

**An Introductory
Guide to the
CE Brand**

June 2021

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Introduction

**Carbon, negative.
Outlook, positive.**

To highlight our growing commitment to RNG, we've developed a new logo and brand identity for the company. It's designed to be easy to use and flexible across various applications.

The following guidelines are meant to ensure consistency across all Clean Energy communication. Please reference our website and marketing materials to get acquainted with how the new brand should appear.

A brand is the sum of its parts, so we're relying on all of you to keep our visual identity strong and united.

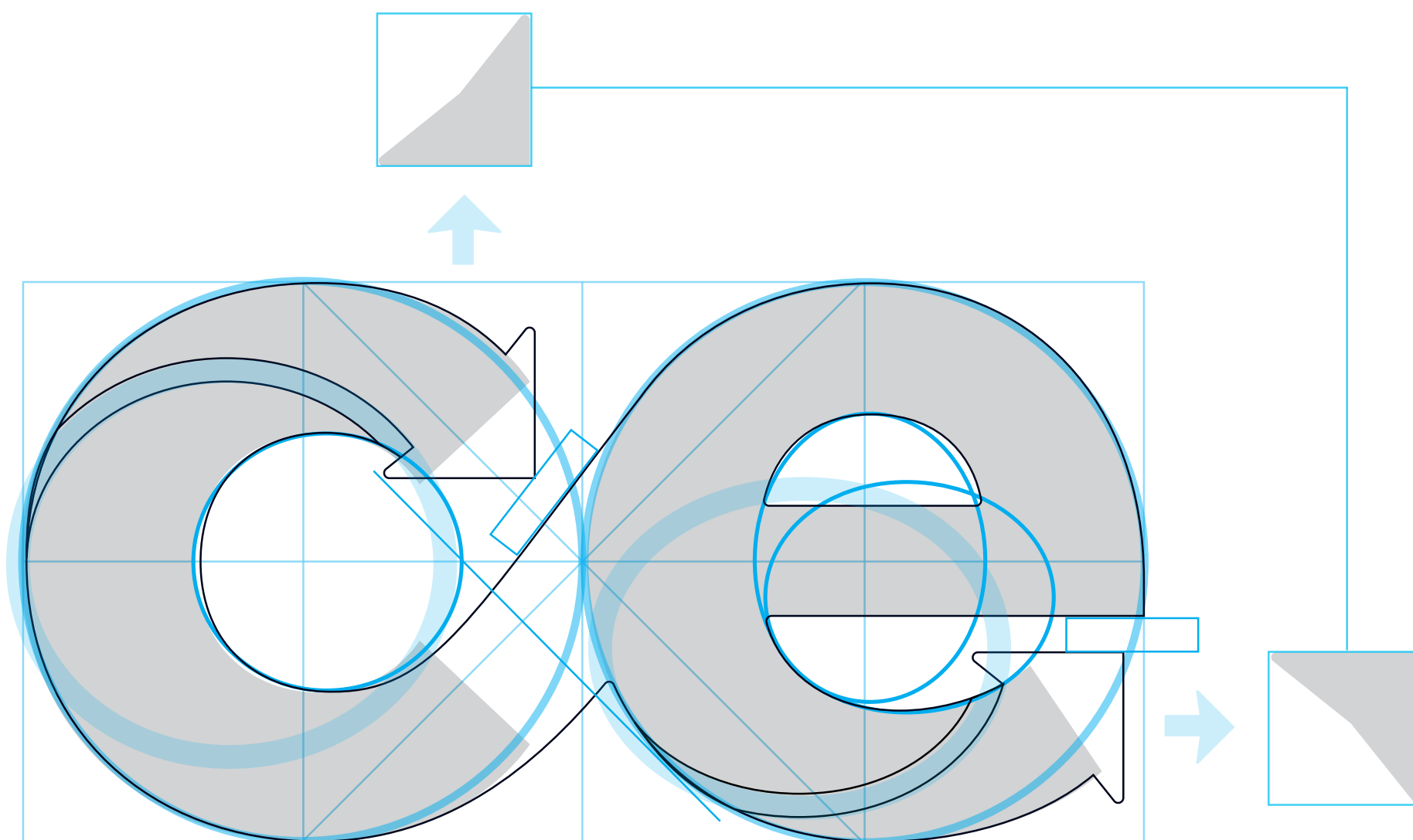
In the coming weeks we will be releasing additional templates and guides. If you have any questions in the meantime, we're here to help.

