

NRECA

Green Ball Symbol Brand Guidelines

May 2023



INTRODUCTION

The NRECA green ball symbol was designed to represent electric lines crossing the green rolling hills of America's countryside. It reflects the power of the countryside, the strength and unity of the rural electrification program and the history and longevity of the national network of electric cooperatives.

The symbol was developed as a means for NRECA to identify itself as the national trade association for consumer-owned electric utility systems and for NRECA's voting members to identify themselves as consumer-owned electric utility systems, or state or regional associations.

If your co-op has adopted this symbol, and signed a license agreement to use it, the symbol, together with the logotype of your organization's name—spelled out or as an acronym—and any other visual identity used by your system, represents your organization's visual identity. Proper and consistent use of the symbol helps ensure your visual identity stays clear and strong. These guidelines are intended to provide written and visual direction for correctly applying your brand identity elements to a wide range of applications.



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TRADEMARK PROTECTION

The NRECA symbol is a federally registered trademark owned by NRECA. Only NRECA and its voting member licensees are authorized to use the NRECA symbol to identify their services provided that all member licensees adhere to the brand guidelines contained herein.

Consistent and proper use of the NRECA symbol and logotype helps retain our trademark protection and equity of the symbol.

Inconsistent use will weaken the power of the symbol as well as your organization's identity. The uses outlined in this manual are intended to ensure the accurate and appropriate use of the symbol in a wide range of applications (i.e., in terms of size, color, use in conjunction with other symbols, etc.). All uses of the symbol must conform to these guidelines.

All questions about correct usage should be directed to creativeservices@nreca.coop.



USE OF THE GREEN BALL SYMBOL

The symbol may be used by members to identify their organizations as consumer-owned electric utility systems and as voting members of NRECA.

If an organization displays the NRECA symbol to convey a relationship with the NRECA voting member, it must, regardless of medium (e.g., products, print and electronic communications or vehicles, etc.), clearly convey the symbol as an identifier for the NRECA voting member. In these cases, the logotype name of the voting member should be shown in proportion to the symbol as defined by the guidelines in this manual.

NOTE: Members should not use the trademark to identify any particular product or service supplied by their organization, a vendor, subsidiary organization or other organization.



Your Electric
Cooperative

BASIC GRAPHIC STANDARDS

All uses of the NRECA symbol should adhere to the following brand identity standards when using the symbol.



1. Green Ball Symbol

Represents electricity and the rural countryside.

2. NRECA Logotype (*suggested*)

The suggested typeface for the co-op's name is Times New Roman Medium (not bold).

3. Registered Trademark

The registered trademark symbol should always be included with the green ball symbol.

BASIC GRAPHIC STANDARDS

(cont'd)

Alignment

Always keep the green ball symbol straight. There is a natural vertical and horizontal axis. While you usually will import this image digitally, it is still important to make certain that the logo is always aligned as in the example seen here.

Alternate Layout

When horizontal space is limited, a vertical stacked version of the logo can be used.



Your Electric
Cooperative

COLORS

Two-Color Printing

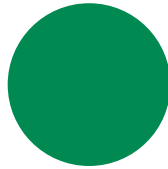
When printing in two colors, use PANTONE® 348 and black as shown to the right.

In two-color jobs that do not use either green or black, print the logo in 100% white and place it on top of the darkest ink color that is available.

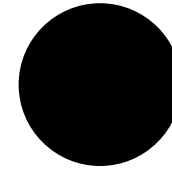
Black and White Usage

When reproducing the logo in black and white, follow the guidelines at right to ensure optimum contrast between logo and background.

Use the logo 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.



Emerald
#008953
RGB 0, 137, 83
CMYK 100, 4, 87, 18
Pantone 348



Black
#000000
RGB 0, 0, 0
CMYK 60, 40, 40, 100



Your Electric
Cooperative



Your Electric
Cooperative

25%
Black



Your Electric
Cooperative

40%
Black



Your Electric
Cooperative

75%
Black



Your Electric
Cooperative

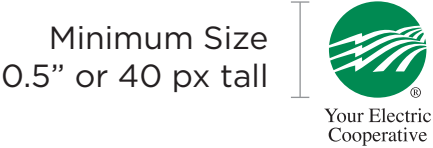
100%
Black



Your Electric
Cooperative

SYMBOL SIZING

In order to maintain legibility, it is important to maintain a minimum logo size. This minimum size is equivalent to 0.5" tall when measured at 100%. For use on the web a minimum height of 40 pixels should be maintained. This height is determined by measuring from top to bottom of the green ball logomark.



