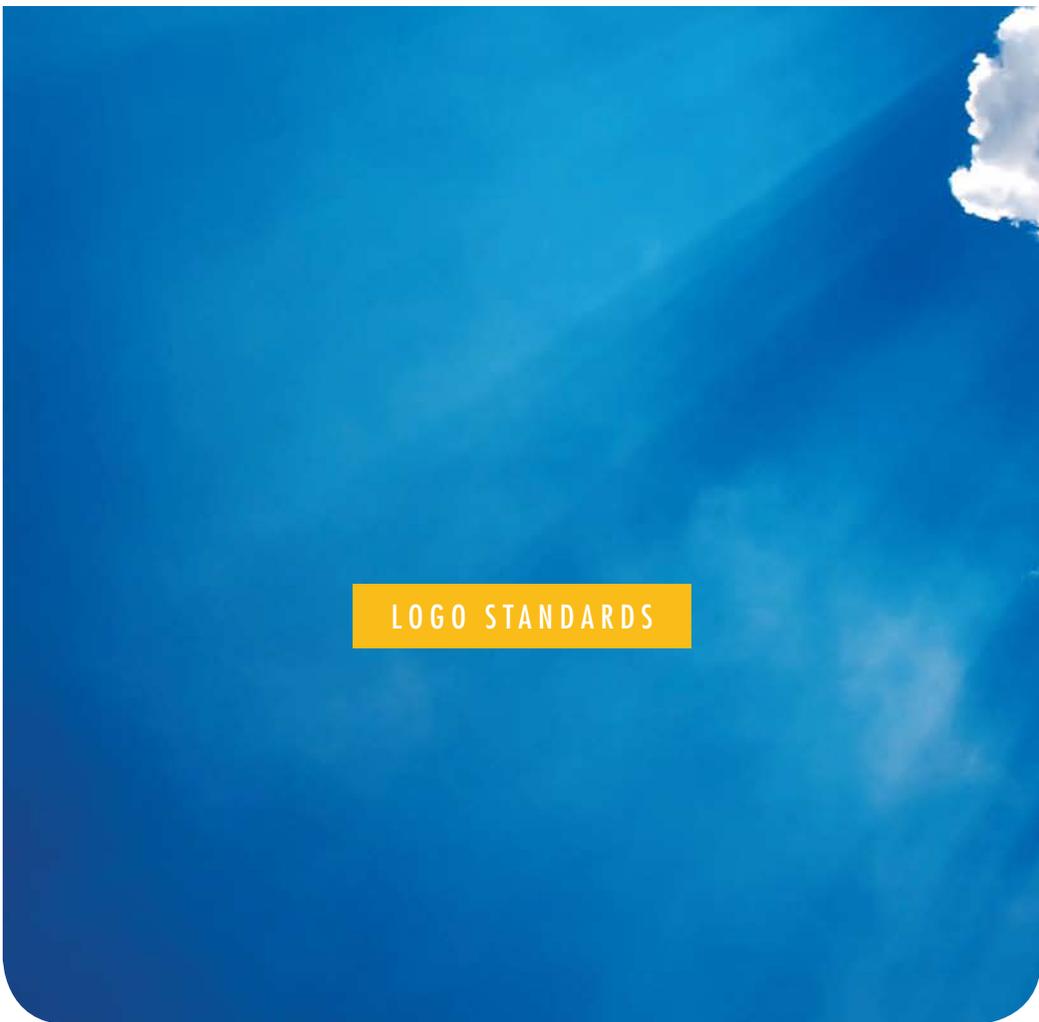


GO **solar**  
CALIFORNIA



LOGO STANDARDS

## LOGO STANDARDS

The **Go Solar California** logo consists of both a graphic and a type treatment. The graphic portion of the logo depicts the sun's rays in the shape of the word "solar."

To reinforce the branding standard of **Go Solar California**, the logo must be used correctly. In order to preserve the integrity of the logo, do not attempt to recreate or manipulate the graphic. Do not attempt to recreate the type treatment, as all font subtleties must be kept consistent throughout all uses and applications. Do not separate the graphic from the type treatment or attempt to recreate the logo. Please adhere to the following guidelines to ensure that the integrity of the identity is upheld.



## COLOR

The **Go Solar California** logo colors are critical to establishing a consistent brand. Always reproduce the logo in its original colors. Four color process and RGB builds and Hexadecimal values are also identified.

