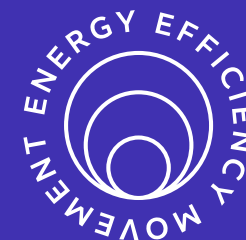


UPDATE JULY 2026

Energy Efficiency Movement

Brand Guidelines



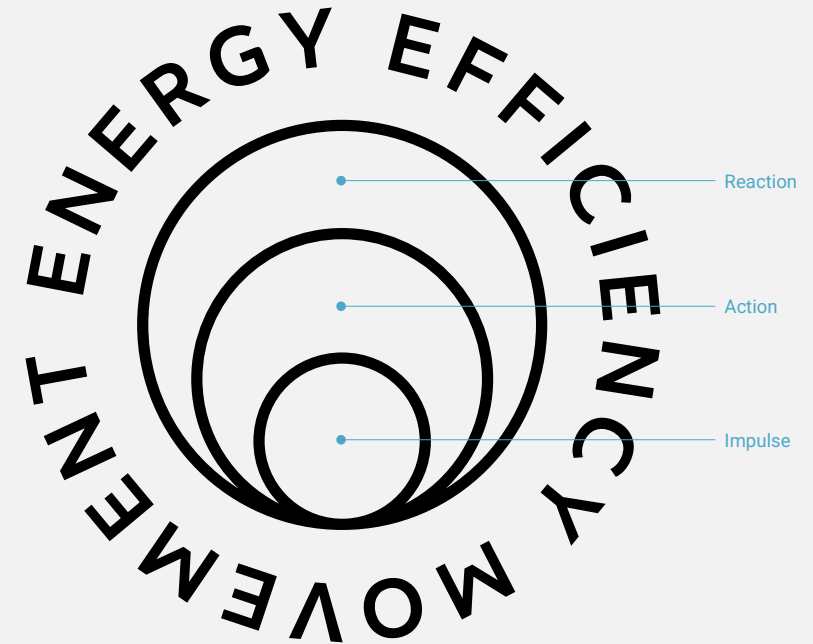
01

The Logo

The Meaning

The design of the Energy Efficiency Movement Symbol represents the growth of the Movement.

It is also the expansion of awareness on sustainability and energy efficiency topics. Three expanding circles symbolize a chain reaction – where one action initiates another. This way, we can better achieve the goals we set for ourselves – for a better future.



Construction

The label consists of a symbol and typographical components. Both elements are locked and should not be altered in any way, except in alternative logo versions (see further).

1. Colors

The logo is constructed from the following colors only:

White (HEX #FFFFFF)

Black (HEX #000000)

Purple (HEX 4031B1) (*only used on white background*)

2. Symbol

The essential element of the label is the symbol.

It consists of three circles increasing proportionally within themselves. Please always remember that these elements are fixed and cannot be moved, reduced, or otherwise modified.

3. Typography

The font used in the design of the logo is Geologica. This font gives the logo a less neutral look & feel than Roboto, making it more human.



Sizes and safe space

Sizes

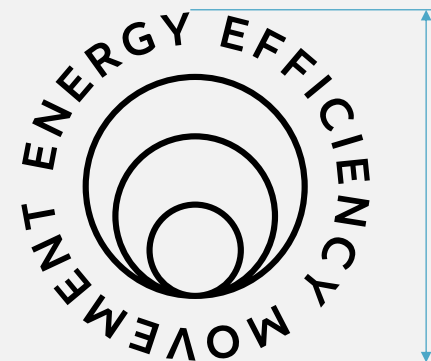
The minimum height of the logo (guaranteeing legibility of the typography) equals 70px for digital and 20mm for print. When choosing the size of the logo, one must always bear in mind the readability of the typography. An alternative version of the logo is available for use in smaller sizes (see further).

It is crucial to take into consideration the distance from which the Energy Efficiency Movement Symbol will be seen. The ideal size of the logo (x) equals the distance between the logo and the viewer divided by 10. For example, if the printed logo will be viewed from a distance of 1m, the size of the logo (x) should equal 10cm.

Safe space

To ensure the proper legibility of all elements of the logo, make sure to always secure the margin of the protective area around it. The protective area must always be free of intrusion from any graphic elements, and its size should equal 1/3 size of the symbol.

