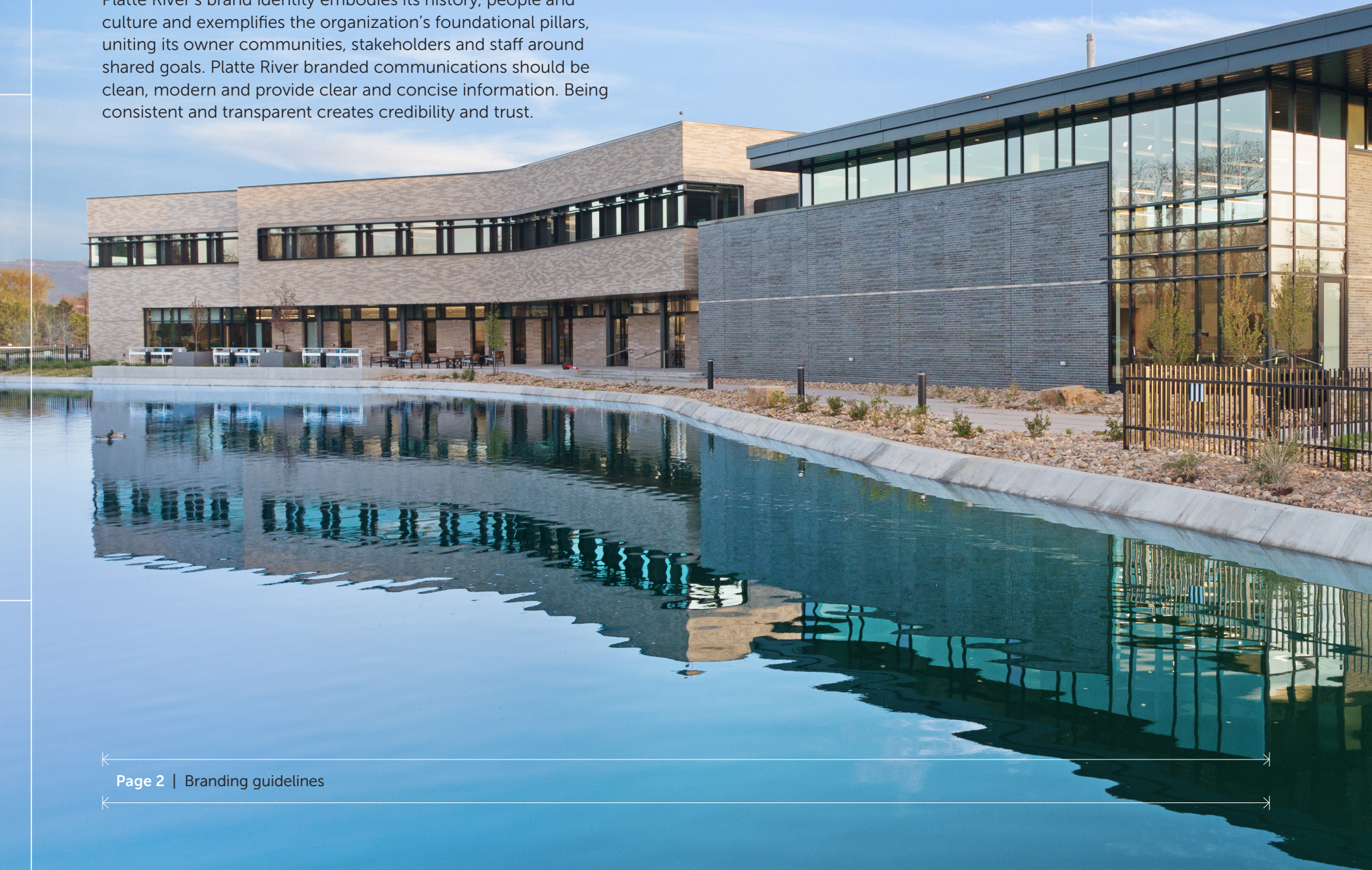# Platte River
Power Authority

Estes Park • Fort Collins • Longmont • Loveland

BRANDING **GUIDELINES**

Brand **identity**

Platte River's brand identity embodies its history, people and culture and exemplifies the organization's foundational pillars, uniting its owner communities, stakeholders and staff around shared goals. Platte River branded communications should be clean, modern and provide clear and concise information. Being consistent and transparent creates credibility and trust.

Branding **standards**

Only Platte River Power Authority staff and outside parties that enter into a licensing agreement with Platte River may use the brand components presented in this document.

This document provides standards for use of the specific components developed to visually represent the Platte River brand. These standards are designed to ensure accurate, consistent and responsible use of these components, thereby helping Platte River maintain a strong brand identity. These standards cannot address all possible or potential uses of Platte River's brand components. Any exceptions or questions about their use should be directed to the communications, marketing and external affairs department at **communications@prpa.org**.

