



# BRAND STYLE GUIDE

# TABLE OF CONTENTS

- Brand overview ..... 3
- Brand logo ..... 4
- Logo usage ..... 5
- Color palette ..... 9
- Color tints and gradients ..... 11
- Assets ..... 12
- Tables and graphs ..... 13
- Iconography and infographics ..... 14
- Photography ..... 15
- Applied brand style ..... 16
- Applied to PowerPoint ..... 17
- Brand elements ..... 18
- Color blocks, arrows / notches ..... 19
- Grid application ..... 20
- Typefaces ..... 21
- Text style ..... 22
- Text style usage ..... 23
- Sub-brands ..... 24
- Co-branding ..... 25

# BRAND OVERVIEW

Peninsula Clean Energy is a community choice energy (CCE) provider serving San Mateo County and the City of Los Banos. We offer environmental and economic benefits to residents and businesses of San Mateo County.

## Mission

Reduce greenhouse gas emission by expanding access to sustainable and affordable energy solutions .

## Vision

A sustainable world with clean energy for everyone.

## Brand

Our brand was originally created to be approachable, friendly and non-threatening. It featured bright colors, simple, almost child-like drawings and illustrations. We have transitioned to a more professional, modern, clear, upbeat and clean look.

## Positioning line

As we build awareness, we are using the following to clearly state what we do and the value we provide: “Cleaner energy. Lower rates. Community reinvestment.”

## Tone and manner

We are friendly, approachable, yet highly credible. We want our customers to feel confident in us and view us as a valued and trusted resource for information about energy. We recognize the urgency the public feels about global climate change and are earnest in helping lead the community to cleaner energy and a better environment.

## Key brand attributes

Our brand attributes include cleaner energy, lower cost, proactive reduction of carbon emissions, financial strength, support for the community and local economy.

## Messaging

Key messaging focuses on the benefits of services and themes that resonate with our target audiences, including:

- ✔ Cleaner energy and positive impact on the environment
- ✔ Cost savings
- ✔ Reinvestment benefitting the local community

## Privacy

Privacy is important to us and to San Mateo County residents. All our public materials must contain the following statement: “Peninsula Clean Energy is committed to protecting customer privacy. Learn more at [PenCleanEnergy.com/privacy](https://PenCleanEnergy.com/privacy).”

## BRAND LOGO

The Peninsula Clean Energy logo incorporates a leaf-shaped light bulb and check mark to symbolize sustainability, energy and choice.

### Preferred logo

The horizontal logo with the leaf-shaped mark to the left is the preferred logo to use in communications.

### Vertical stacked logo

The vertical (stacked) variations shown is for use where needed to better fit the space provided.



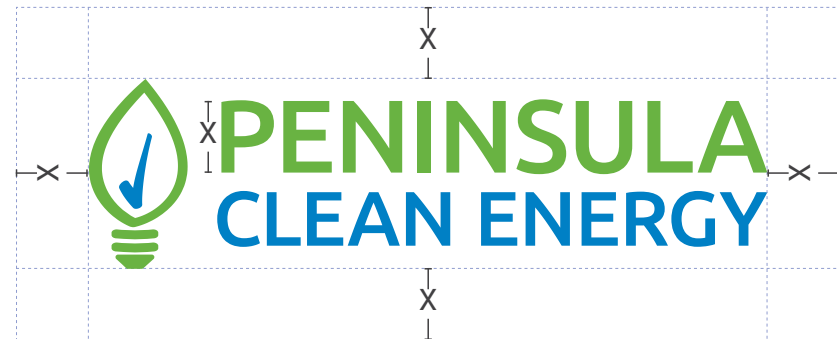
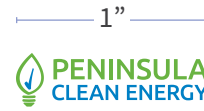
# LOGO USAGE

## Minimum size

The minimum size the logo should be displayed is one inch wide.

## Clear space

The height of the “P” in the logo equates to the minimum clear space margin. Observe clear space guidelines to ensure the logo is not inadvertently juxtaposed with other graphic elements.



# LOGO USAGE

## Minimum size

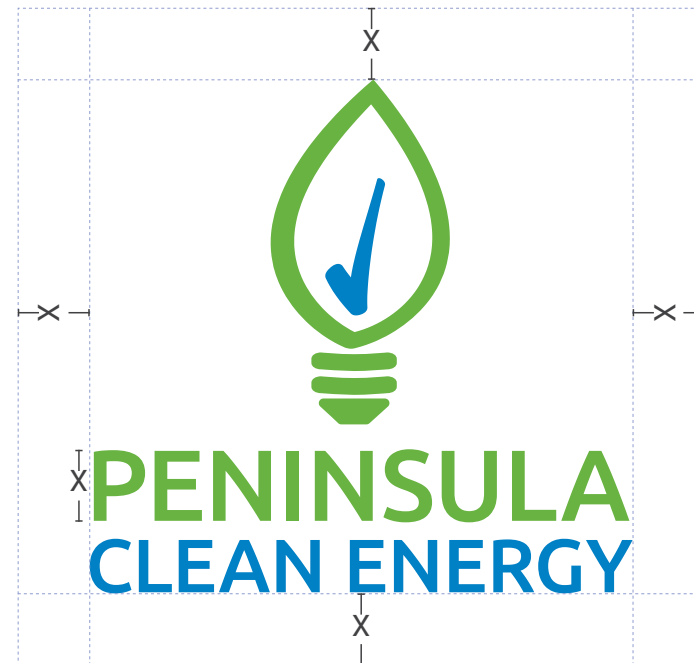
The minimum size the logo should be displayed is one inch wide.

