

NRECA

Willie Wiredhand Usage Guide

INTRODUCTION

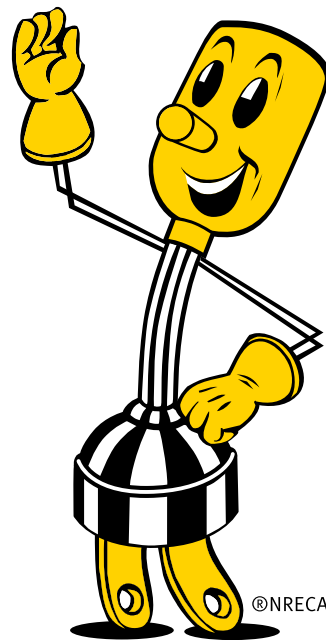
The Willie Wiredhand mark (“the Mark”) depicts a stick figure formed by geometric shapes, and an object forming a person or a person formed by objects, and cables, electric, electric plugs, cords and electric wire, to identify itself as part of the rural electric cooperative and public utility districts.

These guidelines are intended to provide written and visual direction for correctly applying the Mark to a wide range of applications.

TRADEMARK PROTECTION

The Mark is a federally registered trademark owned by NRECA. Only NRECA and its voting member licensees are authorized to use the Mark in connection with the provision of electric utility services, internet access services and any services or products agreed to by NRECA, provided that all member licensees adhere to the brand guidelines contained herein.

Consistent and proper use of the Mark helps retain our trademark protection and equity of the symbol. Inconsistent use will weaken the power of the Mark. All uses of the Mark must conform to the guidelines outlined in this document in order to ensure the accurate and appropriate use of the Mark. All questions about correct usage should be directed to creativeservices@nreca.coop.



USE OF THE WILLIE WIREDHAND MARK

Your entity may use the Mark only in connection with the advancement of electrical utility services and other goods and services in a manner that is approved by NRECA and according to the terms described in the licensing agreement. To complete a member license agreement for the use of Willie Wiredhand, please contact mktg@nreca.coop.

NOTE: Members should not use the trademark to identify any particular product or service supplied by a vendor, subsidiary organization or other organization. In addition, Members may not adopt, register, or use any trademark similar to, or containing in whole or in part, the Mark—except as authorized in the licensing agreement.



BASIC GRAPHIC STANDARDS

All uses of the Mark should adhere to the following brand identity standards.

Colors

Two-Color Printing

When printing in two colors, use PANTONE® 116 and black as shown.

One-Color Printing

When printing in one color, use PANTONE® 116 or black.

Black & White/Reverse Usage

Use the Mark in 100% black when it is on a light background. Otherwise use the logo in 100% white when the background is a tint between 40-100% black.

Tone-on-tone

When used on embroidery, tone-on-tone is permissible.

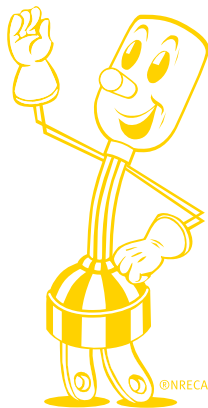
■	C 40	R 0	Pantone: Process Black C	Hex: #000000
	M 40	G 0		
	Y 40	B 0		
	K 90			

■	C 0	R 255	Pantone: 116 C	Hex: #ffcd00
	M 18	G 205		
	Y 100	B 0		
	K 0			

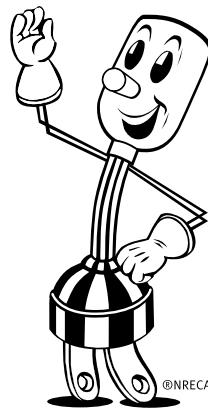
Two-Color



One-Color



Black & White



Reverse



Depiction

Any depictions of Willie Wiredhand other than that illustrated on page 1 of this document or those distributed by NRECA on cooperative.com must be approved by NRECA. All questions about correct usage should be directed to creativeservices@nreca.coop.

Registered Trademark

The registered trademark symbol and “NRECA” should always be included on the bottom right of the Mark, as depicted on page 1.