



# SCTE ENERGY 20/20 BRAND GUIDE

VERSION 1.6.21

## OUR BRAND MESSAGE

SCTE ENERGY 20/20

Standards for today. Vision for tomorrow.

SCTE ENERGY 20/20 is expanding our vision and refocusing our objectives.

We're taking the program's success in energy management standards best practices and setting our sights on what's next. Our team is continuing our mission to innovate and educate our industry on ways to stay reliable and responsible.

Now that we've met our initial goals, SCTE is continuing to lead the way toward sustainability excellence in power reliability, availability, and performance. There's more work to be done. We're setting bigger objectives, developing better practices, and sharing best of breed training to ensure our vision of responsible and dependable energy management is realized – and maintained – always with our customers in mind.

## THE LOGO



The logo is comprised of three pieces; 1) the SCTE type treatment, 2) the Energy2020 logo type, and the 3) "Standards" tagline treatment.

There are other variations of the logo located on the following pages

## LOGO VARIANTS (with tagline)



PRIMARY LOGO

This is the main logo of the Energy 20/20 brand. It should be used in all primary applications and communications.



KO LOGO

In instances where the logo is going to be placed over a background color or picture it is ok to use the KO logo to ensure legibility.



ONE COLOR

There are occasions like in placing the logo on promotional items when you can only use one color. Then it is ok to use the one color logo. However the logo should only be used in one of the brand colors or in white.



GREY SCALE

On the off-chance that the logo can only be showcased in B&W, such as in printouts or other B&W applications than the grey logo should be used.

## LOGO VARIANTS (without tagline)



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## SIZING



Other graphics, logos or other elements should not infringe on the clear space area - which is the created from the size of the "E" in the logo.

MINIMUM SIZE



MINIMUM SIZE



The logo should not ever be used smaller than 1" or 70 pixels in height

## LOGO DON'TS



NEVER skew, stretch, squish, or distort the logo



NEVER add drop shadows or any other effects to the logo



NEVER separate the elements of the logo and use on their own.



