

Graphic
Standards
Guide

OREEP

Oklahoma Renewable Energy
Education Program

Brand Story

OREEP's Mission

is to educate students across the state about the brighter future that can be found embracing, exploring and advancing the science of renewable energy.



Brand Colors

Dynamic Blue

CMYK 100 | 72 | 0 | 0
RGB 0 | 79 | 186
HEX #004FBA
PMS 2728C

Electric Sky

CMYK 58 | 0 | 7 | 0
RGB 79 | 225 | 255
HEX #4FE1FF
PMS 305C

Energy Green

CMYK 77 | 1 | 100 | 0
RGB 0 | 196 | 73
HEX #00C449
PMS 2270C

Sunshine Gold

CMYK 1 | 16 | 99 | 0
RGB 255 | 210 | 0
HEX #FFD200
PMS 109C

Typography

Museo 100

This is the primary font for large words, headlines, and headers.

Museo Sans 700

Used to support headlines or as separate subheaders.
Can also be used to highlight a quote or statement.

Museo Sans 300

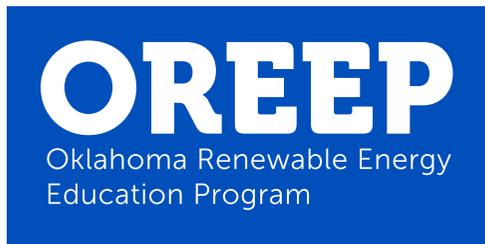
This is the general body copy for OREEP.

Logo

OREEP

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Education Program

Logo

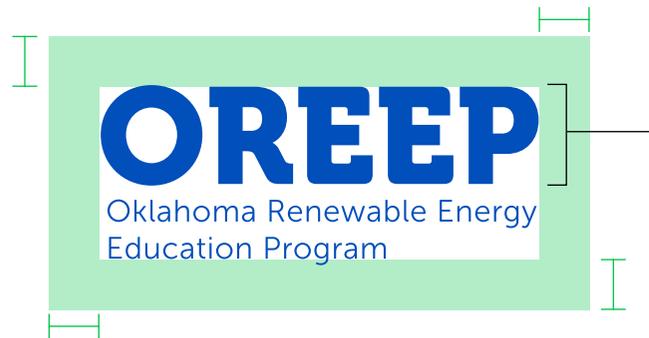


The logo may be used either in the color palette or reversed to white on a solid color background.

Correct Usage



The logo should be no smaller than .5 inches tall.



Whenever placing other elements, words, etc., make sure the spacing is at least 1/2 the letter-height of the main logo type.

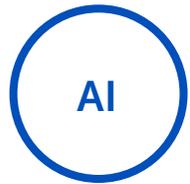
Logo

Incorrect Usage

Refrain from using anything but the official logo files for OREEP. Do not stretch, skew, recolor, or add any type of effect to the logo.

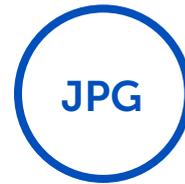


Logo Files



Vector Files

The OREEP logo is available in “vector” file formats AI, EPS and PDF. Vector is the recommended file format type for printed usage because the logo can be reduced or enlarged to any size and will maintain its visual integrity.



Raster Files

The OREEP logo is available in “raster” file formats JPG and PNG. Raster files are recommended for online usage because they are sized for web and social media. Low-resolution raster files of the OREEP logo are to never be used for printing. Raster files will begin to lose fidelity if they are enlarged, so they must be used at 100% or smaller.

Characters

Ree & GEE

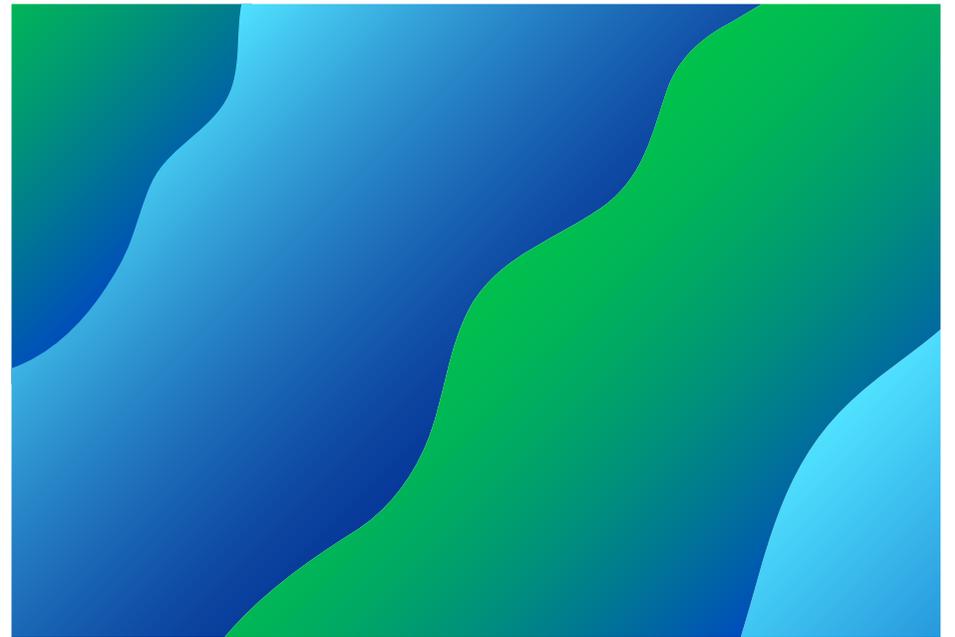
Tween scientist Ree Newable and GEE (her Green Energy Explorer) are on a mission to teach students across Oklahoma about the wonders of renewable energy!

