

El Paso Electric

BRAND GUIDE

Why We Manage Our Brand

A strong brand adds value to everything an organization does. For El Paso Electric (EPE), a positive brand perception means our customers are more likely to trust us, support our initiatives and engage with our services. When we have a strong brand, our efforts in providing reliable energy, advancing sustainability and supporting our community are recognized and appreciated. Ultimately, a well-managed brand helps us effectively communicate our mission of delivering safe, reliable and sustainable energy.

The Corporate Communications and Marketing Department is dedicated to proactively managing the EPE brand, focusing on three key areas:

1. **Increasing Brand Visibility:** Ensuring that people are aware of EPE and our initiatives through various mediums like advertising, social media and news coverage. Simply put, if people don't know what we stand for, they won't engage with us or share our story.
2. **Crafting Effective Messages:** Developing and utilizing impactful messages when we communicate about ourselves. Our Strategic Messaging Guide assists internal teams in crafting language that resonates in our communication and marketing efforts.
3. **Consistency in Visuals and Writing:** Representing ourselves through the look and feel of our official communications and marketing materials, including logos, official colors and more. Professionally managing these visual elements adds significant value to our brand.

As you engage in official activities on behalf of EPE, we hope these guides are helpful resources in enhancing our brand value for the benefit of everything we do.

How We Manage Our Visual Brand

Visual consistency is the cornerstone of excellence in branding. We want all our visual brand elements (logos, lockups, colors, etc.) to reflect EPE as a professional organization committed to the communities it serves. Inconsistent, cluttered or unprofessional visuals can undermine our credibility and convey a lack of professionalism.

We manage our visual brand in two key ways:

1. Providing approval guidelines for the official use of EPE brand elements.
2. Establishing required standards on how to present our visual brand elements.

Getting permission is easy

To get permission to use El Paso Electric's visual brand elements for official business, submit proposed designs to the Corporate Communications and Marketing team by emailing public_relations@epelectric.com. The standards outlined in this guide will help expedite the approval process, when using EPE's logo in the following, but not limited to:

1. Merchandise: Brand elements on merchandise, apparel, swag items, giveaways etc. This protects the EPE brand from infringement and ensures quality control. This includes merchandise for internal use.
2. Paid Advertising and Marketing
3. Co-branding: All requests to use the El Paso Electric name and visual brand elements in conjunction with other organization names and logos.
4. For Trademark and Licensing Items

Submit requests or inquiries to the Corporate Communications and Marketing team by email to public_relations@epelectric.com

Table Of Contents

The EPE brand identity is built on effective and consistent messaging. To achieve a unified and compelling presence, we have meticulously designed this comprehensive guide for all external and internal marketing and communication materials. This guide offers precise guidelines on how to present our brand and also provides a deeper understanding of the objectives behind these instructions.

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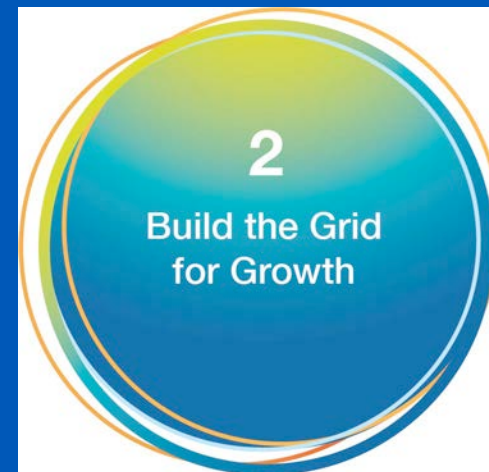


Mission

We are transforming the Energy Landscape.

Vision

Together we are powering Economic Growth, Innovation and Prosperity in our region.





Logo

A brand's logo is the equivalent to an individual's unique signature and the foundation for our identity. The El Paso Electric logo is designed to be retro and nostalgic.

Primary Logo

The primary logo shown on this page should be used for brand introduction in creative pieces and communication materials. The logo should appear on a white or a light-colored background. The colors in the logo must always be used as shown. For use on the web, RGB or Hex color codes should be used. For print, CMYK color and vector format must be used.



Primary Inverse Logo

The primary inverse logo shown on this page should be used for brand introduction in creative pieces and communication materials when a light background is not used. The colors in the logo must always be used as shown.