CLEAR SPACE

When using the logo, adequate clear space should be maintained. This ensures brand integrity and legibility. The logo clear space is equal to half of the logomark and scales proportionately with the logo.



SPECIFIC USE CASES

Social Media

The size and shape of profile images varies from website to website so please check for the latest dimensions and specifications before creating your image.

Reminders

- Leave a margin of white space between the edge of the logo and the image frame
- Keep the ® within the frame

Round Profile Picture Sample
(e.g. Twitter, Youtube, Instagram, LinkedIn)



Square Profile Picture Sample
(e.g. Facebook, LinkedIn)

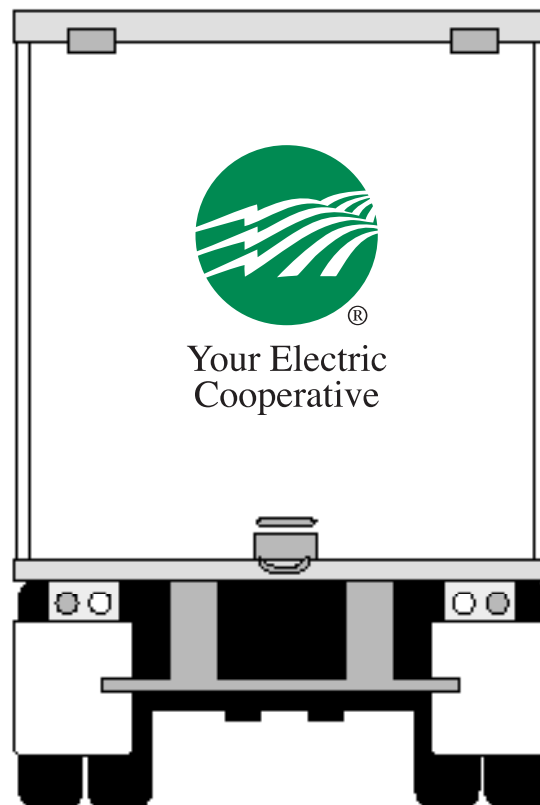


SPECIFIC USE CASES

(cont'd)

Vehicles

It is recommended that the logo appear on the driver and passenger doors of vehicles. The signature should be centered horizontally and vertically on the door panel. It should not interfere with any vehicle apparatus (e.g., door handle, mirror, etc.). The signature may also appear on the sides or rear of vehicles, provided such placement does not interfere with any vehicle apparatus.



SPECIFIC USE CASES

(cont'd)

Apparel

Logos can be screened or embroidered onto apparel or other cloth items. In each case, when placing logos, please ensure size, color and placement conform to the logo standards as outlined in this manual.

Traditionally, the logo should have left chest placement on these items. Please ensure the logo is large enough to be readable. Another option for shirts is a logo that covers the front of the shirt (see illustration).

If another image is desired on the shirt, put that image on the back of the shirt. If that is not possible, keep it separate from the logo, always maintaining clear space around the logo.

