

Brand Guidelines



Contents

Introduction

Welcome to the brand **2**

Brand narrative **3**

Our values **5**

Brand voice **6**

Platform **7**

Visual Assets

Logos **8 - 15**

Misuse of logos **11, 15**

Colour palette **16**

Typography **17**

Photography **20**

FAQs **21**

The essence of the OEB brand and the central premise of our brand story is **protection.**



We are responsible for protecting energy consumers in Ontario. As an independent and impartial public agency, our primary goal is to ensure the public good is served.

Through our work setting and upholding sector rules, analyzing and monitoring sector performance, and informing and safeguarding energy consumers, we ensure the long-term viability of the energy sector – a cornerstone of our province’s economic vitality.»

In all our communications, we aspire to excellence. These guidelines have been developed so you can become familiar with the consistent, accurate use of our brand identity. By following this guide you will help ensure we create a seamless, unified voice, look and feel across all we do. Consistency is essential for all aspects of our healthcare communications if our vision, value and voice are to be understood, believed and accepted. Deviating from these guidelines can create confusion and dilute the brand.

Creating communication standards helps strengthen – and, in turn, protect – the OEB brand.

This guide will provide you with the tools, tone and templates you should apply for any communication products you are creating for the OEB. We have many audiences and many messages. This makes consistency even more crucial if we are to be successful in communicating our positioning and earning trust.

Special exceptions to these requirements may be made with approval. Please contact:

Public Affairs

J. Bozzo, Vice President
John.Bozzo@oeb.ca

50+ and still growing: Energy's increasing importance for Ontario

Energy is essential to our quality of life, providing heat for warmth and cooking, refrigeration, pumps for clean water, lighting and so much more. It's what powers the economy and sustains our province's prosperity.

The Ontario Energy Board (OEB) was created over 50 years ago to manage the province's energy needs on behalf of Ontarians. As the energy sector became more and more economically competitive, the OEB's role in looking after the interests of consumers – and Ontario's critical resource/utility – grew.

A fine balance – Meeting the needs of all

Today, OEB's role is more important than ever.

The energy sector is going through an unprecedented period of heightened scrutiny and challenge:

- From those who pay the bills, who are increasingly concerned about the rising costs of electricity rates, but are also eager to ensure that the lights stay on, their homes and small businesses are heated and they get the energy they need when they want, and reliably so.
- From the energy providers who want a fair rate of return for delivering such a vital resource and are challenged daily to do so efficiently and cost-effectively while maintaining a reliable, even innovative, system.

In short, it falls to the OEB to balance the needs of consumers with the need to maintain

a reliable, efficient, sustainable energy sector.

The province's only independent, unbiased regulatory body overseeing the entire Ontario energy sector, OEB helps consumers get value from their natural gas and electricity services, as well as holds those who generate, distribute and sell energy resources, accountable for delivering a quality product to Ontario's energy consumers.

Specifically, the OEB helps bill payers or consumers understand their rights, what they can do if they have a complaint or issue, how they can optimize their energy usage or just understand energy better. The energy industry must comply with our standards and procedures, including consulting with the public before coming to the OEB for approval to make major rate changes or substantial operational changes that impact consumers.

Upholding the public interest – Giving consumers a voice

Through our regulations, standards, services and programs, we enable energy producers and distributors to better serve all Ontarians, and we facilitate active, meaningful consumer participation in the energy market. We make sure everyone knows and follows the rules.

Now, for the first time ever, in 2016 we introduced the Consumer Engagement Framework which puts the consumer front and centre when it comes to decisions about changes that affect their pocketbooks. For every rate application made by a utility, they must actively pursue input from consumers and show how feedback has been considered as part of the application process.

The OEB believes an informed consumer is a more engaged consumer who can help to strengthen the energy system today and for future generations.

