



BRAND STYLE GUIDE

2022

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A single, unified message is powerful for Clark County REMC's brand.

The purpose of this manual is to establish guidelines for how Clark County REMC communicates and expresses itself as an electric cooperative.

The guidelines are an important component to maintaining consistency as we communicate with all of our various audiences — from members, to directors to legislators. A consistent message is critical because it presents Clark County REMC as a united organization with a clear vision. With your commitment to the standards, which are outlined in this manual, Clark County REMC will present the strong and unified message that is so important to our communication efforts.

A thorough understanding of the elements within this manual is critical. Deviation from these guidelines may create confusion and dilute the brand identity of our cooperative.

Thank you for your help and commitment to building and maintaining the brand identity that reflects the vision and excellence we all represent.

If you have questions about the appropriate use of Clark County REMC's branding elements or visual identities, contact **Jessica Miller**, jsmiller@clarkremc.coop.

Cooperative values.

Reliability

Commitment
Strength
Experience

Safety

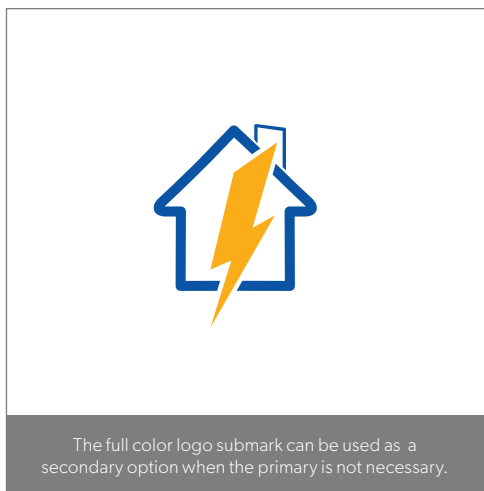
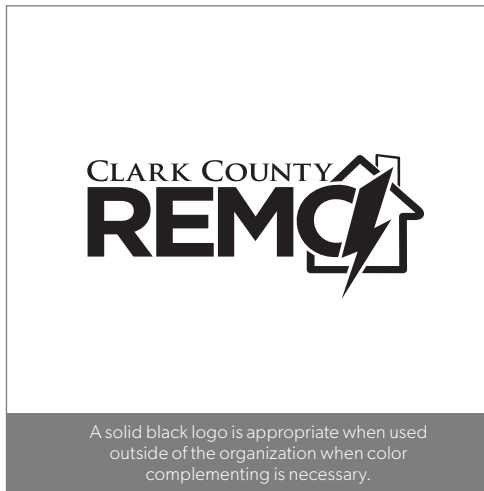
Honesty
Trust
Responsibility

Community

Awareness
Engagement
Positivity

Brand logos.

The primary Clark County REMC logo is comprised of a symbolic “house” mark and two lines of text. It is not appropriate to use the logo without the mark.










Unacceptable logo usage.

Tip: When resizing the logo, press SHIFT before dragging the corner of the box to keep the horizontal and vertical scale of the logo in the same ratio.





Brand colors.

The CMYK color palette is most commonly used by printers and publications. It stands for cyan, magenta, yellow and black. Each color or image printed in this process is made up of a mixture of these four colors. Typically, it is most cost-effective to use CMYK.

						
BRIGHT BLUE	LIGHT BLUE	BRIGHT ORANGE	DEEP ORANGE	TEAL	RED	JET BLACK
C - 97 M - 76 Y - 2 K - 0	C - 33 M - 4 Y - 13 K - 0	C - 0 M - 36 Y - 100 K - 0	C - 0 M - 62 Y - 100 K - 0	C - 80 M - 41 Y - 44 K - 11	C - 13 M - 97 Y - 100 K - 4	C - 71 M - 65 Y - 64 K - 67

CMYK

The RGB color palette is primarily for Web and video usage. RGB stands for red, green and blue, and all colors/images used in this process are made up of a mixture of these three colors. A HEX color is expressed as a six-digit combination of numbers and letters defined by its mix of red, green and blue (RGB).

						
BRIGHT BLUE	LIGHT BLUE	BRIGHT ORANGE	DEEP ORANGE	TEAL	RED	JET BLACK
R - 10 G - 82 B - 162	R - 169 G - 212 B - 218	R - 255 G - 161 B - 0	R - 255 G - 126 B - 0	R - 54 G - 116 B - 125	R - 204 G - 37 B - 0	R - 40 G - 40 B - 40
HEX #0A52A2	HEX #A9D4DA	HEX #FFA100	HEX #FF7E00	HEX #36747D	HEX #CC2500	HEX #282828

RGB/HEX

Brand typography.

