THE TOTAL ENERGY MIX: POWERING THE FUTURE



POWERGEN™

JANUARY 18-21, 2027

SALT PALACE CONVENTION CENTER | SALT LAKE CITY, UTAH

2027 BRAND GUIDELINES

LOGO

COLOR OPTIONS









WHITE OPTION

LOGO

MARGINS





LOGO LOCKUPS

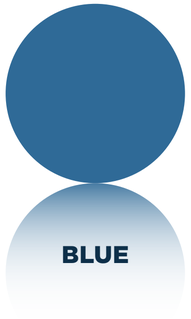




COLORS

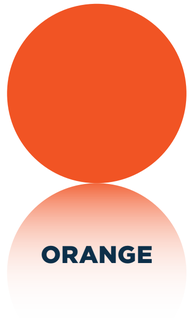
PRIMARY

85 | 57 | 22 | 3
R51 | G105 | B150
#336996



BLUE

0 | 82 | 98 | 0
R240 | G84 | B35
#F05423



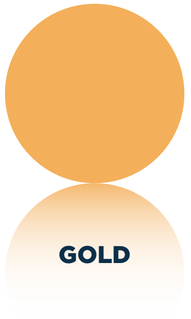
ORANGE

98 | 78 | 46 | 44
R13 | G47 | B73
#0D2F49



DARK BLUE

3 | 34 | 73 | 0
R244 | G176 | B90
#F4B05A



GOLD

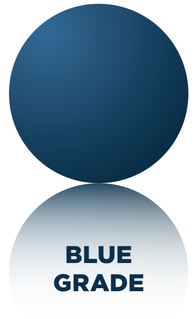
GRADIENTS

GOLD + ORANGE
RADIAL GRADIENT



ORANGE GRADE

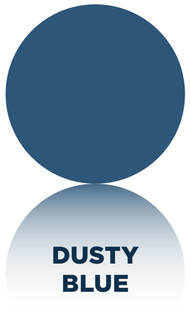
BLUE + DARK BLUE
RADIAL GRADIENT



BLUE GRADE

SECONDARY

88 | 64 | 33 | 14
R47 | G87 | B120
#2F5778



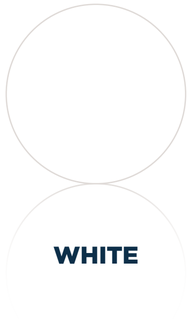
DUSTY BLUE

11 | 11 | 11 | 0
R223 | G217 | B215
#DFD9D7



GREY

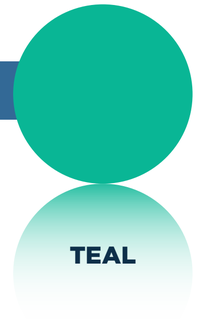
0 | 0 | 0 | 0
R255 | G255 | B255
#FFFFFF



WHITE

TERTIARY

76 | 0 | 55 | 0
R1 | G182 | B149
#01B695



TEAL

COLOR MEANING

IN OUR PALETTE, **BLUE** HUES REPRESENT INNOVATION, SUSTAINABILITY, AND THE FUTURE OF **RENEWABLE ENERGY**. IN CONTRAST, **ORANGE** HUES EVOKE THE STRENGTH, RELIABILITY, AND LEGACY OF **CONVENTIONAL ENERGY**. TOGETHER, THEY REFLECT **THE TOTAL ENERGY MIX: POWERING THE FUTURE.**

TYPOGRAPHY

Gotham Bold

THE TOTAL ENERGY MIX:
POWERING THE FUTURE

Gotham Book

Gotham Black

HEADLINE/ HEADER

Gotham Bold

SUBHEAD, ALL CAPS

Gotham Black

Body copy. 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.

Gotham Book

Gotham Bold

GOTHAM FONT FAMILY

Gotham Light
The quick brown fox jumps over a lazy dog.

Gotham Book
The quick brown fox jumps over a lazy dog.

Gotham Book Italic
The quick brown fox jumps over a lazy dog.

Gotham Medium
The quick brown fox jumps over a lazy dog.

Gotham Bold
The quick brown fox jumps over a lazy dog.

Gotham Bold Italic
The quick brown fox jumps over a lazy dog.

Gotham Black
The quick brown fox jumps over a lazy dog.

