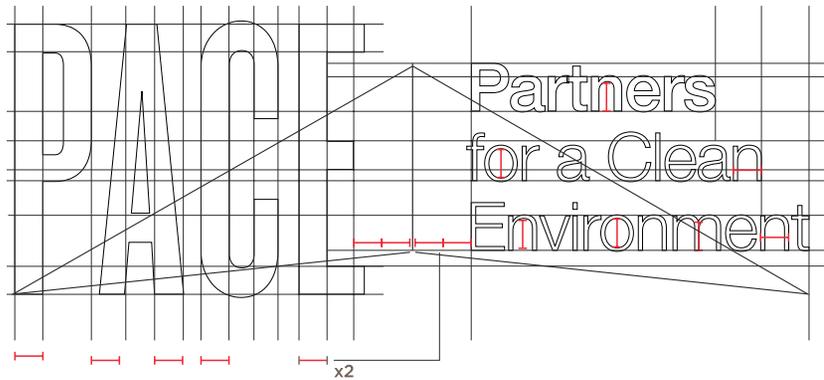# PACE

Partners
for a Clean
Environment

about
PACE

Partners for A Clean Environment consolidates the original PACE certification program, the city of Boulder's 10 for Change program, and advisor services. It's designed to give businesses the tools they need to engage their employees; plan, implement, and finance energy, waste, water, and transportation projects; pursue upgrades; achieve certification; and/or be recognized for their efforts.

PACE | Partners for a Clean Environment

logo

This logo is to be used on all PACE print, digital, and online collateral, including (but not limited to) printed publications, advertising, research, marketing, posters, reports, fliers, product packaging, website, banners, presentations, and other media.

The logo's triad bridge structure weights the acronym and its meaning equally. They take up the same visual space as well as have several other spacial subtleties that move the eye through the logo. The word 'Partners' is bolded to emphasize it's importance in the program's partnership with the community.

When presenting the PACE logo with it's program icons, give the logo a margin that is at least the width the of the descender of the 'p'.

dos
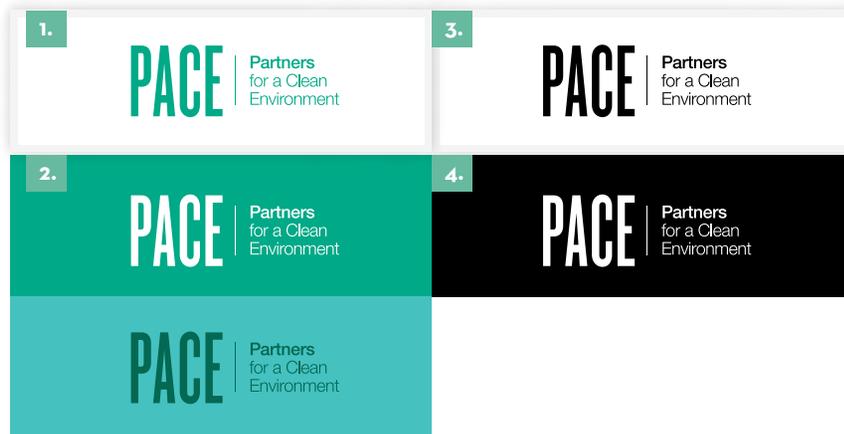
don'ts

do's & don'ts

Take a moment to think about the application of the logo. It needs a little breathing room, so always allow for negative space around the logo.

do:

1. Use brand greens on white backgrounds
2. Use only brand colored backgrounds
3. If the full color logo cannot be used, use black on white backgrounds
4. Use white on black backgrounds

don't:

