

El Paso Electric

Brand Guide →

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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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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



Mission & Vision

Mission and Vision



Mission

We are transforming the Energy Landscape.

Vision

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

Deliver Customer
Reliability and
Affordability

Build the Grid
for Growth

Modernize our
Technology

Minimize our
Environmental
Footprint

Drive a Culture of
Engagement and
Accountability

Logo

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



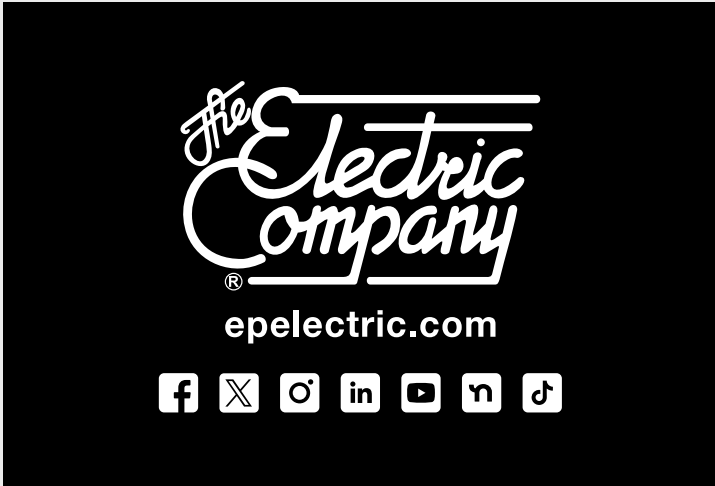
If our primary logo application cannot be achieved, our logo should be printed in the black and white options below. All logos are included in the master logo files. The logo cannot be reproduced in any other colors.



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.



Logo Guide



Minimum Size

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



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 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.



Relative positioning

Do not alter the proportions of the elements



Text and typeface

Do not replace any of the typefaces.

What not to do



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: Articulat CF Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Body: Articulat CF Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Body: Articulat CF Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

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

Color palette



Consistency of our color palette is critical in maintaining a cohesive brand. The colors are broken down by 10 color/CMYK, RGB and Web/Hex.

					
CMYK 92, 71, 0, 0 RGB 0, 86, 184 #0056B8	CMYK 72, 12, 12, 0 RGB 37, 172, 208 #25ACD0	CMYK 66, 0, 37, 0 RGB 68, 193, 179 #44C1B3	CMYK 21, 3, 99, 0 RGB 212, 216, 41 #D4D829	CMYK 1, 78, 95, 0 RGB 238, 94, 41 #EE5E29	CMYK 1, 41, 87, 0 RGB 246, 163, 61 #F6A33D
					
CMYK 75, 68, 67, 90 RGB 0, 0, 0 #000000	CMYK 43, 35, 35, 1 RGB 153, 153, 153 #999999	CMYK 19, 15, 16, 0 RGB 204, 204, 204 #CCCCCC	CMYK 5, 3, 3, 0 RGB 239, 239, 239 #EFEFEF		

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.