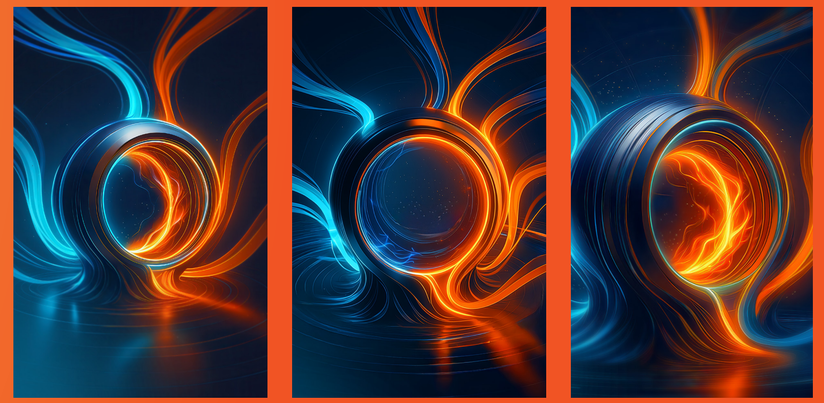
Gotham Black Italic
The quick brown fox jumps over a lazy dog.

BRANDING ANATOMY



MAIN IMAGE

Ⓐ **ABSTRACT ENERGY PORTAL** is the main image of the campaign but exists in the background only above the headline.



ANCHORS

Ⓑ **BLUE AND ORANGE BORDERS** should be layered on top of all graphics. They can alternate between blue and orange, left and right or be all orange or all blue. They anchor rules and CTAs.



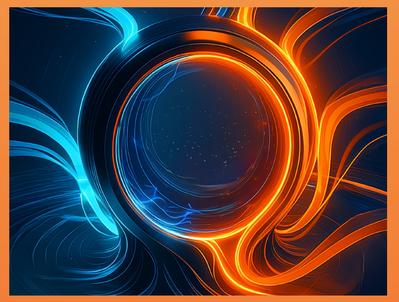
HEADLINE

Ⓒ **THE TOTAL ENERGY MIX: POWERING THE FUTURE** is to be layered with the main image when space allows. Otherwise, it can be placed on top in an area with the most contrast and readability.

