

MAINTAINING BRAND STANDARDS

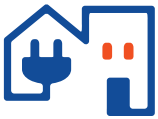
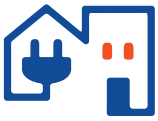


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1.01

BRANDING

REFERENCE

ABOUT THE BRAND

Like public schools and libraries, public power utilities are owned by the community and run as a division of local government. These utilities are governed by a local city council or an elected or appointed board. Community citizens have a direct voice in utility decisions and policymaking. Business is conducted in the open and citizens know where their power comes from and how and why decisions affecting their utility bills are made.

The key benefits of public power are:

Reliability - Locally owned power also means locally operated. Response times are quicker because we deploy locally. If there is a disruption in service, we are most likely already working to resolve the problem the moment it arises.

Accessibility - When your community owns your power, you can speak to people in your community, regardless of the situation. There are no regional call centers.

Reinvestment - Any profits generated through public power get reinvested back into the community. For communities that don't have a significant retail presence, the profits from public power are the only way they can afford to fund schools and emergency responders. Many city facilities such as hospitals pay reduced rates to cut their operational costs. The quality of life in public power communities is often sustained by the public power reinvestment.

Local Control - Public power is operated and managed by the city, meaning citizens have the ability to voice their concerns. Municipal power works for the benefit of its citizens, not out-of-state or other in-state investors who take the profits outside of our community.

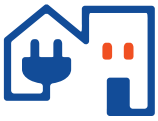
Serving Friends and Family - Locally operated power means the employees are serving their family, neighbors and friends. There is no greater incentive for good customer service than to share a personal connection with the customer.

Community Service - The impact of public power extends beyond day-to-day electric service. Employees are serving their community in other ways such as changing street lights and flagpoles at churches and supporting local nonprofits.

BRAND USAGE

The organization must always be referred to as: **Our Local Power**

With accompanied tagline: **POWER THAT GIVES BACK**



1.02

LOGO USAGE

REFERENCE

When sending this guide to a third party, the guide should be accompanied by the logo in a range of formats, including **EPS**, **JPG** and **PNG**.

PRINT LOGO FORMATS

EPS (preferred for large signs and banners)

EPS (Encapsulated PostScript) is a vector format designed for printing to PostScript printers and image-setters. It is considered the best choice for printing illustrations in high resolution. EPS files are created and edited in illustration programs, such as Adobe Illustrator.

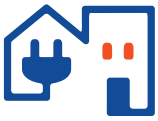
JPG (preferred for images)

JPG (Joint Photographic Experts Group, pronounced jay-peg) is a file format best used for photo images that must have very small file sizes – for example, those used in websites or email. However, it also has applications in print media.

WEB LOGO FORMAT

PNG (preferred for images that require transparent backgrounds)

PNG (Portable Network Graphics) is a file format created as a more powerful alternative to the GIF. PNGs are not restricted to 256 colors, as GIF files are, and have better compression. A PNG file can be saved with a transparent background, which allows you to place your image atop another image without an outlining white box.



1.02

LOGO USAGE

REFERENCE

Logos can be provided in the following color breakdowns upon request for specific applications.

Spot

For use in print applications where special inks are used (e.g., logo printing on specialty items).

CMYK

For use in most four-color print applications (e.g., advertisements in color print publications).

RGB

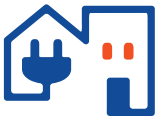
For use in digital applications (e.g., Word documents or digital presentations).

Black and White

For use when color cannot be applied (e.g., newspaper inside pages, fax documents).

Hex

For use on websites and in e-marketing.



1.03 LOGO

REFERENCE

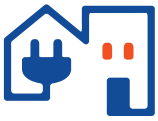
The logo for Our Local Power is memorable, friendly, and easily recognizable.

Vertical Logo



Horizontal Logo





1.04

LOGO – NO TAGLINE

REFERENCE

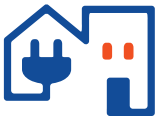
For instances in which the logo will be below the recommended size, use this version without the tagline.