Official **logo**

Estes Park • **Fort Collins** • **Longmont** • **Loveland**

The official Platte River logos referenced in this document are the only logos that may be used on new materials. However, existing items such as vehicles, signs and apparel that feature an older logo may continue to be used or worn. When these items are replaced, the current logo must be used.

The preferred logo is a combination of Platte River's name (in black) and the mark consisting of a blue bison and a black swoosh with the owner communities listed below. The logo shown above should be used on external materials when space is adequate.

Usage

Anyone outside Platte River must contact the communications, marketing and external affairs department for a logo license agreement.

Assistance with standards

These standards cannot address all possible or potential uses of the Platte River logo. Any exceptions or questions about the use of Platte River's logo should be directed to the communications, marketing and external affairs department.

Logo **variations**

Primary horizontal

When space is not adequate the logo may be used by itself without showing the owner communities (e.g., signage and stationery).

Vertical

The logo is also available in vertical format. The vertical logo may be used when there is not enough space for the primary logo.

Name/location

This version of the logo is used when including an official Platte River department, location or program name (provided upon request).

Reversed

A reversed logo is available in all versions of the Platte River logo and should be used on dark backgrounds such as black and the secondary dark blue.

White

An all white logo is available in all versions of the Platte River logo. This logo should be used on dark backgrounds, specifically a background of primary blue.

Black

An all black logo is available in all versions of the Platte River logo. This logo should be used on light color backgrounds or photos when the preferred logo would not provide adequate contrast from the background.

Logo application

To ensure visibility, the Platte River logo should be allowed a minimum area or negative space. This ensures clarity of brand and does not overwhelm the logo.

As a basic rule, the area of negative space around the logo is based upon the distance between the logotype and icon. The negative space around the Platte River logo must be equal to or greater than this distance.

The logo must always be sized proportionately and have a generous amount of background space in which to operate. It should never be confused by additional design elements such as distracting color overlays or texturing. Neither should it be obscured by placing other geometric shapes on, around or near it. Such treatments can make the logo difficult to read and change its essential character.

1x

Platte River
Power Authority

Minimum negative space around logo

1x
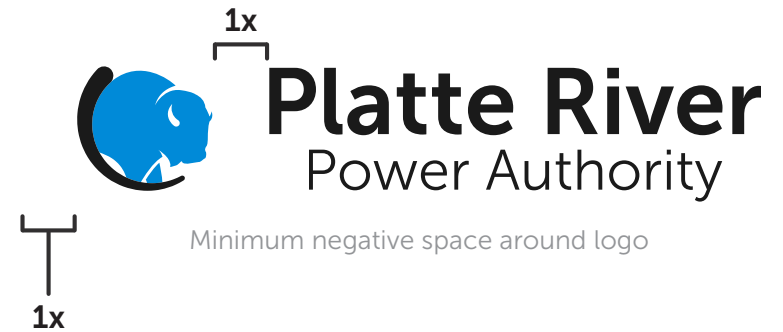
Logo **visibility**

Display the Platte River logo to provide maximum visibility.

Background contrast

Provide sufficient contrast between the logo and the background color or photograph.

Dark backgrounds

The reversed and white color scheme logo versions are available for use on dark backgrounds.

Unacceptable **logo usage**
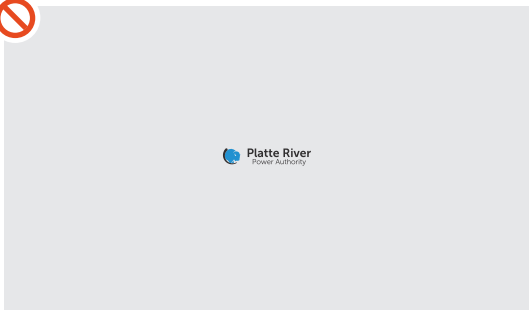
Do not compress or stretch.

Do not rotate.

Not enough contrast.

Margins are too tight.

Do not crowd or cover with any other graphics or geometric patterns.

Too small.

Logo file formats

Logo files are supplied for viewing on computer screens and for use in print. Logos for screen are in the RGB color format. Logos for print are supplied in the CMYK color format. It is important to use the appropriate format to ensure that the blue of the bison is accurately rendered.

The logo is also available in JPG, PNG and EPS formats:

JPG (JPEG)

JPG images have a white background. This file format is provided in large and small resolutions for both screen and print. Proper use is dependent on adequate resolution and size. To save file storage space, the general rule is to use the smallest file size that will produce a clear, sharp image. Never sacrifice image sharpness to save space.

PNG

PNG images have a transparent background and are ideal for use with screens and the web. They are provided in high resolution to eliminate a pixilated look. This file format does not support the CMYK color space and should not be used for professional printing.

EPS

EPS files are for professional use. This file type can be scaled to any size with no loss in quality and contains the highest possible quality of all the included file types. When providing graphics to designers or publishers, this is the main file to send. This file can only be viewed and used with professional design software like Illustrator.

