

EFFICIENCY WORKS

Brand Guidelines



Efficiency Works uses an **approachable, knowledgeable and supportive** tone in all communications. This guide defines the standards for doing so, helping to ensure consistency, strengthen brand recognition, and support our mission to **empower communities through effective energy use and helpful solutions**. Together, we can ensure a unified voice and visual identity for the Efficiency Works brand.

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Logos

The Efficiency Works logo is the cornerstone of our brand identity. To ensure consistency and maintain its integrity, please adhere to the following usage guidelines.

01

Approved Efficiency Works logos

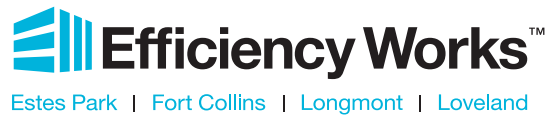
The horizontal and vertical logos shown below are the approved versions for use on branded materials. Black-and-white logos are also available but should be used only when necessary.



Efficiency Works logo variations

The Efficiency Works logos are available with city and municipality identifiers, as well as versions tailored for the Business and Homes programs. Use these variations when emphasizing a specific audience or regional connection.

Efficiency Works logos with cities and municipalities



Efficiency Works logos for Business and Homes



Efficiency Works[™]
Business



Efficiency Works[™]
Homes

Efficiency Works logo restrictions

The logo is a key element of our brand identity. To preserve its integrity, follow these guidelines regarding color, usage and fonts:

Do not change the size or proportion of the “EW” graphic in relation to the logo type (1).

Do not alter the approved colors or fonts (2).

Do not place the logo on a visually busy or distracting background (3).

Do not reposition or alter any elements of the logo (4).

These restrictions ensure the logo remains recognizable and professional in all applications.



Efficiency Works logo spacing requirements

To ensure the logo appears clean and professional in all uses, refer to these spacing guidelines:

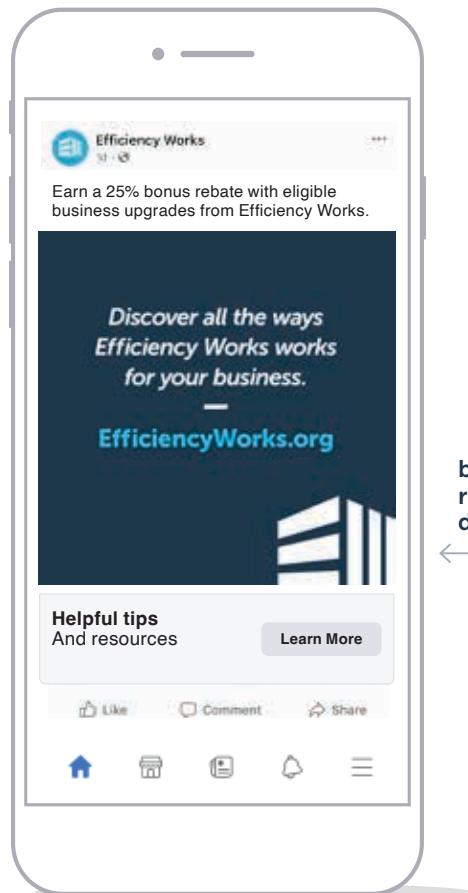
- For the **horizontal logo**, the height of the “EW” graphic element determines the clear space required around the logo.
- For the **vertical logo**, the width of the word “Works” defines the clear space around the logo.

This clear space ensures the logo remains prominent and free from visual distractions, preserving its integrity and impact.