Vertical Logo



Horizontal Logo





1.05 LOGO – AREA OF ISOLATION

REFERENCE

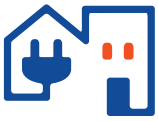
On logos with the tagline, the safe space around the logo should be at least the height of the “L” from “Local”, on all sides of the logo.

Vertical Logo



Horizontal Logo





1.05

LOGO – NO TAGLINE

AREA OF ISOLATION

REFERENCE

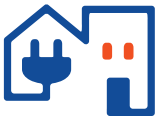
On logos without the tagline, the safe space around the logo should be at least the height of the “L” from “Local”, on all sides of the logo.

Vertical Logo



Horizontal Logo



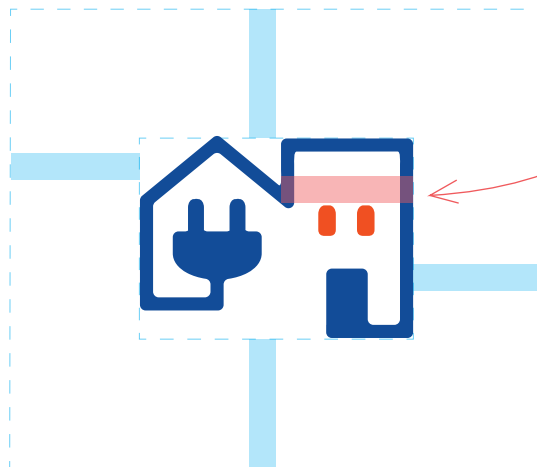


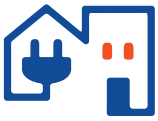
1.06 LOGO MARK

REFERENCE

The Our Local Power **icon** is a unique identifier for the brand. The icon can **only** be used as a design element, not as a replacement for the full logo.

The safe space around the icon should be the width of the building on all sides of the icon.





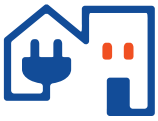
1.07

LOGO TAGLINE

REFERENCE

"POWER THAT GIVES BACK" should almost always accompany the logo whenever printed. Should the tagline become too small to read, use the alternate logo shown on page 7.

POWER THAT GIVES BACK™



1.08

LOGO VERSIONS

REFERENCE

Because logo usage may vary, multiple logo formats are available, including full-color and one-color.

FULL-COLOR



On a white background, use the full-color logo.

ONE-COLOR, WHITE TEXT



On a black background, use the one-color logo with white text.

ONE-COLOR, BLACK

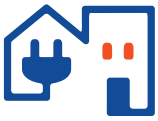


On a white background where only one-color black printing is available, use the one-color logo.

ONE-COLOR, REVERSED



On a background where only one-color printing is available, use the reversed one-color logo.



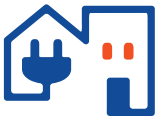
1.08

LOGO VERSIONS II

REFERENCE

This is an example of the logo in available one-color options. This will be used as a reference for printers to create one-color versions using the correct color palette. Due to legibility at smaller scale, the tagline can be removed.





1.09

SCREEN-PRINT LOGO

REFERENCE

For screen-printing applications, use the following full and one-color logo designs.

FULL-COLOR SCREEN-PRINTING



On a white background, use the full-color logo.

ONE-COLOR, BLACK

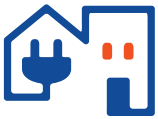


On a white background where only one-color black printing is available, use the one-color logo.

ONE-COLOR, REVERSED COLOR



On a background where only one-color printing is available, use the reversed one-color logo.



1.10 SCALING

REFERENCE

Appropriate scaling of Our Local Power logo is required to maintain both a consistent brand and an acceptable contrast for readability.

Note the TM extends beyond the guides.



1.75 INCHES

FULL LOGO, VERTICAL
Minimum Width: 1.75 inches



0.75 INCH

LOGO WITHOUT QUALIFIER, VERTICAL
Minimum Width: 0.75 inch



0.25 INCH

LOGO MARK
Minimum Width: 0.25 inch



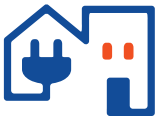
1.75 INCHES

FULL LOGO, HORIZONTAL
Minimum Width: 1.75 inches



1.0 INCH

LOGO WITHOUT QUALIFIER, HORIZONTAL
Minimum Width: 1.0 inch



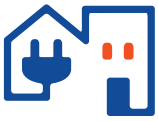
1.11

LOGO DON'TS

REFERENCE

1. Do not alter or reposition the tagline or icon.
2. Do not alter the Brand name.
3. Do not alter the icon marks.
4. Do not alter the typography.
5. Do not change the size of an icon relative to the rest of the logo.
6. Never improperly scale or distort the logo.
7. Don't place the logo on busy backgrounds or patterns.
8. Don't recolor the logo or rearrange the colors of the logo.