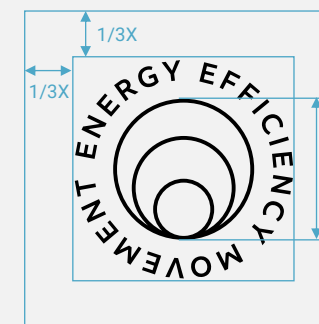
Sizes



X = the distance between the logo and the viewer / 10

Min. X = 70px for digital
20 mm for print

Safe space

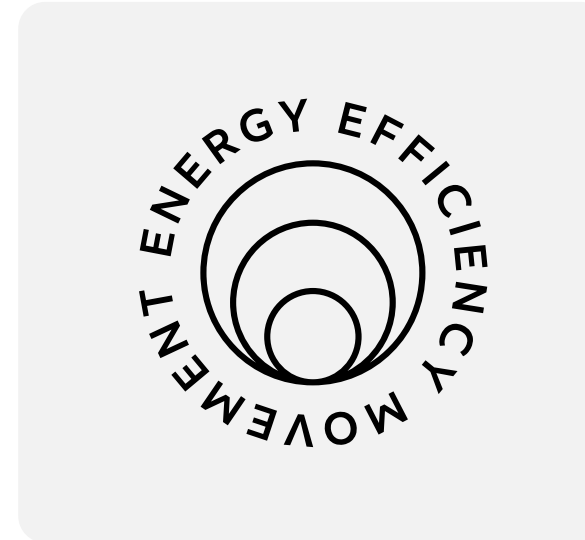


Backgrounds

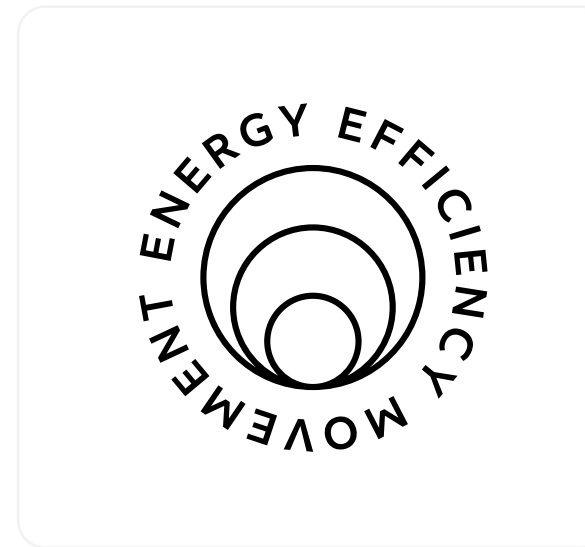
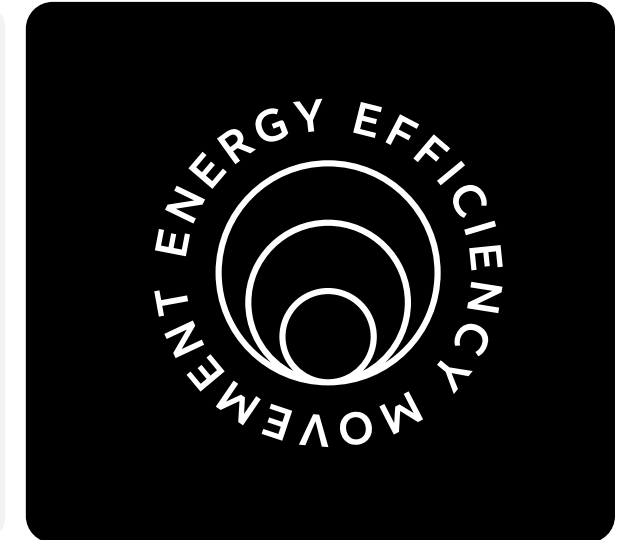
Please, always make sure that the chosen version of the symbol is clearly visible.

In most scenarios, the preferred version of the logo should be in white. Even so, there are situations when you can use the negative version of the logo. This usually refers to placing the symbol on a darker background or photograph.