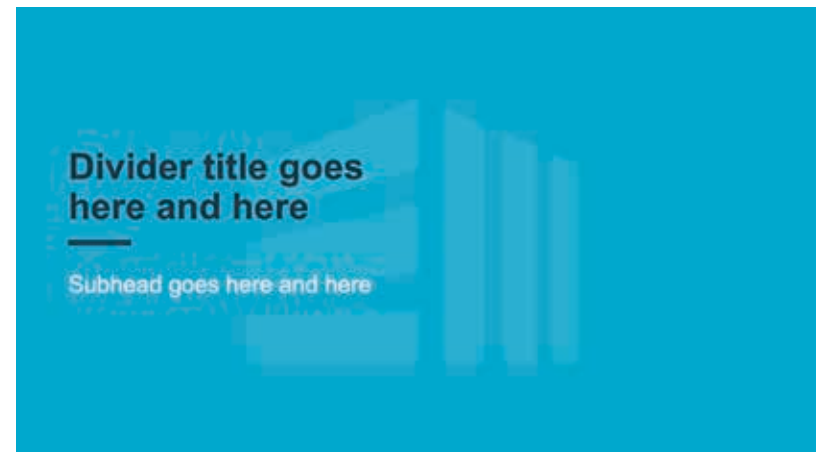
Efficiency Works logo special use cases

In certain situations, the EW logo element can be used as a standalone design feature to create visual interest. This approach works especially well in small spaces, such as social media posts, where using the full logo may not be practical. Ensure the standalone element maintains clear alignment with the brand's visual identity and overall professionalism.



bleeds off lower
right corner of
design

used as a background design element



Colors

Beyond the logo, color is a defining element of the Efficiency Works brand. Thoughtful, consistent use of the color palette reinforces our identity and ensures visual cohesion across all materials.

02

Efficiency Works colors

The primary colors should be used for most materials to establish a strong and consistent identity. Secondary colors complement the primary palette and are ideal for accents and supportive design elements. ADA-compliant colors help ensure accessibility in our digital communications.

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: 347C
CMYK: 81/4/100/0
RGB: 19/171/75
HEX: 13AB4B

Secondary colors

SPOT: 2945C
CMYK: 96/65/22/5
RGB: 0/93/143
HEX: 005D8F

SPOT: 3395C
CMYK: 75/0/73/0
RGB: 18/189/121
HEX: 12BD79

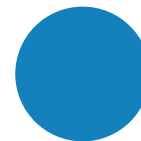
SPOT: 718C
CMYK: 89/35/84/27
RGB: 11/103/69
HEX: 0B6745

SPOT: 390C
CMYK: 36/6/94/0
RGB: 176/199/67
HEX: AFC744

SPOT: 656C
CMYK: 6/0/0/0
RGB: 236/246/251
HEX: ECF6FB

SPOT: 7541C
CMYK: 6/1/4/0
RGB: 237/243/241
HEX: EDF3F1

ADA compliant, web-safe colors



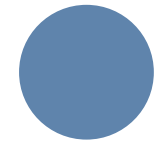
005C8E



1F9E6E



C6D47C



5F83AB

Typography

Consistent use of brand fonts helps brand
recognition and visual cohesion.

03

Efficiency Works typography

Museo Sans is the primary font for all official communications and is available through Adobe. When it is not available, **Arial** serves as an acceptable substitute, due to its broad availability on most devices.

Arial is the preferred font for internal communications and email correspondence.

Primary font

Museo Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Secondary font

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Museo in action

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.



04

Imagery

Imagery is a powerful way to communicate Efficiency Works' personality and values. Photos and visuals should inspire trust and highlight themes of sustainability. They should strive to connect with the target audience, align with our core messages, and contribute to a cohesive visual identity.



Our photography should capture authentic moments that resonate with the communities we serve. Images should feel natural and relatable, highlighting real people and places. Lighting should enhance the subject organically, while color tones reflect the warmth and vibrancy of the Colorado landscape.



Iconography

Icons are a visual shorthand for communicating ideas quickly and effectively. They should be simple yet expressive, ensuring clarity and scalability across applications – from digital interfaces to printed materials.

05

Efficiency Works icons

Our iconography style is simple, modern and consistent, reinforcing the brand's clean and approachable aesthetic. Icons provide viewers with quick visual cues about the subject. They can also be used to break up text-heavy content, which improves readability. When appropriate, icons may incorporate brand colors to enhance visual interest and maintain cohesion with the overall design.