Protect and transform existing infrastructure

As Ontario's population and the demand for energy continues to grow, systems require upkeep, upgrading and in some cases replacement, to keep pace and create the energy system of our shared future. The OEB oversees the operating performance of utilities, setting and enforcing standards. The OEB helps facilitate the responsible expansion of our transmission and distribution systems through thoughtful analysis of applications and licences.

Even though the province has invested in energy infrastructure, the OEB has held average distribution cost increases very close to the inflation rate. Achieving the balance between keeping costs fair and creating a reliable, high quality energy system, the OEB must maintain a clear line of sight between the needs of consumers and utilities and its role as an unbiased and independent custodian of the energy sector.

Reduce environmental impact

We are dedicated to preventing system waste by promoting energy conservation and renewable-based generation. A low-energy path is the capstone of our energy future; simply growing the grid is not enough. By helping people change how they power their lives, we can help them manage their energy needs more effectively.

In addition to raising awareness of consumers rights and protections and gaining a voice in the process, we also believe consumers – like the energy providers – have a key role in becoming educated on energy optimization and conservation.

Stimulate innovation

We challenge traditional ways of thinking to drive innovation and practical solutions in the energy sector. Revolutionizing the way we generate, store and transmit power will help ensure a reliable, cost-effective flow of power to all Ontarians.

Protecting the best interests of all Ontarians is at the centre of everything OEB does.

Our values

Protection

To set reasonable pricing, particularly for vulnerable households, and ensure fair business practices in the industry, investigating and resolving consumer complaints

Sustainability

To ensure the environmental and economic efficiency and sustainability of our energy system for the near and long term

Integrity

To be responsible stewards of our energy sector, applying industry standards and regulations consistently, fairly and transparently

Leadership

To shape a resilient future system through innovative yet practical solutions

Trustworthy

Confident

Engaging

Conversational

OEB's brand voice is natural, warm and approachable, reflecting the personality and image of our brand.

— Four essential attributes of our brand character

A consistent voice and tone reinforces our reputation and credibility, gives audiences a clear idea of what we stand for and helps them easily engage with us.

When writing for OEB, aim for clarity and impact. Whenever possible, avoid acronyms and other language that is not meaningful to the audience. And keep it simple by sticking to short sentences. We always want to sound like a human being, never like a robotic script.

Empower. Engage. Protect.

OEB's official positioning communicates our distinctive value quickly and concisely.

The OEB is Ontario's independent energy regulator and to Ontarians, it governs an important and essential service. With the platform of "Empower. Engage. Protect", our goal is to relate all activities as proof of that promise and ensure all communication initiatives, no matter the size or the scope, contribute to the credibility and acceptance of the OEB's positioning.

There are two versions of the OEB logo.

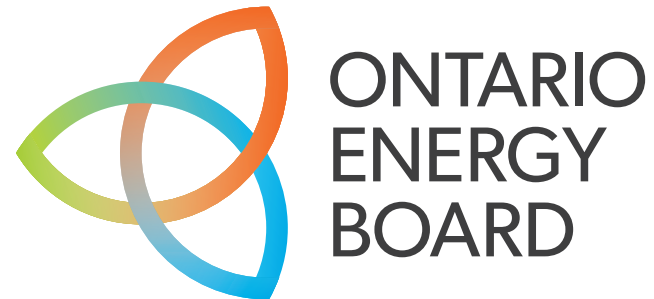
The official regulatory documents version should be used only on official decision documents and business cards for the members of the board. The consumer-facing version should be used for all communications with the public. Both are official marks of the organization and should be used consistently to foster brand awareness. None of the logo elements may be altered in any way.

These logos are only available in one orientation.

Our logo colours are green, blue, orange and black. No other logo colours are acceptable.



