



Visual Style Guide and Branding Policy

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Welcome to the official Visual Style and Branding Policy Manual for Kit Carson Electric Cooperative (KCEC). KCEC is a member owned Electric Distribution Cooperative and has been providing electricity to Northern New Mexico since 1944. Since its inception, KCEC has expanded services in Northern New Mexico. Kit Carson Internet was started as a division of KCEC in 2000 to provide internet access to our service area. Kit Carson Energy inc. was established as a division of KCEC in 2010 to deliver affordable propane to its members.

As our organization grows, it is important to establish a clear identity, or “brand,” that is shared by all current and future subsidiaries and divisions. The primary goal of our brand is to tie our services together and to expand the brand trust that Kit Carson Electric Cooperative has established for over 70 years with our other service lines. By establishing an image that all current and future service lines can share, we are creating a unified image that can easily be connected by community members. Variations on the same logo design allow for a certain level of independence between subsidiaries and divisions, while tying our services together into one recognizable brand.

To this end, a new brand serves three main purposes. For those who are already familiar with KCEC, our new identity will help them see the connection between our subsidiaries and divisions, and develop trust from the cooperative they have always known. For future members, the brand quickly ties our services together, and the simple modern design will be easily recognized. The final purpose of our brand is to allow for expansion. Should KCEC expand to offer new services, we can easily incorporate them in to our brand. By building a strong, uniform visual identity, we are building trust in all of our subsidiaries, divisions and services.

The Visual Style and Branding Policy Manual was developed to assist those using the logo, type-styles, and colors in their for any and all design and communication materials.

Do any of these statements sound familiar?

“We didn’t like our logo so we made a new one.”

“It’s a new company/subsidiary so we decided to design a new logo”

“We’re tired of the old logo so we made one we like.”

“I don’t like yellow, so I changed it to purple.”

This policy addresses these comments which are largely based on personal preference, and brings consistency to KCEC’s image. Consistency means two things in branding; first, it refers to the implementation of a brand’s visual identity and across all customer “touch points” – any time someone from outside the organization interacts with materials from within the organization. Second, consistency is a qualitative and quantitative measure of a brand’s ability to repeatedly deliver the services and experience it promises to its customers.

Personal preferences are not key factors when it comes to color and design of the brand. This policy helps layout all design elements for the brand and they should not be altered based on one’s personal preference.

This guide contains strict standards designed to reflect a clear and consistent external image of our cooperative, but it also allows for subsidiaries to adopt more-individualized looks when they are communicating with their own internal audiences. Any materials designed for internal audiences that vary from this style guide may ONLY be seen by employees. Any materials that will be visible to the public must comply to these guidelines. By complying with the specifications in this guide, you are helping to project a clear, unified image for the cooperative.

KCEC’s public image is not solely dependent on graphics alone. As a representative of KCEC, you have a unique role to play in making certain that you convey KCEC’s brand identity in ways that are consistent. This means that:

- *The logo must be used consistently across all collateral*
- *Written materials must utilize a single typeface (with particular guidelines)*
- *Specific colors and design styles must be applied across all marketing and communication materials*

And remember: how we communicate through wording, spelling, grammar, and punctuation is just as important to our public image as graphics when presenting the cooperative to our audiences.

In an effort to remain “green” and not be unnecessarily wasteful, we encourage all offices to use up all old print materials that feature the old logo. In the meantime, the marketing department will work with you to reprint your materials using the updated guidelines and policies.

If you have any questions regarding the implementation of this policy, please contact the marketing department.

FAQS ABOUT THE VISUAL STYLE GUIDE AND BRANDING POLICY MANUAL

Why does Kit Carson Electric Cooperative need a style guide?

Every day, thousands of people see communication materials from KCEC through correspondence, ads, brochures, reports, magazines, books, websites, slideshows, exhibits, event invitations, posters, forms and applications, building and vehicle signs, apparel, and other memorabilia. All of these materials represent the cooperative and offer an opportunity to share our brand trust throughout our services. These guidelines create a strong, unified image for KCEC.

How can I help build and preserve KCEC's public image?

Communication materials come from many different areas of KCEC – from the CEO, to HR, to IT, to Customer Service, to you. Every bit of communication, through both content and presentation, provides information about KCEC.

Direct information is given through what is stated or written; indirect information is given through the clarity, tone, design, style, and professionalism with which the information is presented. Depending on how the information is perceived, each interaction either strengthens or weakens our brand trust and public image. Therefore, it is up to each of us to be conscientious about upholding our excellent service and brand.

Why be concerned about people's impressions?

Whenever we communicate with an audience, it's an opportunity to make a good impression. First impressions often are the basis for people's long-lasting attitudes and opinions. In a small town these first impressions can last a lifetime and through word of mouth can easily become destructive to our brand. Those opinions influence actions – if someone is already a member of KCEC and uses our electricity services, how can we help them trust that our Internet and Propane services are of the same caliber? These impressions are what helps future members choose to use our services. If you have a great experience at one restaurant in a chain, aren't you more likely to track that same restaurant down again the next time you are hungry?