Please reach out to:
cleanenergy@arealab.la

Our Mission

We turn sustainability goals into reality with renewable natural gas (RNG) for transportation.

Logo: Inspiration



When we set out to design a new logo for Clean Energy, we knew we wanted to create a monogram of the company's initials: CE. This kind of logo is called a "lettermark" and it works well because it's instantly legible, easy to remember, and distinctly ours.

We also wanted the logo to reflect who we are as a company.

The arrows represent the concept of being infinitely renewable, depicting a circular economy where organic waste is turned into sustainable fuel.



Through the use of color, we take the concept one step further and communicate "earth," reinforcing the role Clean Energy plays in helping the planet.

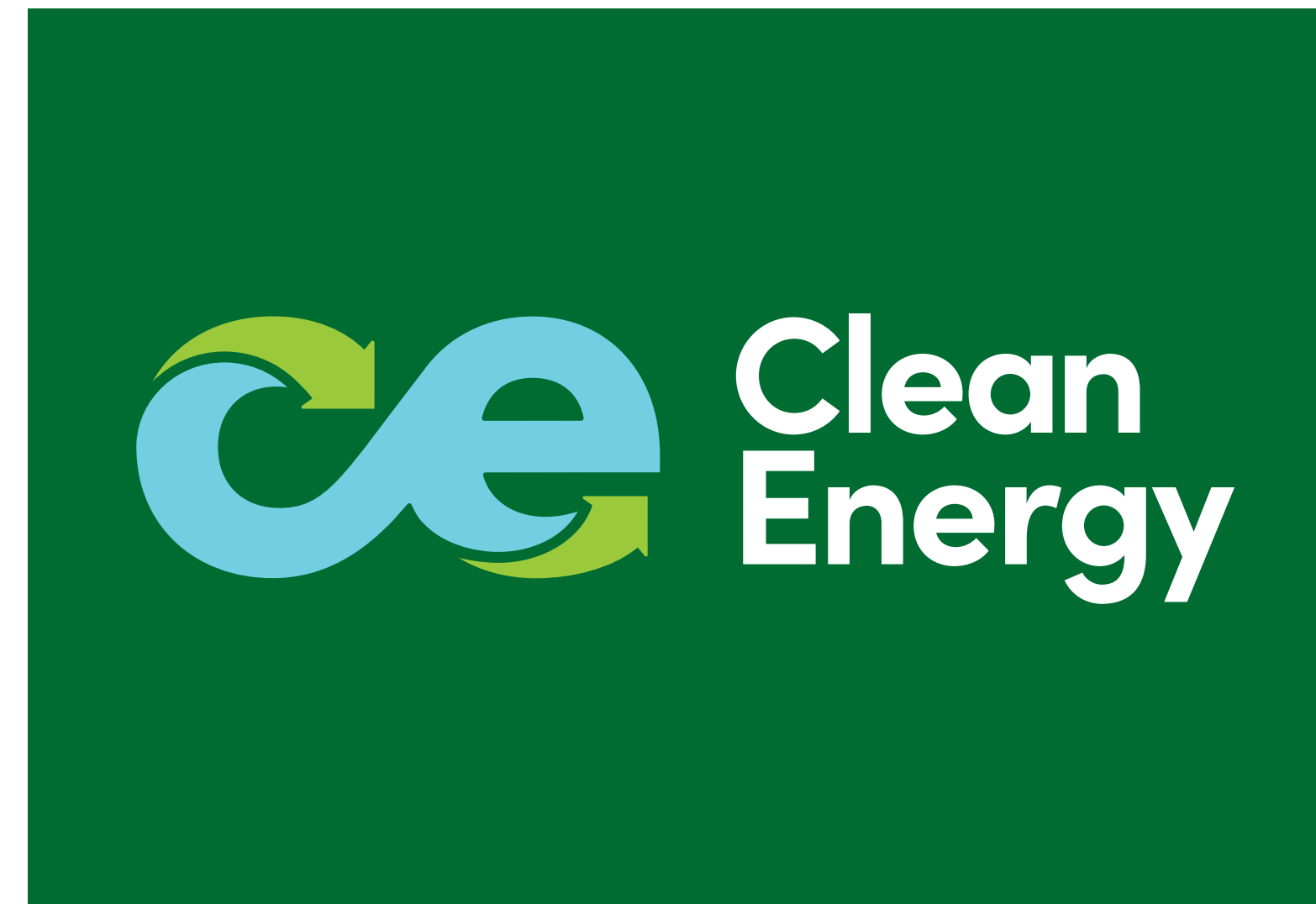
Logo: Primary Forms

