



Central Electric Cooperative

Brand Guidelines

Version 1.0 | September 2023



Our Mission

Central Electric Cooperative safely provides reliable and competitively priced electricity to our consumer-members and was established by and is committed to the communities we serve.

Voluntary and Open Membership

Membership in a cooperative is open to all persons who can reasonably use its services and stand willing to accept the responsibilities of membership regardless of race, religion, gender, or economic circumstances.

Autonomy and Independence

Cooperatives are autonomous, self-help organizations controlled by their members. If they enter into agreements with other organizations, or raise capital from external sources, they do so on terms that ensure democratic control as well as their unique identity.

Democratic Member Control

Cooperatives are democratic organizations controlled by their members, who actively participate in setting policies and making decisions. Elected representatives (directors/trustees) are elected from among the membership and are accountable to the membership. In primary cooperatives, members have equal voting rights (one member, one vote); cooperatives at other levels are organized in a democratic manner.

Members' Economic Control

Members contribute equitably to, and democratically control, the capital of their cooperative. At least part of that capital remains the common property of the cooperative. Members allocate surpluses for any or all of the following purposes: developing the cooperative; setting up reserves; benefiting members in proportion to their transactions with the cooperative; and supporting other activities approved by the membership.

Education, Training and Information

Education and training for members, elected representative (directors/trustees), CEOs and employees help them effectively contribute to the development of their cooperatives. Communications about the nature and benefits of the cooperatives, particularly with the general public and opinion leaders, helps boost cooperative understanding.

Cooperation Among Cooperatives

By working together through local, national, regional, and international structures, cooperatives improve services, bolster local economies and deal more effectively with social and community needs.

Concern For Community

Cooperatives work for the sustainable development of their communities through policies supported by the membership.



Identity

The following pages outline the branding guidelines for the logo, color palette, typography, photography, and iconography.

Logo



Central Electric Cooperative

Horizontal



Central Electric
Cooperative

Horizontal Stacked



Central Electric
Cooperative

Vertical



Central Electric Cooperative

A Touchstone Energy[®] Cooperative 

Horizontal with Touchstone



Central Electric
Cooperative

A Touchstone Energy[®]
Cooperative 

Horizontal Stacked with Touchstone



Logo Continued

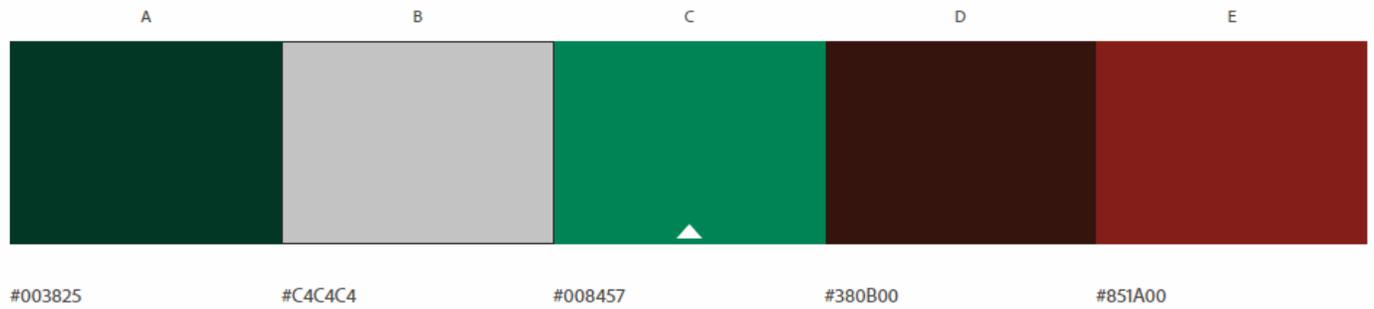
Color

Two color logos should only use Emerald and Black. Other options include all black or all white. Black should be placed on anything below a 25% tint and white should be placed on anything above a 25% tint. For all other background colors, optimal contrast should be achieved by using black or white.