## Clear space

The height of the “P” in the logo equates to the minimum clear space margin. Observe clear space guidelines to ensure the logo is not inadvertently juxtaposed.

## The leaf-shaped symbol

The exception for using the symbol by itself is in a social media icon.



# LOGO USAGE

## Full color and one-color

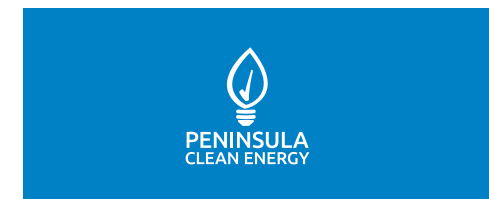
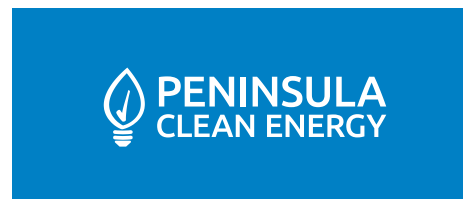
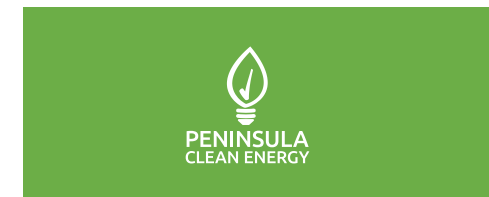
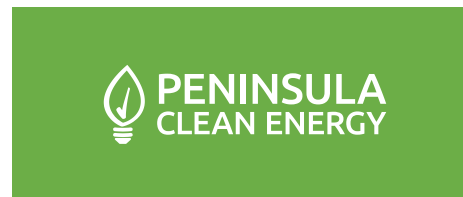
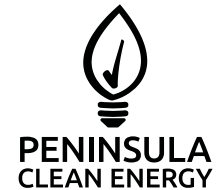
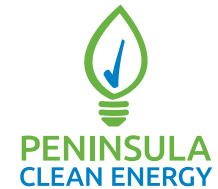
The preferred logo is the full-color, horizontal format. One-color black logos are used on light colors. On grays darker than 50% the logo should be reversed (white).

There are exceptions, for example, tone-on-tone may be used in certain circumstances, such as apparel, when it is not practical or possible to use the full-color logo. Such uses can also include when the background of the collateral needs to be in one of these colors.

## Reversed

In some situations when the logo can not be used in the preferred positive form, it can be reversed, or used in white on a color if there is sufficient contrast.

*Please contact Marketing for questions about placement and format of logo.*

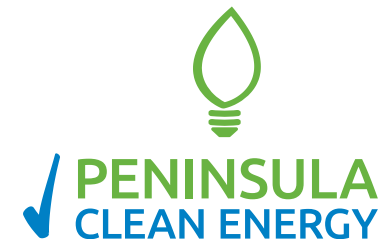


# LOGO USAGE

## Incorrect logo usage

Incorrect logo usage creates confusion and dilutes brand recognizability. Modifying the logo by stretching, recoloring, adding elements, subtracting elements, rearranging elements or otherwise distorting the original design is not allowed. The logos displayed are examples of **improper** usage.

Maintain clear space around logo, and do not use on busy backgrounds or on colors that clash or that do not provide for clear visibility. Do not use logo as a substitute for “Peninsula Clean Energy” in a sentence or in the middle of copy.





# COLOR PALETTE

## Primary color palette

Our color scheme is bright, colorful and eye-catching.

The logo color blue is PMS 3005. This gives the logo more strength, contrast and makes it easier to read.

## Accent color palette

Bright Yellow PMS 116 should be used sparingly as well for tints or in gradients for charts or background tones.

Warm Red PMS 165 is an accent color and should be used sparingly.

### Logo Blue

RGB 0/119/200

CMYK 100/35/0/2

Pantone 3005 C

Hex 0077C8

### Logo Green

RGB 107/165/57

CMYK 58/1/93/10

Pantone 7737 C

Hex 6BA539

### Bright Yellow

RGB 255 205 0

CMYK 0 10 98 0

Pantone 116 C

HEX FFCD00

### Warm Red

RGB 252/76/2

CMYK 0/77/100/0

Pantone 1655 C

Hex FC4C02

# COLOR PALETTE

## Secondary color palette

The color scheme is expanded and supported with the secondary colors. The dark gray is for text for print or web. For text it can be simplified to 90% screen of black. The medium gray and tints are used as secondary colors to supplement the primary color scheme for applications such as tables.