Note: Make sure to use the appropriate format of the logo for its application. For example, if the logo is being used on items that require simple line work, make sure to choose the file that has no colors.



Gold: PMS 7408

C: 2 M: 27 Y: 99 K: 0

R: 249 G: 188 B: 25

Hex: f9bc19



Blue: PMS 7461

C: 78 M: 25 Y: 9 K: 0

R: 13 G: 152 B: 199

Hex: 0198c7

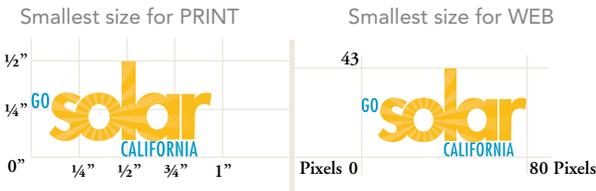
## CLEAR SPACE

A clear space void of any imagery and typography must always surround the logo. As shown in the diagram below, the clear space is the height of the center of the letter “o” in the word “solar” as illustrated with the grey box. This area must not contain any mark, graphic or type to allow for spacing room for the identity.



## SIZE

To ensure legibility, the **Go Solar California** logo should be reproduced in print no smaller than ½” high. The logo should be reproduced on the web no smaller than 80 pixels wide. In any use, take care to ensure that the integrity and legibility of the logo are preserved. The logo should never be stretched to fill a space. The proportions should always be maintained.



## USE

In order to preserve its integrity and legibility, there are certain rules to follow when using the **Go Solar California** logo. Do not place the logo on complex backgrounds that impair readability or conflict with the logo colors. Do not place the logo within bodies of text. Do not stretch or warp the logo. Do not modify the color or proportions of the logo. Do not attempt to recreate the logo font with standard fonts since they are custom.

## IDENTITY APPLICATIONS

### FULL COLOR



The full color logo should be used whenever possible. This is the primary usage of the logo. Do not attempt to recreate the identity or manipulate the logo in any way. The logo must be consistent to represent the Go Solar California branding.

### ONE-COLOR, PMS 7461



The one color versions of the Go Solar California logo should only be used when the final product is printed with a limited number of colors. The one color should only be produced in the approved PMS colors (See Colors, Pg. 2). If one of these colors is not an option, the greyscale or white versions should be used. If the logo is to be placed on a dark background, the gold or white version should be used. If a light background is being used, the blue or greyscale logos should be used. It is important to use the version that provides the greatest contrast for better readability. This is the alternative use of the logo.

### ONE-COLOR, PMS 7408



### GREYSCALE



The greyscale version should be used when only one color reproduction is possible. If the background is too dark for the greyscale logo, the white version below should be used. This is the alternative use of the logo.

### BLACK & WHITE



The black and white version should **ONLY** be used when gradients are not possible. The logo must be consistent to represent the Go Solar California branding.



## ACCEPTABLE USAGE



*Logo is clear and legible.*



*Logo is clear and legible.*

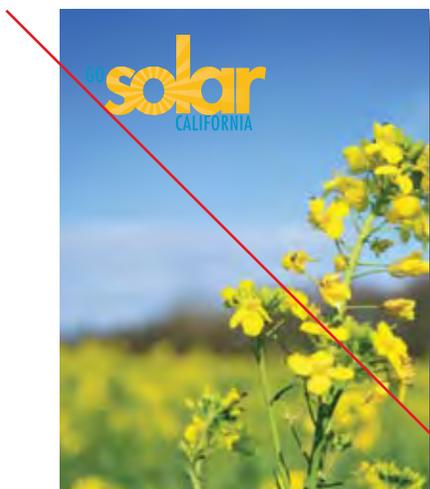


*Logo is clear and legible.*

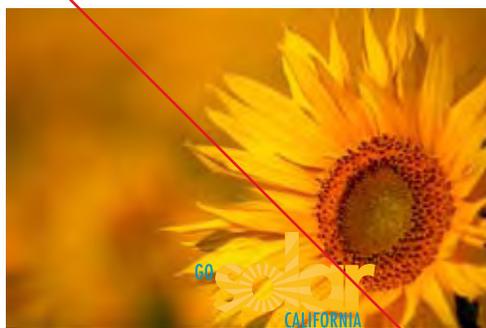
## UNACCEPTABLE USAGE



*Photo behind logo is very busy and distracting. Color of logo gets lost in background.*



*Blue color of logo gets lost in background color.*



*Color of logo gets lost in background color. Not enough clear space, logo is too close to the edge.*