1. Use color logo on conflicting backgrounds
2. Add embellishments like drop-shadows, embossing, or glows to the logo
3. Place logo on complex backgrounds
4. Rotate the logo
5. Change font
6. Use any color other than the brand swatch

color
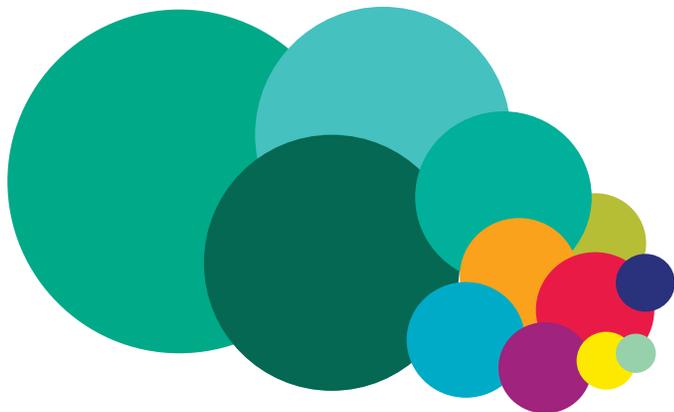
Primary Palette:

Pantone Green C
CMYK 100/0/65/0
RGB 0/168/135
HEX #00A887

Pantone 3252
CMYK 65/0/29/0
RGB 27/207/201
HEX #1BCFC9

Pantone 3298
CMYK 100/33/75/24
RGB 0/104/82
HEX #006852

Pantone 3275
CMYK 100/0/54/0
RGB 0/175/154
HEX #00AF9A

Text Greys:
90% Black
63% Black

Secondary Palette:

Pantone 137
CMYK 0/42/100/0
RGB 255/163/0
HEX #FFA300

Pantone 3125
CMYK 94/2/22/0
RGB 0/171/199
HEX #00ABC7

Pantone 192
CMYK 1/100/70/0
RGB 236/0/68
HEX #EC0044

Pantone 390
CMYK 34/12/100/0
RGB 182/189/0
HEX #B6BD00

Tertiary Palette:

Pantone 2415
CMYK 41/100/14/1
RGB 162/0/124
HEX #A2007C

:
Pantone 803
CMYK 0/5/97/0
RGB 255/232/0
HEX #FFE800

Pantone Reflex Blue C
CMYK 100/94/14/12
RGB 0/21/136
HEX #001588

Pantone 352
CMYK 42/0/41/0
RGB 140/224/176
HEX #8CE0B0

The colors reflect the brand personality. Simple and rich, the swatch embodies quality, honesty, and sustainability.

The primary green, Pantone Green C, can be paired with the secondary and tertiary colors in a variety of combinations (see next page).

As of now PACE has four focus areas that use Pantone 137 (Energy), 3125 (Water), 192 (Waste), 390 (Transportation). In the future, if additional areas are added use the tertiary palette.

We recommend tints of black in any printed type to avoid any registration issues through using CMYK. Preferred tints are shown on the next page.
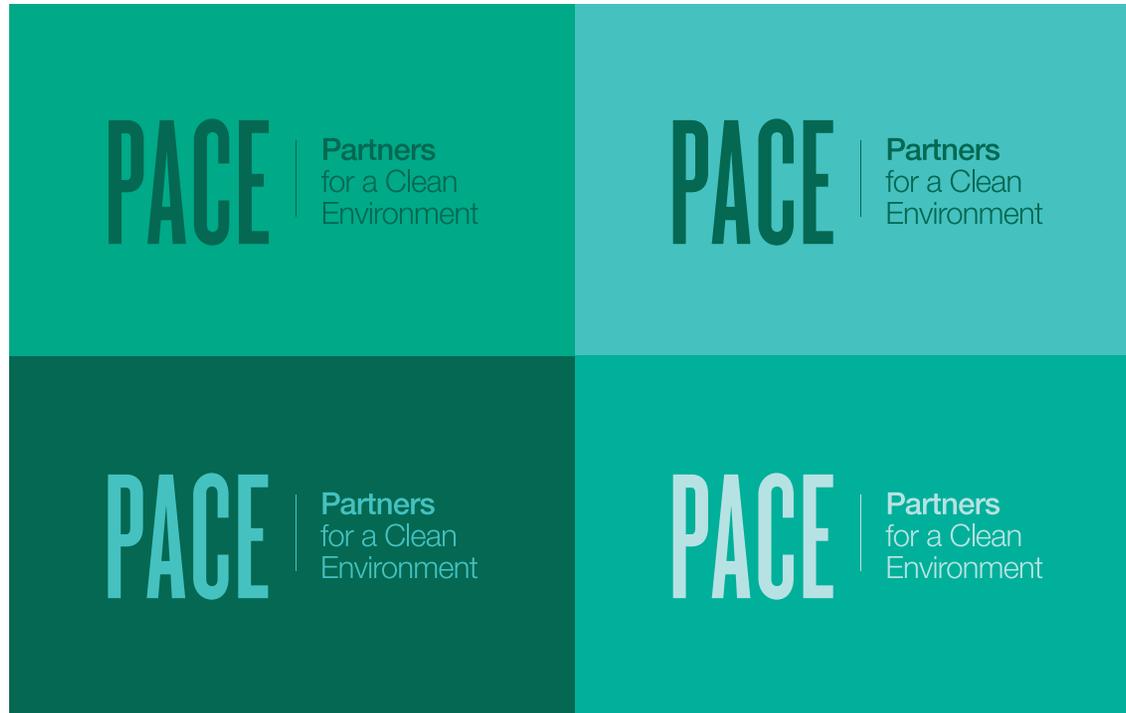
color

