

# **Energy Efficiency Movement Symbol**

## Guidelines

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# Energy Efficiency Movement Symbol Principle

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# 01 Introduction

It is estimated that by 2050, the global population will rise from 7.7 billion (2019) to 9.7 billion. The global economy is expected to more than double over the same period. Urbanization, automation, and the rise of living standards will significantly increase energy demand globally. At the same time, we already today need to cut down our CO2 emissions to counter climate change.

In 2021, ABB launched the Energy Efficiency Movement, a multi-stakeholder initiative both to raise awareness of the importance of energy efficiency in our fight against climate change and drive collective action to reduce energy consumption worldwide.

## Introduction

### Importance

**Energy efficiency is not an if, it's a must.** It is a simple and impactful solution to a very complex existential crisis. It's the low-hanging fruit we need to bridge our path to a future where all energy is clean energy. It is a low-hanging fruit because a lot of the solutions, technologies and products needed to improve energy efficiency globally already exist today. We just need to take them into use. Energy efficiency is our 'first fuel' for a decarbonized future.



## 02 Energy Efficiency Movement Symbol

To highlight the principles of the Movement and to promote its existence, we have created a symbol that participating companies can use on their materials. Through this symbol, we want to strongly emphasize the power of cooperation and unity in the pursuit of a better and more sustainable future.

# Energy Efficiency Movement Symbol

## Meaning

The design of the Energy Efficiency Movement Symbol represents the growth of the Movement, as well as the expansion of awareness on sustainability and energy efficiency topics.

Three expanding circles symbolize a chain reaction – where one action initiates another. This way, we can better achieve the goals we set for ourselves – for a better future.



# Energy Efficiency Movement Symbol

## Construction

The label consists of a symbol and typographical components. Both elements are locked and should not be taken apart or altered in any way.

### 1 Colors

The label is constructed from the following colors only:

White (HEX ffffff)

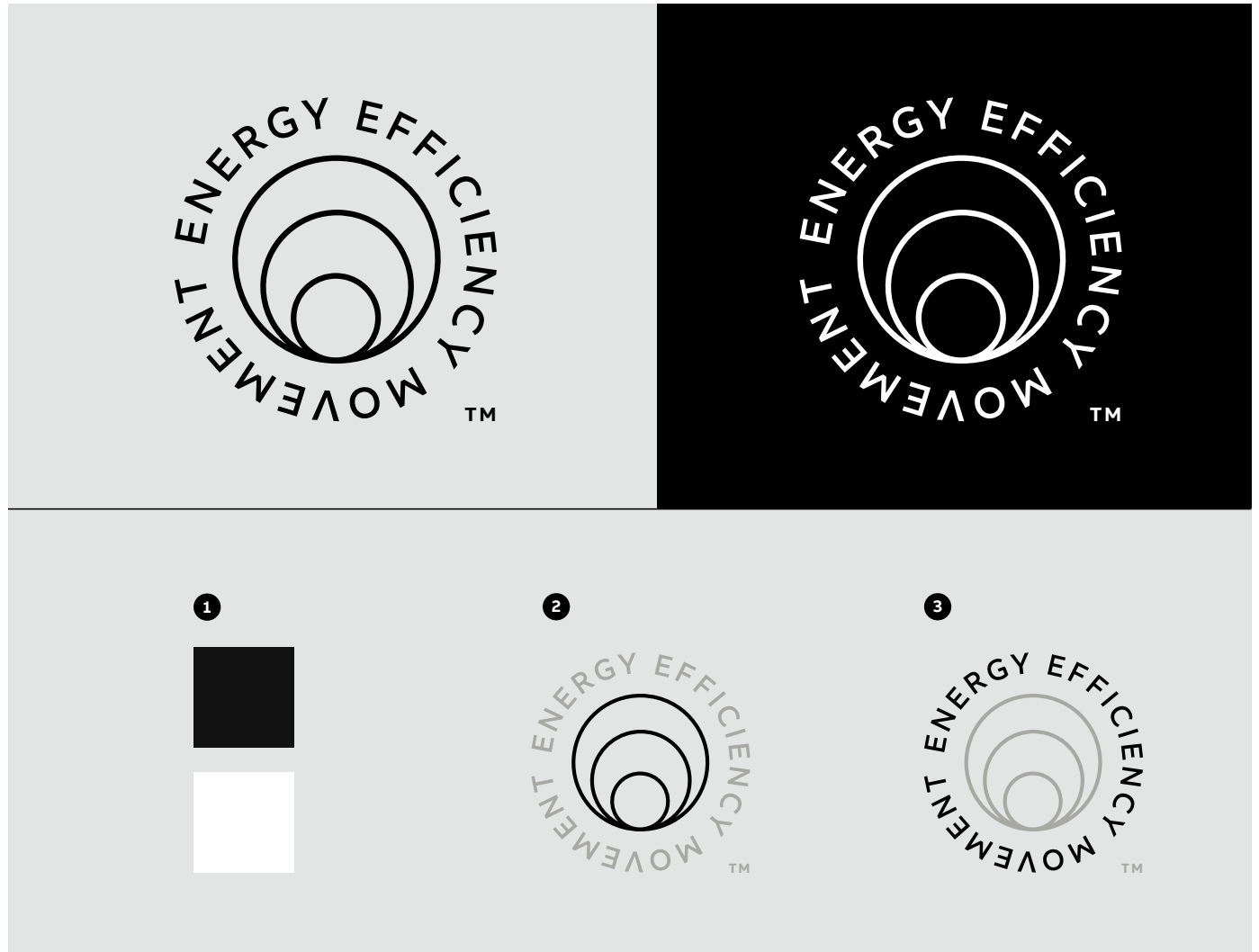
Black (HEX 000000)