Our logo is our most important brand asset. It's a combination of our CE lettermark and the Clean Energy wordmark. These are the two main formations of our logo: center-stacked and horizontal-stacked.

The CE lettermark must always appear on our signature brand color: Earth Green.



Center-stacked



Horizontal-stacked

* When grounded on green the logo is not enclosed and must appear on a full page of green or inside of dominant green shape.

Logo: Stadium Form

When applying the logo to a white background, use the stadium form of the logo. This ensures our lettermark is always surrounded by Earth Green.



Logo: Clear Space

Always give the logo space to breathe.

Center-stacked



$x = 1/3$ Lettermark Height*

Horizontal-stacked



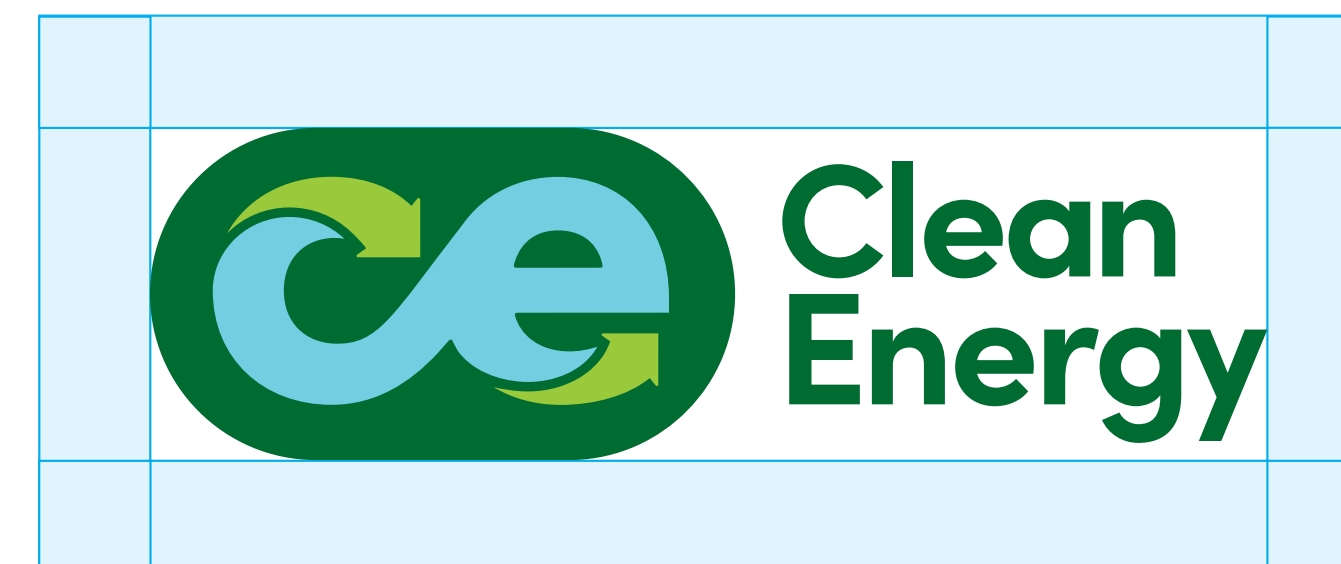
$x = 1/3$ Lettermark Height*

Stadium (Center-stacked)



$x = 1/3$ Stadium Height

Stadium (Horizontal-stacked)



$x = 1/3$ Stadium Height*

* When grounded on green the logo is not enclosed and must appear on a full page of green or inside of dominant green shape.

