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

Accent Colors: Use to complement primary blues. Do not use alone together.

Green
CMYK 50 0 100 0
RGB 141 204 41
HEX #8dcc29

Red
CMYK 0 79 70 0
RGB 255 91 74
HEX #ff5b4a

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

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	ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890
Poppins ExtraLight Italic	*ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890*
Poppins Light	ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890
Poppins Light Italic	*ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890*
Poppins Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890
Poppins Italic	*ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890*
Poppins Medium	ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890
Poppins Medium	*ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890*
Poppins SemiBold	**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890**
Poppins SemiBold Italic	***ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890***
Poppins Bold	**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890**
Poppins Bold Italic	***ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890***
Poppins ExtraBold	**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890**
Poppins ExtraBold Italic	***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 TITLE LIGHT
Natom Pro Italic	NATOM PRO TITLE REGULAR
Natom Pro Medium	**NATOM PRO TITLE MEDIUM**
Natom Pro Medium	**NATOM PRO TITLE BOLD**
Natom Pro Bold	**NATOM PRO TITLE BLACK**
Natom Pro Bold Italic	

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 dolessed 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

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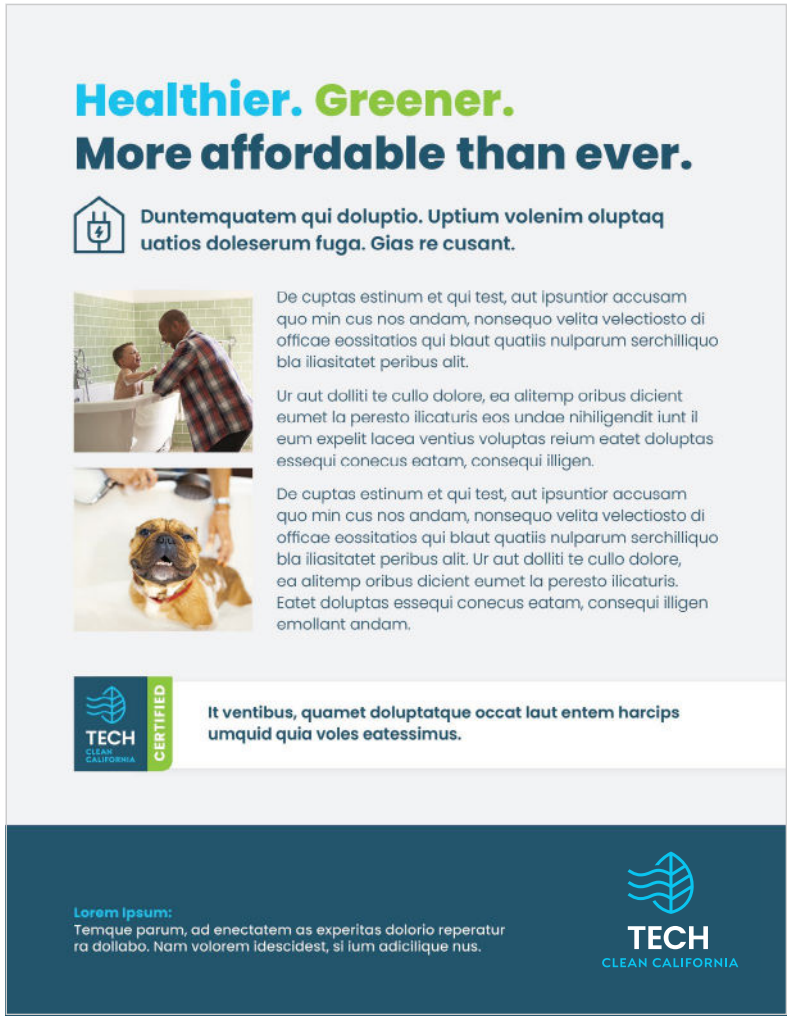
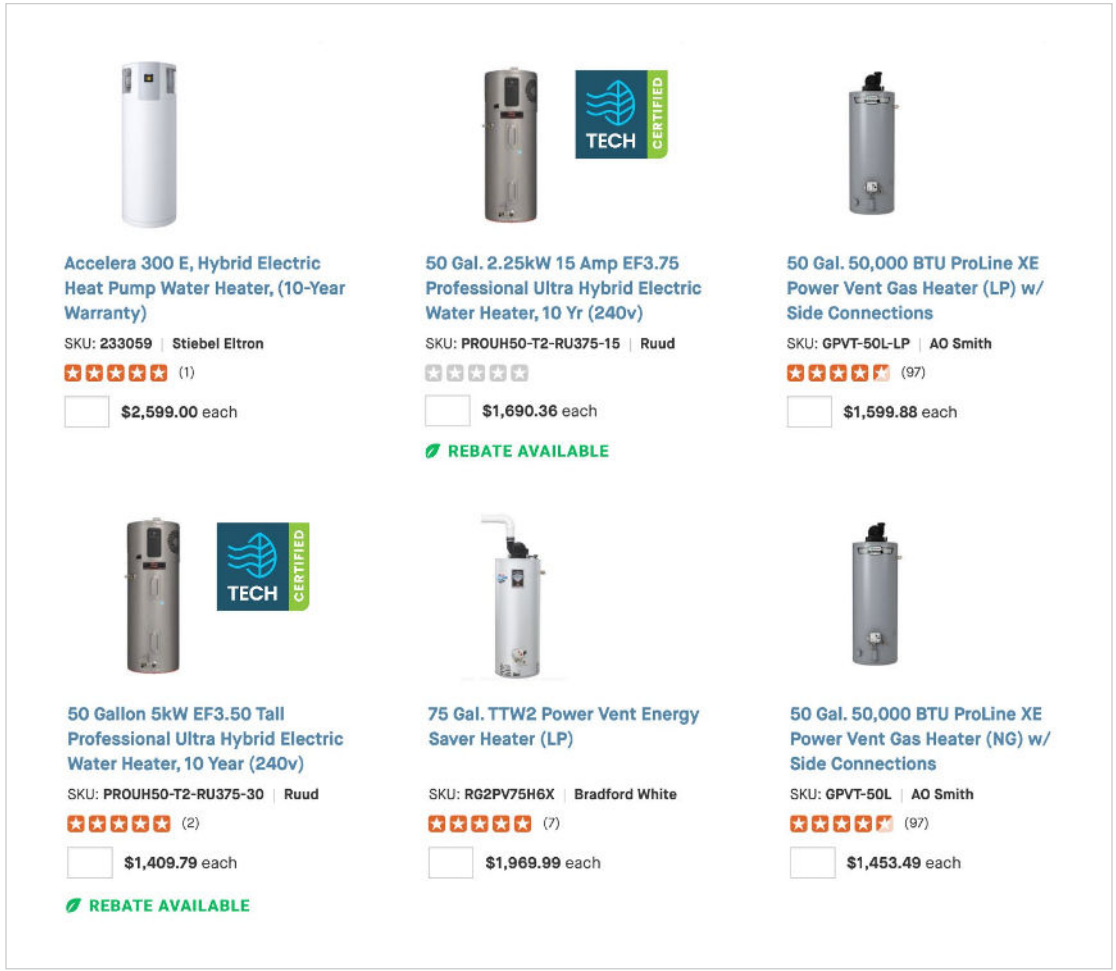
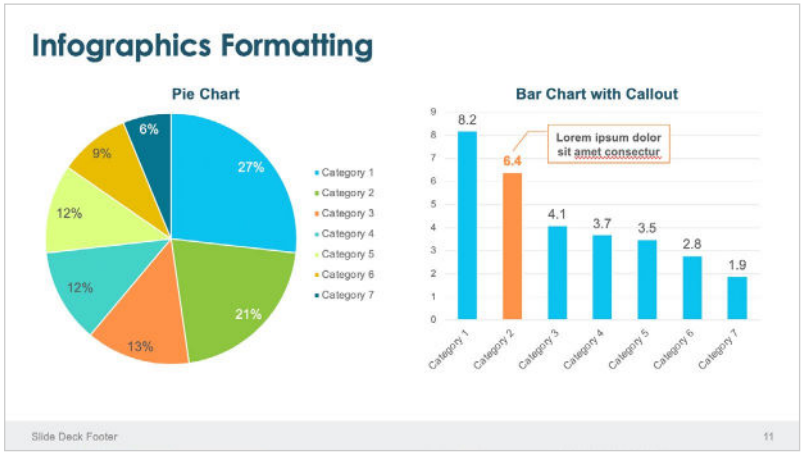
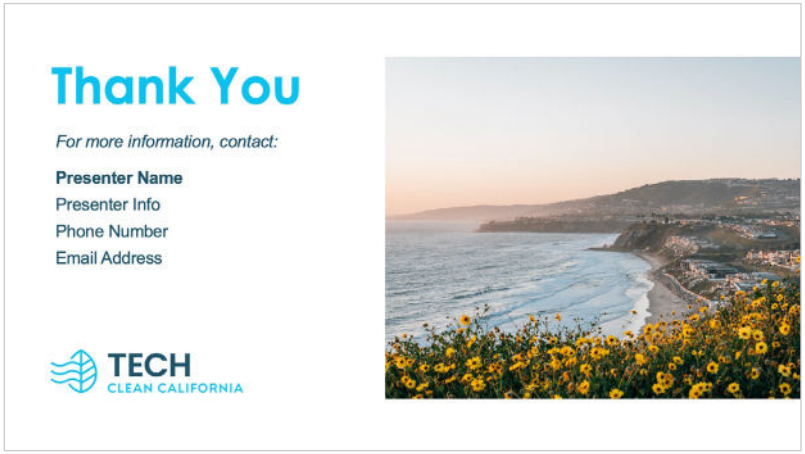
Usage Examples: Print Collateral



Usage Examples: Retail



Usage Examples: Slide Deck