Efficiency Works™

2019

Style guide

Fort Collins

Loveland

Estes Park

Longmont

Denver

Table of contents

Introduction

What is a brand?

An organization's brand embodies its history, culture, products/services and people. It's not merely a name or logo, but rather the associations about the organization that live inside the heads and hearts of customers, stakeholders, and audiences.

This document provides standards for use of the specific components that have been developed to visually represent the Efficiency Works brand. These standards are designed to ensure accurate, consistent and responsible use of these components and thereby help Efficiency Works maintain a strong brand identity. These standards cannot address all possible or potential uses of Efficiency Works brand components. Any exceptions or questions about their use should be directed to the Efficiency Works brand manager at marketing@EfficiencyWorks.org.

About Efficiency Works

Efficiency Works is a regional collaboration that provides guidance and resources to save energy and water, and to help build strong communities through industry experts, trusted advisors and excellent customer service.

The Efficiency Works Business and Homes offerings provide rebates for efficiency upgrades, energy advising, efficiency assessments and a list of qualified service providers for customers to select from. Efficiency Works Marketplace offers qualified instant rebates on efficiency items, in-store or online, in addition to refrigerator and freezer recycling programs.

Logo

Permissions

Any materials created by a third-party or external partner must be reviewed by the Efficiency Works brand manager for approval prior to being produced and distributed.

E-mail marketing@EfficiencyWorks.org regarding the review and approval of newly created Efficiency Works branded materials.

Official logo

The vertical and horizontal logos shown below are the official Efficiency Works logos for use on branded materials. Use either logo version to create the best fit for the material.

Reversed on dark background.

Safe Area
Safe area around logo is 25% of the width.

Example
If the logo is 1" wide the safe area is .25".

Logo

Symbol

Below is the official symbol for Efficiency Works. The symbol may be used on promotional materials as long as the formal logo or communities logo is used elsewhere on the materials. The symbol should not be used in place of the formal logo or on its own.

Reversed on dark background.

Program variations

Efficiency Works offers programs under Efficiency Works Homes and Efficiency Works Business. As such, there are separate variations of the formal logo for use with materials focused on Homes or Business program offerings.

Vertical and horizontal versions are available. Visit EfficiencyWorks.org/style-guide to download logo files.

Efficiency Works™
Homes

Efficiency Works™
Business

Logo

Utilities logo & cities logo

Efficiency Works is a partnership of Platte River Power Authority and the four owner communities of Estes Park, Fort Collins, Longmont and Loveland. A utilities version of the logo is available for use with materials that are used for common program offerings in all four partner communities, where only one logo is allowed. This logo is available in both vertical and horizontal formats.

Utilities logo

Efficiency Works™

| Estes Park Power & Communications | Fort Collins Utilities | Longmont Power & Communications | Loveland Water and Power | Platte River Power Authority |

Cities logo

Efficiency Works™

Estes Park | Fort Collins | Longmont | Loveland

If there is insufficient space for the utilities version of the logo, the cities version should be used.

Logo

Affiliate logos

The following are the official affiliate partners logos used for co-branding and pieces related back to a specific partner. Please contact each partner directly to acquire high-resolution logo files.

Logo

Usage

Display the Efficiency Works logo to provide maximum visibility. Do not modify the logo or use the logo in a manner that makes it hard to read.

🚫 Do not compress or stretch.

🚫 Do not rotate.

🚫 Do not add text.

🚫 Do not change the color.

🚫 Provide proper contrast to increase visibility.

🚫 Provide proper space around the logo (safe area).

🚫 Do not use low resolution images for print (JPEG, PNG).

🚫 Do not remove or re-organize partner names.

Color

Brand colors

Beyond Efficiency Works' logo, color is the most recognizable aspect of the brand identity. Using color appropriately is one of the easiest ways to make sure Efficiency Works' materials reflect a cohesive brand.

It is important to maintain a sense of hierarchy, balance and harmony when using the Efficiency Works color palette. Designs should be limited to the primary brand colors if possible.

Color usage

There are two basic categories of color types: print and digital. Digital and print mediums render color differently from one another, so it is important that the correct color type is used.

• CMYK and SPOT (also called Pantone/PMS) are for print.

• RGB and HEX are for digital. RGB is also used in the Microsoft 365 software suite (Word, Excel, etc.)

