



BRAND GUIDELINES



DOWNLOAD ASSETS

JANUARY 24TH, 2023

WE MAKE LIFE
BETTER



**OHIO
NATURAL
ENERGY**
INSTITUTE

Our Mission

We deliver the truth about the essential energy that makes life better.

Our Message We Make Life Better

Now more than ever, Ohio families need accurate and trustworthy information about the essential energy that impacts every aspect of their daily lives, especially when it comes to natural gas and oil. The Ohio Natural Energy Institute is dedicated to educating people about the indispensable industry that makes life better for every Ohioan.

Focus on The Impact

Every aspect of our daily life is made better because of natural gas and oil. Lives have been saved, changed, and made better because of the work we do. We tell those stories.

Essential Energy

There are thousands of products and innovations that would not exist without natural gas and oil. Our industry is essential to maintaining life as we know it in Ohio and around the world.

We Make Life Better

Everything we do and say points back to this simple, but indisputable message.

Core Values

We tell the truth, no matter what.

We back our industry and correct false narratives.

We protect our integrity and the integrity of our industry.

We care about making life better for those around us.

We aren't political. We deliver facts, not opinions.

Focus on the impact. Tell stories, one at a time. Be bold.

FACEBOOK



INSTAGRAM



TWITTER



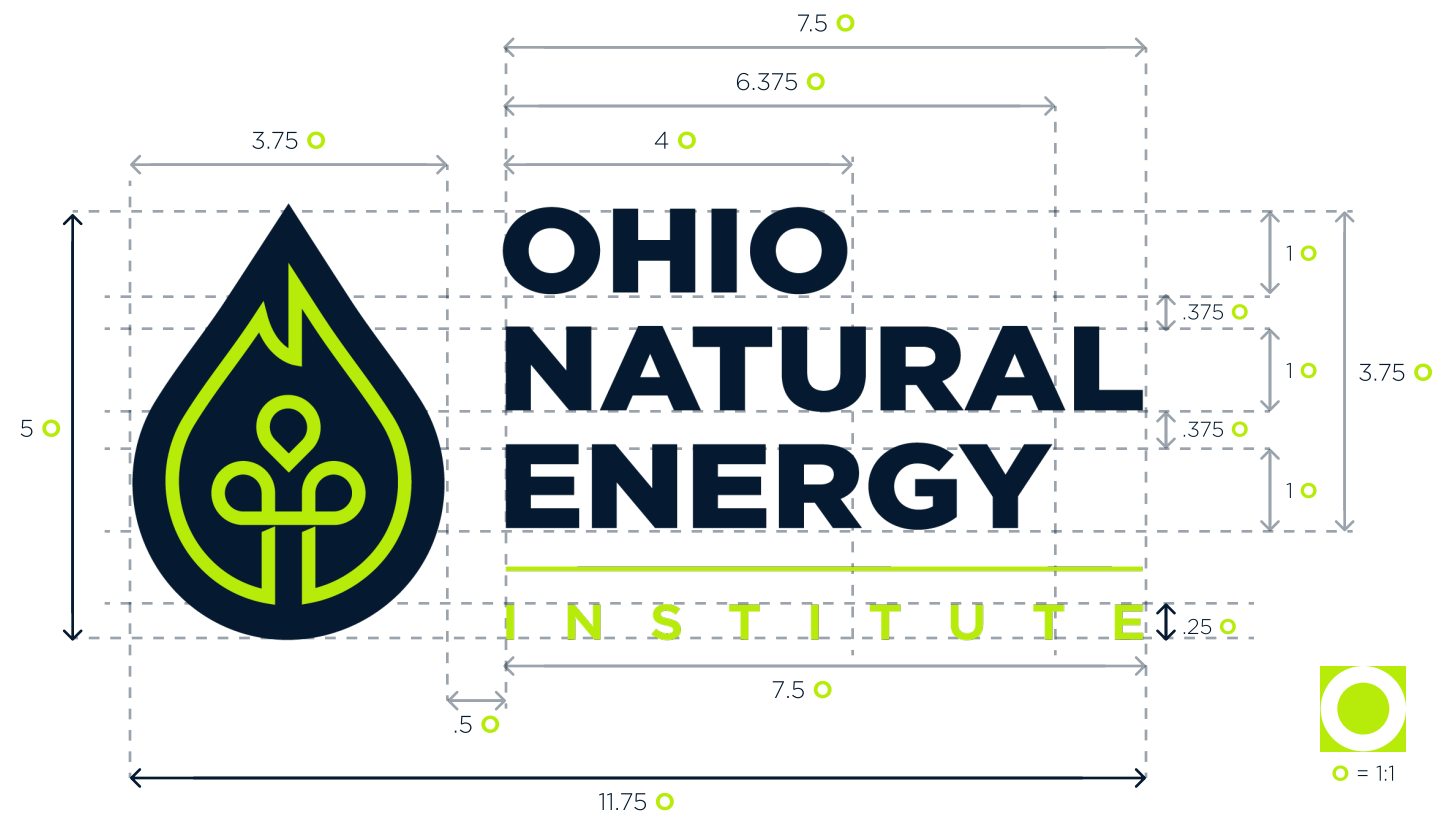
We Make Life Better.