## ACCEPTABLE USAGE



In order to preserve its integrity and legibility, there are certain rules to follow when using the **Go Solar California** logo. Do not place the logo within bodies of text. Do not stretch

*Logo is positioned next to text with appropriate clear space allowed.*



In order to preserve its integrity and legibility, there are certain rules to follow when using the **Go Solar California** logo. Do not place the logo within bodies of

*Logo is positioned above or below text with appropriate clear space allowed.*



*Logo is proportional, clear and legible.*



*Acceptable versions of the Go Solar California logo.*

## UNACCEPTABLE USAGE

In order to preserve its integrity and legibility, there are certain rules to follow when using the **Go Solar California** logo. Do not place the logo within bodies of text. Do not stretch the logo.

*Logo is positioned in text, without appropriate sizing standard or clear space.*

In order to preserve its integrity and legibility, there are certain rules to follow when using the **Go Solar California** logo. Do not place the logo within bodies of text. Do not stretch the logo.

*Logo is illegible when placed behind text. Do not adjust opacity of logo, it inhibits legibility.*



*Logo has been stretched/warped.*



*Do not modify the color of the logo.*



*Do not modify the proportion of the logo.*

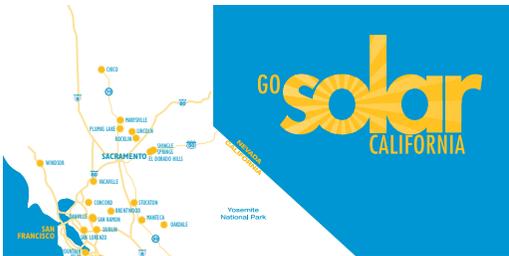


*Do not recreate or modify the fonts of the logo.*

## ACCEPTABLE USAGE



Acceptable usage of the one color logo.



Acceptable usage of the one color logo.



Acceptable usage of the one color logo.

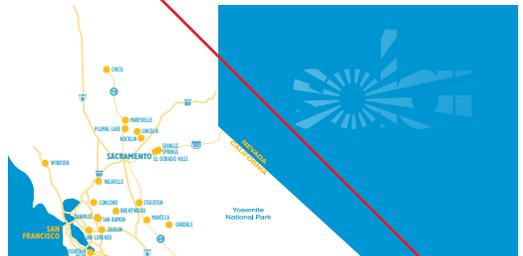


Acceptable usage of the grayscale logo.

## UNACCEPTABLE USAGE



One color logo should only be used when limited color printing is the only option. Full color logo should be used in this case.



The gold version of the one color logo should be used on the dark background to maintain legibility.



Black & white logo should only be used when gradients are not an option. This logo should not be used for printing, it may be used for embroidery or in some cases of screen printing.



Grayscale logo should only be used when grayscale printing is the only option. Full color logo should be used in this case.

## ACOMPANYING FONTS

The Go Solar California brand consists of the font family, Futura. When creating material for the Go Solar California brand, refer to the following acceptable examples of the Futura family.

### Futura Family

#### Futura Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890?@%&\$!

#### *Futura Book Oblique*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890?@%&\$!

#### Futura Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890?@%&\$!

#### *Futura Medium Oblique*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890?@%&\$!

#### **Futura Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890?@%&\$!**

#### ***Futura Bold Oblique***

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890?@%&\$!**

#### Futura Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890?@%&\$!

#### *Futura Heavy Oblique*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890?@%&\$!

#### Futura Light Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890?@%&\$!

#### *Futura Light Condensed Oblique*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890?@%&\$!

#### Futura Medium Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890?@%&\$!

#### *Futura Medium Condensed Oblique*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890?@%&\$!

#### **Futura Bold Condensed**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890?@%&\$!**

#### ***Futura Bold Condensed Oblique***

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890?@%&\$!**

#### **Futura Extra Bold Condensed**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890?@%&\$!**

#### ***Futura Extra Bold Condensed Oblique***

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890?@%&\$!**

## QUESTIONS

Regarding any questions related to this standards guide, please contact:

**California Energy Commission's  
Media & Public Communications Office  
New Solar Homes Partnership**  
1516 Ninth Street, MS-29  
Sacramento, CA 95814-5512  
tel. 916.654.4989

[www.GoSolarCalifornia.org](http://www.GoSolarCalifornia.org)

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For information on the **New Solar Homes Partnership**  
or Solar Incentives for new residential construction visit:

**[www.GoSolarCalifornia.org](http://www.GoSolarCalifornia.org)**

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