Pre-Printed Use

The Montserrat font family is the primary font to be used for pre-printed pieces. This is a licensed font available for both Windows and iOS platforms and is available through Google Fonts.

0123456789 ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	Montserrat Black
0123456789 ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	Montserrat Black Italic
0123456789 ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	Montserrat Bold
0123456789 ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	Montserrat Bold Italic
0123456789 ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	Montserrat Extra Bold
0123456789 ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	Montserrat Extra Bold Italic
0123456789 ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	Montserrat Extra Light
0123456789 ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	Montserrat Extra Light Italic
0123456789 ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	Montserrat Italic
0123456789 ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	Montserrat Light
0123456789 ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	Montserrat Light Italic
0123456789 ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	Montserrat Regular

Brand typography.

Continued

0123456789
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Montserrat Medium

0123456789
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Montserrat Medium italic

0123456789
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Montserrat Semi Bold

0123456789
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Montserrat Semi Bold Italic

0123456789
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Montserrat Thin

0123456789
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Montserrat Thin Italic

Microsoft Software

Use of the approved typography fonts helps ensure the consistent appearance of our communication tools.

Letters, memos, reports, presentations and other materials should be developed using **Verdana**. The preferred style is 11-point, left-justified text.

0123456789
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Verdana Regular

0123456789
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Verdana Italic

0123456789
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Verdana Bold

0123456789
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Verdana Bold Italic

Brand stationery.

Stationery is letterhead, envelopes, business cards, note cards and personalized notepads produced and used collectively. The main design element used throughout these pieces is a quad-colored bar placed at the top of the page.

Electronic versions of the letterhead are available. The electronic version of the letterhead should only be used for the purpose of digital distribution and should not be printed for mass distribution. The printed version of the letterhead should be used for in-person distribution.

The Clark County REMC letterhead and envelope are an extension of the cooperative's brand and, for this reason, no additional graphics should be added to either piece.

Letterhead





Top Margin: 2.0"

Mr. John Doe
5555 East West St.
Loogootee, IN 47553

18 March 2021

Dear Mr. Doe,

Tem is suntio custibe atessi omnimolecte ventio te volupta sim de iusciis atectium dia simagnimusam re odita valorit ex ex ex es dent officidunt ommolup tatur, nonsenita sum nonsequis pel is remolup tatiore, ne consed mi, etus voluptatiame net ellupicium quaepe earumque dolo qui dolore odi quam lique millatem haria posam sundaec tumquat lacest utem quatemquam cor sin nonsequi coremquatum earchilis es exces anditatio is audandam re lam nosa asperib eratendento maximi, unti dolesequamus dempor ma voluptatum quis et id ut qui beris et explatibus pelentius aliciis exorerum earibusda que volorei untur?

Body Copy: —————>
Font: Verdana
Regular
Size: 10 pt.
Spacing: 1.5"

Nobit pore velleni hillant estia volo dolent que es quodit volore soloribus volupti raepraessit, sed utendio nectiosam aut pligentene qui ut latur, soluptas doluptas cus et doloraestet qui re volum adis aruntusape volupta doluptate coritibus exped quibusa ndanimi, et este commoles ut qui de volut occatecest incilis reri optatibus.

Buscia soluptas as quidus, cum dolupta cus recus in reperio repere inihil ipsunt illaci offictur repera volupis ullessernam, omnitae pedios repedios eari dolorerum lacilla boreperis dolecatet voluptae nonecturem fugit eostin eaquae doluptatur?

Sed quissimi, od ut arit porpore consequia con commolupti aliquo et fugiani entetus et es el eum et, tent.

Thank you,

John Doe

Left Margin: 1.25"

Right Margin: 1.25"

Brand stationery.

PowerPoint Theme

Clark County REMC's PowerPoint theme makes use of the brand and is available for use by all staff. It is set up with seven page-layout options and employs the brand colors and fonts. Edits should not be made to this style. Additions made to the provided layouts should adhere to the brand.

PowerPoint Template



Email communication.

Email communication should be completed using 11-point black Verdana font. Email themes and stationery provided standard with programs such as Outlook should not be used.

All Clark County REMC employees are to adopt consistent email signature formatting. This signature should be included in all email communication, including that which is generated from mobile devices such as phones and tablets. Email signatures should not include anything in addition to that which is outlined below. The signature can be obtained through the IT department.

John Doe
JOB TITLE

Clark County REMC
7810 State Road 60 Sellersburg, IN 47172

O 123.456.7890
M 123.456.7890
E johndoe@clarkremc.coop

Out of Office Message

Thank you for your message. I will be away from the office Monday, May 26, through Friday, May 30. If this is an urgent request, please contact [NAME HERE] at [EMAIL ADDRESS HERE] or [123.456.7890]. I look forward to being in touch upon my return.