



Branding Guidelines

TABLE OF CONTENTS

Our Mission	3	JCREMC Branding Use	12
Co-Branding Use	4	JCREMC Branding Rules	13
Co-Branding Rules	5	JCREMC Secondary Logo	14
When To Use Co-Brand Logo	6	JCREMC Single Color Logo	15
When To Use Only One Logo	7	JCFiber Branding Use	16
Incorrect Logo Use	8	JCFiber Branding Rules	17
Name Displayed As Text	9	JCFiber Secondary Logo	18
Typography.....	10	JCFiber Single Color Logo	19
Attire Color Palette	11		

OUR MISSION

To be the most efficient,
customer service oriented, and
forward-thinking utility possible.



Co-Branding Use

CO-BRANDING

Co-branding is the appearance of both JCREMC and JCFiber logos to visually marry the two brands. All co-branding guidelines also apply to JCREMC and JCFiber branding.

- Use the vertical or stacked co-branded logo configuration when possible. A secondary horizontal configuration is available when vertical does not properly fit the available space.
- When appearing together, logos should be separated by a gray line, unless the line is not visible due to size.
- Logos and dividing line must be middle-aligned.
- Never mix-and-match logo style variations. For example, never combine full-color logos with single colored logos.
- Don't add ampersands or any other punctuation to logos.



WHEN TO USE CO-BRANDED LOGO

Co-branding is the priority branding; however, there are instances when only a singular brand is used. If you are unsure of whether to co-brand or use a singular brand, contact Business Development and Marketing. In general, co-branding should be used on all:

- Appropriate community sponsorships
- Goodwill advertisements
- Official clothing attire
- Name badges
- Business cards
- Email signatures

WHEN TO USE ONLY ONE LOGO

Use only the JCREMC logo when promoting Operation Round-Up, rebates, or other exclusively electric programs.

When the collateral is JCFiber oriented and logo is not specified by the Business Development and Marketing, the JCREMC logo should appear as part of a tagline reading, "A JCREMC Company," below the JCFiber logo.



When JCFiber is the primary brand, and the collateral is promoting commercial fiber only, the item should include logos for both JCFiber and NineStar Connect. The NineStar Connect logo should appear separately from the JCFiber logo, in a non-intrusive manner and location at the discretion of the Business Development and Marketing.

INCORRECT LOGO USE

- All uses of logos shall protect the integrity and professionalism of our brand.
- Appropriate file formats must be used in all projects, as determined by project specs.
- All portions of logos must always be legible.
- Logos must never be stretched or pixelated.
- No logo shall ever appear on top of text, or below text.
- Logos shall never appear without being accompanied by the associated icon.
- JCREMC and JCFiber logo must both be the same size.
- Logo colors must never be changed.



NAMING

Proper use of JCREMC when separate from logo:

- JCREMC must be written in all capital letters.
- No space should appear between any of the letters.
- No variations should be used when spelling or in spacing of the company name.

Proper use of JCFiber when separate from logo:

- JCFiber must be written with the first three letters capitalized and the last four lowercase.
- No space should appear between any of the letters.
- No variations should be used when spelling or in spacing of the company name.

TYPOGRAPHY

Our logos should always appear in the font FreightNeo Pro Semi. In written form, it should match the font used in the document.

Although accompanying font use isn't required, here are some we recommend:

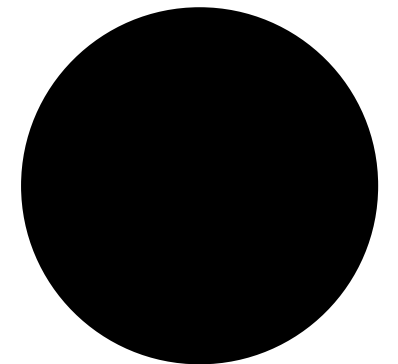
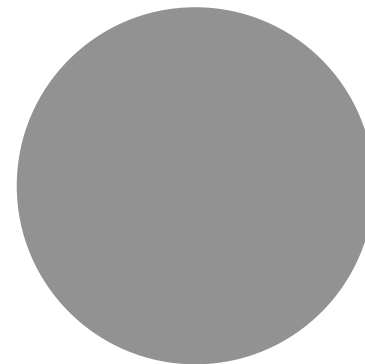
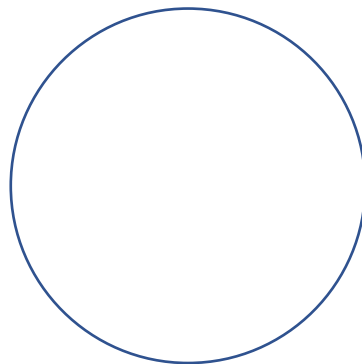
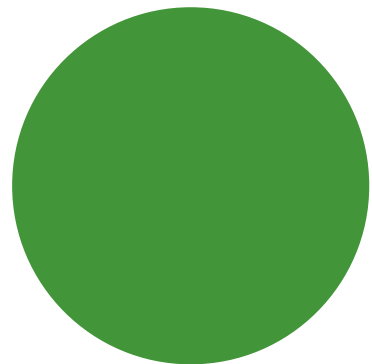
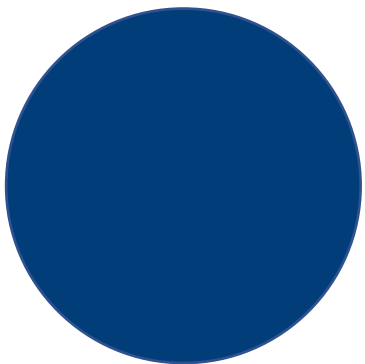
- Headers
 - Franklin Gothic
 - Avenir LT Std
 - Bahnschrift
 - Acumin Variable Concept
 - Acumin Pro Condensed
- Paragraph
 - Avenir LT Std
 - Acumin Variable Concept
 - Acumin Pro Condensed

ATTIRE COLOR PALETTE

The background color palette for official company attire, signage, tablecloths, giveaways, etc., is as follows:

- Blue, Green, White, Gray, Black

Logos should be printed, embroidered, etc., on these colors only. Exceptions may be made on a situational basis at the discretion of Business Development and Marketing. Logo selection and attire color selection should be made to ensure logos are easily visible and legible. Color palette requirements do not apply to FR attire for line and field work.





