

Nuance Energy Logo Specification Sheet



Color Logo Sample

COLOR PALETTE



CMYK Blue: C 100 M 83 Y 20 K 5

Web Blue: # 174583

CMYK Light Blue: C 43 M 20 Y 0 K 0

Web Light Blue: # 84b7fb

CMYK Orange: C 0 M 47 Y 99 K 0

Web Orange: # fb9819

CMYK Light Orange: C 0 M 33 Y 84 K 0

Web Light Orange: # ffb541

CMYK Yellow: C 1 M 27 Y 93 K 0

Web Yellow: # fbbe2d

CMYK Light Grey: C 53 M 45 Y 45 K 9

Web Light Grey: # 7b7b7b

CMYK Grey: C 63 M 55 Y 53 K 28

Web Grey: # 59595a

CMYK Black: C 0 M 0 Y 0 K 100

Web Black: # 000000

FONTS

" NUANCE ENERGY" Proxima Nova, Bold

" Leading Solar Innovation" Proxima Nova, Bold

FILE FORMATS

Vector: .ai

This file type will still look sharp when scaled up. Great for business cards, brochures, promotional items, tradeshow booth displays, and signage.

.eps

This file type will still look sharp when scaled up. Great for business cards, brochures, promotional items, tradeshow booth displays, signage, and embroidery.

Web: .jpg

This file type should not to be scaled up and has a solid white background. Great for adding to a Word template and using on the internet when placing over a white background.

.png

This file type should not to be scaled up and has a transparent background. Great for adding to a Word template and using on the internet when placing over a colored background.