

## Guidelines

# Green Mountain Energy Logo

To protect the integrity of the Green Mountain Energy logo, it is essential to follow the guidelines below regarding clear space and minimum size. These guidelines ensure that the logo remains clear, legible and consistent.

### Clear space

Keep the logo clean. Negative space the same size as the M should surround the logo. Do not put anything inside that space or over the logo.



### Minimum size

To ensure legibility, the width of the logo must never be less than 0.75 inches for print and 90 pixels, or 1.25 inches, for screen applications.



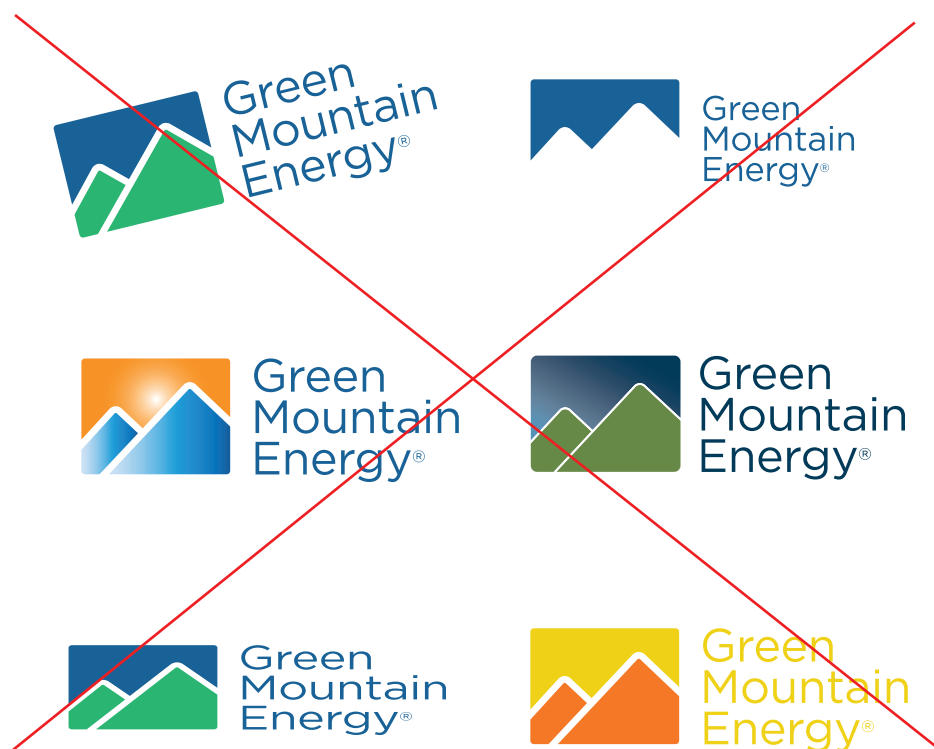
Print  
0.75" wide



Screen  
1.25" wide

### Don't

- Rotate or change the direction of the logo
- Alter or remove individual parts of the logo
- Change the color of the logo
- Add special effects to the logo
- Use older versions of the logo
- Adjust the proportions



### One color

Use one-color logo on backgrounds that are too busy or backgrounds that feature the same shades of blue or green and cause the full-color logo to have low legibility.



## Guidelines

# Sun Club Logo

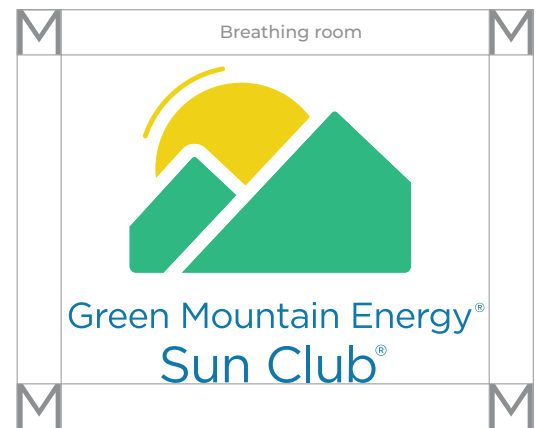
Our re-branded logo emphasizes the shared commitment of our customers to live a cleaner, greener future. The seamless fusion of the radiant sun peeking through the iconic Green Mountain Energy mountains showcases Sun Club as a thriving charitable program rooted in our core values to protect the planet through sustainability.

### New and improved

This is our logo. We take care of it like we take care of our planet. Here's how: The logo should always be used with the brand name. Please keep the white line (snow cap) on the mountain when placing the logo on any non-white background. Don't alter it in any way. Also, be sure to include the registration symbols in all instances.

### Give it some space

Pretend the logo has a personal bubble and we have a strict "no PDA" rule. Please use the letter M as a guide for the minimum distance between the logo and other elements.



## Sun Club Logo Usage

### Full-Color Logo

Use the full-color logo whenever possible. It should always include the blue type, white line (snow cap) and trademark symbol.

### One-Color Logo

Use the one-color logo on backgrounds that are too busy (like a photo, pattern or gradient) or on backgrounds that feature the same shades of green or yellow and cause the full-color logo to have low legibility. The solid black logo should only be used in times when a color version cannot.

### Don't go wild

We love things that are eclectic and eccentric, but please keep the Sun Club logo as is. Don't modify the logo in any way. That said, we recognize that a blue sky or horizontal version may be needed occasionally. In those special instances, one of the versions below may be used.

#### Primary Logo



#### Secondary Logo



\*In most cases, the primary logo should be used. Only use the secondary logo if the primary logo does not work with the design or placement.