



Touchstone Energy<sup>®</sup>  
Cooperatives

*The power of human connections<sup>®</sup>*

# BRAND STYLE GUIDE



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Being a Touchstone Energy® Cooperative member gives your co-op the option and opportunity to use our nationally recognized name, signatures and tagline under the membership licensing agreement. Aligning with the Touchstone Energy brand reinforces the strength of belonging to a cooperative network that operates with the highest levels of service excellence and values in the market.

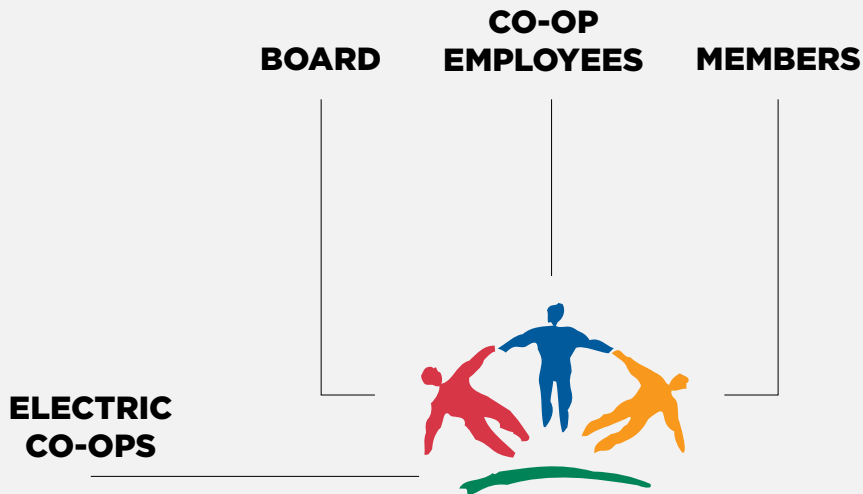
To take full advantage of that unified brand identity, we need to maintain uniformity in the use of the Touchstone Energy® Cooperatives trademarks. This style guide provides those recommendations on use.

# THE TOUCHSTONE ENERGY® BRAND

Touchstone Energy is a national network of electric cooperatives across 46 states providing research, communications resources, and employee training programs that help its member cooperatives better engage and serve their members.

Through access to targeted programs and a unifying, national brand, Touchstone Energy cooperatives stand out as a trusted source of power and information to their 30 million member-owners every day.

**This is what makes us who we are: the Touchstone Energy® logo represents a partnership between electric cooperatives and their board of directors, co-op employees and member owners.**



Touchstone Energy®  
Cooperatives

*The power of human connections®*

# LOGO FORMATS

Here are the various formats of Touchstone Energy® national and co-brand logos.

**Note:** The Touchstone Energy logo image and text (Touchstone Energy® Cooperatives) must not be separated. It is one visual unit and should always be together for both national and co-brand formats.

## NATIONAL

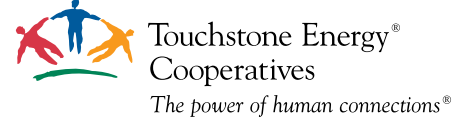
National logo formats without taglines are also available.



*CENTERED*



*HORIZONTAL*



*STACKED*



## CO-BRAND

Co-brand logos are used to identify a cooperative as a Touchstone Energy member. This recognition provides awareness of being part of the larger cooperative network and builds on the established equity and benefits the brand provides.

For use cases and how to co-brand, please see the Integrated & Endorser branding section.



*CENTERED*

A Touchstone Energy® Cooperative



Your Touchstone Energy® Cooperative

*HORIZONTAL*

A Touchstone Energy® Cooperative 

Your Touchstone Energy® Cooperative 

*STACKED*

A Touchstone Energy®  
Cooperative 

Your Touchstone Energy®  
Cooperative 



# OTHER LOGOS

## OTHER LOGOS

If you have questions about these logos, please contact the Touchstone Energy® national staff.