Positive



Negative



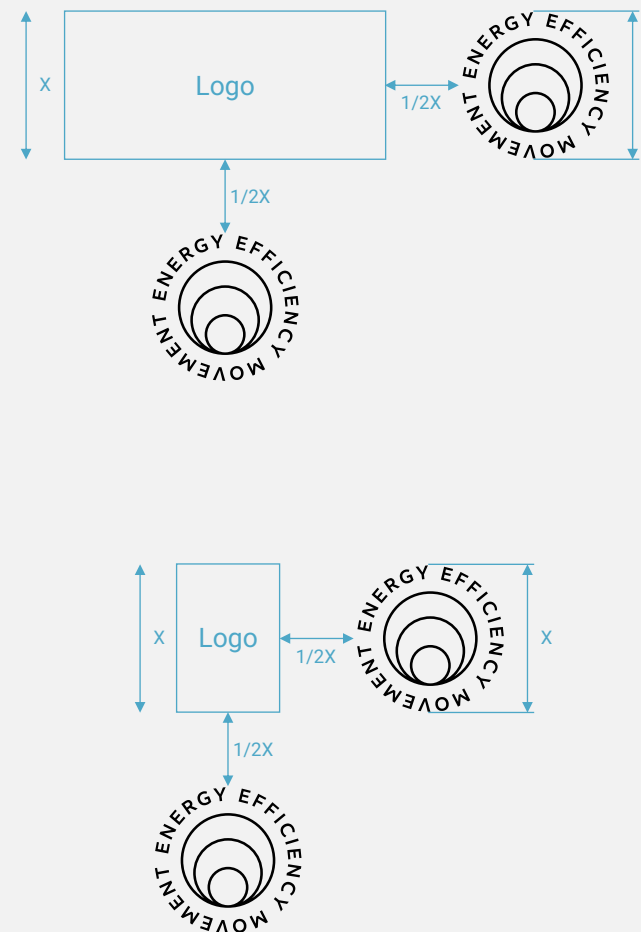
Relation to other logos

The logo should never be placed in direct proximity to the other logo. If possible, it should be separated from it by at least $1/2x$ height/width of the Energy Efficiency Movement Symbol.

The Energy Efficiency Movement Symbol should always be centered relative to the other logo and their sizes should be the same.

If your logo is vertical and elongated, you are still bound by the same rules regarding its placement and size relative to the Energy Efficiency Movement Symbol – unless enlargement is justified by, for example, the legibility of the letters.

In cases where the EEM logo and the partner logo have proportions that are too different, an alternative version of the EEM logo can be used (see further).



When not to use the logo

Energy Efficiency Movement Movement's approach relies on high standards and responsiveness. We want the Energy Efficiency Movement Symbol to be a trademark that is both attractive and worth showing off and a manifestation of our values – offering proven technologies that can mitigate climate change.

We, therefore, need to highlight some important points where the Energy Efficiency Movement logo cannot be used:

Non-approved brand

Please do not use Energy Efficiency Movement logo if your company hasn't yet been fully accepted into Energy Efficiency Movement first.

Product advertising

Please do not use Energy Efficiency Movement logo to advertise products that do not meet the standards required by the Energy Efficiency Movement.

Unsuitable environment

Please do not use images that do not relate to sustainability or energy efficiency topics.