### Dark Blue

RGB 58/93/174  
CMYK 86/66/0/0  
Pantone 7455 C  
Hex 3A5DAE

### Light Green

RGB 169/194/63  
CMYK 36/0/87/2  
Pantone 2300 C  
Hex #A9C23F

### Dark Gray

RGB 83/86/90 CMYK  
63/52/44/33 Pantone  
Cool Gray 11 C  
Hex 53565A

### Yellow Green

RGB 208/233/0  
CMYK 15/0/99/0  
Pantone 389 C  
Hex D0DF00

### Medium Gray

RGB 167/168/169  
CMYK 33/24/20/02  
Pantone Cool Gray 6 C  
Hex A7A8A9

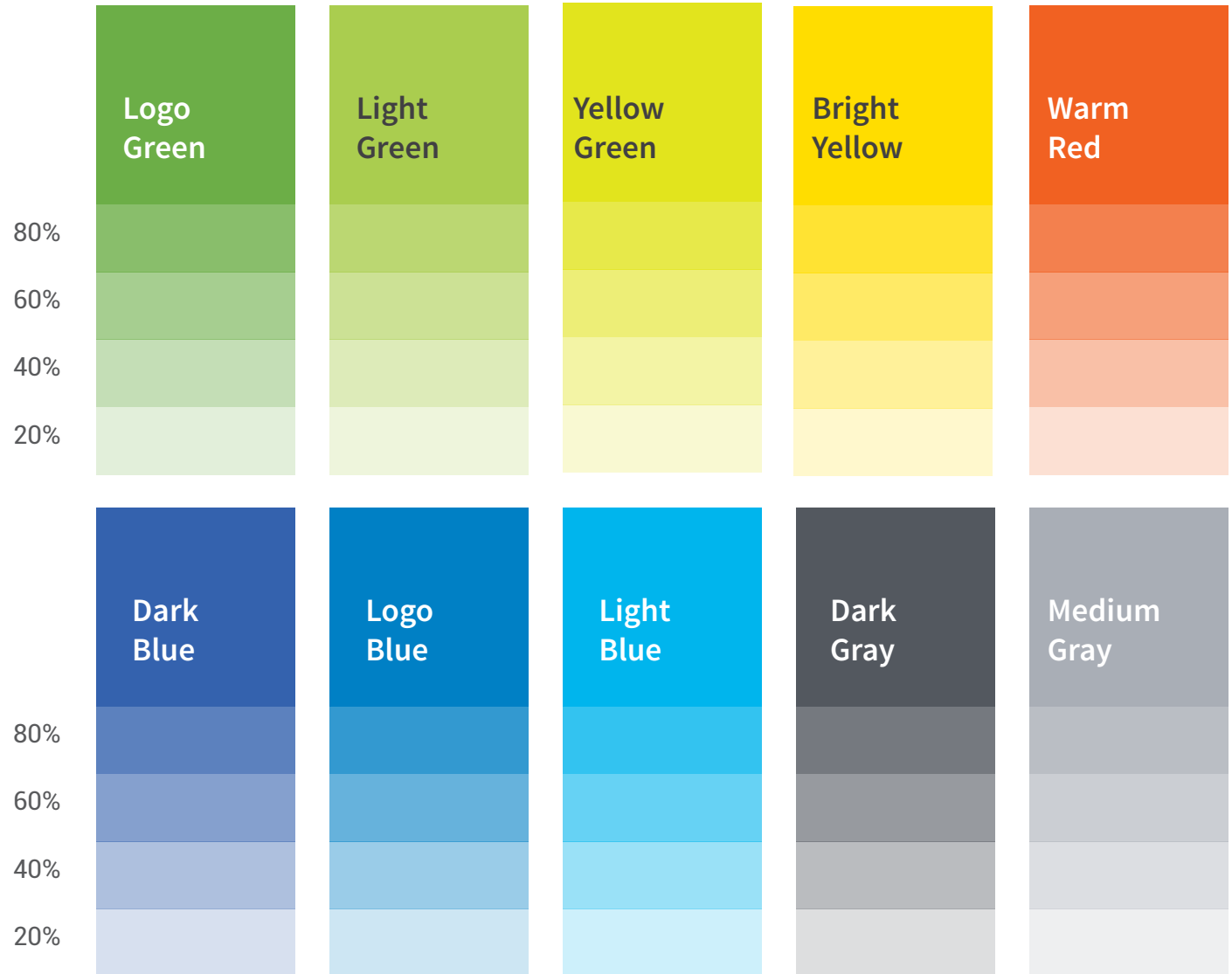
### Light Blue

RGB 0/169/224  
CMYK 79/3/0/0  
Pantone 2995 C  
Hex 00A9E0

# COLOR TINTS AND GRADIENTS

Each color can also be used in tint form. The following chart shows example tints for each color. Tints are generally reserved for charts or diagrams. Accent colors should be used sparingly.