LOGO EXPLANATION

The Ohio Natural Energy logo comprises of:

- The visual, comprised of an oil drop, a flame, and lightbulb filament
- The name 'Ohio Natural Energy'
- The name type 'Institute'

The Ohio Natural Energy logo unit comprising the element 'mark', the name 'Ohio Natural Energy' and the Name Type 'Institute' must be used in its entirety without alteration (as represented on this page) Do not alter or interchange the position of the logo unit. There are limited circumstances where an exception for omission of the tagline from the unit may be necessary such as from external building signages.



ALL FOUR SIDES AROUND THE IDENTITY CLUSTER INDICATED ABOVE (HEIGHT / WIDTH EQUAL TO 0.5 A) SHOULD BE LEFT BLANK

PRIMARY LOGO ON WHITE



**OHIO
NATURAL
ENERGY**

I N S T I T U T E

PRIMARY LOGO ON BLUE



**OHIO
NATURAL
ENERGY**

I N S T I T U T E

Visual Identity

For visual identity on color backgrounds, please follow these instructions:

On lighter backgrounds (like lime green), use the Ohio Natural Energy identity cluster where the name is in dark blue. On darker backgrounds (like blue), use the Ohio Natural Energy identity cluster in reverse. Preferably stick to white or dark backgrounds. Use accent colors (lime) only when it's absolutely essential.



ICONS



ROUNDED PROFLIE PICTURE



SQAURE PROFLIE PICTURE



HORIZONTAL LOGO

ICONS



HEX: 051A30

PANTONE: 532 C | RGB: 5, 26, 48 | CMYK: 94, 81, 51, 64

HEX: B7ECO A

PANTONE: 375 C | RGB: 183, 236, 10 | CMYK: 33, 0, 100, 0

HEX: FFFOC7

PANTONE: 7499 C | RGB: 255, 240, 199 | CMYK: 0, 4, 24, 0

HEX: FFFFFFFF

PANTONE: 11-0601 TCX Bright White | RGB: 255, 255, 255 | CMYK: 0, 0, 0, 0

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&*()

USED FOR HEADLINES AND TITLES AS NECESSARY

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&*()

USED FOR CONTENT

Boilerplate Language

The Ohio Natural Energy Institute is an organization of professionals who educate people about the essential energy that makes life better, specifically focusing on natural gas and oil production. In the community and in classrooms, we provide trusted, factual information through teacher workshops, first responder training, guest speaker programs, public awareness campaigns, career and workforce development, and more. For additional information, visit us at ohionaturalenergy.org, like us on Facebook, and follow us on Twitter, Instagram and LinkedIn.



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