*BY STATE*



*TOUCHSTONE ENERGY  
ASSOCIATE MEMBERS*

## SIZING



All text of the logo including the tagline should be legible.  
If not, the logo needs to be larger.

## SPACING



Ensure that there is enough negative space around the logo.

# LOGO USE CASES

## COLOR VARIATION



A Touchstone Energy<sup>®</sup> Cooperative



A Touchstone Energy<sup>®</sup> Cooperative



Ensure proper contrast is made when placing black or white logos on backgrounds.

## TAGLINE



Please ensure that the tagline is legible in all use cases. If you need to scale the logo down, it is advised to use the iteration without the tagline.

The tagline should not be used in conjunction with co-brand logos or with member cooperative logos or standalone.

## INCORRECT USE EXAMPLES



# COLORS

Touchstone Energy's brand colors. Please adhere to the proper codes for the appropriate medium.

Digital formats: RGB / HEX

Print formats: CMYK

## PRIMARY BRAND COLORS

RED	BLUE	ORANGE	GREEN
<b>CMYK</b> 0 91 65 11	<b>CMYK</b> 100 56 0 18	<b>CMYK</b> 0 47 100 0	<b>CMYK</b> 100 0 79 27
<b>RGB</b> 215 54 71	<b>RGB</b> 0 90 156	<b>RGB</b> 248 153 29	<b>RGB</b> 0 132 87
<b>HEX</b> D73647	<b>HEX</b> 005A9C	<b>HEX</b> F8991D	<b>HEX</b> 008457
<b>PMS</b> 193	<b>PMS</b> 294	<b>PMS</b> 144	<b>PMS</b> 348

Secondary brand colors are used to complement the Touchstone Energy® brand colors, such as accent tones or tones to provide visual contrast.

## SECONDARY BRAND COLORS

BLACK	WHITE	ALT. BLUE	DARK TURQUOISE
<b>CMYK</b> 0 0 0 100	<b>CMYK</b> 0 0 0 0	<b>CMYK</b> 93 58 15 1	<b>CMYK</b> 95 71 54 58
<b>RGB</b> 0 0 0	<b>RGB</b> 255, 255, 255	<b>RGB</b> 0 104 159	<b>RGB</b> 4 42 56
<b>HEX</b> 000000	<b>HEX</b> FFFFFF	<b>HEX</b> 00689f	<b>HEX</b> 042A38
<b>PMS</b> Process Black C	<b>PMS</b> N/A	<b>PMS</b> 641 C	<b>PMS</b> 303 C

# INTEGRATED AND ENDORSER CO-BRANDING

## Integrated Brand

In this version, the cooperative logo is combined with the Touchstone Energy® co-brand logo into a single visual unit. The co-brand is generally placed right under or to side of the co-op's logo.

