



Touchstone Energy®
Cooperatives

The power of human connections®

BRAND STYLE GUIDE



November - 2025

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Being a Touchstone Energy® Cooperative member gives your co-op the option and opportunity to use our nationally recognized name, signatures and tagline under the membership licensing agreement. Aligning with the Touchstone Energy brand reinforces the strength of belonging to a cooperative network that operates with the highest levels of service excellence and values in the market.

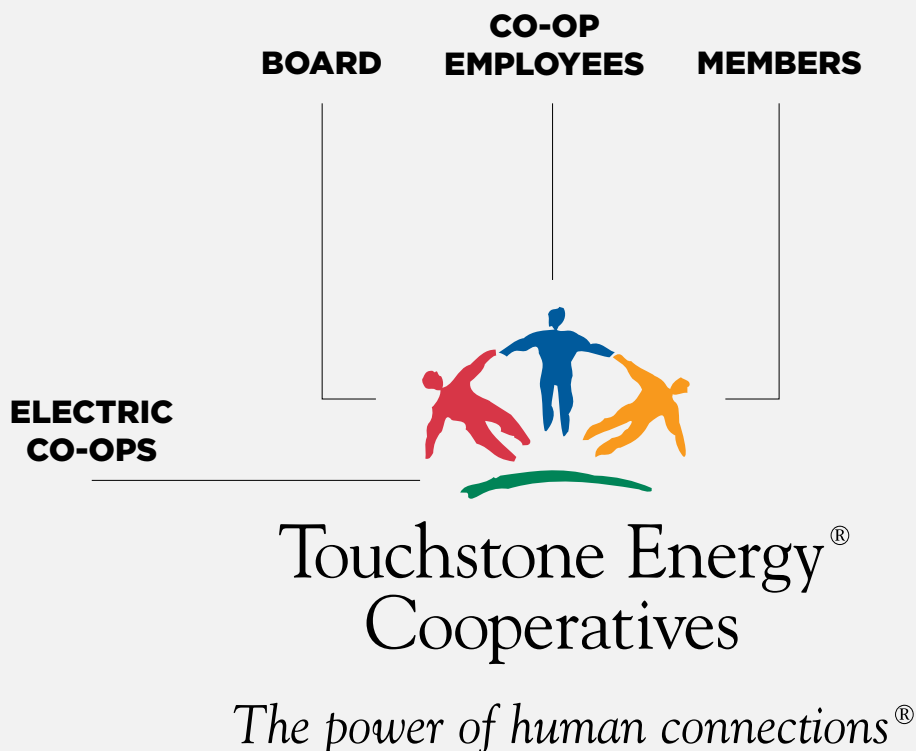
To take full advantage of that unified brand identity, we need to maintain uniformity in the use of the Touchstone Energy® Cooperatives trademarks. This style guide provides those recommendations on use.

THE TOUCHSTONE ENERGY® BRAND

Touchstone Energy is a national network of electric cooperatives across 46 states providing research, communications resources, and employee training programs that help its member cooperatives better engage and serve their members.

Through access to targeted programs and a unifying, national brand, Touchstone Energy cooperatives stand out as a trusted source of power and information to their 30 million member-owners every day.

This is what makes us who we are: the Touchstone Energy® logo represents a partnership between electric cooperatives and their board of directors, co-op employees and member owners.



LOGO FORMATS

Here are the various formats of Touchstone Energy® national and co-brand logos.

Note: The Touchstone Energy logo image and text (Touchstone Energy® Cooperatives) must not be separated. It is one visual unit and should always be together for both national and co-brand formats.

NATIONAL

National logo formats without taglines are also available.