When using tints next to each other, be sure there is sufficient value contrast.



# ASSETS

There are a number of graphic assets that support the brand:

## Radial (energy) dots and circular shapes

See page 16 for how they are used.

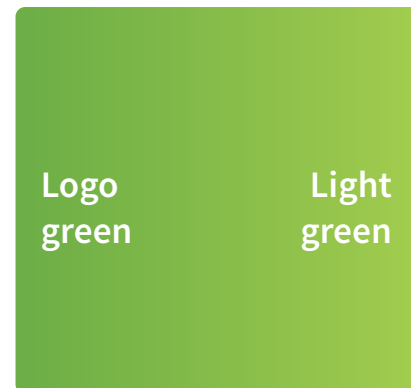
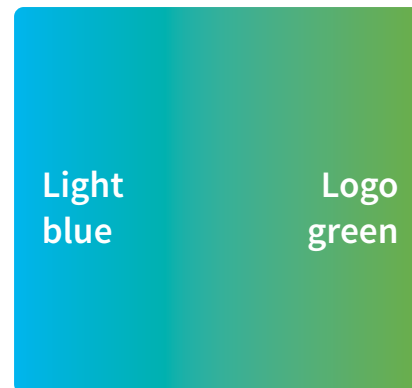
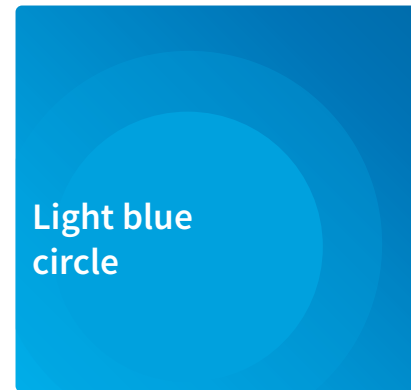
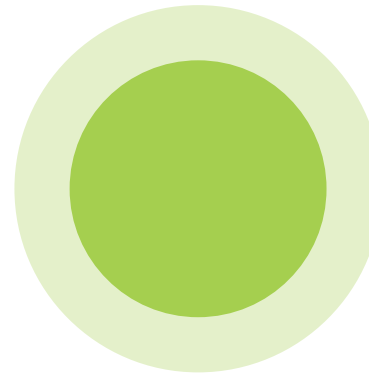
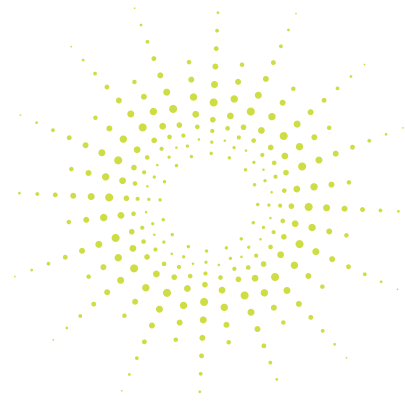
## Arrows and notches

Line arrows, used sparingly, to drive the eye to important information in a diagram.

Notch as pointers can be used sparingly from one solid information block to another to direct the eye to specific information. See page 19 for how they are used.

## Gradients with and without circular shapes

See pages 19-20 for how they are used.



# TABLES AND GRAPHS

## Tables

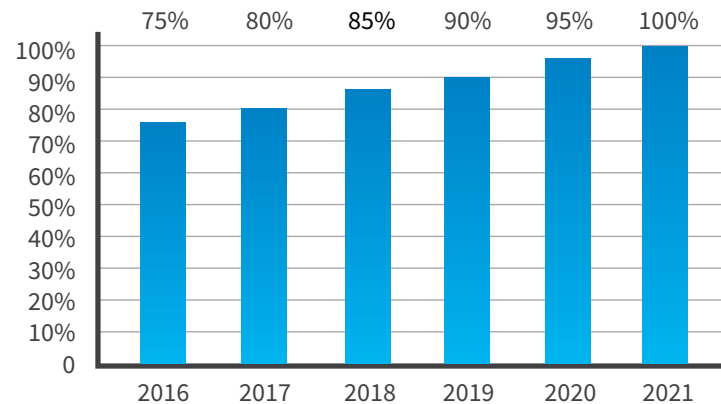
- Tables should use minimal colors. Reversed bold titles out of a dark enough value background to provide adequate contrast.
- Dark text on a light enough value, between 10% and 20% value to provide adequate contrast.
- ECOplus uses Logo Blue. ECO100 uses Logo Dark Green. Represent PG&E products or services as 60% screen of black and 50% (see PG&E Solar Choice in figure).
- The example here uses 0.3125 cells and .125 above and below text. Tables do not need to have radius corners. Horizontal rules are .5 points 90% black.