Don't:

- Place two-colored logo on a dark background
- Place the logo on busy imagery
- Skew or distort the logo
- Alter or outline the logo
- Place the symbol to the right of the logotype
- Change the color of the logo
- Add drop shadows or other effects to the logo
- Wrap the co-op's name around the symbol
- Have any text or other design elements overlap the symbol
- Use the symbol as a replacement for letters or numerals
- Use the symbol as a replacement for an object
- Disproportionately scale logo elements
- Rotate the logo
- Use the logo without the registration mark

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



Color Palette

The color palette was developed around the Emerald Green Shade. The additional colors offer a neutral gray, and accent green, and bold red choices that bring safety equipment to mind.

The red shades should be used in call to action elements and other accent elements. The primary shade in designs should always be the Emerald Green.

Black and white are welcomed in any design. When possible use a 90% opacity when using black in a design. Other opacity suggestions include 25% Emerald and Gray when overlaying a photo for better text readability.

Typography

Headlines

Headline font should be Rokkitt and at least six points larger than the paragraph text, but at least four points smaller than a title. The use of bold, thin, italics, and other variations are at the discretion of the designer.

Paragraph Text

Paragraph text font should be Roboto. It should be sized six points smaller than headline text and/or title text. The use of bold, thin, italics, and other variations are at the discretion of the designer.

Iconography



Solid

Icons should be one continuous color that is within the established color palette. They may have a background when needed for visibility, but the background should not contain a gradient. Opacity may be adjusted.



High Resolution

Any icons used must be high resolution and must not appear to be pixelated. It is best to download a EPS or SVG and manipulate it, after, a PNG or JPEG may be exported to use in designs or to be published



Relevant

When icons are needed, they must be relevant to the design or publication. They must be high quality and not appear to be stock.

Photography



Realistic

Photos should represent real imagery and day-to-day activities of operations, community events, employee relations, and more.