Ontario
Energy
Board



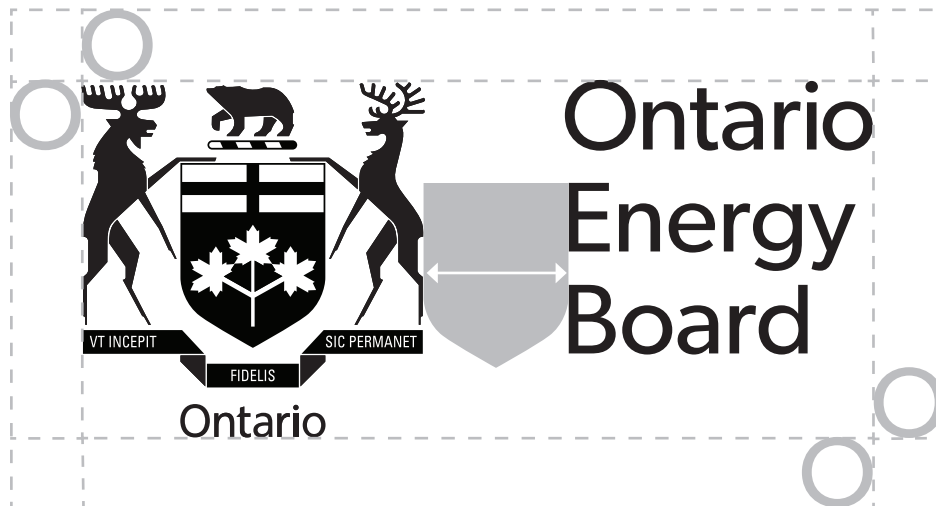
Coat of arms logo – official regulatory documents version

Corporate logo – consumer-facing version

Coat of arms logo

Based on Ontario's coat of arms, the OEB coat of arms logo has roots tracing back to 1868. The three maple leaves on the shield are the symbol of Canada, the cross of St. George suggests the country's British heritage, and the black bear, moose and white-tailed deer are all indigenous to Ontario. The Latin *Ut Incepit Fidelis Sic Permanet* means "Loyal it began, loyal it remains."

The OEB's coat of arms logo is unique to OEB, as it uses the Gibson typeface. Use the coat of arms logo on all OEB official regulatory documents and board member business cards, in black only.



Logo placement

It is important not to encroach on the clear space around the logo. Maintaining this clear space allows the logo to stand out and ensures the brand is easily identifiable and memorable. As the logo will be used in varying sizes, be sure to follow these approved guidelines:

Clear space

The mark must be surrounded on all sides by a visual clear space. This area – defined by the size of the letter "O" in Ontario – should be clear of all images, type and other graphic elements.

Ontario Coat of Arms - space clearance

The rules for clearance are based on the width of the shield in the Coat of Arms. Always leave at least one space (width of the shield) on the top, sides and bottom between the Ontario Coat of Arms and any type, graphics, the edge of a page, screen or banner.

Minimum size

A logo that is too small loses impact and legibility. To maintain clarity, the minimum size use of the OEB logo must be 1.16 inches.



Coat of arms logo variants

Black and white

English, French and bilingual logos are available for use. On documents written in one language, use the corresponding single-language mark. Use the bilingual mark for bilingual documents.



Ontario
Energy
Board

English



English



Commission
de l'énergie
de l'Ontario

French



French



Ontario | Commission
Energy | de l'énergie
Board | de l'Ontario

Bilingual



Bilingual

Coat of arms logo – Incorrect logo usage

The coat of arms logo should only be used in its approved format – it should never be modified. Altering the logo weakens the integrity and the consistency of the brand. Here are examples of what NOT to do with the logo:

Do not use older versions of the logo



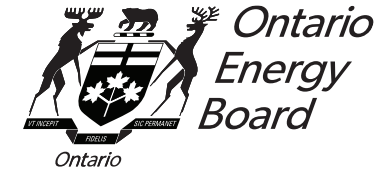
Do not alter the colours of the logo



Do not change the proportions of the logo



Do not angle the logo



Do not crop the logo



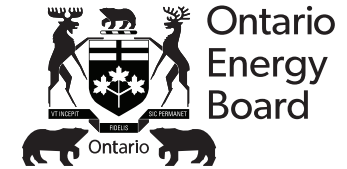
Do not overlap anything on the logo



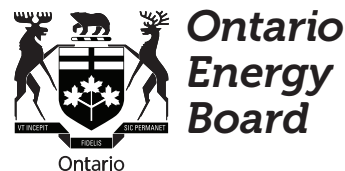
Do not scale the logo separately from the typeface