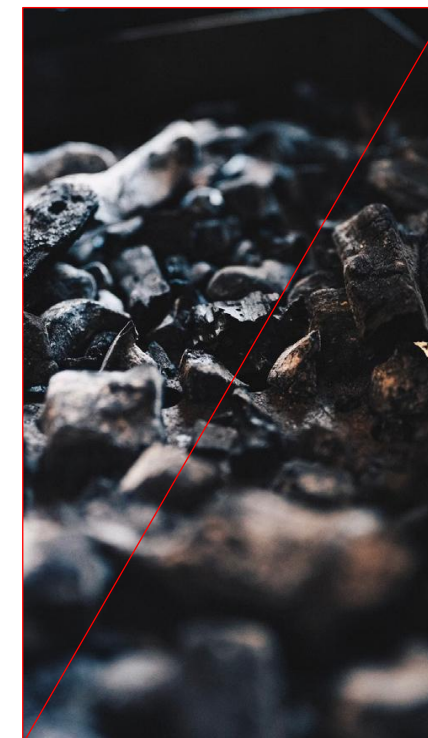
Non-approved brand



Product advertising



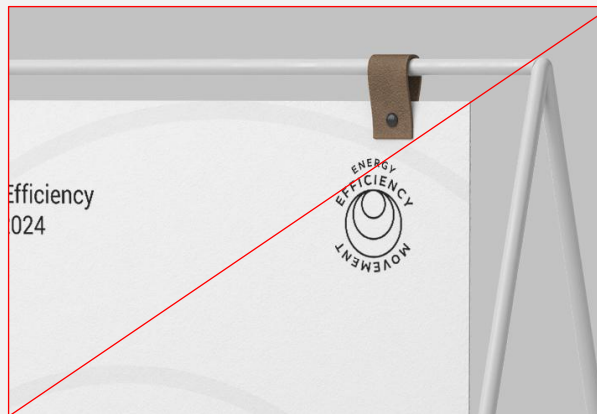
Unsuitable environment



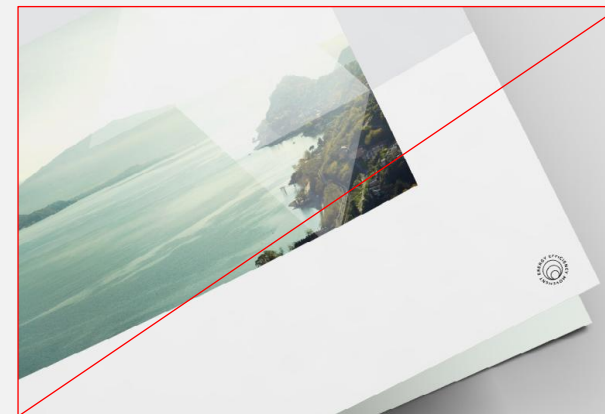
Dont's

1. Do not alter, resize or change the position of any of the Energy Efficiency Movement Symbol components.
2. Do not reproduce the label below its minimal height – it will be impossible to read.
3. Do not apply any colors to the symbol that are not stated in the principle.
4. Do not position the symbol in any other place than one stated in the principle.

①



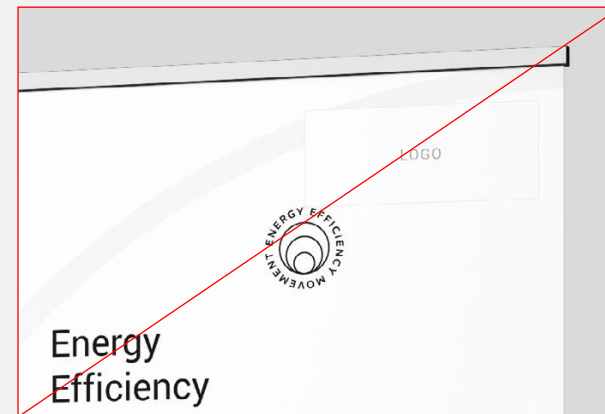
②



③



④



Alternative versions

In some cases, the usage of our main logo is complicated or not necessary. For these cases, two alternative versions of the logo are available:

1. Horizontal logo

This version can be used in smaller sizes than the main logo due to larger ratio of the wordmark to the logo size.

Minimal height:
35px for digital; 10mm for print
Safe space: 1/3 of the logo height

2. Watermark logo

This version can be used in internal pages of multipage documents. It can be used as a watermark.

Minimal size and safe space rules
are identical to the main logo

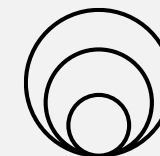
The same rules of contrast & colour palette choice apply as for the main logo.

For some special occasions, like the EEM anniversary, additional versions of the logo can be created. They should only be used for these occasions.

Horizontal logo

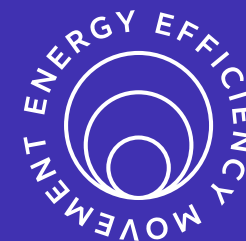


Watermark logo



Special occasion logo: 5th anniversary of EEM





02

The Impulse

Introduction

We present a new key graphic element, “The Impulse”. It was created from the need to elevate the EEM brand. Like the brand itself, the Impulse also symbolizes expansion of the initiative onto new upcoming materials and digital platforms.

Additionally, The Impulse symbolizes the spread of action that the Movers contribute to.

Like a ripple effect, it indicates a willingness to act and spread the positive change in every part of the world.



The Impulse principles

The Impulse as a visual element is universal and works on all materials and assets.