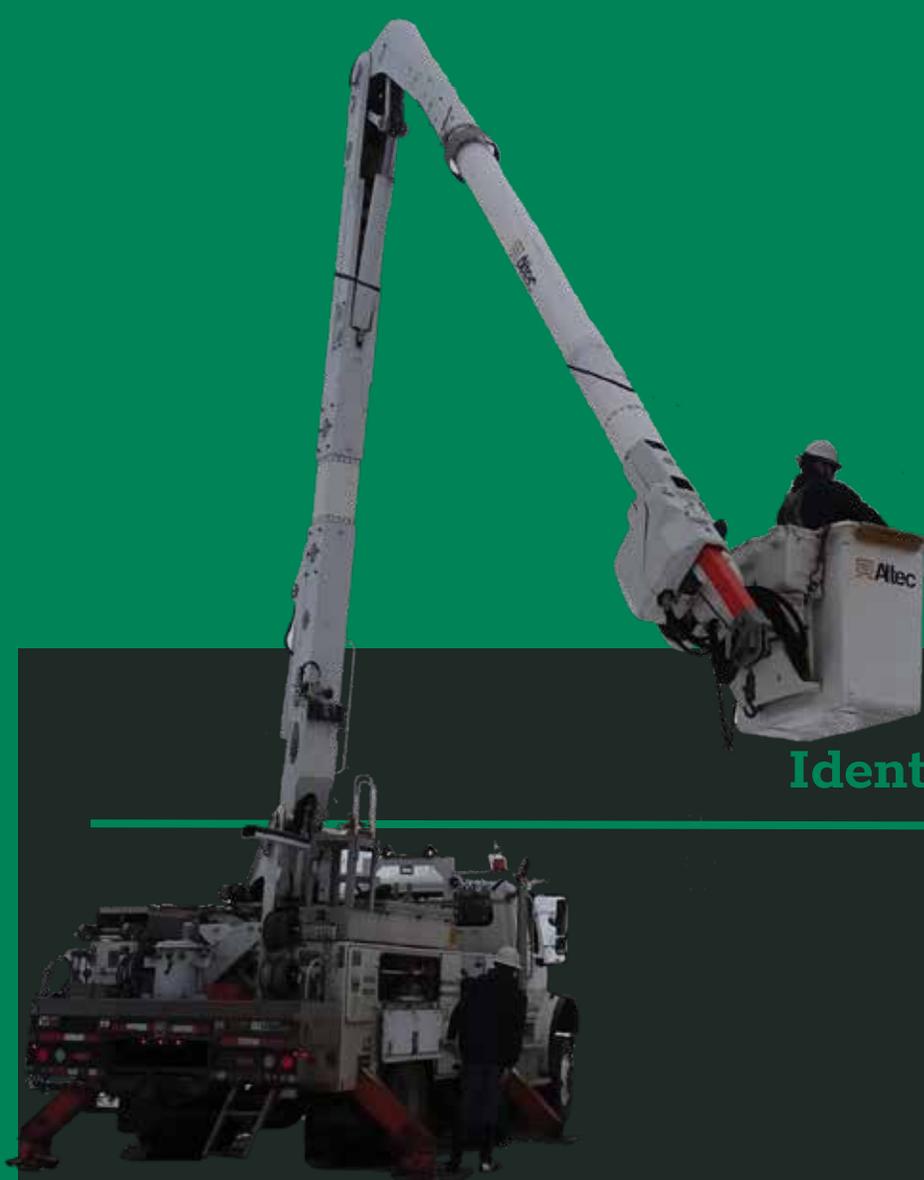
Candid

Photos should look like a freeze frame, people should seem they are unaware of the photo being taken, and should not look posed in anyway.



Action

Photos should represent action, whether that is line work, presenting, or engaging with another, the action should be easily identified by the viewer.



Identity In Use

The following pages outline how to use Central Electric Cooperative's branding guidelines in potential use examples.

Social Media

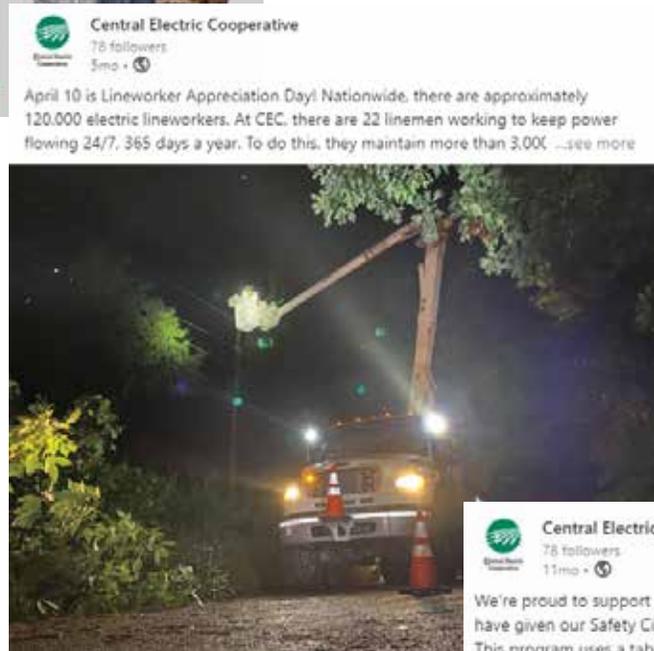
The below social media samples showcase posts that inform the members of cooperative updates and industry news. Notice the correct use of photography, logo, and color palette.