Do not add design elements to the logo



Do not alter the typeface

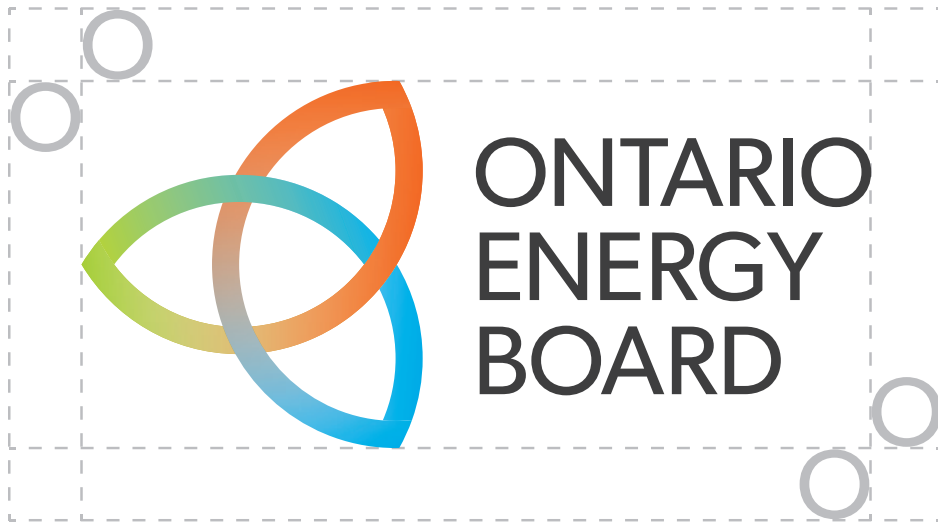


Do not use the logo as a repeating pattern



The simple, graceful white trillium, a member of the lily family, was designated Ontario's official flower in 1937. It blooms in early spring in deciduous forests across the province, and is associated with peace and hope.

Use the trillium logo on all consumer-facing collateral. The trillium logo uses the Gibson typeface.



Logo placement

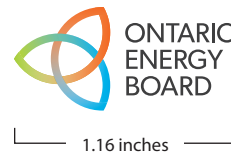
It is important not to encroach on the clear space around the logo. Maintaining this clear space allows the logo to stand out and ensures the brand is easily identifiable and memorable. As the logo will be used in varying sizes, be sure to follow these approved guidelines:

Clear space

The mark must be surrounded on all sides by a visual clear space. This area – defined by the size of the letter “O” in ONTARIO – should be clear of all images, type and other graphic elements.

Minimum size

A logo that is too small loses impact and legibility. To maintain clarity, the minimum size use of the OEB logo must be 1.16 inches.

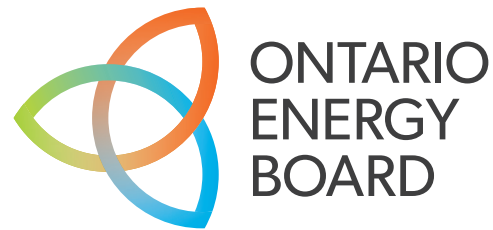


Colour applications

English, French and bilingual logos are available for use. On documents written in one language, use the corresponding single-language mark. Use the bilingual mark for bilingual documents.

The logo must be produced either in full colour or in black and white. Artwork for the logo is available for both CMYK print and RGB electronic usages.

In full colour, the logo must only appear on a white background. This ensures the brilliance and purity of the colours. If it must appear on a black background, use the approved and provided reversed out white version of the word mark.



English



French



Bilingual

Black and white and reverse applications

English, French and bilingual logos are available for use. On documents written in one language, use the corresponding single-language mark. Use the bilingual mark for bilingual documents.

