



Logo Usage Standards

The POWERING AMERICA Graphic Identity

The POWERING AMERICA logo is the primary element of our graphic identity. It creates a readily identifiable brand and distinguishes us from other groups.

The goal in maintaining any identity program is consistency. Keep this in mind when using the POWERING AMERICA logo. This guide is intended to help you in standardizing the POWERING AMERICA identity.

Two color—white



Two color—blue



Color Palette

The POWERING AMERICA logo should appear in two colors whenever possible.

The colors in the POWERING AMERICA logo are equivalent to the Pantone colors listed below. For 4-color process printing, use the CMYK values; for Web use, reference the RGB or the WEB colors.



CMYK

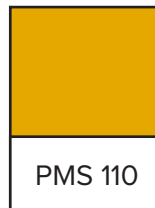
C: 100
M: 78
Y: 36
K: 28

RGB

R: 0
G: 55
B: 100

WEB

#003764



CMYK

C: 16
M: 31
Y: 100
K: 1

RGB

R: 219
G: 170
B: 0

WEB

#dbaa00

Accepted Logo Usage

Two color—blue



Two color—white



Reverse

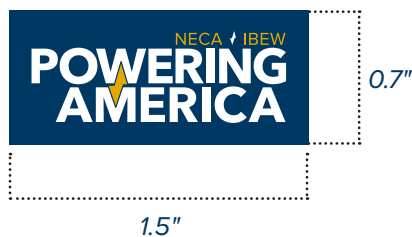


Clear Space and Minimum Size

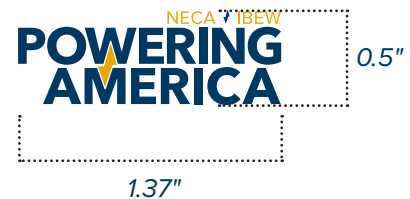
To ensure the prominence and legibility of the POWERING AMERICA logo, always surround it with a minimum amount of clear space. The clear space isolates the logo from competing graphics and text.

The clear space is equal to the size of NECA/IBEW in the tag.

The POWERING AMERICA logo can be printed in a wide variety of sizes, but if the tag line is too small, legibility is compromised and the impact of the logo is diminished. The minimum size for printing is 1.5" by 0.7".



Minimum printed size



Minimum printed size

Logo Misuse

It is important that the POWERING AMERICA logo be used accurately and consistently every time. Avoid putting the two color—white logo on visually distracting backgrounds. The two color—white POWERING AMERICA logo should be used on solid color backgrounds.

Please avoid these common misuses of the POWERING AMERICA logo.



Do not distort the logo



OK

Over busy images, use the two color—blue logo, not the two color—white version.



Not OK

Local LMCC Logos

When a Local LMCC requests and submits a modification to this logo through the NLMCC Trustees, the Trustees reserve the right to approve, modify or disapprove the request. The submitted request may not modify the colors and the requested typography must be placed below and flush left with AMERICA, be in all capital letters and the same size as NECA/IBEW. The font is Proxima Nova Regular. An example is below.

