energy endeavour
FOUNDATION

Logo Guidelines

i logotype

The eef logotype consists of a symbolic element and a typographic element. These two elements cannot be disassociated from each other, and may therefore not be used separately.

The logotype should only be reproduced using the electronic artwork & should not be redrawn or altered in any way.

When the logo is resized it must always be done proportionally to its original size.

The minimum size of the logo is when the height of the symbolic element is 13mm.
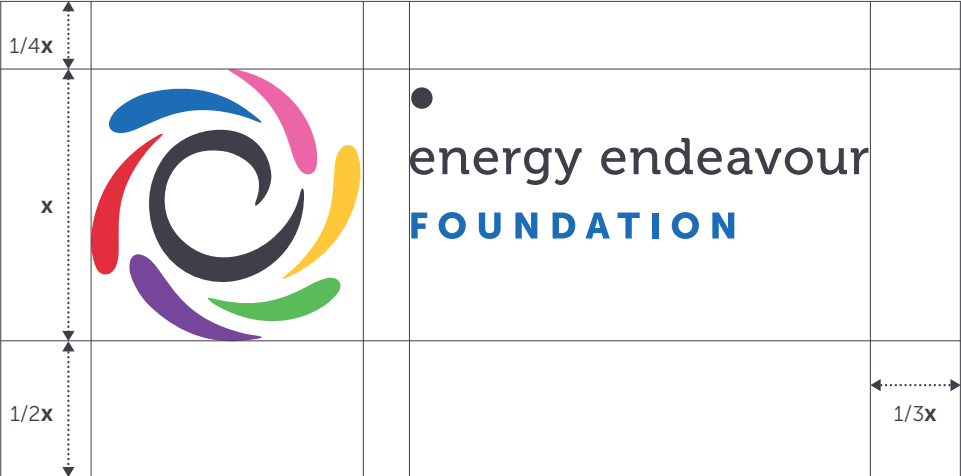
mimimum size **x** = 13mm

ii clear space

To protect the strength & integrity
of our logotype, a clear space area,
free of all other logos, text or other
graphic elements, should be maintained.

In the examples, **x** equals the height
of the electronic artwork.
The clear space is a proportion of **x**.

- The minimum clear space above the
  electronic artwork is 1/4 of **x**.
- The minimum clear space below the
  electronic artwork is 1/2 of **x**.
- The minimum clear space to the left
  & to the right of the electronic artwork
  is 1/3 of **x**.

The clear space between the artwork
and the typographic identity is
1/6 of **x** and will decrease or increase
proportionately in size.

iii support logo

The support logo is based on the
original logotype and includes a
supporting sentence. This variation of
the logo is used on official administrative
material to specify the collaborative
relationship between the EEF and another
entity (i.e.. SDE19).

In the examples, **x** equals the height
of the electronic artwork.
The clear space is a proportion of **x**.

• The minimum clear space above the
  electronic artwork is 1/4 of **x**.
• The minimum clear space below the
  electronic artwork is 1/2 of **x**.
• The minimum clear space to the left
  & to the right of the electronic artwork
  is 1/3 of **x**.
• The clear space between the logotype and
  the supporting sentence is always 1/3 of **x**.

The supporting sentence can be placed
either to the left or to the right of the logo,
and should always be aligned to the
blue typographic element "foundation".