Central Electric Cooperative
78 followers
1mo · 🌐

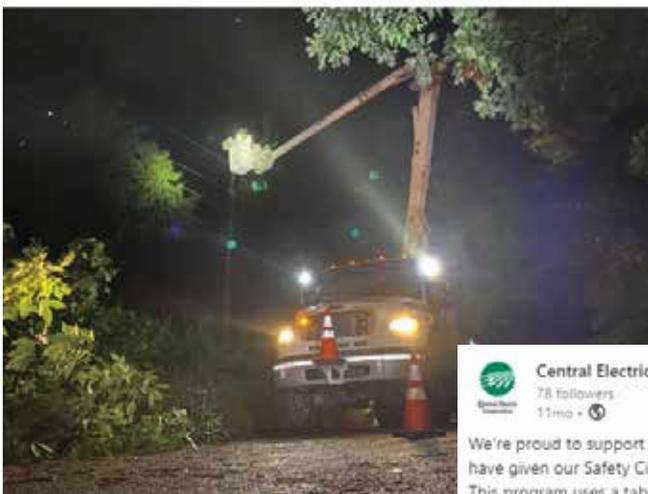
Congratulations to Susie Kandor, CEC's System Engineer, for completing her Fundamentals of Engineering Exam!! This 6-hour exam, testing college-level engineering coursework, is the first major step in becoming a licensed F...see more

Congratulations
SUSIE KANDOR
CEC's System Engineer
We Are So Proud Of You!



Central Electric Cooperative
78 followers
5mo · 🌐

April 10 is Lineworker Appreciation Day! Nationwide, there are approximately 120,000 electric lineworkers. At CEC, there are 22 linemen working to keep power flowing 24/7, 365 days a year. To do this, they maintain more than 3,000...see more



Central Electric Cooperative
78 followers
11mo · 🌐

We're proud to support our community's youth! So far this year, our employees have given our Safety City presentation to over 1,800 elementary-aged students. This program uses a tabletop display to teach students how electricity v...see more



The below email sample showcases an email that is an essential function, but also serves as an informative piece for the members. Notice the correct use of typography, iconography, logo, and color palette.



New Bill Available

[Pay Now](#) | [SmartHub](#) | [Outages](#) | [Contact Us](#)

John Smith,

Your Electric bill from Acme Electric is available for the following account(s):

Account Number: 123456

The amount of your bill is \$120.00 and is due on Sep 14, 2023.
Your bill amount will be automatically Draft Type on Sep 14, 2023.

[Pay Now](#)

Keep Up With CEC

Find a digital version of the PowerLines newsletter, your usage, and Central Electric Cooperative updates in your inbox.



[PowerLines Newsletter](#)



[CEC News](#)



[Check Usage](#)

Special Notices

Family Fund

CEC has a program to help members who may be struggling with past due balances. Our Family Fund program assists families or individuals in need who have their permanent residence on CEC lines. If you receive a disconnection notice call our member services team to learn more or [click here](#) to see if you qualify.

Photo Contest

Click [here](#) to vote for the final three in our member photo contest.



Advertising

The below advertising samples showcase ads that are call-to-action, brand-focused, and educational in nature. Notice the correct use of photography, typography, iconography, logo, color palette, and opacity.

PowerLines



Read the latest Central Electric Cooperative news and Information.

July's Issue

 **Central Electric Cooperative**
A Touchstone Energy® Cooperative 

716 Route 368 • Parker, PA 16049
800-521-0570
www.central.coop



As you landscape, remember to “look up” and keep these tips in mind:

-  Join CEC's efforts to provide dependable and safe electricity by maintaining rights-of-way.
-  Follow all instructions posted on electrical equipment.
-  Plant the right tree in the right place. Never plant vegetation close or under power lines.
-  Report any trees that may threaten the cooperative's service.

This institution is an equal opportunity provider and employer.

Note: this ad was updated to show what the proposed color palette would look like in an approved design.

The below brochure sample showcases a brochure that is informative and educational in nature. Notice the correct use of photography, typography, logo, opacity, and color palette.

THINGS THAT AFFECT YOUR ELECTRIC BILL

Days of Use

Days of use can be affected by days in the month, holidays, and time needed for statement preparation. It is possible that the usage period on your bill will be slightly more or less than 30 days.

Seasons

Members can determine their base load, or the minimum energy needed in a home to operate things like appliances, lighting and water heating, by selecting a month when no heating or cooling takes place — usually May or September. Comparing that to winter and summer months can help determine the cost of heating and cooling. If these amounts fluctuate due to heating and cooling costs, you may want to consider a budget billing.