For use on the web, RGB or Hex color codes should be used. For print, CMYK color and vector format must be used.



Color Applications

If our primary logo application cannot be achieved, our logo should be printed in the black and white options below. All logos are included in the master logo files. The logo cannot be reproduced in any other colors.



Secondary Logo Applications

These are secondary logos that include our website url and media icons, they should only be used when needed.

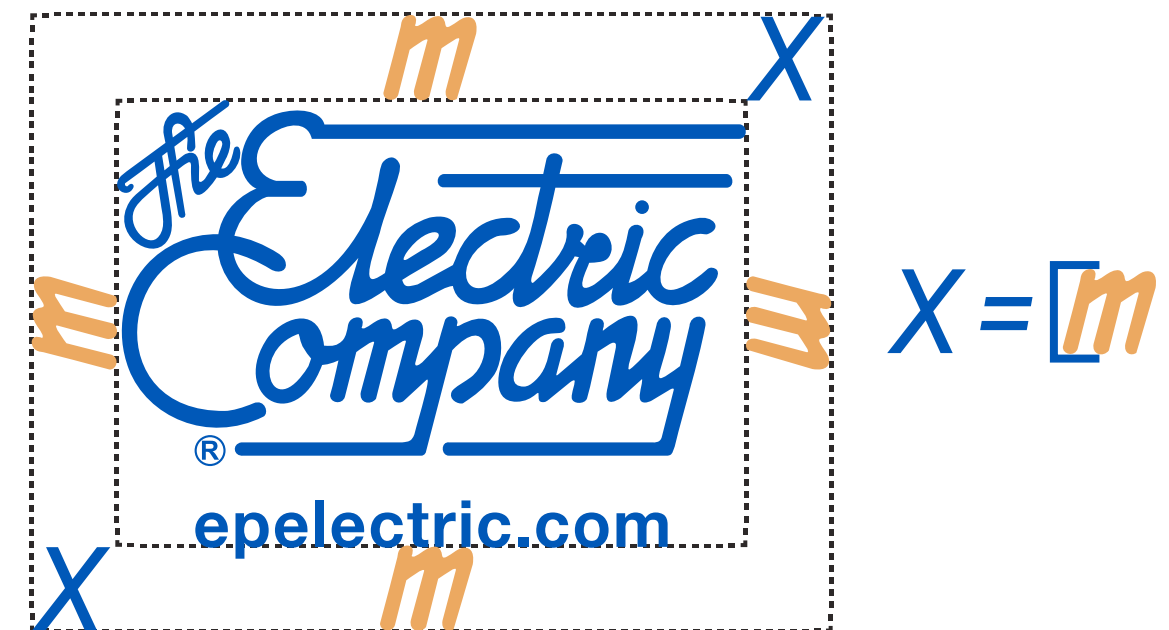


Logo Guide

Logo Spacing

There must always be a space equal to the height of the 'm' in the logo, surrounding the logo at all times. The spacing must be measured as shown below.

Take care when placing the logo close to graphic elements. Refer to measurements shown here for the amount of clear space required around the logo. Clear space frames the logo, separating it from other elements such as headlines, text, images and the outside edge of printed materials.

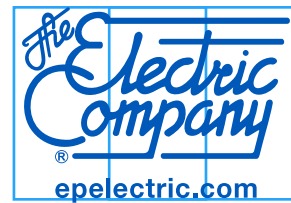


Minimum Size

To ensure legibility we have established a minimum size for our company logos. Our logos should never appear smaller than (3.81 cm) 1.5 in.



1.5 in (3.81 cm)



1.5 in (3.81 cm)

Taglines

In general, taglines are not permitted to be added to El Paso Electric logos or lock-ups. Some special exceptions may be considered. All tagline requests must be approved by the Corporate Communications and Marketing Department.