How does adhering to the visual identity program and editorial style guide help each unit?

If we all do the job of communicating well – with clear, accurate content and consistent visual presentation – the reputation and visibility of the cooperative and our subsidiaries will be that much stronger. This positive trust in our brand will extend to each of our subsidiaries and because we are a cooperative, all of our members and employees benefit from our continued growth and success.

What if I get bored with the current style, color, and design of approved materials?

This guide and policy has been approved by the board of Kit Carson Electric Cooperative; all employees are expected to comply by the rules. The marketing department will provide as many variations within these constraints as necessary. There are still plenty of ways to communicate creatively within these guidelines!

What is a "division" of Kit Carson Electric Cooperative?

Kit Carson Energy inc and Kit Carson Internet are both divisions of Kit Carson Energy inc.

What is a "service" of Kit Carson Electric Cooperative?

Services refer to the actual product that a member is acquiring from KCEC. Our current primary services are Electricity, Internet (sometimes referred to as Fiber or Broadband), and Propane.

How do I keep up with changes to the Visual Style Guide and Branding Policy?

Updates to the Visual Style Guide and Branding Policy will be posted on our website. You can always ask the marketing department for clarification on anything – they're happy to help you comply with the guidelines.



Electric Cooperative Logomark

The logomark for Kit Carson Electric Cooperative is derived from two iconic representations of electricity. At it's most basic level, electricity represents light and warmth. The flip of a switch can light up your home with a simple household device, the lightbulb. The yellow color and 'rays' were chosen to represent the future of electricity, the sun. The rays represent both the effect that electricity has on a lightbulb, and the rays of the sun powering solar grids.



Internet Logomark

The globe and grid design is a clear way of visually representing the world wide web. The swooping stars represent the connection of two different parts of the world over the internet.



Propane Logomark

The Kit Carson Propane logomark uses both the icon of a flame and the blue color to represent the flame that propane delivers.



Combined Logomark

The combined logomark ties our three service components together into one image. The combined logomark will be used in certain instances as outlined in this document.

The parent logo for Kit Carson Electric Cooperative, Kit Carson Internet, and Kit Carson Energy uses the combined logomark and lists the primary services of the extended cooperative. This logo should be used when mass communication regarding multiple services or companies is required. When one company or logo is being referenced, the appropriate logo for that entity should be used. See page 9 for more information on the independent logos.

Depending on the layout requirements of a design, either the horizontal or vertical version of the logo may be used.



PROPER USAGE OF THE LOGO

The consistent use of the combined logo is one of the most significant elements in identity and branding practice. Though the horizontal logo is represented here, all of these guidelines are the same for the vertical version. When in doubt, please contact the marketing department and they will be happy to help.



Full Color

When the logo is applied in its full-color version on a white background, the logo should follow the color requirements in this style guide. The colors should not be altered.



Black

When the logo is used in black, the logotype, logomark, and text should be 100% black.



Reversed

It is acceptable to reverse the logo if a particular design situation requires it. When reversed, the color field surrounding the logo should have padding at least the width of the border of the logo. Additionally, the logo should only be reversed in white.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut dapibus, velit in fermentum lacinia, metus sapien condimentum nisi, ac eleifend ipsum est sed nulla. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent Vestibulum sit amet magna purus. Namrus. Nam venenatis quam Lorem ipsum dolor sit amet, consectetur adipiscing



In Copy

It is acceptable to wrap text around the logo if a particular design situation requires it. When text surrounds the logo, the surrounding margin should be at least twice the width or height of the border of the logo.



Solid Color

In rare cases it may be necessary to use the logo in a different color. If you have a case where you believe this is necessary, you must first obtain approval from the marketing department.

IMPROPER USE OF THE LOGO

The consistent use of the logo is one of the most significant elements in our identity and branding. Here are some examples of improper ways to use a logo. Though the horizontal logo is represented here, all of these guidelines are the same for the vertical version. When in doubt, please contact the marketing department and they will be happy to help.



Altered Text

Text in the logo should never be altered. All proper and necessary logos can be acquired from the Marketing Department.



Proportion, Spacing, and Angle

The proportions, spacing, and angle of the logo should not be altered in any way.



Colors

The colors of the logo should not be altered or in any way deviate from the approved colors. The only time this is allowed is when logos need to be displayed in a solid color, and the version has been approved by the marketing department.



Unacceptable Alterations

The logo should never be reproduced with an outline in hollow form, or be filled with a gradient or other multiple color combination.



Resolution

The logo should not be expanded outside its maximum resolution. When using the original vector logo you will not have resizing issues, but if you use a .JPG or .GIF you should not expand the size of the original file. Find more information about using the proper file type on page 11.



Sizing

The logo should not be shrunk to a size that is hard to read or recognize. Logos should not be shrunk to less than 1.75 inches wide.