### 2 Symbol

The essential element of the label is the symbol. It consists of three circles increasing proportionally within themselves. Please always remember that these elements are fixed and cannot be moved, reduced, or otherwise modified.

### 3 Typography

The font used in the design of the label is ABB Voice.



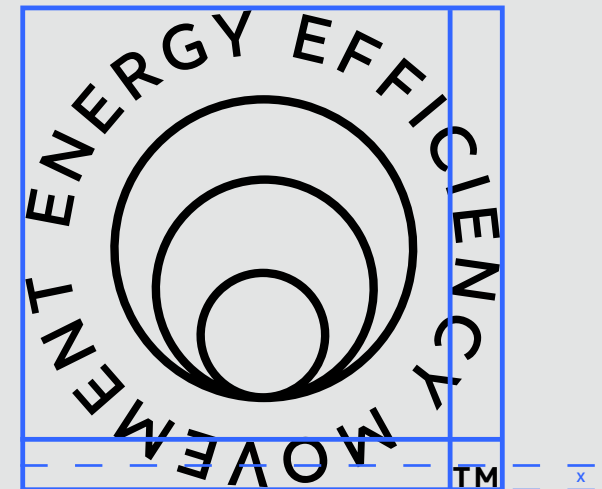
## Energy Efficiency Movement Symbol

### Trademark

When adding a trademark, please keep in mind that it should be placed in the bottom right corner of the symbol and have a size equal to half of its typography.

The minimum height of label with a trademark (guaranteeing legibility of the typography) equals **70px for digital** and **20mm for print**.

Trademark size and placement



X = 1/2 height of the typography

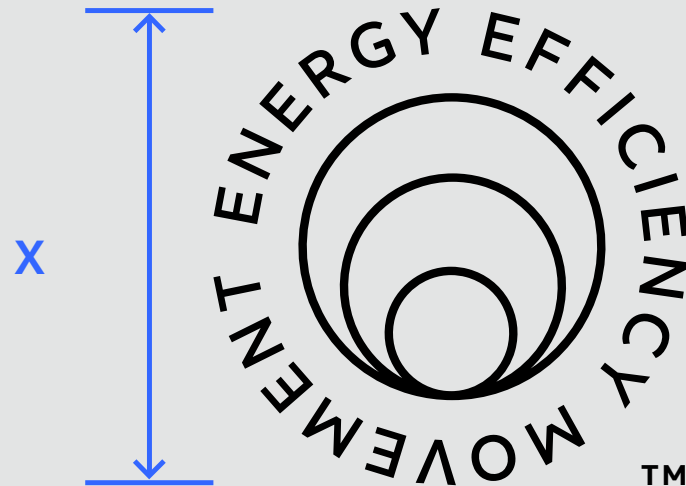
## Energy Efficiency Movement Symbol Sizes

The minimum height of the label (guaranteeing legibility of the typography) equals **70px for digital** and **20mm for print**.

When choosing the size of the label, one must always bear in mind the readability of the typography. It is crucial to take into consideration the distance from which the Energy Efficiency Movement Symbol will be seen.

The ideal size of the label (x) equals the distance between the label and the viewer divided by 10. For example, if the printed label will be viewed from a distance of 1m, the size of the label (x) should equal 10cm.

