Brand
Guidelines

The brand guideline for Efficiency BC

efficiency BC

The logo
and usage

The logo should not be changed in shape, colour, position or spatial relationship of any kind. The elements of the EfficiencyBC logo are predetermined and should not be altered.

efficiency BC

Minimum Size

efficiency BC

1.3 in width

Primary font
Muli

The font used in the logo is Muli ExtraBold. Muli font family is to be used for all web, print, advertising and promotional materials to maintain a consistent brand and identity.

Muli is available in 14 weights and all weights may be used in brand collateral.

MULI

THE QUICK, BROWN FOX JUMPS OVER A LAZY DOG
The quick, brown fox jumps over a lazy dog
0123456789

EXTRABOLD	REGULAR	LIGHT
ABCDEFGHIJKLMNO PQRSTUVWXYZ abcdefghijklmnopqr stuvwxyz 123456789	ABCDEFGHIJKLMNO PQRSTUVWXYZ abcdefghijklmnopqr stuvwxyz 123456789	ABCDEFGHIJKLMNO PQRSTUVWXYZ abcdefghijklmnopqr stuvwxyz 123456789

Typography
and Styles

The following shows heading, paragraph and website link examples and styles to be used within all print and digital media. Sizes may change pending on the media, however they should stay the same in relation to one another as the example.

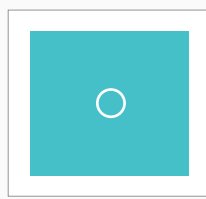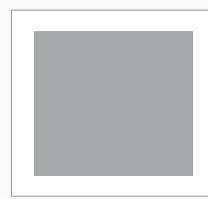| h1	The quick, brown fox jumps over a lazy dog
h2	The quick, brown fox jumps over a lazy dog
h3	The quick, brown fox jumps over a lazy dog
para	cover a lazy dog the quick, brown fox jumps over a lazy dog the quick, brown fox jumps over a lazy dog the quick, brown fox jumps over a lazy dog the quick, brown fox jumps over a lazy dog.
Links	www.efficiencybc.ca

The colour
Palette

The following colours have been chosen to be used for all print and digital media. The main logo colours may only appear at 100% within the logo, but may be tinted for other collateral if needed.
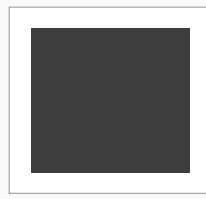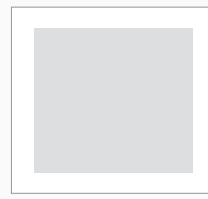
Key brand colour

CMYK 64, 1, 23, 0
RGB 70, 192, 201
HEX #46C0C9

CMYK 0, 0, 0, 40
RGB 153, 153, 153
HEX #999999

CMYK 0, 0, 0, 90
RGB 65, 64, 66
HEX #414042

CMYK 0, 0, 0, 14
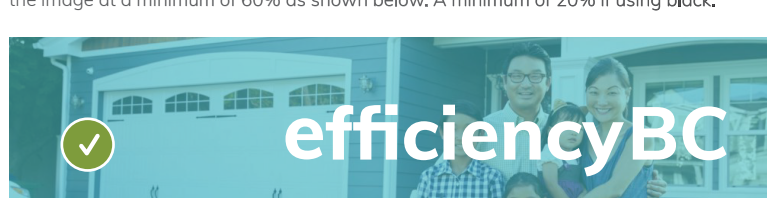RGB 219, 219, 219
HEX #DBDBDB

Logo variations
& placement

The following images show the proper usage of logos to be placed ontop of images. The logo may only appear ontop of images with a colour overlay with a minimum of 60% transparency, or a black overlay with a minimum of 20% transparency. In the example you can see the right and wrong way to present the logo on an image.
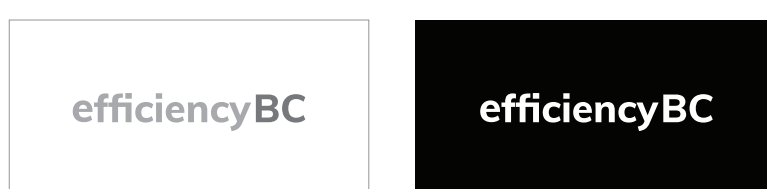
Accepted colour variations of the logo are shown in the bottom example. The logo may appear on a solid colour or ontop of an image with a transparent overlay only when using the white logo.

Images and logo placement

Logo may appear ontop images **only** if there is a colour transparency placed ontop of the image at a minimum of 60% as shown below. A minimum of 20% if using **black**.

efficiency BC

efficiency BC

Accepted Colour Variations

efficiency BC

efficiency BC

efficiency BC

efficiency BC

Logo
manipulation

The logo may not be manipulated in shape. The logo may not be stretched squished or pulled apart or rotated. The icon must always stay in the same position within the logo.

efficiency BC

efficiency BC

efficiency BC

efficiency BC

efficiency BC