BACKGROUND OPTIONS

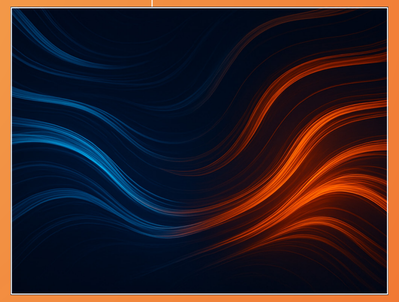
PRIMARY

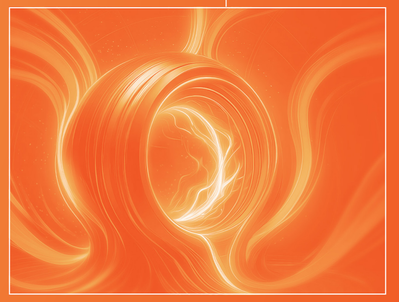


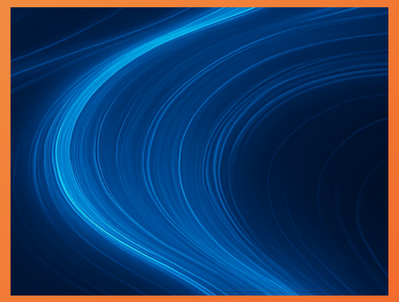


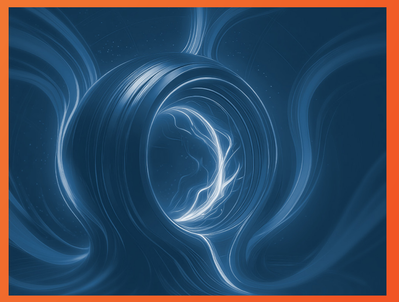


SECONDARY















SPECIALTY







CALLOUTS/BUTTONS

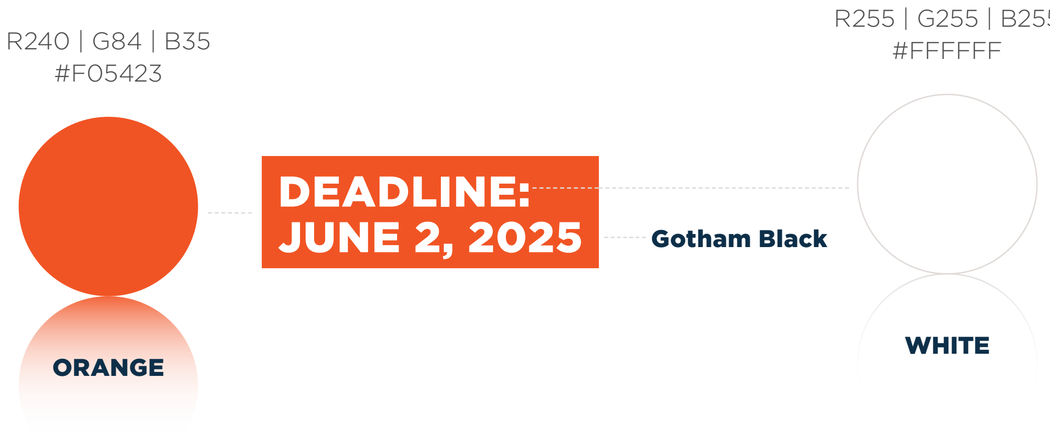
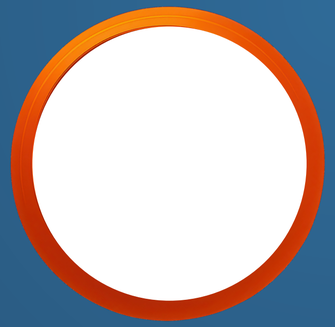
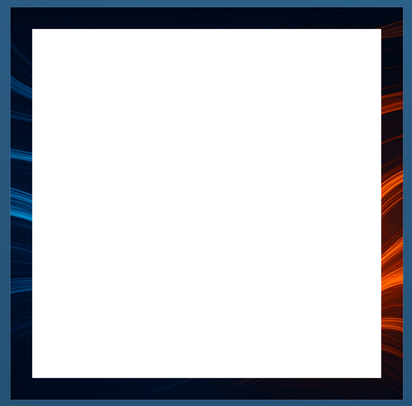
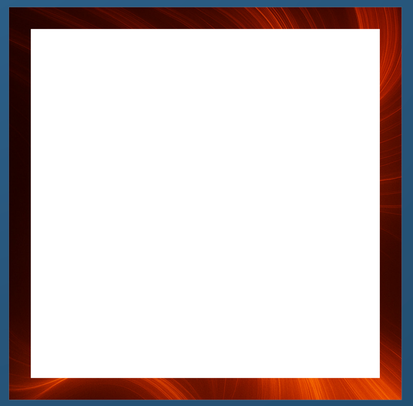
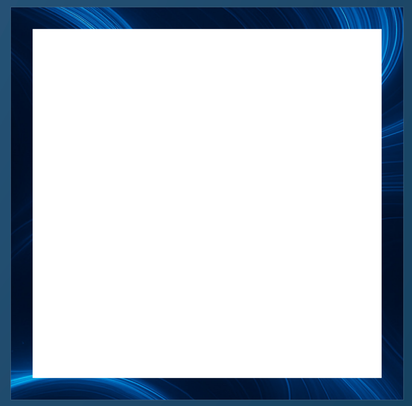
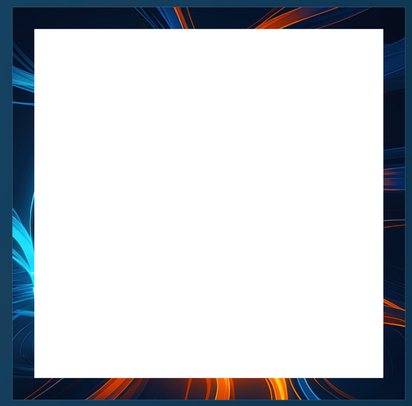
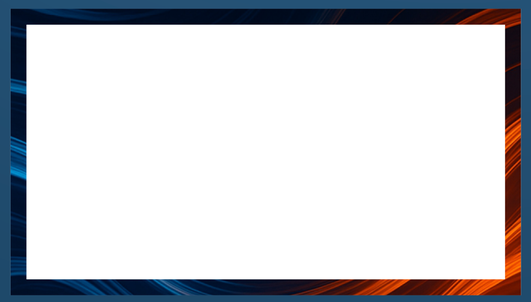


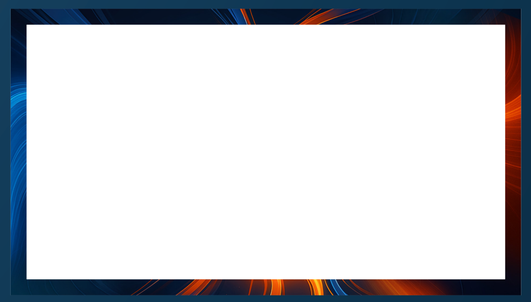




PHOTO FRAMES



DESIGN EXAMPLES







