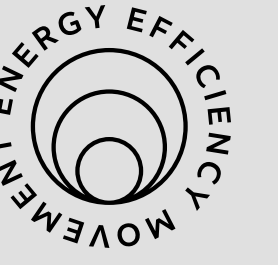


Energy Efficiency Movement Brand Guidelines



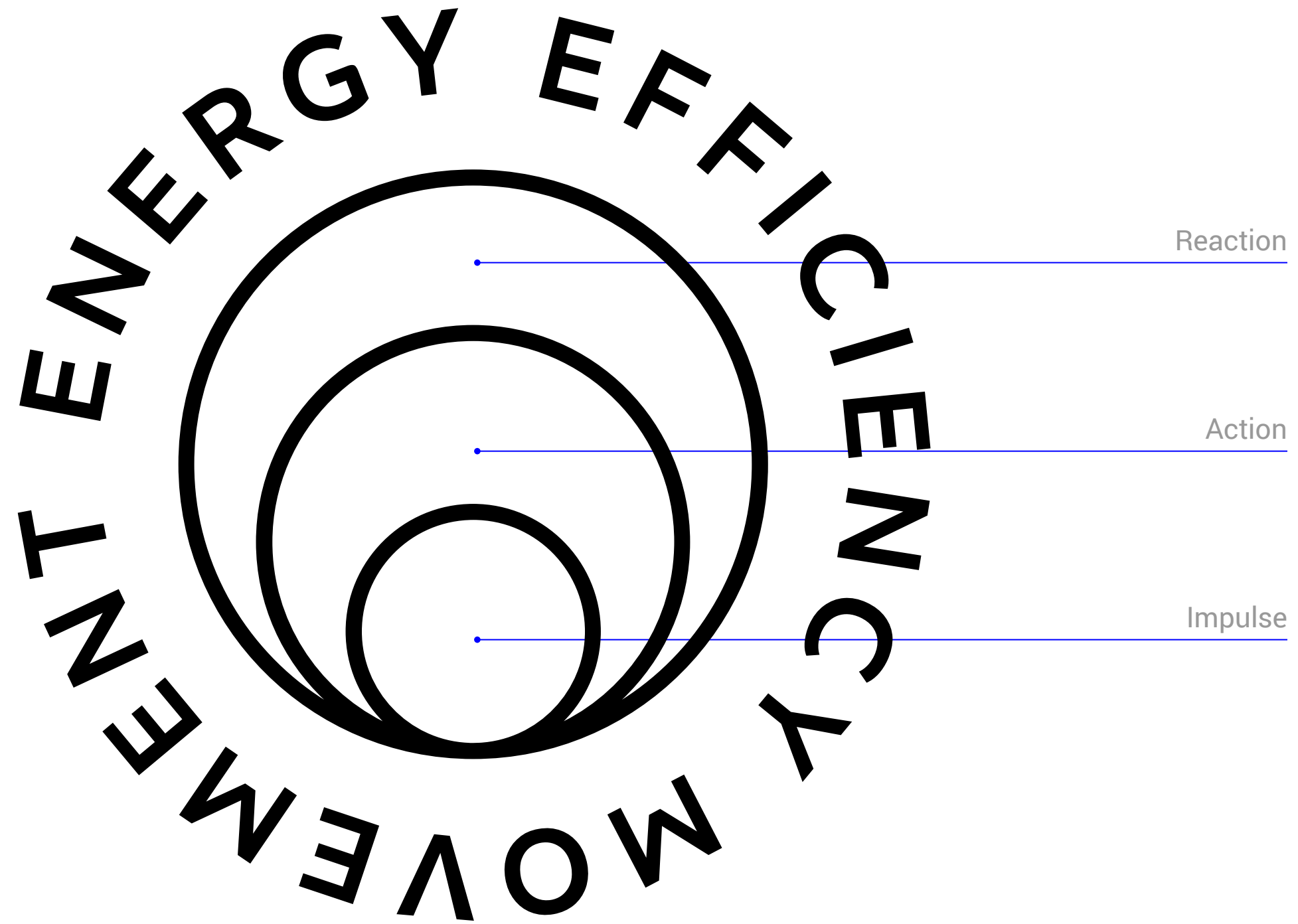
01

The Symbol

The Meaning

The design of the Energy Efficiency Movement Symbol represents the growth of the Movement.

It is also 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.



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.