The correct size

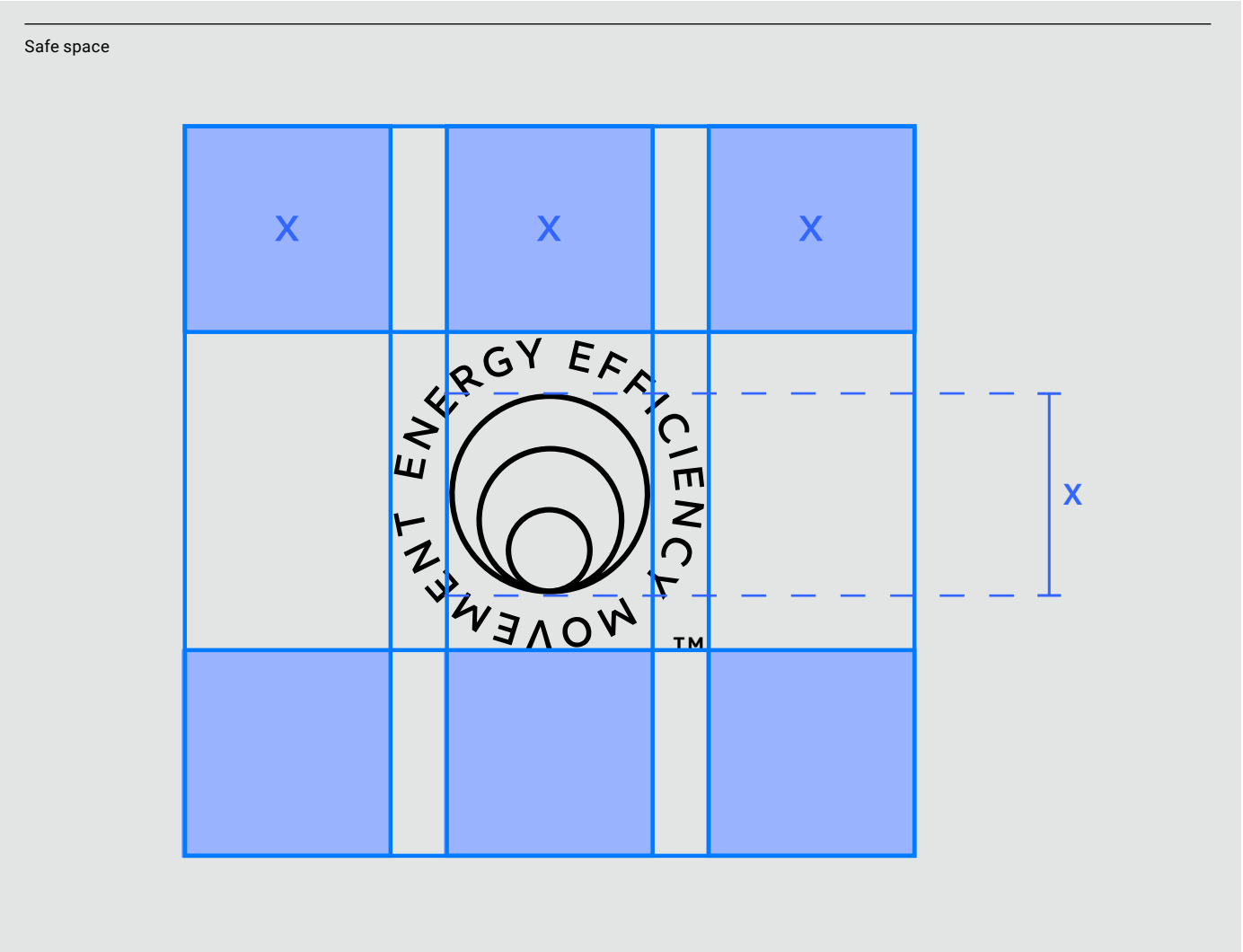


X = the distance between the label and the viewer / 10  
min. X = 70px for digital  
20 mm for print

# Energy Efficiency Movement Symbol

## Safe space

To ensure the proper legibility of all elements of the label, make sure to always secure the margin of the protective area around it. The protective area must always be free of intrusion from any graphic elements, and its size should equal the size of the symbol.



## Energy Efficiency Movement Symbol

### Backgrounds

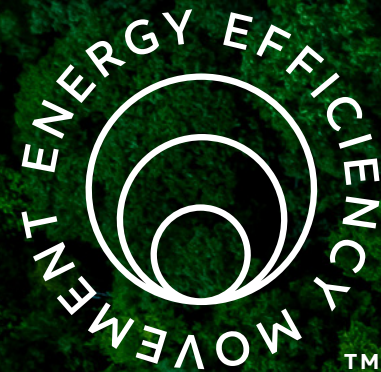
In most scenarios, the preferred version of the label should be in white. Even so, there are situations when you can use the negative version of the mark. This usually refers to placing the symbol on a darker background or photograph.

Please, always make sure that the chosen version of the symbol is clearly visible.