Primary colors

SPOT:	7546C
CMYK:	73/45/24/66
RGB:	37/55/70
HEX:	#253746

SPOT:	312C
CMYK:	88/0/11/0
RGB:	0/169/206
HEX:	#00a9ce

SPOT:	N/A
CMYK:	11/4/4/0
RGB:	214/223/227
HEX:	#d6dfe3

Secondary colors

SPOT:	1235C
CMYK:	0/31/98/0
RGB:	255/184/28
HEX:	#ffb81c

SPOT:	718C
CMYK:	0/74/100/8
RGB:	190/77/0
HEX:	#be4d00

Accent colors

SPOT:	367C
CMYK:	41/0/68/0
RGB:	164/214/94
HEX:	#a4d65e

SPOT:	7472C
CMYK:	54/0/27/0
RGB:	92/184/178
HEX:	#5cb8b2

NOTE: Accent colors should only be used sparingly, preferably in graphs and charts after use of the primary and secondary colors.

![Efficiency Works logo]

Color

Usage example

Below is an example of the primary brand colors being used in practice. Provide plenty of white space to complement brand colors. Use solid black for long sections of body text. The use of secondary and accent colors should be used sparingly, preferably in graphs and charts after using the primary brand colors.

Dark/light blue for primary titles

Black for body text

Light blue and white on dark blue backgrounds

Light grey for subtle content blocking

Light blue for secondary titles and to highlight content

Typography

For consistent use across various software and computer systems, the Arial font family has been selected for internal and email use. This is a standard font that is readily available on most computers. For official communications and professionally designed collateral, the font family Helvetica Neue should be used.

Professional font
Helvetica Neue

ABCDEFGHIJKLMNOPQRSTUVWXY

abcdefghijklmnopqrstuvwxyz

1234567890

Main Title
Helvetica Neue Bold - dark blue

Secondary title / sub-title
Helvetica Neue Bold - light blue

Body text
Helvetica Neue Regular - black

Internal font
Arial

ABCDEFGHIJKLMNOPQRSTUVWXY

abcdefghijklmnopqrstuvwxyz

1234567890

Main Title
Arial Bold - dark blue

Secondary title / sub-title
Arial Bold - light blue

Body text
Arial Regular - black

Typography

Usage example

Below is an example of the brand typography being used in practice. The example references the professional fonts for official communications. For internal and email use, substitute Helvetica Neue with Arial. The usage of colors and font weights is identical for either communication and is pre-styled in official Efficiency Works stationery templates.

Title text
Helvetica Neue bold 30pt

Secondary title / sub-title
Helvetica Neue bold 15pt

Body text
Helvetica Neue regular 10pt

Sub-text
Helvetica Neue regular italic 8pt

NOTE: Font sizes are recommendations for print and vary depending on size and use.

Stationery

To maintain brand consistency, always use official Efficiency Works stationery. Official stationery includes letterhead, business cards and envelopes.

E-mail marketing@EfficiencyWorks.org to request business cards, stationery templates and printed stationery.

Business cards
Email marketing@EfficiencyWorks.org to request business cards.
Business cards are also available for third-party partners.

Letterhead
Microsoft Word template files and pre-printed letterhead available by request.

Envelopes
Available on request to marketing@EfficiencyWorks.org

Templates

PowerPoint template

Use the official Efficiency Works PowerPoint template for presentations. The template has been pre-styled for fonts and colors with various slide design options for cover slides, section break slides, closing slides, etc.

E-mail marketing@EfficiencyWorks.org for PowerPoint template files.

Note: Templates are provided
in PPTX and POTX file formats

Other templates

Additional template files are available for letterhead, email signatures and print collateral.

E-mail marketing@EfficiencyWorks.org for access to the template files.

Print collateral

Below are samples of Efficiency Works branded materials for design reference when developing new collateral.

1/3 sheet

one-pager

Co-branding

Co-branded materials with the Efficiency Works brand help create brand recognition and consistency. When co-branding with the Efficiency Works logo, the affiliate logo should be equal in size and typically placed at the same level. Co-branding should also be made clear in written materials as to the connection between the two entities.
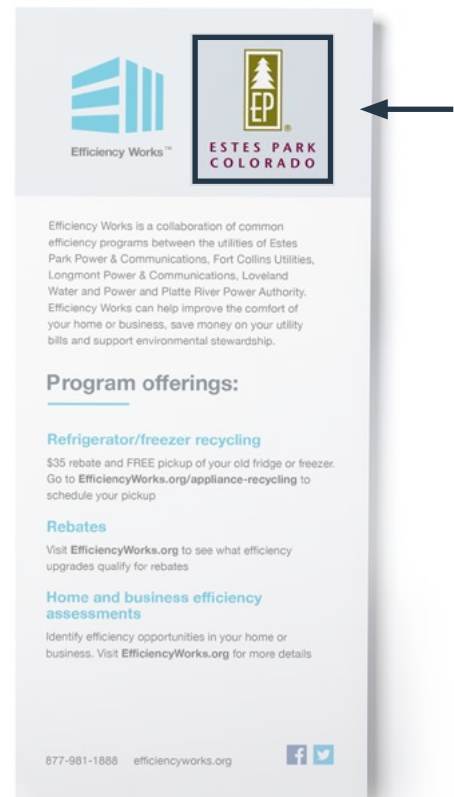
Utility partner co-branding