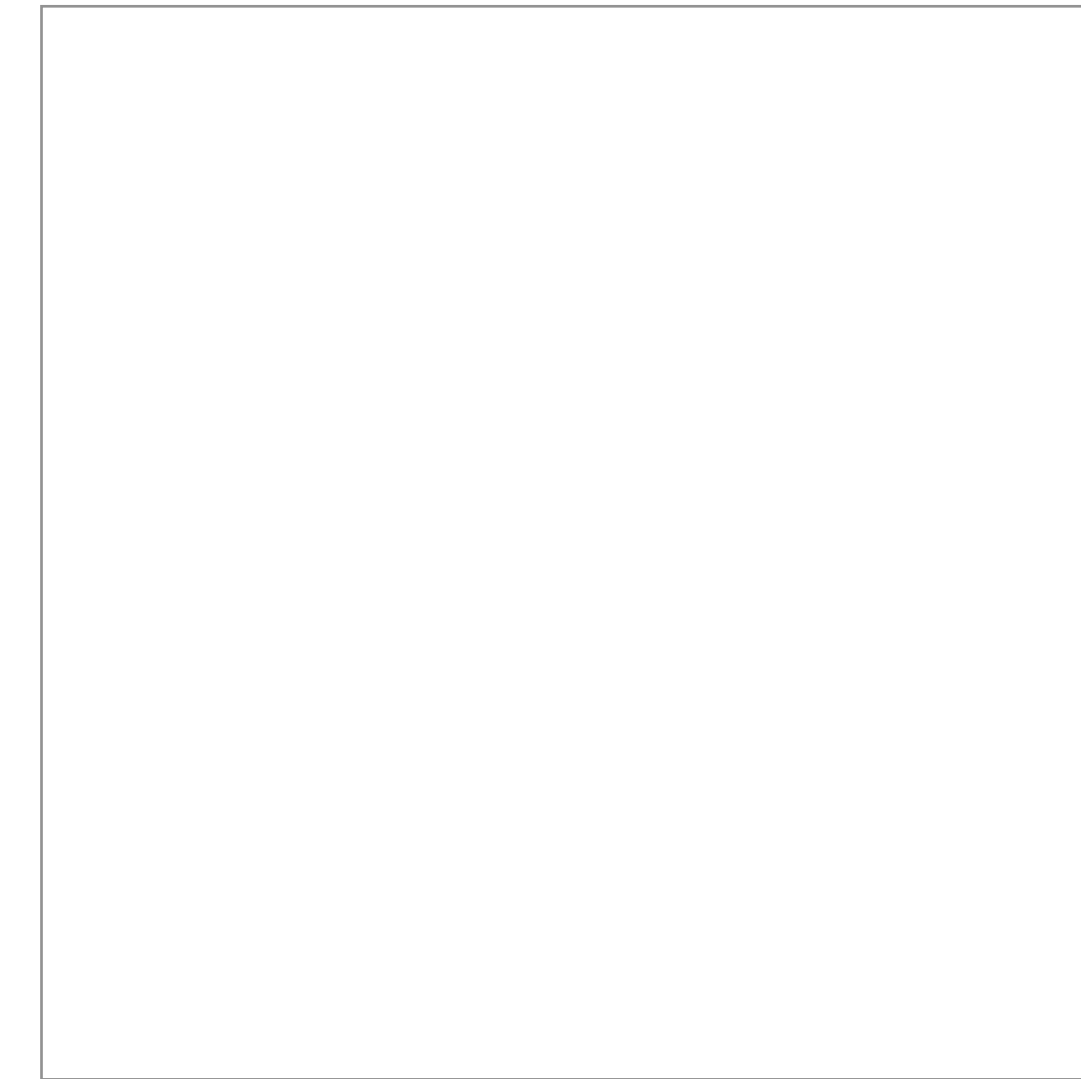