Logo access

All materials incorporating Platte River logos should be produced using high-quality artwork to maintain clarity and quality of appearance. To ensure highest visual quality of the logo, copy and paste an **original** logo file from SharePoint for each use. Using a file previously saved by another person may result in degradation of the image.

Logo files are available for download on the communications, marketing and external affairs page on SharePoint. Contact **communications@prpa.org** for custom file sizes.

Primary **colors**

RGB: 0/138/216
CMYK: 78/30/0/0
SPOT: 2382C /
HEX: 299U
#008AD8

RGB: 13/13/13
CMYK: 0/0/0/95
SPOT: N/A
HEX: #0D0D0D

RGB: 72/162/63
CMYK: 74/0/98/2
SPOT: 7738C /
HEX: 2272U
#48A23F

Secondary **colors**

RGB: 0/87/118
CMYK: 89/14/0/56
SPOT: 7701C / 308U
HEX: #005776

RGB: 98/181/229
CMYK: 60/9/0/0
SPOT: 2915C / 2915U
HEX: #62B5E5

RGB: 0/104/69
CMYK: 93/0/75/55
SPOT: 7728C / 3425U
HEX: #006845
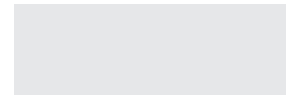
RGB: 229/229/229
CMYK: 0/0/0/10
SPOT: 10% Black
HEX: #E5E5E5

RGB: 128/128/128
CMYK: 0/0/0/50
SPOT: 50% Black
HEX: #808080

Accent **colors**

| | RGB: 157/67/44
CMYK: 0/79/91/40
SPOT: 7593C / 7593U
HEX: ##9D432C | | RGB: 209/65/36
CMYK: 0/85/100/4
SPOT: 7597C / 2349U
HEX: #D14124 | | RGB: 227/82/5
CMYK: 0/76/100/0
SPOT: 166C / 166U
HEX: #E35205 |

Note: accent colors should be used sparingly, preferably in graphs and charts after the use of the primary and secondary colors. Contact the communications, marketing and external affairs department for further guidance.

| | RGB: 255/127/65
CMYK: 0/59/80/0
SPOT: 164C / 164U
HEX: #FF7F41 | | RGB: 255/163/0
CMYK: 0/41/100/0
SPOT: 137C / 2010U
HEX: #FFA300 | | RGB: 255/198/88
CMYK: 0/21/76/0
SPOT: 135C / 121U
HEX: #FFC658 |

| | RGB: 0/178/169
CMYK: 81/0/39/0
SPOT: 326C / 3262U
HEX: #00B2A9 | | RGB: 0/134/117
CMYK: 100/2/60/14
SPOT: 327C / 3282U
HEX: #008675 | | RGB: 121/101/178
CMYK: 66/63/0/0
SPOT: 2095C / 2089U
HEX: #7965B2 |

