You are
powered by

100%
Green
Energy

Enefit   Eesti Energia

GREEN ENERGY

Logo

Preferably always use the main logo.

Use original files for design. The recreation or modification of files in any way whatsoever is prohibited. The logo and individual textual elements must not be used within text.

MAIN LOGO IN NEGATIVE
Use only in the case of dark backgrounds.

ALTERNATIVE LOGO
Use when needed, resulting from surface specifics or limited logo space. The emphasis is shifted from the image to the text part.

It is prohibited to change the proportion between the logo text type and image, as well as adding additional elements (texts, shadows etc.).

Main logo

Main logo with 100%

Alternative logo

Alternative logo black

Main logo

Main logo with 100%

Alternative logo

Alternative logo white

2

Logo in foreign languages

The Green Energy logo may be formatted in other languages, according to the needs of the market. Solutions exist for five European languages - English, Estonian, Latvian, Lithuanian, Finnish and Polish.

The right to create new logos is only held by design companies authorized by Eesti Energia.

ESTONIAN
Main logo

Roheline Energia

LATVIAN
Main logo

Zaļā Enerģija

LITHUANIAN
Main logo

Žalioji Energija

FINNISH
Main logo

Vihreä Energia

POLISH
Main logo

Zielona Energia

ESTONIAN
Main logo with 100%

100%
Roheline Energia

LATVIAN
Main logo with 100%

100%
Zaļā Enerģija

LITHUANIAN
Main logo with 100%

100%
Žalioji Energija

FINNISH
Main logo with 100%

100%
Vihreä Energia

POLISH
Main logo with 100%

100%
Zielona Energia

Incorrect use of the logo

It is prohibited:

· to spatially distort;
· to use without image;
· to amend with details and elements;
· to amend with shadowing;
· to stretch;
· to use on eclectic, detailed backgrounds;
· to use the logo in positive on green background.

The logo must not be altered or supplemented!

DO NOT DISTORT

DO NOT ADD GRADIENTS OR SHIMMERS

DO NOT STRETCH

DO NOT USE ELEMENTS SEPARATELY

DO NOT ADD SHADOWS

DO NOT USE MIRROR IMAGES
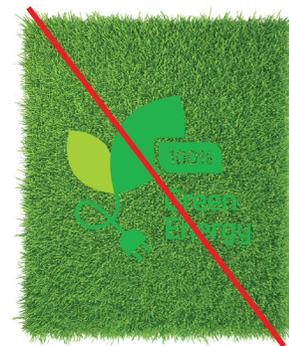
DO NOT USE BACKGROUNDS WHERE THE LOGO CANNOT BE CLEARLY SEEN

DO NOT USE BACKGROUNDS WHERE THE LOGO CANNOT BE CLEARLY SEEN OR IS NOT READABLE

Colours

100%

Green
Energy

100%

Green
Energy

100%
Green
Energy

	CMYK	80 / 0 / 98 / 0
	SPOT	Pantone 361 C
	RGB	52 / 178 / 51

	CMYK	0 / 0 / 0 / 100
	SPOT	Pantone Black 6 C
	RGB	0 / 0 / 0

	CMYK	80 / 0 / 98 / 0
	SPOT	Pantone 375 C
	RGB	170 / 215 / 57
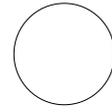
	CMYK	0 / 0 / 0 / 0
	RGB	255 / 255 / 255

Font

The primary Green Energy font is Uni Neue.
To emphasise certain parts of the text, font
variations may be used.

The Uni Neue font is to be used in the titles, to deliver
the main message of the advertising, in headers
and footers, and in brand-related communication.
Always use the original logo images with approved
proportions.

Alternatively on the internet and in materials where
the use of the Uni Neue font is technically impossible,
Calibri font may be used instead.

Primary font

Uni Neue Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZÕÄÖÜ
abcdefghijklmnopqrstuvwxyzõäöü
1234567890.?!

Uni Neue Light
ABCDEFGHIJKLMNOPQRSTUVWXYZÕÄÖÜ
abcdefghijklmnopqrstuvwxyzõäöü
1234567890.?!

Uni Neue Book
ABCDEFGHIJKLMNOPQRSTUVWXYZÕÄÖÜ
abcdefghijklmnopqrstuvwxyzõäöü
1234567890.?!

Uni Neue Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZÕÄÖÜ
abcdefghijklmnopqrstuvwxyzõäöü
1234567890.?!

Uni Neue Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZÕÄÖÜ
abcdefghijklmnopqrstuvwxyzõäöü
1234567890.?!

Uni Neue Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZÕÄÖÜ
abcdefghijklmnopqrstuvwxyzõäöü
1234567890.?!

Uni Neue Black
ABCDEFGHIJKLMNOPQRSTUVWXYZÕÄÖÜ
abcdefghijklmnopqrstuvwxyzõäöü
1234567890.?!

Alternative font

Calibri Light
ABCDEFGHIJKLMNOPQRSTUVWXYZÕÄÖÜ
abcdefghijklmnopqrstuvwxyzõäöü
1234567890.?!

Calibri Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZÕÄÖÜ
abcdefghijklmnopqrstuvwxyzõäöü
1234567890.?!

Calibri Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZÕÄÖÜ
abcdefghijklmnopqrstuvwxyzõäöü
1234567890.?!

Cobranding

Eesti Energia always adds to the Green Energy communication the Eesti Energia logo.

The Green Energy logo dominates in communication with joint branding.

The Eesti Energia signs on its behalf the Green Energy communications.

An extraordinary way of using the logo, is agreed upon for joint branding, if this is not possible due to the space specifics.

100%
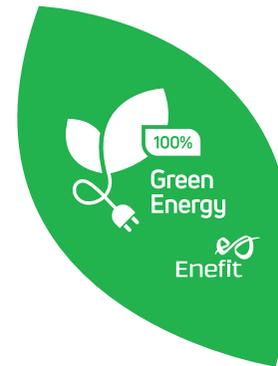
Green
Energy

Examples of the logo use

The following pages contain design examples to illustrate the use of the Green Energy logo.

Note that these are not actual designs.

Stickers

Transparent background

Green background

100%
Green
Energy

100%
Green
Energy

100%
Green
Energy

100%
Green
Energy

100%
Green
Energy

100%
Green
Energy

Stickers

On products

Package

On products

Cap, helmet, bag

On products

T-shirt

On products

Flag

GREEN ENERGY

Social media

Social media profile picture, header image and post.

GREEN ENERGY
VISUAL IDENTITY 01.11.2020