	ECOplus	ECO100	PG&E (opt-out)	PG&E Solar Choice
Renewable Energy	50%	100%	39%	100%
Greenhouse Gas Free Content	90%	100%	85%	100%
Electric Generation Rate	\$0.08407	\$0.09407	\$0.11757	\$0.09436
PG&E Electric Delivery Rate	\$0.13924	\$0.13924	\$0.13924	\$0.13924
PG&E PCIA/FF	\$0.02762	\$0.02762	N/A	\$0.02979
Total Electricity Rate	\$0.25093	\$0.26093	\$0.25681	\$0.26339

## Charts

Charts should use minimal colors and can use any of the tints or gradients as appropriate.

Percent carbon-free energy by year.



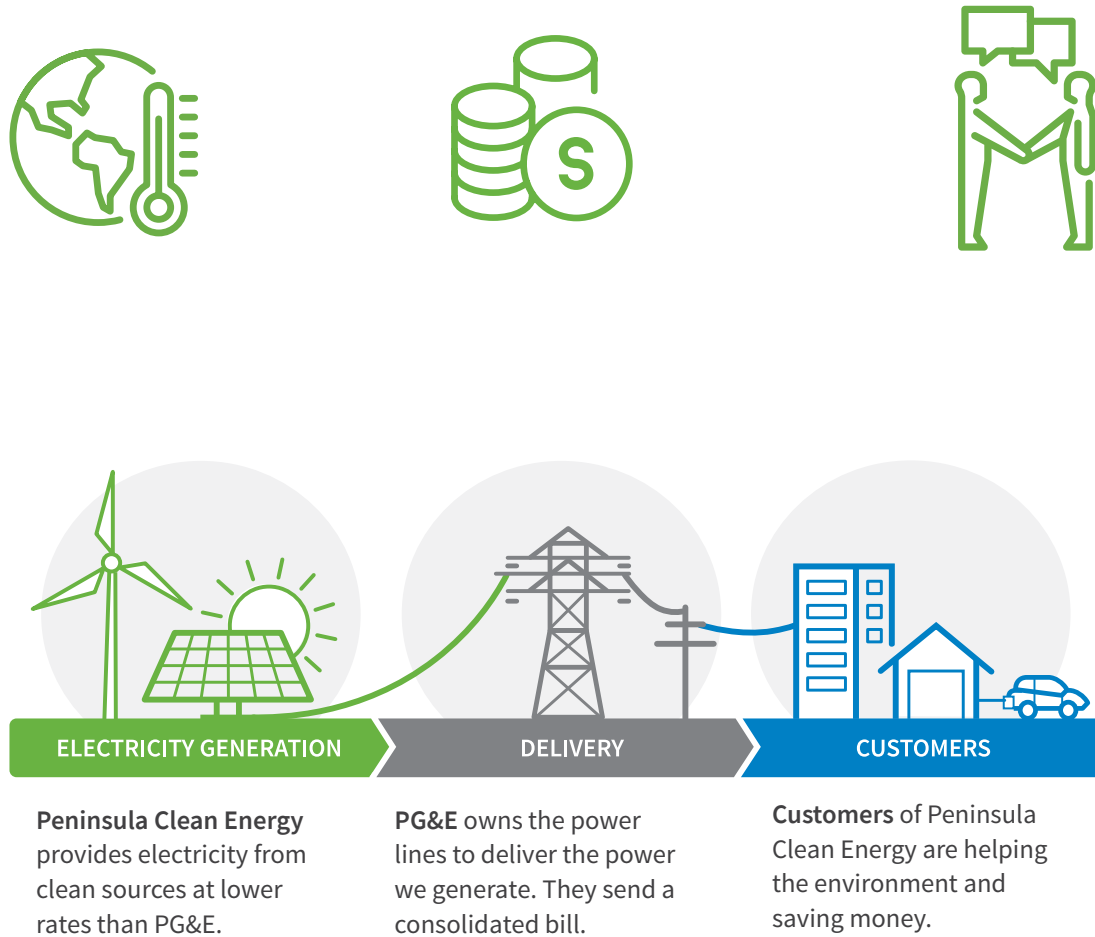
# ICONOGRAPHY AND INFOGRAPHICS

## Iconography

The graphic elements of the brand play an important role in communicating an instant connection to renewable energy, sustainable communities and choice. Graphic elements, with preference for outlines may be used in combination with photography, as stand alone assets, or to create infographics.

## Infographics

This infographic has been simplified to iconic line drawings with directional label tabs and descriptive copy below. Supporting icons should also have the same style as “outlines”, i.e., not solid-fills. When licensing or developing icons, be aware of consistent style and weight at the size they are being used.



# PHOTOGRAPHY

Photo colors, composition and subject matter should be consistent with our brand attributes. I

Our photos tend to be editorial or journalistic, not abstract. Generally they are straight, not tilted, and taken with a long depth of field (i.e., most of the field of view in focus). If people are in the photo, they should be active, engaged, natural (i.e., not posed, in general), unless portraits are required. Avoid special filters, mood lighting or stylized post-processing.