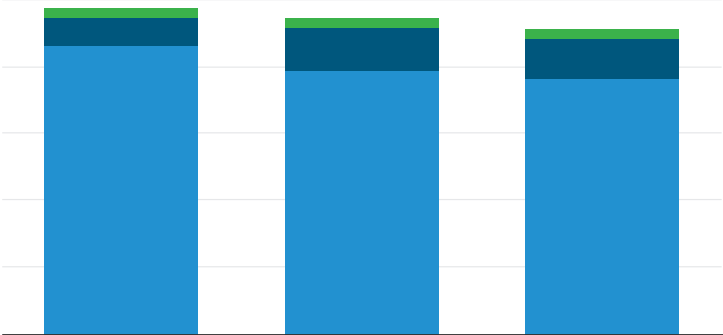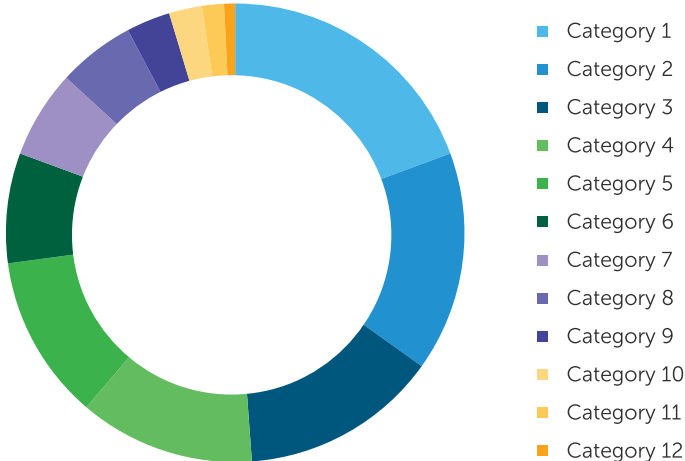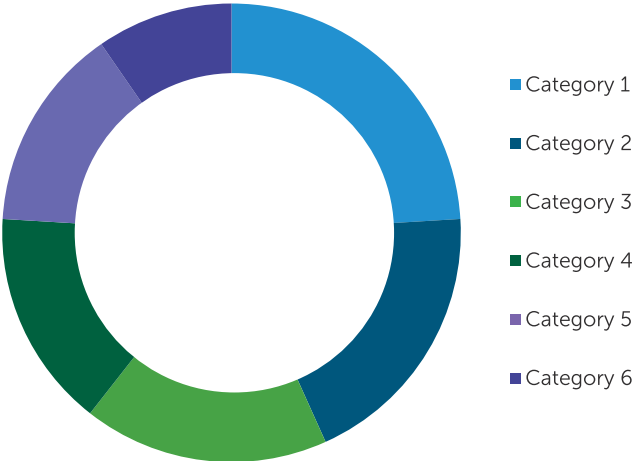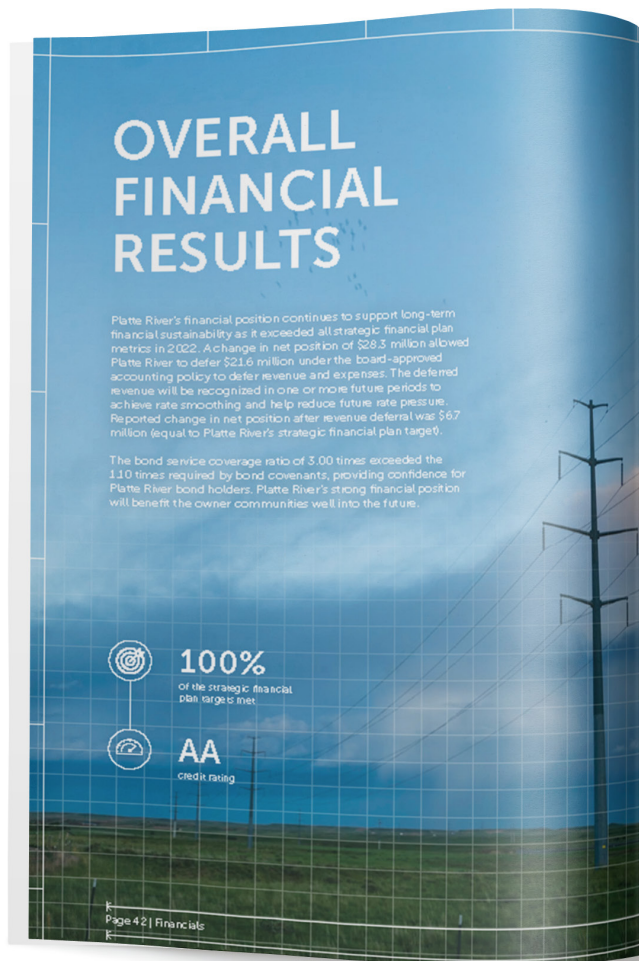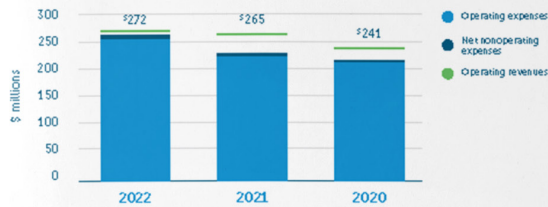| | RGB: 76/65/132
CMYK: 85/84/0/6
SPOT: 7672C / 2104U
HEX: #4C4184 | | RGB: 184/123/161
CMYK: 26/58/10/0
SPOT: 2059C / 2059U
HEX: #B87BA1 | | RGB: 146/78/140
CMYK: 48/78/9/7
SPOT: 2354C / 7656U
HEX: #924E8C |

Chart color **schemes**

For charts with six or less categories, use two shades of each color, starting with primary blue. For charts with more than six categories, introduce a lighter shade of each color to equal three shades of each color. Contact the communications, marketing and external affairs department for further guidance.
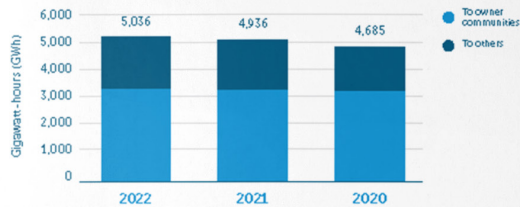
- Category 1
- Category 2
- Category 3
- Category 4
- Category 5
- Category 6

- Category 1
- Category 2
- Category 3
- Category 4
- Category 5
- Category 6
- Category 7
- Category 8
- Category 9
- Category 10
- Category 11
- Category 12
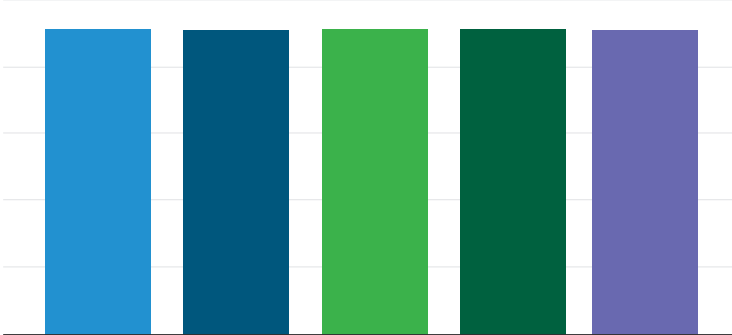
Color **example**

Headline text

Body text

Accent colors should only be used sparingly, preferably in graphs and charts after use of the primary and secondary colors.

