

The logo for EcoPort, featuring the word "ECO" in blue and "PORT" in white, set against a black rounded rectangular background.

ECO PORT

Logo Usage and Brand Style Guide

The purpose of this guide is to assist you in using the EcoPort^{CM} logo system consistently in a way that works for your brand. There are two main color options: green and blue. You should choose one color scheme or the other based on your branding needs and then use it consistently.

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EcoPort^{CM} Mission Statement

EcoPort certified home appliances enable a more efficient, more economical and greener utility grid. The EcoPort mark on an appliance certifies that when an EcoPort-certified control module is plugged into or integrated into the marked appliance, it can reliably establish network communications in support of smart energy applications. Such applications include, but are not limited to, aligning the appliance's energy consumption to minimize electric grid costs, or aligning the appliance's energy usage with times of variable renewable energy availability.

The EcoPort^{CM} Identity System

The EcoPort Identity System consists of multiple versions of the logo including blue and green options.



The green and blue versions of EcoPort evoke the environmental benefits of connected appliances.

The parallel “plug” lines in the E and P of the EcoPort logo support the core capabilities and benefits of the connectivity of appliances to the utility grid.

The EcoPort logo may only be used on, or in association with tested and certified products. The certification process is detailed at: www.ecoport.org/certification-process

Terminology – Proper Use of the EcoPort^{CM} Name

Name – The EcoPort^{CM} name and certification mark are owned by the OpenADR Alliance. A certification mark application has been submitted to the U.S. Patent and Trademark Office. Upon approval as a registered trademark, the proper designation will become EcoPort[®]

Spelling – The EcoPort^{CM} name should always appear as one word, upper case E and upper case P.

Pronunciation – EcoPort^{CM} should be pronounced with long E, long O:
ee - koe - port

When writing about EcoPort, use the following language:

1. EcoPort^{CM} and the EcoPort^{CM} mark are (registered) certification marks owned by the OpenADR Alliance.
2. EcoPort^{CM} products are certified by the OpenADR Alliance.
3. For a product, "EcoPort^{CM} certified product" is the proper reference; Not EcoPort^{CM} compliant, EcoPort^{CM} rated, or EcoPort^{CM} water heater (or pool pump, etc.)
4. Use of [®] (when approved by the Trademark Office) is recommended for digital or print marketing materials. The marks do not need to be part of a sticker or other use of the logos.

Certification Value Proposition

- The EcoPort^{cm} certification mark, as used by authorized persons, certifies that the goods contain hardware and software that enables utility grid operators and managers to advise and manage devices to maximize grid efficiency and to integrate flexible assets with reference to standards established by the certifier.
- The EcoPort^{cm} mark on an appliance certifies that when an EcoPort^{cm}-certified control module is plugged into or integrated into the marked appliance, it can reliably establish network communications (that meet the requirements of a certified CTA-2045 port) in support of smart applications. Such applications include, but are not limited to, aligning the appliance's energy consumption to minimize electric grid costs, or aligning the appliance's energy usage with times of variable renewable energy availability.
- In this way, the EcoPort^{cm} mark assures utility grid operators, consumers, regulators, and others that a diverse set of certified appliances and communications modules, made by an array of manufacturers, will be physically and electronically compatible when deployed in the field. These appliances and devices can range from water heaters to thermostats, from electric vehicle chargers to pool pumps, and more.

The Green EcoPort Logo

The name EcoPort is meant to suggest a connection that can lead to efficiencies that can be economically and ecologically advantageous. The color green can represent either the saving of money or reduced strain on the environment.



The Blue EcoPort Logo

The color blue is less direct in its meaning allowing you to define it as referring to energy savings and lower bills though it can also suggest ecology in a more subtle way by symbolizing clean air and water.





Black and White Versions



Knock-out
with Green
or Blue Type
Versions



Reverse and
Semi-Reverse
Versions

Other Logo Variations

There will be situations in which you are unable to use color or need to place the logo on a photo or dark background. These logo variations are for those uses. Be consistent and stick with one color when using color even when using other variations. Also, see the do's and don'ts page for more info on how to use these.



Standard Color Versions



Black and White Versions



Knock-out
with Green
or Blue Type
Versions



Reverse and
Semi-Reverse
Versions



EP Bug and Variations

Once the brand is established, you may want to use this simpler version of the logo when space is tight or as a short-hand visual. These come in the same color and reverse options as the standard logo and should be used with the same consistency. For example, if you choose to use the blue or green logo, stick with the logo variations in that color throughout your branding effort.

