OUR SOLE PURPOSE IS TO WORK WITH MEMBER COOPERATIVES TO ENGAGE WITH THEIR MEMBER-OWNERS.
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<th>Section</th>
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<td>Our Colors</td>
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<td>21-23</td>
<td>Our Fonts and Typography</td>
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<tr>
<td>39+</td>
<td>Contact Us / Appendix</td>
</tr>
</tbody>
</table>
WELCOME

By choosing to become a Touchstone Energy® Cooperative, your co-op has the responsibility, under the licensing agreement, to use our name, signatures and tagline. By using a co-brand signature along with your own co-op name, you are joining other electric cooperatives nationwide that understand the advantages of a unified identity—one that reflects the co-op traditions of innovation, commitment to community, accountability and integrity.

To take full advantage of that unified brand identity, we need to maintain uniformity in our use of the Touchstone Energy Cooperatives trademarks. This manual will serve as your guide whenever you use our logos and identifiers.
WHO WE ARE & WHAT WE DO

Touchstone Energy Cooperatives is the national brand that champions the value of the cooperative difference. Our mission is to bring a strong local and national presence to electric cooperatives.

We are a membership organization. Our network is made up of close to 750 local, member-owned electric cooperatives in 46 states. Our cooperatives collectively deliver power and energy solutions to more than 30 million members every day.

We take pride in creating programs for our members and in finding ways to help businesses succeed. We take even more pride in being innovative communicators and our cooperatives’ trusted partner.

Nobody else does what we do.

To us, it’s much more than just a logo and tagline.
**Purpose**

Touchstone Energy Cooperatives exist to demonstrate and to enhance the value of the cooperative difference.

**Mission**

The mission of Touchstone Energy Cooperatives is to sustain and promote a unifying brand that delivers on the promise of electric cooperatives’ distinct advantage: leveraging our unique relationships with member-owners to improve the quality of life in their communities.

**Vision**

We will strengthen and sustain a unified brand that exemplifies the value of local cooperative membership and positive member engagement. Touchstone Energy Cooperatives will have the power and flexibility to address the changing needs of member-owners effectively and efficiently, embody the four core values, be financially strong, and be positioned to take on tomorrow’s challenges.

**Values**

Touchstone Energy has four core values:

- **Innovation**
- **Integrity**
- **Accountability**
- **Commitment to Community**
OUR BRAND COMMUNICATES WORLD-CLASS QUALITY AND CONSISTENT STANDARDS OF EXCELLENCE.
OUR LOGOS

This is what makes us who we are: the logo graphic, the name, the national brand signature, the co-brand signature and the tagline.

The Logo Graphic
The icon that represents the national alliance

The Name - Touchstone Energy® Cooperatives
A federally registered trademark for use in marketing and press/public relations materials

The National Brand Signature
The national logo used primarily for advertising and marketing materials when not co-branded with your co-op’s logo

The Co-Brand Signature
The preferred selection of logos designed to fit a variety of layouts for use with member logos

The Tagline
Used with the “name,” “national” and “co-brand signatures” to enhance their applications

To download our logos, please go here:
http://brandbook.touchstoneenergy.com/our-logos/
WHY BRAND STANDARDS MATTER

Consistent use of the Touchstone Energy® Cooperatives identifiers not only maintains a sharp brand identity for participants, but serves a legal purpose as well.

The Touchstone Energy name, logo and tagline, "The power of human connections®" are federally registered trademarks.

To maintain and protect the legal rights acquired by registration, proper and consistent trademark usage by all licensees is essential.

Inappropriate use and alterations can erode the value and the trademark protection of the brand by blurring its distinctive and unique qualities.

The registration symbol "®" must appear at least the first time the brand name is used in any ad, brochure, letter, document, etc.
LOGO FORMAT

Never use the logo graphic without the name Touchstone Energy Cooperatives. The name may be used in text without the logo.

The Touchstone Energy Cooperatives national brand signature is ideally suited for a wide range of uses, in addition to publications.

If you are referencing one or more states as part of the logo, such as “Touchstone Energy Cooperatives of Oklahoma,” use the national brand signature, not the co-brand signatures on the next page.