NEVER change the color of the logo



NEVER place the logo on a background that makes the logo illegible

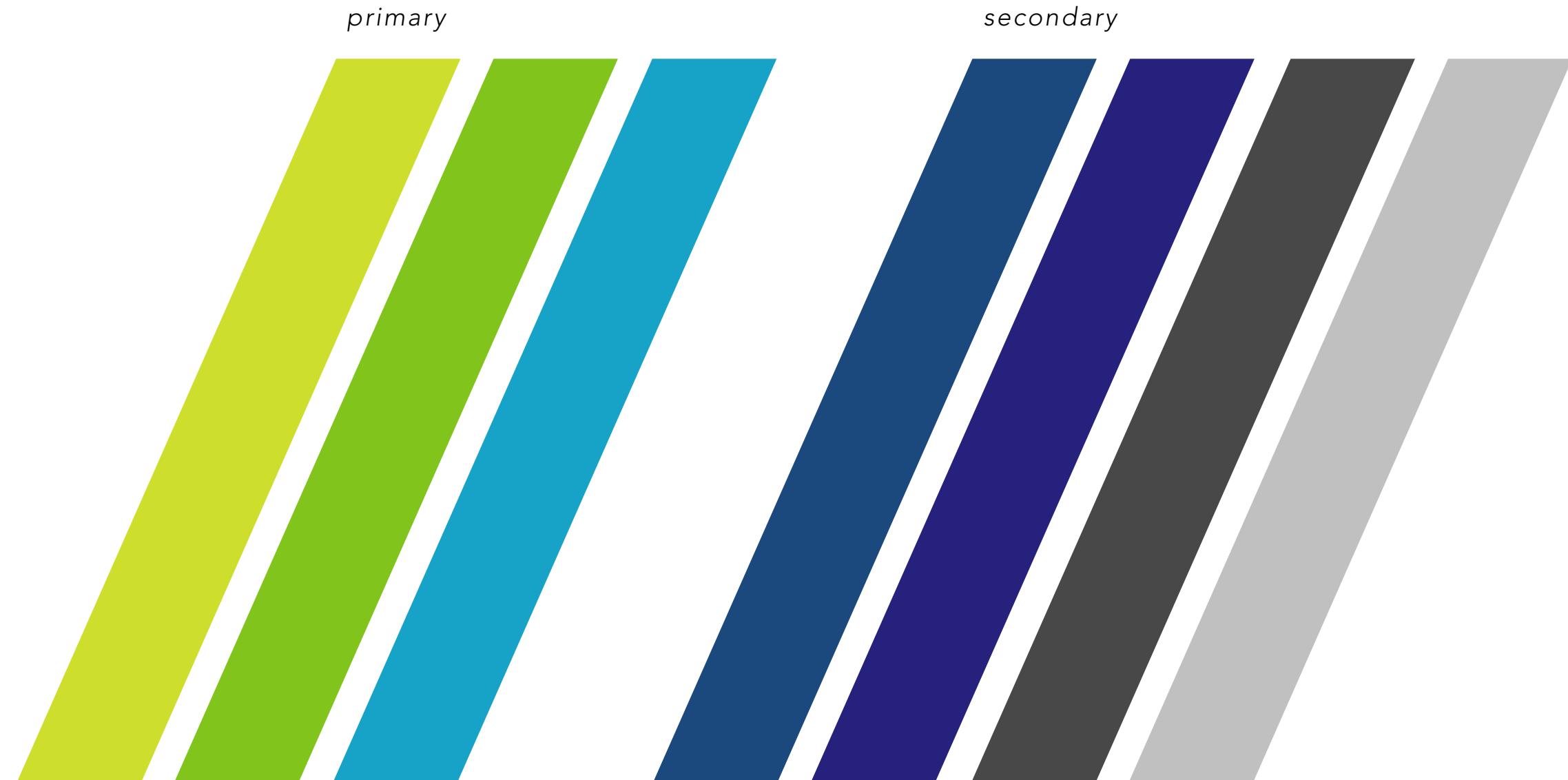
# COLORS

The color palate is an energetic mix of colors. Usage of the colors should reflect that energy.

The primary colors should make up >80% of the colors on all marketing materials.

The secondary colors should make up <20% of the colors on all marketing materials.

Body copy should only be shown in Race or Drive Grey. Headlines or subheads can be displayed in Go Green, Lit Blue, and Power Purple.