Positive



Negative



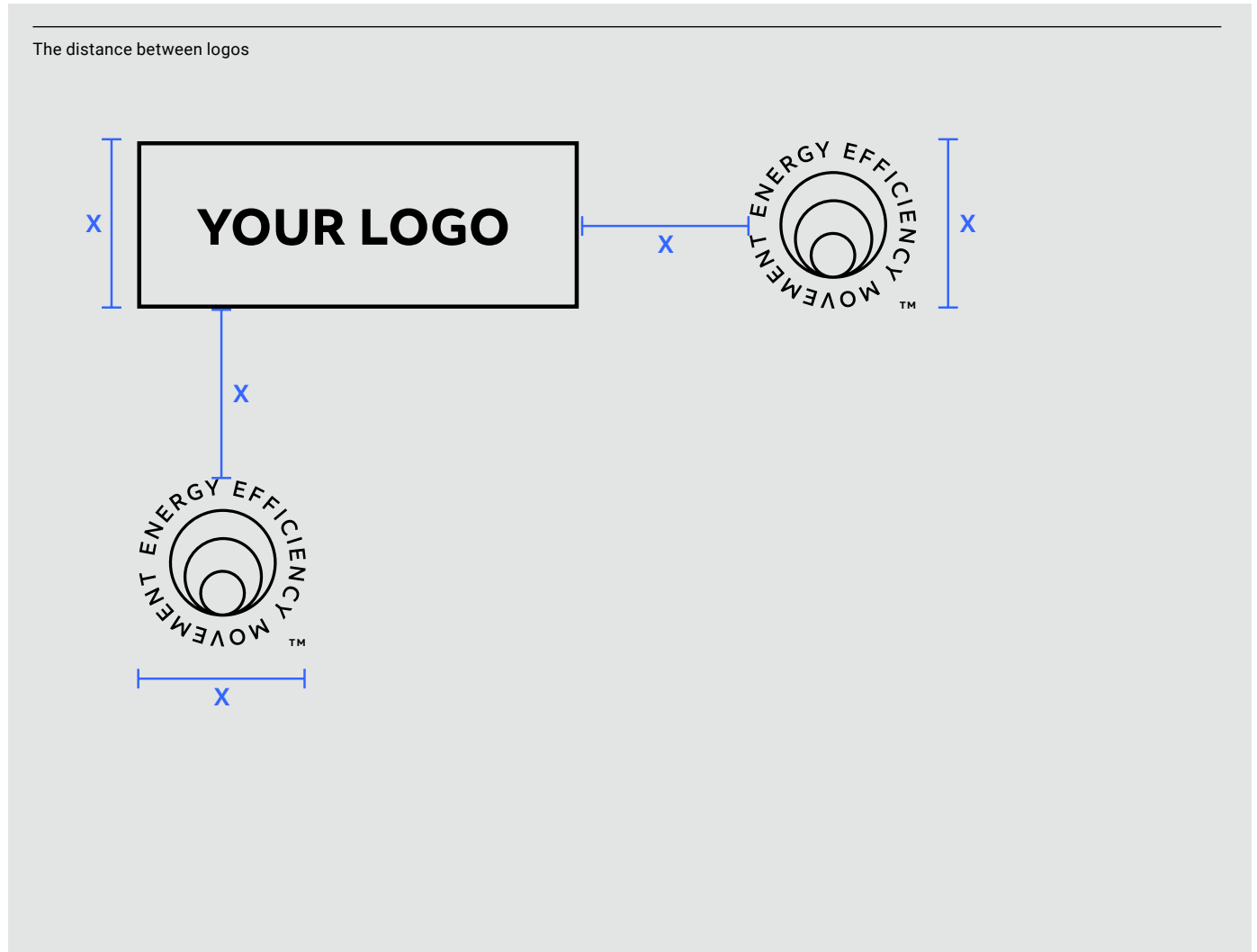
## **03 Relation of the Energy Efficiency Movement Symbol with other logos**

## Relation of the Energy Efficiency Movement Symbol with other logos

### Energy Efficiency Movement Symbol overview

The label should never be placed in direct proximity to the other logo. If possible, it should be separated from it by at least 1x height/width of the Energy Efficiency Movement Symbol.

