Layout Design
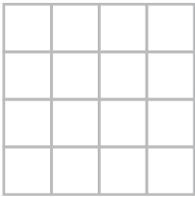
Guide Sheet - Object Key & Rules
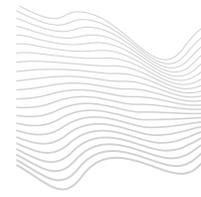
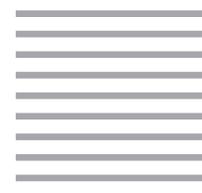**Layout Grid**

Gradient Shapes

Wave Graphics (3)

Graphic Shapes for Image & Color Block

Text/Content

SUPER-ROUND RECTANGLES

ROUNDED RECTANGLE

Object Usage Rules

- Logo usage is optional when creating a layout for social media.

- The grid can be used to create flexible layouts using text and images as seen on the following pages.

- The grid can also be used as a visual element as long as it doesn't interfere with text.

- Gradient shapes are optional, but can help create depth and visual interest in graphic layouts.

 - The circle gradient should only be used with the circle image mask and overlap on top of the image.

  - The super-round rectangle gradient can be used underneath the super-round rectangle image, or inset and on top of a normal rounded rectangle image.

- Three linear wave graphics have been developed for PCI corresponding to three specific energy sectors: Hydro, Solar, and Wind.

  - If a wave graphic is used, it should correspond to the image/industry, though not imperative.

  - Waves can be cropped, rotated, or bleed off artboard to better fit the layout

  - Do not use waves if it causes the layout to become overly cluttered

- Text is also optional for social media as content can be used in captions.

  - Limit text to a reasonable amount (2-4 lines) if desired in graphic.

- If more content is desired, the Super-Round rectangles can be used as color blocks to place content within. Approved colors for this are Midnight, Azure, Jade, and Mint.
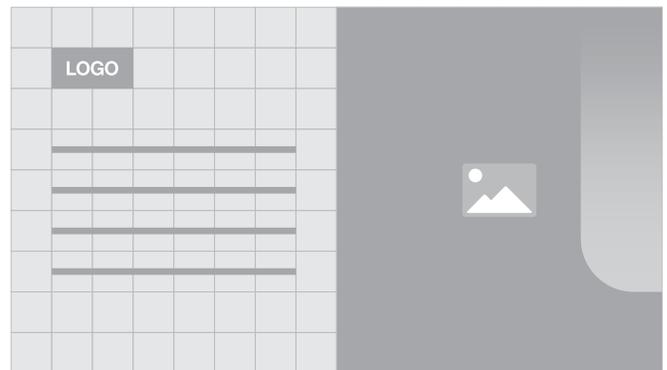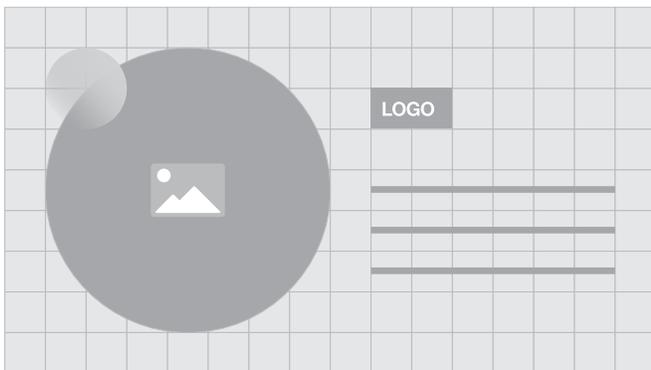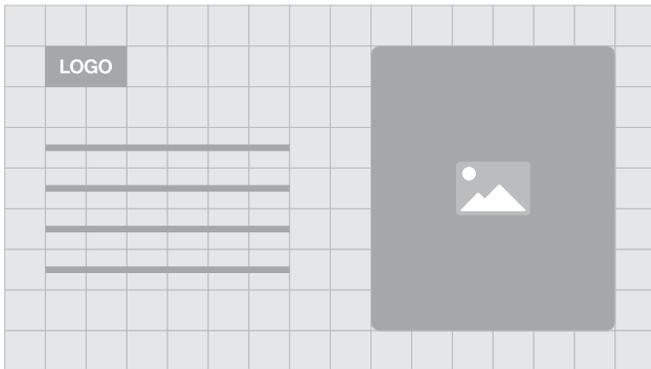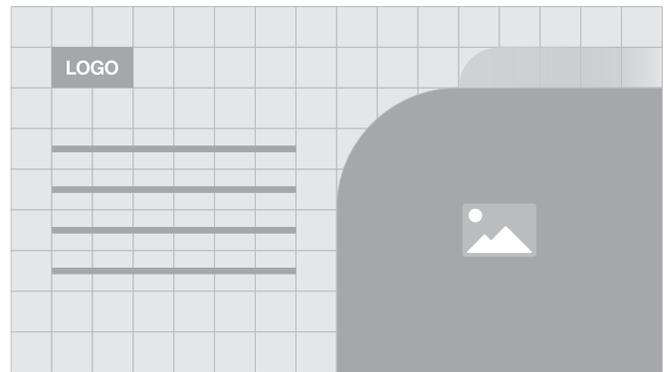
Layout Design

