

Efficiency
Vermont

Brand manual

BRAND POSITION

Efficiency Vermont is an energy resource for Vermont homeowners, businesses, partners, and policymakers. We provide services and incentives that lower energy costs, foster a vibrant economy, and contribute to a clean energy future.



Primary logos

Logo on light background



The logo consists of the word "Efficiency" in a dark blue, sans-serif font, positioned above the word "Vermont" in a light green, sans-serif font. A thin, light green curved line arches over the top of the "Vermont" text.

Logo on dark background



The logo consists of the word "Efficiency" in a white, sans-serif font, positioned above the word "Vermont" in a light green, sans-serif font. A thin, light green curved line arches over the top of the "Vermont" text.

Alternate logos



Efficiency
Vermont



Efficiency
Vermont



Efficiency
Vermont



Efficiency
Vermont



Efficiency
Vermont



Efficiency
Vermont

Logo usage

Clear space

Any type, object, or photo edge should not encroach upon the designated clear space. The height of the letter "O" within the mark represents the proportional distance of the clear space.



Minimum size

To preserve legibility, the logotype should never be printed smaller than 0.5 inches and should never appear at less than 75 pixels in digital formats.

Print



0.5 inches

Digital



75 pixels

Incorrect logo usage



Do not swap colors in logo



Do not remove visual elements



Do not recolor logo



Do not distort the logo



Insufficient contrast with background



Do not add outline treatment



Do not pull out initials



Do not reposition logo



Do not add distracting effects

Other logo applications



This is an acceptable use of the logo on an image



If you need to put the logo on a busier image, choose the darkened version of the image and use the white logo



Don't force the logo onto an image or background that compromises its legibility

Primary palette

The primary colors—navy blue and spring green—speak to our trustworthiness and objectivity with a nod to our environmental legacy.

Deep blue

RGB 0, 77, 113
CMYK 100, 65, 37, 21
HEX #004d71
PMS 3025 C, 308 U



Spring green

RGB 113, 168, 80
CMYK 62, 14, 91, 1
HEX #71a850
PMS 7489 C, 376 U




Secondary palette

We primarily use the secondary color palette on the website. Secondary colors should never be used as a dominant color on their own. You may see the secondary colors used in marketing materials in charts, time lines or presentations, but they will be used sparingly.


Sky blue

RGB	74, 193, 224
CMYK	62, 2, 8, 0
HEX	#4ac1e0
PMS	637 C, 637 U



Stone gray

RGB	113, 168, 80
CMYK	62, 14, 91, 1
HEX	#71a850
PMS	7489 C, CG11 U




Persimmon

RGB	219, 96, 21
CMYK	10, 75, 100, 1
HEX	#db6015
PMS	1595 C, 166 U



Vermont green

RGB	52, 143, 65
CMYK	81, 20, 100, 6
HEX	#348f41
PMS	7740 C, 362 U



Partnership lockups

Aligning partnership logos should follow clear space rules. The separating line between logos should be placed when there are only two logos. If more than two logos are present, follow clear space rules and align as best suited within the asset size and shape

Horizontal lockup



Vertical lockup



Programmatic lockups

If a programmatic logo is required the primary color palette should be utilized and the treatment for color variation is outlined here.



Typography

The primary typeface is Museo Sans Rounded. This typeface exudes friendliness, approachability, and is fairly legible even at small scale because of its large x-height. It should be used in sentence case or title case, with minimum all caps.

Museo Sans shall be used as a secondary serifed typeface to add differentiation and contrast. This will be used for marketing materials only. Paragraphs should be set in regular weight only.

Primary typeface

Museo Sans Rounded exudes friendliness, approachability, and is fairly legible even at small scale because of its large x-height. It should be used in sentence case or title case, with minimum all caps.

AaBbCcDd
AaBbCcDd
AaBbCcDd
AaBbCcDd

Secondary typeface

Museo Sans shall be used as a secondary serifed typeface to add differentiation and contrast. This will be used for marketing materials only. Paragraphs should be set in regular weight only.

AaBbCcDd
AaBbCcDd
AaBbCcDd
AaBbCcDd

DESCRIPTOR

Headline
Subhead

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat.

“Lorem ipsum dolor sit amet, consectetur las adipiscing elit, sed diam nonummy consectetur euismod tincidunt ut.”
—Tation Ullamcorper

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex.

Preferred paragraph style:
9-13 pt, 10 pt tracking



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