



**ENER
MAPS**

VISUAL IDENTITY GUIDELINES

May 2020

INTRODUCTION

The EnerMaps visual identity plays an essential role in promoting the group; and as such, it is imperative to respect these guidelines when using the logo, font and colours for any external or internal communication activity and the use of the same on the subsequent palette of derivatives, such as presentation templates, posters, business cards, flyers, social media, and so on.

The following guidelines provide a framework for working with the brand identity in a consistent manner. Consistency communicates reliability and provides the foundation for working together in an efficient way. While maintaining the highest quality standard, our choice of words and images are opportunities to show that we understand and engage with our audiences.

These visual identity guidelines are a living document and may be updated to accommodate changing requirements. If you require assistance, additional support materials, or adjustments for a special situation, please contact the EnerMaps Team. Likewise, if for any reason, you need to work outside the scope of these visual identity guidelines, please also contact a member of the EnerMaps Team.

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This symbol will appear throughout the manual, highlighting important information.

1.1

THE LOGO

Our logo should always be shown as clearly as possible and not be overwhelmed by other visual elements. The logo and its components must never be altered or modified in any way. The logo is most effective when positioned in clear space, which helps to protect its integrity.



COLOUR

The colour logo is the preferred and primary logo. Use it whenever possible.



GREYSCALE

Occasionally it is necessary to use a greyscale version of the logo such as when colours are not available.



The logo should always be used in full. The logo should never be moved or adjusted. Always use approved artwork when reproducing the logo.

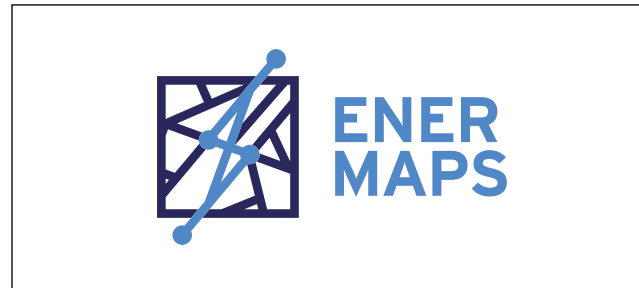


MONOCHROME

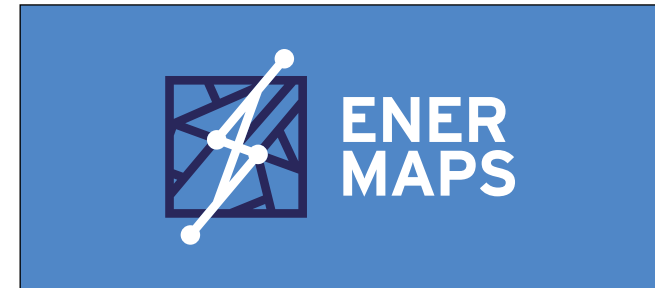
Occasionally it is necessary to use a monochrome version of the logo such as when colours are not available or if a background makes the colour logo not visible enough.

1.2

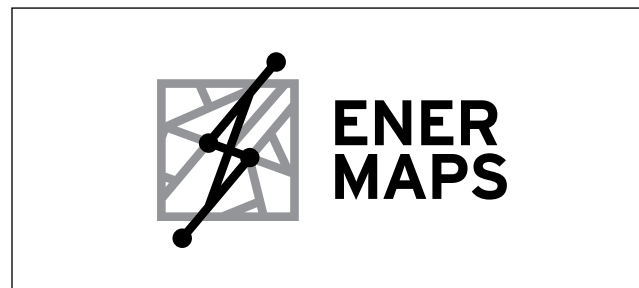
LOGO VARIATIONS



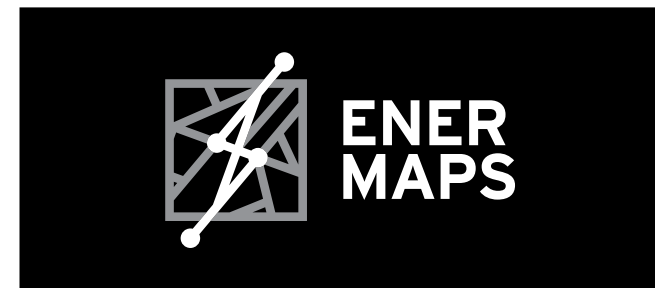
[A]



