

# SHIFTED ENERGY

## BRAND GUIDELINES



### 1. PRIMARY LOGO

SHIFTED  ENERGY

### 2. TYPEFACE

A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o  
p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) < > ? : ' " { } | \_ +

SOURCE SANS PRO BOLD

### 3. VERTICAL LOGOS

 SHIFTED ENERGY

SHIFTED ENERGY

### 4. HORIZONTAL LOGOS

 SHIFTED  
ENERGY

  
SHIFTED  
ENERGY

### 5. COLOR



BLUE

PANTONE 7546 C

RGB: 37 55 70  
HEX: v2c3c4c

CMYK: 73 45 24 66



ORANGE

PANTONE 137 CP

RGB: 234•161•36  
HEX: EAA124

CMYK: 0•41•100•0