



**TECH**  
CLEAN CALIFORNIA

## Brand Style Guide

v20210914

# Primary Logo

There are several lockups for versatility of use in a variety of applications. Choose an appropriate lockup based on format and the surrounding elements, maintaining a clear space around the logo (see next page), and ensuring that the logo is legible against its background.

## Primary Logo Lockups:



## Secondary Logo for Limited Applications

These logo lockups were created in anticipation of special use cases. Use these sparingly, and if in doubt, use a primary logo lockup instead.

### Secondary Logo Lockups:



## Primary Logo Clear Space and Size Requirements

### Clear Space Requirements:

Keep a clear space around the logo that is at least the width of the "H" in TECH.



### Minimum Size Requirements:

Whichever logo lockup you use, ensure it is legible at smaller sizes by keeping the "CLEAN CALIFORNIA" text at least 0.25" tall.



# Co-branding

Follow these guidelines to help illustrate the relationship between TECH and other entities. Confirm you have approval to use each entity's logo, and follow each brand's usage and clear space rules.

## Co-branding with TECH team members

Keep TECH logo separate from team member logo group:



## Co-branding with partner logo

When co-branding in a co-sponsorship or collaborative position, keep logos on the same line. Separate the logos with a 0.5 pt dark gray line if there are only two logos or two groups of logos.



# Language Guidelines

## **Names and Abbreviations**

Refer to the initiative as "TECH Clean California" when it first appears in any context. Subsequently, you may use "the initiative" or "TECH".

Do not capitalize "initiative". Do not abbreviate the initiative name to TCC.

"TECH" derives from the initiative solicitation and stands for Technology and Equipment for Clean Heating. It is not necessary to include this phrase in marketing communications, though it may be useful for more formal communications.

## **Funding Disclaimer**

On TECH marketing pieces that will be presented to the general public, trade allies, and potential partners, include the following funding disclaimer at no smaller than 7 pt font size:

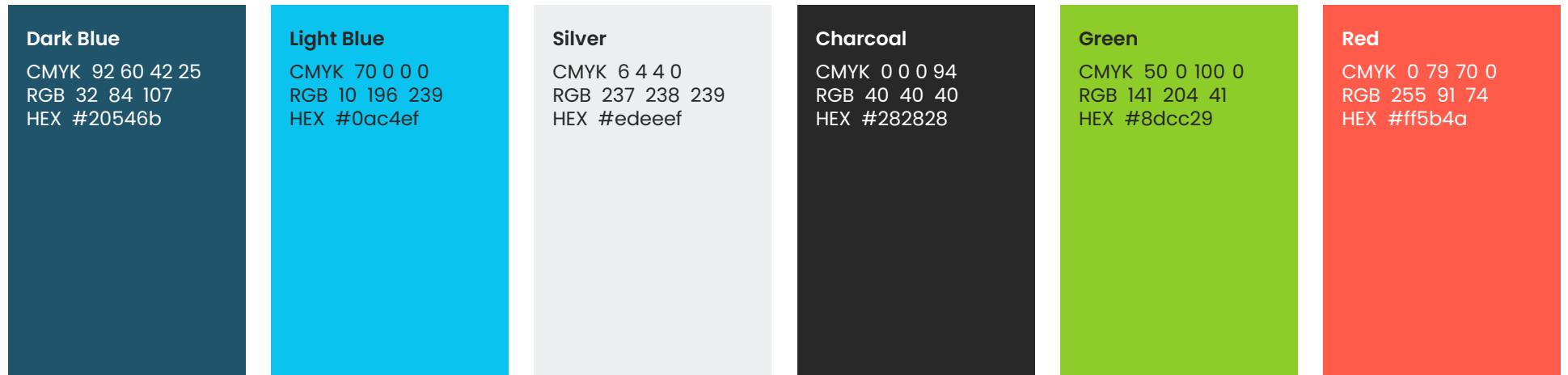
The TECH Clean California initiative is funded by California gas corporation ratepayers under the auspices of the California Public Utilities Commission.

# Color Palette

TECH's color palette is reflective of its mission and vision: the shades are primarily clean and pure (vs. muted or dusty) and convey a sense of optimism.

