



Brand Guidelines

Visual Design System Manual

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Logo Story

In the world of energy conservation, where every watt matters, the **SAVE UP** energy efficiency label emerges as a beacon of sustainability and conscious consumption.

This logo concept depicts the elegant simplicity of a dark and light blue color palette with a captivating icon housing a symbolic electric bolt at its core.

The Brand Guidelines describes the implementation of a strong and distinctive identity for **SAVE UP**. Whether you are labeling a product, package, that has earned the **SAVE UP** Logo, designing a new outreach campaign, or communicating your organization's commitment to energy efficiency, this book is designed to help you make the most of the representation of the **SAVE UP** brand.



Logo Design



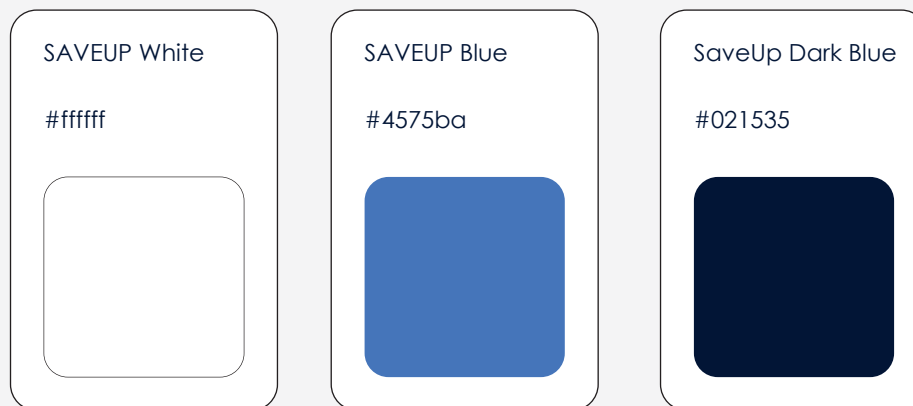
- The Logo instills confidence in the consumer, suggesting that the product bearing this label is energy-efficient and dependable. The name's selection represents tranquility and innovation.
- It signifies a forward-thinking approach to energy conservation, encouraging consumers to embrace sustainable practices.
- The circular icon is the heart of this design, symbolizing continuity and harmony. It encapsulates the idea that energy efficiency is an ongoing journey, a cycle of responsible energy use.

Logo Clear Space



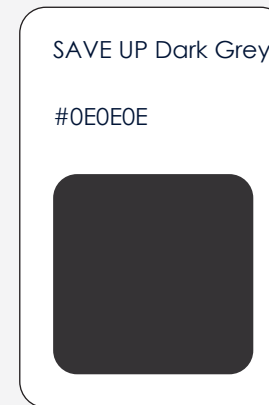
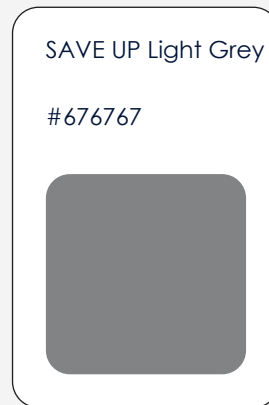
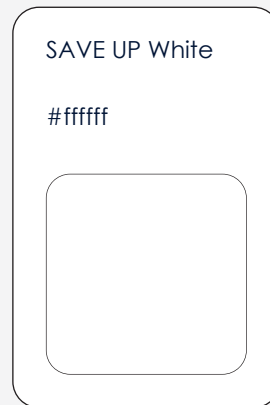
Ensure a clear boundary around the **SAVE UP** label, equivalent to at least half its height, ensuring it's neither crowded nor overshadowed by other design elements or text.

Brand Pallete in CMYK



- **Primary Dark Blue:** Signifying trustworthiness and reliability.
- **Secondary Light Blue:** Representing the clean, sustainable energy goals of Punjab.