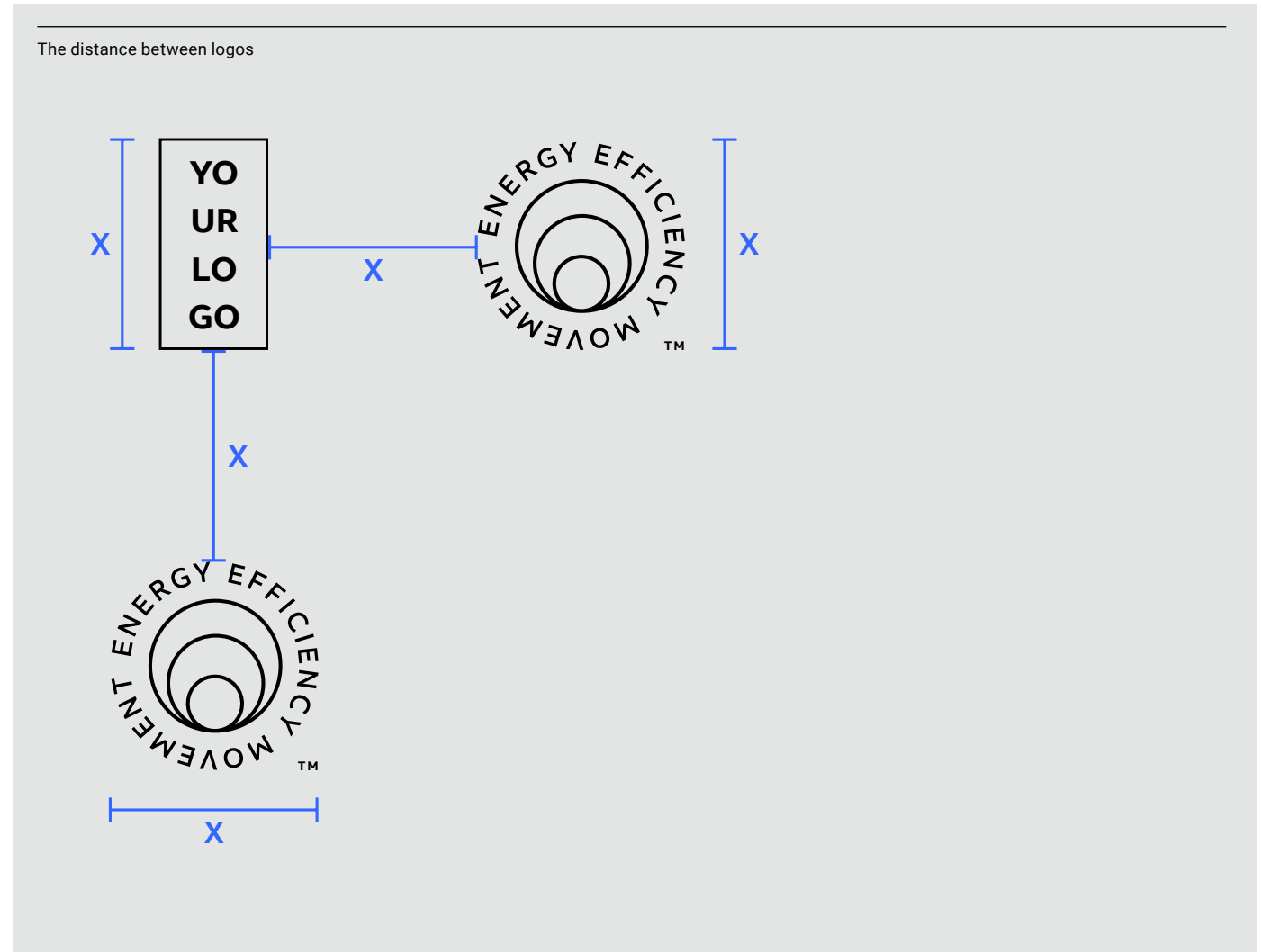
The Energy Efficiency Movement Symbol should always be centered relative to the other logo and their sizes should be the same.



## Relation of the Energy Efficiency Movement Symbol with other logos

### Energy Efficiency Movement Symbol overview – corner cases

If your logo is vertical and elongated, you are still bound by the same rules regarding its placement and size relative to the Energy Efficiency Movement Symbol – unless enlargement is justified by, for example, the legibility of the letters.



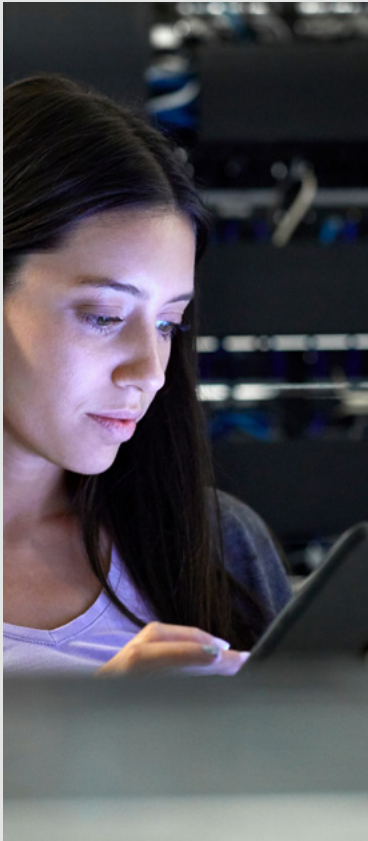
# 04 Usage

# When to use Energy Efficiency Movement Symbol

Although the Energy Efficiency Movement Symbol is something we are proud of, please remember not to misuse it.

**Please only ever use the symbol when referring specifically to the Energy Efficiency Movement** – whether on a website, in printed material in the press, or at an event like the Energy Efficiency Movement Symposium.

Digital



Print



Event



## When not to use Energy Efficiency Movement Symbol

Energy Efficiency Movement Movement's approach relies on high standards and responsiveness. We want the Energy Efficiency Movement Symbol to be a trademark that is both attractive and worth showing off and a manifestation of our values – offering proven technologies that can mitigate climate change.

We, therefore, need to highlight some important points where the Energy Efficiency Movement mark cannot be used:

### Non-approved brand

Please do not use Energy Efficiency Movement Symbol if your company hasn't yet been fully accepted into Energy Efficiency Movement first.