## Lime Green

c 20/0/100/0

r 205/222/45

w cdde2d

p 389c

## Go Green

c 50/0/100/0

r 128/196/28

w 80C41C

p 7687c

## Lit Blue

c 97/3/22/0

r 23/162/200

w 17A2C8

p 2200c

## Hyper Blue

c 100/59/17/25

r 27/72/125

w 1b487d

p 7687c

## Power Purple

c 100/90/10/0

r 33/37/125

w 25217d

p 2372c

## Race Grey

c 0/0/0/80

r 72/72/72

w 484848

p 2336c

## Drive Grey

c 27/20/20/0

r 192/192/192

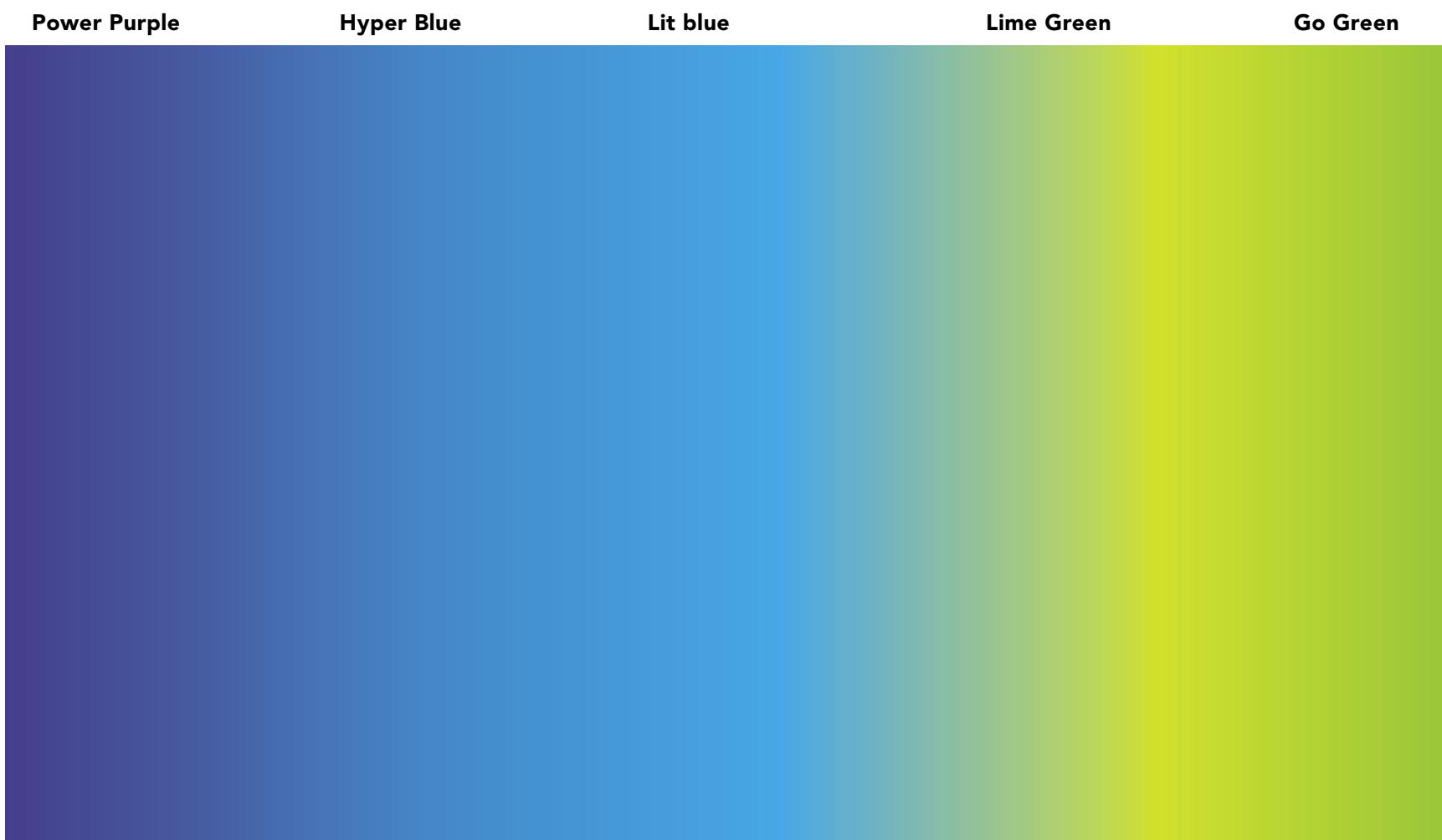
w C0C0C0

p 441c

# GRADIENT

The gradient can be seen in our logo and can be used as a background color.

