



# BRAND GUIDELINES

**Powering an equitable energy transition**  
The social community for the energy workforce

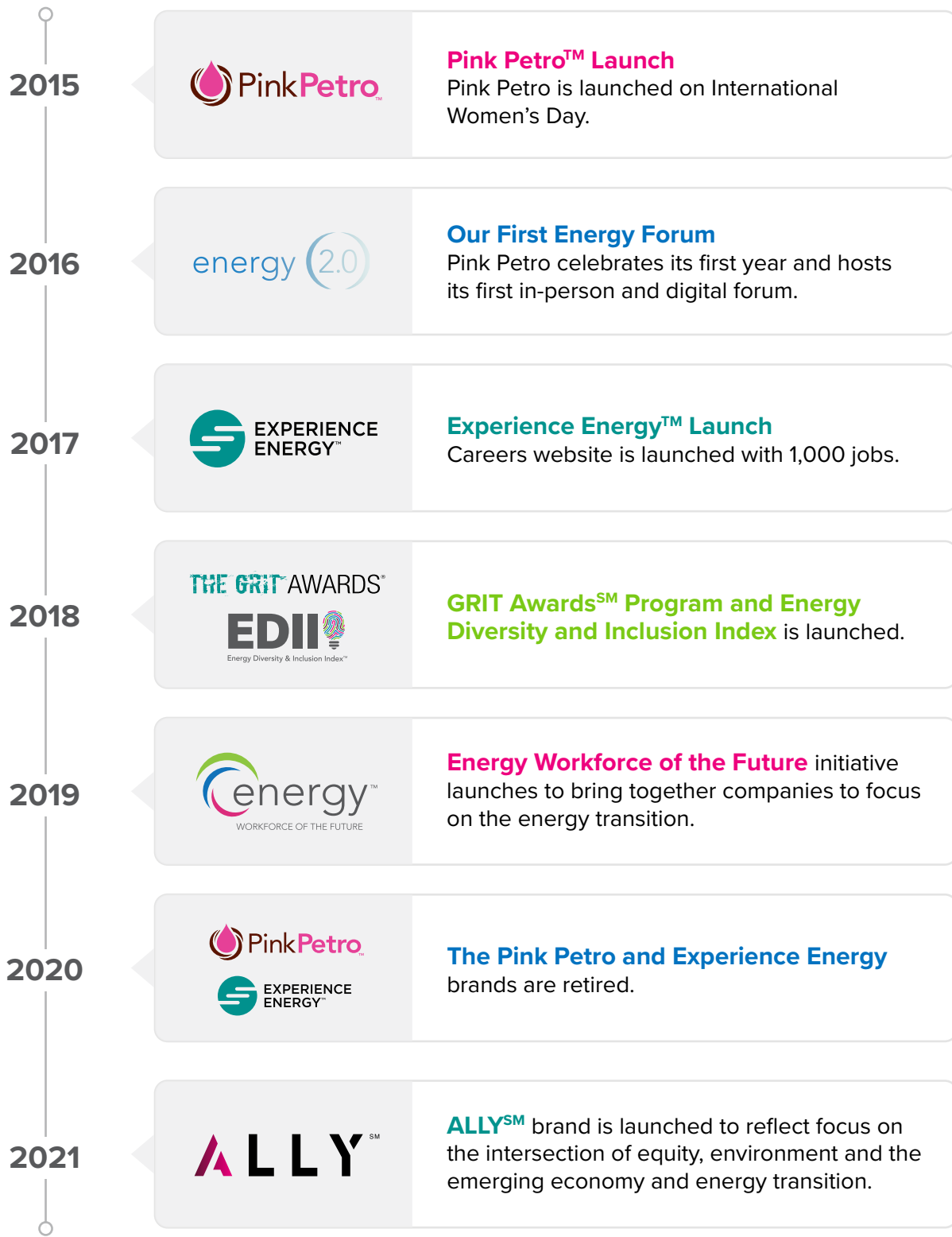
2021

# How We See Ourselves

We all want to tell a compelling, forward-thinking story about the ALLY<sup>SM</sup> experience. While there are many different internal and external audiences, the tools presented here should inspire each of us to take part in the ALLY Energy story.

ALLY Energy brands include The GRIT Awards<sup>®</sup> and Best Energy Workplaces<sup>®</sup>, Ally<sup>SM</sup>, The Voices of Energy<sup>SM</sup>, The Faces of Energy<sup>SM</sup>, Energy Workforce of the Future<sup>SM</sup>, Energy Diversity and Inclusion Index<sup>TM</sup> and ALLY<sup>SM</sup> TOP Energy Voices. These brands are trademarked entities by the United States Trademark and Patent Office. The TM and SM marks must be used in the first mention either in communication text and/or graphics.

# Our Brand Story



# Color Palette

HEX #DB2D7C  
RGB 219/45/124  
CMYK 0/100/13/0

HEX #5B1934  
RGB 91/25/52  
CMYK 42/98/55/47

HEX #8CC641  
RGB 140/198/65  
CMYK 56/0/100/0

HEX #1072BA  
RGB 16/114/186  
CMYK 92/51/0/0

HEX #00908C  
RGB 0/144/140  
CMYK 93/18/51/2

HEX #58595B  
RGB 88/89/91  
CMYK 64/56/53/27

HEX #000000  
RGB 0/0/0  
CMYK 0/0/0/100

# Typography

## HEADLINES

### Montserrat Bold

**AaBbCcDdEe123**

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
!@#\$%^&\*()\_+=[{}];'/<>\\?

## BODY COPY

### Montserrat Light

AaBbCcDdEe123

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
!@#\$%^&\*()\_+=[{}];'/<>\\?

