



BRAND GUIDE

Spring 2016

Oceti Sakowin Power Authority

INTRODUCTION

The Oceti Sakowin Power Authority (OSPA) is an unprecedented partnership resulting in the development of one of the largest utility-grade wind energy installations in the United States.

Our brand is a system and language that include the name, logos, marks and other elements. These materials are designed to work together and provide consistency throughout our communications.

Brand materials and character are created to express what OSPA is all about.

GOING BIG

With our gigawatt-plus of renewable energy development, massive collective land area, and large economic impact, we're going big on all counts.

PROGRESS

We aim to restore balance, heal and build better lives for our children and future generations.

ALLIED

We are an unprecedented partnership, empowering our communities and strengthening our individual and collective abilities by combining great resources.

INDIGENOUS

For the environment, honoring our ancestors and Mother Earth. Mitakuye Oyasin. We are all related.

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USE

INTRODUCING

All documents and websites must refer to the company by the full name, “Oceti Sakowin Power Authority” at first use. After that, references to the company may be shortened to “Oceti Sakowin Power” and the abbreviation “OSPA” may be used as long as it is already defined (Example on page 2).

- Use “Oceti Sakowin Power Authority” at first, then “Oceti Sakowin Power” and “OSPA”
- Avoid names and abbreviations that may cause confusion

PERMISSIONS

Keep statements about Oceti Sakowin Power and your relationship factual. Do not use the OSPA brand to imply endorsement, partnership or sponsorship. OSPA does not require a Permissions Request if you follow the Brand Guide and are not using our brand in press releases, broadcast or film.

- Do not combine our name or brand marks with other names, marks or generic terms
- Use our name, brand and marks truthfully and in a good way
- Submit a Permissions Request before using our brand in press releases, broadcast or film

LOGO & MARKS

The Oceti Sakowin Power Authority has a family of marks available for use. The roundel logo or combination mark work best for most cases. Icon is designed for social profile and app icon use only.



Roundel



**OCETI SAKOWIN
POWER AUTHORITY**

Combination



Icon

SIZE & SPACE

MINIMUM SIZE

There are no set sizes, however, the chosen proportions and mark should be determined based on function, available space and visibility.

Digital: 300px width
Print: 3 inch width



**OCETI SAKOWIN
POWER AUTHORITY**

Digital: 120px height
Print: 1.2 inch height



Digital: 60px height
Print: 0.6 inch height



CLEAR SPACE

Always surround the marks with a minimum area of space 1/4th the diameter of circle around all 4 bounded sides of the mark.

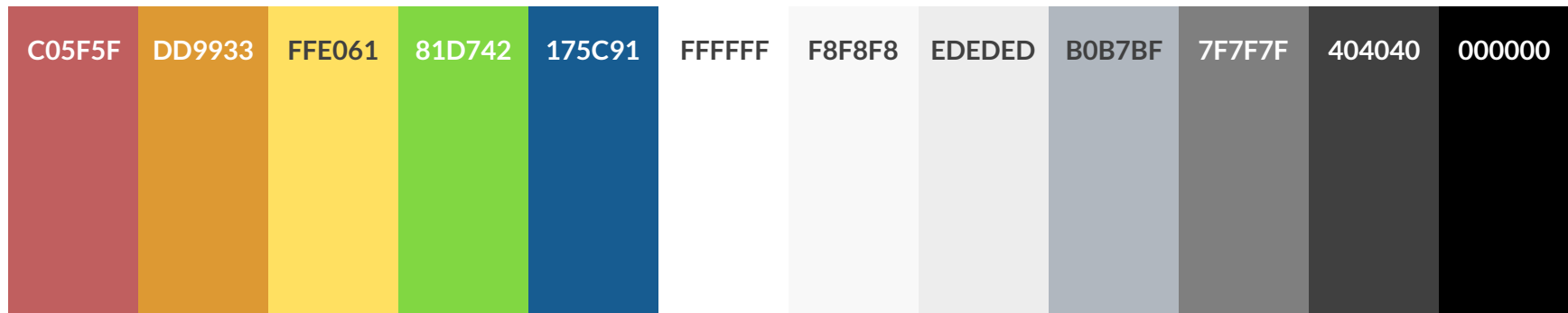


COLOR PALETTE

PRIMARY COLORS



SECONDARY COLORS AND SHADES



VARIATIONS

The preferred way to use our marks are in full color on solid and light backgrounds. If marks are used on other backgrounds or if mediums are constrained, consider these one-color options.

ON DARK



ON LIGHT



TYPOGRAPHY

FONT FAMILIES

OSPA uses either the Lato¹ font or Open Sans² as the first choice in marketing and communications. If these are unavailable for communications, Helvetica or Calibri are acceptable.