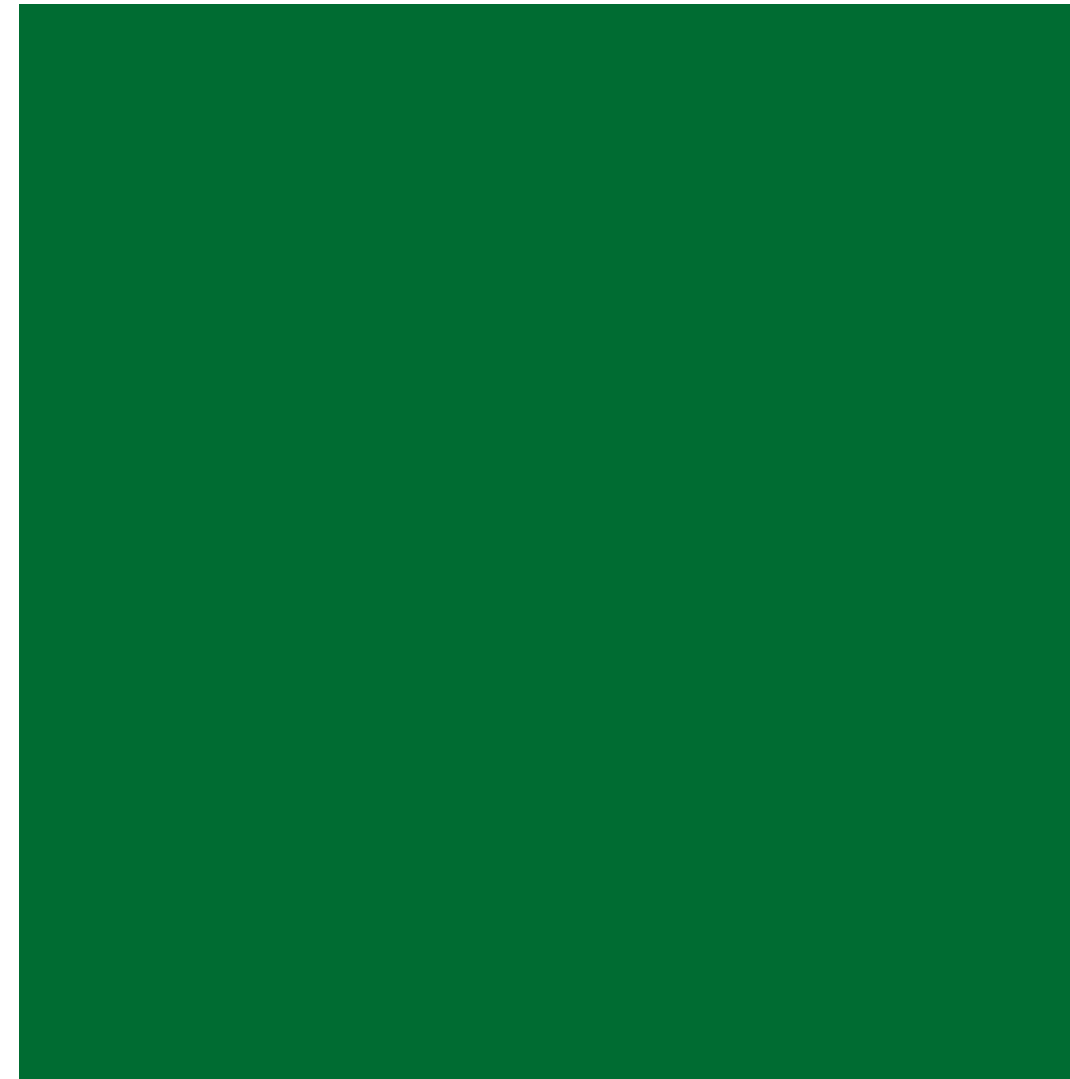
Color: Primary Palette

