

QUICK REFERENCE IDENTITY GUIDELINES

Logo

Full color



One color

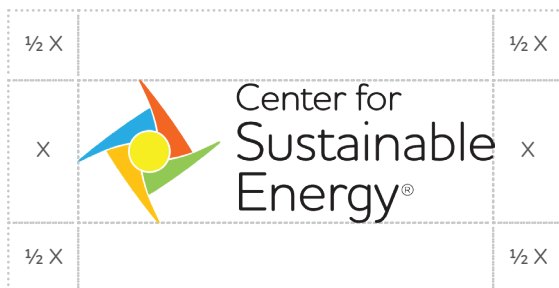


White reverse



Logo Clear Space

There should be a specific amount of clear space or "area of isolation" maintained around the logo. This clear space should be kept free of graphics, text or other logos. This space also defines the minimum acceptable distance from the logo to the edge of a printed piece. The dotted line area denotes minimum clear space surrounding the logo. One-half the height of the logo (X) determines one clear space unit.



Logo Minimum Size



Logo Color Palette



BLACK
K100
R0 G0 B0
#000000
PMS Process Black



CYAN
C100
R0 G174 B239
#00AEEF
PMS Process Cyan



TANGELO
C0 M75 Y100 K0
R242 G101 B34
#F26522
PMS 165



GRASS
C47 M0 Y87 K0
R147 G201 B85
#93C955
PMS 376



GOLD
C0 M25 Y100 K0
R255 G194 B14
#FFC20E
PMS 123



YELLOW
Y100
R255 G242 B0
#FFF200
PMS Process Yellow

Writing Style Guidelines

Referencing the Organization

The Center for Sustainable Energy is often referred to as CSE. However, on first usage always spell it out with the abbreviation in parentheses: Center for Sustainable Energy (CSE). On second reference, please use CSE or the center. When using the abbreviation CSE, generally do not use "the" in front of it.

URL Formatting

When writing the CSE website URL, capitalize the initial letters of the individual words: EnergyCenter.org.

The URL should not be preceded by "https://" or "www." when referenced in writing.

Writing Style

Associated Press Stylebook

About CSE

The Center for Sustainable Energy® (CSE) is a nonprofit offering clean energy program administration and technical advisory services. With the experience and streamlined efficiency of a for-profit operation, CSE leads with the passion and heart of a nonprofit. We work nationwide with energy policymakers, regulators, public agencies, businesses and others as an expert implementation partner and trusted resource.