## Primary Palette:

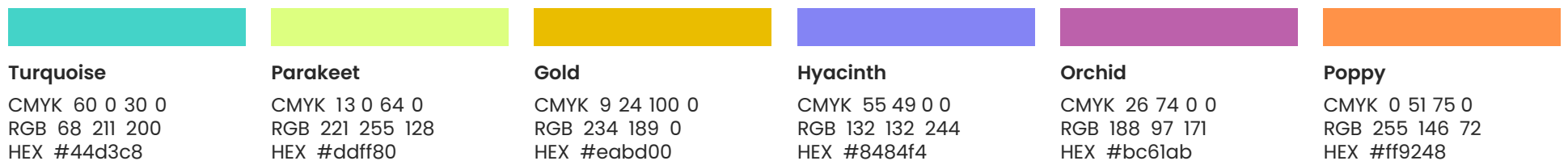
For use in most applications.



**Accent Colors:** Use to complement primary blues. Do not use alone together.

## Secondary Palette:

For use when additional colors are needed, such as in infographics and data charts.



# Typography

## Primary Typeface:

### Poppins

Poppins is a clean, geometric typeface with a wide range of weights. It is suitable for use in most print and digital applications. Poppins is available for free from Google Fonts.

Poppins ExtraLight  
*Poppins ExtraLight Italic*  
Poppins Light  
*Poppins Light Italic*  
Poppins Regular  
*Poppins Italic*  
Poppins Medium  
*Poppins Medium*  
Poppins SemiBold  
*Poppins SemiBold Italic*  
Poppins Bold  
*Poppins Bold Italic*  
Poppins ExtraBold  
*Poppins ExtraBold Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890  
*ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890*  
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890  
*ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890*  
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ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890  
*ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890*

## Secondary Typeface:

### Natom Pro

Like Poppins, Natom Pro is clean and minimal in design, but it has more humanistic elements, like angled strokes and feet, as well as unique stylistic alternates for some characters.

Natom Pro Regular  
*Natom Pro Italic*  
**Natom Pro Medium**  
*Natom Pro Medium*  
**Natom Pro Bold**  
*Natom Pro Bold Italic*

NATOM PRO TITLE LIGHT  
NATOM PRO TITLE REGULAR  
**NATOM PRO TITLE MEDIUM**  
**NATOM PRO TITLE BOLD**  
**NATOM PRO TITLE BLACK**

A&A  
R&R

#### Alternative Typefaces:

When Poppins and Natom are unavailable, use Arial or Helvetica. Use Century Gothic sparingly as a geometric title or accent font (do not use in longform applications).

# Type Specimen

Poppins SemiBold; -5 tracking

## Heading Lorem Ipsum Dolor Sit Amet

Poppins Italic

*Subtitle Umque consedit dolesed modis verferum rerum quam, iligend icipsae volariatecus int hicimus aliquid.*

Poppins SemiBold and Regular

**by Jane Doe, Communications Manager**

February 19, 2024

Poppins Light

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”

Amet Vel Sit...  
Ius Dolor?

*Mendis ius pore volo si mo volor aut voluptae cones nonsequa musa voluptur aut quam si quo velestius.*

———— Natom Pro Light

———— Poppins Light Italic



# Usage Examples: Print Collateral

**Healthier. Greener.**  
**More affordable than ever.**

 **Duntemquam qui doluptio. Uptium volenim oluptaq  
 uatios doleserum fuga. Gias re cusant.**

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 De cuptas estinum et qui test, aut ipsuntior accusam quo min cus nos andam, nonsequo velita velectiosto di officae eossitatos qui blaut quatiis nulparum serchilliquo bla iliasitatet peribus alit. Ur aut dolliti te cullo dolore, ea alitemp oribus dicient eumet la peresto illicaturis. Eatet doluptas essequi conecus eatam, consequi illigen emollant andam.

 **It ventibus, quamet doluptatque occat laut entem harcips  
 umquid quia voles eatessimus.**

**Lorem Ipsum:**  
 Temque parum, ad enectatem as experitas dolorio reperatur ra dollabo. Nam volorem idescidest, si ium adicillique nus.