Brand Pallete in GreyScale



- **Variations:** A monochrome version black & white is available for applications where colour may not be suitable.

Logo On Color



Logo On Color in Greyscale



Typography

Century Gothic

Letters

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Numbers & Special Characters

0 1 2 3 4 5 6 7 8 9 0
! " § \$ % & / () = ? ' ; :
; " ¶ ¢ [] | { } ≠ < Σ € ø
Δ √ ∞ ≈ ≤ ≥ > ¥ ¤ ® μ ¿

Montserrat Regular

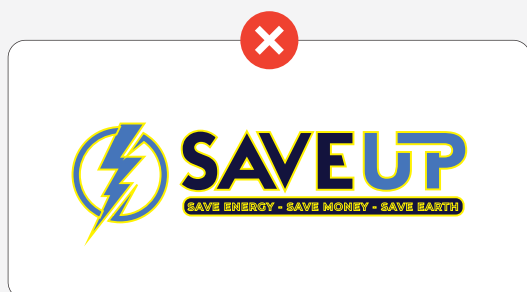
Letters

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Numbers & Special Characters

0 1 2 3 4 5 6 7 8 9 0
! " § \$ % & / () = ? ' ; :
; " ¶ ¢ [] | { } ≠ < Σ € ø
Δ √ ∞ ≈ ≤ ≥ > ¥ ¤ ® μ ¿

Logo Misuse



- **Alteration:** Any change in colour, proportion, or design of the **SAVE UP** label is strictly prohibited.

- **Distortion:** Refrain from stretching, skewing, or modifying the **SAVE UP** label in any form.

- **Unofficial Reproductions:** All reproductions must adhere to these guidelines. Unauthorized reproductions or usage for purposes not outlined herein is not permissible.

- **Context Misuse:** The **SAVE UP** label should never be associated with products or services that don't meet the Punjab government's energy efficiency criteria.



Logo Usage On Print and Digital Media

The **SAVE UP** logo's format, colours, and typography must remain consistent across all advertising and promotional platforms.

Logo Usage for Print Media



Print Media:

Resolution:

High-resolution (300 dpi or higher) suitable for brochures, pamphlets, posters, etc is to be used.

Dimensions:

Standard Ratio of 4:1 should be maintained for the Logo.

Color Options



Logo Usage for Digital Media



Digital Media:

Resolution:
High-resolution (300 dpi or higher) for good and crisp visibility.

Dimensions:
750pixels x 250 pixels at 300 dpi or higher.



Color Options



Logo as a Label

The **SAVE UP** logo when used as a Label on Products and Packaging needs to follow and adhere to the guidelines that follow in this section.

Logo as a Label



The Logo when used as a Label is bound in a round-edged stroked outline of thickness 1 point.

The colour variation shown above is the only one to be used when displaying on products and packaging as a Label for maximum visibility of the **SAVE UP** brand name and QR Code.

Logo as Label Clear Space



Ensure a clear boundary around the **SAVE UP** label, equivalent to at least half its height, ensuring it's neither crowded nor overshadowed by other design elements or text.

Label On Color



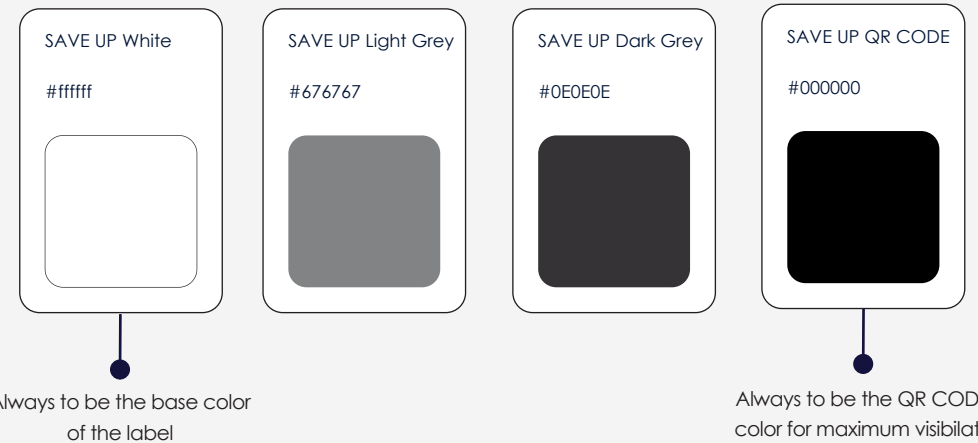
The above is the colour version of the Label that must be adhered to when using on products or packaging. No other color base or color variations are to be used for the prior stated purpose.

