



Cullman Electric
Cooperative

BRAND IDENTITY GUIDE

**POWERFUL
CONNECTIONS.**

**BRIGHTER
FUTURE.**



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.



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PRIMARY LOGO

Cullman Electric's primary logo is intentionally clean, simple and to the point. The primary logo should always maintain the green and black color scheme, unless otherwise noted, with approved background colors.



When a one color logo is necessary, a solid black or solid white version of the logo is acceptable.

SECONDARY LOGOS

There are occasions when a horizontal logo is needed, such as when a smaller promotional item contains a more horizontal space. A stacked version with the text centered under the green NRECA ball is also acceptable when the space containing the logo is more square. While the logo text is moved, the integrity of the logo is maintained and keeps the clean and simple look that the primary logo has.

Horizontal Logo



Stacked Logo

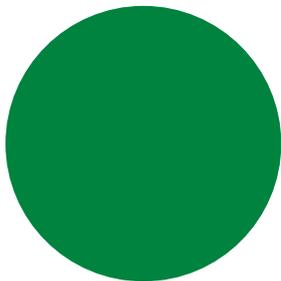


COLORS

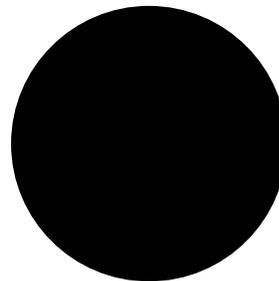
The primary color for Cullman Electric is the NRECA green Pantone 348C and a Pantone Black C.

NRECA has an official set of designated Pantone colors. These colors will always serve as the official color selections for branded efforts and should not be altered in any way.

Logo Colors



Pantone 348C
C88 M24 Y100 K11
R2 G131 B66
#028241

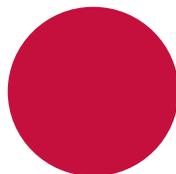


Pantone Black C
C0 M0 Y0 K100
R0 G0 B0
#000000

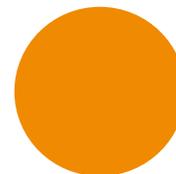
Accent Colors



Pantone 294C
C100 M86 Y29 K23
R26 G55 B104
#1a3768



Pantone 193C
C16 M100 Y76 K5
R196 G13 B60
#c50f3c



Pantone 144C
C3 M54 Y100 K0
R241 G138 B0
#f18a00



TYPOGRAPHY

Baltica Regular

Usage: "Cullman Electric Cooperative" in primary logo

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#% ^ & * ()

Baltica Bold

Usage: Headlines and accent text in collateral

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#% ^ & * ()

Baltica Italic

Usage: tagline

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#% ^ & * ()

BEBAS KAI

Usage: Headlines and accent text in collateral

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#% ^ & * ()

Uniform Regular*

Usage: Body text in collateral

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#% ^ & * ()

Proxima Nova Regular

Usage: Body text in collateral if Uniform Regular is not available

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#% ^ & * ()

*If Uniform Regular is not available, use Proxima Nova Regular.



LOGO INTEGRITY

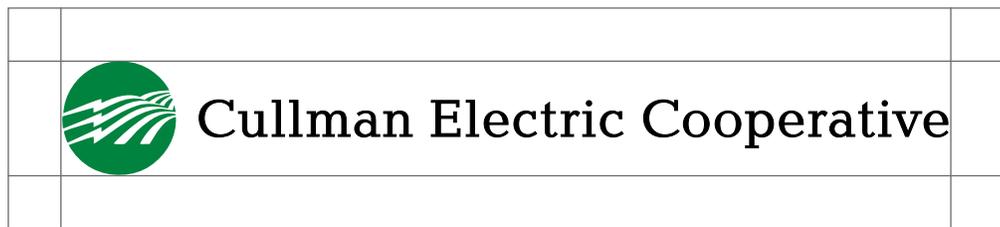
The logo is the embodiment of our brand. It should never be altered in color, it should maintain its aspect ratio (not be stretched horizontally or vertically), and it should always have a small barrier of space between it and any surrounding elements.

The secondary logo should not be altered in color, it should maintain its aspect ratio, and it should be given a barrier of space between it and any surrounding elements.

The logo represents the mission and values of Cullman Electric Cooperative. Please refrain from altering it in any way.



Minimum barrier to space is 1/8 of the size of the proportion of the logotype.



LOGO INTEGRITY

Unacceptable use of logos



Do not change color of logo.

Do not stretch the logo.



Do not change the logo font.

Do not apply drop shadows or any other effects to the logo.



Do not alter the size of any word in relation to the others.

Do not alter the size or position of the design element.



TAGLINE

Powerful connections. Brighter future.

When using the tagline with brand signatures, the typeface should be Baltica Italic. The text can all be on one line or stacked. The minimum font size when using the tagline should be 8 pt. In collateral a special stacked version is acceptable. See examples below.

Tagline

Powerful connections. Brighter future.

*Powerful connections.
Brighter future.*

Tagline with logo



Cullman Electric
Cooperative

Powerful connections. Brighter future.

Special stacked version

**POWERFUL
CONNECTIONS.**

**BRIGHTER
FUTURE.**

THANK YOU.

As you go into the community, wear your brand proudly, and know you represent a company founded on a history of strong customer service, reliability and support.

These guidelines apply not only to items purchased by Cullman Electric Cooperative but also to those purchased by outside entities. All items bearing the Cullman Electric Cooperative brand should be approved by the marketing department prior to production.

Thank you for helping protect and promote the Cullman Electric Cooperative brand by following these guidelines.



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