Sizes and safe space

Sizes

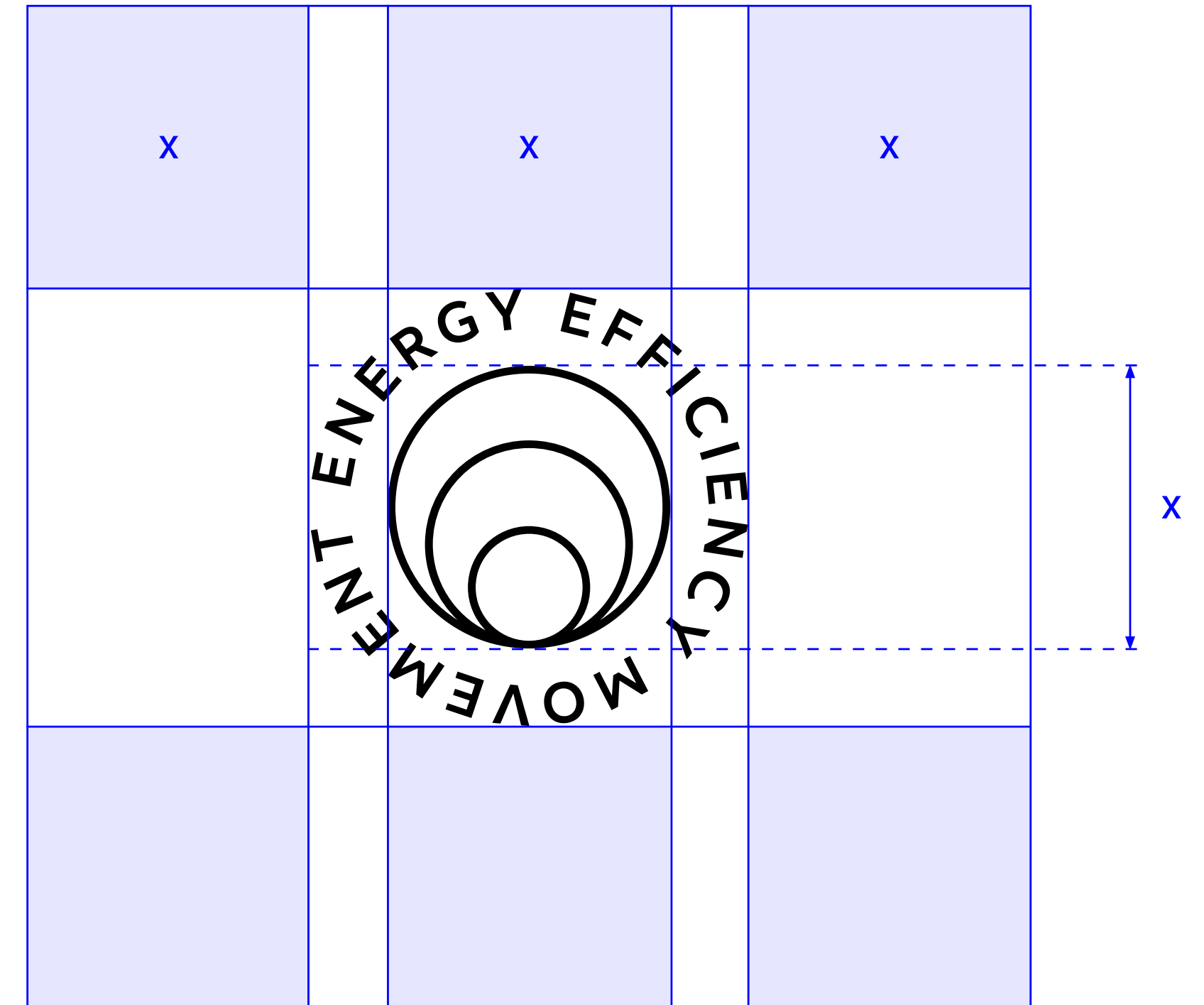
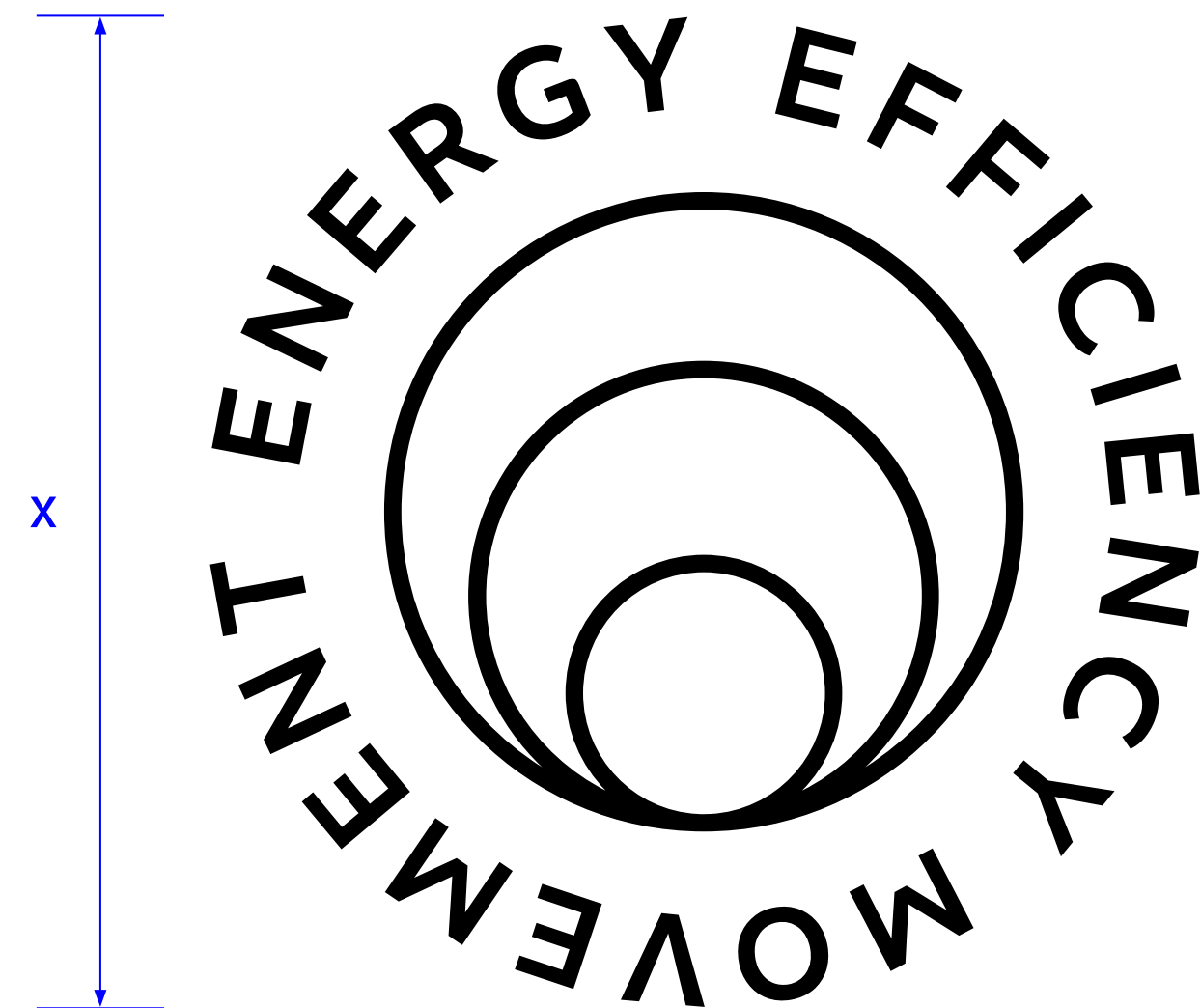
The minimum height of the label (guaranteeing legibility of the typography) equals 70px for digital and 20mm for print.

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.

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.