Logo Sizing
Readability of logos often depends on the application. Suggested minimum national brand logo sizing is addressed on the left. Co-brand logo sizing is addressed on page 14.
LOGO FORMAT

Incorrect Logo Uses
- Do not use colors outside the signature Touchstone Energy Cooperatives colors.
- Do not cut off logos.
- Do not use dropshadows, strokes, effects, or filters.
- Do not improperly resize or distort.
- Do not place logos on backgrounds that do not offer contrast to all signature colors and text.
- Do not use the logo graphic as a standalone identifier.
- Do not re-align the tagline.
- Do not place logos that are not optically straight.

Logo Spacing
The Touchstone Energy co-brand signature requires “air,” or open space, surrounding it. Crowding the signature against text, other logos or another design element will diminish its impact and value. There is a 0.25 inch minimum of space around every logo.

0.25 in. of clear, white space is needed for all Touchstone Energy Logos
State signatures are used if you are referencing more than one cooperative in a certain state.

If you are referencing more than one state as part of the logo, use the national brand signature, not the co-brand signatures.
When you identify your cooperative as a Touchstone Energy® cooperative, there are six acceptable formats in three styles.

In graphic applications, the words must appear with the logo. Always use a co-brand signature when showing your cooperative logo, never the national brand signature.

Your cooperative name should always be the dominant identifier in co-branding applications. This reinforces the brand strategy, which is built on the strength of having a local energy provider.

The co-brand signature should always be placed below your cooperative logo, right aligned (see examples on next page).

For advertising, it is acceptable to place a centered co-brand signature below your cooperative logo.
This page shows you some recommended co-branding applications.

The Touchstone Energy co-brand signature is designed to work in tandem with your existing logo and establishes close identification between your system and the unifying brand.

Keep in mind that adding the co-brand signature to your existing logo may not always work well such as on clothing applications, please see the appendix for such instances on co-branding.

**Logo and Signature Spacing**
The space between your co-op logo and the co-brand signature can be no less than the height of the “T” in “Touchstone.” See top example.

**Logo Sizing**
Co-brand signatures should always be legible. For print and digital applications, proper, proportionate scaling is necessary to ensure that the co-brand does not become illegible. See example to the left.
This page shows you other popular forms of member cooperative logos.

The Touchstone Energy co-brand signature is designed to work in tandem with your existing logo and establishes a close identification between your system and the unifying brand.

Keep in mind that adding the co-brand signature to your existing logo may not always work well.

In some cases a better design solution would be to separate the two elements visually, for example, using the signature at the bottom of your ad layout rather than next to your logo.
INCORRECT USES OF MEMBER COOPERATIVE LOGOS WITH CO-BRAND SIGNATURES

LOGO FORMAT

Incorrect Logo Uses
- Do not use colors outside the signature Touchstone Energy Cooperatives colors.
- Do not cut off logos.
- Do not use dropshadows, strokes, effects or filters.
- Do not improperly resize or distort.
- Do not place logos on backgrounds that do not offer contrast to the co-brand signature.
- Do not use the logo graphic as a standalone identifier.
- Do not re-align the tagline.
- Do not place logos that are not optically straight.
The tagline: “The power of human connections,” represents all members of Touchstone Energy Cooperatives: We are owners; we are all connected; we are all one.

The registration symbol “®” should be included in every use, and is especially important when the tagline is used alone. When using the tagline with the national brand signatures, the typeface should be Goudy Old Style Italic.

The minimum font size when using the tagline should be 8 pt. See example to the left.

The tagline should not be used in conjunction with co-brand signatures or with member cooperative logos.
WE’RE ON A MISSION TO BRING A STRONG LOCAL AND NATIONAL PRESENCE TO ELECTRIC COOPERATIVES.
Getting the color right is as important as any other factor in maintaining the uniformity of the brand. The preferred signature PMS colors are shown in the sample at the bottom.

Process CMYK color builds and PMS colors are acceptable for print applications.

RGB and hexadecimal color builds are appropriate for web and digital applications and should not be used for print applications.

Note: PMS colors tend to be a different shade on different monitors. Please know that this is the true signature color of Touchstone Energy Cooperatives and should not be tampered with.