Typography

This section identifies typography consistent with the Platte River brand. Arial, a sans-serif family of fonts, has been selected for internal use and Museo Sans has been selected for professionally designed materials. It is important to consistently use these fonts for brand identity and ease of recognition. No other fonts should be used in any circumstance.

Internal use/email fonts

For consistent use across various software and computer systems, the Arial font family has been selected for internal use. This is a standard font that is readily available on most computers.

Arial bold:	**Headlines**
Arial bold:	**Sub-headings**
Arial regular:	Main body font

Professional marketing fonts

Professional marketing materials (internal and external) use the Museo Sans font family. This font family is also used on the Platte River website.

Museo Sans 900:	**Headlines**
Museo Sans 700:	**Sub-headings**
Museo Sans 300:	Main body font

Font family also includes 100 and 500 weight fonts

Professional **typography**

Headline: **Museo Sans 700**

Subheading: **Museo Sans 500**

Body text: Museo Sans 300

Platte River Power Authority

Estes Park • Fort Collins • Longmont • Loveland

Platte River Power Authority is a not-for-profit, community-owned wholesale generation and transmission public power utility that safely provides reliable, environmentally responsible and financially sustainable energy and services to Estes Park, Fort Collins, Longmont and Loveland, Colorado, for delivery to their utility customers.

Foundational pillars

Reliability

Environmental responsibility

Financial sustainability

Our energy future

As a public power provider, Platte River is committed to helping our owner communities of Estes Park, Fort Collins, Longmont and Loveland achieve their respective but united goal of a noncarbon energy future by pursuing one of the most accelerated decarbonization goals in the country.

In 2018, Platte River's Board of Directors approved the Resource Diversification Policy which directs Platte River's leadership to proactively work toward a 100% noncarbon energy mix by 2030, provided the organization's foundational pillars can be maintained. The board recognizes that several advancements must occur, including:

- An organized regional market must exist with Platte River as an active participant
- Battery storage performance must mature and the costs must decline
- Utilization of storage solutions to include thermal, heat, water and end user available storage
- Transmission and distribution infrastructure investment must be increased
- Transmission and distribution delivery systems must be more fully integrated
- Improved distributed generation resource performance
- Technology and capabilities of grid management systems must advance and improve
- Advanced capabilities and use of active end user management systems
- Generation, transmission and distribution rate structures must facilitate systems integration
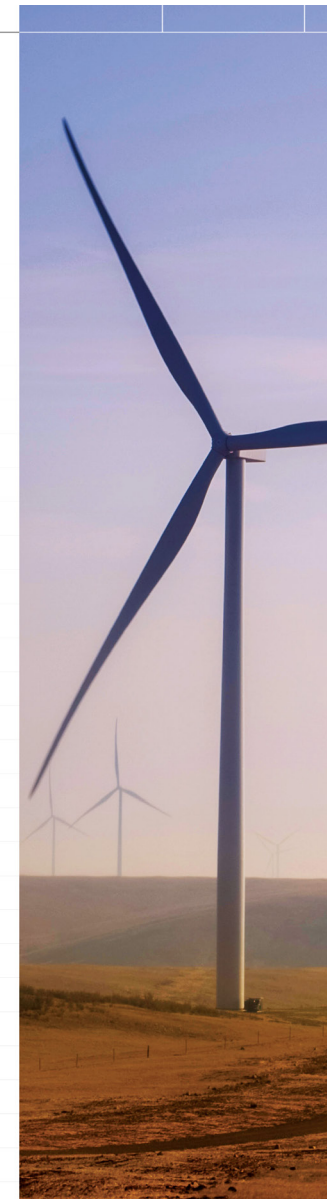
Internal use **typography**

Headline: **Arial bold**

Subheading: **Arial bold**

Body text: Arial regular

![Platte River Power Authority logo]

Estes Park • Fort Collins • Longmont • Loveland

Branding guidelines

Platte River Power Authority white paper

January 2022

This is the section headline

Platte River has never received an environmental sanction or fine. One reason for this is its use of state-of-the-art air quality control systems at its power generation stations to meet or exceed all applicable environmental laws and regulations. As technology develops and opportunities arise, Platte River evaluates and implements improvements in its power operations that balance environmental and other socio-economic concerns. When new legislation and regulations are proposed, Platte River participates in public processes and supports additional control requirements when costs are commensurate with measurable environmental benefits.

