



TECH
CLEAN CALIFORNIA

Brand Style Guide

v20210914

Primary Logo

There are several lockups for versatility of use in a variety of applications. Choose an appropriate lockup based on format and the surrounding elements, maintaining a clear space around the logo (see next page), and ensuring that the logo is legible against its background.

Primary Logo Lockups:



Secondary Logo for Limited Applications

These logo lockups were created in anticipation of special use cases. Use these sparingly, and if in doubt, use a primary logo lockup instead.

Secondary Logo Lockups:



Primary Logo Clear Space and Size Requirements

Clear Space Requirements:

Keep a clear space around the logo that is at least the width of the "H" in TECH.



Minimum Size Requirements:

Whichever logo lockup you use, ensure it is legible at smaller sizes by keeping the "CLEAN CALIFORNIA" text at least 0.25" tall.



Co-branding

Follow these guidelines to help illustrate the relationship between TECH and other entities. Confirm you have approval to use each entity's logo, and follow each brand's usage and clear space rules.

Co-branding with TECH team members

Keep TECH logo separate from team member logo group:



Co-branding with partner logo

When co-branding in a co-sponsorship or collaborative position, keep logos on the same line. Separate the logos with a 0.5 pt dark gray line if there are only two logos or two groups of logos.



Language Guidelines

Names and Abbreviations

Refer to the initiative as "TECH Clean California" when it first appears in any context. Subsequently, you may use "the initiative" or "TECH".

Do not capitalize "initiative". Do not abbreviate the initiative name to TCC.

"TECH" derives from the initiative solicitation and stands for Technology and Equipment for Clean Heating. It is not necessary to include this phrase in marketing communications, though it may be useful for more formal communications.

Funding Disclaimer

On TECH marketing pieces that will be presented to the general public, trade allies, and potential partners, include the following funding disclaimer at no smaller than 7 pt font size:

The TECH Clean California initiative is funded by California gas corporation ratepayers under the auspices of the California Public Utilities Commission.

Color Palette

TECH's color palette is reflective of its mission and vision: the shades are primarily clean and pure (vs. muted or dusty) and convey a sense of optimism.

Primary Palette:

For use in most applications.

Dark Blue CMYK 92 60 42 25 RGB 32 84 107 HEX #20546b	Light Blue CMYK 70 0 0 0 RGB 10 196 239 HEX #0ac4ef	Silver CMYK 6 4 4 0 RGB 237 238 239 HEX #edeeef	Charcoal CMYK 0 0 0 94 RGB 40 40 40 HEX #282828	Green CMYK 50 0 100 0 RGB 141 204 41 HEX #8dcc29	Red CMYK 0 79 70 0 RGB 255 91 74 HEX #ff5b4a
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Accent Colors: Use to complement primary blues. Do not use alone together.

Secondary Palette:

For use when additional colors are needed, such as in infographics and data charts.

Turquoise CMYK 60 0 30 0 RGB 68 211 200 HEX #44d3c8	Parakeet CMYK 13 0 64 0 RGB 221 255 128 HEX #ddff80	Gold CMYK 9 24 100 0 RGB 234 189 0 HEX #eabd00	Hyacinth CMYK 55 49 0 0 RGB 132 132 244 HEX #8484f4	Orchid CMYK 26 74 0 0 RGB 188 97 171 HEX #bc61ab	Poppy CMYK 0 51 75 0 RGB 255 146 72 HEX #ff9248
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Typography

Primary Typeface:

Poppins

Poppins is a clean, geometric typeface with a wide range of weights. It is suitable for use in most print and digital applications. Poppins is available for free from Google Fonts.

Poppins ExtraLight
Poppins ExtraLight Italic
Poppins Light
Poppins Light Italic
Poppins Regular
Poppins Italic
Poppins Medium
Poppins Medium
Poppins SemiBold
Poppins SemiBold Italic
Poppins Bold
Poppins Bold Italic
Poppins ExtraBold
Poppins ExtraBold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890
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ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Secondary Typeface:

Natom Pro

Like Poppins, Natom Pro is clean and minimal in design, but it has more humanistic elements, like angled strokes and feet, as well as unique stylistic alternates for some characters.

Natom Pro Regular
Natom Pro Italic
Natom Pro Medium
Natom Pro Medium
Natom Pro Bold
Natom Pro Bold Italic

NATOM PRO TITLE LIGHT
NATOM PRO TITLE REGULAR
NATOM PRO TITLE MEDIUM
NATOM PRO TITLE BOLD
NATOM PRO TITLE BLACK

A&A
R&R

Alternative Typefaces:

When Poppins and Natom are unavailable, use Arial or Helvetica. Use Century Gothic sparingly as a geometric title or accent font (do not use in longform applications).

Type Specimen

Poppins SemiBold; -5 tracking

Heading Lorem Ipsum Dolor Sit Amet

Poppins Italic

Subtitle Umque consedit dolesed modis verferum rerum quam, iligend icipsae voloriatecus int hicimus aliquid.