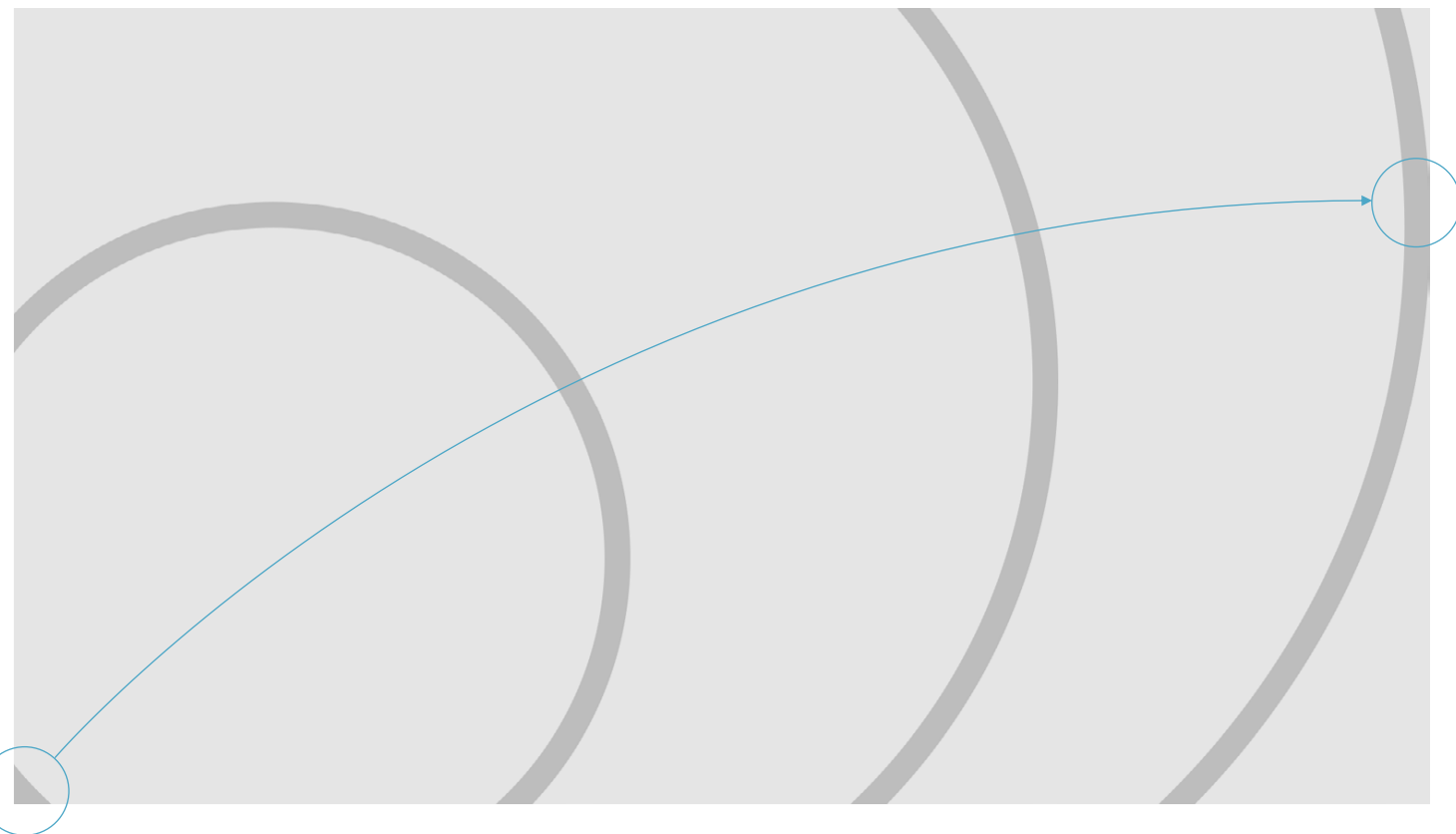
The principle is to always rotate it 45° to the right, place the bottom part of The Impulse in the lower left corner of the composition and stretch it to the opposite side.



