



BRAND KIT

THE
GOOD
LIFE



A tall utility pole stands vertically on the right side of the frame, extending from the bottom to the top. It has several cross-arms with numerous wires and cables attached. The background is a clear, bright blue sky. The text "POWERING THE GOOD LIFE" is centered in the lower half of the image.

POWERING
THE
GOOD
LIFE

MOTTO

Serving our area since 1936, Cullman Electric Cooperative is as much a community partner as it is an energy provider, keeping the lights on for homes and businesses throughout Cullman, Winston, Morgan, and Lawrence counties.



Cullman Electric
Cooperative

PRIMARY LOGO



Cullman Electric
Cooperative



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SECONDARY LOGO



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COLOR PALETTE



COLOR PALETTE



COLOR PALETTE



Primary Green
C87.13 M22.42 Y99.65 K8.5
R9 G135 B67
#098743



Dark Green
C90.27 M38.73 Y82.73 K35.95
R0 G89 B61
#00593d



Light Green
C84.56 M14.42 Y86.79 K2.04
R0 G153 B89
#009959



Primary Blue
C100 M87.03 Y30.43 K17.61
R8 G54 B109
#08366d



Dark Blue
C100 M85.37 Y41.21 K41.97
R1 G40 B76
#01284c



Medium Blue
C95.93 M74.07 Y22.32 K6.74
R29 G80 B133
#1d5085



Primary Yellow
C1.66 M10.47 Y99.96 K0
R255 G219 B0
#ffdb00



Dark Yellow
C0.08 M20.68 Y100 K0
R255 G201 B0
#ffc900



Medium Yellow
C1.58 M10.68 Y92.68 K0
R255 G219 B40
#ffdb28



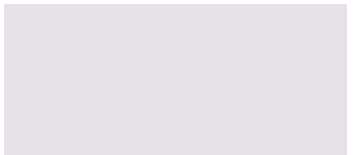
Dark Grey
C65.14 M55.39 Y52.98 K28.35
R85 G88 B90
#55585a



Medium Dark Grey
C48.56 M38.5 Y38.16 K2.97
R138 G141 B143
#8a8d8f



Medium Grey
C21.28 M16.5 Y16.98 K0
R200 G200 B200
#c8c8c8



Light Grey
C8.72 M8.92 Y4.89 K4.89
R229 G225 B230
#e5e1e6



CU

LL
ELECTRIC

MAN

Alabama, USA



SINCE
1936