## ACCENT

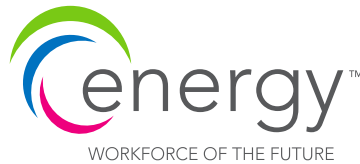
### BEBAS BOLD

**AABBBCCDDEE123**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
!@#\$%^&\*()\_+=[{}];'/<>\\?

# Brands

All brand logos are trademarked and/or service marked by the US Trademark office and must be used according to their intended design and color codes below. In the case of artwork on a colored background you may use inversed logos or all white/black logos. All artwork should be approved in advance of release.



## Service Marked Brands:

- ALLY<sup>SM</sup>
- Energy Diversity and Inclusion Index<sup>TM</sup>
- Top Energy Voices<sup>SM</sup>
- Energy Workforce of the Future<sup>SM</sup>

## Brands marked and federally registered with the US Patent and Trademark Office:

- The GRIT Awards<sup>®</sup>
- Best Energy Workplaces<sup>®</sup>

# Brands

ALLY<sup>SM</sup>

Logo with Tagline



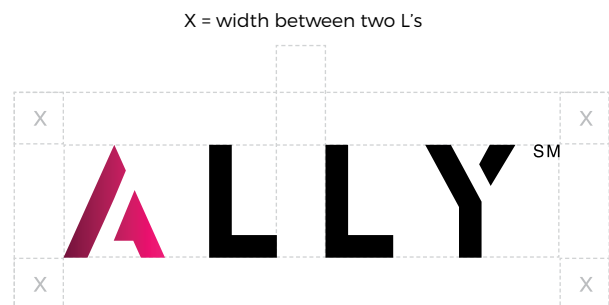
Logo without Tagline



**Note:** The logo may also be used in all black or all white when needed to ensure legibility.

## Logo Clearance

Other graphics, images, and logos should not interrupt the logo within the below guidelines.



# Brands

## ENERGY DIVERSITY AND INCLUSION INDEX™

Logo with Tagline



Logo without Tagline



**Note:** The logo may also be used in all black or all white when needed to ensure legibility.

### Logo Clearance

Other graphics, images, and logos should not interrupt the logo within the below guidelines.

X = width I and space after



X = width I and space after





# Brands

TOP ENERGY VOICES<sup>SM</sup>



**Note:** The logo may also be used in all black or all white when needed to ensure legibility.

## Logo Clearance

Other graphics, images, and logos should not interrupt the logo within the below guidelines.

X = width between T and badge



# Brands

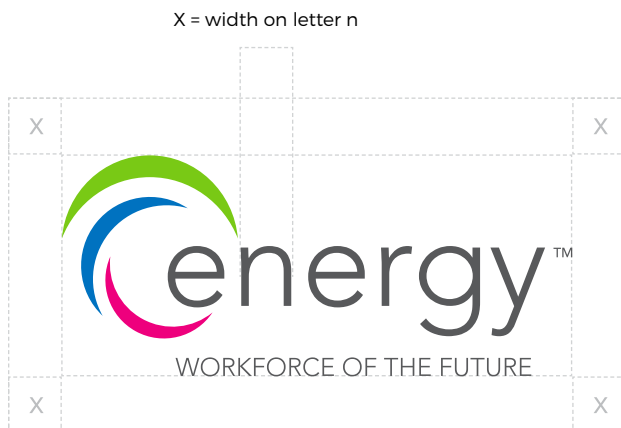
ENERGY WORKFORCE OF THE FUTURE<sup>SM</sup>



**Note:** The logo may also be used in all black or all white when needed to ensure legibility.

## Logo Clearance

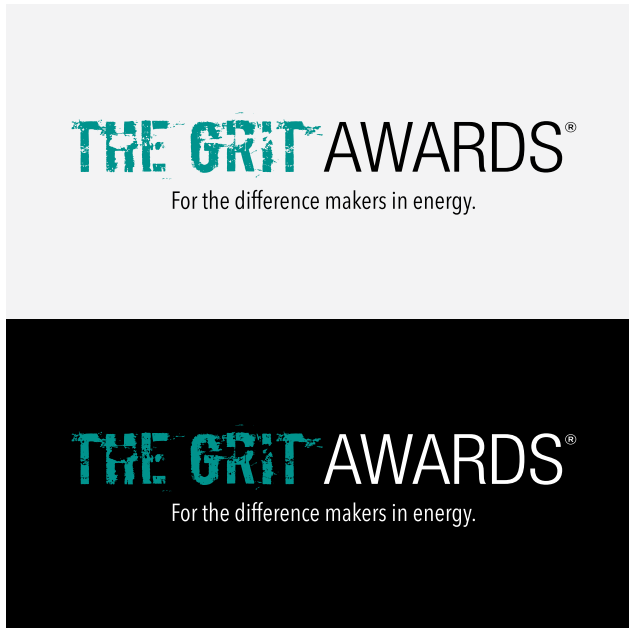
Other graphics, images, and logos should not interrupt the logo within the below guidelines.



# Brands

## THE GRIT AWARDS®

Logo with Tagline



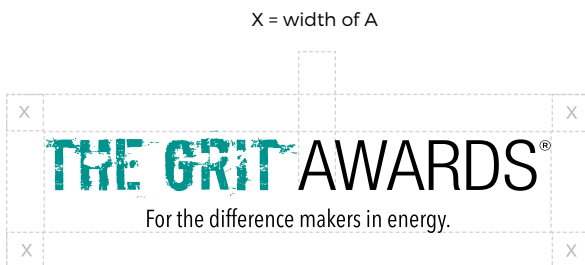
Logo without Tagline



**Note:** The logo may also be used in all black or all white when needed to ensure legibility.

### Logo Clearance

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# Brands

BEST ENERGY WORKPLACES®



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## Logo Clearance

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