2.01

PRIMARY PALETTE

REFERENCE

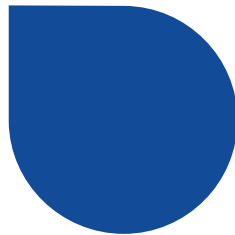
Color and memorability are important to the Our Local Power brand. The palette for the logo mark consists of two main colors, listed here in Pantone, CMYK, RGB and hex for use in a variety of mediums.

PANTONE 2945 C

CMYK 100, 81, 8, 0

RGB 0, 76, 151

HEX #004C97



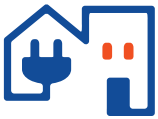
PANTONE 1655 C

CMYK 0, 84, 100, 0

RGB 252, 76, 2

HEX #FC4C02

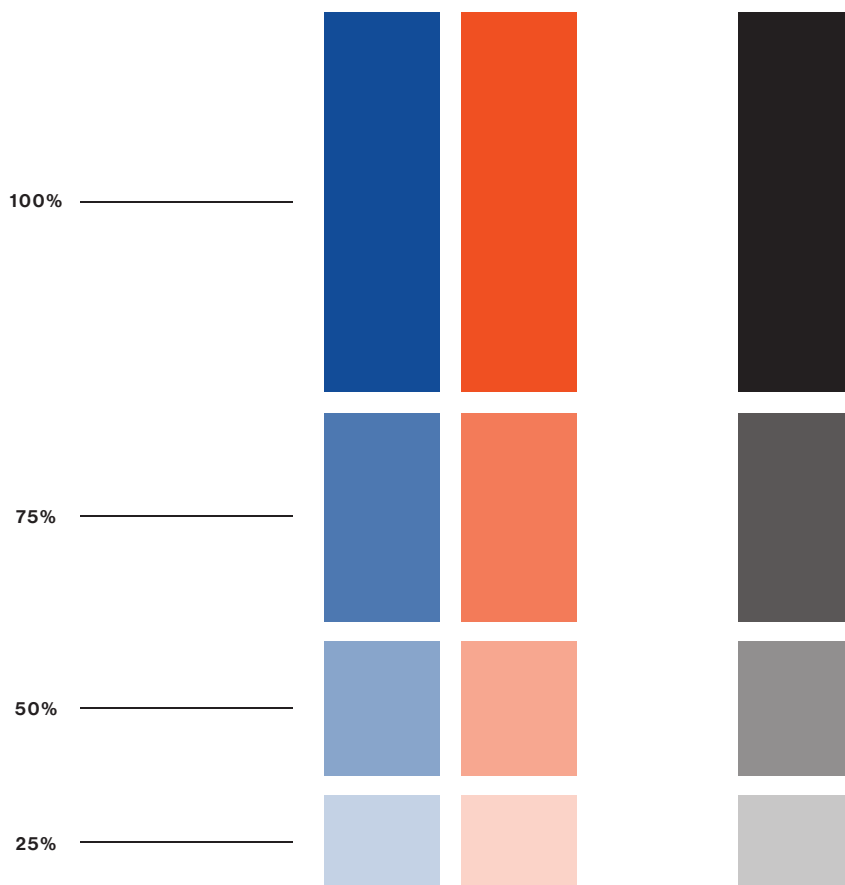


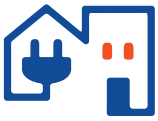


2.02 PRIMARY TINTS

REFERENCE

In color theory, a tint is the mixture of a color with white, which increases lightness. Tints are useful in printing – they reduce costs by negating the need for additional color plates.





3.02

PRIMARY TYPEFACE

REFERENCE

MetaPlus Black is the primary typeface for Our Local Power.

