



Brand Guidelines

Message

To CoServ Communicators and Marketing Partners,

To coincide with our refreshed logo and new branding campaign, the CoServ Communications department has created the company's graphic standards manual to provide guidelines and assistance for a strong and consistent company identity. This revision also includes new logo treatments.

This manual should help you address virtually every area of graphic standards—from stationery and signage to printed and electronic communications.

The graphic standards manual is a key component of our ongoing strategy to capitalize on the power of the developing CoServ brand. These standards help us present a strong, consistent CoServ image to our employees, members, customers and other key audiences. Your role of ensuring proper execution of these standards is an important and valued one.

Since even the most thorough standards guide may not provide answers to specific or unique questions, you may refer to the contact information on the last page of this manual should you need additional assistance or guidance.

The standards spelled out in the following pages will help CoServ create a valued identity, and I look forward to your support as we develop our brand image.

Kathryn Gloria
Marketing and Communications Manager
CoServ Electric

CoServ Brand Standards

Umbrella Logo

CoServ Umbrella Logo

Description of Logo/Rationale

The brand name “CoServ” was developed around 1998 to represent a conjunction of “Cooperative Services,” signifying that the company provided a diverse set of services to its co-op members.

The CoServ mark has been refreshed from its traditional form to provide a timeless look, with the use of new fonts, colors and compact lines. This logo still provides the opportunity to use the mark as an over-arching brand identity for all business units, while maintaining the brand equity that exists within the current member-base.



Minimum Logo Size

The length of the logotype should be no smaller than 1½” (38mm) in order to assure sharp, clear reproduction. This minimum size should be followed whenever specific measurements of the logo (such as signage and stationery) are required.

In certain applications, such as odd-shaped promotional items, it may be necessary to use the logotype in a smaller size than listed here. In such cases, authorization must be obtained from the CoServ Communications Department.

1 1/2”



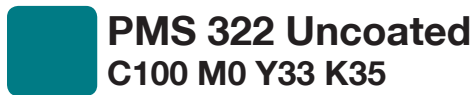
38 mm

Umbrella Logo

Colors

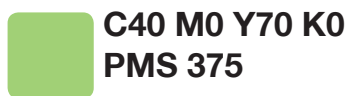
Primary Color Palette

The color palette is anchored using these colors:



Secondary Color Palette and Requirements

In support of the two primary color hues are twelve CMYK secondary colors, they include:



These colors may be used to support PMS 322 in headline treatments and graphic design elements such as boxes, bars, and bullets.

These colors were selected after comparing and assessing CoServ's competitors' marks, in addition to consideration of the existing equity of the CoServ brand and green color. The new color establishes a strong link with the equity of the former logo, while providing a "refresh" in shades of green and blue that enables the logo to be more harmonious in working, or blending in, with other creative elements within a layout (such as photography). It also provides a wider variety of complimentary color palettes, and it clearly differentiates CoServ from one of its competitors' use of blue as its primary color.

Blue conveys importance and confidence. Long considered a corporate color, blue is associated with intelligence, stability, unity, and conservatism. The color green is restful and produces echoes of nature, water and forest; it denotes new beginnings and growth. Combining these traits through the use of a color palette, allows CoServ to reach community as well as business audiences appropriately.

Placement and Spacing Requirements

The CoServ logo should be banked on the upper or lower right or left side of any layout with clearance equal to or greater than 50% of the width of the rounded box. Every effort should be made to ensure that the logo is PMS 322 Uncoated, however a black and white logo can be used.

Registration or Trademark Requirements

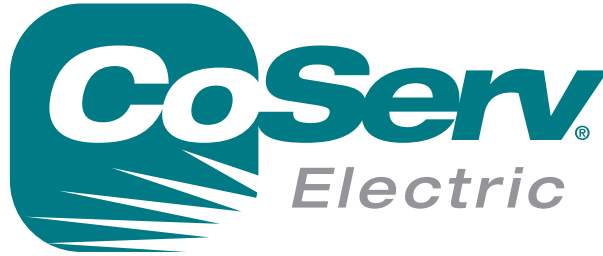
Filings are established with USPTO for the original CoServ trademark.

CoServ Brand Standards

Logo

Business Unit Designations and Colors

The space just beneath “Serv” is reserved for the Business Unit name, which appears in PMS Cool Grey 8, or 50% Black.



Legal Guidelines

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Any advertising materials produced utilizing the CoServ marks should include:

Copyright designation at bottom of piece in 8-10 pt. font size @ (year) CoServ

Example: © 2010 CoServ

Registered Mark identification must always accompany the CoServ logo.

Example:



All materials must be reviewed prior to production by CoServ's Legal Department. Please allow 5-7 business days for material review. Submit materials to the Communications Department, who will route them through Legal.

Creative Approval

Creative Approval

Creative request specifics:

- Any request for artwork should be submitted to the CoServ Communications Department for consideration and assistance.
- Communications will submit a timeline and budget to the party requesting the artwork.
- Once the requesting party has approved the budget and timeline, CoServ Communications will initiate the development of the creative.
- Signatures will be required prior to production.
- P.O. and/or billing for artwork requests will be submitted by CoServ Communications once the request has been fulfilled.

Creative approval specifics:

- Any party developing artwork, ads, etc. with the CoServ name and/or likeness, must submit same to CoServ's Communications department for approval prior to production (printing).
- TWO copies of all artwork must be submitted in its final form – color comp, along with a description of the item, its purpose, circulation (audience projection) publication and length of time in the market (i.e. one month, one time ad).
- A two to three day approval time will be standard turnaround time for approvals. If Legal department approvals are necessary, additional days will be required.
- CoServ's Communications Department will confirm that the document adheres to the brand standards guide, including use of colors, design, photography, language and font style.
- Communications will stamp the approved artwork "Approved" and release the document to the respective party for production or forward to CoServ Legal Department for further review.
- If the document is not approved, the CoServ Communications Department will submit the requested changes back to the respective party for revisions. At that point, additional rounds of the above-mentioned approval process will ensue until the document is stamped "Approved."
- CoServ will keep one of the two originally submitted documents for the archive.
- In addition, an actual, printed copy of the final printed piece will be required to be submitted to CoServ for placement in the archives.

CoServ Brand Standards

Contact

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