<p>SAVE UP White #ffffff</p> 	<p>SAVE UP Blue #4575ba</p> 	<p>SAVE UP Dark Blue #021535</p> 	<p>SAVE UP QR CODE #000000</p> 
<p>Always to be the base color of the label</p>			<p>Always to be the QR CODE color for maximum visiblaty</p>

Label in Greyscale



The above is the version of the Label that must be adhered to when using on products or packaging where the coloured version of the logo is not available for use.



Label Misuse



• **Alteration:** Any change in colour, proportion, or design of the **SAVE UP** label is strictly prohibited.

Distortion: Refrain from stretching, skewing, or modifying the **SAVE UP** label in any form.

Unofficial Reproductions: All reproductions must adhere to these guidelines. Unauthorized reproductions or usage for purposes not outlined herein is not permissible.

Context Misuse: The **SAVE UP** label should never be associated with products or services that don't meet the Punjab government's energy efficiency criteria.

Maintenance of Label Ratio Dimensions

Ratio: 4:1 (Width to Height)

Maintain a specific ratio for the label sticker to ensure a visually pleasing appearance. A standard **ratio of 4:1** is to be considered.

The minimum size should not be less than **2 inches** in Length and **1 inch** in Width. Ensure the minimum dimensions to ensure legibility and visibility.

Minimum Size Specification for Label on Product:

Length: 4 inches Width: 1 inch

4 inches Length x 1 inch Width



3 inches Length x 0.75 inch Width



2 inches Length x 0.5 inch Width



Label Usage on Products and Packaging

* The **SAVE UP** label may not be placed on or associated with components or other product types that are ineligible for certification.

Placement Guidelines for Appliances

On Product Packaging

- **Placement:** The label should be prominently placed on the front of the product packaging, ensuring maximum visibility to consumers.
- **Size:** Maintain the minimum size requirements to ensure the logo is easily recognizable. Do not scale below the specified dimensions.