[B]



[C]

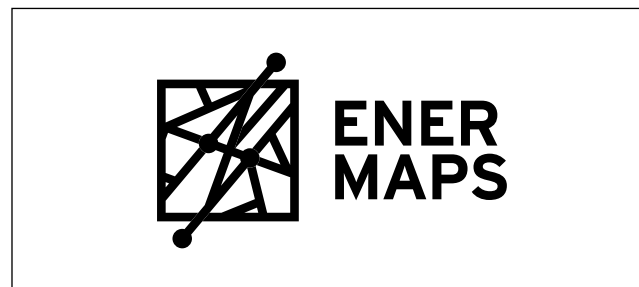


[D]

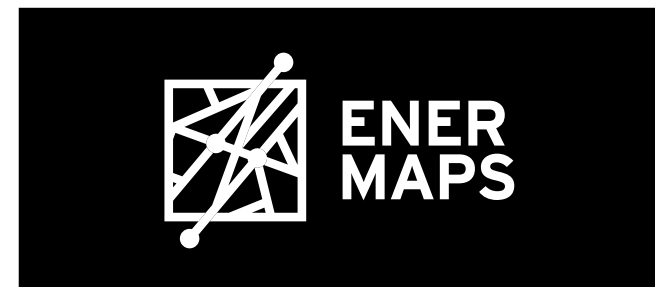


There is a 4-colour (CMYK) version of the logo available for process colour applications.

If a coloured background is used, make sure that there is enough contrast for the logo to remain clear.



[E]



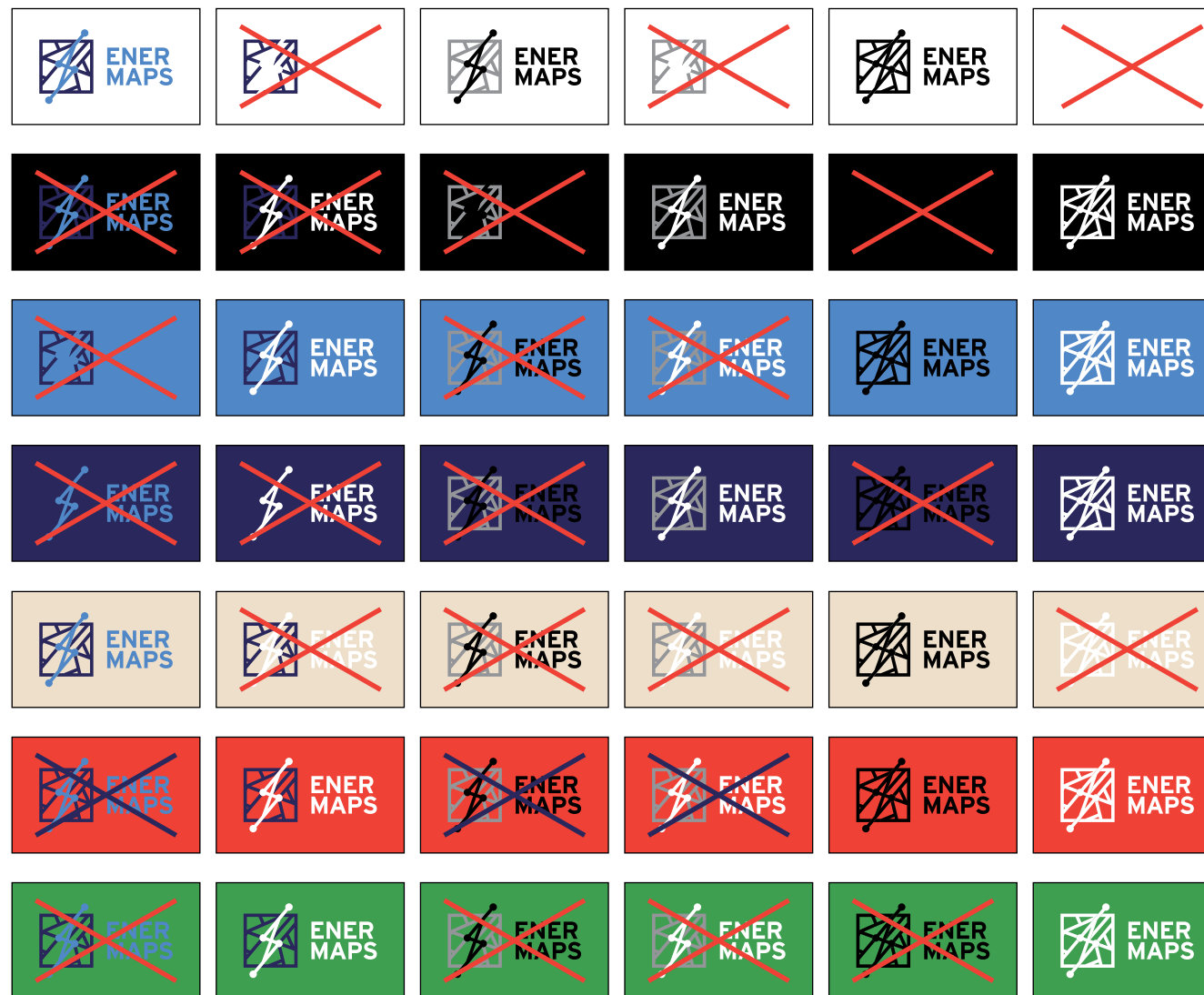
[F]

