



Using The Logo

Execution Guidelines

- The Logo is to be used only in support of New Jersey's Clean Energy Program products, services and marketing/advertising materials.
- Used in an Internet site, the Logo must always be an active link to NJCleanEnergy.com/ssb

Placement Guidelines

- You may not combine the Logo with any other object, including other logos, icons, words, graphics, photos, slogans, design features or symbols.
- You may use the Logo only as provided by New Jersey's Clean Energy Program, altering it only for size, which is subject to the boundaries in these guidelines. The Logo may not be altered in any other manner including proportions, colors, perspective or dimensional appearance.
- You may not reverse the Logo to white, nor should the logo appear on any background color other than white.

Color Specifications

The New Jersey's Clean Energy Program PAY FOR PERFORMANCE Approved Partner logo can appear in four-color process or black and white. Retain the colors of the Logo as outlined here. When the logo is used in full-color raster form (such as in Adobe Photoshop®), the file must be set up as actual size or greater at 300 pixels per inch.



New Jersey's
Clean Energy
PROGRAM™
Your Power to Save
njcleanenergy.com
New Jersey Board of Public Utilities



| Logo Usage with Tagline

4C process

NEW JERSEY'S CLEAN ENERGY PROGRAM



PAY FOR PERFORMANCE

APPROVED PARTNER



PAY FOR PERFORMANCE
APPROVED PARTNER

| **Logo Usage with Tagline**

Black and White/Grayscale

NEW JERSEY'S CLEAN ENERGY PROGRAM



PAY FOR PERFORMANCE

A P P R O V E D P A R T N E R



Logo Spacing

The Logo must stand alone. A minimum amount of space must be left between the Logo and any other object such as type, other logos, photography, borders, edges, and so on. The required border of space around the Logo must be a measurement equal to the height of the the Logo.

Minimum Size

You should take care to maintain the integrity of all elements of the Logo. For example, the type must be readable. In no case should the Logo appear at such a small size that these conditions are not met. The minimum acceptable size for the Logo is 1 3/4 inches in width.

Logo Elements

The Logo should never be taken apart and recombined in any way to create new artwork. No part of the Logo may be changed or re-sized in any way relative to the rest of the Logo.

Orientation

The Logo should never be displayed in any orientation different from the artwork provided. Do not orient the Logo on its side. The text should always read horizontally.

Aspect Ratio

The original aspect ratio of the Logo must be preserved and must not be distorted in any way. When resizing the Logo, you must take care to lock the aspect ratio so that the type is neither condensed nor extended.

Compliance with Guidelines

New Jersey's Clean Energy Program reserves the right to review all materials bearing the Logo and may request samples. You must correct any errors in your use of the Logo. Refusal to correct such errors or to cease distribution of incorrect marketing materials could result in revocation of your right to use the Logo. Anyone wanting to use the Logo must receive permission prior to using the Logo in any application.