These color combinations are the most ideal in situations where the logo needs to go on a background color (for example on a website or packaging of any kind). While Pantone Green C is the primary color, the tonal variations presented here are acceptable as part of the brand.

The sample paragraphs of text below show the visual grays of the two tonal blacks that should be used with bodies of text. This includes in documents, formal research, presentations, and emails. The intention of tonal grays is to soften large amounts of text which allows for easier reading.

PACE
Partners for a Clean Environment

90% Black

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin tellus tortor, posuere nec semper eu, accumsan non mi. Suspendisse dui nulla, viverra nec mauris sit amet, ullamcorper tristique leo. Pellentesque et eros sed risus semper bibendum eget sed eros. Suspendisse ac mauris vehicula nibh consectetur hendrerit.

63% Black

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin tellus tortor, posuere nec semper eu, accumsan non mi. Suspendisse dui nulla, viverra nec mauris sit amet, ullamcorper tristique leo. Pellentesque et eros sed risus semper bibendum eget sed eros. Suspendisse ac mauris vehicula nibh consectetur hendrerit.

icons

Energy	Waste	Water	Transportation
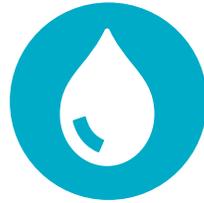
Energy	Waste	Water	Transportation

PACE supports businesses in finding and implementing sustainable solutions—and measuring and celebrating success—in the program areas which include Energy, Waster, Water, and Transportation. When icons are used in one color use primary palette or reversed out on white. In the case of additional icons, use tertiary palette. Use rounded edges on all vectors to add to the friendly and approachable aesthetic of the brand.

Pp
Pp

Helvetica Neue 55 Roman

Helvetica is a neutral typeface that has great clarity, no intrinsic meaning in its form, and could be used on a wide variety of signage. 'Partners for A Clean Environment' is set in this font and can be supported by body copy also set in this font.

Roboto Bold & Regular

Roboto has a mechanical skeleton and the forms are largely geometric. This makes for a more natural reading rhythm. This font should be primary on all web material. It should be used as A and B level headers as well as when Helvetica Neue is unavailable.

fonts

All material for the PACE brand should include only brand fonts.

Stationery Suite should be set all in title case in Helvetica or Roboto. Title case in a slightly larger font and in bold is useful for headings and subheadings. Body copy should be set in sentence case and use only Roboto Regular. The larger the header gets, the tighter the letters need to be kerned.

When Helvetica is unavailable, Roboto bold or regular should be used. Roboto is a free Google web font that should be on all web material including website, apps, emails, and other online material.