



BEST4LESS
ENERGY

Best 4 Less Energy Branding Guidelines

LOGO AND STYLE REIMAGINING

Logos

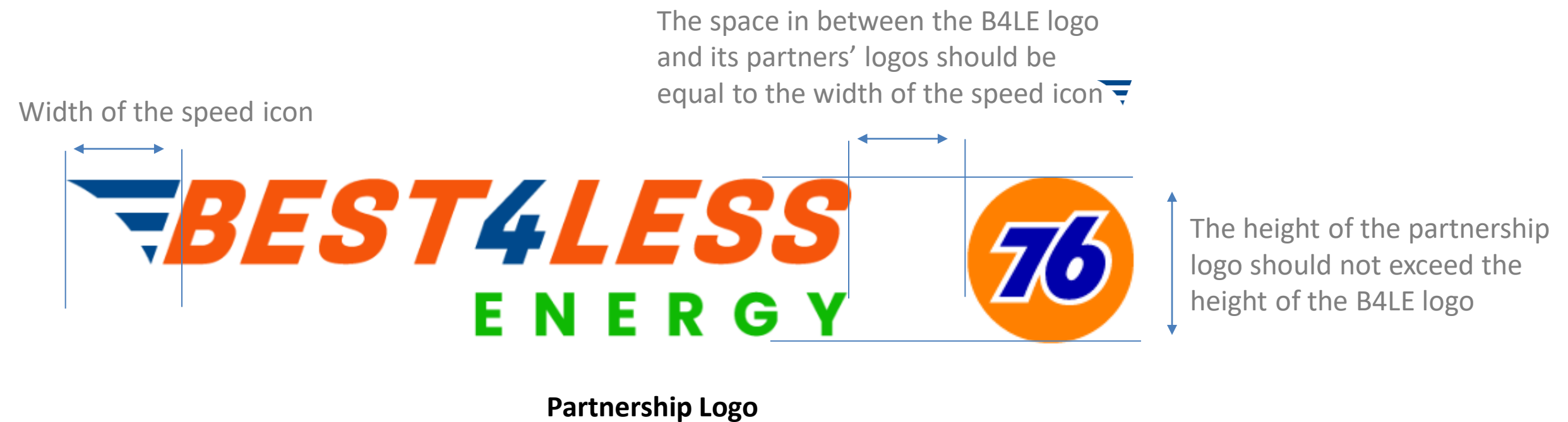


Full Color



Greyscale

Partnership Logo & Icon Spacing



Speed Icon

This icon should be used in instances where a 50X50 or smaller logo is needed

Official Fonts

The logo for BEST4LESS features the word "BEST4LESS" in a bold, italicized sans-serif font. The "BEST" and "LESS" are in orange, while the "4" is in blue. To the left of the text is a blue graphic element consisting of three horizontal bars of varying lengths, creating a stylized 'B' or wing-like shape.

Fugaz One, *italicized*

FUGAZ ONE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ENERGY

Montserrat, **bold**

MONTSERRAT (BOLD)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Proposed Color Scheme

Energy-Focused Palette

Original Orange
#EA571B

Tech Blue
#004A8C

Cloud White
#F3FBFF

Environment Green
#2A9652

Energy Green
#3DAA35

Electric Yellow
#FFA800

Logo Regulations

Correct Logo Usage

The logo should be streamlined no matter where it is used. Whether in-house, by a third party, in print, digital, or signage, the following concepts should apply to every instance the logo is used.



Do not change colors that are not predefined in the color palette.



Do not add shadows or effects.



Do not rotate the logo.



Do not change the font type, spacing, weight, or line height.