<table>
<thead>
<tr>
<th>SIGNATURE COLORS</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRINT C M Y K</td>
</tr>
<tr>
<td>black 0 0 0 100</td>
</tr>
<tr>
<td>red 0 91 65 11</td>
</tr>
<tr>
<td>blue 100 56 0 18</td>
</tr>
<tr>
<td>orange 0 47 100 0</td>
</tr>
<tr>
<td>green 100 0 79 27</td>
</tr>
<tr>
<td>DIGITAL R G B</td>
</tr>
<tr>
<td>black 0 0 0 0</td>
</tr>
<tr>
<td>red 215 54 71</td>
</tr>
<tr>
<td>blue 0 90 156</td>
</tr>
<tr>
<td>orange 248 153 29</td>
</tr>
<tr>
<td>green 0 132 87</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>HEX (WEB)</th>
</tr>
</thead>
<tbody>
<tr>
<td>black 000000</td>
</tr>
<tr>
<td>red D73647</td>
</tr>
<tr>
<td>blue 005A9C</td>
</tr>
<tr>
<td>orange F8991D</td>
</tr>
<tr>
<td>green 008457</td>
</tr>
</tbody>
</table>

**BLACK** PMS 193 **PMS 294** PMS 144 **PMS 348**
1-COLOR APPLICATIONS

- Uses with all-white and all-black logos should be used.
- Unacceptable uses of 1-color applications include:
  - Using any other colors aside from white and black.
  - Using white on any part of the logo graphic.
  - Recoloring the logo graphic and logo text.
  - Reducing opacity.

4-COLOR APPLICATIONS

- Using the logo graphic on white, and on 80% opaque black. This is to ensure that the signature blue is not lost when used on a black background.
Logos Fonts

**Goudy**

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

*National & Co-brand Signature Typeface*

**Goudy Italic**

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

*Tagline Only Typeface*

Typography

The typeface chosen for the Touchstone Energy® Cooperatives logo and tagline is Goudy Old Style.

The only acceptable use of Goudy Old Style is on national and co-brand signatures, while Goudy Old Style Italic is used for the tagline text.
The two font families that Touchstone Energy Cooperatives use on a daily basis are Oswald and Modum. They are used in internal and external communications.

**Oswald Book**

```plaintext
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
```

**Oswald Light**

```plaintext
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
```

**Modum**

```plaintext
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
```

**Modum Italic**

```plaintext
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
```

**Modum Bold**

```plaintext
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
```
These typography rules are based on a letter-size document (8.5” x 11”). Please scale accordingly, depending on the size of the document.

Short-form body copy generally refers to text of less than 200 words on a page. Serif fonts, such as Modum, are generally used for long-form body copy because they increase readability (newspapers, magazines, newsletters, etc.).

**ADVERTISING AND COMMERCIAL FONT RULES**

**THIS IS A HEADER.**  
OSWALD BOOK, 35 PT

**AND THIS IS A SUBHEADER.**  
OSWALD LIGHT, 25 PT

**THIS IS A BODY SUBHEADER.**  
OSWALD BOOK, 11 PT

This is short form body copy.  
The mission of Touchstone Energy Cooperatives is to sustain and promote a unifying brand that delivers on the promise of electric cooperatives’ distinct advantage.

14 PT, LINESPACE

OSWALD LIGHT, 11 PT

This is long form body copy.  
The mission of Touchstone Energy Cooperatives is to sustain and promote a unifying brand that delivers on the promise of electric cooperatives’ distinct advantage: leveraging our unique relationships with member-owners to improve the quality of life in their communities.

11 PT, LINESPACE

MODUM, 9PT

This is short form body copy styling.  
The Extra is published for member benefit.  
This is a bolded phrase.

Online versions of the magazine can be downloaded and viewed at:  
www.thisisasamplewebsite.com  
OSWALD BOOK, 11PT

This is long form body copy styling.  
The Touchstone Energy Extra is a biannual magazine that is published for member benefit.  
This is a bolded phrase.

An online version of the magazine can be viewed at:  
www.thisisasamplewebsite.com

While print copies are available for request via email.  
MODUM BOLD, 9PT

MODUM ITALIC, 9PT
NOBODY ELSE DOES WHAT WE DO.
YOUR ELECTRICITY ISN’T SOMETHING WE TAKE LIGHTLY.

Before you switch on the lights, we’ve already put up the poles, connected miles of wire and flipped more than a few switches of our own. All to make sure your life is always “on.” Learn more about the power of your co-op membership at TogetherWeSave.com.

EVERYDAY SAVINGS

That’s the power of co-op membership

Savings on everyday items. Like up to 85% off prescription drugs at participating pharmacies nationwide.

