Brand Guidelines
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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**

- Hex: #00427B
- RGB: R0 G66 B123
- CMYK: C100 M69 Y7 K30

- 70%
- 40%

**EESI Green**

- Hex: #64BD5F
- RGB: R100 G189 B95
- CMYK: C63 M0 Y84 K0

- 70%
- 40%

**SECONDARY COLORS**

**EESI Light Blue**

- Hex: #3e95d5
- RGB: R62 G149 B213
- CMYK: C71 M30 Y0 K0

- 70%
- 40%

**EESI Grey**

- Hex: #e6e6e6
- RGB: R230 G230 B230
- CMYK: 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.

PRIMAR Y TYPEFACE

Proxima Nova

Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

SECONDARY TYPEFACE

Gotham

Medium
abcdefghijklmnopqrstuvwxyz
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

Main Logo Acronym
Alternate to Primary