**Real, authentic, local:** As much as possible, images should be of our own power sources, mountains, coast, farmland, significant buildings, different neighborhoods, customers, etc.

**Relevant:** photos should tie directly to the content they are supporting, and be as informative as possible.

**Inclusive and diverse:** Photos of people should reflect the diversity of the communities we serve. Care must be taken to avoid offense or tokenism in the selection of images of people.

**Usage rights:** Except for those we create ourselves, we cannot use images without permission in writing. If there are people in the photos we take, we need their express permission as well.



# APPLIED BRAND STYLE

The visual elements that make up the Penninsula Clean Energy brand include:

- Photos
- Radial (energy) dots and circles
- Color blocks or bands
- Transparent layers
- Clean white background
- Icons





# APPLIED TO POWER POINT

- Cover Title  
With and without photos
- Section Page  
With and without photos
- Text with photo
- Table



# BRAND ELEMENTS

## Circles and energy dots

The use of circles and radial dots are elements of our brand identity. Circles represent the earth, balance, and our efficient, renewable future.

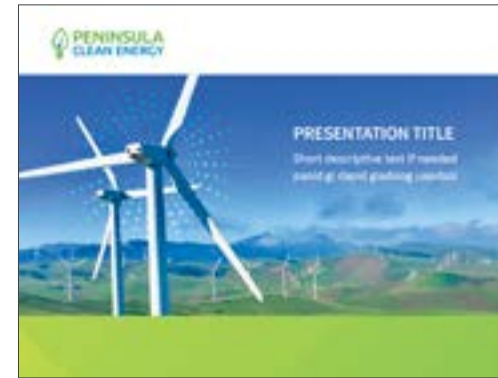
The energy radial dots represent energy and movement. The dots should be used consistently on a cover as a first reference, and then occasionally throughout your communications when the dots can reinforce or enhance your communication. They do not need to be used in every instance nor do the circle and dots need to be used together.

The dots emanate from a center point, as you can see from the example (A) and can go in any direction. It communicates energy from the sun, or wind turbine (B), direct your viewer's eye to text (B), or just an element to create excitement (C).

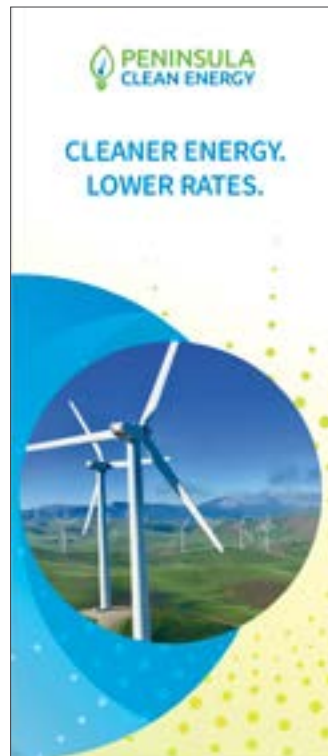
A



C



B



D



# COLOR BLOCKS, ARROWS / NOTCHES

## Color blocks

Energy elements come in from the sides with circular gradient background and yellow-green radial dots that break out from the grouping.

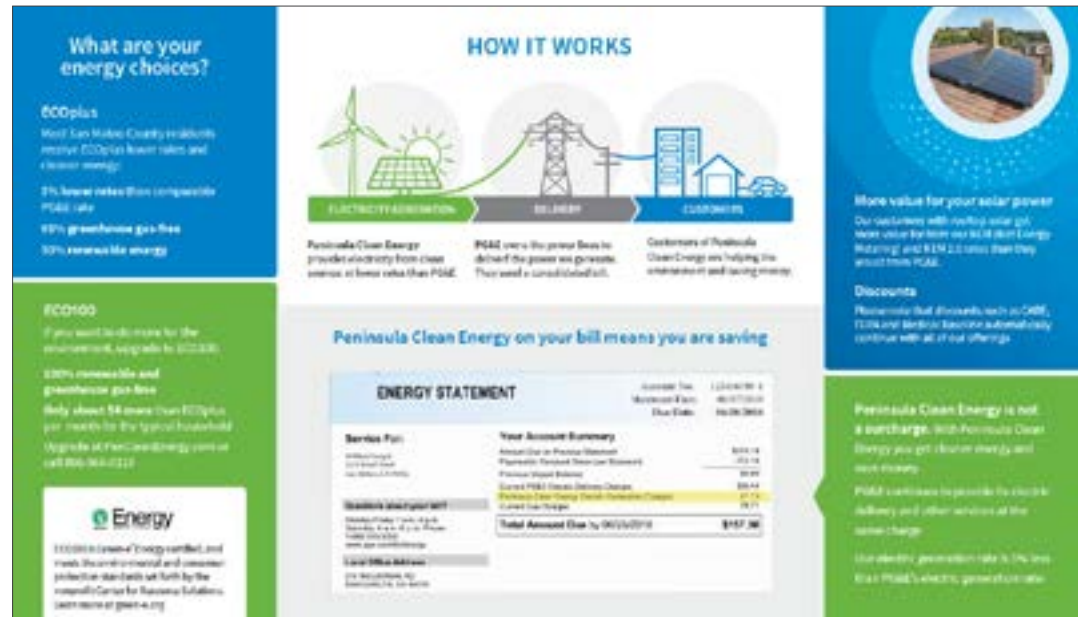
Use blocks of color with .05 radius corners. Use multiple circular transparent layers in blocks of color or in horizontal bands at the top or bottom of design. Use neutral pale blocks of gray behind icons or graphics instead of a color tint.