Event Logos

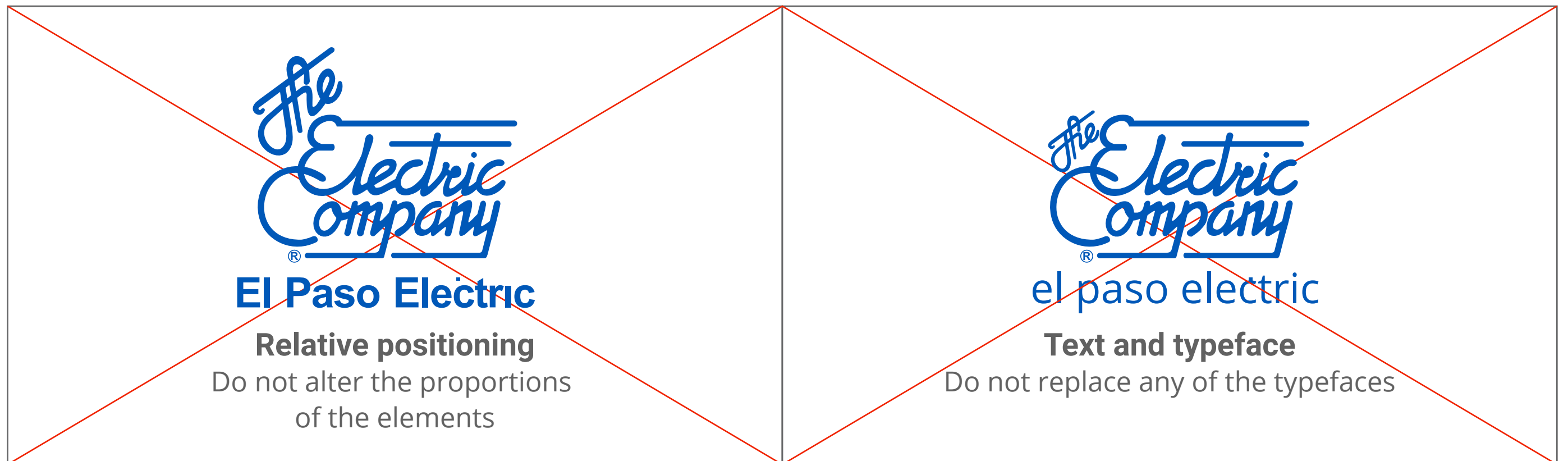
Logos may be created for one-time or recurring events or campaigns of El Paso Electric. All event logos must be approved by the Corporate Communications and Marketing Department. Events are not required to have a logo.

What not to do

The integrity of our identity must be monitored and protected. As we continue to build brand recognition, anything that confuses or hinders a viewer's quick recognition of our brand identity impedes our efforts.

Do not link other elements such as names, logos or symbols to the our logo. The logo cannot be altered, modified, distorted, or reoriented in any way except to change its overall size.

Any attempt to do so is a direct violation of our brand identity standards. Whenever possible our logo should be represented in full color on a white background. These examples demonstrate what not to do with our logo.





Skew, distort or rotate

Do not skew the logo,
scale it proportionally



Hue and tone

Do not use the logo with colors
that will hide or clash with the colors in the logo



Busy photography

Do not use the logo over
busy backgrounds without overlay



Logo color

Do not change the color
of any of the elements

Typography

Title: **Gotham Bold 25-50pt** **Aa**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Body: Helvetica Neue Regular 12-24pt **Aa**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Call-out: Gotham Book Italic 15-30pt Aa

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Type Example:

Sustainability

Environmental Efforts

We're on a mission to help lead the way to environmentally friendly power generation. We will be 80% carbon-free by 2035 and 100% carbon-free by 2045. From going 100% coal free to launching our groundbreaking Community Solar program, our commitment to the environment guides our clean power generation philosophy.



Brand Values - SPARK

At EPE, our brand values embody our commitment to providing unparalleled service and support to our customers. We put our customers first, ensuring their needs and satisfaction are always at the forefront of our operations. Through innovation, we strive to continuously improve and evolve our services and technologies to better serve our community.

Sustainability: We embrace sustainability as a core aspect of our work. We provide customers with innovative products and services for efficiency and sustainability. We commit to the safety and health of our employees and our community.

Partnership: We believe in teamwork and collaboration. We work together with local partners to drive progress, foster economic vibrancy, and become a positive force in the community. We give back.

Agility: We embrace change and pivot quickly. We strive to be at the forefront of driving progress in the energy industry. We are flexible.

Respect: We honor our coworkers and our customers. We listen. We respond quickly to each other and to the people we serve.

Knowledge: We embrace learning, explore new ideas, and pursue the best in human capital. We bring creativity and innovation to our work. We provide best-in-class service.

Brand Voice

Our brand voice is professional, knowledgeable and reliable. We strive to be the go-to experts in the industry, providing top-tier service and products to our customers.

