

WEL 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 and representation; a reflection of 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. **When you have artwork using our logo completed, please send it to 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 reverse/white OG&E logo. If our logo is going on a white or light background, please use the PMS 179 OGE Red logo version.



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 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.** If mentioning us in a line of text, please reference our company as “OG&E,” unless otherwise stated.

Variations of OG&E’s WEL logo can be downloaded [HERE](#) in the following formats:

- OG&E We Energize Life CMYK.eps
- OG&E We Energize Life RGB.png
- OG&E We Energize Life Reverse CMYK.eps
- OG&E We Energize Life Reverse RGB.png

Thank you,
OG&E Brand Team

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