x = the distance
between the label
and the viewer / 10

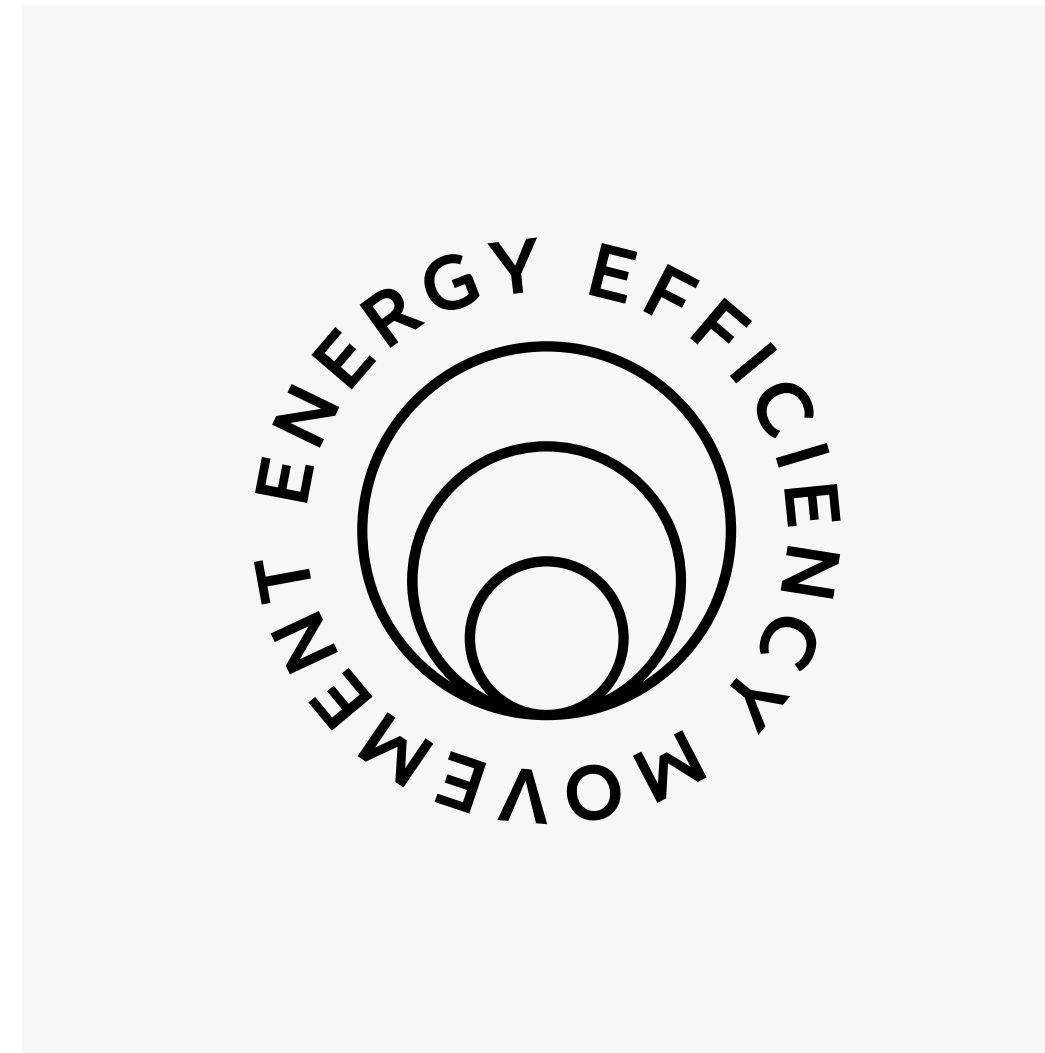
min. x = 70px for digital
20 mm for print

Backgrounds

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

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.

Positive



Negative

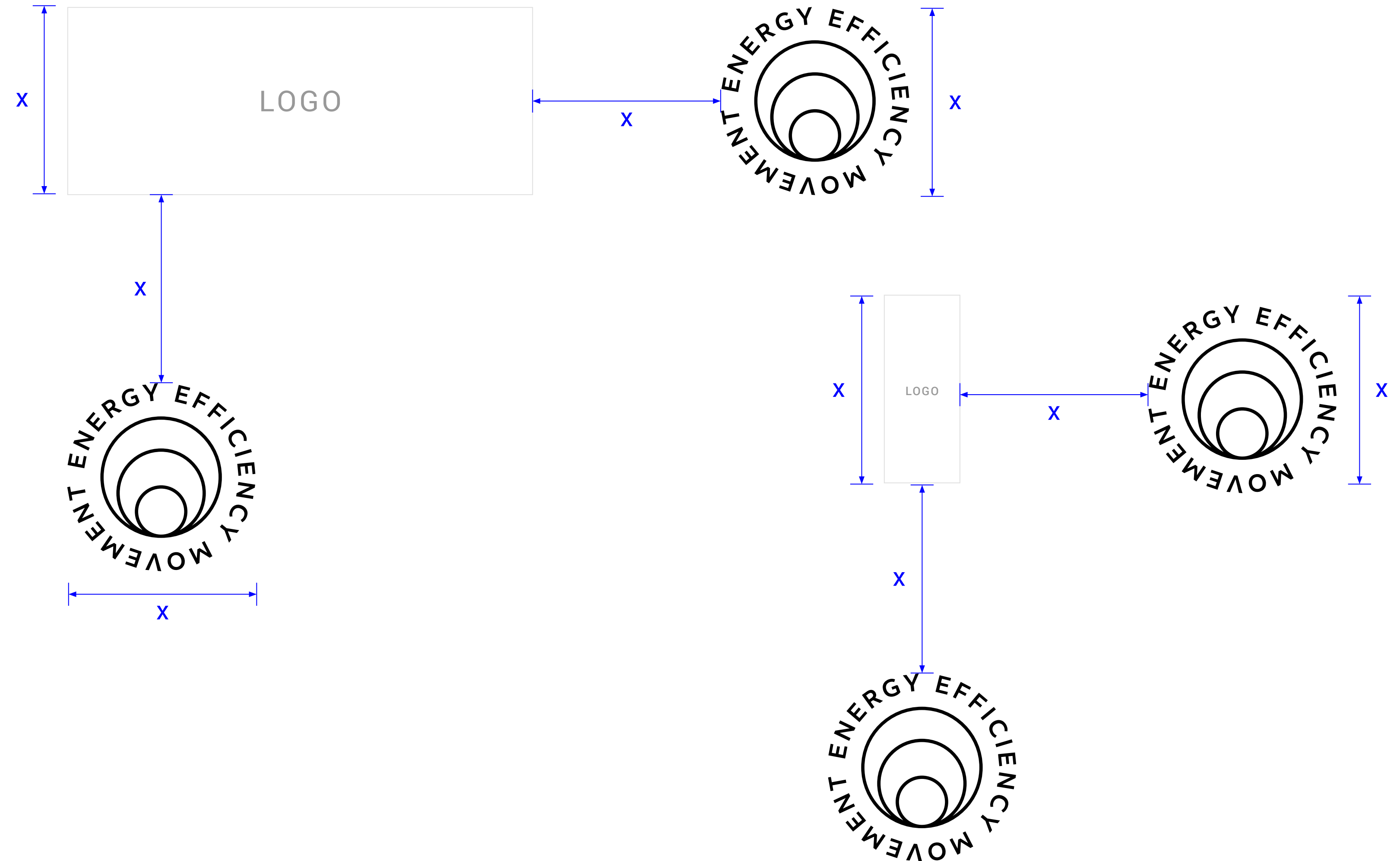


Relation to other logos

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.

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.



When not to use the 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.