45°

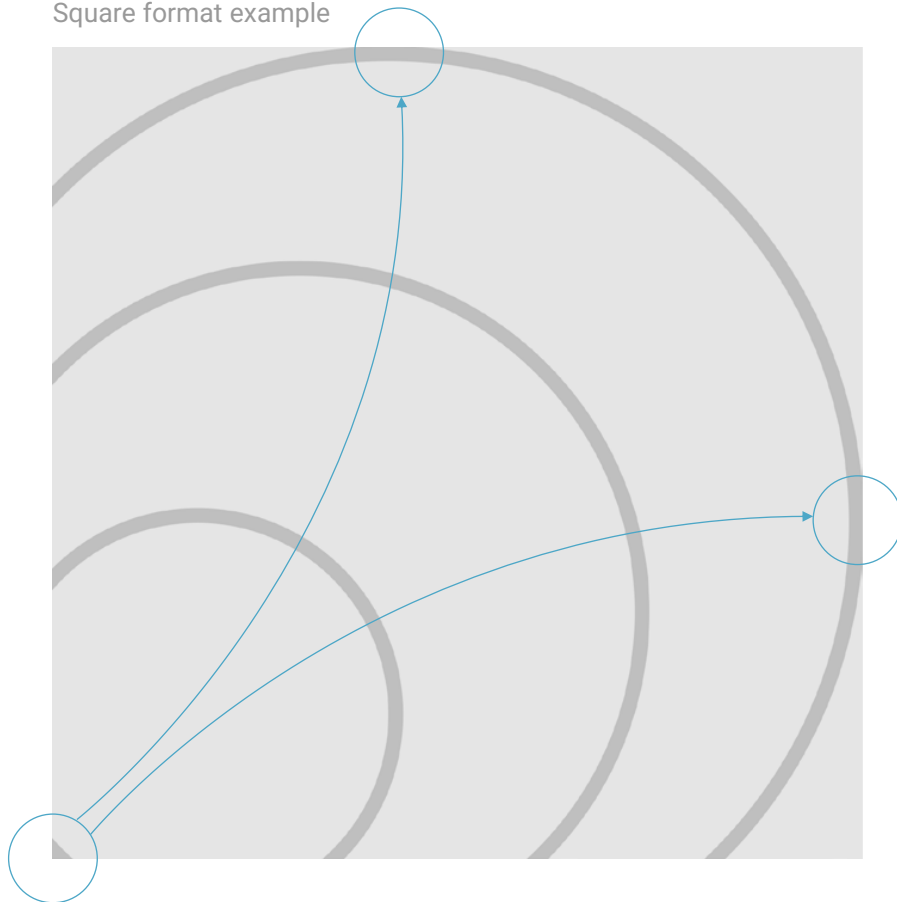


16:9 format example

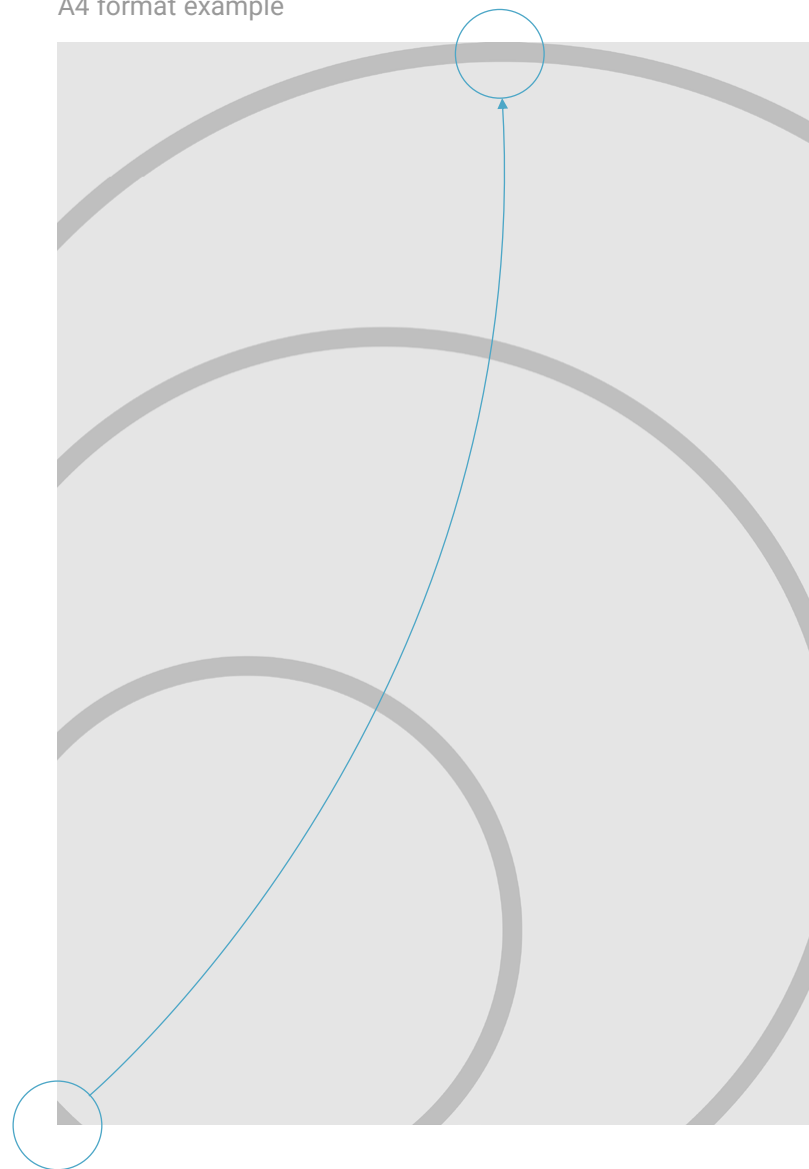


The Impulse principles

Square format example



A4 format example

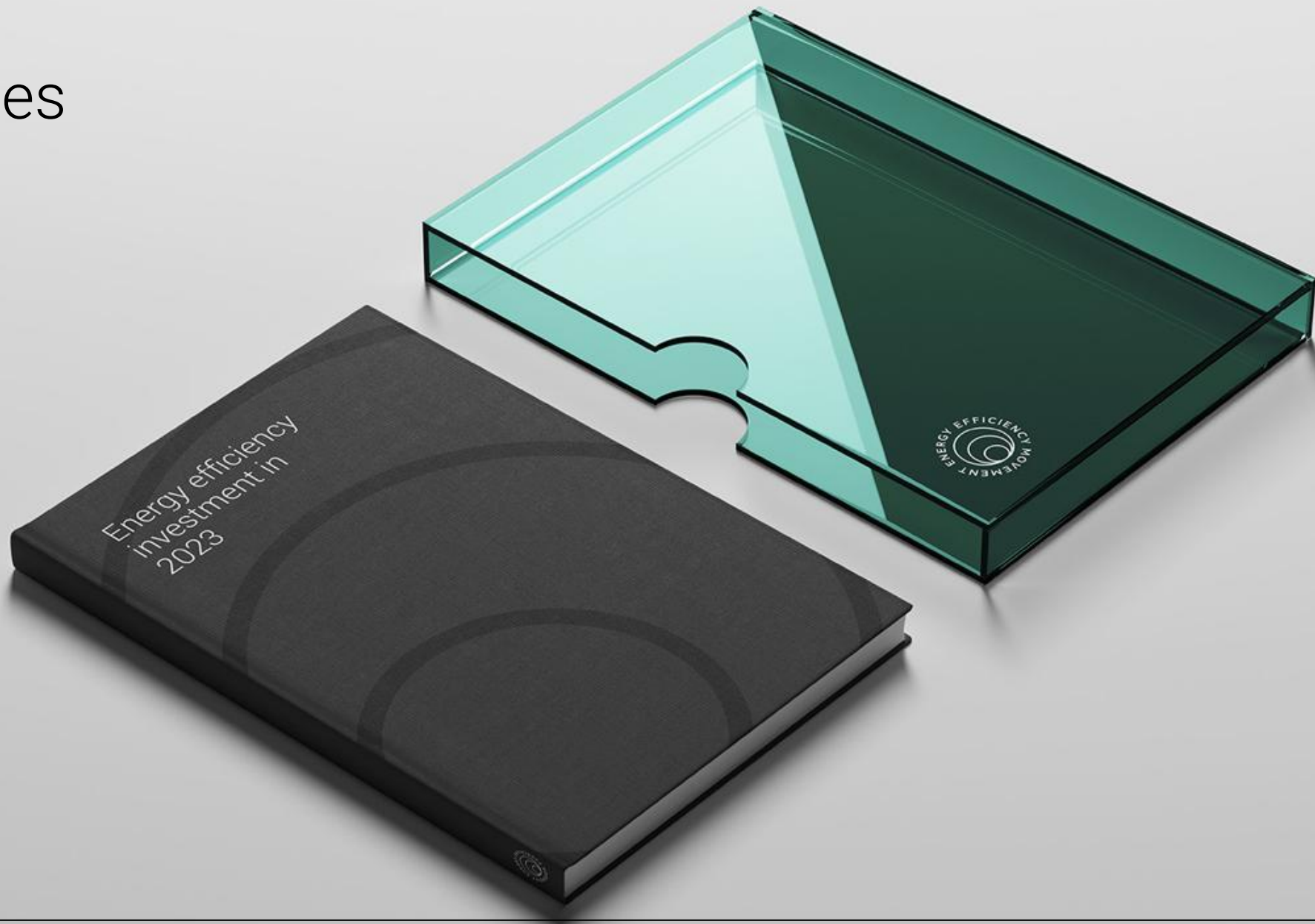


