

# BRAND IDENTITY GUIDE



# ABOUT


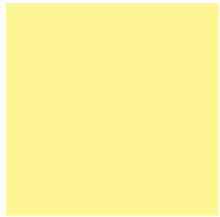





The California Energy Commission (CEC) is leading the state to a 100 percent clean energy future for all. As the state's primary energy policy and planning agency, the Energy Commission plays a critical role in creating the energy system of the future - one that is clean, is modern, and ensures the fifth largest economy in the world continues to thrive.

This Brand Identity Guide details specific guidelines reflective of the CEC brand in regard to color usage, the CEC logo, and fonts. Contact the CEC at [mediaoffice@energy.ca.gov](mailto:mediaoffice@energy.ca.gov) if you have any questions regarding this Brand Identity Guide.


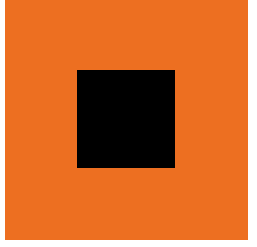
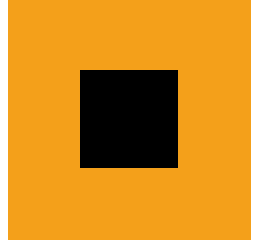


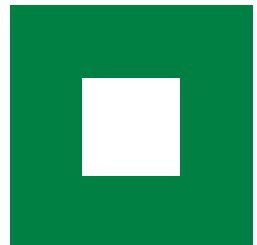
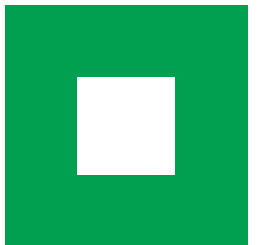
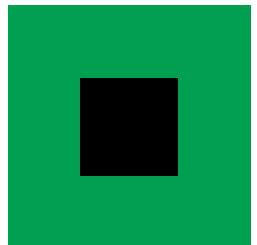
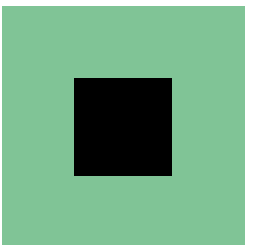
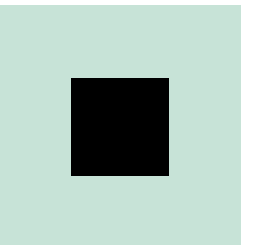


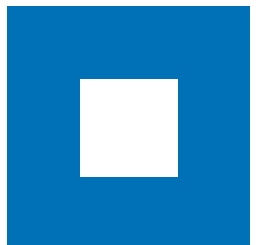
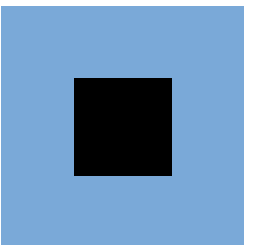





# COLOR USAGE

## Color Palette:

1	2	3	4
			
#E37739	#EFA941	#FEDF6A	#FFF694
5	6	7	8
			
#008449	#00A259	#92C7A0	#D1E7DD
9	10	11	12
			
#003F6E	#00548A	#0071B6	#85AEDA
13	14		
			
#664827	#947552		

## Passing Color Contrast Combinations:

1	1	2	3	4			
							
Passes for: <b>Large Text Graphics</b>	Passes for: <b>Regular Text Large Text Graphics</b>	Passes for: <b>Regular Text Large Text Graphics</b>	Passes for: <b>Regular Text Large Text Graphics</b>	Passes for: <b>Regular Text Large Text Graphics</b>			
5	6	6	7	8			
							
Passes for: <b>Regular Text Large Text Graphics</b>	Passes for: <b>Large Text Graphics</b>	Passes for: <b>Regular Text Large Text Graphics</b>	Passes for: <b>Regular Text Large Text Graphics</b>	Passes for: <b>Regular Text Large Text Graphics</b>			
9	10	11	12	13	14	14	
							
Passes for: <b>Regular Text Large Text Graphics</b>	Passes for: <b>Regular Text Large Text Graphics</b>	Passes for: <b>Regular Text Large Text Graphics</b>	Passes for: <b>Regular Text Large Text Graphics</b>	Passes for: <b>Regular Text Large Text Graphics</b>	Passes for: <b>Large Text Graphics</b>	Passes for: <b>Regular Text Large Text Graphics</b>	

*Any other combination of branded colors must be checked for passing color contrast on a case by case basis.*

# OUR LOGO



## Same Identity & Soul Clear, Impactful, Bold

The weight of our state and what it represents as well as our commission's name, just more pronounced and accessible to read

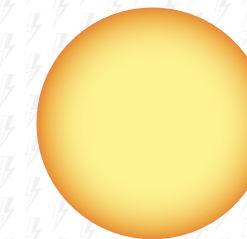
## Logo Elements



### California Bear

**Noble, Steadfast, Ferice, Purposeful**

Protectively watching the bright future of our state with the hint of a proud grin.