JCRCMC

Your Electric Cooperative

JCRCMC Branding Use

THE LOGO



JCREMC Green

CMYK - C: 68 M: 0 Y: 100 K: 24
Pantone (PMS) – 363 U
Hex: 608354

JCREMC Blue

CMYK - C: 87.5 M: 68 Y: 23.3 K: 3
Pantone (PMS) – 294 U
Hex: 3e5885

JCREMC Gray

CMYK - C: 43.3 M: 35 Y: 34.5 K: 1
Pantone (PMS) – 7 U
Hex: 9c9da0

Conflicting Spaces

Any images appearing with the logo shall be placed behind the logo. Any imagery conflicting with the logo shall be desaturated to make the logo clearly legible. No text is to touch the logo. Images nor text shall overlap the logo in any way.

Written Style

In logo text, the JCREMC name should always appear in the font FreightNeo Pro Semi. In written form, it should match the font used in the document.

Size

The logo should always be clearly legible. The logo must be clear and unpixellated when being used on digital or print format. The logo shall never appear stretched or distorted. The appropriate file formats will be used for the individual project, as determined by Business Development and Marketing.

Colors

The full-color logo should always be green and blue with a grey lightning bolt, as pictured. Official CMYK, Pantone, and Hex codes are as listed, and full-color logos shall never deviate from this color palette.

Symbol

The *Icon Symbol* can be used on its own, but the text portion of the logo cannot be used without the symbol. Exceptions are at the discretion of Business Development and Marketing.



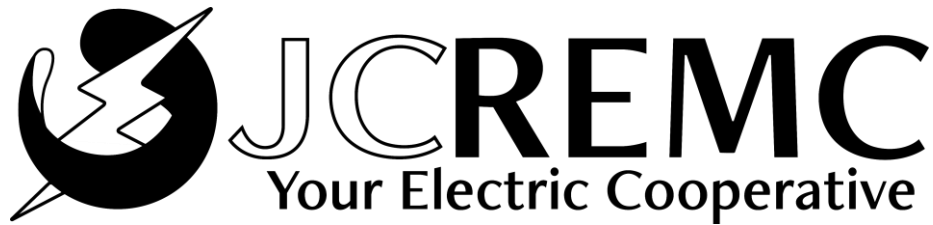
**Any changes to these guidelines must be approved
by Business Development and Marketing.**

SECONDARY JCREMC LOGO



The secondary color logo should be used only when the logo size is too small for the tagline to be legible.

SINGLE-COLOR LOGOS



- The single-color secondary logos should be used when only one-color printing, embroidery, or digital use is necessary.
- Standard blue, green, gray, black or white are the required background colors for items ordered by JCREMC. Other background colors are permissible in cases of the JCREMC logo appearing as a sponsor on materials ordered by an outside entity.



JCFiber Branding Use

THE LOGO

JCFiber Orange

CMYK - C: 0 M: 63.2 Y: 76.1 K: 0
Pantone (PMS) – 158 U
Hex: 3e68458

JCFiber Blue

CMYK - C: 87.5 M: 68 Y: 23.3 K: 3
Pantone (PMS) – 294 U
Hex: 3e5885

JCFiber Gray

CMYK - C: 43.3 M: 35 Y: 34.5 K: 1
Pantone (PMS) – 7 U
Hex: 9c9da0

JCREMC Green

CMYK - C: 68 M: 0 Y: 100 K: 24
Pantone (PMS) – 363 U
Hex: 608354



Conflicting Spaces

Any images appearing with the logo shall be placed behind the logo. Any imagery conflicting with the logo shall be desaturated to make the logo clearly legible. No text is to touch the logo. Images nor text shall overlap the logo in any way.

Written Style

In logo text, the JCFiber name should always appear in the font FreightNeo Pro Semi. In written form, it should match the font used in the document.

Size

The logo should always be clearly legible. The logo must be clear and unpixellated when being used on digital or print format. The logo shall never appear stretched or distorted. The appropriate file formats will be used for the individual project, as determined by Business Development and Marketing.

Colors

The full-color logo should always be orange and blue with a grey circle, as pictured. Official CMYK, Pantone, and Hex codes are as listed, and full-color logos shall never deviate from this color palette.

Symbol

The *Icon Symbol* can be used on its own, but the text portion of the logo cannot be used without the symbol. Exceptions are at the discretion of Business Development and Marketing.

**Any changes to these guidelines must be approved
by Business Development and Marketing.**



SECONDARY JCFIBER LOGO



The secondary color logo should be used only when the logo size is too small for the tagline to be legible.

SINGLE-COLOR LOGOS



- The single-color secondary logos should be used when only one-color printing, embroidery, or digital use is necessary.
- Standard blue, green, gray, black or white are the required background colors for items ordered by JCFiber. Other background colors are permissible in cases of the JCFiber logo appearing as a sponsor on materials ordered by an outside entity.

CONTACT US

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