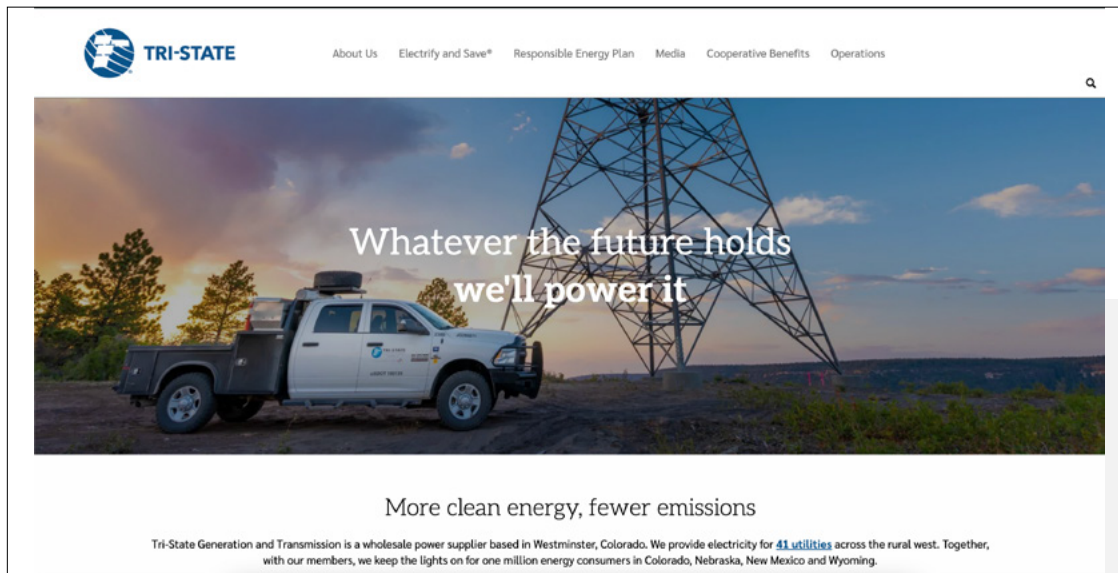


## Endorser Brand

In this version, both the cooperative logo and the Touchstone Energy® co-brand logo appear separately and are not a single logo unit. The co-brand can be placed elsewhere.

**Example:** Co-brand logo is placed on footer of co-op home page.

**Example:** Co-brand logo is on side of cap.

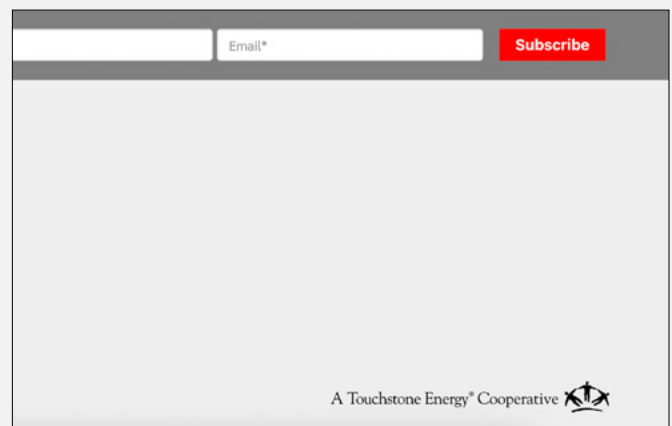


HOME PAGE  
CO-OP LOGO

CO-BRAND ON  
FOOTER OF HOME PAGE

## Recommendation:

Co-branding is recommended when there is availability to do so. The Touchstone Energy® co-brand logo and cooperative logo should either appear as integrated (one logo unit) or as endorser (separately).





# APPAREL

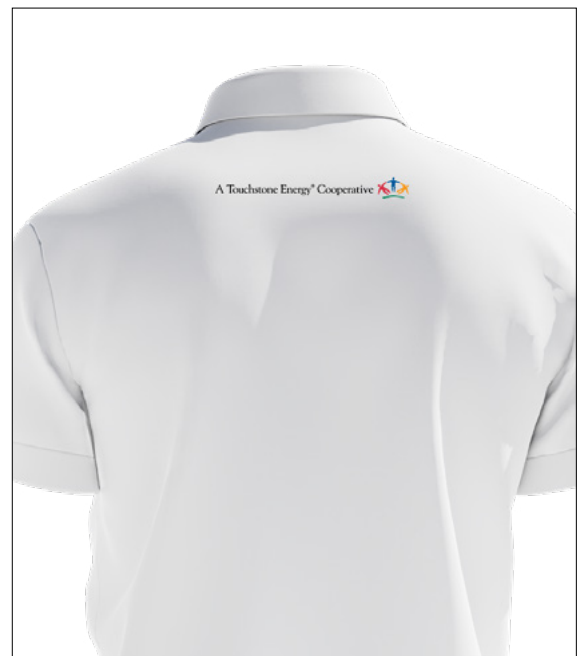
## Recommendations:

Please consult your local printer or producer on best available options. Please ensure that Touchstone Energy® co-brand logo is legible and readable on all apparel use cases.