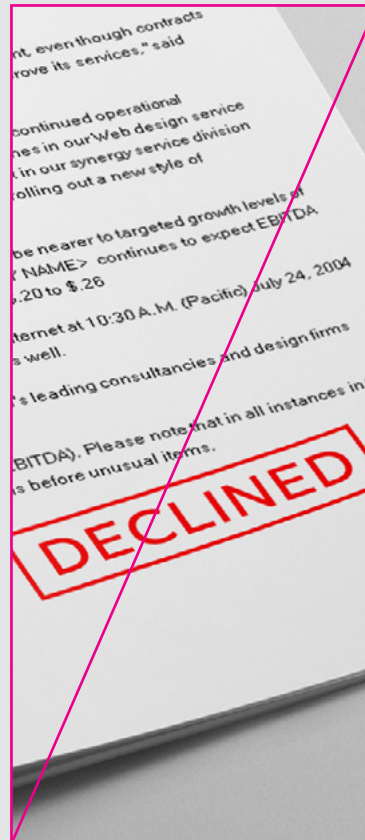
### Product advertising

Please do not use Energy Efficiency Movement Symbol to advertise products that do not meet the standards required by the Energy Efficiency Movement.

### Unsuitable environment

Please do not use images that do not relate to sustainability or energy efficiency topics.