The Impulse principles

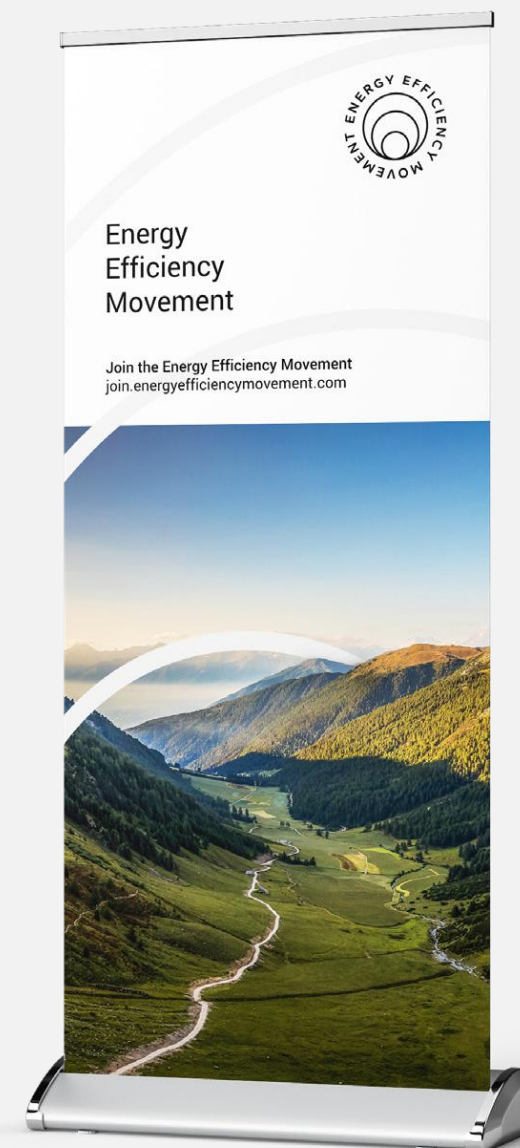
The Impulse should be treated as an added value, an accent. People are always the most essential part of the composition.



