QUICK REFERENCE IDENTITY GUIDELINES

Logo

Full color

One color

White reverse

Logo Clear Space

There should be a specific amount of clear space or "area of isolation" maintained around the logo. This clear space should be kept free of graphics, text or other logos. This space also defines the minimum acceptable distance from the logo to the edge of a printed piece. The dotted line area denotes minimum clear space surrounding the logo. One-half the height of the logo (X) determines one clear space unit.

Logo Minimum Size

1" (25.4mm) minimum width

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Logo Color Palette

BLACK	CYAN	TANGELO	GRASS	GOLD	YELLOW
K100	C100	C0 M75 Y100 K0	C47 M0 Y87 K0	C0 M25 Y100 K0	Y100
R0 G0 B0	R0 G174 B239	R242 G101 B34	R147 G201 B85	R255 G194 B14	R255 G242 B0
#000000	#00AEEF	#F26522	#93C955	#FFC20E	#FFF200
PMS Process Black	PMS Process Cyan	PMS 165	PMS 376	PMS 123	PMS Process Yellow

Writing Style Guidelines

Referencing the Organization

The Center for Sustainable Energy is often referred to as CSE. However, on first usage always spell it out with the abbreviation in parentheses: Center for Sustainable Energy (CSE). On second reference, please use CSE or the center. When using the abbreviation CSE, generally do not use "the" in front of it.

URL Formatting

When writing the CSE website URL, capitalize the initial letters of the individual words: EnergyCenter.org.

The URL should not be preceded by "https://" or "www." when referenced in writing.

Writing Style

Associated Press Stylebook

About CSE

The Center for Sustainable Energy® (CSE) is a national nonprofit that accelerates adoption of clean transportation and distributed energy through effective and equitable program design and administration. Governments, utilities and the private sector trust CSE for its data-driven and software-enabled approach, deep domain expertise and customer-focused team. CSE's fee-for-service business model frees it from the influence of shareholders, members and donors, and ensures its independence.