FIND ALL THE WAYS TO SAVE AT CONNECTIONS.COOP

Touchstone Energy® Cooperatives provides customizable print ads featuring programs and services. Proper tagging is required for use of print ads. Pre-approved tagging areas are designated on every print ad.

Incorrect Tagging Examples

- Obscuring the image with logos, text, or graphics
- Not using pre-approved areas on all print advertisements
- Not tagging all pre-approved locations in ads with more than one location (Co-op Connections Card, Bucket Truck)
- Using a logo that is too large, too small or low-res.
- Improperly scaling the logo

For more information on print tagging, please visit: www.touchstoneenergy.com/brandbook/print
Some advertisements may have editable text regions relating to the cost of energy, delivery of energy, or other information that is specific to your co-op or region. The text that has been placed here is taken from national averages of Touchstone Energy Cooperatives. When appropriate, please replace such information (cost of energy/kWh, etc) with information that is specific to your cooperative or area.

For more information on print tagging, please visit: www.touchstoneenergy.com/brandbook/print
There are a number of large format advertising options available, from out of home (OOH) applications, convention and booth designs, banner ups and posters.

Incorrect Tagging Examples
- Never obscure the image with logos, text, or graphics.
- Do not place logos in areas that have not been pre-approved.
- Never use a logo that is too large, too small or low-res.
- Never use an improperly scaled logo.

For more information on large form printing, please visit: www.touchstoneenergy.com/brandbook/print
Correct Tagging Examples

- Never obscure the image with logos, text, or graphics.
- Do not place logos in areas that have not been pre-approved.
- Never use a logo that is too large, too small or low-res.
- Never use an improperly scaled logo.

For more information on large form printing, please visit:
www.touchstoneenergy.com/brandbook/print
Here are a few examples to consider when producing radio spot tags that include one or more co-ops.

**Single Cooperative Advertising**
For radio commercials where only one cooperative is being advertised.

**Multiple Cooperative Advertising**
For radio commercials where more than one cooperative is being advertised and the number of cooperatives takes more than three seconds to record, you can:

- Record more than one version of the radio commercial and rotate the schedule
- Identify the participating cooperatives as a group

For more information on radio, please visit: [www.touchstoneenergy.com/brandbook/radio](http://www.touchstoneenergy.com/brandbook/radio)

“We are (Co-op name). Your Touchstone Energy Cooperative.”

“Your Touchstone Energy Cooperatives.”

“(Co-op name) is proud to be your community’s Touchstone Energy Cooperative, committed to the power of human connections.”
VIDEO APPLICATIONS: VIDEO ADS / NATIONAL BRAND TAGGING

Proper video use and tagging is required when using Touchstone Energy ads and in creation of local ads. Videos should always be used in HD format if possible. For more information on different formats and video specs that we use, please visit:

www.vimeo.com/help/compression

National Brand Tagging Requirements
- Effects: Two acceptable effects, see left
- Tag Length: 3-second minimum
- Coloration: Should follow RGB color codes
- Link: Should link to a relevant website www.touchstoneenergy.com as default
- Voiceover: 3-second minimum, should fit within time logo is on screen

Logo graphics should not be manipulated in any way and should follow our 1- and 4-color application standards.

For more information on the “Touchstone Energy Effect,” please visit:

www.touchstoneenergy.com/brandbook/video

TOUCHSTONE ENERGY EFFECT

FADE TO BLACK
VIDEO APPLICATIONS: VIDEO ADS / CO-OP TAGGING

Co-brand Tagging Requirements
- Effects: Fade in / fade out
- Tag Length: 3-second minimum
- Coloration: Should follow RGB color codes
- Logo graphic: Proper co-brand signature is required
- Voiceover: 3-second minimum, should fit within time logo is on screen

Co-brand logo graphics should not be manipulated in any way and should follow our 1- and 4-color application standards.

For more information on co-op tagging please visit: www.touchstoneenergy.com/brandbook/video

FADE TO BLACK
PHOTOGRAPHY

PHOTOGRAPHY APPLICATIONS:

PHOTOGRAPHY Requirements

-Do not dramatically manipulate images, remove, add or alter objects.
-Do not over sharpen, filter or blur images.
-Do not run text over faces.
-Do not improperly crop the image causing distortion. The image must be cropped to scale if resized.
-Do not place the Touchstone Energy logo in an area that does not provide clear visual contrast.

