Logo variations

Horizontal logo (preferred)
The majority of our communication materials should use the full-color, horizontal logo.

Vertical logo
When horizontal space is limited, our vertical logo may be used.

Symbol alone (digital)
For specific digital applications where space is limited (e.g., social media, favicon), our symbol may be used alone.

Entergy name in text
When used in copy, we spell the Entergy name in title case, matching the font style and color of the adjacent text.

Horizontal logo (preferred)

Vertical logo

Symbol alone (digital)

Logo color and background

Full-color logo with black logotype
Our full-color logo with black logotype is the primary color option. This logo on a solid white background is the preferred placement. The logo may also be placed over an image with an uncluttered background and appropriate contrast. When placed over an image, legibility of both the symbol and logotype is essential.

Do not use the full-color logo for embroidered apparel.

Full-color logo with white logotype
When placing the logo on a black background or over a dark image with an uncluttered background, use our full-color logo with white logotype.

Black one-color logo
When full-color reproduction is unavailable or limited (e.g., stamping, embossing, staining, embroidery), an all-black logo is available.

White one-color logo
A reversed, all-white logo is available for limited use on a background where legibility of the symbol would otherwise be impaired.
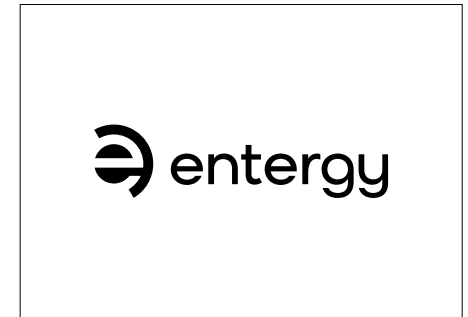
Full-color logo with black logotype
on white background (preferred)

Full-color logo with white logotype
on black background

Black one-color logo
(preferred for embroidered apparel)

Full-color logo with black logotype
on an image

Full-color logo with white logotype
on an image

White one-color logo
on an image

Logo clear space and minimum size

Clear space

Clear space frames the logo, separating it from other elements such as headlines, text, and the outside edge of layouts. The minimum clear space for the Entergy logo is equal to the height of the "g" in our name. Whenever possible, allow more than this amount of clear space.

Minimum size

When reproducing our logo, legibility of both the symbol and the name is essential. The horizontal logo should never be less then 0.75 inches or 60 pixels wide. When used, the vertical logo should never be less than 0.3875 inches or 27 pixels wide.

Placement

Placement of our logo is flexible. Any corner of a layout may be used. When placed on the left, content should fully align with the symbol and not with the Entergy logotype.

The logo maybe visibly centered when used alone — such as on a hat or the back of a T-shirt.

Clear space

Minimum size

0.75 inches
60 pixels

0.375 inches
27 pixels