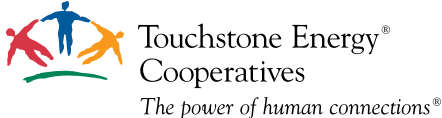
CENTERED

[Click Here to Download](#)
Cooperative.com



HORIZONTAL

[Click Here to Download](#)
Cooperative.com



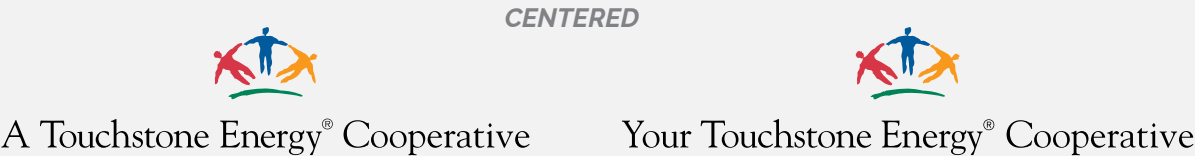
STACKED

[Click Here to Download](#)
Cooperative.com

CO-BRAND

Co-brand logos are used to identify a cooperative as a Touchstone Energy member. This recognition provides awareness of being part of the larger cooperative network and builds on the established equity and benefits the brand provides.

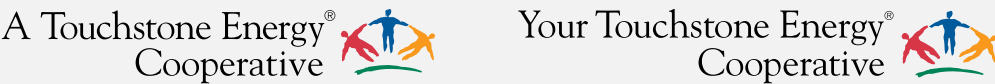
For use cases and how to co-brand, please see the Integrated & Endorser branding section.



HORIZONTAL



STACKED



[Click Here to Download](#)
Cooperative.com

OTHER LOGOS

OTHER LOGOS

If you have questions about these logos, please contact the Touchstone Energy® national staff.



BY STATE



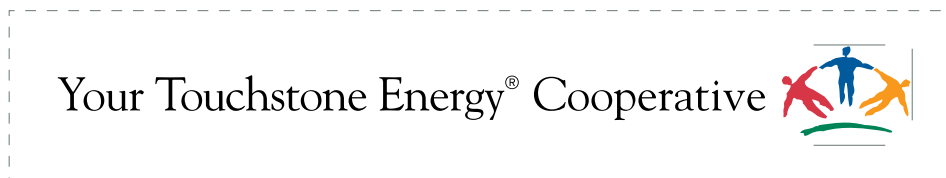
**TOUCHSTONE ENERGY
ASSOCIATE MEMBERS**

SIZING



All text of the logo including the tagline should be legible.
If not, the logo needs to be larger.

SPACING



Ensure that there is enough negative space around the logo.

LOGO USE CASES

COLOR VARIATION



A Touchstone Energy® Cooperative



A Touchstone Energy® Cooperative



Ensure proper contrast is made when placing black or white logos on backgrounds.

TAGLINE



Please ensure that the tagline is legible in all use cases. If you need to scale the logo down, it is advised to use the iteration without the tagline.

The tagline should not be used in conjunction with co-brand logos or with member cooperative logos or standalone.

INCORRECT USE EXAMPLES



COLORS

Touchstone Energy's brand colors.
Please adhere to the proper codes for the appropriate medium.

Digital formats: RGB / HEX

Print formats: CMYK

PRIMARY BRAND COLORS

RED	BLUE	ORANGE	GREEN
CMYK 0 91 65 11	CMYK 100 56 0 18	CMYK 0 47 100 0	CMYK 100 0 79 27
RGB 215 54 71	RGB 0 90 156	RGB 248 153 29	RGB 0 132 87
HEX D73647	HEX 005A9C	HEX F8991D	HEX 008457
PMS 193	PMS 294	PMS 144	PMS 348

Secondary brand colors are used to complement the Touchstone Energy® brand colors, such as accent tones or tones to provide visual contrast.

SECONDARY BRAND COLORS

BLACK	WHITE	ALT. BLUE	DARK TURQUOISE
CMYK 0 0 0 100	CMYK 0 0 0 0	CMYK 93 58 15 1	CMYK 95 71 54 58
RGB 0 0 0	RGB 255, 255, 255	RGB 0 104 159	RGB 4 42 56
HEX 000000	HEX FFFFFF	HEX 00689f	HEX 042A38
PMS Process Black C	PMS N/A	PMS 641 C	PMS 303 C

INTEGRATED AND ENDORSER CO-BRANDING

Integrated Brand

In this version, the cooperative logo is combined with the Touchstone Energy® co-brand logo into a single visual unit. The co-brand is generally placed right under or to side of the co-op's logo.