For more information on brand photography, please visit: www.touchstoneenergy.com/brandbook/photo
WEB AND DIGITAL

The minimum size for the horizontal national brand logo is determined through pixel width when used on a website. Please scale accordingly when using variations of the national brand logo.

For more information on logo use online please visit: www.touchstoneenergy.com/brandbook/digitalguidelines

NATIONAL BRAND LOGOS ONLINE

HORIZONTAL, 225 PIXEL MINIMUM

STACKED, 180 PIXEL MINIMUM

CENTERED, 130 PIXEL MINIMUM
WEB AND DIGITAL

The Touchstone Energy Cooperatives logo and co-brand can be used in a number of ways in the digital domain. All general rules outlined earlier in this brand book should be followed when using the logo or co-brand on websites, in digital publications, or in digital or online advertisements.

In addition to the general spacing, color, and typography rules, please use the following guidelines when using the logo or co-brand online.

Digital Requirements
- Follow the 4-color and 1-color placement rules for logo.
- Do not stretch, distort, or cut off the logo.
- Use a high enough resolution so that the logo does not appear pixelated.

For more information on digital tagging please visit: www.touchstoneenergy.com/brandbook/digitalguidelines

Co-op Web Builder sites have their own built-in styles and guidelines.

For more information on Co-op Web Builder, please visit: www.touchstoneenergy.com/brandbook/cwb
For flash banners, the Touchstone Energy Cooperatives logo, or any co-branded logo, should appear for at least 2 seconds and should be sized appropriately for the layout of the banner (stacked, horizontal, etc).

For more information on flash banners please visit: www.touchstoneenergy.com/brandbook/flashbanners
Lands End® Clothing
Lands’ End is the preferred clothing partner for Touchstone Energy Cooperatives. The company has worked with our brand for many years and understands the amount of detail and work that goes into properly branding and co-branding apparel.

Lands’ End already has all approved logos, sizing, and co-branding guidelines implemented in the ordering system.

When ordering with other apparel manufacturers, please use the guidelines below, and also keep all other standard co-branding guidelines in the Brand Book unless otherwise noted.

For more information on apparel requirements please visit: www.touchstoneenergy.com/brandbook/apparel

CO-BRAND APPAREL: ACCEPTABLE TAGS AND LOCATIONS

2 INCH MINIMUM ON ALL SIDES
APPAREL

Apparel Requirements
- Never separate the graphic from the text in a co-branded logo.
- If the co-branded logo does not fit within a certain area, please place the co-brand in a different area instead of making it smaller (ex: polo shirt sleeve, back of shirt, opposite chest).
- Co-brand should never be smaller than 2 inches wide (including graphic).
- Co-brand can be in single color if matching the background fabric color or single color logo for the cooperative, when embroidered.
- For all appliqués, screen prints, or other non-embroidered branding on clothing, please follow logo guidelines.

For more information on apparel requirements please visit: www.touchstoneenergy.com/brandbook/apparel
WE RAISE THE BAR IN THE ELECTRIC COOPERATIVE NETWORK.
CONTACT US

For further information about Touchstone Energy Cooperatives and its brand standards, please contact us.

www.touchstoneenergy.com
tseinfo@nreca.coop
703.907.5500
703.907.5554 (Fax)

Touchstone Energy Cooperatives,
4301 Wilson Boulevard Arlington, VA 22203-1860

APPENDIX

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APPENDIX

Raster or Vector?

**Raster** images use colored pixels or individual building blocks to form a complete image. JPEGs, GIFs and PNGs are common raster image types. They are used for their low file size and respectable image quality on the web.

Since raster images are constructed using a fixed number of pixels, they cannot be dramatically resized without compromising image quality. When stretched to fit a space they weren’t designed to fill, their pixels become visibly grainy and the image distorts. This is what produces pixelated or low resolution images. It is important to properly size raster files at the dimensions needed to produce crisp image quality.

**Vector** images allow for more flexibility. Constructed using mathematical formulas rather than pixels, vector file types such as EPS, AI and PDF* are used for creating graphics that frequently require resizing, such as logos, typography and illustrations.

*A PDF is generally a vector file. However, depending how a PDF is originally created, it can be either a vector or a raster file. Whether you opt to flatten the layers of your file (in Photoshop) or choose to retain each one will determine the image type.

