

# Summary of branding standards

## Usage rights

For a comprehensive guide on the Efficiency Works brand, including how to properly use the Efficiency Works logo, fonts and colors, please view the full brand guide.

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.



## Official logo

The horizontal and vertical logos shown below are the official logos for use on branded materials. Other versions of the Efficiency Works logo (Business, Homes, etc.) along with the full brand guide can be found online at [EfficiencyWorks.org/branding](https://EfficiencyWorks.org/branding)



Efficiency Works™



## 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 was established.

# Helvetica Neue

Substitute: Arial

## 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 very 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.