1.3

LOGO VARIATIONS
ON BACKGROUNDS

The logo may be placed on various backgrounds. The background should always provide contrast for legibility. When using the logo on background subjects such as photographs or illustrations, extra precautions must be taken.

When used on a coloured background, pay special attention at the contrast between the background colour and the green accents in the logo.



1.4

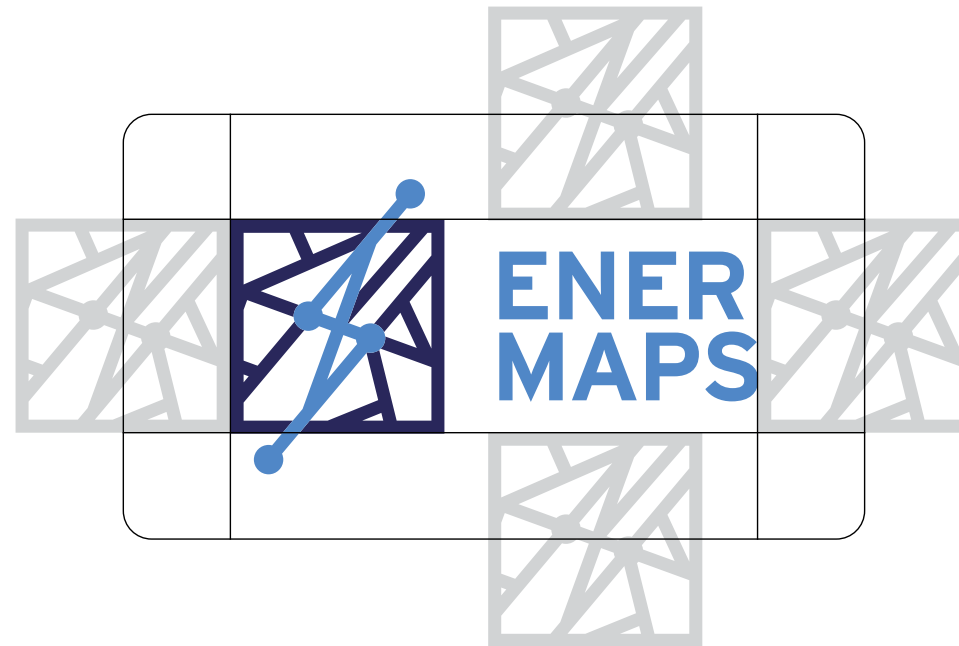
**LOGO
EXCLUSION ZONE****Minimum space**

The minimum space around the logo should at least be equivalent to half the size of the map symbol - see illustration.