This is a sub-heading

Platte River is governed by an eight-person board of directors designed to bring relevant expertise to the decision-making process. The board includes two members from each of the owner communities. The mayor (or a designee of the mayor) from each of the owner municipalities sits on the board. Each of the other four directors is appointed to four-year staggered terms by the governing body of the owner municipality being represented by
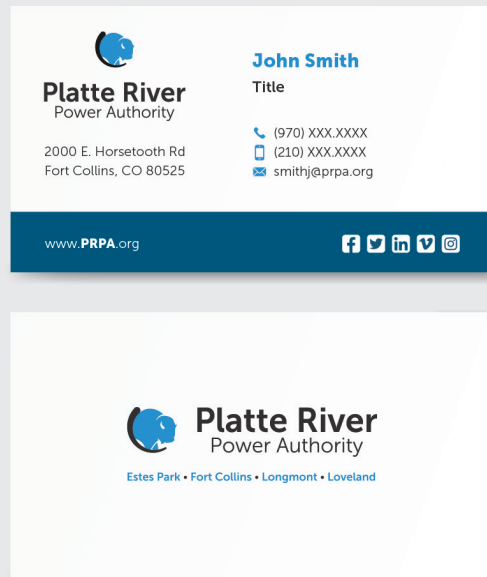that director.

This is a sub-heading

Platte River operates under the direction of a general manager who serves at the pleasure of the board of directors. The general manager is the principal executive officer with full responsibility for **planning, operations, and the administrative affairs** of Platte River. Assisting the general manager is a senior management team composed of division managers and the general counsel. Platte River's senior management has substantial experience, with an average of over 26 years of service in the utility industry.

Branding guidelines white paper | 1

Stationary

To maintain brand consistency, always use official Platte River stationery. Official stationery includes letterhead and business cards, envelopes and mailing labels.

Stationery is available in work rooms. If you're not finding what you need, email **communications@prpa.org**.

Letterhead

Letterhead is available in preprinted and digital formats. For the best look, preprinted letterhead should be used whenever possible for external communications. The letterhead template is available in the templates section of SharePoint.

Platte River
Power Authority

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2000 E. Horsetooth Rd.
Fort Collins, CO 80525