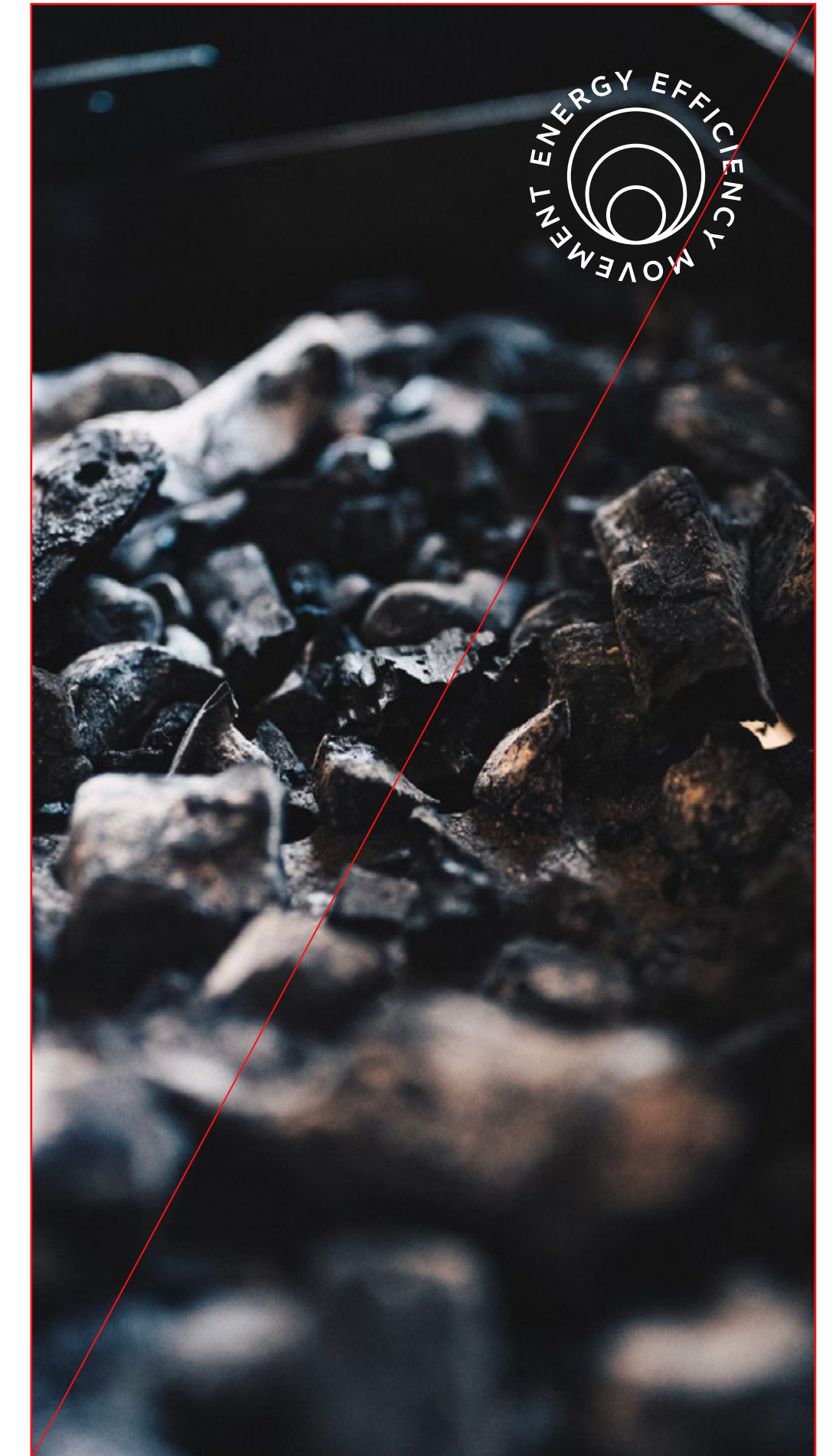
Non-approved brand



Product advertising



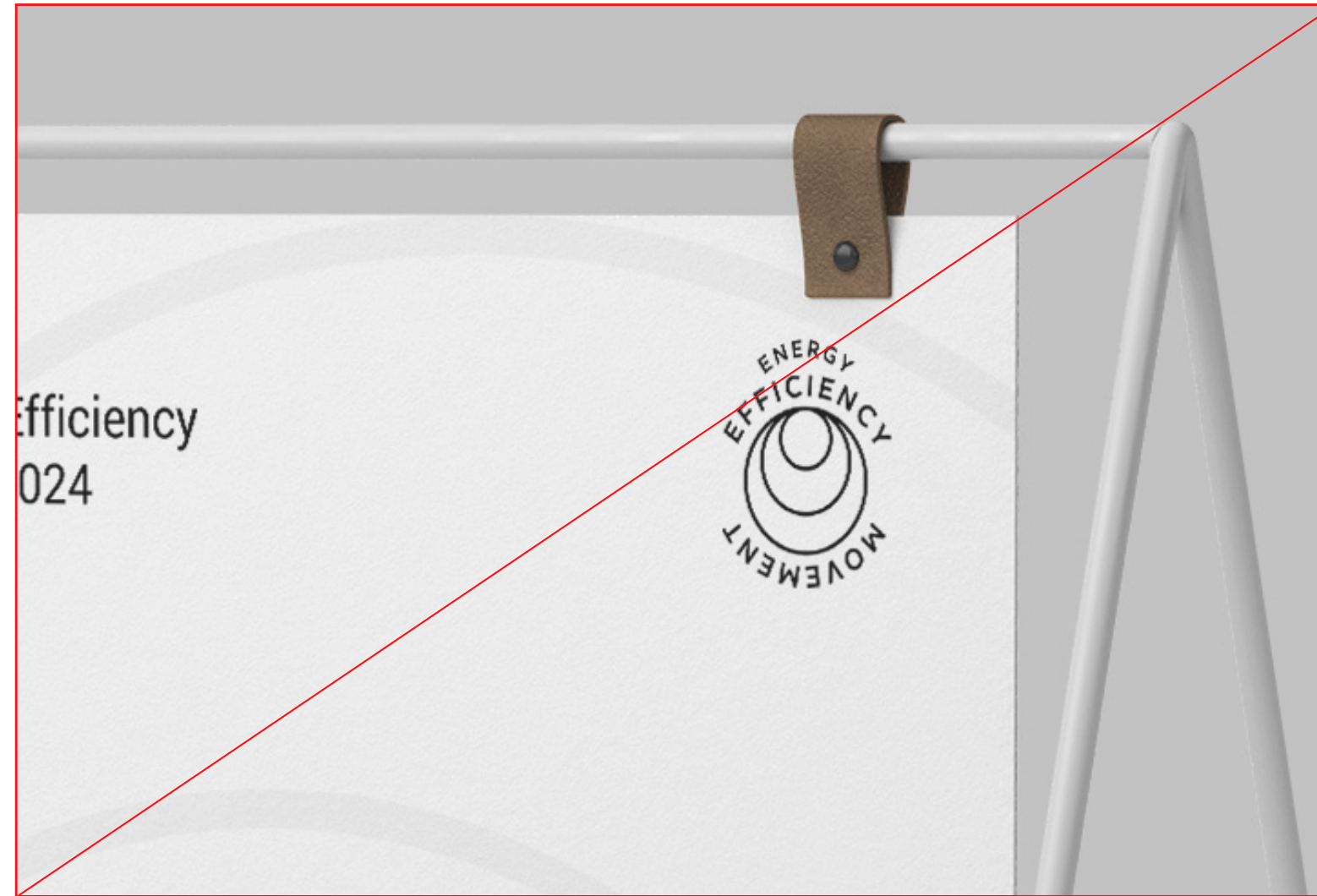
Unsuitable environment



Don'ts

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

1



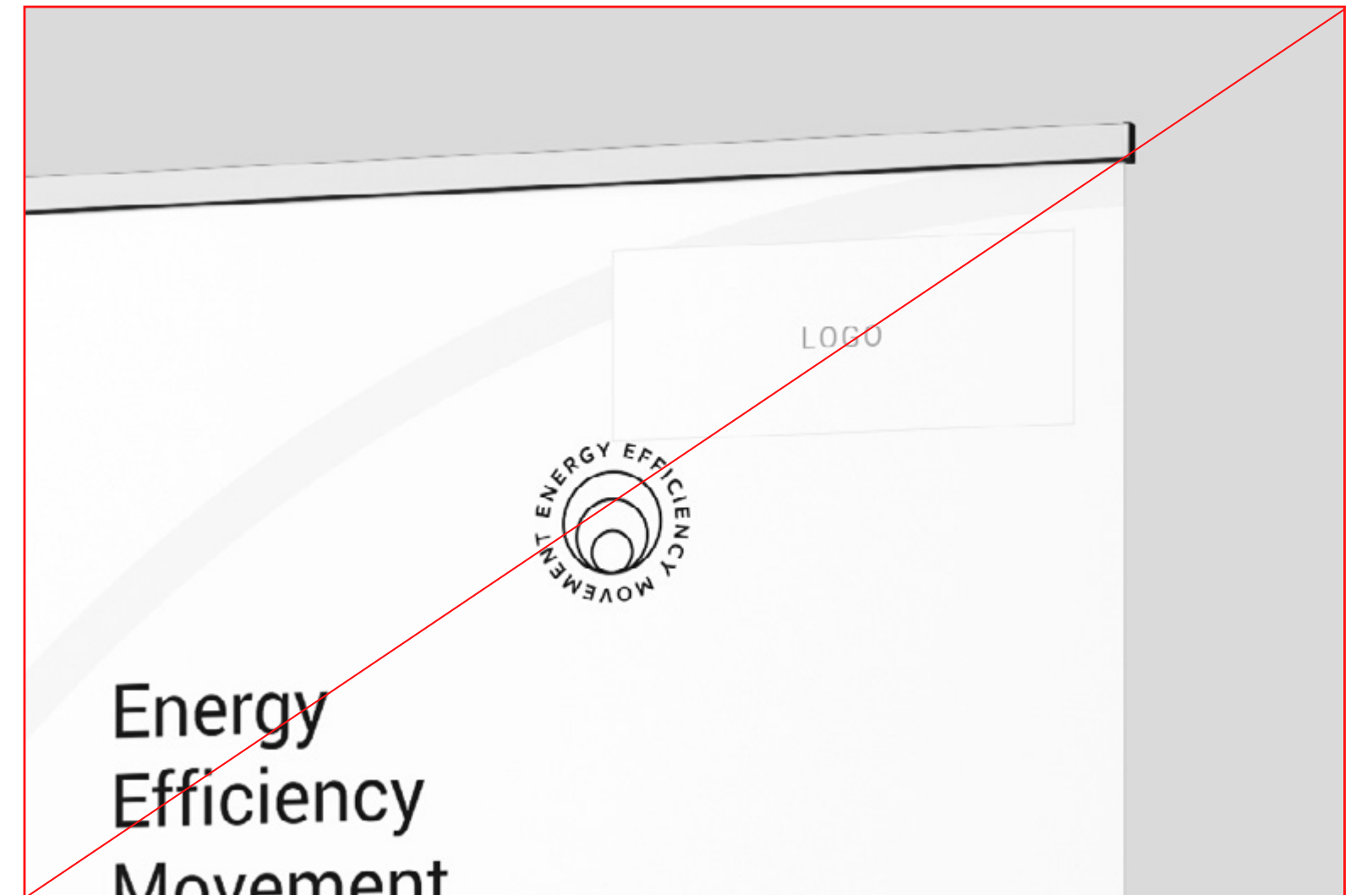
2



3



4



02

The Impulse

Introduction

We present a new key graphic element, “The Impulse”. It was created from the need to elevate the EEM brand. Like the brand itself, The Impulse also symbolizes expansion of the initiative onto new upcoming materials and digital platforms.

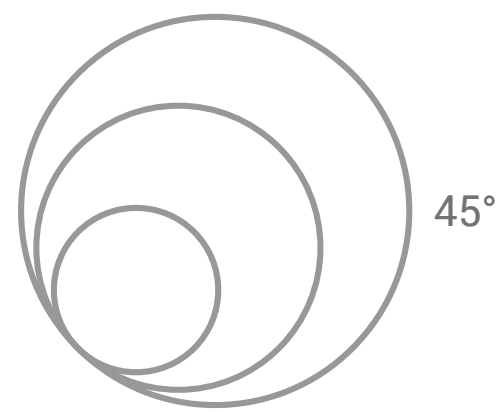
Additionally, The Impulse symbolizes the spread of action that the Movers contribute to.

Like a ripple effect, it indicates a willingness to act and spread the positive change in every part of the world.