It is important to save a copy of master source files regardless of raster or vector. This allows for easy resizing for large or small applications without losing the source which can be saved and stored for further use.
<table>
<thead>
<tr>
<th><strong>VECTOR</strong></th>
<th><strong>RASTER</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>THIS IS VECTOR TEXT</td>
<td>THIS IS RASTER TEXT</td>
</tr>
</tbody>
</table>

### WEB / DIGITAL USES

**SOURCE FILES**
- RGB color model
- for logos / hard-edged graphics
- multi page documents

**OUTPUT FILES**
- RGB color model
- for most web / digital graphics / photography
- displayed on screen, 72dpi

### PRINT USES

**SOURCE FILES**
- CMYK color model
- to be sent to the printer as source or .pdf

**HI-RES FILES**
- CMYK color model
- to be printed at 300dpi
- print file type determined by project

### FILE TYPES

- .ai .eps .pdf .svg .indd .idml
- .jpg .gif .png .tif .psd .pdf
High or Low Resolution?

To determine whether your raster images are a suitable resolution for a specific application, you need to check their pixel density. Units of measurement such as dots per inch (DPI) or pixels per inch (PPI) refer to the number of pixels in one inch of the image. These measurements become important when you attempt to use raster images in specific places, such as on the web or in print publications.

The web, for instance, displays 72dpi (72 dots or pixels per inch) – a relatively low pixel density. Raster images with 72dpi look crisp on the web, but may not be suitable for print uses as they require a 300dpi minimum. Resizing low DPI images pulled from the web for print will not work well and will be pixelated.

Vector images can be printed for any size as long as the original source file is used to resize the image to the necessary print specifications and saved for that.

File Size / Efficiency

File sizes for web should be small to ensure fast loading time. Images generally should never be over 1 mb and saved at 72dpi. Print requires larger file sizes to produce high quality prints. The larger the print piece, the larger the file size will be. Hi-res images should be used and saved at 300dpi.
Aspect Ratio, Image Cropping / Resizing

Aspect ratio is simply a measurement of a photo’s width to height. It is important to note that different aspect ratios equate to different photo sizes.

Common print sizes in inches.

<table>
<thead>
<tr>
<th>Aspect Ratio</th>
<th>3·2</th>
<th>7·5</th>
<th>5·4</th>
<th>6·5</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>4x6</td>
<td>2.5x3.5</td>
<td>4x5</td>
<td>20x24</td>
</tr>
<tr>
<td></td>
<td>6x9</td>
<td>5x7</td>
<td>8x10</td>
<td></td>
</tr>
<tr>
<td></td>
<td>8X12</td>
<td>8x10</td>
<td>16X20</td>
<td></td>
</tr>
<tr>
<td></td>
<td>10X15</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>12X18</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>16X24</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>20X30</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>24X36</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Images should be cropped and scaled properly. By using the above chart, the proper aspect ratio can be determined and used. In Adobe Photoshop, one can enter an aspect ratio by selecting the crop tool (C - shortcut) and entering the ratio in the top left corner of the program. In all Adobe programs, proportionate scaling / resizing can be done by holding the shift key while resizing a selected image. Another method of image resizing can be done in Adobe Photoshop by going to Image - Image Size and entering a new size. To ensure proportionate scaling, the chainlink icon between the width and height must be clicked and linked.
APPENDIX

File extension types and best uses

.JPG
JPG (or JPEG) is a raster image used for photographs on the web. JPGs can be optimized while saving to create a low file size but crisp image quality. JPGs do not allow transparency and non rectangular designs will be saved with a white rectangular background.
Best use = rectangle or square photos and photographs.

.PNG
PNG is a raster image type. PNGs can also be optimized while saving and do allow transparency which makes them a popular choice for logos, and non-rectangular designs.
Best use = logos, icons and other images where a transparent background is preferred.

.GIF
GIF is a raster image type. A GIF is formed from up to 256 colors from the RGB colorspace. The less colors and shades contained in an image, the smaller the file size. GIFs are ideal for images with few colors and do allow transparency.
Best use = simple web graphics such as web buttons, charts and icons.

.TIF
TIF (or TIFF) is a large raster file. TIFs are used for high quality images and photographs and used for print purposes. Images for web should not be saved as TIFs.
Best use = images and photographs for high quality print.

