, stretch or re-size the individual elements.
- Never move or change the forms themselves in any way. This includes adding drop shadows, motion blurs, outlines or patterns.
- Never enclose the logo in a shape or place the logo in a small shape for the purpose of reversing.
- Never repeat the logo to create a border.
- The logo must never be placed so that it is viewed at an angle, sideways, upside-down, or inverted.