We are confident in our abilities and expertise and we communicate in a clear and concise manner.

Our tone is approachable and friendly, yet professional. We want our customers to feel comfortable reaching out to us for all their needs, knowing that they will receive the highest level of service and expertise. We are passionate about what we do and it shows in the way we interact with our customers, employees, community and the work we produce.

At EPE, we are committed to excellence in everything we do. We take pride in our work and always go above and beyond to exceed our customers' expectations.





Color Palette

Consistency of our color palette is critical in maintaining a cohesive brand. The colors are broken down by 4 color/CMYK, RGB and Web/Hex.

Primary Palette



CMYK: C92 M72 Y0 K0

RGB: R0 G86 B184

Hex: #0056b8

Pantone: PMS 2935 C



CMYK: C100 M83 Y34 K21

RGB: R21 G58 B100

Hex: #153a64



CMYK: C47 M6 Y100 K0

RGB: R160 G191 B66

Hex: #a0bf42



CMYK: C62 M54 Y53 K26

RGB: R92 G92 B92

Hex: #5c5c5c

Secondary Palette



CMYK: C19 M3 Y100 K0

RGB: R216 G215 B79

Hex: #d8d74f



CMYK: C2 M49 Y86 K0

RGB: R230 G153 B79

Hex: #e6994f



CMYK: C3 M79 Y97 K0

RGB: R218 G100 B57

Hex: #da6439



CMYK: C75 M9 Y23 K0

RGB: R76 G171 B190

Hex: #4cabbe

Brand Gradients



0%: #e6994f

30%: #da6439

100%: #e6994f



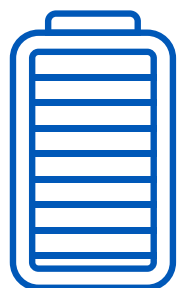
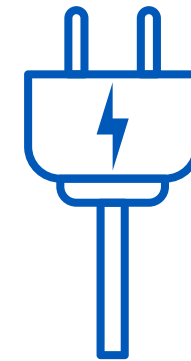
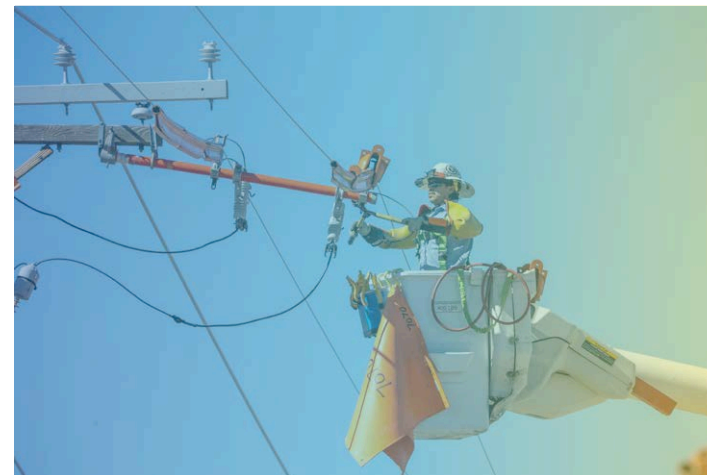
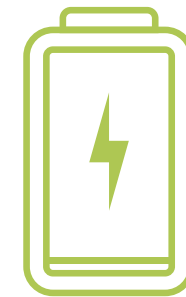
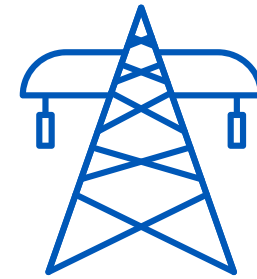
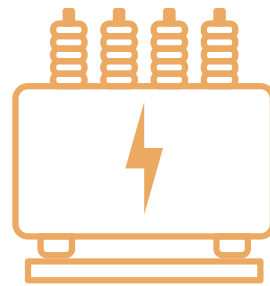
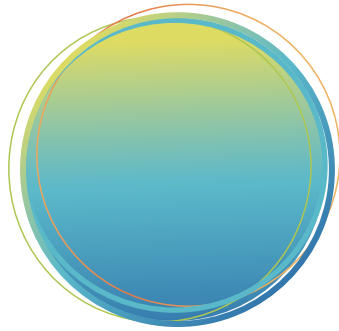
0%: #28619c

50%: #4cabbe

100%: #d8d74f

Brand Assets

By using simple but bold brand elements within our material, we make sure what we are communicating doesn't get lost. These brand elements should be used sparingly and not all at once.



