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ENERGY PATHFINDER

Approaching Near Zero Energy In Historic Buildings

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R = Document, report
DEM = Demonstrator, pilot, prototype, plan designs
DEC = Websites, patent filing, press & media actions, videos, etc.

Dissemination Level: PU

PU = Public
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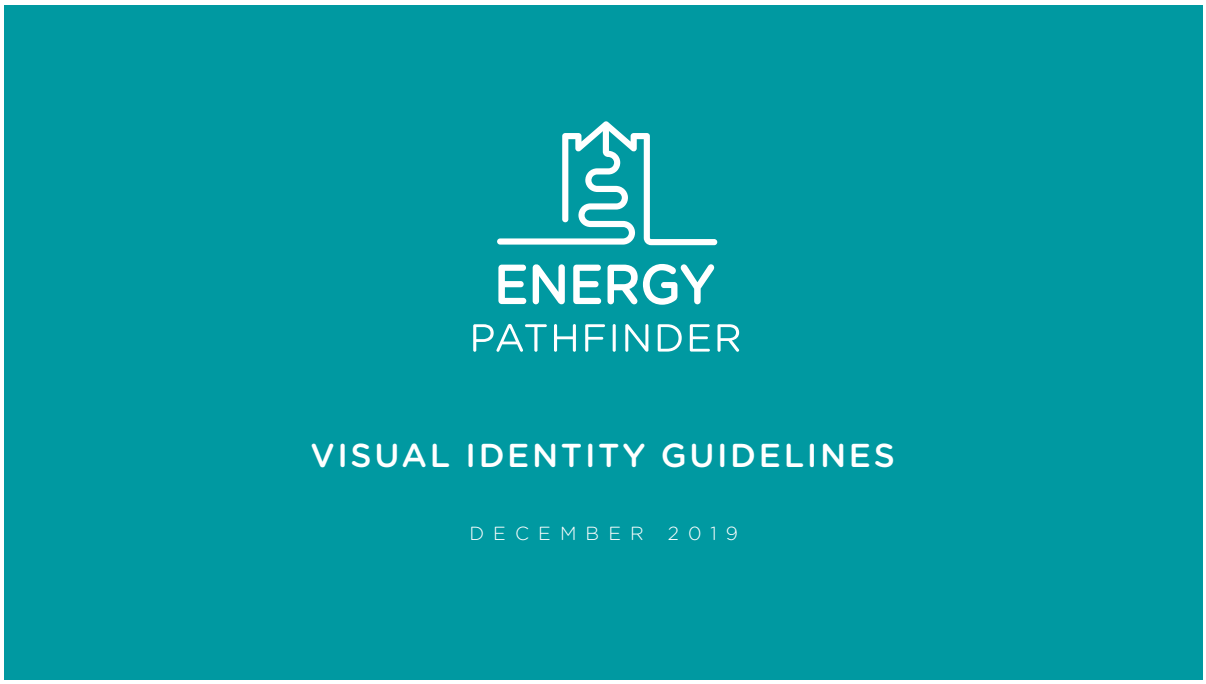
Energy Pathfinder Visual Identity Guidelines.



Introduction

The Energy Pathfinder Visual Identity Guidelines contain the building blocks for communicating our new Identity in a unified visual system.

The Brand System is comprised of these core elements:

Logo
Color
Typography

Logo

This is the **Primary** version of the Energy Pathfinder logo, it is one of our brand's most important and recognisable assets. The clear style communicates a sense of the 'progressive' and leads the way for the visual identity with a confidence and clarity.

Please follow these guidelines closely to ensure the logo remains a strong representation of our brand. The Energy Pathfinder logo should appear on all related content including: marketing materials in print, digital, motion video and electronic formats.

ENERGY
PATHFINDER

Logo / Clear Space

Clear space and minimum size for the Energy Pathfinder logo has been established to ensure maximum visibility and legibility.

Be sure the area is free from any interfering graphics. ***Print:*** the minimum width of the logo in print materials is 2 cm. ***Online applications:*** the logo should appear no smaller than 50 pixels wide. ***Large applications:*** there is no maximum size for the Energy Pathfinder logo.

Minimum print size:
2 centimeters wide

Minimum online size:
50 pixels wide

Use the height (defined by "X" above) as the size for clear space on all sides of the logo

Logo / Improper usage

Do not alter the logo files in any way. Do not recreate the logo or alter the logo colours. Use only the files provided.

In order to build on brand equity, we must use the Energy Pathfinder logo consistently according to the visual identity guidelines. Altering the logo dilutes the brand. The violations illustrated below apply to the logo.

Do not change the logo colour | *Do not distort the logo* | *Do not rotate the logo* | *Do not place on colour backgrounds* | *Do not add effects to the logo* | *Do not change the relationship between the icon and text*

Logo / Colour options

The Energy Pathfinder mark should be visually distinct from the surrounding space. As shown below, the preferred logo treatments should be used when possible.

Preferred Usage:
Full color logo on white background

Secondary Usage:
White logo reversed from brand colours or sufficiently dark greys

Tertiary Usage:
White or Black - single colour versions of the logos may be used where colour is not applicable.

Colour / Primary palette

Colours are a critical part of the Energy Pathfinder visual identity. These colours have been chosen specifically to visually reinforce the brand.

The logo is formed from two different shades of teal (Primary and Secondary). A (Neutral) cool grey has also been selected to sit with the two teal colours in any associated marketing collateral.

It is strongly recommended that CMYK values be used for print work, and RGB values for digital/web work.

Primary	*Secondary*	*Neutral*
1	2	3
C 87 M 13 Y 39 K 0	C 28 M 1 Y 10 K 0	C 29 M 22 Y 22 K 0
R 0 G 160 B 165	R 180 G 222 B 226	R 182 G 185 B 186
#00a0a5	#b4dee2	#b7b9ba

Typography

Typography is a key component of the Energy Pathfinder visual identity system. Consistent and considered use of our typefaces help to reinforce our message and brings more brand recognition to our communications.

Primary font:
The Primary font family for all Energy Pathfinder marketing collateral is Gotham Rounded.

Office Use:
For desktop / internal use please use Arial

Gotham Rounded

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890