

# STATE ENERGY CONSERVATION OFFICE

## LOGO USE POLICY

This policy governs the use of the Comptroller of Public Accounts (CPA) State Energy Conservation Office (SECO) logo specifically by those awarded a grant or loan contract by SECO.

### Overview

SECO has a visual representation of its organization and programs. This identity is one way it delivers a powerful, clear, consistent, and compelling message about SECO, i.e., SECO partners with Texas consumers, businesses, educators and local governments to reduce energy costs and maximize efficiency.

The following policy is published to guide SECO awardees in an effort to coordinate all communications and signage that represent SECO to the public.

### Approval Procedures

Any communications and/or signage that are directed to the public and that use the SECO logo must be approved by SECO prior to use. Requests for approval must be submitted in writing to the Director of the State Energy Conservation Office at least 15 days prior to graphic development of the logo and its use. Requests may be emailed to [SECO@cpa.state.tx.us](mailto:SECO@cpa.state.tx.us) or mailed to:

State Energy Conservation Office  
Texas Comptroller of Public Accounts  
LBJ State Office Building, Room 1114  
111 E. 17<sup>th</sup> Street  
Austin, Texas 78701

When requesting permission, please provide:

- Name of the requesting entity
- Contact name, address, email address, phone number and fax number
- A short statement identifying the objectives in using the logo
- Explanation of how and where the logo will be used
- Copies of any draft printed materials, sketches or drawings, if available

### Logo Files

Upon approval of a request to use the SECO logo, the SECO office will coordinate with the requestor to provide the necessary logo files.

## **Suitable Logo Applications**

The SECO logo, upon approval, may be used to identify projects supported by SECO funding, including:

- Signage at or on the project site
- Project related printed materials
- Electronic media
- Slides and presentation materials
- Other, upon approval

## **Impermissible Logo Applications**

- The SECO identity and logo may **not** be used to promote or indicate any preference for any commercial products or services.
- As a function of a state agency, the SECO identity and logo may not be used to endorse political parties or candidates.
- The SECO logo may not be used for fundraising activities.
- The logo is not intended to be used or converted for use on the Web.

# **LOGO GRAPHIC STANDARDS GUIDELINES**

## **SECO TRADEMARK**

SECO developed this logo and logotype as a corporate trademark to identify itself on all internal and external communications. It is extremely important that the logo and logo type be used according to these graphic standards guidelines to establish and maintain correct and consistent brand recognition.

These guidelines are meant to clearly indicate how the logo and logotype can appear. Review these guidelines carefully and use only approved versions of the logo and logotype. These rules apply to internal and external uses by SECO, as well as usage by authorized outside strategic partners and approved third party vendors.

**Approved SECO logo versions**

The following are approved SECO logo/logotype versions. They have been developed to offer controlled options to the designer when logo configuration is a design or production consideration.

**Vertical version**



**Horizontal version**



**Approved SECO logotype fonts**

SECO trademark incorporates *Myriad Pro Black Italic* for the SECO name and *Myriad Pro Regular* for the tagline. No other font may be substituted.



**Approved one-color black versions**



**Approved one-color reverse versions**



**Approved SECO logo colors**

The SECO logo is designed using specific approved colors. Colors are defined in RGB, CMYK and PMS

<b>CMYK Blue</b>	<b>RGB Blue</b>	<b>PMS Blue</b>
C: 60	R: 120	PMS# 3005
M: 30	G: 154	
Y: 0	B: 207	
K: 0		



<b>CMYK Green</b>	<b>RGB Green</b>	<b>PMS Green</b>
C: 57	R: 146	PMS# 368
M: 0	G: 192	
Y: 100	B: 80	
K: 0		

**Logotype and tagline:** Black

State Energy Conservation Office

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### Approved SECO logo backgrounds

The SECO logo is designed to be used in reverse versions inside a solid background of these 3 approved colors only.

**PMS# 368 or CMYK or RGB equivalents**



**PMS# 3005 or CMYK or RGB equivalents**



**PMS# Black**



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### Correct application to complex background

When applying SECO logo to complex background, isolate logo in approved background color.



### Incorrect application to complex background

Avoid applying SECO logo to complex background to insure proper readability.



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**Incorrect color use**

The SECO logo is designed using only specific approved colors. No other colors are to be used.



**Incorrect color manipulation**

The SECO logo is designed using only specific approved colors. No tints or shades are to be used.



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**Modification of SECO logo and logotype**

No modifications to SECO logo or logotype are allowed.



## **The Logo and the Text Are One**

The logo should not stand alone without identifying SECO. Do not delete “SECO” from the logo.

## **Resizing the Logo**

The logo can be made smaller or larger, but it is important to never alter its proportions. It should never be stretched or distorted.

## **Incorrect Logo Modifications and Usages**

Instant visual recognition is one of the main purposes of the official SECO logo. Its form, style, and application guarantee such recognition. The following distortions should be especially avoided:

- Drawing a box around the logo
- Underlining any part of the logo
- Crowding the logo or invading its “safe space”
- Allowing the logo to touch other elements such as text, photos, or borders
- Placing the logo too close to a cut or folded edge
- Blending the logo with other designs, drawings, or typography
- Placing the logo on a background that does not contrast
- Altering or changing any colors
- Placing the logo on a background that is patterned
- Accepting poor resolution of the logo

## **LEGAL NOTICE**

If permission is granted, the logo may be used only for the stated purpose and in the manner for which permission is granted.

CPA reserves the right to withdraw approval at its sole discretion. If permission is rescinded, the logo must be removed within 24-hours of notification.

## **CONTACT**

The SECO office is available to assist you during planning and execution of the use of the SECO logo. Please contact us at 512-463-1931 or at [SECO@cpa.state.tx.us](mailto:SECO@cpa.state.tx.us).