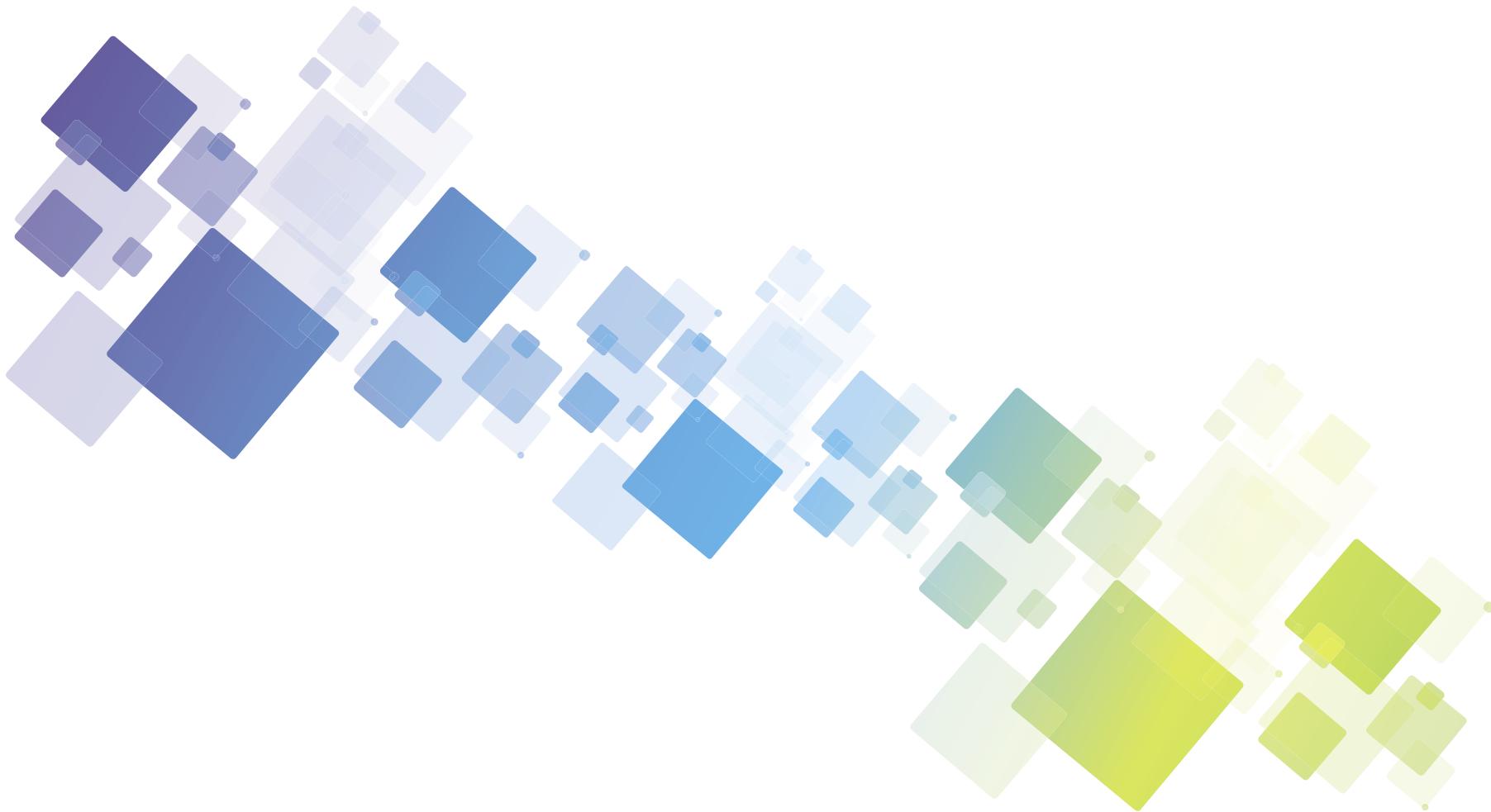
The gradient colors must always stay in the same order and must all be represented equally.



## ELEMENTS

In continuing with legacy look the dancing squares are also a part of this updated brand look.

However they will also take on the gradient colors and should follow the same rules.



## TYPE

Avernir LT is our primary typeface and should be used in all communications.

Avernir LT should be used for body copy and headlines.

Avenir Oblique should be reserved to emphasize copy, or for quotes or legal copy.

Avernir Heavy should be used to emphasize copy, or smaller titles such as subheads or section headers.

### Avenir LT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&

### Avenir LT Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&

### Avenir Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&

## TYPE alternative

In instances where Avenir might be problematic, such as email campaigns or any microsoft applications, Century Gothic should be used.

The same rules are to be applied to the alternative typeface as the primary typeface.

### Century Gothic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l o m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ &

### Century Gothic *Italic*

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l o m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ &

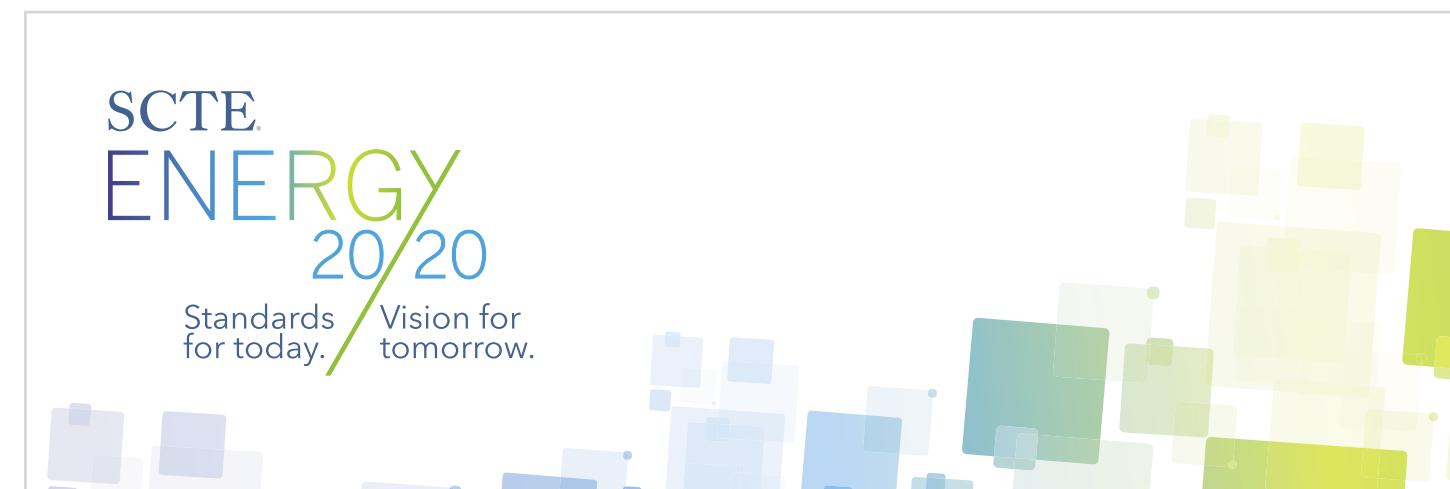
### Century Gothic **Bold**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l o m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ &

