# Inspiration starts here

Spire Visual Identity Guidelines

spire SM

# Our logo

# Our logo

We like to say that energy exists to help people. That's why our logo consists of two shapes that form a handshake. Spire is about bringing energy and people together. It's about using that energy to lift them up and build a deeper connection. Look closely, and you'll see us in the hidden "s" at the center of that handshake.

# Logo

Logo

spire ◐ SM

Wordmark

Handshake symbol

# Clear space and sizing

 Print = .1875" or 5mm

 On-screen = 18 pixels

Clear space is the area surrounding the logo that is kept free of all graphic elements and typography. It's also the minimum distance from the logo to the edge of a printed piece.

The clear space around our logo is based on the height of the "e" in the word Spire. On the web and in other digital applications, the clear space can be half the height of the "e."

It's also important not to go below the minimum logo sizes shown above. These size restrictions make sure our logo is always legible.

The logo should never be reproduced below these minimum sizes.

# Color variations

**Full-Color Positive Logo (Primary)**

Use on white background.

**Reverse Logo**

Use on dark-color backgrounds with sufficient contrast.

**Black Logo**

For use in limited-color applications only.

Our logo comes in three color variations to fit a variety of designs.

Use the full-color logo whenever possible since it uses Spire Orange. The full-color logo on a white background is preferred. In rare instances it can appear on very light photographic backgrounds.

Note that the box surrounding the middle logo on this page is to illustrate a background color only, and the logo should never appear in a bounding box.

Use the solid-color black logo when your specific application is limited in colors.
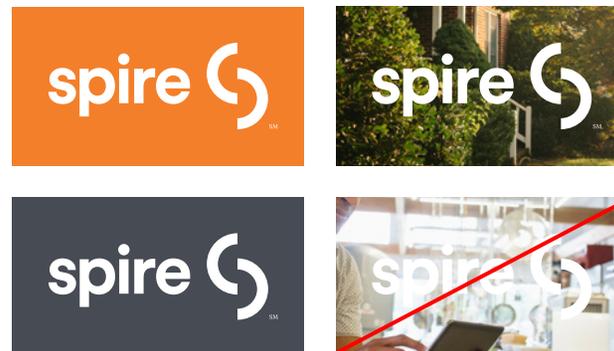
# Background control
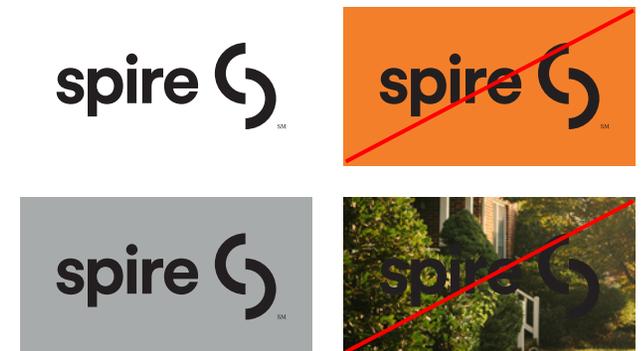
### Full-Color Positive Logo (Primary)



The full-color logo on a white background is preferred. In rare instances it can appear on very light photographic backgrounds.

### Reverse Logo



The reverse logo should be used on Spire Orange or any of the three Spire Grays. When absolutely necessary, it can also be used on photographic backgrounds that don't interfere with the legibility of the logo.

### Black Logo



Note that the boxes surrounding the logo on this page are to illustrate backgrounds only, and the logo should never appear in a bounding box.

# Incorrect use

DO NOT



Use non-Spire colors.



Skew or distort the logo components.



Alter the Spire wordmark with a different font.



Natural Gas Fueling Solutions

Lock up the Spire logo with the "Natural Gas Fueling Solutions" or "Energy Resources" descriptor. The descriptor should always stand alone.



Use the Spire wordmark without the symbol.



Change or reposition the logo components.



Apply drop shadows or special effects to the logo.

Our customers will come to know us by one name. From Alabama to Missouri and beyond, we are SPIRE.

Use all caps when rendering the Spire name in live type. Spire name should always be written with an initial cap "S."

Strict limits on how we use the Spire logo helps us protect our brand and maintain a consistent look. The examples on this page show some, but not all, potential ways the logo might be misused.

Keep in mind that the logo is carefully rendered artwork and should never be altered in any way, apart from proportional scaling.