## Arrows and notches

The notches or arrow graphic elements are available for emphasis. The lined arrow is used in the “How it works” chart to separate colors and direct the eye to the next information block. The notch in the right green block directs the eye to key content.

## Multilingual

- Blocks of color to separate languages with blocks or bands of color with .05 radius corners, soft gradation or pattern background
- Uses harmonious colors within the blues and greens



# GRID APPLICATION

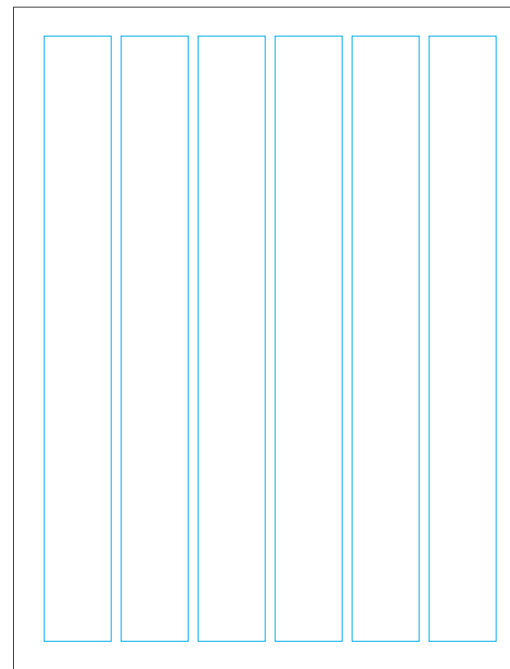
## Grid and layout variations

These examples use a 6-column grid for a simple information sheet. It can be used in various grid proportions such as: 2/4, 3/3, 1/6.

Brand elements used:

- Logo
- Circular and radial dots
- Color block or band
- Icons

The number of elements used is defined by your content message and available space.



# TYPEFACES

The brand typography uses Ubuntu and Source Sans Pro. Ubuntu is the font we use for our corporate logo and sub brands. We use Source Sans Pro for both subheads and body copy. This font has similar shapes to Ubuntu and pairs well with it, but is easier to read in sentence style for headlines and body copy. It is an open source, web-safe contemporary sans serif that displays well in digital and print formats. Both fonts are free and widely available. through font houses such as Font Squirrel, 1001 Fonts, from fonts.google, or sync if you are a subscriber to the Adobe Create Cloud.

## When to use sytem fonts

Arial is a system font and is used in cases when an email-safe font is required, you need to share a document outside of the company, or in certain applications that do not support all fonts. For documents created by employees, Arial is installed by default on their computer and provides consistency and support for the overall branding.

# Ubuntu

# Source Sans

LOGO

**Ubuntu**

Regular

*Italic*

**Medium**

*Medium Italic*

**Bold**

***Ubuntu Bold Italic***

FOR BODY COPY AND SUBHEADS

**Source Sans Pro**

Regular

*Regular Italic*

**Regular Semibold**

*Regular Semibold Italic*

**Bold**

***Bold Italic***

SYSTEM FONT

**Arial**

Regular

*Italic*

**Bold**

***Bold Italic***

# TEXT STYLE

The brand typography and size specifications, when applicable, are described here. When constraints limit font specifications, Arial is the default substitution. Black should not be used in designed collateral. Dark gray should be used in place of black.

For long headlines, and on the web, Subhead format can be used for headings.

This guidance applies to both web uses and print.

## WCAG 2.0 readability/contrast

We are designing to meet the AA level of WCAG 2.0.

Logo Green and white have a contrast of about 3.0. Note that normal text requires a minimum of 4.5.

Therefore logo green on white, and the reverse do **not** pass AA level for normal text.

*Logo Green on white (or the reverse) does pass for large text, minimum 18-pt or 14-pt bold.*

**Short titles.** Source Sans Semibold all caps

## HOW IT WORKS

**large headlines.** Source Sans Pro Regular or Semibold sentence

When you see Peninsula Clean Energy on your bill, you know you are saving.