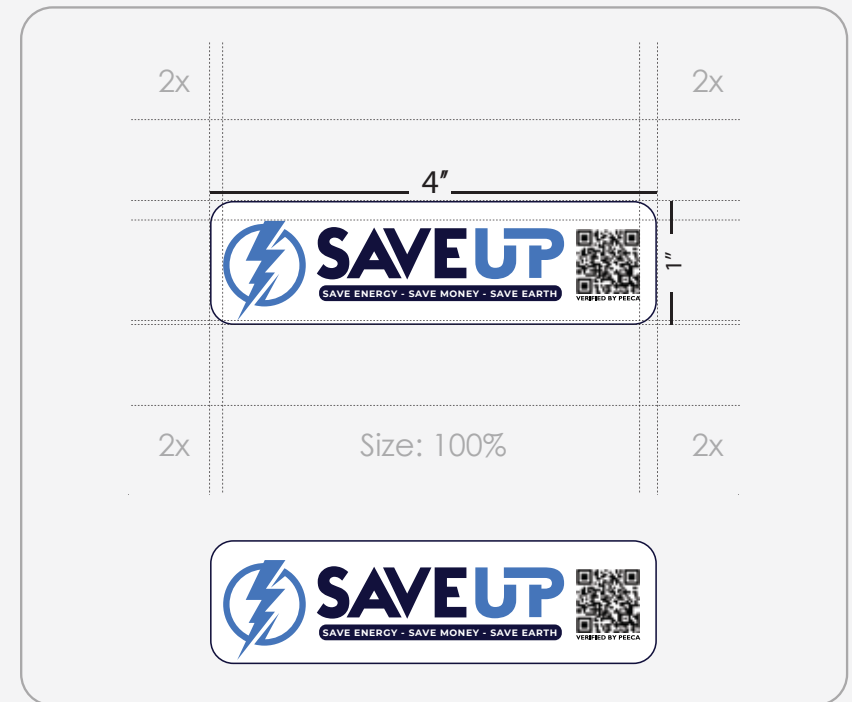
In Print & Other Media

- **Resolution:** For online usage, use high-resolution images of the label to maintain clarity and crispness.
- **Clear Space:** Allow for ample clear space around the label to prevent crowding and ensure visibility.

In scenarios where appliances (like ACs, fans, motors) are showcased without their packaging, the **SAVE UP** label should be affixed to a conspicuous spot on the appliance itself.