Use cases

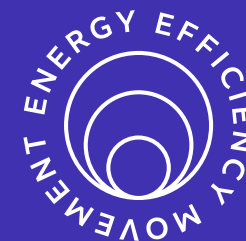


Use cases



Examples





03

Colour Palette

Main hues

Our colour palette is a combination of sober and professional colours (black, white and greys), two bright energetic hues (The Energy Hue & The Transition Hue), and a set of additional nature-inspired colours.

The Energy Hue & The Transition Hue work as accent colours and can be used in branding materials and as highlights for countless charts and graphs.

THE
ENERGY
HUE



NATURE
ENERGY
MOVEMENT

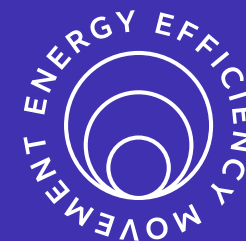
THE
TRANSITION
HUE



CHANGE
SHIFT
TECHNOLOGY







04

Typography

Our font – Roboto

Our font is Roboto by Google.
It is minimalist and professional,
and has a strong industrial look & feel.

We use a variety of styles of Roboto font, to create a distinctive storytelling and create a clear hierarchy of information. Depending on the media (PPT / Word documents vs. Other materials and media), we use either a full or a simplified style hierarchy.

Full style hierarchy

TAGLINE	Roboto Light, all caps
Title	Roboto Light
Subtitle	Roboto Medium
Main text	Roboto Regular
Highlighting in text	Roboto Bold
Key data	Roboto Extra Bold

Simplified style hierarchy

Tagline	Roboto Regular
Title	Roboto Light
Subtitle	Roboto Regular
Main text	Roboto Regular
Highlighting in text	Roboto Bold
Key data	Roboto Bold

Simplified style hierarchy is used for Microsoft Office Documents (PowerPoint presentations, Word documents). Due to Microsoft Office specificities, it is easier to use Regular and Bold styles of the fonts as they do not require changing the font in the font settings. The usage of Medium and Extra Bold styles is more complicated. The use of Regular and Bold styles also ensures the best legibility of information in small text sizes, while ensuring a sufficient level of contrast between body copy and text highlights.

Use case

Roboto Regular

Energy Efficiency
Forum 2024



Roboto Light

NEXT SPEAKER

Roboto Bold

Mike Umiker

Roboto Regular

Managing Director

Roboto Light

Optimizing how
we consume
energy

Line spacing

Use wider, manually adjusted leading for body copy.

The auto leading option for smaller text like body copy makes it harder to read and less accessible. Please adjust the leading manually so the text have more breathing room between the lines.

In PowerPoint presentations, increase line spacing to 1,2.

Line spacing can be left default for short blocks of text (2-3 lines), like subtitles or introduction texts.

The Energy Efficiency Movement

It is estimated that by 2050 the global population will have risen to 9.7 billion, up from 7.7 billion in 2019. The global economy is expected to more than double over the same period. Urbanization, automation, and the rise of living standards will significantly increase the demand for energy globally. At the same time, we urgently need to reduce our CO2 emissions to counter climate change.

If we continue with business as usual, this scale of expansion will accelerate climate change, and degrade the quality of air and water upon which all living organisms depend. To protect the environment, we need to redouble our commitment to reducing CO2 in the atmosphere.

Roboto Regular | 18pt | Auto leading | 21,6pt



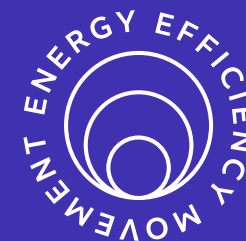
The Energy Efficiency Movement

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Roboto Regular | 18pt | Auto leading | 26pt





05

Iconography

Icon style