In general, black, white, dark blue colors provide a great amount of contrast on apparel applications and should be used if possible. Apparel applications can be more complicated and we understand the need for flexibility in certain situations.

If you have a specific question, please contact the Touchstone Energy® staff for support. See right for options on co-branding locations.

**NOTE:** Tone-on-tone options are allowed in apparel applications, please ensure there is visual contrast in the tones or materials used.



Lands' End is the preferred clothing partner for Touchstone Energy® Cooperatives.

Lands' End is equipped with all approved Touchstone Energy co-brand logos, sizing, and co-branding guidelines implemented in it's the ordering system to ensure that your co-op is always on brand.

# COOPERATIVE GUIDELINES FOR TOUCHSTONE ENERGY BRAND INTEGRATION

For cooperative members looking to integrate the Touchstone Energy® brand across various platforms and formats such as videos, radio, and billboards, there are specific procedures to ensure proper co-branding. This segment highlights the key points to remember when co-branding.

## VIDEO

Integrating the Touchstone Energy® brand into video and digital formats requires following specific guidelines. As a national brand, we strongly recommend not altering the logo in any way. Here are the key points on how to properly tag a video.

### CO-BRAND TAGGING

- Tag Length: Should be on the screen long enough for viewer to read. Ensure the logo is displayed for at least 5 seconds.
- Color: Should follow RGB color codes ([Page 7](#))
- Logo graphic: Proper co-brand signature is required



*Please contact the Touchstone Energy® staff for more information on video content alteration.*

## PRINT ADS AND TAGGING

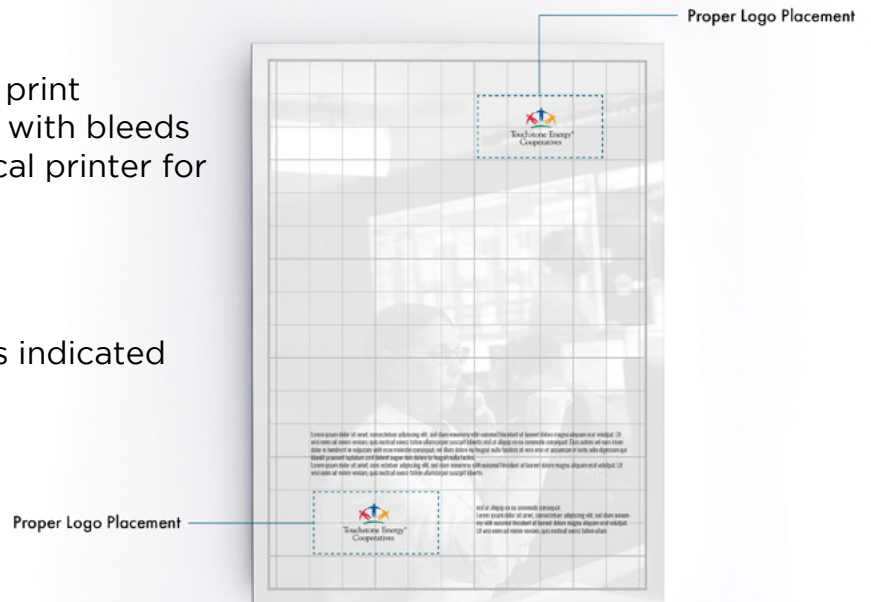
Touchstone Energy® cooperative provides customizable print ads on several advertising themes. In most cases, tagging areas are designated on every print ad to ensure readability for the viewer. In ads that do not have a specified tagging area, it is good practice to anchor your logo in a corner that provides the greatest color contrast and readability.

### Notes:

It's important to print with bleeds for print materials, most design files will come with bleeds laid out, if not please contact your local printer for more information and assistance.

### TAGGING RECOMMENDATIONS:

- Use the designated tagging areas indicated
- Properly scale logo to fit space
- Use a high-resolution logo
- Anchor logo to a corner



## RADIO ADS AND TAGGING

Touchstone Energy produced radio can not be altered except for local tagging. Please refer to our tagging section for information. ([Page 12](#))

*Please contact the Touchstone Energy® staff for more information on radio tagging.*

## LARGE FORMAT: BILLBOARD AND BOOTHS

There are a number of large format advertising options available, from out-of-home (OOH) applications, convention and booth designs, banner ups and posters.