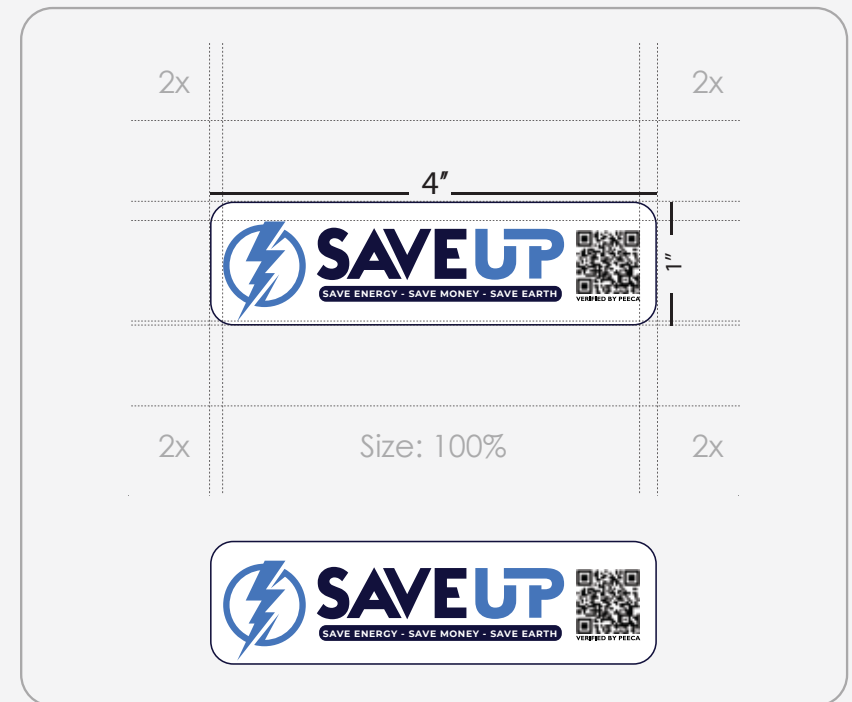


Ceiling Fans



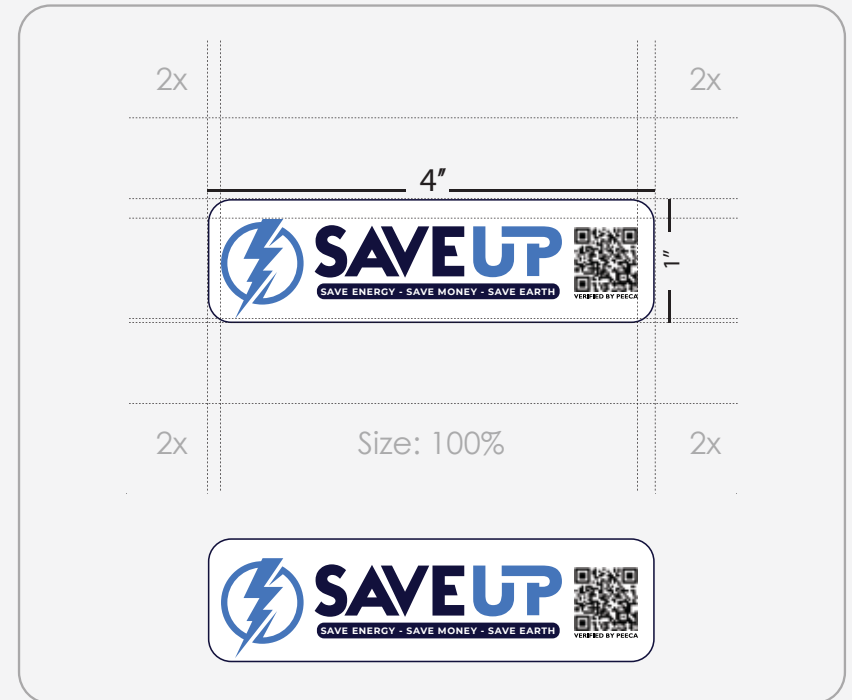
**Minimum Size Specification for Label on Product:
Length: 4 inches Width: 1 inch**

Air Conditioner Units



Minimum Size Specification for Label on Product:
Length: 4 inches Width: 1 inch

Motors



Minimum Size Specification for Label on Product:
Length: 4 inches Width: 1 inch

Packaging



Packaging :

- **Dimensions:** Standard ratio of 4:1 can be considered.
- **Resolution:**
High-resolution (300 dpi or higher)
Suitable for brochures, pamphlets, posters, etc.



Minimum Size Specification for Label on Product:
Length: 4 inches Width: 1 inch



Logo & Label Usage by Partners

Use the **SAVE UP** label to promote your organization's commitment to and partnership in the **SAVE UP** program. This mark may only be used by **SAVE UP** partners who have signed a partnership agreement.

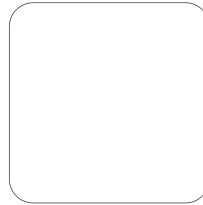
Logo Integrity

- Always use the approved version of the **SAVE UP Logo & Label**.
- Do not modify, distort, or alter the logo in any way.
- Maintain the proportions and colors as specified in the official guidelines.
- Do not use to imply that all of an organization's products, are **SAVE UP** certified.



SAVE UP White

#ffffff



SAVE UP Blue

#4575ba



SAVE UP Dark Blue

#021535



Logo & Label Clear Space



Guidelines for the SAVE UP Campaign

- The programme needs to be referred as the “**SAVE UP Campaign**” for Print, branding and other media documentation.
- The name **SAVE UP** should never be used in italics to maintain the unique identity of the campaign.



Logo & Label Placement

On Product Packaging:

- Place the **SAVE UP** Logo and Label in a prominent position on the product or packaging.
- Avoid overcrowding the logo with other elements to maintain visual clarity.

On Print Material:

- For print materials, use high-resolution versions of the logo to ensure quality.
- Specify the appropriate color mode (CMYK) for print applications.

On Digital Media:

- When using the logo online, ensure that it is displayed in **RGB color** mode for optimal web rendering.
- Provide a clickable link to the official Punjab government energy conservation project website when using the logo online.



Other Guidelines

Endorsement Statement

- When featuring the endorsement label, include a brief statement acknowledging the product's energy efficiency and its alignment with the Punjab government's energy conservation project.

Contact Information

- Include contact information for inquiries related to logo usage and partnership opportunities.

Approval Process

- All materials featuring the **SAVE UP** Logo and Label must be submitted for approval before public release.



Brand Guidelines Manual