**Small headlines.** Source Sans Pro Semibold sentence style.

When you see Peninsula Clean Energy on your bill,

**Body copy:** Source Sans Pro Regular

Ut quiant harchil laboreri cus ut andigni consequo es simincit eos enihili ctemporro cus si offictam, quias ad ut aliquo molores acea ium expliquamus, omnis estotas perumquassum comnia quam, aut ut eum ipsa etur? Nobit enitae. La dolorum quat rem at quam,

**Body copy with bold-lead-in:** Source Sans Pro Regular

**Ut quiant harchil laboreri** cus ut andigni consequo es simincit eos enihili ctemporro cus si offictam, quias ad ut aliquo molores acea ium expliquamus, omnis estotas perumquassum comnia quam, aut ut eum ipsa etur? Nobit enitae. La dolorum quat rem at quam,

# TYPEFACE USAGE

## Point size

Here are guidelines for choosing the right size text for your document as well as recommended line space (the space between each line of text) and letter-spacing (also referred to as tracking) to achieve optimum readability.

**Note WCAG 2.0 guidelines, page 22.** Logo green on white or the reverse must be minimum 18-point or 14-point bold.

## Line spacing (or line height)

In general, for design applications, such as InDesign, set text to 3 points of line spacing. An example of this is shown on the right, 11/14. Text size is 11 points and 14 is the line spacing. If you are using a Microsoft Office application, such as Word, you would set the preference to 1.15. For Web, as a general reference point, an ideal readability would be between 130%-150%.

## Letter spacing (Tracking)

In general, the smaller the text displayed, the more open the letter-spacing or tracking should be for readability.

**This is 14/17 point text with -20 tracking.** This is a good size for intro text. Keep the number of words on a line to no more than 20 or 25 words. Avoid hyphenations. Set your document to NO hyphenations.

**This is 12/15 point text with a -20 tracking.** Space at the end of a paragraph should be a minimum of 0.0625 in. Do not indent a new paragraph. Peninsula Clean Energy is San Mateo County's community choice energy (CCE) program.

**This is 11/14 point text.** Peninsula Clean Energy is San Mateo County's community choice energy (CCE) program. CCEs are community-controlled organizations that give local residents and businesses a say in where their energy comes from.

**This is a sample of 10/13 point text.** Peninsula Clean Energy is San Mateo County's community choice energy (CCE) program. CCEs are community-controlled organizations that give local residents and businesses a say in where their energy comes from.

**This is a sample of 9/11 point text with 0 tracking.** This size is a suitable size for short captions and minimum size for important terms and conditions. Peninsula Clean Energy is San Mateo County's community choice energy (CCE) program.

**This is a sample of 8/11 point text with -5 tracking.** This size is a suitable size for short captions or important terms and conditions. Peninsula Clean Energy is San Mateo County's community choice energy (CCE) program.

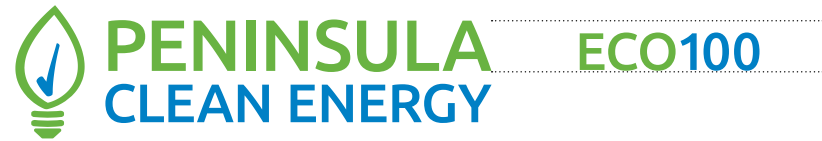
**This is a sample of 7/10 point text with -0 tracking.** This is the minimum size for "mousetype" copyright information on communications.

## SUB BRAND LOGOS

The sub brand logo colors for ECOplus and ECO100 use the same two colors as in the Peninsula Clean Energy logo: PMS 7737 and PMS 3005.

When shown together, the height of the sub brands should always be equal to or less than that of the “P” in the Peninsula Clean Energy logo.

**ECO100**    **ECOplus**





# CO-BRANDING

Contact the manager of marketing communications for logo use and branding in any co-branding situation.

In co-branding, wherever possible, the Peninsula Clean Energy logo should be shown in color on a white background and located in the upper left corner.

Logos should be separated and the co-brand should not be more dominant in the visual than the Peninsula Clean Energy logo.

## CO-BRANDING

Our ECO100 option is certified by Green-e® Energy, the leading North American renewable energy certification and verification program administered by the Center for Resource Solutions.

The Green-e Energy certified logo must be accompanied with “[www.green-e.org](http://www.green-e.org)” for the ECO100 option. When possible, the logo or wordmark must be an active link.

The registered trademark (®) must be used as follows: Green-e®.

The following language must be present next to the Green-e logo on all certified products’ Historical and Prospective Product Content Labels and Price, Terms, and Conditions and where the certified product is described most prominently on our website: “[Product Name] is Green-e Energy certified, and meets the environmental and consumer-protection standards set forth by the nonprofit Center for Resource Solutions. Learn more at [www.green-e.org](http://www.green-e.org).”

Read the Green-e Energy Code of Conduct at [www.green-e.org](http://www.green-e.org) to ensure logo or wordmark usage compliance.



### Medium Green

RGB 0/159/79

CMYK 100/5/100/0

Pantone 354U

Hex #009F4F

### Black

RGB 35/31/32

CMYK 0/0/0/100

Pantone Black 6U

Hex #231f20

PenCleanEnergy.com

2075 Woodside Road  
Redwood City, CA 94061

(866) 966-0110