Home & Lifestyle

It is nearly impossible to compare your bill with your neighbors. Heating and cooling systems, insulation, appliances, household size, additions of things like pools, using power tools and appliances, recent guests, and changes to your lifestyle are all factors that affect energy consumption.

Still not sure why your bill was so high?
If you feel you may have a deeper problem, please call our office at 800-521-0570. We can discuss your usage and concerns.

CONTACT US

716 Route 369
P.O. Box 329
Parker, PA 16049-0329

Business Hours:
Monday - Friday
8:00 a.m. - 4:30 p.m.

800-521-0570

www.central.coop

Central Electric Cooperative
A Touchstone Energy[®] Cooperative

This institution is an equal opportunity provider and employer.

7/23

ELECTRIC USE IN YOUR HOME

Central Electric Cooperative
A Touchstone Energy[®] Cooperative

KITCHEN			WELL PUMPS			HEATING (4 HRS/DAY)		
Appliance	Average monthly kWh	\$/month	Appliance	Average monthly kWh	\$/month	Appliance	Average monthly kWh	\$/month
Refrigerator	57	\$9.23	1/2 HP	90	\$14.58	Furnace Fan	90	\$14.58
Freezer	58	\$9.40	3/4 HP	135	\$21.87	Furnace 15 KW ~1100 sq. ft.	1824	\$295.49
Dishwasher	13	\$2.11	1 HP	180	\$29.16	Furnace 20 KW ~2000 sq. ft.	2434	\$394.31
Range/Oven	24	\$3.89	1.5 HP	270	\$43.74	Furnace 25 KW ~3000 sq. ft.	3040	\$492.48
Microwave	11	\$1.78	5 HP	900	\$145.80	Wall Heaters	365	\$59.13
Coffee Maker	10	\$1.62	HOUSEHOLD EQUIPMENT			Heat Pump Fan	90	\$14.58
Popcorn Maker	4	\$0.65				Appliance	Ave. monthly kWh	\$/month
Toaster Oven	9	\$1.46	Washing Machine	6	\$0.97	Heat Pump 1100-2000 sq. ft.	1460	\$236.52
ENTERTAINMENT			Clothes Dryer	57	\$9.23	Heat Pump 2000-3000 sq. ft.	1824	\$295.49
Appliance	Ave. monthly kWh	\$/month	Nightlight	1	\$0.16	OTHERS		
TV 35"	57	\$9.23	Vacuum	3	\$0.49	Appliance	Ave. monthly kWh	\$/month
TV 45"	58	\$9.40	Air Purifier	49	\$7.94	Aquarium	460	\$74.52
TV 55"	13	\$2.11	Dehumidifier	21	\$3.40	Hot Tub	600	\$97.20
TV 60"	24	\$3.89	Humidifier	5	\$0.81	Radio Clock	3	\$0.49
Tablet	11	\$1.78	Portable Fan	6	\$0.97	Cordless Phone	2	\$0.32
Computer	10	\$1.62	Window AC Unit	134	\$21.71	Answering Machine	1	\$0.16
Cell Phone	4	\$0.65	Ceiling Fan	85	\$13.77	HD Receiver	14	\$2.27
DVD Player	9	\$1.46	Electric Blanket	2	\$0.32			
Satellite Dish	2	\$0.32	Lighting of 1 Room	10	\$1.62			
Video Game System	15	\$2.43						

*Average monthly kWh usage information is from cpi.coop. Cost per month is based on CEC's 2023 rate of 16.2¢ per kWh and an average family of four.

The below PowerPoint sample showcases slides that are informative and educational in nature. Notice the correct use of photography, typography, logo, opacity, and color palette.



Nikki Staley,
Communications Supervisor

Kessa Moore,
Communications Specialist



Annual Meeting

- Change of format
- Recap of the 86th Annual Meeting
- Member Appreciation Event



www.central.coop