Brand Colors

The EcoPort brand colors suggest clean efficiency through the use of a bright green and a clear blue along with contrasting black and light gray. Once you choose either the green or blue logo you should use that color consistently though the other colors may be used as accents in your designs.

Please refer to this guide and use the appropriate ink or color value for your print or web project based. Spot Inks or process color are used in print and RGB or Hex values are used on the web or screen.

EcoPort Green

Spot: Pantone 375 C
CMYK Process: 47/0/100/0
RGB: 147/213/0
Hex: 93d500

EcoPort Blue

Spot: Pantone 2995 C
CMYK: 81/12/1/0
RGB: 0/167/225
Hex: 00a7e1

EcoPort Gray

Spot: Pantone Cool Gray 5 C
CMYK: 0/0/0/35
RGB: 180/180/180
Hex: b4b4b4

EcoPort Black

Spot: Pantone Black C
CMYK: 75/0/35/100
RGB: 0/0/0
Hex: 000000

Space & Size

The EcoPort logo should not be crowded by other elements and should have space around it. Keep a buffer zone of half its height around the logo at the very least at all times.

The logo should also be used in sizes that are legible and never used smaller than the minimum sizes shown on this page. These minimum sizes should only be used in situations where space is at a premium and the logo is required to be as small as possible.



Suggested Minimum Sizes:



1.25" x .295"



.6104" x .295 "

Absolute Minimum Sizes:



.7679" x .1812"



.375" x .1812"

File Types

When using the logo for printed projects use EPS vector files whenever possible. These will lead to clean lines and will allow you to choose between process colors (CMYK) or spot colors (Pantone Inks) depending on the nature of your project.

For the web, PNG files are preferable for clarity of the hard-lined graphic nature of the logos and are RGB matching either the RGB or Hex values listed on the brand colors page.

Spot Color

EPS/AI
Vector
Adobe Illustrator

Web/RGB/Hex

PNG or JPEG
Raster
Photoshop

CMYK/Print

EPS/AI
Vector
Adobe Illustrator



Do be consistent

Do give it space

Do use it as is

Do use a clean background

Do use at a legible size

Do use the right file type

Do use the right colors

Do use common sense



Don't distort



Don't use at an angle



Don't change colors



Don't crop the logo



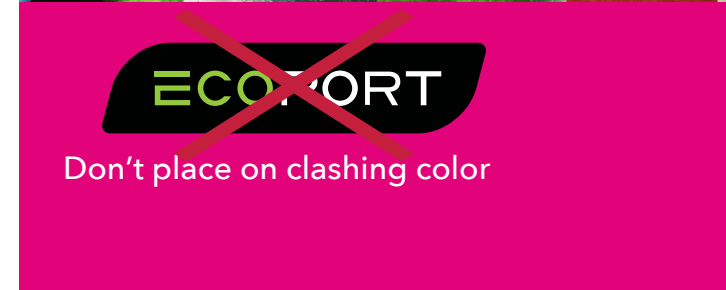
Don't change the type



Don't place on busy pattern



Don't add effects



Don't place on clashing color

Do's & Don'ts

Use the EcoPort logo files as they are. Do not alter them in any way. Do not crop, distort, stretch, recolor, change the typeface or opacity. Do not add drop shadows or other effects. Choose between the blue or green logos and then stick with the color you picked. Be consistent. Don't make the logo too small. Don't use it at an angle or on its side. Pay attention to the background and area around the logo. Don't crowd it or place it on a busy background, photo or clashing color. Give it space. Don't crowd it.

Suggested Sample Marketing Taglines

- 1.** EcoPort™ future proofs your appliances
- 2.** EcoPort™ - smart appliances that do more.
- 3.** An EcoPort™ is a port to the future.
- 4.** EcoPort™ enables a more efficient utility grid.

Typography

OEM's and Utilities will use the EcoPort logo within their own brand system. This guide is for those of use creating brand assets for EcoPort's own communication and marketing.

EcoPort's typography should be clean, clear and modern to reflect the brand. Headings and body copy should be set in contrasting weights of Avenir Next. Use of Ultra Light in larger sizes for headlines, regular for body copy, and demi bold for subheads is encouraged.

Ultra Light Display Type

DEMI BOLD SUBHEADS

Body copy set in Avenir Next Regular are encouraged. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Avenir Next Ultra Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Avenir Next Demi Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Avenir Next Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

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