

## OG&E Brand Logos and Guidelines

The OG&E brand is a well-known entity within the utility industry. Its representation is carefully managed so that the assigned attributes instill customer trust and confidence in the company's offerings based on their perception of the company's image. It reflects our vision, mission, values, and beliefs. The brand, image and graphic standards are in place to:

1. Protect and manage the image of the company.
2. Ensure consistency and align company identity with values and beliefs.
3. Help us be one voice with clear imagery and expression.

### Logo Guidelines:

1. If mentioning us in a line of text, please reference our company as "OG&E" unless otherwise stated. **When you have artwork using our logo completed, please send it to [Brand@oge.com](mailto:Brand@oge.com) for approval prior to printing or distribution.**
2. Please allow background space around our logo equal to one-half the height of the logo, see picture example below.



3. If our logo goes on a dark background (black, navy blue, green, red, etc.), please use the white OG&E logo. If our logo goes on a vibrant color (yellow, green, purple, etc.), please use the black OG&E logo. If our logo is going on a white or light background, please use the OG&E Red logo.

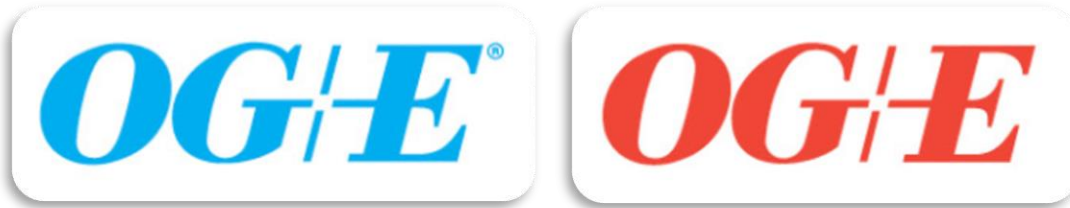


### What Not to Do:

1. Do not unproportionally stretch and skew our logo or crowd the background space.



2. Do not alter the colors or remove the registration mark.



3. Do not use our logo in any color on top of a busy background or images.



The Brand team should be contacted if there are any questions about these standards or for inquiries regarding the application of these standards. **Any items that feature the company logo(s) and/or name(s) must be approved through the Brand Team – [Brand@oge.com](mailto:Brand@oge.com).**

Variations of OG&E's Brand logos can be [downloaded here](#) in the following formats:

- OG&E Brand Logo 4c CMYK.eps
- OG&E Brand Logo 4c Transparent.png
- OG&E Brand Logo White.svg
- OG&E Brand Logo White Reverse.png
- OG&E Brand Logo Black.eps
- OG&E Brand Logo Black Transparency.png

Thank you,  
OG&E Brand Team

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**\*Please seek artwork approval from the Brand Team *before* printing or distribution\***