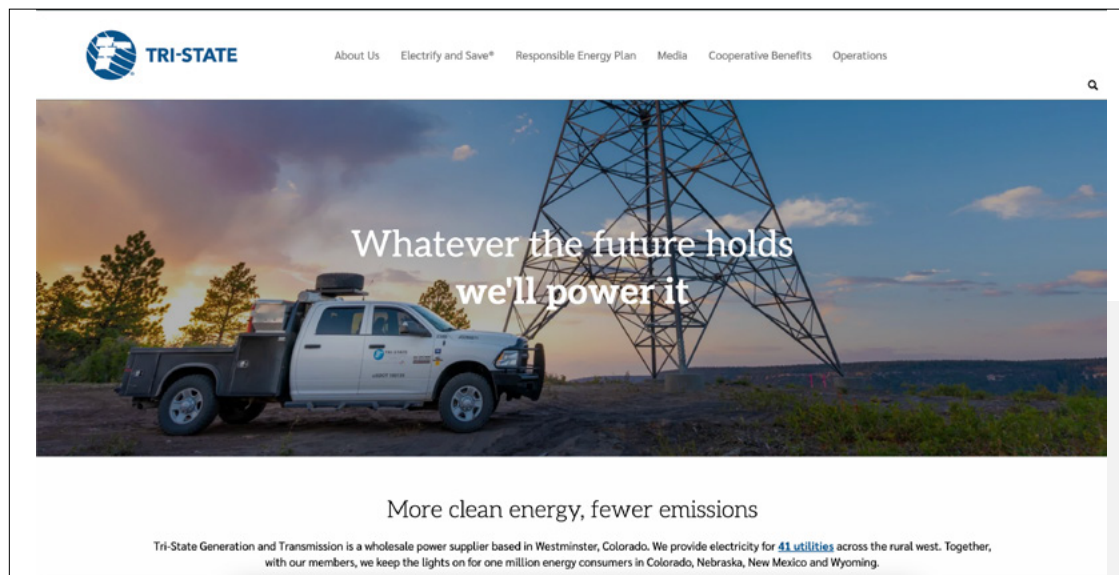


Endorser Brand

In this version, both the cooperative logo and the Touchstone Energy® co-brand logo appear separately and are not a single logo unit. The co-brand can be placed elsewhere.

Example: Co-brand logo is placed on footer of co-op home page.

Example: Co-brand logo is on side of cap.

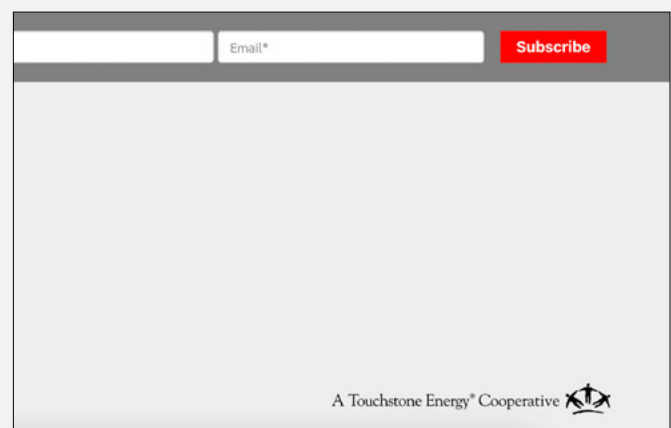


HOME PAGE
CO-OP LOGO

CO-BRAND ON
FOOTER OF HOME PAGE

Recommendation:

Co-branding is recommended when there is availability to do so. The Touchstone Energy® co-brand logo and cooperative logo should either appear as integrated (one logo unit) or as endorser (separately).



APPAREL

Recommendations:

Please consult your local printer or producer on best available options. Please ensure that Touchstone Energy® co-brand logo is legible and readable on all apparel use cases.

In general, black, white, dark blue colors provide a great amount of contrast on apparel applications and should be used if possible. Apparel applications can be more complicated and we understand the need for flexibility in certain situations.