The Impulse principles

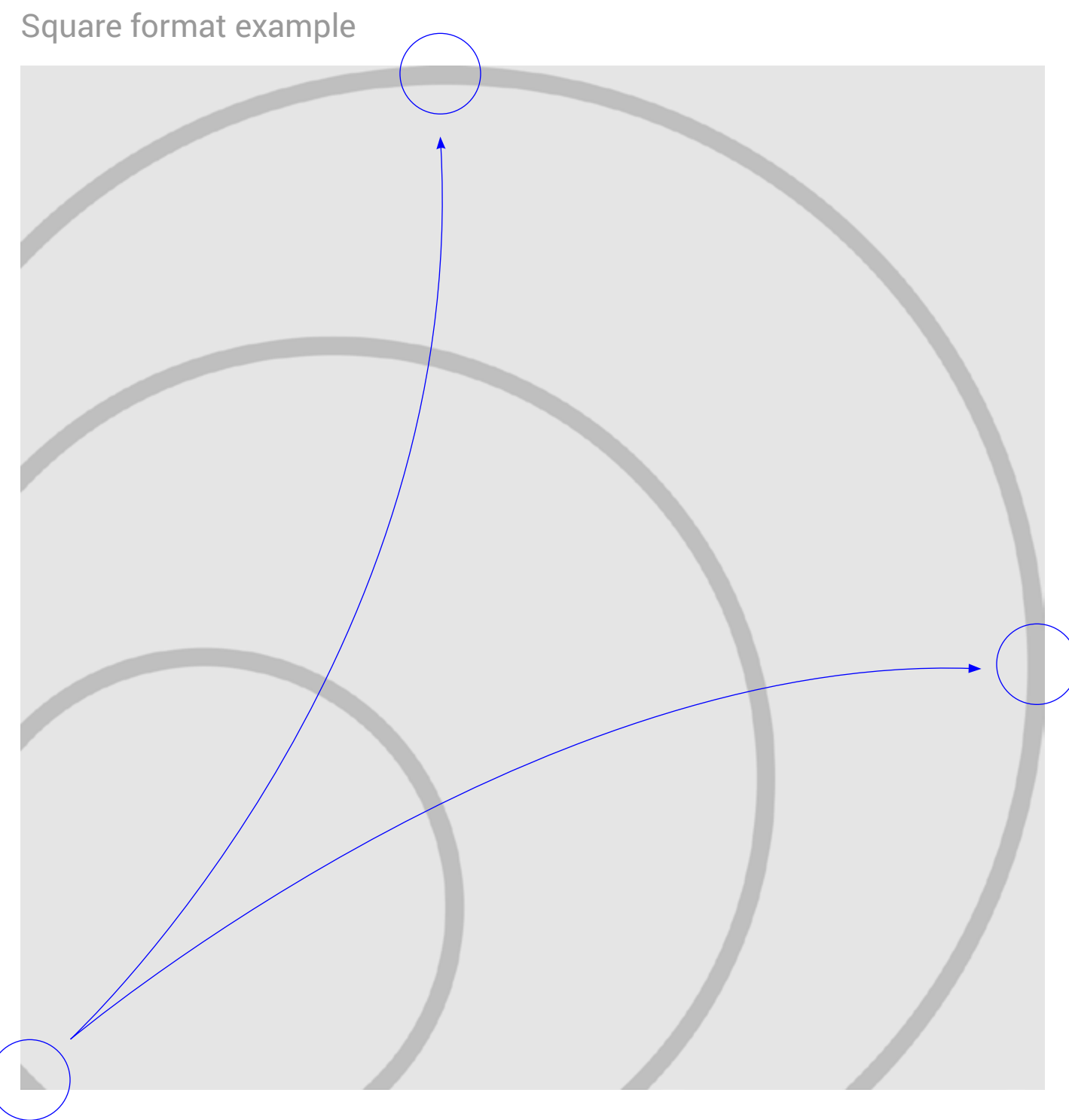
The Impulse as a visual element is universal and works on all materials and assets. The principle is to always rotate it 45° to the right, place the bottom part of The Impulse in the lower left corner of the composition and stretch it to the opposite side.