Where the logo must be printed on a background colour other than black or white, i.e. a coloured paper stock, use either the black or reversed white version of the logo. Choose the one that will provide the best contrast with the background colour. If the background colour is light, use the black version; if it is dark, use the white version.



English



French



Bilingual



Corporate logo – Incorrect logo usage

The trillium logo should only be used in its approved format – it should never be modified. Altering the logo weakens the integrity and the consistency of the brand. Here are examples of what NOT to do with the logo:

Do not use older versions of the logo



Do not alter the colours of the logo



Do not change the proportions of the logo



Do not angle the logo



Do not crop the logo



Do not overlap anything on the logo



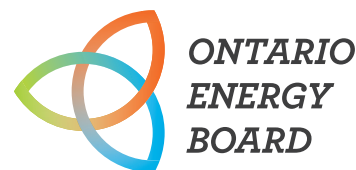
Do not scale the logo separately from the typeface



Do not add design elements to the logo



Do not alter the typeface



Do not use the logo as a repeating pattern



Colour is one of the most memorable and important components of how a brand is perceived. The colour palette system provides flexibility for a wide range of expression.



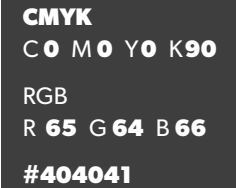
CMYK
C **0** M **73** Y **98** K **0**
Pantone **1655 C**
RGB
R **252** G **76** B **2**
#**FC4C02**



CMYK
C **28** M **0** Y **100** K **0**
Pantone **382 C**
RGB
R **196** G **214** B **0**
#**C4D600**



CMYK
C **86** M **8** Y **0** K **0**
Pantone **299 C**
RGB
R **0** G **163** B **224**
#**00A3E0**



CMYK
C **0** M **0** Y **0** K **90**
RGB
R **65** G **64** B **66**
#**404041**

Typography is a key element in the overall identity system.

Consistent use of fonts is important to create a recognizable look and feel on all OEB materials.

Primary brand typeface Gibson

Gibson is the **primary font family**. Noted for its understated elegance, Gibson is a humanist sans serif typeface designed in Canada. It has a fresh, modern look, is highly legible for print, web and mobile media and comes in a range of weights, which provides superior versatility for corporate communications. Whenever practical, Gibson should be used in OEB materials.

Light

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

0123456789

!@#\$%^&*()+=<>?,,.

Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

0123456789

!@#\$%^&*()+=<>?,,.

Semibold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

0123456789

!@#\$%^&*()+=<>?,,.

Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

0123456789

!@#\$%^&*()+=<>?,,.

Web typeface Open Sans

Open Sans is a free Google font that is a close equivalent in style to Gibson. Like Gibson, Open Sans is a humanist sans serif font, but from a U.S. type designer. For web applications, Open Sans is the preferred font. Open Sans is available for Mac and PC at <https://fonts.google.com/specimen/Open+Sans>

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$%^&*()+=<>?,.

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$%^&*()+=<>?,.

System default typeface Arial

When Gibson (or Open Sans) is not available or impractical, e.g., in PowerPoint, Microsoft Word and for email signatures, the Arial typeface is the preferred default system font.

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$%^&*()+=<>?,,

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$%^&*()+=<>?,,

Photography is a **powerful way** to communicate brand identity.