### Golden Sun

**Clean Energy, Power, Life**

Casting a bright future and shining down as a beacon of hope to all who look to combat climate change



### Shield of Resources

**Regulating, Protecting, Enforcing**

We are the protectors of our resources and energy future.



### Lightning Bolt

**Electricity, Natural, Speed**

Everything we do is focused on ensuring the future of our state's energy and generations to come.

## Logo Color Palette



RGB CODE

#003F6E

#00548A

#84ACD8

#92C7A0

#D1E7DD

#D0E4DB

#E4783C

#FFF594

#664827

#664827

# LOGO USAGE

## Acceptable uses

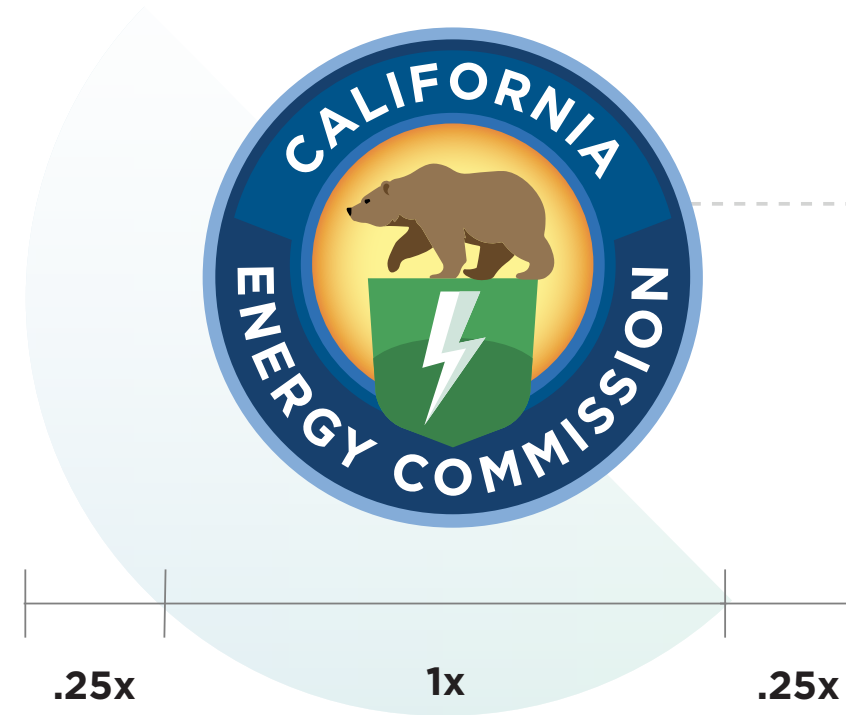


Color



Greyscale

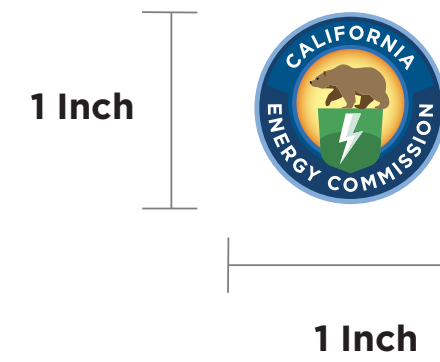
## Spacing



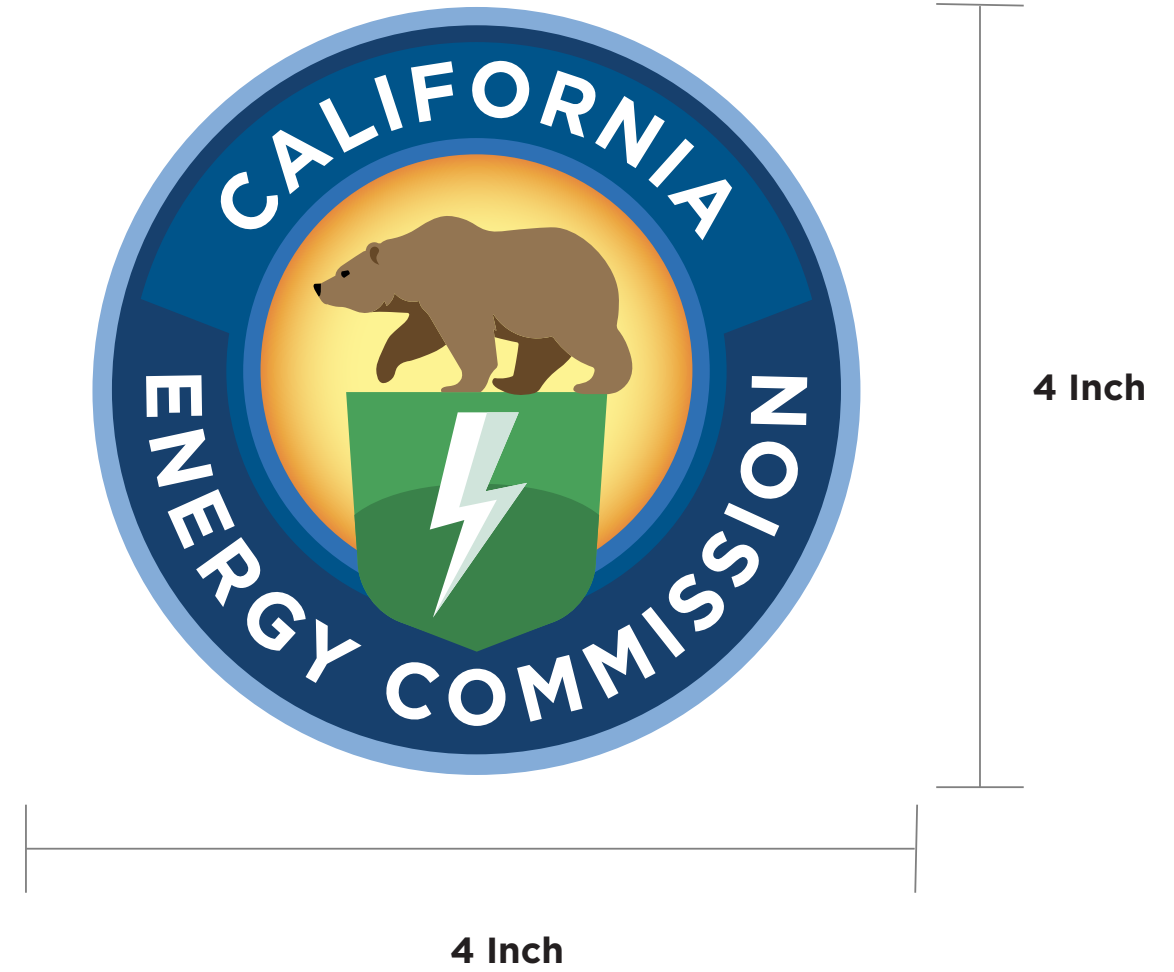
## Empty space

Always make sure logo is .25x (Width of logo) away from any other solid visual element, except branding elements at 20% opacity or lower.

## Minimum Size



## Maximum Size



## DON'T



Lighten



Rotate



Shear



Squish



Squeeze



Recolor



Lay text over



Cover with graphics



Place over photo or complex graphic

## SPECIAL USE

This version of the logo is reserved for use only on the California Energy Commission homepage.



# California ENERGY COMMISSION

## SPECIAL USE

This version of the logo is reserved for use only as the CEC favicon.



# FONTS & TYPE

The fonts below are used for official CEC graphic design projects.

## Gotham & Helvetica Neue

**Gotham Black**

headline

Helvetica Neue Condensed

body text

### California Energy Commission

The California Energy Commission is leading the state to a 100 percent clean energy future. As the state's primary energy policy and planning agency, the Energy Commission plays a critical role in creating the energy system of the future - one that is clean, is modern, and ensures the fifth largest economy in the world continues to thrive.

## Acceptable Styles

**Gotham Black**

***Gotham Black Oblique***

**Gotham Bold**

***Gotham Bold Oblique***

Gotham Book

*Gotham Black Oblique*

**Gotham Bold Condensed**

**Gotham Medium Condensed**

Gotham Book Condensed

**Helvetica Neue Cond. Black**

***Helvetica Neue Cond. Black Oblique***

**Helvetica Neue Cond. Bold**

***Helvetica Neue Cond. Bold Oblique***

Helvetica Neue Condensed

*Helvetica Neue Condensed Oblique*

Going with light, extra light, thin, etc. typefaces is okay, but will affect accessibility and should only be used deliberately with large text.