For regional promotions of common program offerings, the Efficiency Works brand should be used alone with the utility or city version of the Efficiency Works logo on collateral. For common program collateral that is only being used in one community, co-branding with the Efficiency Works brand is encouraged.

Acceptable co-branding written statements are as follows:

[Utility name], through partnership with Efficiency Works, helps customers save energy and water.

Efficiency Works is a [Utility name] program to help customers save energy and water.

Partner utility co-branding example

Co-branding

Service provider and third-party vendor co-branding

Listed Efficiency Works service providers and third-party vendors can co-brand marketing materials with the Efficiency Works brand. Efficiency Works has developed approved templates that can be downloaded by service providers in their respective portals. Templates are not allowed to be changed in any way without permission from the Efficiency Works brand manager. Any collateral produced by a listed service provider or third-party vendor is required to be reviewed by the Efficiency Works brand manager prior to printing and/or distribution.

Service provider co-branding example

Service provider logo

Efficiency Works service providers may use the service provider logo on their company website, on marketing collaterals and in other communications with customers per the logo use agreement. Sizing and safe area requirements outlined in this style guide apply when using the service provider logo.

Versions of this logo are available through the Efficiency Works service provider portal.
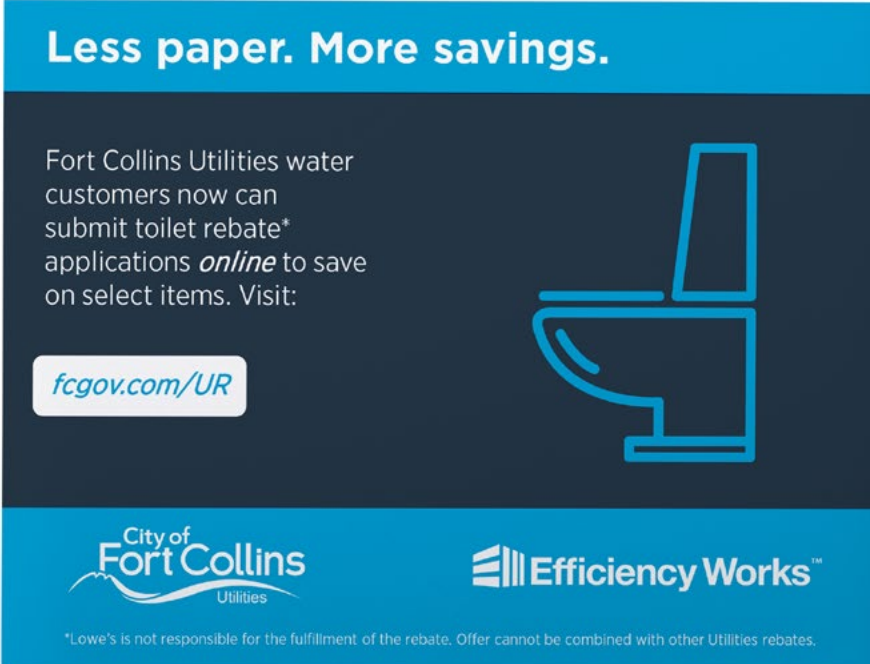

Efficiency Works™
Service Provider

![Efficiency Works logo]

Co-branding

Brand endorsement

An Efficiency Works brand endorsement should be used when partner utilities develop energy or water efficiency programs, services or products that are unique to their respective retail customers and characterized as an Efficiency Works offering. If using the Efficiency Works logo in a brand endorsement, the logo should be smaller than the primary utility logo and typically not placed above the primary logo. Utility partners should reference the *Efficiency Works Brand Governance and Standards* document for more detail on brand endorsement.

Efficiency Works™

Questions?

Brand materials and assets are available online at EfficiencyWorks.org/style-guide. For any questions regarding the Efficiency Works brand, messaging, access to materials or general questions, please contact marketing@EfficiencyWorks.org

Visit our website for in-depth program information:
EfficiencyWorks.org