



LOGO  
STANDARDS

# Logo Standards

The **California Sun Certified Energy Efficient Home** logo consists of two parts, the logo type and the surrounding sun graphic. The *California Sun Certified* is set in New Gothic Medium and *Energy Efficient Home* is set in Warnock Pro Semibold. The type treatment should not be re-created, as all weight and letter spacing must remain consistent in all uses and applications. The sun graphic is used to reinforce solar branding.

In order to reinforce the branding standard of **California Sun Certified Energy Efficient Home**, the logo must be used correctly, which is stated in the following guidelines.

## color

The bright, energetic colors in the **California Sun Certified Energy Efficient Home** logo were selected to demonstrate an energetic and sunny image that supports the **California Sun Certified Energy Efficient Home** solar message and to ensure readability. Always reproduce the logo in its original colors. Four color process and RGB builds 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 or screens in it.*

### ORANGE PMS 144

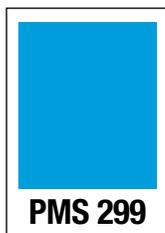
C: 0 M: 48 Y: 100 K: 0 R: 248 G: 152 B: 29

### GOLDEN YELLOW PMS 123

C: 0 M: 24 Y: 94 K: 0 R: 255 G: 196 B: 37

### BLUE PMS 299

C: 85 M: 19 Y: 0 K: 0 R: 0 G: 157 B: 220



## clear space

A clear space void of any imagery and typography must always surround the logo. As shown in the diagrams below, the clear space (denoted with an 'x') is always proportional to the height of the two lines of type reading *California Sun Certified Energy Efficient Home*.



## size

To ensure legibility, the **California Sun Certified Energy Efficient Home** logo should be reproduced in print no smaller than .75 of an inch tall. The logo should be reproduced on the web no smaller than 75 pixels. In any use, take care to ensure that the integrity and legibility of the logo are preserved.



## use

To preserve its integrity and legibility, there are certain rules to follow when using the **California Sun Certified Energy Efficient Home** logo.

- Do not place the logo on complex backgrounds that impair readability or conflict with the logo colors.
- Do not place the logo within a sentence or paragraph.
- Do not stretch or warp the logo.
- Do not modify the color or proportions of the logo.

## alternative application

The one color versions of the **California Sun Certified Energy Efficient Home** 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. If one of these colors is not an option, the black or white version should be used. If the logo is to be placed on a dark background, the yellow or white version should be used. If a light background is being used, the blue, orange, or black logo 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.

ORANGE



YELLOW



BLUE

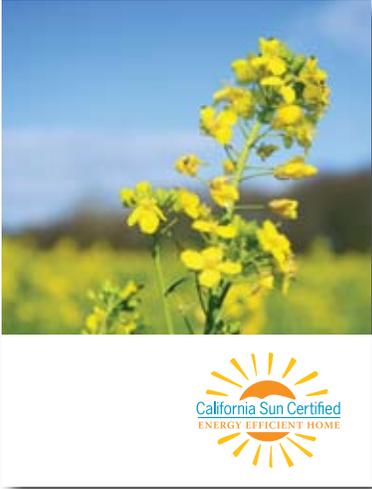


## black & white application

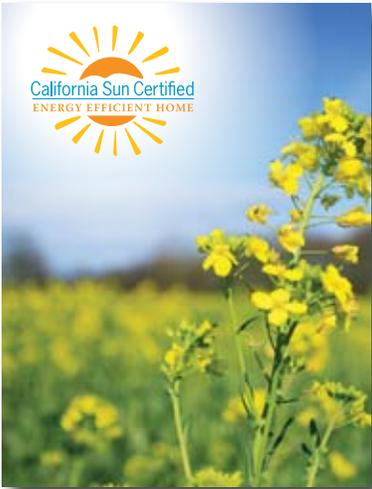
The black and white version should **ONLY** be used when color versions are not possible. The logo must be consistent to represent the **California Sun Certified Energy Efficient Home** branding.



## acceptable usage



Logo is clear and legible.



Logo is clear and legible.

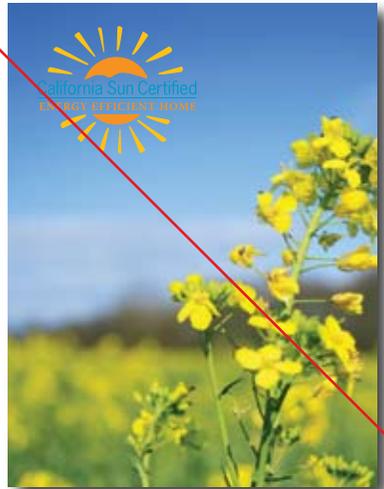


Logo is clear and legible.

## 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



Acceptable usage of the one color logo.



Acceptable usage of the one color logo.



Acceptable usage of the one color logo.

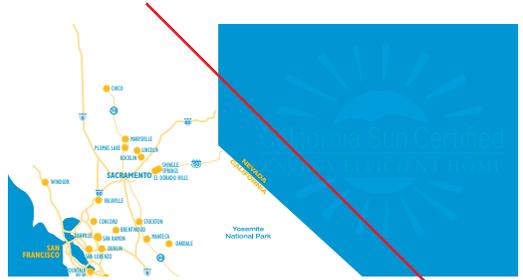


Acceptable usage of the black and white logo.

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



Black & white logos should only be used when the full color version is not an option.



Black and white logos should only be used when limited color printing is the only option. Full color logo should be used in this case.

## 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

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.

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

and legibility, there are certain rules to follow when using the  logo. Do not place the logo within bodies of text.

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

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.

## questions

CALIFORNIA ENERGY COMMISSION'S  
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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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