# 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 thirdparty 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







## **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

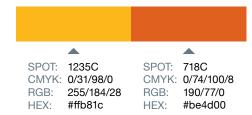
There are two basic categories of color types: print and digital. Digital and print mediums render color very differently from one another, so it is important that the correct color type is used.

- · 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**



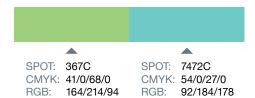
#### **Secondary colors**



#### **Accent colors**

#a4d65e

HEX:



HEX:

#5cb8b2

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