

## EFFICIENCY MAINE

# Qualified Partners Logo Guidelines

## Overview

### Who Can Use the Logo

The Efficiency Maine Qualified Partner logo may be used by approved Partner for general educational purposes and, with some restrictions, in advertisements and promotions. With prior approval, the name and/or logo may be displayed when describing Efficiency Maine programs, for example, in an educational brochure, newsletter, web documents, or other articles that provide details about the program. **Only Qualified Partners may use the logo.** Efficiency Maine offers the use of this logo to Partners who have demonstrated support of the program and participated in the training program. Interested Partners should call **866-376-2463**. We will promptly confirm your program support and email the logo with the usage guidelines. Qualified Partners can then identify their company as an Efficiency Maine Qualified Partners. The designation indicates that your company is knowledgeable of the Efficiency Maine Commercial & Industrial Incentive Program and supports its goals to save energy for Maine.

### Logo Rules and Guidelines

The Qualified Partners name and logo may not appear on any direct sales material for a particular product in a way that implies or states Efficiency Maine endorsement of that product. All proposed uses must be approved in advance by Efficiency Maine.

Anyone who wishes to display the logo must observe the rules detailed in this document. The rules explain how the logo should look and the design criteria to follow.

Logos may only appear as supplied. The preferred logo should be the blue Pantone color 2173 and 100% black. If using type, it should be set in Franklin Gothic Heavy. When using the Efficiency Maine Qualified Partners logo at various sizes, be sure that the group of type remains in proportion. Always remember that quality control is vitally important. Check the Efficiency Maine logo when it is being produced to ensure that the colors, shape and size are accurate. Make sure you are supplying correct artwork to vendors and the reproduced logo exactly matches the supplied artwork.



### The Program

Efficiency Maine is a statewide effort to promote the more efficient use of electricity, help Maine residents and businesses reduce energy costs, and improve Maine's environment.

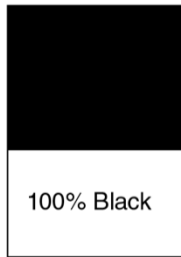
Qualified Partners can leverage the power of this program for their business, adding credibility and differentiation in the mind of their customers – and in turn, the Efficiency Maine Program benefits from the added exposure and visibility.

**For more information,  
visit [efficiencymaine.com](http://efficiencymaine.com) or  
call 866-376-2463**



# Qualified Partners Logo Guidelines

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Efficiency Maine Qualified Partners typeface:

**FRANKLIN GOTHIC STD HEAVY - Example**

It is always best to use a professional print house for your print jobs in order to maintain color accuracy. Color can vary when coming from personal office printers. A reputable printer will properly match the specified Pantone and CMYK colors.

## Qualified Partner Logo Guidelines

*1-Color or Black and White*

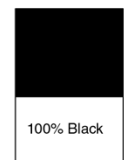
### Efficiency Maine Qualified Partners Blue for 1 color print

The preferred logo should be the blue Pantone color 2173 for the background. The logo 'Efficiency Maine' should be white and Qualified Partners white.

### Acceptable Variation on the Logo

#### Efficiency Maine Qualified Partners 100% Black Logo

An acceptable version of the logo is 100% black in its entirety. It is preferred that this 100% black version be used for newsprint material. If printing a one-color piece, the entire logo should appear as 100% black.



# Qualified Partner Logo Guidelines

## 4-Color Process & RGB



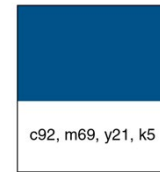
### Qualified Partners Blue for CMYK Process Color

The 4-color process make-up for the Qualified Partners blue is 92 cyan, 69 magenta, 21 yellow, 5 black.



### Qualified Partners Blue (RGB) for the Web

The color make-up of the Qualified Partners green for web use is 25598D (R 37, G 89, B 141).



## Frequently Asked Questions:

### **Q: What is the first step towards using the Efficiency Maine Qualified Partners logo?**

Qualified Partners must have completed Efficiency Maine's training program to qualify. Simply call **866-376-2463** and we will promptly confirm your program support and mail the logo electronically with the usage guidelines.

### **Q: When do Qualified Partners need approval to use the name or logo on materials?**

Qualified Partners who wants to include the Efficiency Maine logo on any educational, informational, or promotional material must submit a draft of the text and mockup of the layout for review and approval by Efficiency Maine. In most cases, approval "as is" or with revisions will be granted within a very few days.

### **Q: Can Qualified Partners identify themselves with Efficiency Maine in conjunction with the logo?**

Yes. Qualified Partners can display the Efficiency Maine Qualified Partners logo on their materials accompanied by a line of text, positioned above or below the logo that reads: "(Name of company) is an Efficiency Maine Qualified Partner."

### **Q: What happens if Qualified Partners use the Efficiency Maine name or logo in an unauthorized manner?**

Efficiency Maine reserves the right to rescind Qualified Partner status of any organization that does not abide by the logo use guidelines.

Should you have any questions or need further information, please call **866-376-2463** or e-mail [CIP@efficiencymaine.com](mailto:CIP@efficiencymaine.com)