**Energy
Efficiency
Alberta**

**ENERGY EFFICIENCY ALBERTA
LOGO & COLOUR GUIDE
VERSION 1.1**

VARIATIONS

There are horizontal and vertical formats for the logo. It can appear in full colour on a white or very light background, or in white on a coloured background.

LOGO COLOUR

PANTONE COATED 534C
PANTONE UNCOATED 295U
C76 **M**43 **Y**0 **K**62
R23 **G**55 **B**96
HEX 173760

PRIMARY ON LIGHT BACKGROUNDS

WHITE ON COLOURED BACKGROUNDS

LOGO SPACING

The logo should always be surrounded by a minimum clear space area which remains free from other elements.

The minimum clear space area can be measured by drawing a square, equivalent to the width of the 'X', by placing it along the perimeter of the logo.

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.

MINIMUM CLEAR SPACE AREA

PRIMARY

.75"

SECONDARY

.5"

COLOURS

The primary colours for Energy Efficiency Alberta are the navy, teal, dark grey, and light grey. The navy colour should have a strong presence in all applications of the Energy Efficiency Alberta brand while the greys are to be used as accents or backgrounds. Teal is primarily reserved for calls to actions, iconography and borders.

PRIMARY COLOUR PALETTE

Navy

PANTONE COATED 534C
PANTONE UNCOATED 295U
C100 **M**71 **Y**0 **K**51
R23 **G**55 **B**96
HEX 173760

Teal

PANTONE COATED 7466C
PANTONE UNCOATED 7466U
C91 **M**0 **Y**30 **K**0
R18 **G**181 **B**194
HEX 12B5C2

Dark Grey

PANTONE COATED 431C
PANTONE UNCOATED 435U
C63 **M**45 **Y**34 **K**25
R99 **G**101 **B**102
HEX 636566

Light Grey
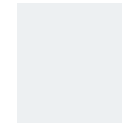
PANTONE COATED 656C
PANTONE UNCOATED 649U
C10 **M**2 **Y**0 **K**0
R237 **G**240 **B**242
HEX EDF0F2

Energy Efficiency Alberta

Want to learn more about energy efficiency?

Visit our website at efficiencyalberta.ca

Have any questions or comments? Please contact us.

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