The energy we live by™

(970) 226.4000
www.prpa.org

Business **cards**

Envelopes

To order business cards, submit a request through ServiceNow and a member of the communications and marketing team will contact you.
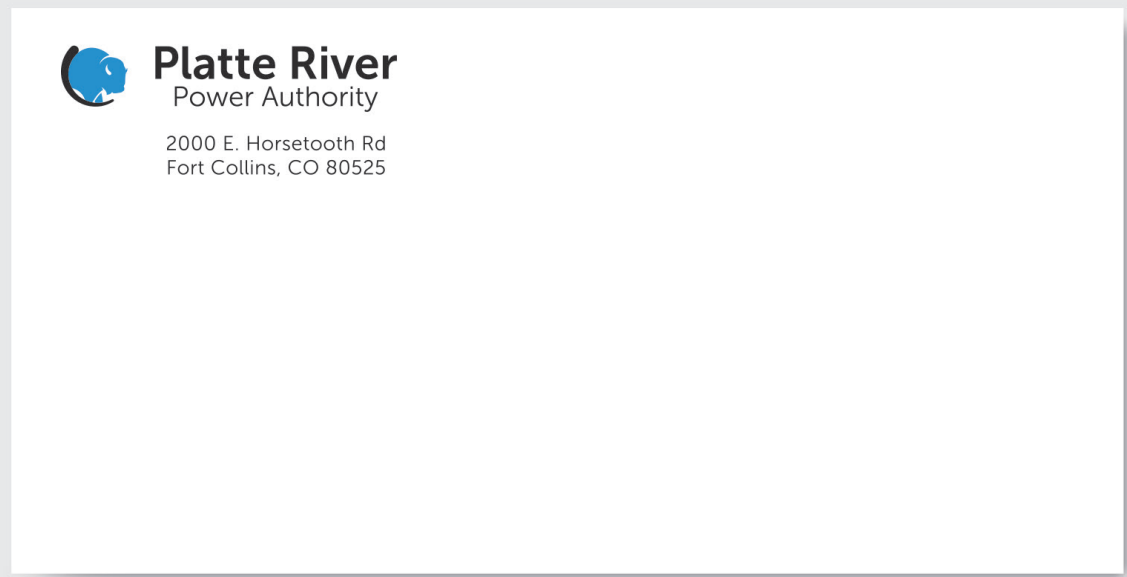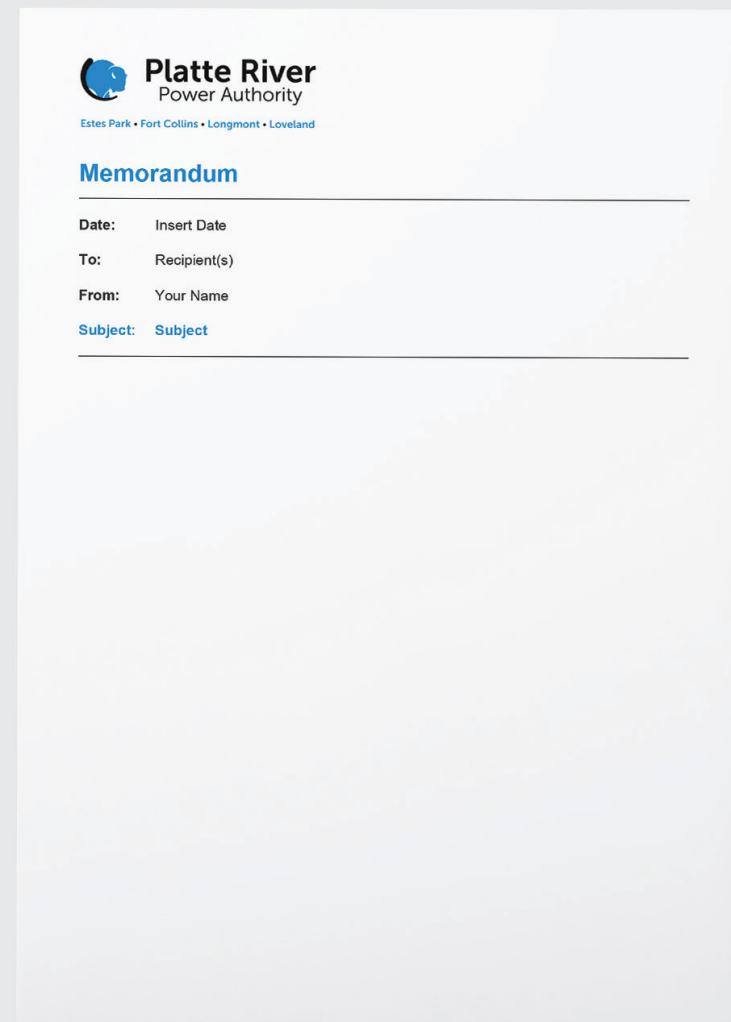
Envelopes and shipping labels are available in work rooms.

Templates

Electronic memo, white paper, report and PowerPoint templates are available in the templates section of SharePoint and by accessing the Corporate Templates via Microsoft Word and PowerPoint.

Memos

The memo template is to be used for formal internal communications and board correspondence to introduce a policy, reference document, white paper or report. Memos are typically short and brief.

Platte River
Power Authority

Estes Park • Fort Collins • Longmont • Loveland

Memorandum

Date: Insert Date

To: Recipient(s)