Minimum size

The size of the logo varies from one application to another. The minimum size is indicated by the width of the logo. For all printed material the minimum width of the logo is 20 mm and 70 pixels for digital use. The logo should never be smaller to avoid compromising its legibility.

The logo should always be placed in a prominent position, so it appears clear and distinct. There should always be a logo on all brochure covers and advertisements, printed as well as electronic. Around the logo there should always be enough space to ensure a powerful and clear visual image. The amount of clear space is in direct proportion to the size of the EnerMaps logo and must not be altered.



20 mm

Minimum size - Printing

The logo's minimum width for print applications is 20 mm.



70 px

Minimum size - Digital media

The logo's minimum width for screen use is 70 px.

2.1

THE MAIN COLOURS

Colours are important to our visual identity and the consistency of their usage with the related themes is essential. The main colors should be used as default colors, for example for texts, backgrounds, boxes. The secondary colors are to be used as accent colors, to highlight or differentiate content.



Backgrounds

To allow the content to stand out, we recommend staying away from detailed, saturated backgrounds.

White or black backgrounds are clear canvases against which our lively colours glow and text and imagery stand out. Especially light or dark colours, will provide good contrast as well.

Always avoid overlapping our colours on other background colours.

BLUE



C **70** M **40** Y **0** K **0**
R **80** G **135** B **199**
HEX # **4F87C6**

PURPLE



C **100** M **100** Y **40** K **20**
R **41** G **39** B **91**
HEX # **29265A**

2.2

SECONDARY COLOURS

Colours are important to our visual identity and the consistency of their usage with the related themes is essential. The main colors should be used as default colors, for example for texts, backgrounds, boxes. The secondary colors are to be used as accent colors, to highlight or differentiate content.

TURQUOISE



C 70 M 0 Y 35 K 0
R 45 G 189 B 182
HEX # 2DBC B5

GREEN



C 75 M 10 Y 90 K 5
R 63 G 159 B 81
HEX # 3F9F 51

BEIGE



C 6 M 10 Y 20 K 0
R 238 G 223 B 202
HEX # EDDF C9

RED



C 0 M 90 Y 85 K 0
R 239 G 65 B 54
HEX # EF40 36

ORANGE



C 0 M 45 Y 90 K 0
R 249 G 157 B 51
HEX # F89D 33

YELLOW



C 5 M 15 Y 80 K 0
R 244 G 209 B 82
HEX # F3D0 51

3.1

TYPOGRAPHY



About Interstate

Interstate is a digital typeface designed by Tobias Frere-Jones in the period 1993-1999. The typeface is based on the FHWA series of fonts, a signage alphabet drawn for the United States Federal Highway Administration in 1949.

Frere-Jones' Interstate typeface, while optimal for signage, has refinements making it suitable for text setting in print and on-screen, and gained popularity as such in the 1990s.

The typeface Interstate has been chosen as the primary typeface for all EnerMaps applications. When the use of Interstate is not possible (emails, Microsoft Office documents), the typeface Arial is to be used instead.

Interstate

(Thin) Improving data availability for energy research and energy management. *(Thin Italic) Improving data availability for energy research and energy management.*

(Extra Light) Improving data availability for energy research and energy management. *(Extra Light Italic) Improving data availability for energy research and energy management.*

(Light) Improving data availability for energy research and energy management. *(Light Italic) Improving data availability for energy research and energy management.*

(Regular) Improving data availability for energy research and energy management. *(Italic) Improving data availability for energy research and energy management.*

(Bold) Improving data availability for energy research and energy management. (Bold Italic) Improving data availability for energy research and energy management.

(Black) Improving data availability for energy research and energy management. (Black Italic) Improving data availability for energy research and energy management.

(Ultra Black) Improving data availability for energy research and energy management. (Ultra Black Italic) Improving data availability for energy research and energy management.

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