Clean Energy has one primary brand color: Earth Green. This should be the dominant color read when looking at any Clean Energy material.

Used in combination with white, this is our primary color palette.

When using Earth Green as a background, the type should appear in white.

When white is the background color, the type and main graphics should appear in Earth Green.



Earth Green

CMYK*

C:100

M:0

Y:100

K:45

Pantone

3500 C

2418 U

RGB

R:0

G:108

B:50

Hex

006C32

White

CMYK

C:0

M:0

Y:0

K:0

RGB

R:255

G:255

B:255

Hex

FFFFFF

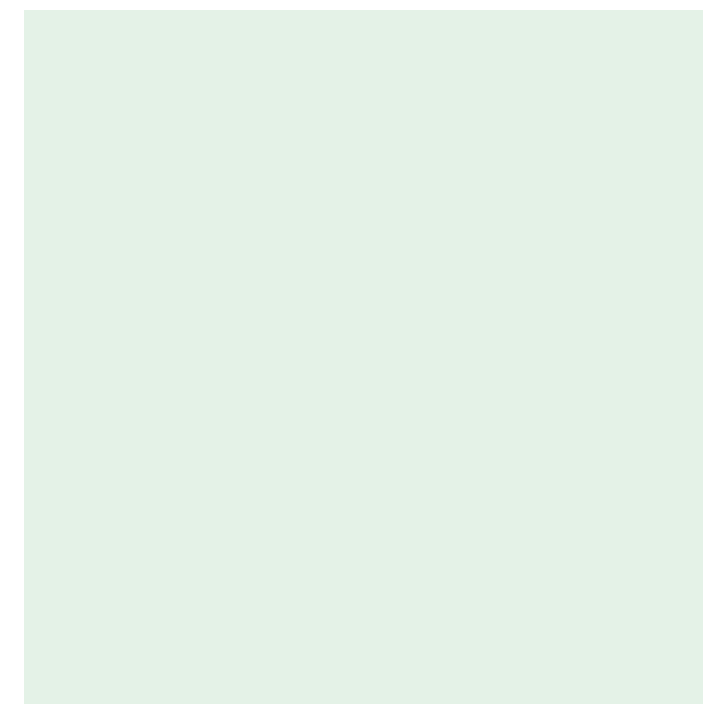
* Depending on the material or paper stock, a different 4 color mix (CMYK) may be needed by printers to create an exact color match. Please consult with communications team for further information.

Color: Secondary Palette

The secondary color palette should only be used occasionally as an accent or highlight. Secondary colors should always support the primary color palette and **never** compete with our signature Earth Green.

An easy way to ensure that Earth Green remains dominant is to think about color usage in terms of percentages. Earth Green should make up at least 75% of the overall color read.

That means all secondary colors combined should make up no more than 25% of the overall color read.



