

ACCEPTABLE USE POLICY

“ENERGIZE WEST VIRGINIA WITH NATURAL GAS” LOGO

Companies, organizations and entities are welcome and encouraged to utilize the Energize West Virginia logo as long as it is used in an appropriate manner. The logo must be used in a manner that furthers Energize West Virginia’s mission and does not tarnish or discredit the organization. In order to maintain consistent branding that strengthens the name and image, the following guidelines are established:

Permission and Format

- The logo must be used with permission from Energize West Virginia by contacting Kim Lawrence at 304-414-3371 or by email at kim@rainmakermediagroup.com.
- Based upon the request, Energize West Virginia may waive specific requirements on the use of its logo.
- At any time, Energize West Virginia may revoke the use of its logo.
- Energize West Virginia can supply an EPS version of its logo in any format.

General Rules

- The “Energize West Virginia with Natural Gas” logo and text must be used together.
- The typeface should not be altered or replaced.
- Proportions must be retained.

Color and background specifications

- Color versions of the logo must include original colors. Logo colors cannot be changed for any reason.
- The PMS COLORS are GREEN PMS 362 and BLUE PMS 289. The logo is best reproduced on a white background.
- If the logo needs to be placed on a color background, it may be reversed to white to keep the overall integrity.

Size and orientation

- The original proportions must be preserved and must not be distorted in any way.
- The logo must never fall below 1.25 inches in width.
- The type should not be condensed or extended.

- The logo should never be displayed in an orientation different from the original.
- The text should always appear horizontally on whatever medium is used.