Ree is a born-and-raised Native Oklahoman who's dedicated to local flora and fauna (that means plants and animals), and the natural resources we share that generate clean energy.

Together, "Ree and GEE" explore, learn, and have fun sharing their discoveries about renewable energy – today, and for the future.



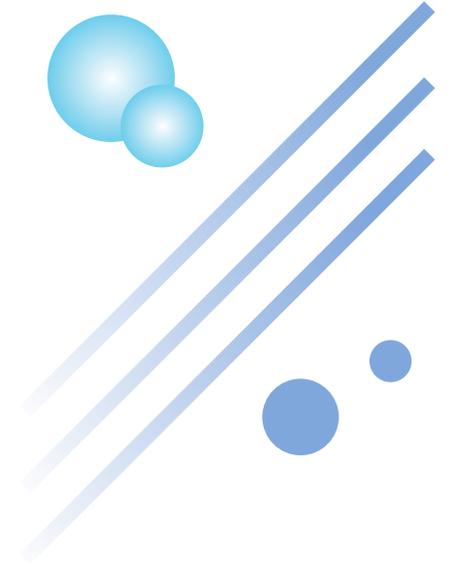
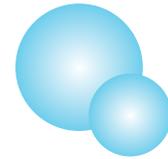
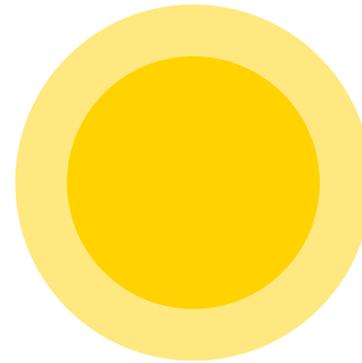
Design Elements



Elements

The background images are composed of gradient-filled freeform shapes.

Design Elements



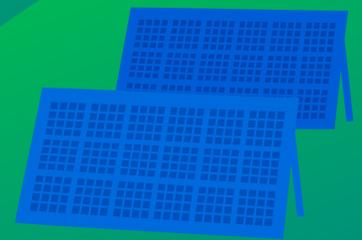
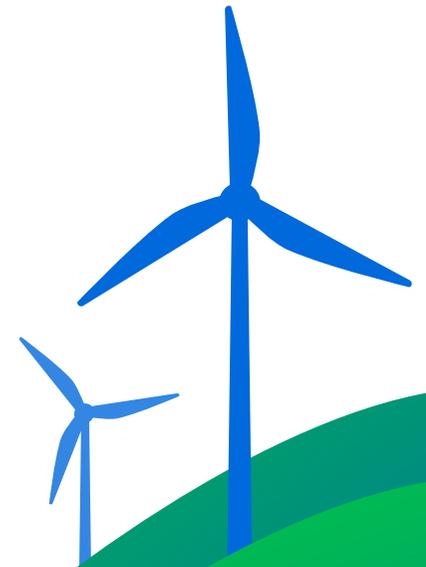
Elements

These independent elements may be combined in a variety of ways to create interest in a piece. The large block may be used as a place for text or imagery, while the other elements can help accentuate the background.

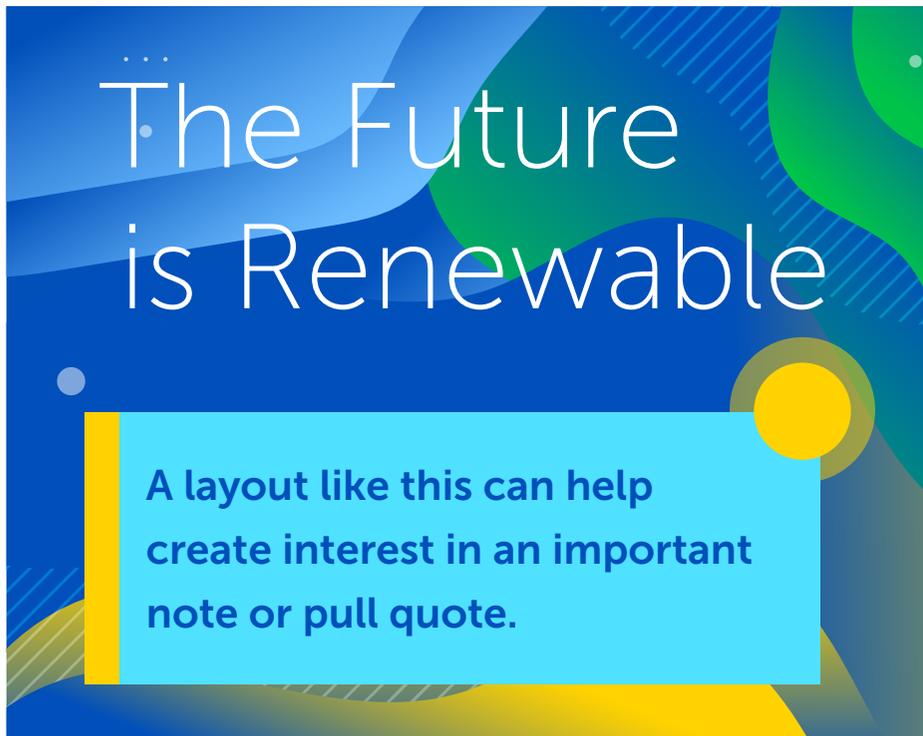
Design Elements

Background Elements

Utilizing iconography associated with renewable energy, like wind turbines and solar panels, are key to enforcing OREEP's mission to grow the conversation about generating renewable energy and familiarize students with its most powerful local resources.



Design Elements



Compositions

When used correctly, the individual design elements can come together to form an interesting composition that draws the user's attention.