Mint
CMYK
 C:10
 M:0
 Y:10
 K:0

RGB
 R:228
 G:242
 B:231

Hex
 E4F2E7



Dark Forest
CMYK
 C:100
 M:0
 Y:100
 K:65

RGB
 R:0
 G:82
 B:33

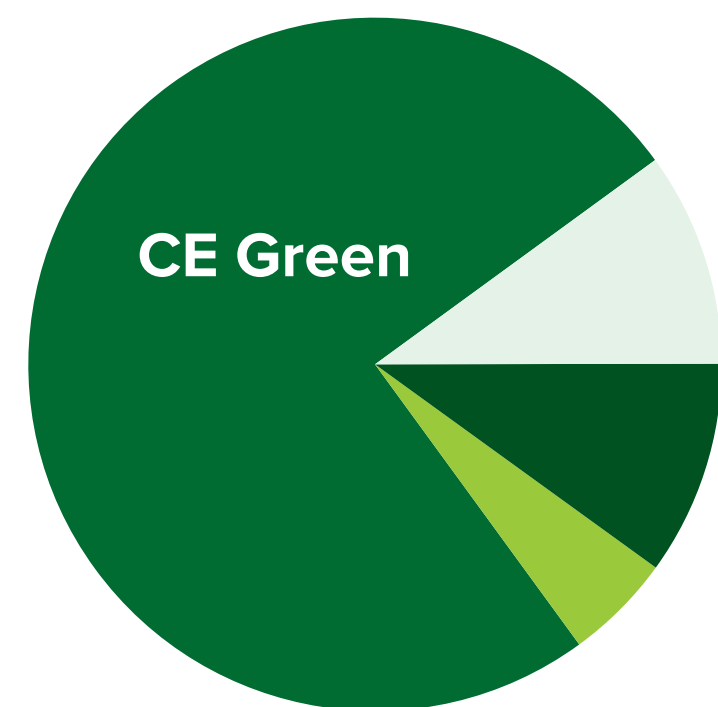
Hex
 005221



Arrow Green
CMYK
 C:45
 M:0
 Y:100
 K:0

RGB
 R:154
 G:202
 B:60

Hex
 9ACA3C

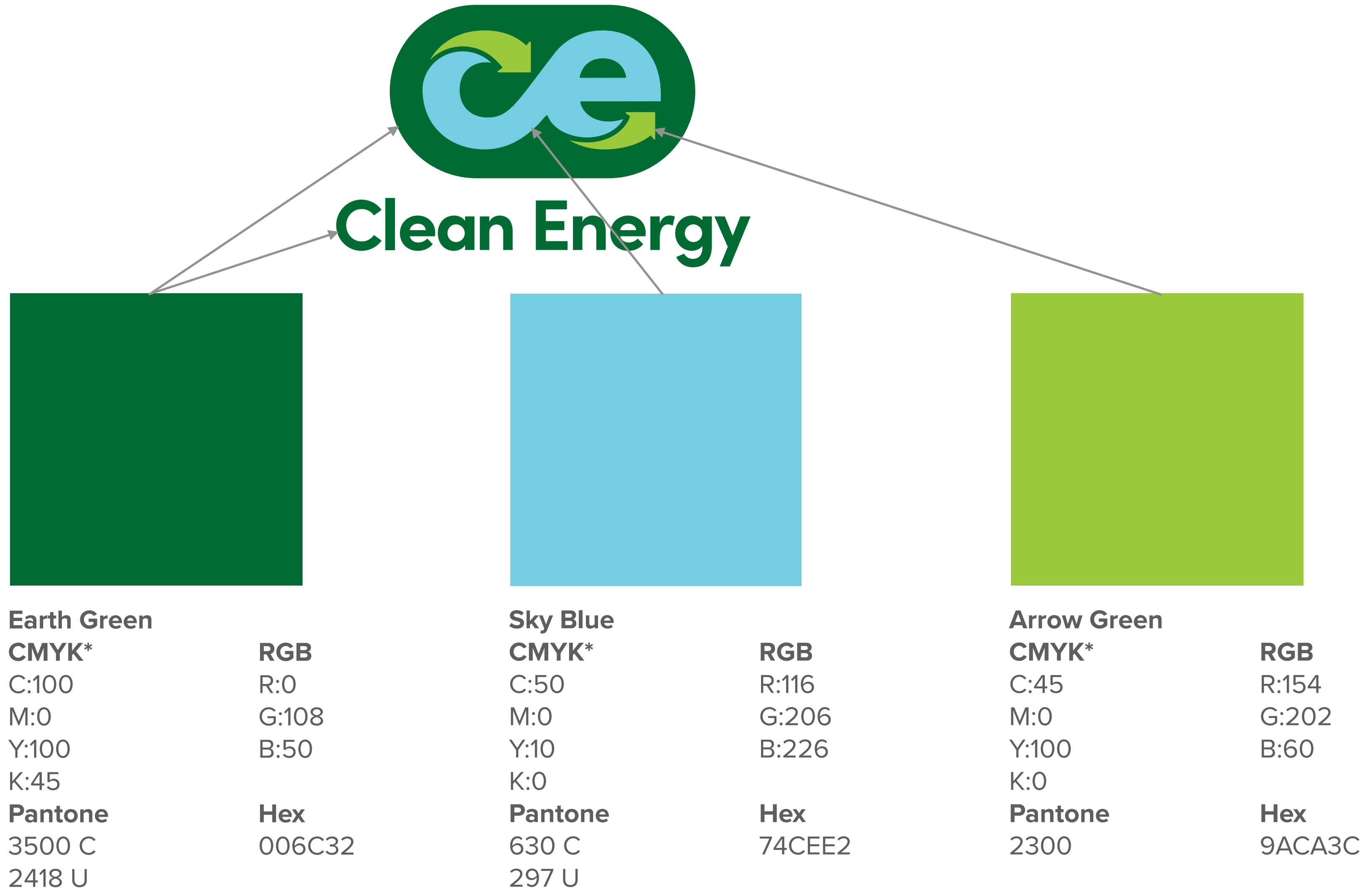


Color: Logo




Earth Green is our primary brand color. When someone thinks of Clean Energy, this is the color that should come to mind.

Arrow Green is part of our secondary color palette and is used to highlight the word “renewable” in renewable natural gas.

You’ll notice that Sky Blue does not appear in any of our color palettes. That is because we only use Sky Blue in the lettermark logo. It should **never** be used as a secondary or background color.



The image shows the 'Clean Energy' logo, which consists of the words 'Clean Energy' in a dark green sans-serif font. Above the text is a circular logo containing a stylized 'ce' in light blue and arrow green, with a dark green background. Three arrows point from the color swatches below to the corresponding colors in the logo: Earth Green to the circular background, Sky Blue to the 'ce' letters, and Arrow Green to the arrows.

