

Resident Energy Conservation Program (RECP) Logo: Style Guide for Branding – Version 1.1

IMPORTANT: This logo is vector artwork. Never disassemble or recreate this logo.



RECP

RESIDENT ENERGY CONSERVATION PROGRAM

THE RECP LOGO MUST BE READER FRIENDLY AT ALL TIMES!

This logo includes a “SAFETY AREA” that shows as a dashed line above (this line does not print). Do not crop the logo inside other applications. The logo should be used as one complete graphic.

The background color of the logo should always be white or a light tint of color. Do not screen artwork or photos behind the logo safety area.

Never reproduce the logo less than 25% of the original size for any reason. Do not alter the shape when resizing the logo.

Request a black and white version of the logo when color is not available.

USE THE RECP LOGO WITH PRIDE!

OFFICIAL PMS COLORS

■ = PANTONE 123 C

■ = PANTONE Blue 072 C

FOUR COLOR PROCESS (MATCH PMS)

■ = 24 M • 94 Y

■ = 100 C • 88 M • 5 K

ONE COLOR

■ = Process Black



Using the RECP Logo

The RECP logo is property of the U.S. Navy. Private partners who administer the RECP program are encouraged to use the RECP logo for branding recognition purposes.

Approval for Usage

The RECP logo should be used on all marketing material that is part of the RECP program. This includes flyers, websites and videos that help to explain RECP to customers. The RECP logo should not be used in any instance where it would appear that the U.S. Navy was giving tacit approval to a company or program outside of the RECP program. Whenever using the RECP logo, the private partner should seek written approval from their regional RECP point of contact.

Recommended Usage:

- Marketing material explaining RECP
- Partner RECP website
- Information to assist customers in lowering their energy usage

Prohibited Usage:

- Billing or mock billing statements
- Collection notices
- Individual notices or communications
- Billing websites
- As part of letterhead
- On any material not directly relating to RECP