GRAPHIC STANDARDS AND GUIDELINES

rev. JANUARY 2016

ozarks
ELECTRIC
COOPERATIVE

INTRODUCTION

These guidelines were established to help maintain the integrity of the Ozarks Electric Cooperative brand identity. Proper and consistent use of the logo and other established brand elements is critical to help keep this identity clear and strong. The information presented in this document will help guide any use of the brand in a variety of situations, helping maintain a strong and unified image.

The guidelines are intended to provide direction for correctly applying the established elements.

THE LOGO

The Ozarks Electric Cooperative logo was established to create and maintain a unified, strong and lasting brand presence.

ALTERNATE LOGO

In addition to the above logo, there is also an alternate logo that may be used. The alternate logo includes a vertically-oriented layout of the same elements.

This logo is available by request only.

LOGO USE

Always display the Ozarks Electric Cooperative logo in its correct form. The relative size and placement of the logo type and graphic icon should always remain consistent. There are several variations of proper logo treatment provided in these guidelines. This section includes several items to consider when using the logo, including proper use and misuse.

If you have any questions about logo use, please contact our marketing and communications department.

LOGO SCALING AND EFFECTS

Do not stretch the logo disproportionately

Do not use the logo less than 1" wide

Do not use any effects on the logo

LOGO SPACING

The logo should have ample space around it to ensure its visual integrity is not affected. In general, a space of about 1/8" (.125") should be allotted around all edges of the logo.

ICON USE

Under certain circumstances, the green icon may be used alone to abbreviate the brand identity of Ozarks Electric Cooperative. The only approved instances, however, include use on materials that contain the complete logo somewhere else on the same document.

This logo is available by request.

INCORRECT LOGO USAGE

Misuse of the established Ozarks Electric Cooperative brand can significantly damage its image. These examples note some common misuses of the logo. **In general, do not change the format or layout of the logo**. If you have any questions about logo usage, please contact our marketing and communications department.

Do not alter the orientation of the icon

Do not use a different typeface

Do not change the color of the icon

Do not change the opacity of the icon

Do not change the layout of the logo

COLOR GUIDELINES

The Ozarks Electric Cooperative logo is presented in a contrast between three shades of green and a dark grey. This combination of colors helps project an image of strength and quality. It reinforces the message that members receive great service from the Cooperative.

PANTONE 348
4-Color Process
100 / 0 / 85 / 24
RGB: 0 / 135 / 82
Hex: 008752

Medium Green
4-Color Process
75 / 15 / 100 / 0
RGB: 74 / 161 / 71
Hex: 4aa147

Light Green
4-Color Process
50 / 0 / 80 / 0
RGB: 138 / 198 / 90
Hex: 8ac65a

Dark Grey
4-Color Process
0 / 0 / 0 / 80
RGB: 88 / 89 / 91
Hex: 58585b

COLOR PALETTE

The above colors are to act as the official color palette for Ozarks Electric Cooperative. The family of colors above will help reinforce a strong brand image while also presenting a bold and energetic look that will help both stand out as well as act in a complementary fashion. Any of the above colors may be used in conjunction with the established logo, but may not replace any colors within the logo.

Please contact our marketing and communications department if you have any questions regarding color usage.

LOGO VARIATIONS AND COLOR

In certain situations, the logo may need to be reversed (printed in white) in order to rest on a color background. However, in general, it's preferred that the logo remain on a white background. Below are preferable colors, which correspond with the four-color logo.

ONE-COLOR LOGO PRINTING

The logo has also been designed to accommodate one-color printing. **If there is a request to for the logo to be printed in a color other than below, it must be approved by the marketing and communications deparment.**

Note that any one-color printing of the logo in green must be Pantone 348.

TYPOGRAPHY

A series of font families has been chosen to complement the Ozarks Electric Cooperative identity. These fonts are to be utilized when generating marketing or promotional materials, including advertisements, collateral, stationery systems, flyers, newsletters, etc. Use of these fonts is recommended but not required in all marketing and promotional situations.

Proxima Nova

Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Extrabold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

It is acceptable to use italic versions of all weights.

STATIONERY SYSTEMS / INTERNAL FONT USAGE

The above fonts are used specifically for marketing purposes and may not be accessible for all users. For communication that is not related to marketing or promotional material and which will be used on stationery systems, please use the Calibri font, which is available on all computers. Calibri is also available in italics.

Calibri

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789