From: Your Name

Subject: Subject

White **papers**

White papers are used to formally issue information to Platte River's Board of Directors as a basis for policy decisions. White papers typically provide an overview, research and decision points.
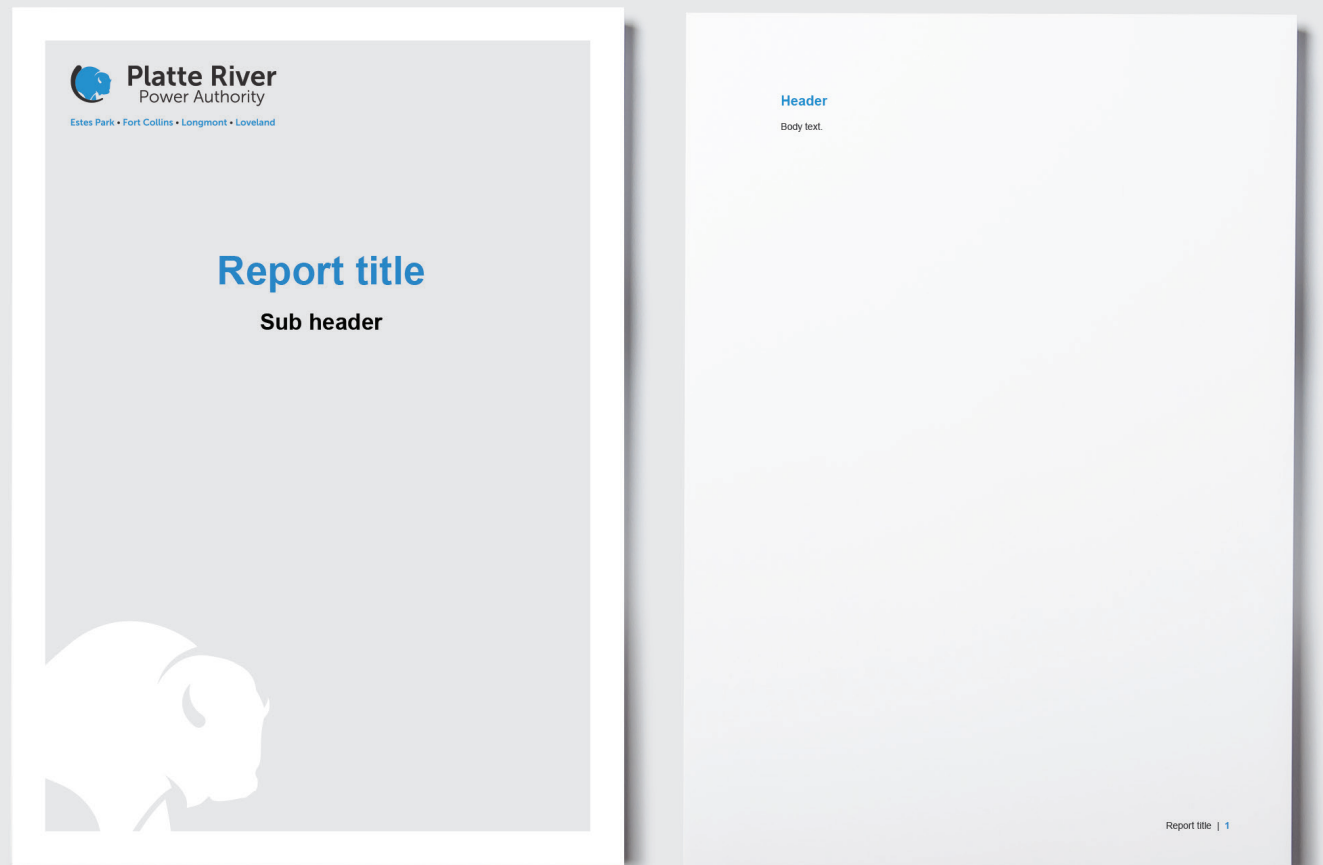
Presentations

PowerPoint presentations are used for internal and external communications. All external presentations must be reviewed by the communications, marketing and external affairs department.
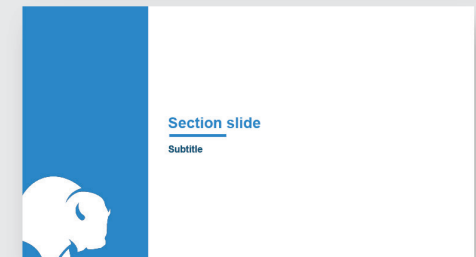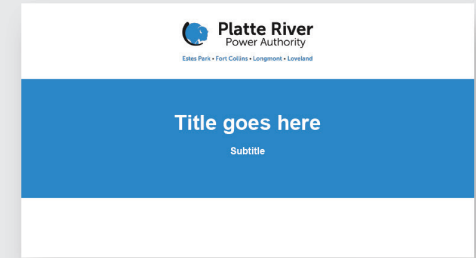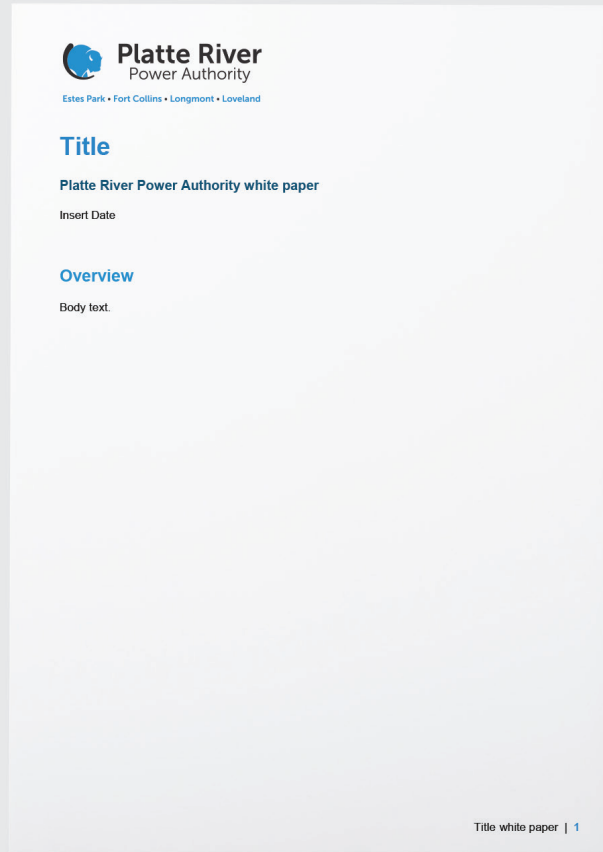
Report

The report template can be used to provide background information and details concerning business activities in response to management and board directives. Examples include reference documents, proposals, plans and management reports to the board.

Platte River
Power Authority

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Report title

Sub header

Header

Body text.

Report title | 1

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