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BRAND USAGE GUIDE v1.0



## Overview

This guide was developed to provide the foundation for consistency of the Access Renewables brand across all media including broadcast, web, collateral, promotions, and advertising.

Consistently expressing the Access Renewables visual identity builds a strong brand awareness, allowing Access Renewables to become a marketplace leader.

Please follow these guidelines for the most effective expression of the Access Renewables brand.

## Logo Configuration

The Access Renewables logo is the most visible component of the overall brand identity.

The primary lockup consists of two parts: the “Access Renewables” wordmark and the “distinct A R shape”.

The logo art should not be altered in any way, but used always as supplied.

The following copyright notice must be included on all materials (website, advertising, etc.). Place it at the end of documents or at the bottom of the web page:

- (Update the year as necessary)  
©2009 Access Renewables Limited.  
All rights reserved.

When using the name in text always write it in the following way:

- Access Renewables Limited.



# THE LOGO

## Logo Proportions

The Access Renewables logo has been developed as a balanced whole. At no time may the shape, configuration, or proportions be altered.

Consistent use of the logo helps maintain the integrity of the brand and ensures greater brand recognition.

### Clear Space

To preserve the integrity of the logo and ensure maximum impact in environments where it appears with other elements, clear space must be maintained on all sides of the logo. The minimum clear space required is 5mm from end points of the logo as indicated. It is equal to the height of the "A within the distinct A R shape".

### Minimum Size

When the logo is reduced, there is a point at which it becomes ineffective. By establishing a minimum size for the logo it is ensured the logo is always prominent and readable. The Access Renewables logo should never be reproduced smaller than 30mm across.



# THE LOGO

## Colour Specifications

### Pantone Logo

The Access Renewables logo consists of three spot colours: cool grey, green, and a warm grey. The colour version is the preferred usage for all printed materials or promotional items. Pantone colours are specified here for those purposes.

### 4-colour Logo

When 4-colour offset printing is used for printed materials, the logo may be reproduced in the 4-colour equivalents of the Pantone colors.

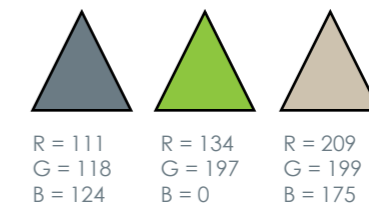
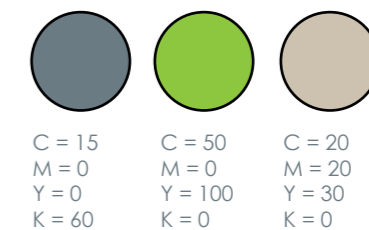
### RGB Logo

RGB values are provided for onscreen usage.

NOTE: For accurate color matching, follow the colour formulas specified. Do not attempt to visually match any of the printed swatches on this page.

### Monochromatic Logo

When using the four G4 spot colors or their 4-color equivalents is not an option on printed materials, a monochromatic version of the logo may be used. Black is the preferred option.



### Logo Application on Colour Background

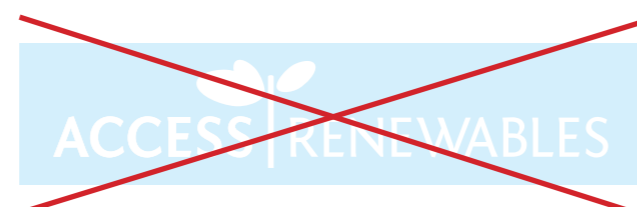
Although the 3-colour logo on a white background is the preferred usage, there will be instances when the logo must appear on a colour background.

To maintain the legibility of the logo and brand integrity there must be sufficient contrast between the logo and the background it appears on at all times. For application of the logo on a dark or black background it is acceptable to use the logo 'reversed out', white for maximum legibility.

#### Background Control

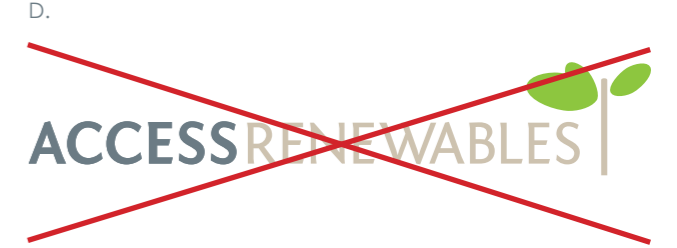
The Access Renewables logo may be printed on a colour, pattern, or photographic background if there is adequate contrast with the logo. Shown are examples of acceptable and unacceptable usage of the logo on various backgrounds.

NOTE: These rules also apply to black and white logo usage. Always maintain sufficient contrast between the logo and the background.



### Prohibited Logo Usage

- A. Do not alter the proportions of the logo components.
- B. Do not apply graphic effects
- C. Do not combine with other graphic elements
- D. Do not apply outline to the logo, or use an outline only version of the logo
- E. Do not alter the logo lockup





  
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[www.accessrenewables.co.uk](http://www.accessrenewables.co.uk)