



# brand guidelines

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## logo variations

This graphic burst of energy and ideas is so darn clean it sparkles. A nod to a glowing sun and a spinning pinwheel the mark indirectly represents solar and wind power, but its birds'-eye-view more directly says “innovation looks at things from a different angle.” The irregular pattern suggests the varied approach required for real advances. And the explosive pop of shape and color creates a eureka moment.

The Cleanie Awards® is a full copyright in text and in image. You must include the ® symbol on first mention.



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## typography

The main typeface is **FILSON SOFT** in all weights.

[fonts.com/font/mostardesign-studio/filson-soft?QueryFontType=Web&src=GoogleWebFonts](https://fonts.com/font/mostardesign-studio/filson-soft?QueryFontType=Web&src=GoogleWebFonts)

As an alternative when necessary, a secondary typographic option is **MONTERRAT** in all weights.

[fonts.google.com/specimen/Montserrat](https://fonts.google.com/specimen/Montserrat)

### Filson Soft

Thin  
*Thin Italic*  
Light  
*Light Italic*  
Book  
*Book Italic*  
Regular  
*Regular Italic*  
Medium  
*Medium Italic*  
Bold  
*Bold Italic*  
Black  
*Black Italic*  
Heavy  
*Heavy Italic*

### Montserrat

Thin  
*Thin Italic*  
ExtraLight  
*ExtraLight Italic*  
Regular  
*Italic*  
Medium  
*Medium Italic*  
SemiBold  
*SemiBold Italic*  
Bold  
*Bold Italic*  
ExtraBold  
*ExtraBold Italic*  
Black  
*Black Italic*

# brand guidelines

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## color breakdowns

The PRIMARY colors are the foundation of the brand. The SECONDARY colors support and complement our primary palette of green and gray, providing additional range to the brand experience.

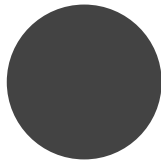
### primary



C56 M12 Y100 K0  
R129 G176 B65  
HEX #81B041

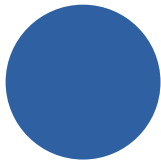


C43 M0 Y100 K0  
R159 G204 B59  
HEX #9FCC3B

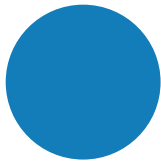


C67 M60 Y59 K45  
R67 G67 B67  
HEX #434444

### secondary



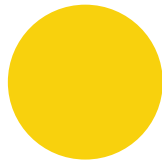
C88 M65 Y9 K1  
R45 G98 B161  
HEX #2E61A1



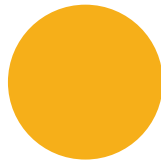
C90 M38 Y5 K4  
R0 G125 B183  
HEX #047DB8



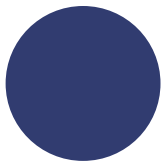
C80 M13 Y30 K0  
R0 G165 B179  
HEX #00A5B3



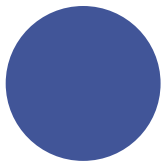
C3 M15 Y100 K0  
R249 G209 B10  
HEX #F9D10C



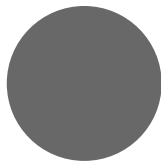
C2 M34 Y100 K0  
R247 G175 B15  
HEX #F6AF1B



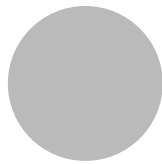
C92 M85 Y28 K15  
R51 G61 B112  
HEX #333D71



C85 M75 Y10 K1  
R69 G83 B150  
HEX #455497



C59 M51 Y50 K19  
R105 G105 B105  
HEX #696969



C27 M22 Y22 K0  
R186 G185 B185  
HEX #BBBABA

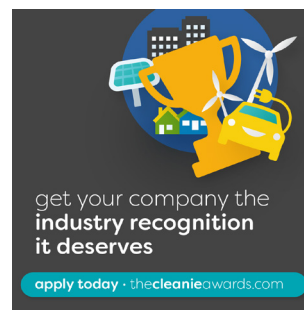
# brand guidelines

## icon and illustration style

The icons are dynamic and playful. Simple illustrations break the boundaries of the circle behind each. A soft drop shadow helps to bring the illustration forward.



## examples of social media illustration application



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## badges

Badges can be updated for the current year.