PRIMARY TYPEFACE

MetaPlus Black
aAbBcCdDeEfFgGhHiIjJkKlLmMnN
OpPqQrRsStTuUvVwWxXyYzZ
1234567890!@#\$%^&*()_

Bold

Lorem ipsum dolor sit amet, massa vivaus vulputate quam sed at adipiscing, diam dolor, imperdiet massa sem egestas non vestibulum, risus erat.

Roman

Lorem ipsum dolor sit amet, massa vivaus vulputate quam sed at adipiscing, diam dolor, imperdiet massa sem egestas non vestibulum, risus erat.

Italic

Lorem ipsum dolor sit amet, massa vivaus vulputate quam sed at adipiscing, diam dolor, imperdiet massa sem egestas non vestibulum, risus erat.



3.03

SECONDARY TYPEFACE

REFERENCE

Brandon Grotesque Medium is the secondary typeface – used as the tagline.

SECONDARY TYPEFACE

Brandon Grotesque Medium
aAbBcCdDeEfFgGhHiIjJkKlLmMnN
oOpPqQrRsStTuUvVwWxXyYzZ
1234567890!@#\$%^&*()_

Medium Oblique

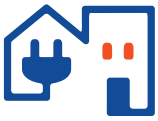
*Lorem ipsum dolor sit amet, massa vivaus vulputate quam
sed at adipiscing, diam dolor, imperdiet massa sem eges-
tas non vestibulum, risus erat.*

Bold

**Lorem ipsum dolor sit amet, massa vivaus vulputate
quam sed at adipiscing, diam dolor, imperdiet massa
sem egestas non vestibulum, risus erat.**

Bold Oblique

***Lorem ipsum dolor sit amet, massa vivaus vulpu-
tate quam sed at adipiscing, diam dolor, imperdi-
et massa sem egestas non vestibulum, risus erat.***



4.01 APPLICATION

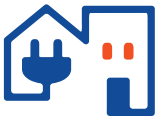
REFERENCE

In some instances the logo icon and wordmark may be manipulated to fit extreme areas for marketing purposes, such as pole banners. In instances such as this, the pieces must be scaled by binding the horizontal and vertical axis the same. Do not skew the icon or wordmark. A properly scaled logo, used in the appropriate context, looks perfect wherever it's applied. Collateral should visually and verbally create awareness of the brand's personality.

EXAMPLE / POLE BANNER

If you need assistance with the design of extreme proportion items such as this, or other items, see page 24 for contact information.





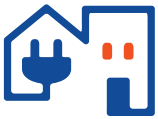
4.01 APPLICATION

REFERENCE

Fit the logo to appropriate areas. Do not skew the icon or wordmark. Maintaining an appropriate amount of empty space around the logo, as well as maintaining type legibility and contrast.

EXAMPLE / TRUCK





4.01 APPLICATION

REFERENCE

In some instances such as online email signatures, you may use typefaces native and universal to all devices, the recommended font is Verdana. Follow the example guidelines below.

EXAMPLE - E-SIGNATURE

Robert Thomas | Title
E: rthomas@companyname.com
M: (915) 495-4911
T: (432) 658-5437
F: (432) 658-5438
1234 S. Street Ave. City, OK 78169
Company Name | companyname.com



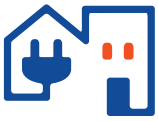
Verdana Bold

Robert Thomas | Title
E: rthomas@companyname.com
M: (915) 495-4911
T: (432) 658-5437
F: (432) 658-5438
1234 S. Street Ave. City, OK 78169
Company Name | companyname.com

Verdana Regular

Verdana Regular





5.01

CONCLUSION

We expect all of our vendors and partners to treat the Our Local Power brand with respect by adhering to the rules provided in this guide. Thank you for your diligent cooperation.

Oklahoma Municipal Power Authority, Home Office

2701 W. I-35 Frontage Road
Edmond, OK 73013
P: 405/340-5047

Questions about usage?

STAPLEGUN>>

204 N. Robinson Ave., Suite 2000
Oklahoma City, OK 73102
P: 405-601-9430
E: info@staplegun.us
staplegun.us