



EESI
Environmental and
Energy Study Institute

EESI 2019

Brand Guidelines

CONTACT

1020 19th Street, NW, Suite 650
Washington, DC 20036

Phone 202.628.1400
Fax 202.204.5244

Email Info@eesi.org
Web EESI.org

Table of Contents

2 About the EESI Brand

3 EESI Logo

4 Logo Do's and Don'ts

5 Brand Colors

6 Typefaces

About the EESI Brand

Founded in 1984 by a bipartisan group of members of Congress to inform the debate and decision-making on energy and environmental policies, Environmental and Energy Study Institute (EESI) is a 501(c)(3) non-profit organization dedicated to promoting sustainable societies. Our primary goal is to accelerate the transition to a new, low-emissions economy based on energy efficiency and renewable energy.

To achieve our goals, EESI advances innovative policy solutions that set us on a cleaner, more secure and sustainable

energy path. EESI's strength lies in translating complicated subjects into compelling stories, case studies, and user-friendly materials for policymakers and the public. EESI serves as a trusted source of credible, non-partisan information on energy and environment solutions—both inside and outside the Beltway.

Our brand reflects our mission. With a clean but professional aesthetic and logo, placing emphasis on DC, but also on the global impact of our policies.

EESI Logo

Our logo encapsulates who we are as a brand. These logos are provided on our website as a courtesy to our partners and to media outlets promoting EESI events or publications.

PRIMARY LOGO

Our main horizontal logo should always include the full name of the company under the acronym.



LOGO VARIATIONS

These are the vertical variations of the logo, to be used in areas where horizontal space is limited. Can be used with or without the full name written out.



EESI Logo

Do's and Don'ts

Below are examples of how to use and how not to use the EESI logo. Please do not modify these logos without EESI's express written permission. If you have any questions, contact us at communications@eesi.org.

DO



Use or print a greyscale version of the logo when needed



Place the logo on a light color background if necessary

DON'T



✗ Place the logo on the EESI Dark Blue or Green



✗ Rotate the logo



✗ Add effects to the logo



✗ Separate the globe mark from the word mark



✗ Stretch or condense the logo



✗ Recolor the logo

EESI Brand Colors

Color plays an important part in our brand. Our colors mirror our mission towards the environment and sustainability. Our blues show professionalism and trust, while our EESI Green depicts eco-friendly renewal. The colors can be used at the 70% and 40% opacities when needed.

PRIMARY COLORS



EESI Dark Blue
#00427B
R0 G66 B123
C100 M69 Y7 K30

70%
40%



EESI Green
#64BD5F
R100 G189 B95
C63 M0 Y84 K0

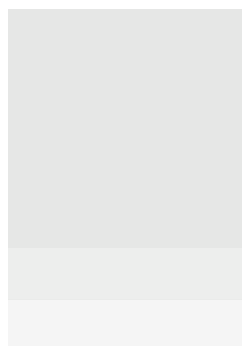
70%
40%

SECONDARY COLORS



EESI Light Blue
#3e95d5
R62 G149 B213
C71 M30 Y0 K0

70%
40%



EESI Grey
#e6e6e6
R230 G230 B230
C9 M6 Y7 K0

70%
40%

EESI Typefaces

Careful use of our typefaces ensures brand consistency throughout all platforms. The primary typeface, Proxima Nova combines a geometric appearance with modern proportions, and is both print and web friendly. Uses for each typeface are found below.

PRIMARY TYPEFACE

Proxima Nova

Regular

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bold

**abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

USE

Main Logo Full Name

For Print

Bold for titles, Regular for text

For Web

Bold for titles, Regular for text

Alternate When Unavailable

Calibre or Gotham

SECONDARY TYPEFACE

Gotham

Medium

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

USE

Main Logo Acronym

Alternate to Primary