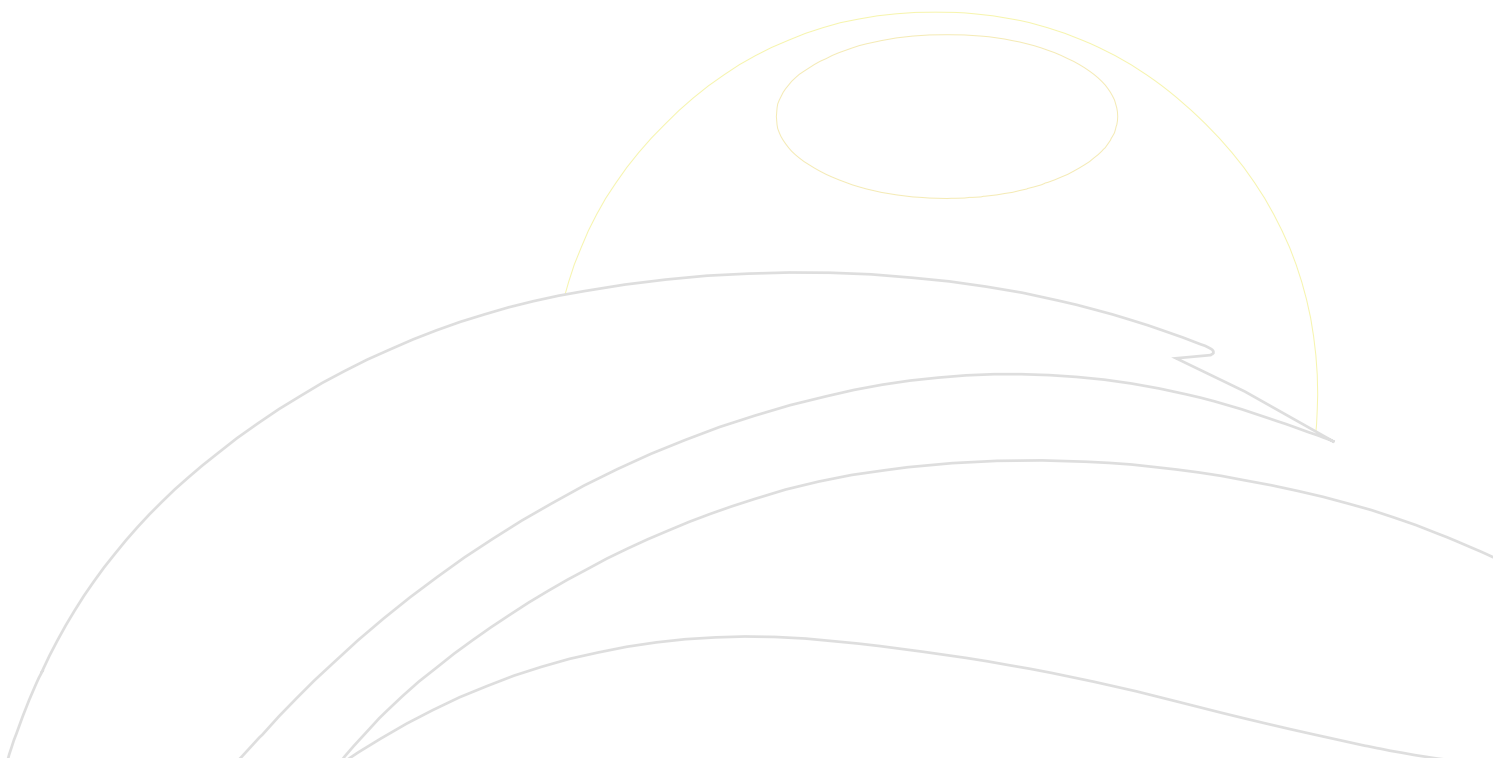




GreenExergy AB Identity Manual

Use of the "GreenExergy" Trademark



GreenExergy Logo Overview

The GreenExergy logo is a custom-drawn element and never should be typeset or simulated. All reproductions of the logo should be made from official reproduction-quality artwork or electronic files.

Basic Guidelines

The GreenExergy logo consists of two elements: the graphic symbol and the name GreenExergy. The logo only should be used as a complete unit never as two separate parts.



The positioning of the graphics elements should not be changes. The fixed distance between the symbol and word GreenExergy should be maintained as it is. Vertically the symbol is lowered slightly from the word GreenExergy.



The GreenExergy Logo

The following are representations of the GreenExergy Logo as it should be used.

Solid Version



Outline Version



Printing in positive form is preferred over the reverse treatments shown below. If a reverse treatment is used, the background should be GreenExergy green or black whenever possible.

Reverse Solid



Reverse Outline



Font

The font of the GreenExergy Logo should always be Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Humnst777 BT should be used for addresses and other smaller copy that is used in conjunction with a company logo.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Color

If the GreenExergy logo is depicted in color, the color green should always be "PANTONE 376 C". If you have downloaded this manual from Internet or Intranet Site and printed it out, the color shown on your copy may not be correct. You should always plan to use the "PANTONE 376 C" sample to be sure of the correct color.

X-Measure/Safety Space Area

The X-measure determines the safety area around the logo - a border on all sides equal to half the height of the symbol. No objects or elements should be placed in this area other than the tagline.



Co-Op Advertising

Where the GreenExergy logo appears with another logo (as in distributor or co-op advertising), both should be visually equal in size. Also, provide a suitable safety area to separate the two entities.

Acceptable



Non Acceptable



Logo With Tagline

Follow the below measures when tagline is used along with the logo. Fit the tagline within the 2nd and 9th letter of the word "GreenExergy". Color of the tagline text will always remains black.



THE GreenExergy LOGO SHOULD NEVER BE USED IN ANY FONT, COLOR, STYLE OR FORMAT OTHER THAN THIS AUTHORIZED VERSION.