16:9 format example



The Impulse principles

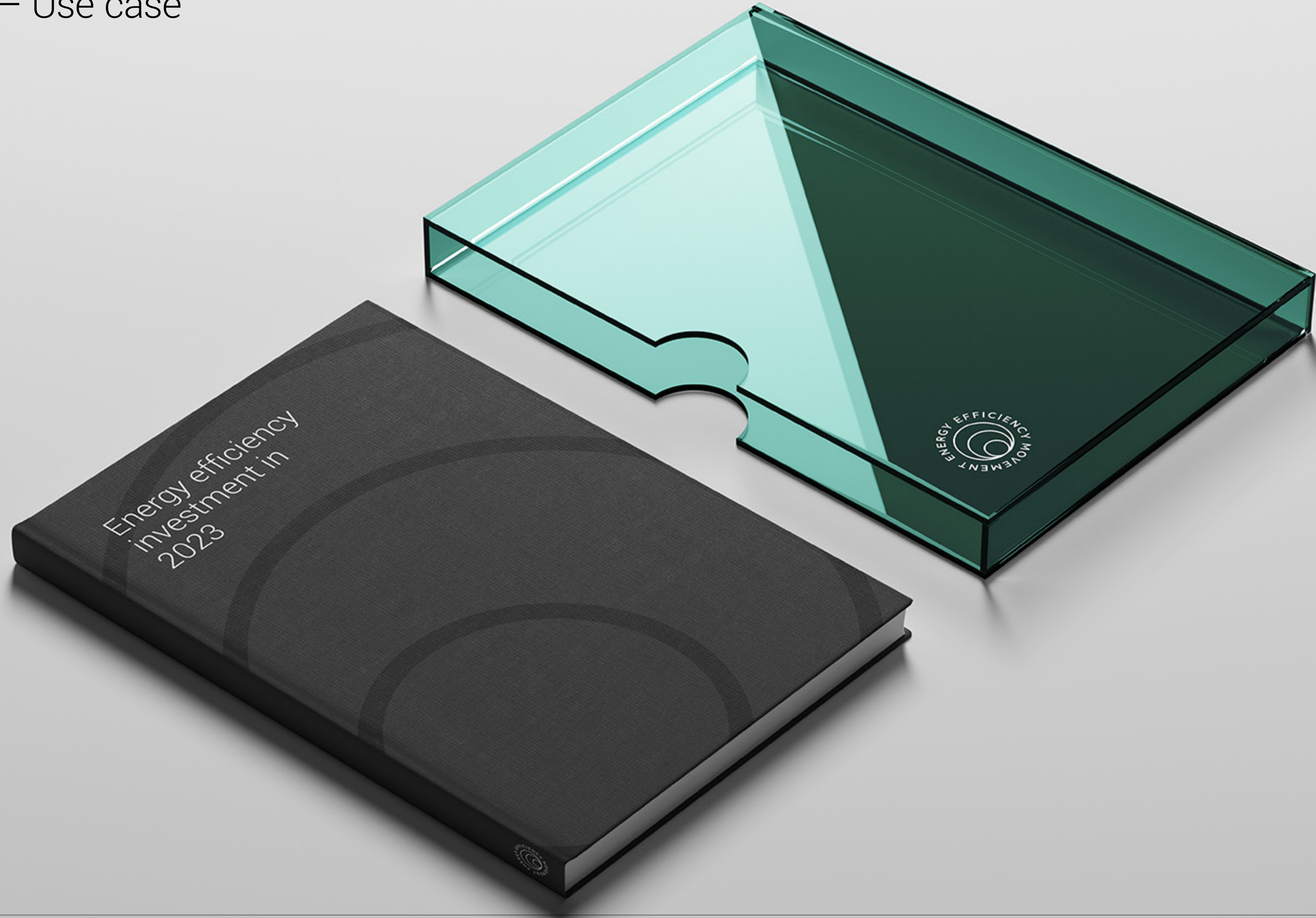


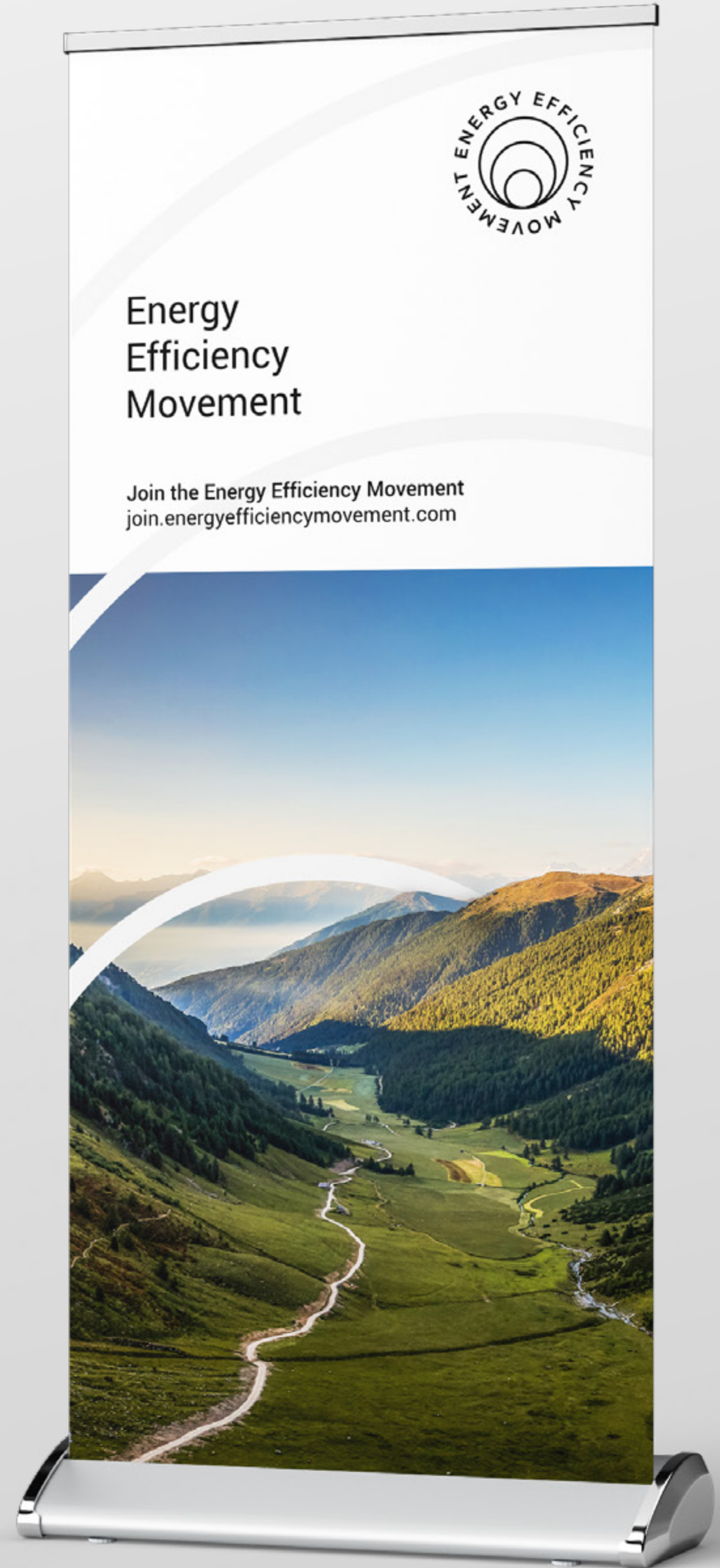
The Impulse principles

The Impulse should be treated as an added value, an accent. People are always the most essential part of the composition.



The Impulse – Use case





02

Color palette

Color palette

The color palette comes straight from the original EEM grays. It's professional, firm, yet serious. We systematized the shades and introduced a new, complementary color, **the Energy Hue**. This new color is a mix of plant green and ocean blue – two life forces combined together

The Energy Hue works as an accent color and can be used in branding materials and as a highlight for countless charts and graphs.

Plant Green



Ocean Blue



Black
HEX #000000
RGB 0, 0, 0

White
HEX #FFFFFF
RGB 255, 255, 255

The Energy Hue | Light
HEX #CCF1E9
RGB 204, 241, 233

The Energy Hue
HEX #2FEDC4
RGB 47, 237, 196

Gray 01
HEX #F7F7F7
RGB 247, 247, 247

Gray 02
HEX #E0E0E0
RGB 224, 224, 224

Gray 03
HEX #BABABA
RGB 186, 186, 186

Gray 04
HEX #999999
RGB 153, 153, 153

Gray 05
HEX #595959
RGB 89, 89, 89

Gray 06
HEX #333333
RGB 51, 51, 51

The Energy Hue | Dark
HEX #0D362D
RGB 13, 54, 45

03

Typography

Principles

To systemize the use of Roboto typeface, we established few simple rules.

1. Sizing determined by the Major Third typography scale

The size of the font is based on a typography scale. We use a Major Third scale that multiplies the base font size (16pt) by 1.250. Always round the numbers to have less clutter. It speeds up the process of designing and makes the materials more consistent.