Poppins SemiBold and Regular

by Jane Doe, Communications Manager

February 19, 2024

Poppins Light

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Amet Vel Sit...
Ius Dolor?

Mendis ius pore volo si mo volor aut voluptae cones nonsequa musa voluptur aut quam si quo velestius.

———— Natom Pro Light

———— Poppins Light Italic

Usage Examples: Print Collateral

Healthier. Greener.

More affordable than ever.

Duntemquam qui doluptio. Uptium volenim oluptaq uatios doleserum fuga. Gias re cusant.

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Lorem Ipsum:
Temque parum, ad enectatem as experitas dolorio reperatur ra dollabo. Nam volorem idescidest, si lum adicillique nus.

Quick Start Grants

As part of the TECH Clean California initiative, Quick Start Grants (QSG) are available in the amounts of \$50,000–\$250,000 to fund localized, vanguard approaches to accelerate deployment of heat pump space and water heating technologies. Our goal is to test market transformation strategies and approaches, support technology development, and leverage high-impact opportunities to increase the installed base of heat pump technologies.

Lorem Ipsum









- ▶ **Nequi blab il eatiscienis nus, sitatust, quis quiassi nvelignis.** Ipsam velit verferae sit lat derit entinis eaquias inis eicid quis dolectur sendebi tinctusam facest pro odis esto maximus nam.
- ▶ **Ovidit peris doluptas ulloren isquis amend preium ucilis cus aut.** Puda aepe net rem quatibus maximoluptas dunt a vel in re omnim re, quia aepe net rem dolori acearum inis eicid quiatius dematem aut eicid labo.
- ▶ **Cepratur sequam incto ist preium facearc hicilitia iderum destium et qui unt repudae eium.** Quae libus, nonsequis excea pro in et idignih, quid mossi ium eos simul nonse prae. Gia nihil lime valorese solupta tentinc illabor iatium, quid tem.

Lorem Ipsum

Ipsam velit verferae sit lat derit entinis eaquias inis eicid quis dolectur sendebi tinctusam facest pro odis esto maximus nam.

The TECH Clean California initiative is funded by California gas corporation ratepayers under the auspices of the California Public Utilities Commission.

Usage Examples: Retail

 <p>Accelerera 300 E, Hybrid Electric Heat Pump Water Heater, (10-Year Warranty) SKU: 233059 Stiebel Eltron ★★★★★ (1) \$2,599.00 each</p>	  <p>50 Gal. 2.25kW 15 Amp EF3.75 Professional Ultra Hybrid Electric Water Heater, 10 Yr (240v) SKU: PROUH50-T2-RU375-15 Riid ★★★★★ \$1,690.36 each REBATE AVAILABLE</p>	 <p>50 Gal. 50,000 BTU ProLine XE Power Vent Gas Heater (LP) w/ Side Connections SKU: GPVT-50L-LP AO Smith ★★★★★ (97) \$1,599.88 each</p>
  <p>50 Gallon 5kW EF3.50 Tall Professional Ultra Hybrid Electric Water Heater, 10 Year (240v) SKU: PROUH50-T2-RU375-30 Riid ★★★★★ (2) \$1,409.79 each REBATE AVAILABLE</p>	 <p>75 Gal. TTW2 Power Vent Energy Saver Heater (LP) SKU: RG2PV75H6X Bradford White ★★★★★ (7) \$1,969.99 each</p>	 <p>50 Gal. 50,000 BTU ProLine XE Power Vent Gas Heater (NG) w/ Side Connections SKU: GPVT-50L AO Smith ★★★★★ (97) \$1,453.49 each</p>



Usage Examples: Slide Deck

Initiative Overview

Presented by Presenter Name
Month Day, Year



2 Program Planning

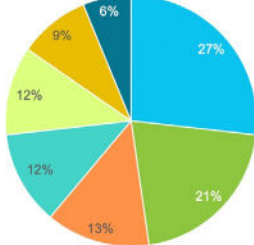
3 Program Launch

4 Communications

5 Marketing Plan

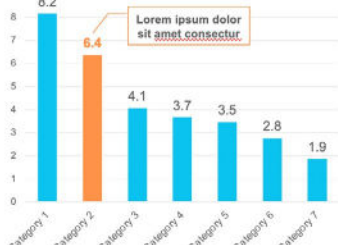
Infographics Formatting

Pie Chart



Category	Percentage
Category 1	27%
Category 2	21%
Category 3	13%
Category 4	12%
Category 5	12%
Category 6	9%
Category 7	6%

Bar Chart with Callout



Category	Value
Category 1	8.2
Category 2	6.4
Category 3	4.1
Category 4	3.7
Category 5	3.5
Category 6	2.8
Category 7	1.9

Slide Deck Footer 11

Thank You

For more information, contact:

Presenter Name
Presenter Info
Phone Number
Email Address