					
Earth Green		Sky Blue		Arrow Green	
CMYK*	RGB	CMYK*	RGB	CMYK*	RGB
C:100	R:0	C:50	R:116	C:45	R:154
M:0	G:108	M:0	G:206	M:0	G:202
Y:100	B:50	Y:10	B:226	Y:100	B:60
K:45		K:0		K:0	
Pantone	Hex	Pantone	Hex	Pantone	Hex
3500 C	006C32	630 C	74CEE2	2300	9ACA3C
2418 U		297 U			

* Depending on the material or paper stock, a different 4 color mix (CMYK) may be needed by printers to create an exact color match. Please consult with communications team for further information.

Dos and Donts



Use the stadium form of the logo on photography.



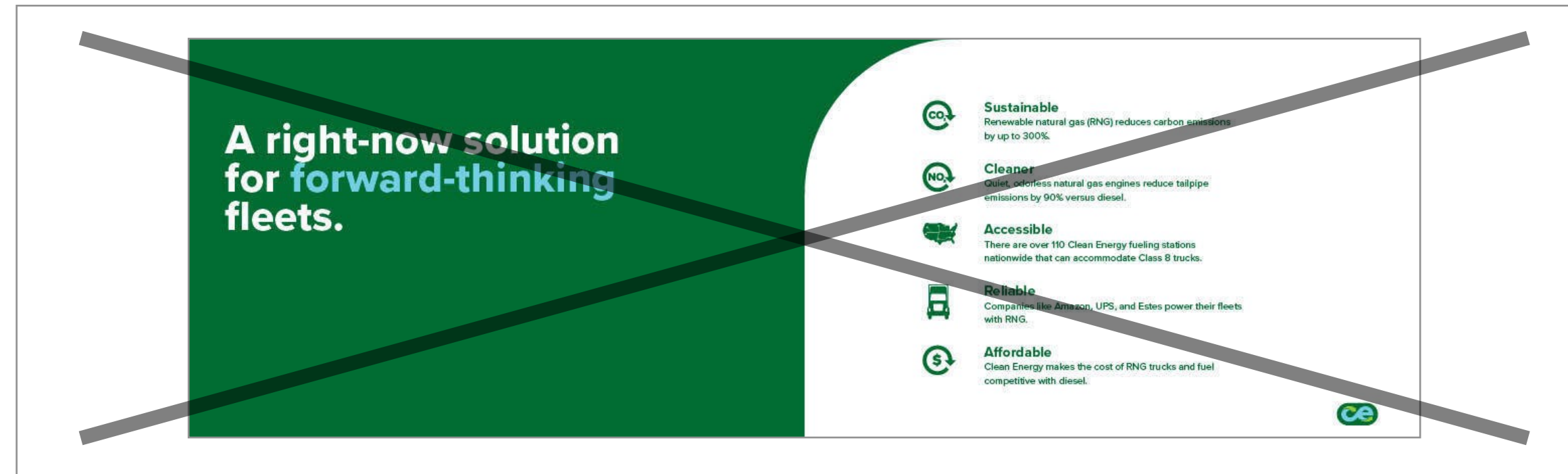
Never remove the full color lettermark from the Earth Green background.



Never change the colors of the logo.



Never stretch or warp the logo.



Never use Sky Blue from the lettermark as a highlight, accent, or background color.



Never tilt the logo.

Typeface

Clean Energy's type family is Proxima Nova. It's an extremely legible font that works for everything. Please use it in all your materials, from word documents to presentations.

Proxima Nova

Header

Proxima Nova Bold
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Sub Head 1

Proxima Nova Bold
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
XYZ

Body

Proxima Nova Regular
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Tables / Chart

Proxima Nova Condensed Bold
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Proxima Nova Condensed Regular
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Caption / Footnote

Proxima Nova Regular
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Proxima Nova Italic
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Brand Voice

Companies are under great pressure to reduce carbon emissions, meet their sustainability goals, and at the same time, be fiscally responsible for their business. Change is hard, and it's often a daunting, expensive undertaking.

Our RNG solution is effective, affordable, and available today. So it's important we relay that message in a way that is **positive, approachable, and smart.**

Our voice is also **bold**, because we're challenging the status quo of the transportation industry: diesel.

Clean Energy is leading the way to a zero-emissions future, and we want to communicate that charge with confidence.

Positive

Approachable

Smart

Bold

