

Ann Arbor for Public Power Brand Style Guide



Logo

Displayed are the various forms the A2P2 logo can take: one horizontal lockup and two vertical lockups.



**Ann Arbor for
Public Power**



**Ann Arbor for
Public Power**



A2P2

Logo

The A2P2 logo may be displayed as solid black or white. The logo can be displayed as solid white on a color background if there is enough visual contrast between the colors.



**Ann Arbor for
Public Power**



**Ann Arbor for
Public Power**



A2P2

Logo

It's important for the A2P2 logo to be used consistently on digital and printed pieces to cultivate a familiar look and feel for the organization across all media. Consistent usage will help the community recognize A2P2's efforts across the city.

The logo requires an adequate amount of clear space to maximize logo visibility and impact.

Be aware of the logo's size when applying it to digital and print pieces. The logo should not appear less than 3/8" tall on printed materials and no less than 38 pixels tall when seen on a screen.



The A2P2 logo should not be altered outside of the documented usages. **The following examples showcase how not to use the logo.**



Do not alter the logo colors



Do not use a different font



Do not place on a distracting background image

Colors

The A2P2 brand colors reflect the Ann Arbor Community and a bright disposition as we work towards a fair, unified, and green approach to energy in Ann Arbor.

Primary colors



Hex: #047EA4
RGB: 4, 126, 164
CMYK: 86, 40, 22, 1



Hex: #608E3E
RGB: 33, 161, 219
CMYK: 67, 25, 100, 8

Accent Colors



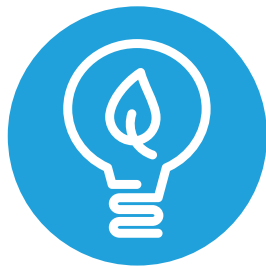
Hex: #21A1DB
RGB: 33, 161, 219
CMYK: 73, 21, 0, 0



Hex: #FFC63A
RGB: 255, 198, 58
CMYK: 0, 23, 87, 0

A2P2 Bulb

The A2P2 Bulb can be used as a standalone graphic. Give the A2P2 Bulb plenty of breathing room to ensure legibility.



The A2P2 Bulb should not be altered outside of the documented usages. **The following examples showcase how not to use the Bulb.**



Do not add a drop shadow.



Do not alter the proportions of the bulb.

A2P2 Lines

The A2P2 Lines can be sparingly used as a design element in a variety of brand colors. It can be applied as a standalone element or enlarged to bleed off of a page.





Metropolis Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Intended use: Headers, titles

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Intended use: Body copy

Design Mockups: Flyer



Design Mockups: Flyer



Design Mockups: Business Card



Design Mockups: Yard Sign



Design Mockups: Social Graphic



Design Mockups: Social Graphic



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Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.”

—Yoshi T. Munchakoopas



Come meet us
at the Green Fair!

Oct. 1, 6–9 p.m.
Downtown Ann Arbor
AnnArborPublicPower.org



AnnArborPublicPower.org