



Enerkem

Graphic Standards Guide
2008



The new Enerkem logo is an evolution of the previous logo . It brings a more modern , technical touch and better reflects Enerkem's innovative approach. It is also in line with the values of Enerkem's corporate identity , which are :

- Innovation
- Leadership and Pioneer
- Clean technology and sustainable development
- Resourceful, Efficient and Entrepreneurial

The spiral refers to the cyclones that are used in our technology and to their movement, as well as to the gas that is the core of our technology.

Its colours represent the environmental concerns that are Enerkem's purpose, i.e. research, development and the production of a clean and renewable source of energy.

You must respect the logo's colours and proportions when using it and refer to the present Graphic Standards Guide for its various uses. For any question regarding the use of the logo, contact Louise Boucher at 514-875-0284, extension 224.

Basic Elements



Symbol

Enerkem

Signature

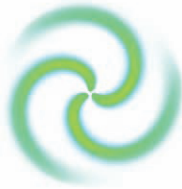
The Enerkem logo is made of two graphic elements : the symbol-which represents a turbine-and the «Enerkem» signature . Both these elements are an integral part of the logo and must in no case be resigned, separated or altered, unless specified otherwise by Enerkem.



Enerkem

Graphic Standards Guide

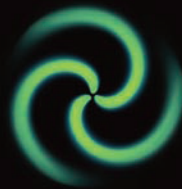
Colour



Enerkem

Symbol :
Four-colour process

Typography :
C:30 / M:30 / Y:30 / K:100



Enerkem

Symbol :
Four-colour process

Typography:
White

Background :
C:30 / M:30 / Y:30 / K:100

Black and White



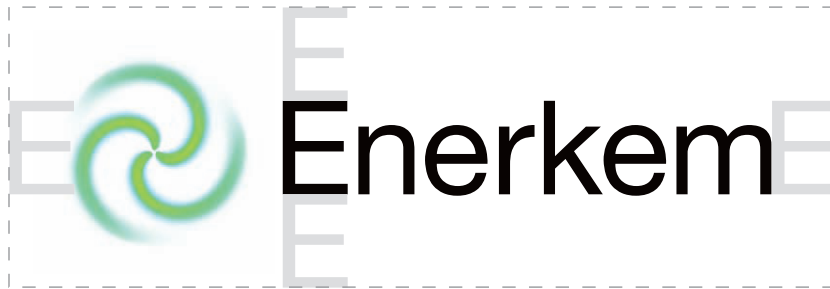
Enerkem



Enerkem

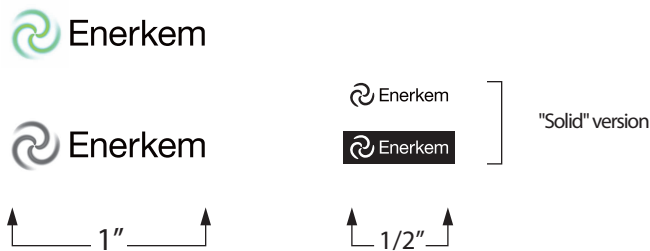
For optimal reproduction of the Enerkem logo symbol (spiral), when the logo is intended to appear on a background other than white, we recommend working in photoshop.

Protection Zone

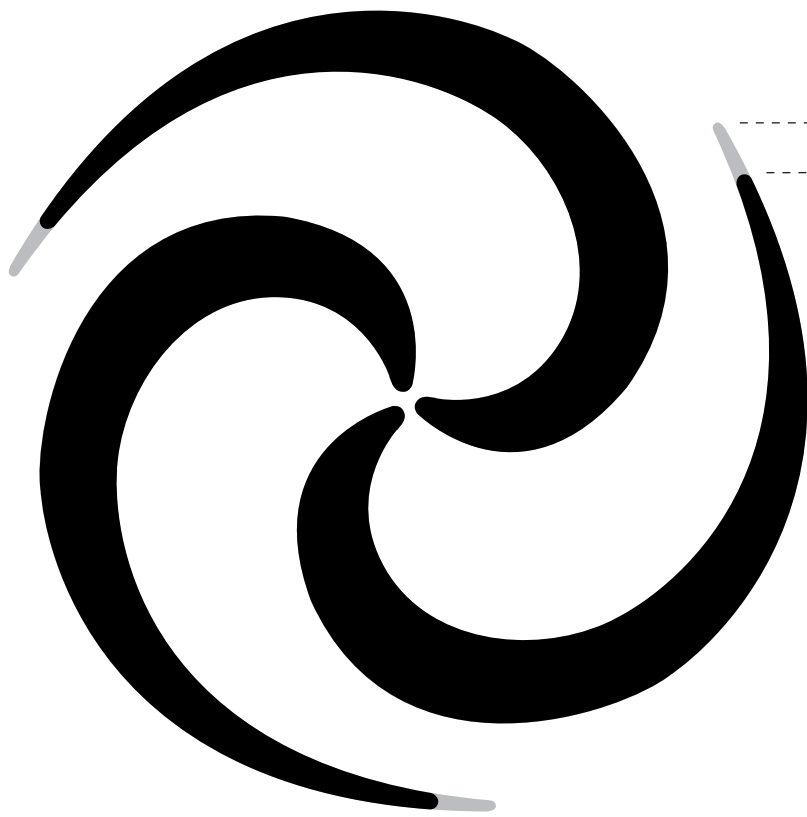


A clearspace all around the logo equal to the size of the capital "E" in Enerkem must always remain free of any text and/or other corporate identification.

Minimal Reproduction



Whether it is used in its colour or in its black & white version, the logo cannot be reduced to smaller than 1". In cases where the logo needs to be reduced to less than 1" (to be printed on promotional pens, for example), the "solid" version of the logo must be used. Note that this version may not, unless specified otherwise by Enerkem, be used in dimensions larger than 1".



Shortened



Solid, one-colour Enerkem logo

We suggest reserving the use of this version of the Enerkem logo for promotional items that require minimal printing. We do not recommend using this version beyond its present format, i.e. 1/2" (symbol's dimensions).

To get a copy of the solid version of the logo, please contact Enerkem.

Pantone 376 