## SOCIALS

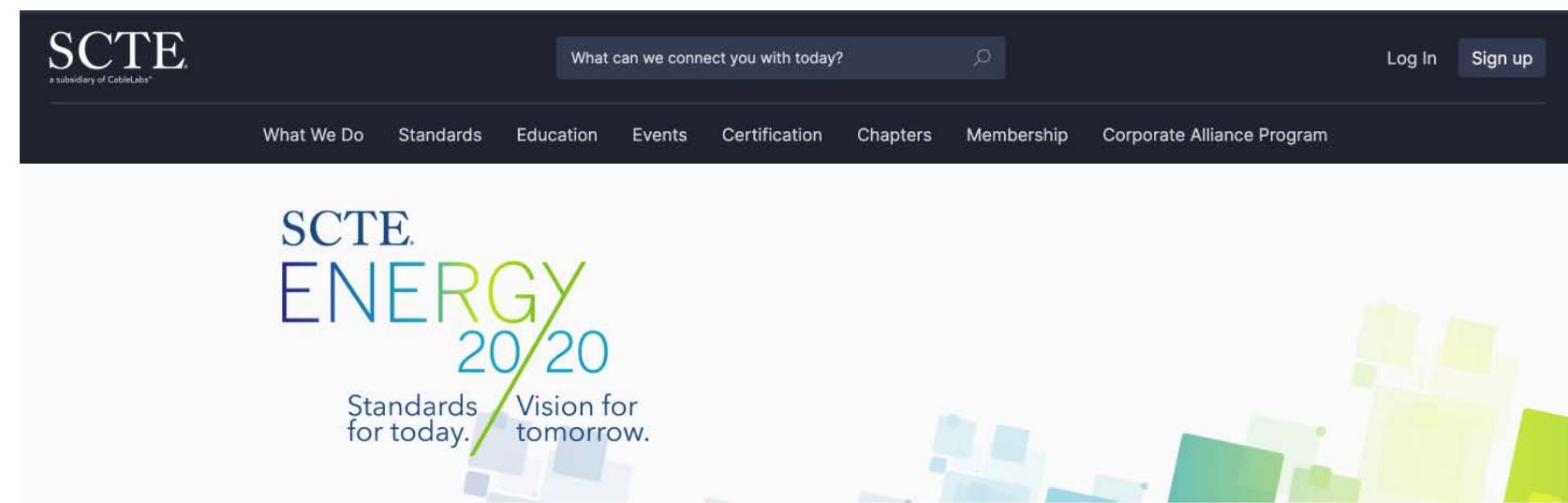


For social properties the above thumbnails are approved for use.



For social properties the above image is approved for header photo use.

## WEBSITE



To the left is a guideline to how the website design could look, based off of the guides for the colors, typeface, and graphic elements.

A section titled 'What is Energy Management and Energy 2020?' with two buttons: 'VIEW THE POWERPOINT' and 'LEARN MORE ABOUT ENERGY 2020'. The background has a gradient from dark blue to bright yellow-green.

Thank you for your cooperation in following our brand guidelines. The full brand book can be downloaded [here](#). If you have any questions please contact:

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