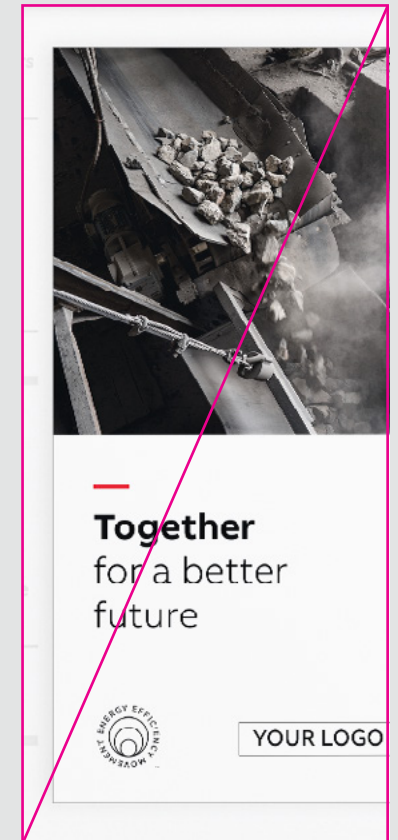
Non-approved brand



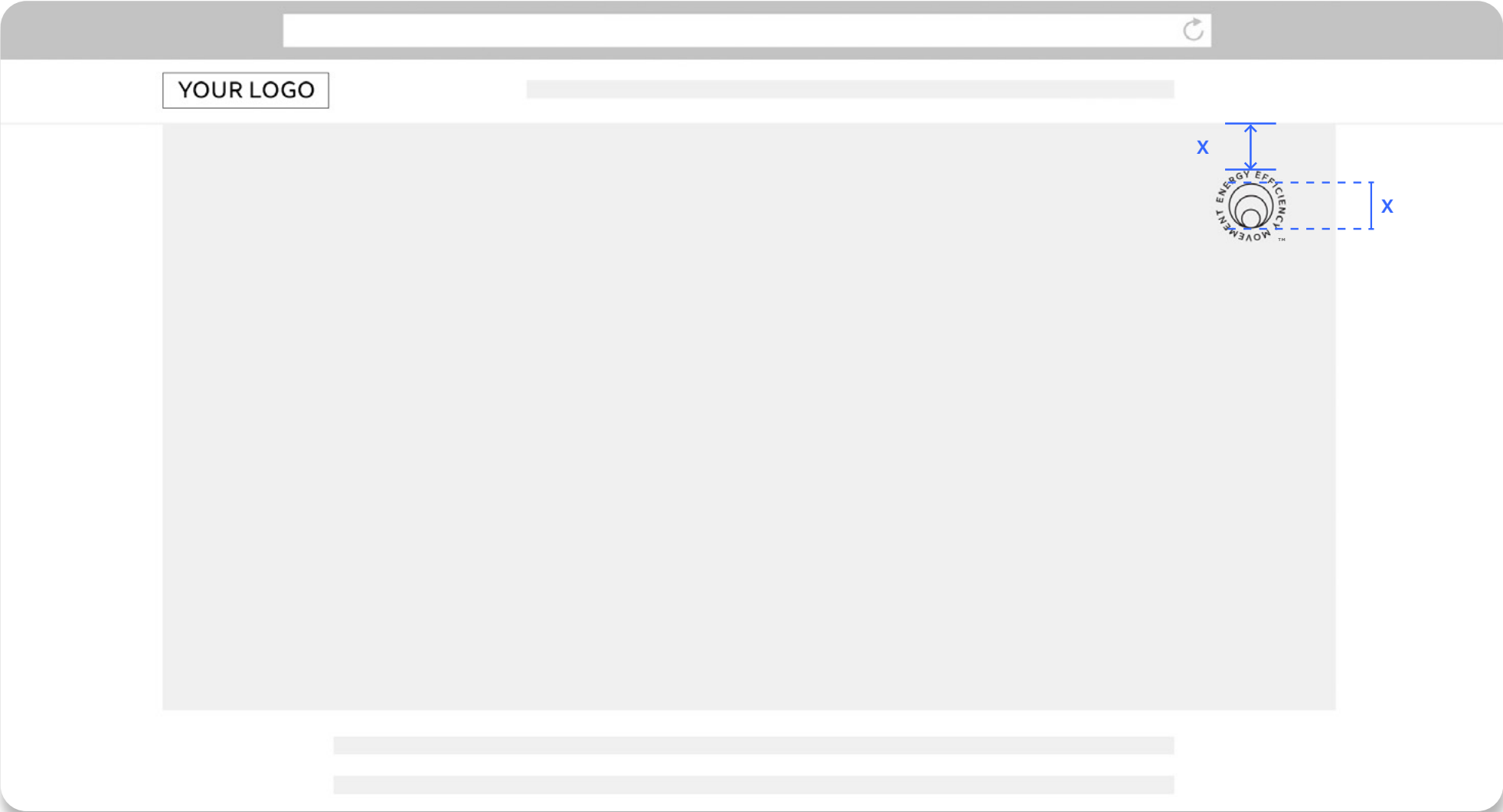
Product advertising



Unsuitable environment

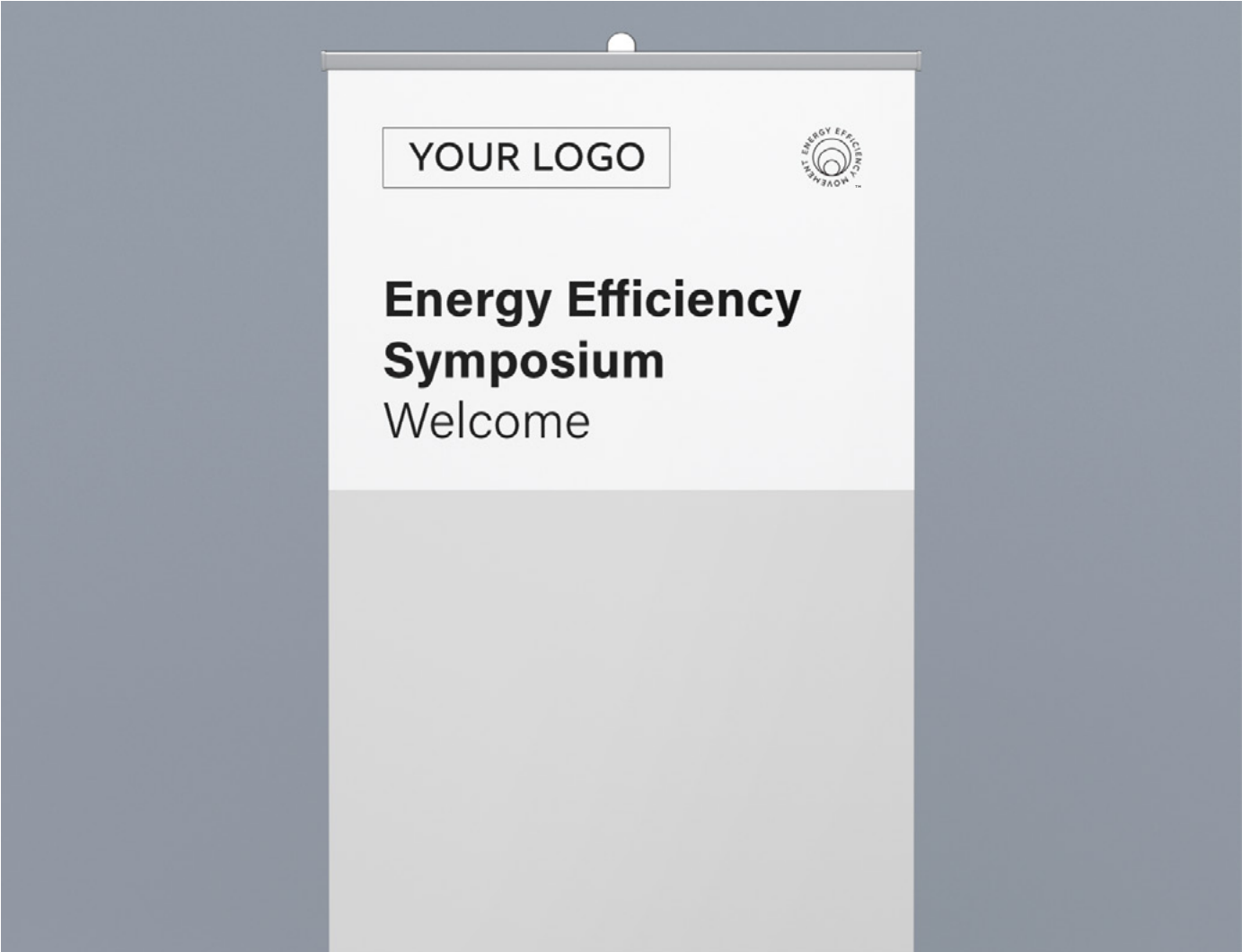


# 05 Best practices





**Event**  
White brand

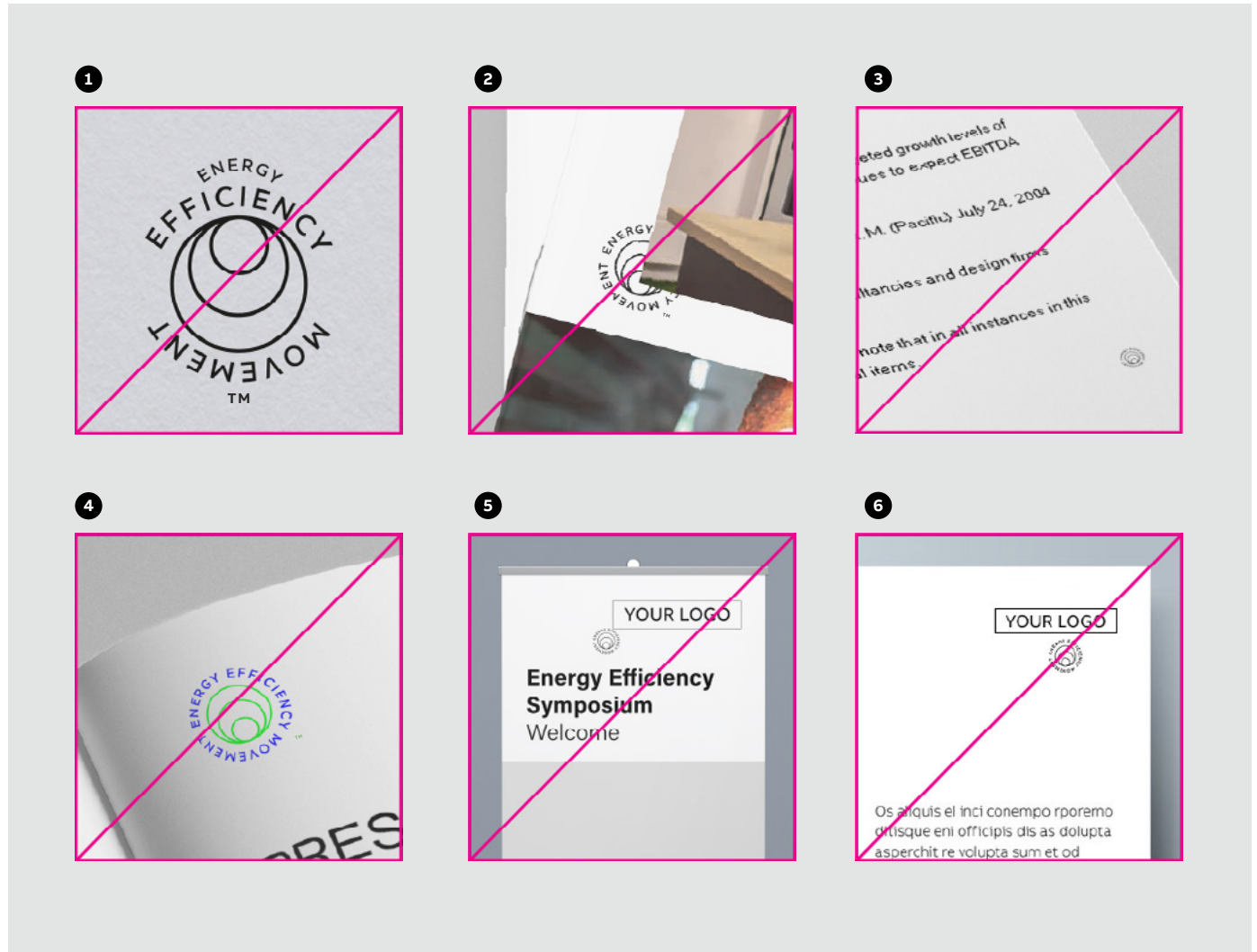


# 06 Don'ts

## Don'ts

### Don'ts

- 1 Do not alter, resize or change the position of any of the Energy Efficiency Movement Symbol components.
- 2 Do not obscure the label with any graphics or text.
- 3 Do not reproduce the label below its minimal height – it will be impossible to read.
- 4 Do not apply any colors to the symbol that are not stated in the principle.
- 5 Do not position the label in any other place than one stated in the principle.
- 6 Do not place the Energy Efficiency Movement Symbol too close to another logo.



## Contact

**If you have any further questions, please  
contact our team:**

Energy Efficiency Movement Team  
**[ee-movement@abb.com](mailto:ee-movement@abb.com)**

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These Branding Principles have been created for all participants who create and work with communications and branded materials. Our Branding Principles are living documents that are continuously enriched according to our needs and linked to best practice examples.

### **Important**

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