

Graphics Standards

These are basic standards to be employed for the use of the Clean Energy logo and tagline. They are not meant to be restrictive, but are oriented to making the new Clean Energy brand work well across many applications. They are not meant to be encyclopedic. If you have special needs not covered in these pages, please write or call before going forward.

Most important, do not stretch the logo in any direction as you enlarge or reduce it, but make the change in strict proportion to the master file. The master logo files are available on the website at **www.cleanenergyfuels.com/logo**

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1. The Logo

The Clean Energy logo consists of the Symbol and Logotype



2. Colors

Corporate colors for the logo are as follows:



Pantone 661C



Pantone 361U



Pantone 418U

Note that PMS 661 blue is described as “coated”, while PMS 361 green and PMS 418 grey are described as “uncoated.” Every effort should be made to match these versions of the PMS colors regardless of surface being printed.

3. Corporate typefaces

Frutiger Light

North America's leader in clean...

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
01234566789578%&*+/-=

Frutiger Roman* (condensed to 95%)

North America's leader in clean...

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
01234566789578%&*+/-=

Frutiger Bold* (condensed to 95%)

North America's leader in clean...

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
01234566789578%&*+/-=

Frutiger 67 Bold Condensed

North America's leader in clean...

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
01234566789578%&*+/-=

*Note: Without exception, whenever these weights are used, they must be condensed to 95%

3. Acceptable uses of logo: colors

The Clean Energy symbol may be printed in the two corporate colors on a white background only. It may also be printed in a single color (black or grey) or reversed to white. If black or grey is unavailable, the darkest of the available colors should be used. If a colored background is necessary, under no circumstances should the logo be printed in two colors surrounded by a white "box."

Acceptable



Unacceptable



4. Acceptable uses of logo: proportions

The Clean Energy logo may only be used in the proportions provided. It may not be stretched or distorted in any way. Nor may it be constrained to a frame or shape of any kind.

Unacceptable



too "tall"



too "wide"



no framing devices allowed



wrong proportion of
symbol to logotype

5. Alternate symbol/logotype configurations

There are two acceptable configurations of Clean Energy's logo, depending on the circumstance. They are as follows:

Acceptable



centered version
"CleanEnergylogo-2."



side-by-side version
"CleanEnergy(1-line)"

Unacceptable

~~Clean Energy[®]~~



~~Clean Energy[®]~~



~~Clean Energy[®]~~



~~Clean Energy[®]~~

5. Tag Line

Clean Energy's corporate tag line is designed to complement the logotype, and as such, the typography has been customized. It should be used in EPS or JPEG form. It is available in one line or stacked, as shown. It may also be used in combination with the logo and is available for download as a unit.

Acceptable

North America's leader in clean transportation

one-line version

"CleanEnergytag(online)"

*North America's leader
in clean transportation*

stacked, flush left

"CleanEnergytag"



logo/tag line combination

"CleanEnergylogo&tag"