Roboto Regular 233pt

186pt

Energy

149pt

119pt

95pt

76pt

61pt

Efficiency

48pt

39pt

31pt

25pt

20pt

18pt

16pt

12pt

10pt

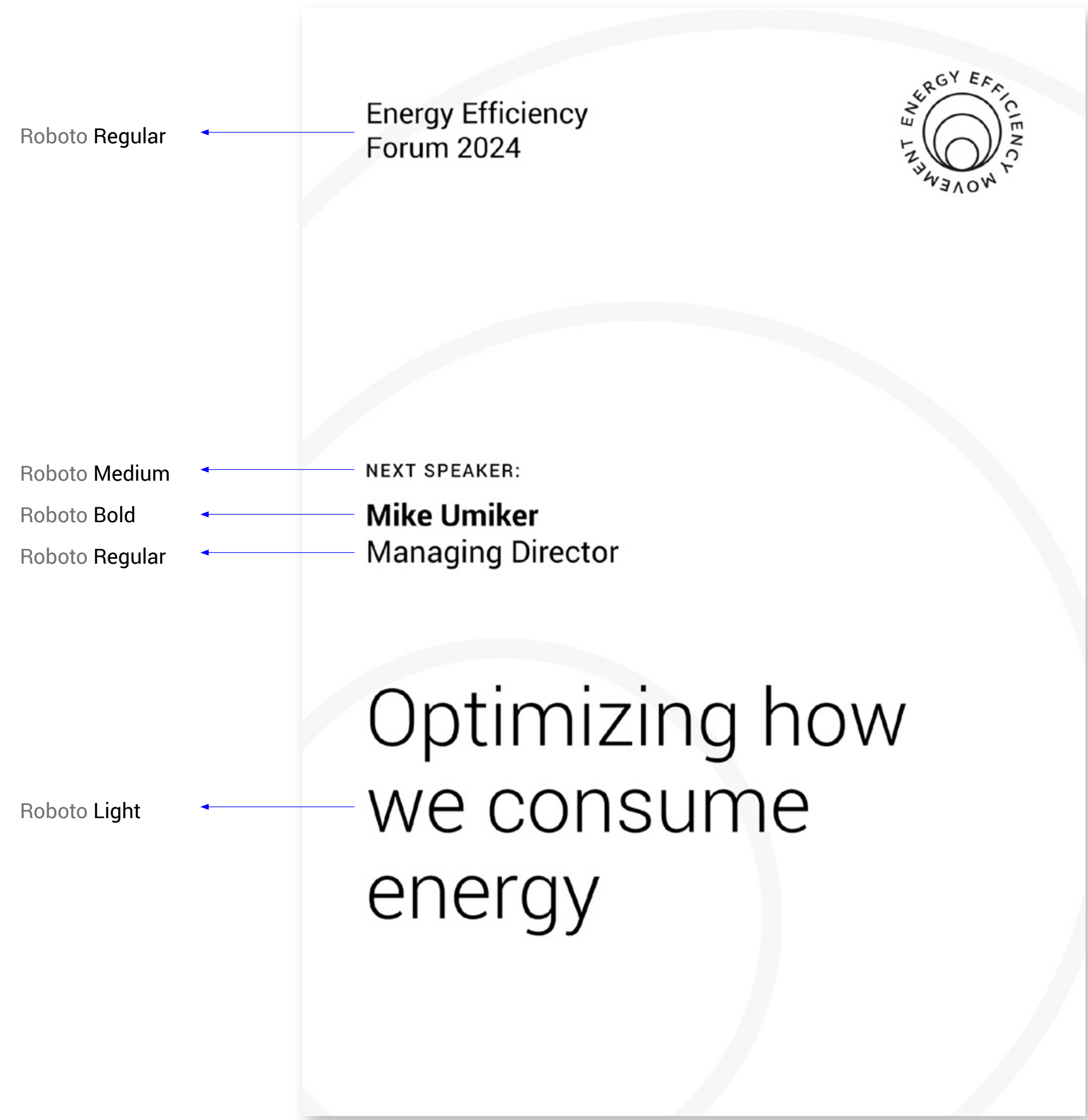
8pt

Movement

Principles

2. Choose the correct font weight

Please use the bold weight of the Roboto font sporadically. Only when highlighting an important part of the body copy, or using it on smaller-size text. For big titles always choose regular or light. This change creates a whole new feeling to the brand. It gives us a more professional look while maintaining solid visibility and much-needed individual characteristics.



Principles

3. Wider, manually adjusted leading for body copy

The auto leading option for smaller text like body copy makes it harder to read and less accessible.

Please adjust the leading manually so the text have more breathing room between the lines.

The Energy Efficiency Movement

It is estimated that by 2050 the global population will have risen to 9.7 billion, up from 7.7 billion in 2019. The global economy is expected to more than double over the same period. Urbanization, automation, and the rise of living standards will significantly increase the demand for energy globally. At the same time, we urgently need to reduce our CO2 emissions to counter climate change.

If we continue with business as usual, this scale of expansion will accelerate climate change, and degrade the quality of air and water upon which all living organisms depend. To protect the environment, we need to redouble our commitment to reducing CO2 in the atmosphere.

Roboto Regular | 18pt | Auto leading | 21,6pt



The Energy Efficiency Movement

It is estimated that by 2050 the global population will have risen to 9.7 billion, up from 7.7 billion in 2019. The global economy is expected to more than double over the same period. Urbanization, automation, and the rise of living standards will significantly increase the demand for energy globally. At the same time, we urgently need to reduce our CO2 emissions to counter climate change.

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Roboto Regular | 18pt | Manual leading | 26pt



Principles

4. Avoid ligatures

For the consistency of the materials, please turn off the Roboto ligatures option. Ligatures don't look good especially on big titles.

The word "Efficiency" is displayed in a large, bold, black font. The letters 'ff' are connected, and the 'ci' and 'ty' also show some ligature-like characteristics, making the word look less clean and more cluttered.

Efficiency

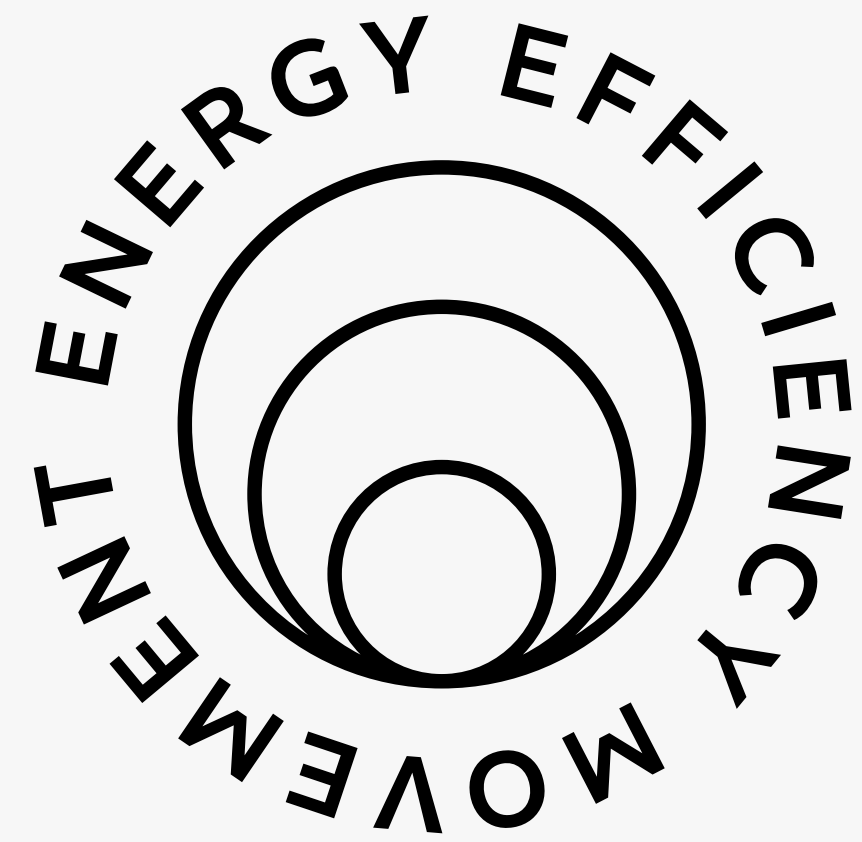
Ligatures option | On

The word "Efficiency" is displayed in a large, bold, black font. The letters are clearly separated, and the overall appearance is clean, modern, and consistent with the brand guidelines.

Efficiency

Ligatures option | Off





Thank you!