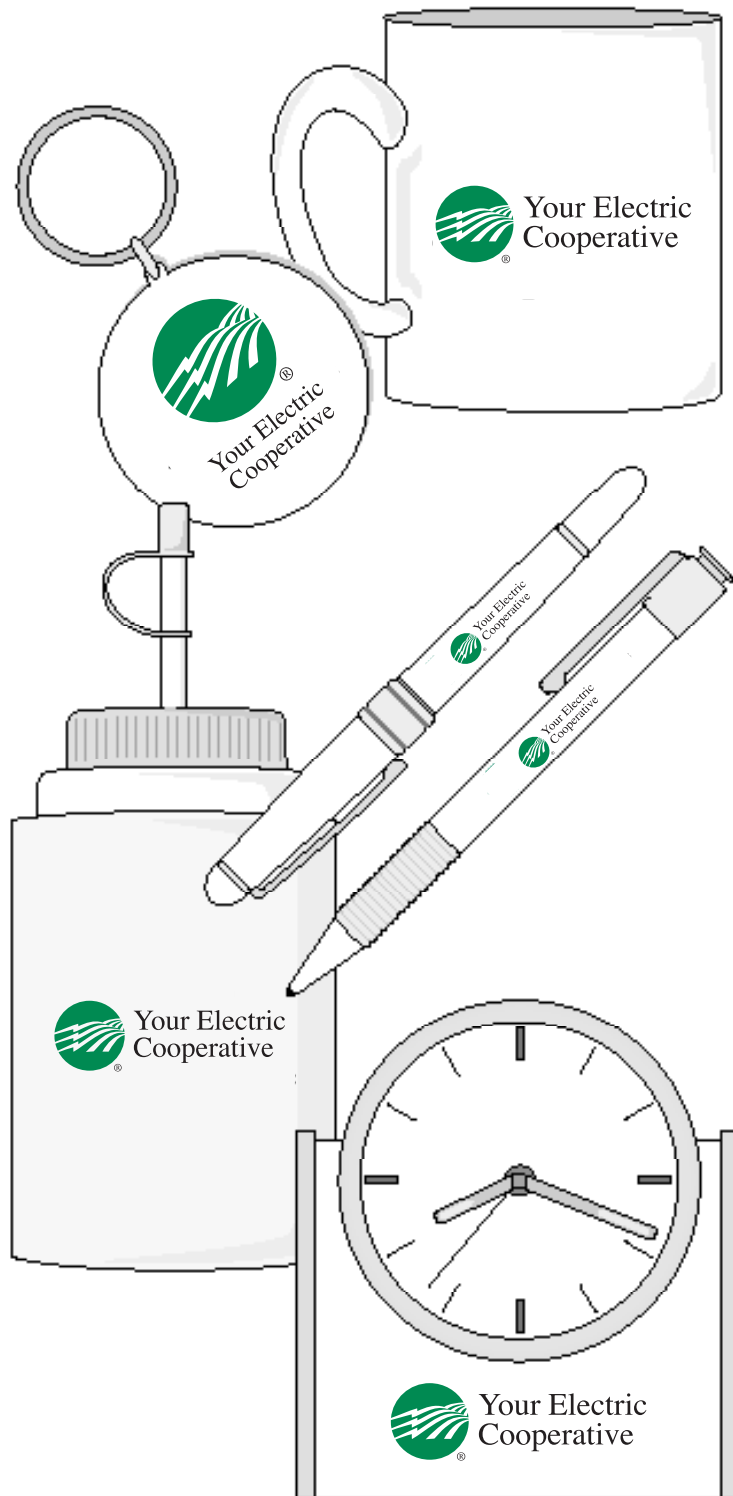


SPECIFIC USE CASES

(cont'd)

Promotional Items

It is understood that, for a small number of applications, the minimum logo size restriction does not give enough flexibility. For small items, like pens or other promotional items shown here, the logo may need to be smaller than specified in this guidebook.



INCORRECT USAGE

Whether using the horizontal version, or a stacked variation of your logo, the logo should be preserved as displayed in this guide. Examples of incorrect usage include, but are not limited to, the following:

NOTE: If you have questions about correct and incorrect usage guidelines, please contact creativeservices@nreca.coop for approval.



Don't place the full-color logo on a dark background.



Don't place the full-color logo on busy imagery.



Don't skew or distort the logo.



Don't alter or outline the logo.



Don't place the symbol to the right of the logotype.



Don't change the color of the logo.



Don't add drop shadows or other effects to the logo.

INCORRECT USAGE *(cont'd)*



Don't wrap the co-op's name around the logo.

CELEBRATING



Don't have any text or other design elements overlap the logo.



Don't use the symbol as a replacement for letters or numerals.



Don't use the symbol as a replacement for an object.



Don't disproportionately scale logo elements.



Don't rotate the logo.



Don't use logo without registration mark.



The green ball symbol as a whole cannot be animated to appear to be in motion in any way.

TOUCHSTONE ENERGY® COOPERATIVES



Touchstone Energy®
Cooperatives

If your co-op is a member of Touchstone Energy Cooperatives, please review the Touchstone Energy brandbook for guidelines on how to incorporate the Touchstone Energy logo with your co-op's logo. The Touchstone brandbook can be found online at:

<https://brandstyleguide.touchstoneenergy.com/>