RULES

Body copy is set to normal weight with a minimum 1.2 line spacing. Headings are all uppercase. Avoid using italics in documents and underlines are optional for links only.

ICONS

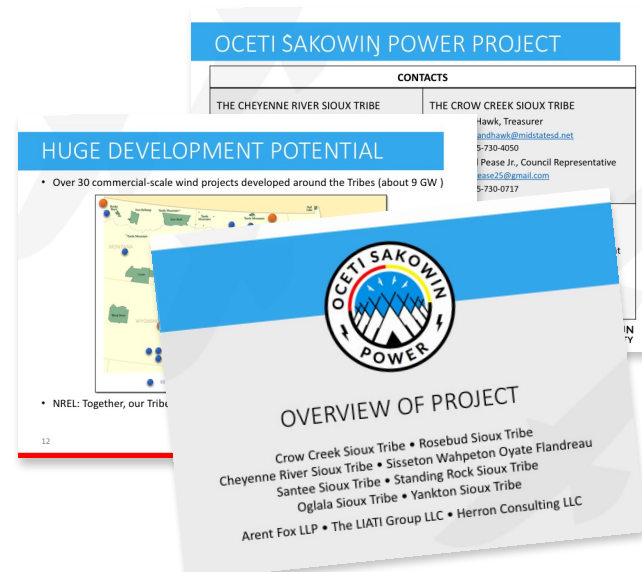
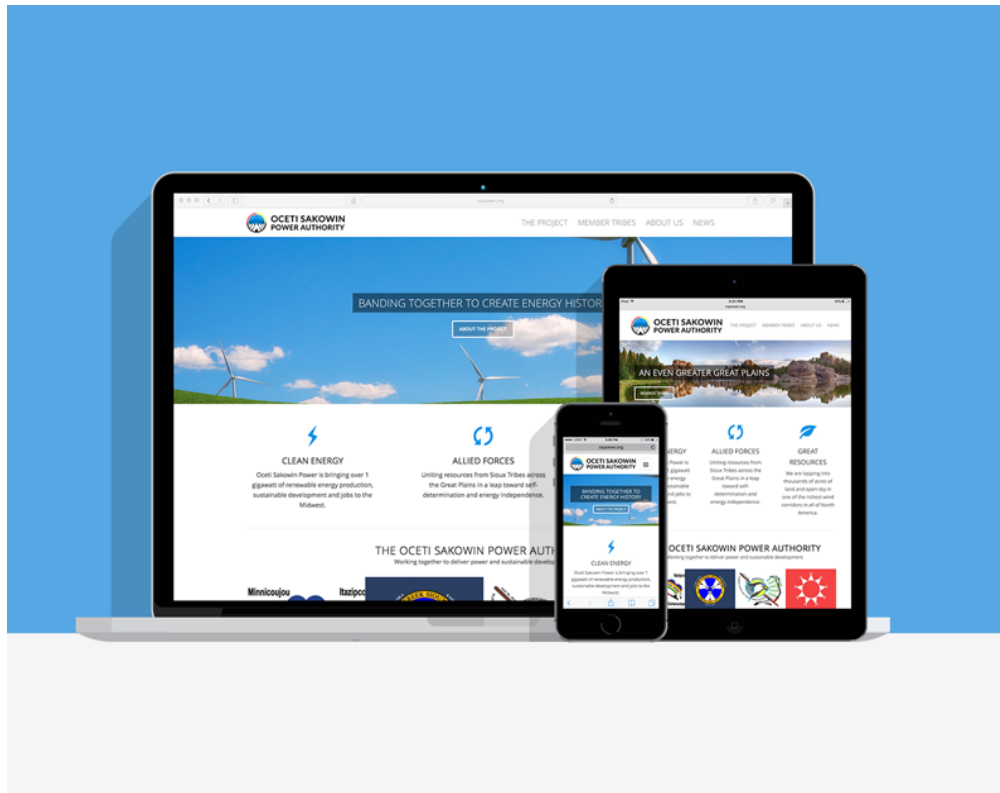
OSPA utilizes the Entypo³ icon set on our website and in communications.

¹ <http://www.latofonts.com/lato-free-fonts/>

² <https://www.google.com/fonts/specimen/Open+Sans>

³ <http://www.entypo.com/>

EXAMPLES



LEGAL

Requirements and restrictions are placed on the use of our brand, marks, illustrations and images which are held under copyright and may only be used as provided in these guidelines. All necessary licensing and permissions must be acquired from the Oceti Sakowin Power Authority. We may revoke permission to use our brand at any time.

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