

1. Name Your Project – Mendota Group sustainable energy consulting company logo design

2. Task Description -

- Who: We are a consulting company working primarily on energy efficiency, electrification, and renewable energy. Our clients:
 - are usually utilities (primarily electric, but also gas and water) but other clients include –
 - Government entities that regulate energy
 - Businesses that are installing energy projects
 - Other energy services companies
 - Investment firms focused on energy
- What:
 - The “logo” should focus on our name, Mendota Group. We are interested in variations that include the initials MG.
 - Our company does not have “products” nor are we really associated with any specific geographic area
 - We would also like to incorporate one or both of the following elements:
 - Electrification (possible symbols to integrate: plug and cord, lightning bolt)
 - Renewable energy (possible symbols to integrate: leaf with lightning bolt)

3. Logo Text –

- Mendota Group or MG
- We would also like some options that include the tagline, **The Power of Bright Ideas**

4. Additional Design Considerations –

- Colors:
 - We like our current colors (strong blue and green – see gradient values on following slide) but the colors can be modified; however, the colors will be used on our website and other documents so the theme should be somewhat universal
 - We will also want black and white versions of the logos
 - We will need variations with white and clear/transparent backgrounds
- Other (logo variations)
 - Full Name – Mendota Group
 - Initials Only - MG
 - Full Name with tagline - “Mendota Group” with “The Power of Bright Ideas”

5. See other information on next slide

Current Company colors (not necessary to duplicate but we generally like them):

Blue Gradient

Slider1 R18, G 115, B 219

Slider2 R9, G44, B130

Slider3 R8, G17, B45

Green Gradient

Slider1 R179, G250, B47

Slider2 R135, G224, B47

Slider3 R26, G120, B16

<https://mendotagroup.com>

Ideas:



Created from a
logo design
website

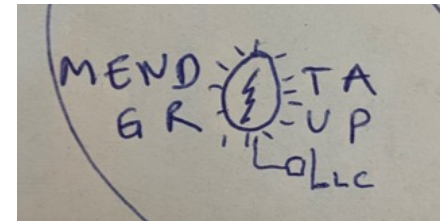
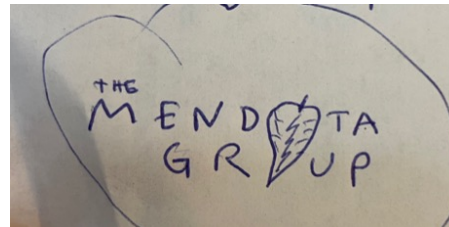


Cool symbol
from a logo
design website

Mendota Group

⚡ Mendota Group

Mendota Group



MG

MENDOTA GROUP