Guide Sheet - 1x1
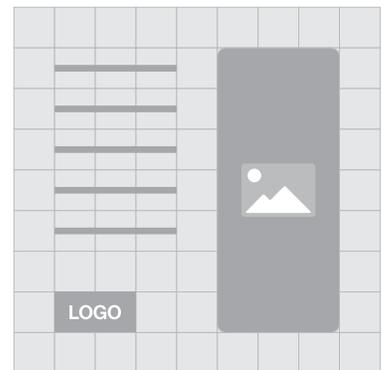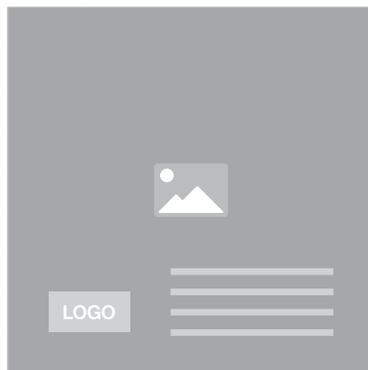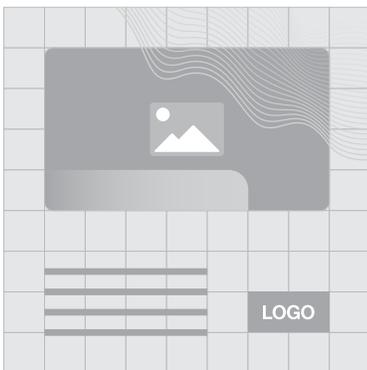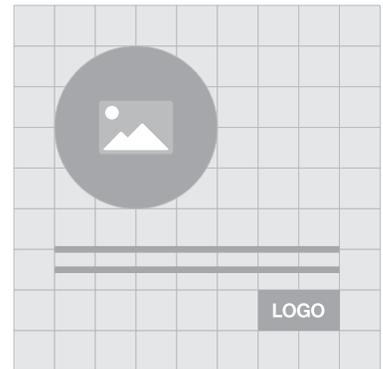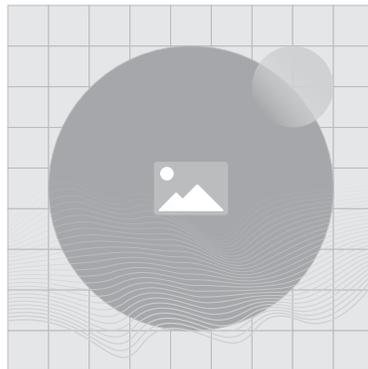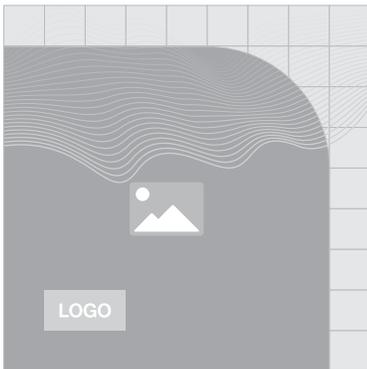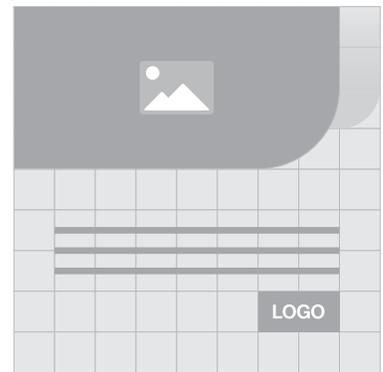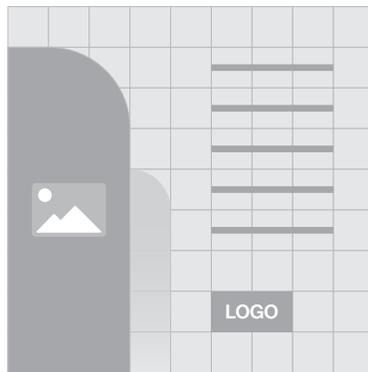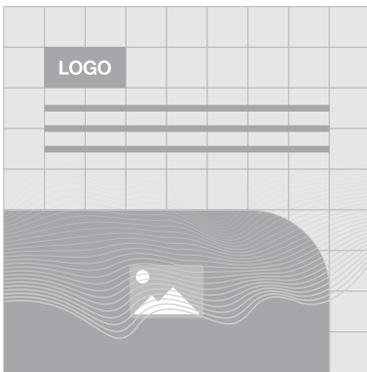
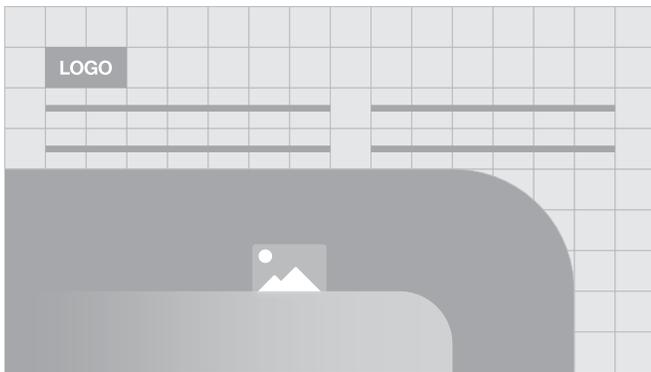# Layout Design

Guide Sheet - 16x9 Horizontal

Layout Design

Guide Sheet - 16x9 Vertical