Icons



Social media icons



Imagery



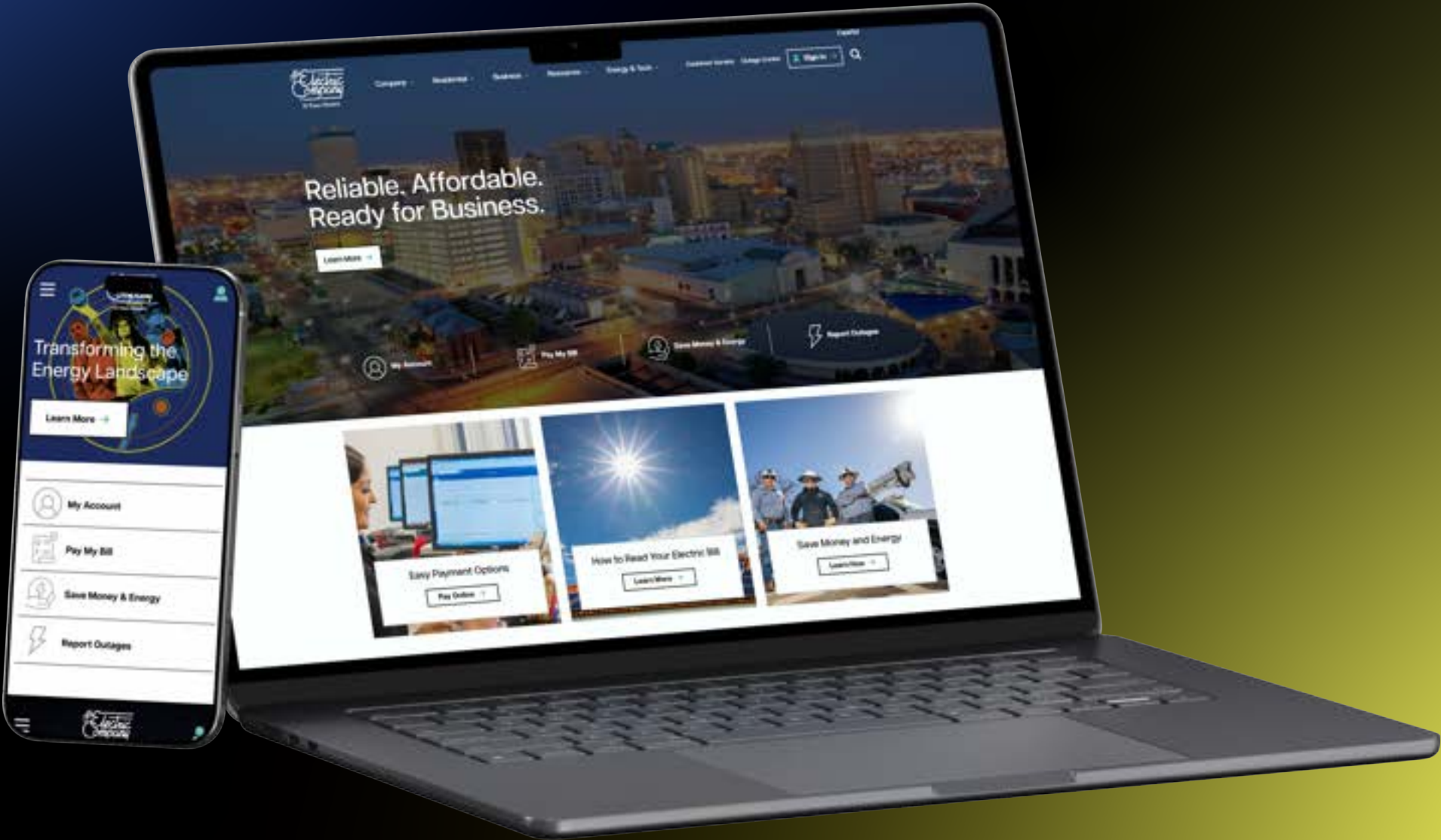
Image consistency is paramount for a cohesive brand identity. To ensure a consistent visual representation, it is crucial to use images that showcase our power grid and our dedicated team members actively engaged in their work. Furthermore, incorporating visuals of the past also helps tell EPE's story.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



Social media post



www.epelectric.com

Efficiency Worth Showing Off!

[Get Started](#)

www.epelectric.com

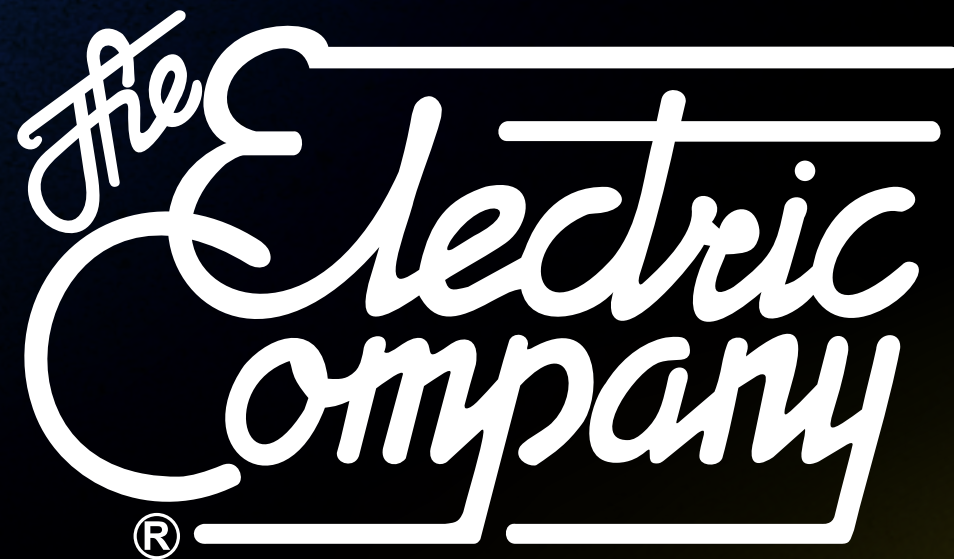
Texas Business Solar

[Learn More](#)

www.epelectric.com

Stationery Layout





El Paso Electric

For more information about this guide, please contact: public_relations@epelectric.com