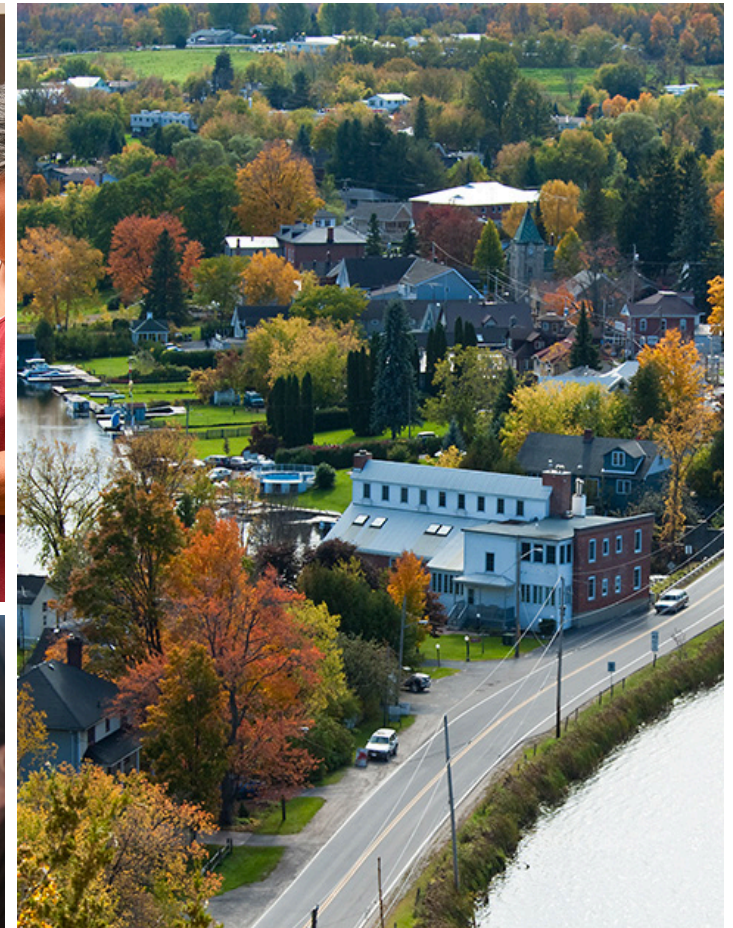
The images you use should feel natural and unstaged, conveying OEB's brand essence with a sense of confidence and optimism. One way to achieve a strong look is to use single-focus compositions that have the foreground in sharp focus and the background in soft focus. Subjects of photography should reflect the diversity of all the Ontarians that OEB serves.

Things to avoid:

- Overly staged photography
- Colourizing or other dramatic filters
- Severe cropping
- Images that are busy, complicated, out of focus, low resolution or too darkly lit

Ontarians

Photos that contain people should consistently use Ontarians to comply with standards set by the Ontario Government.



FAQs

Below are answers to frequently asked questions about OEB branding.

Q Our department has brochures and other collateral with the old branding. Should we stop using these items?

A Eventually, yes. In order to implement the new branding in a financially and environmentally responsible manner, we will be phasing it in over time. Please update collateral with the new branding when placing your next order.

Q When do I use the coat of arms and when do I use the trillium?

A The coat of arms logo should only be used on Official Regulatory documents and reports and board member business cards. Use the trillium logo on all other material.

Q How do I get the fonts and images specified in the guidelines?

A Find logos and editable templates in our intranet!

Q What logo format should I use for this type of project?

A

	FILE FORMAT	COLOUR MODE
PRINT	EPS	Spot or CMYK
EMBROIDERY	EPS	Spot or CMYK
SILKSCREEN	EPS	Spot or CMYK
WORD (Print)	PNG or JPG*	RGB
POWERPOINT (Images)	PNG or JPG*	RGB
POP UP BANNERS	Print-ready PDF	CMYK
DIGITAL: WEB/EMAIL/TABLET/MOBILE	PNG	RGB

* In order to get more accurate and sharper graphics for Word or PowerPoint, files should be saved as follows:
For graphics with solid colours, without gradients or smooth colour transitions, save as PNG
For graphics with gradients or smooth colour transitions, save as JPG

Q Where can I direct questions about branding?

A Contact the Corporate Communications department for advice and consultation:
[\(416\) 440 8126](tel:4164408126)
John.Bozzo@oeb.ca

Q Do I need to brand my internal communications (i.e., a flyer I'm hanging up around the building)?

A If it is an OEB event, yes. Branding helps us speak with one voice.