



epic

brand guide





LOGO FONT FAMILY - FUTURA

Futura Std - Regular

Futura Std - Heavy

Futura Std - Bold

WEB FONTS - TAHOMA

Tahoma - Regular

Tahoma - Bold

CEC Minimum Web Font Requirement

Points | Pixels | Ems | Percent

12pt | 16px | 1em | 100%

Primary Swatches

#e5ad23

CMYK: 10,32,100,0

RGB: 229, 173, 35

#162d54

CMYK: 100,87,38,34

RGB: 22,45,84

Secondary Swatch

#407c3b

CMYK: 78,29,100,16

RGB: 64,124,59

#f0bd64

CMYK: 5,27,71,0

RGB: 240,189,100

#0f4878

CMYK: 100,78,28,12

RGB: 15,72,120

Tertiary Swatches

#d5e0da

CMYK: 16,5,13,0

RGB: 213,224,218

#ffffff

CMYK: 0,0,0,0

RGB: 255,255,255

EPIC Fonts & Swatches

EPIC Symposium

EPIC Symposium Logo with Tagline



EPIC Symposium Logo without Tagline



EPIC Symposium BW without Tagline



EPIC Symposium White without Tagline



EPIC Events

EPIC Events Logo - Full Color



EPIC Events Logo - BW



EPIC Events Logo - White



EPIC Forum

EPIC Forum Logo with Tagline



EPIC Forum Logo without Tagline



EPIC Forum Logo -BW



EPIC Forum Logo White without Tagline



EPIC Energy Innovation Logo - Full Color



EPIC Energy Innovation Logo - BW



EPIC Energy Innovation Logo - White



USAGE

There are two different versions of the Commission's visual identity, each used for different sizes: the seal and the logo. The seal is the full version that includes all detail and is used when it can be displayed at large sizes. The logo is a simplified version for most print and web applications.

SEAL

When to Use

Min size: 3 Inches (200 pixels web)

No maximum size

Full color only

Examples

Posters

Podium decal

Building signage



3 INCHES AND LARGER (10 INCHES+ IDEAL)

LOGO

When to Use

Min size: 0.75 Inches (80 pixels web)

Max size: 3 inches (200 pixels web)

Examples

Reports

Fact sheets

Brochures

Web sites



LOGO



ONE COLOR LOGO



ONE COLOR REVERSE LOGO



COLOR BREAKDOWN

The following are the colors that appear in the seal.

RING AND BANNER

 BLUE
RGB: #004678
CMYK: c100 m65 y20 k10

 DARK BLUE
RGB: #002a56
CMYK: c95 m70 y20 k35

SHIELD

 LIGHT GREEN
RGB: #55a223
CMYK: c78 m5 y100 k0

 DARK GREEN
RGB: #3f7a18
CMYK: c82 m20 y100 k6

FLOWERS

 ORANGE (PETALS)
RGB: #f6961e
CMYK: c0 m50 y100 k0

 DARK BROWN (OUTLINE)
RGB: #69461e
CMYK: c42 m65 y95 k40

 OLIVE (STEM)
RGB: #8c9a3f
CMYK: c46 m25 y89 k0

 DARK OLIVE (OUTLINE)
RGB: #3b461e
CMYK: c68 m49 y99 k50

RAYS AND BEAR

 GOLD
RGB: #e7ae22
CMYK: c4 m26 y70 k0

 LIGHT GOLD
RGB: #f2be65
CMYK: c9 m32 y100 k0

 BROWN
RGB: #99734b
CMYK: c30 m50 y75 k10

CEC Seal Usage