.EPS
EPS is a vector file of a graphic, text or illustration. It is used mainly for its cross program compatibility between vector and raster programs. An EPS file can be reopened and edited.
Best use = master logo files and graphics and print designs.

.AI
AI is a vector file type that can only be created or edited with Adobe Illustrator. It is most commonly used for creating logos and illustrations.
Best use = creating logos, graphics, illustrations.

.PSD
PSD is a raster file type that can only be created or edited with Adobe Photoshop. It is most commonly used for photo retouching / editing and simple advertisements.
Best use = photo retouching / editing and simple advertisements.

.INDD
INDD file is a vector file that can only be created or edited with Adobe InDesign. It is most commonly used for multi-page layouts for booklets, magazines and brochures.
Best use = multi-page layouts for booklets, magazines and brochures.

.IDML
IDML is a file type saved in InDesign for compatibility for older versions of InDesign.
APPENDIX

File Sharing

Via Email
The most common mode of communication and file sharing in the workplace. Useful for files under 10 megabytes as most email systems will not allow anything over 10 megabytes due to the strain on their system. Zipping or compressing these files can reduce file size and improve email speeds.

Box.com
An online file sharing and personal cloud content management service for businesses. Useful for collaborating, uploading large files of various file types and archiving past projects.

Dropbox.com
Similar to Box.com, Dropbox.com is another online file sharing and personal cloud content management service geared towards individual storage and archiving.

FTP
FTP is an acronym for File Transfer Protocol and is used to transfer files across computers through third-party software clients, such as FileZilla, Fetch or WinSCP. In addition, there are web browser based FTP clients that require no installation of third party software such as WeTransfer.

Google Drive
Registered Google users all receive and have access to Google Drive which enables personal cloud storage, file sharing, storing and archiving projects.
APPENDIX

Editing vector files and saving “in outlines”

Vector files such as AI, EPS, INDD remain editable through Illustrator/InDesign. Images that contain text that are saved as a JPG, PNG or GIF are not editable without going into the original source file, PSD or AI.

Saving in “outlines” is used to lock text. The program, AI or INDD, creates a vector outline of the text box, which in turn deletes the font associated with that textbox. This is useful when the file is sent to another place or to a printer where the recipient does not have that font. Note that once outlines are created, the text becomes uneditable without recreating another text box and text.

To create outlines in Illustrator, right click on a text box and select “Create Outlines”. In InDesign, you would select a text box and go to Type and select “Create Outlines”.

Typography and Fonts

To obtain the Oswald and Modum fonts, please contact the Touchstone Energy national team for further direction and instruction. Installation of new fonts is simple—double click on the file and click install.

These fonts possess different weights. The ones used by Touchstone Energy are detailed in the typography section of this brand book.
Our Voice
“Touchstone Energy Cooperatives” must be used when using the Touchstone Energy name in its first instance. “Touchstone Energy” may be used in subsequent instances. Touchstone Energy should never be referred as “Touchstone.” In addition the acronyms TSE, TEC, TE should not be used with members.

With “the power of human connections” as our tagline, we strive for a national voice that is warm and inclusive - less corporate and more cooperative in tone.

Non-standard co-branded applications and uses
A Touchstone Energy Cooperative or Your Touchstone Energy Cooperative

Note on use of “Partner”:
We recognize that a few of our Touchstone Energy members are not identified as cooperatives, so that this co-branding can create confusion. In those circumstances, the use of “A Touchstone Energy Partner” or “Your Touchstone Energy Partner” is allowed.

We also recognize that some cooperatives use the “Partner” designation throughout their co-branding. For consistency in the co-brand across our membership, we would strongly recommend that cooperatives begin to move their branded materials to the approved language, but we understand that this can be a costly process and will work with you to find alternative solutions.
APPENDIX

Co-op Web Builder
For more information and questions about Co-op Web Builder, please contact the Touchstone Energy national staff.

Other Applications
Questions regarding other applications should be brought to the Touchstone Energy national staff as these applications exist on a specific case by case basis. These applications include:

- Stationery and business cards
- Vehicle and truck wraps
- Touchstone Energy Balloon Program
- Alternative application printing
- Costumes, mascots
WE LOOK OUT FOR OUR MEMBERS.
INTEGRITY INNOVATION ACCOUNTABILITY COMMITMENT TO COMMUNITY