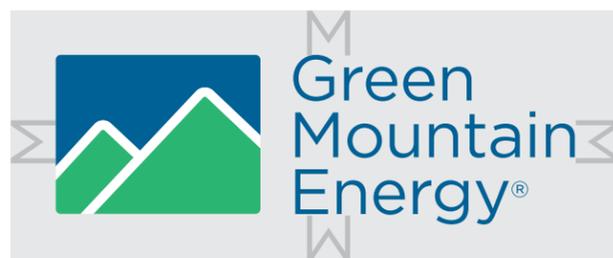


Guidelines

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.



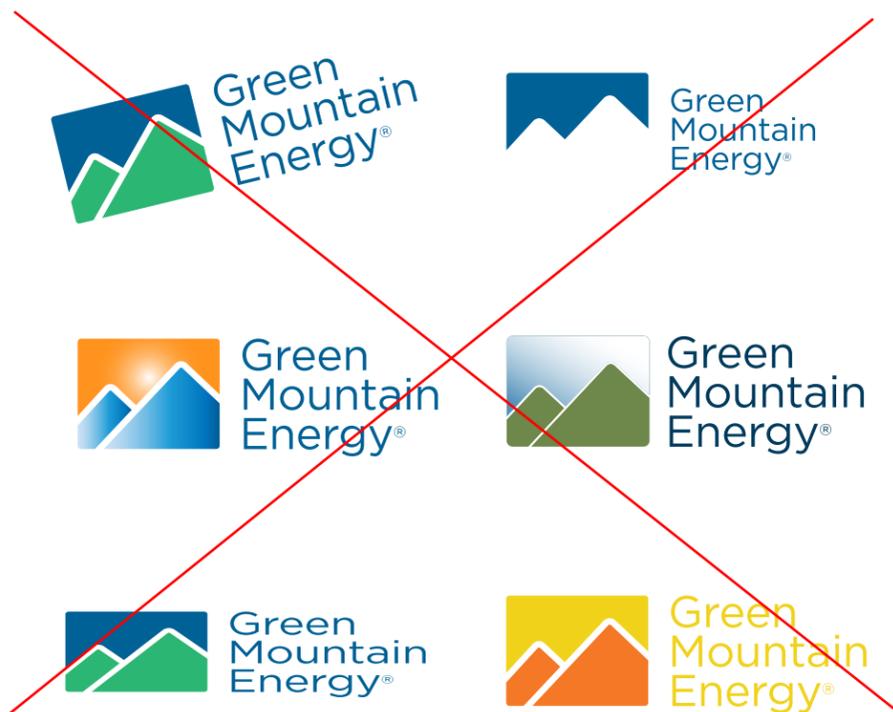
Print
0.75" wide



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

The Sun Club logo brings our motto to life by featuring a simple, clean representation of the sun over the horizon.

When to use logo with the registered trademark

Use the logo with the registered trademark when creative is referencing the Sun Club's original mission, which focuses on promoting the development and education of solar energy.



Yellow (PMS 604 C)
Dark Blue (PMS 7691 C)



When to use logo with the service mark

Use the logo with the service mark when copy is referencing the Sun Club's new mission, which focuses on charitable services: organizing and conducting programs and projects to promote the awareness of community and environmental sustainability issues; promoting the interests of people concerned with community and environmental sustainability issues; promoting development and awareness in the areas of sustainability and the environment and coordinating monetary donations to charities and nonprofits.



Yellow (PMS 604 C)
Dark Blue (PMS 7691 C)

