

BERLIN



**Energy
Efficiency
Alberta**

BRAND GUIDE

V.2.2 – April 18, 2017

1.0 Logo

The logo for Energy Efficiency Alberta uses the 'A' from the Alberta signature with a plug graphic to symbolize the means by which most Albertans access the energy that they use throughout their daily lives.



**Energy
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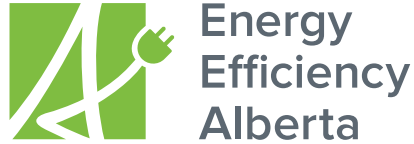
Logo

1.1

VARIATIONS: FORMAT AND COLOUR

There are horizontal and vertical formats for the logo and wordmark. It can appear in full colour on a white or very light background, or in white on a coloured background. Should colour printing be unavailable, it can also appear in black.

Horizontal



Vertical



White on coloured background



White on black background



Black on white background

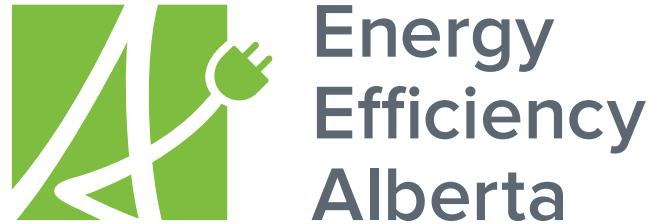


Logo

1.2

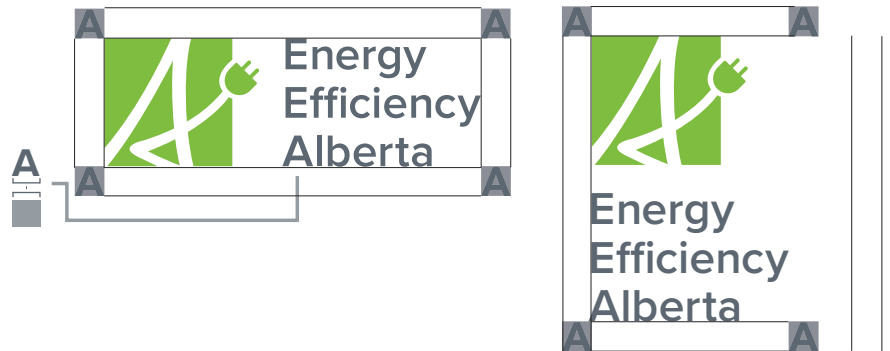
USAGE

The horizontal format is the primary version and should be used whenever possible.



1.2.1

A clear space helps maintain the logo's visual integrity by ensuring no objects, graphics or type are permitted inside of a given area. The clear space can be measured by drawing a square equivalent to the width of the 'A' in Alberta and placing the square along the perimeter of the logo. When positioning the logo/wordmark, no elements should come in contact with the clear space.



1.2.2

To ensure legibility, the logo must not appear any smaller than the minimum sizes of 0.75 inches wide for the horizontal format and 0.5 inches tall for the vertical format.

PRIMARY



SECONDARY



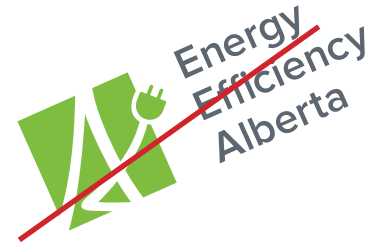
Logo

1.2.3

The logo should not be re-drawn, adjusted or modified in any way. It should only be reproduced using the provided artwork files.



Do not distort the logo



Do not change the angle of the logo



Do not change the colours of the logo



Do not use low resolution or highly compressed file formats.