 **Quick Start Grants**



As part of the TECH Clean California initiative, Quick Start Grants (QSG) are available in the amounts of \$50,000–\$250,000 to fund localized, vanguard approaches to accelerate deployment of heat pump space and water heating technologies. Our goal is to test market transformation strategies and approaches, support technology development, and leverage high-impact opportunities to increase the installed base of heat pump technologies.

**Lorem Ipsum**









- ▶ **Nequi blab il eatiscienis nus, sitatust, quis quiassi nvelignis.** Ipsam velit verferae sit lat derit entinis eaquias inis eicid quis dolectur sendebi tinctusam facest pro odis esto maximus nam.
- ▶ **Ovidit peris doluptas ulloren isquis amend preium ucilis cus aut.** Puda aepre net rem quatibus maximoluptas dunt a vel in re omnim re, quia aepre net rem dolori acearum inis eicid quatius dermatem aut eicid labo.
- ▶ **Cepratur sequam incto ist preium facearc hicilitia iderum destium et qui unt repudae eium.** Quae libus, nonsequis excea pro in et idignih, quid mossi ium eos siminul nonse prae. Gia nihil ime volorese solupta tentinc illabor iatium, quid tem.



**Lorem Ipsum**  
 Ipsam velit verferae sit lat derit entinis eaquias inis eicid quis dolectur sendebi tinctusam facest pro odis esto maximus nam.

The TECH Clean California initiative is funded by California gas corporation ratepayers under the auspices of the California Public Utilities Commission.

# Usage Examples: Retail

 <p><b>Accelera 300 E, Hybrid Electric Heat Pump Water Heater, (10-Year Warranty)</b> SKU: 233059   Stiebel Eltron ★★★★★ (1) \$2,599.00 each</p>	  <p><b>50 Gal. 2.25kW 15 Amp EF3.75 Professional Ultra Hybrid Electric Water Heater, 10 Yr (240v)</b> SKU: PROUH50-T2-RU375-15   Ruud ★★★★★ \$1,690.36 each REBATE AVAILABLE</p>	 <p><b>50 Gal. 50,000 BTU ProLine XE Power Vent Gas Heater (LP) w/ Side Connections</b> SKU: GPVT-50L-LP   AO Smith ★★★★★ (97) \$1,599.88 each</p>
  <p><b>50 Gallon 5kW EF3.50 Tall Professional Ultra Hybrid Electric Water Heater, 10 Year (240v)</b> SKU: PROUH50-T2-RU375-30   Ruud ★★★★★ (2) \$1,409.79 each REBATE AVAILABLE</p>	 <p><b>75 Gal. TTW2 Power Vent Energy Saver Heater (LP)</b> SKU: RG2PV75H6X   Bradford White ★★★★★ (7) \$1,969.99 each</p>	 <p><b>50 Gal. 50,000 BTU ProLine XE Power Vent Gas Heater (NG) w/ Side Connections</b> SKU: GPVT-50L   AO Smith ★★★★★ (97) \$1,453.49 each</p>



# Usage Examples: Slide Deck

## Initiative Overview

Presented by Presenter Name  
Month Day, Year



## 2 Program Planning



## 3 Program Launch



## 4 Communications

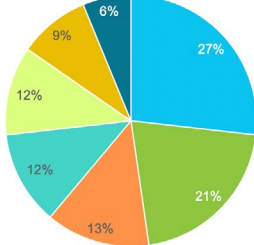


## 5 Marketing Plan



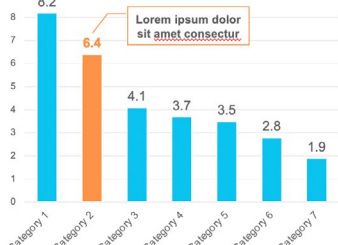
## Infographics Formatting

### Pie Chart



Category	Percentage
Category 1	27%
Category 2	21%
Category 3	13%
Category 4	12%
Category 5	12%
Category 6	9%
Category 7	6%

### Bar Chart with Callout



Category	Value
Category 1	8.2
Category 2	6.4
Category 3	4.1
Category 4	3.7
Category 5	3.5
Category 6	2.8
Category 7	1.9

Slide Deck Footer 11

## Thank You

For more information, contact:

**Presenter Name**  
Presenter Info  
Phone Number  
Email Address