### INCORRECT TAGGING EXAMPLES:

- Never obscure the image with logos, text, or graphics.
- Never use a logo that is too large, too small or low-res.
- Never use an improperly scaled logo.

*Please contact your local printer for more information and details on on large format advertising.*

# TAGGING VIDEO, RADIO AND PRINT

Touchstone Energy® creates and provides high quality advertising and creative assets that can be tagged with a co-op's logo, custom voiceover and additional options.

Review customization options and pricing [View PDF Here](#)

Video explainer of all tagging option [Watch Video](#)

please contact Mary Ann Cristiano | [maryann.cristiano@nreca.coop](mailto:maryann.cristiano@nreca.coop)



## Customize Touchstone Energy Ads to Spotlight Your Co-op

Add your co-op's logo, name and customized voice over.

### Why Customize?

We've created a series of topical local ads that can be customized with your co-op's logo, your name in the voice over, and in the text on screen. That means now, every Touchstone Energy ad can become your ad! These have been carefully designed as complete campaigns that include video, radio, and social components. Buy them as a complete uniform, cohesive campaign, or buy each ad individually, depending on your needs. Best of all you can choose to customize the entire ad, do a partial customization, or simply do the end tag (the last 6 seconds). To learn more watch [this video](#).

### Customization Options

#### Video

##### Video - Complete Customization

Your logo replaces Touchstone Energy logo in select shots. Plus we add your co-op name to the voice over throughout the ad, and add your logo to the end tag.

(See page 3 for details)

##### Video - Partial Customization

Add your co-op name to the voice over throughout the ad, and add your logo to the end tag.

##### Video - Tagging Only

Add your co-op name to the voice over and logo to the end tag, final 6 seconds only.

#### Social

##### Social Ads - Partial Customization

Add your co-op name to the text on screen throughout the ad, and add your logo to the end tag.

(Community: Where We Live, Safety Runs Through Everything, Powerful, Serving You, Powering On, We've Got You, Smarter)

##### Social Ads - Tagging Only

Add your co-op logo to the end tag.

(All Social Ads)

#### Radio

##### Radio - Complete Customization

Add your co-op name to the voice over throughout the ad, and on the end tag, final 6 seconds only.

##### Radio - Tagging Only

Add your co-op name to the voice on the end tag, final 6 seconds only.

# FEE-FOR-SERVICE CREATIVE

Touchstone Energy® offers fee for service creative and design work.

Please see below for rates and work offered.

## Tagging Animations

**\$75** co-op branded logo for each animation

**\$100** To add a voiceover (VO) for the co-op name at the beginning of the Downed Power Line animation or any other animation with VO, additional fees apply. Basic tagging incurs a small fee, while more extensive requests will be charged at an hourly rate.

**\$500** to add localization to truck in Power Restoration

## [View Animation Portfolio](#)

## Full Co-op Branding Package

### *Brand identity / standards*

- Vector Logo – various versions, all black, white, transparent, vertical, horizontal, square
- PDF Brand Standards Document

### *Ad / Brand Templates*

- Standard ad template which could be adjusted for size (1 page, 1 half page templates)
- Standard social media templates (5 templates, designed for Facebook, Instagram, X)
- Truck wrap design template
- Email marketing templates (3 templates)
- PowerPoint template
- Letterhead and envelope template
- Business card template

### *Video / Animation*

- Animated logo for video

## For Co-op Branding Package - Contact Us

### *Logo Design*

What you get: Revised or brand new vector logo of current co-op logo – various versions, all black, white, transparent, vertical, horizontal, square, etc. | a one page sheet listing the new colors, fonts and basic logo rules.

## For Logo Design Pricing - Contact Us

# CONTACT

## QUESTIONS?

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