Imagery

Image consistency is paramount for a cohesive brand identity. To ensure a consistent visual representation, it is crucial to use images that showcase our power grid and our dedicated team members actively engaged in their work. Furthermore, incorporating visuals of the past also helps tell EPE's story. Take a look at the following examples for inspiration:



Brand Examples

These are examples of how to use the branding elements together to create the look and feel of El Paso Electric.



About EPE

For over 120 years, El Paso Electric has worked to help our region grow by providing safe, sustainable and reliable energy for our customers. El Paso Electric understands that affordable and reliable electrical service is a key component of growth for businesses of all sizes.

We offer a variety of resources to help businesses achieve their goals and succeed in our service region, because it's our home.

Social Media Post



We Focus on Clean Power




The Electric Company
El Paso Electric

Save Money and Energy



The Electric Company
El Paso Electric



**WE ARE TRANSFORMING
THE ENERGY LANDSCAPE**

Your Name, Title
Company
Street Address
City, State
Zip Code

Recipient's Name, Title
Company
Street Address
City, State
Zip Code

Dear (Enter Recipient's Name),


Click here to edit body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent vitae viverra ante. Maecenas eget erat dui. Nulla dui lectus, eleifend sed tempus in, scelerisque a sem. Proin auctor turpis eget mattis sagittis. Integer efficitur mollis condimentum. Nullam sed ipsum ac nisi facilisis fringilla vitae non mi. Donec mollis nulla ex, nec porta orci luctus quis. Quisque lobortis semper nulla vel porttitor.

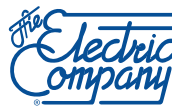
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Sincerely,



Your Name

epelectric.com






El Paso Electric






P.O. Box 982
El Paso, Texas 79960
cell (915) XXX-XXXX
www.epelectric.com

First Name Last Name
Job Title
firstname.lastname@epelectric.com



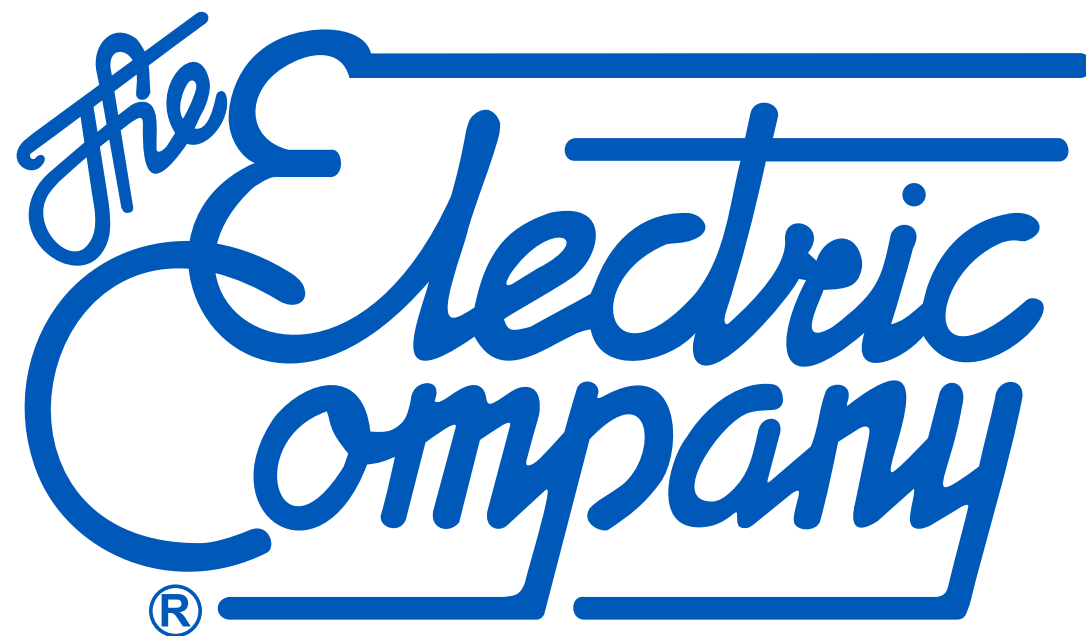
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Stationery Layout



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