If you have a specific question, please contact the Touchstone Energy® staff for support. See right for options on co-branding locations.

NOTE: Tone-on-tone options are allowed in apparel applications, please ensure there is visual contrast in the tones or materials used.



Lands' End is the preferred clothing partner for Touchstone Energy® Cooperatives.

Lands' End is equipped with all approved Touchstone Energy co-brand logos, sizing, and co-branding guidelines implemented in it's the ordering system to ensure that your co-op is always on brand.

COOPERATIVE GUIDELINES FOR TOUCHSTONE ENERGY BRAND INTEGRATION

For cooperative members looking to integrate the Touchstone Energy® brand across various platforms and formats such as videos, radio, and billboards, there are specific procedures to ensure proper co-branding. This segment highlights the key points to remember when co-branding.

VIDEO

Integrating the Touchstone Energy® brand into video and digital formats requires following specific guidelines. As a national brand, we strongly recommend not altering the logo in any way. Here are the key points on how to properly tag a video.

CO-BRAND TAGGING

- Tag Length: Should be on the screen long enough for viewer to read. Ensure the logo is displayed for at least 5 seconds.
- Color: Should follow RGB color codes ([Page 7](#))
- Logo graphic: Proper co-brand signature is required



Please contact the Touchstone Energy® staff for more information on video content alteration.

PRINT ADS AND TAGGING

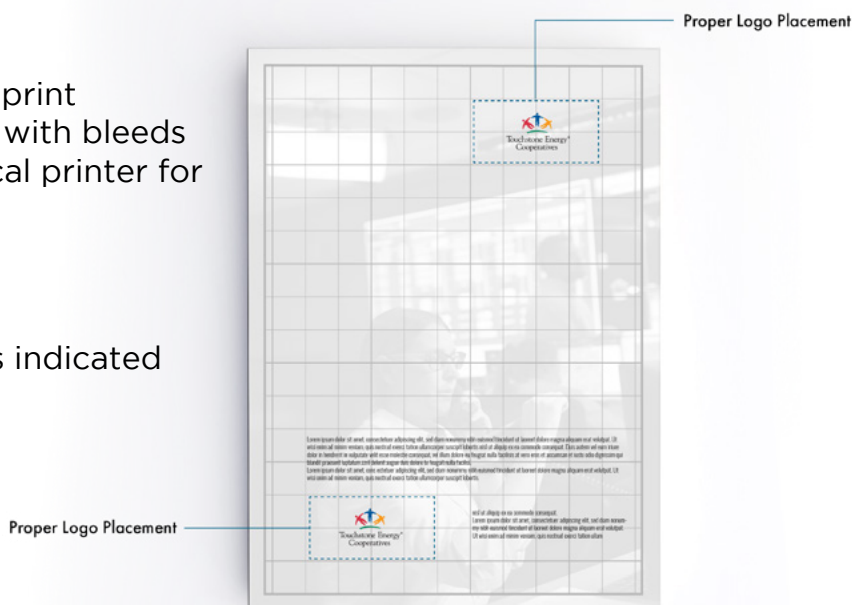
Touchstone Energy® cooperative provides customizable print ads on several advertising themes. In most cases, tagging areas are designated on every print ad to ensure readability for the viewer. In ads that do not have a specified tagging area, it is good practice to anchor your logo in a corner that provides the greatest color contrast and readability.

Notes:

It's important to print with bleeds for print materials, most design files will come with bleeds laid out, if not please contact your local printer for more information and assistance.

TAGGING RECOMMENDATIONS:

- Use the designated tagging areas indicated
- Properly scale logo to fit space
- Use a high-resolution logo
- Anchor logo to a corner



RADIO ADS AND TAGGING

Touchstone Energy produced radio can not be altered except for local tagging. Please refer to our tagging section for information. ([Page 12](#))

Please contact the Touchstone Energy® staff for more information on radio tagging.

LARGE FORMAT: BILLBOARD AND BOOTHS

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.
- Never use a logo that is too large, too small or low-res.
- Never use an improperly scaled logo.