These independent logos have been designed to reflect their corresponding entities. If you work for, or are designing material for a specific service or subsidiary, you should use the appropriate independent logo, not the combined logo. If you are unsure about which logo you should be using, please contact the marketing department for more information.

Though the logos differ in logomark and color, the proper and improper usage guidelines listed on page 7 & 8 are still relevant. As always, when in doubt about proper logo usage, contact the Marketing Department.

All of the approved versions of these logos will be available from the branding section of the website, or directly from marketing.

HORIZONTAL LOGO

The horizontal version of the logo is always the preferred layout of the logo. Use this version unless absolutely necessary.



VERTICAL LOGO

The vertical version of the logo should only be used in instances where the horizontal logo does not work.



TYPOGRAPHY

Typography plays a crucial role in the image of KCEC. The logo type was created using the Nexa font family. The branding and logo policy is written in Nexa – this is the font that should be used for all materials featuring text copy.

NOTE: If your computer does not have a license of Nexa available, you may use a similar sans-serif font like Arial or Helvetica.

Nexa Book

abcdefghijklmnopqrstuvwxyz | ABCDEFGHIJKLMNOPQRSTUVWXYZ

Nexa Bold

abcdefghijklmnopqrstuvwxyz | ABCDEFGHIJKLMNOPQRSTUVWXYZ

Nexa Heavy

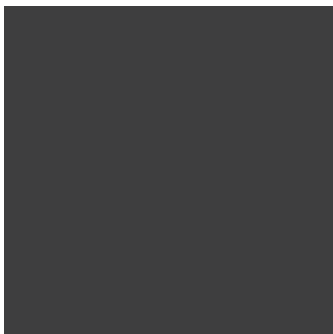
abcdefghijklmnopqrstuvwxyz | ABCDEFGHIJKLMNOPQRSTUVWXYZ

Nexa Regular

abcdefghijklmnopqrstuvwxyz | ABCDEFGHIJKLMNOPQRSTUVWXYZ

COLOR USAGE

The following color palette has been selected to be used in collateral materials and publications. Print materials should be designed and printed in CMYK whenever possible. When necessary, other formats may be used, but the colors must match.



KIT CARSON GREY

CMYK: 0, 0, 0, 90
RGB: 65, 65, 65
PANTONE: Black 7 C
HEX: #414141



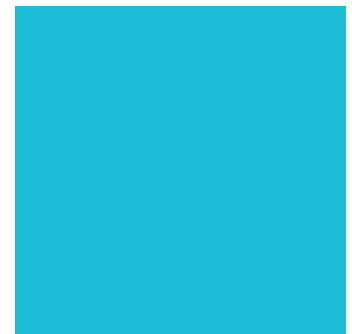
ELECTRIC YELLOW

CMYK: 0, 30, 100, 0
RGB: 253, 185, 19
PANTONE: 7408 C
HEX: #FDB913



INTERNET GREEN

CMYK: 50, 0, 100, 0
RGB: 141, 198, 63
PANTONE: 375 C
HEX: #8DC63F



PROPANE BLUE

CMYK: 70, 0, 15, 0
RGB: 3, 191, 215
PANTONE: 637 C
HEX: #03BFD7

Digital



logo.jpg



Email
Web
Television/YouTube
PowerPoint

JPG (For digital use)

.JPG is a raster image graphic that should not be used for print materials. It is a compressed file format that is intended for digital use only.

Print



logo.eps



Ads
Stationary
Signs
Banners
Silkscreening

EPS (For print materials)

.EPS is a vector-based graphic that can be scaled to ANY size without compromising image quality. Make sure to only use the original .eps file -- you cannot simply convert .jpg format to .eps format.

PUBLIC DISPLAY OF INFORMATION

The styles outlined in this guide have been carefully chosen to represent the high quality of service that Kit Carson Electric Cooperative strives to provide. All visual materials consciously and subconsciously affect the perception that employees and customers will have of our services. Anything material displayed in a public area or office must follow this guidelines set forth in this policy manual.

The way in which information is displayed is also important. All informative materials should be mounted in a professional manner that does not involve visible tape, thumbtacks, or binder-type plastic covering.

If you are unsure of what is a “public area,” just think about who will be viewing the material. If it is in a room where ANY customers or visitors might see it, it can be considered a public area.

PRIVATE DISPLAY OF INFORMATION

When materials are for employees ONLY and will NEVER be seen by a visitor, there is more design freedom. We understand that visual freedom is important (and fun!) in certain circumstances, but these materials should not be displayed in public areas.

What should I do if I see something that does not adhere to our policies in a public area?

If it is information that is targeted towards visitors, please let the marketing department know what the purpose of the material is, and we will replace it as soon as we can.

If the information is for employees only, the material should be moved to a “staff only” location or discarded.

Can I make my own flyers?

There will be templates available for all publicly-displayed materials. If the information to be displayed needs special attention, the marketing department will develop the material.

If you are making an announcement or flyer that will NOT be seen by any customer or visitor, you are still encouraged, but not required to follow these guidelines.