Please contact your local printer for more information and details on on large format advertising.

TAGGING VIDEO, RADIO AND PRINT

Touchstone Energy® creates and provides high quality advertising and creative assets that can be tagged with a co-op's logo, custom voiceover and additional options.

Review customization options and pricing [View PDF Here](#)

Video explainer of campaign customization option [Watch Video](#)

Video explained of animation customization [Watch Video](#)

Please contact Rafael Fernandez | rafael.fernandez@nreca.coop



The Power of Customization

Make Every Touchstone Energy® Ad Your Co-op's Ad

Why Customize?

Because, quite simply, high-quality video ads hold attention longer and deliver better returns. Recent high-quality Touchstone Energy® ad campaigns achieved completion rates of 77%–99%, far higher than the industry average of 60% (Source: YouTube/Google + Ekimetrics study). Member-owners watch longer, making these ads more effective and memorable, yielding greater results.

Your co-op's name and logo become front and center in the eyes of your member-owners, appearing on helmets, trucks, signs - even shirts. The Touchstone Energy® name still appears, but in a supporting role as the brand name that stands behind your co-op. Each ad truly becomes your co-op's ad, and the cost to customize each one has never been more affordable. You get national-quality production that's professional, persuasive, and built to strengthen loyalty and trust.

Every campaign includes video, radio, and social ads - plus, complimentary print and display ads. Customize each asset to create an omni-channel campaign, or you can buy individual ads. [Click Here](#) to see how it works.

Customization Details

Video

Video Ads - Complete Customization

- Co-op logo is added to select scenes.
- Co-op name is added to the voice-over throughout.
- Co-op logo and name appear in the end tag.
- Co-op logo and URL are displayed throughout the ad.

Available for:
All Video Ads except What Lies Ahead, Powerful, and We Never Stop.

Video Ads - Custom Tagging Only

- Co-op name is added to the voice-over during the end tag.
- Co-op logo appears during the end tag.

Available for:
All Video Ads.

Social

Social Ads - Complete Customization

- Co-op logo is added to select scenes.
- Co-op name is added to the on-screen text.
- Co-op logo appears in the end tag.

Available for:
All Social Ads except What Lies Ahead, Powerful, and We Never Stop.

Social Ads - Custom Tagging Only

- Co-op logo appears during the end tag.

Available for:
All Social Ads.

Radio

Radio Ads - Complete Customization

- Co-op name is added to the voice-over throughout the ad.
- Co-op name is added to the end tag.

Available for:
All Radio Ads.

Radio Ads - Custom Tagging Only

- Co-op name is added to the voice-over during the end tag.

Available for:
All Radio Ads.

FEE-FOR-SERVICE CREATIVE

Touchstone Energy® offers fee for service creative and design work.

Please see below for rates and work offered.

Tagging Animations

\$75 co-op branded logo for each animation

\$100 To add a voiceover (VO) for the co-op name at the beginning of the Downed Power Line animation or any other animation with VO, additional fees apply. Basic tagging incurs a small fee, while more extensive requests will be charged at an hourly rate.

\$500 to add localization to truck in Power Restoration

[View Animation Portfolio](#)

Full Co-op Branding Package

Brand identity / standards

- Vector Logo – various versions, all black, white, transparent, vertical, horizontal, square
- PDF Brand Standards Document

Ad / Brand Templates

- Standard ad template which could be adjusted for size (1 page, 1 half page templates)
- Standard social media templates (5 templates, designed for Facebook, Instagram, X)
- Truck wrap design template
- Email marketing templates (3 templates)
- PowerPoint template
- Letterhead and envelope template
- Business card template

Video / Animation

- Animated logo for video

For Co-op Branding Package - Contact Us

Logo Design

What you get: Revised or brand new vector logo of current co-op logo – various versions, all black, white, transparent, vertical, horizontal, square, etc. | a one page sheet listing the new colors, fonts and basic logo rules.

For Logo Design Pricing - Contact Us

CONTACT

QUESTIONS?

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Touchstone Energy[®]
Cooperatives

The power of human connections[®]