



OEL OELSALES.COM | 800.818.2244

BRAND GUIDELINES



DEFINING OUR BRAND

WHO WE ARE

OEL is a true American family business. OEL Worldwide is a large manufacturing company of Arc Flash Safety apparel. The second generation of the Dyer family is leading a legacy of pushing new industry standards, providing unsurpassed customer service, and redefining what American Manufacturing truly means.

OUR MISSION

*To Serve and Protect
the Safety of the
Electrical Worker*

BRAND VALUES

To always manufacture and develop the highest quality safety products, ensure the most efficient delivery, and provide uncompromised customer service.



BRAND VOICE AND TONE

BRAND VOICE

Our brand voice is our style of communication and the way we connect with our customers. It's the personality we portray in our marketing.

Bold
Authentic
Approachable

TONE

While brand voice is what we say and remains pretty consistent, tone is how we express our personality. It will vary slightly depending on the situation.

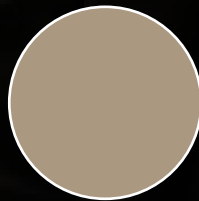
When OEL talks to customers, we may be more confident, and as expert in our field. We remain informative, yet friendly.

When we speak on social media or ads, we are more 'tongue and cheek', ironic and humorous/playful.



OEL COLOR PALETTE

The OEL brand palette should be used for all brand design work across all platforms including marketing campaigns, publications, websites, banner ads and social media.



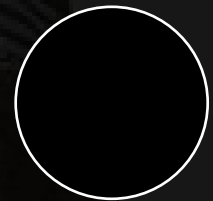
OEL BEIGE

PANTONE 7530C

HEX #9b896f

RGB 155 | 137 | 111

CMYK 0 | 12 | 28 | 39



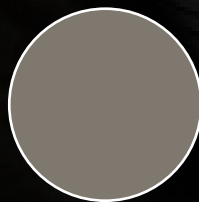
OEL BLACK

PANTONE Black

HEX #000000

RGB 0 | 0 | 0

CMYK 0 | 0 | 0 | 100



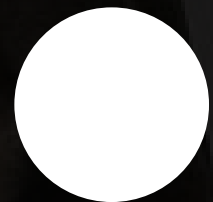
OEL GREY

PANTONE 405C

HEX #635d54

RGB 99 | 93 | 84

CMYK 0 | 6 | 15 | 61



OEL WHITE

HEX #ffffff

RGB 255 | 255 | 255

CMYK 0 | 0 | 0 | 0



OEL LOGOS

The logos on the following pages represent the OEL brand and are to be used whenever a brand mark is needed.



PRIMARY LOGO

The OEL circle logo is the preferred logo choice whenever possible.



SECONDARY LOGO

For use when a more horizontal layout is needed or the logo needs to get very small. This mark may also be used on apparel.





AMERICAN MADE EMBLEM

This is an additional mark used to convey the high quality American made products that OEL produces. It may only be used by itself when placed on clothing. For example, the Primary OEL logo might be used on the breast of a jacket, while the American Made Emblem is placed on the sleeve.

In all other instances, it must be used in conjunction with the Primary OEL Circle logo (and never be used as a stand alone mark).



OEL CIRCLE/AMERICAN MADE EMBLEM LOCKUP

Always use the emblem lockups provided to ensure the proportions of the two together are always consistent.

A horizontal and vertical version are provided.



LOGO COLOR

The preferred logo colors for use on a dark background are: OEL White, Beige or Grey.



The preferred logo color for use on a light background is OEL Black or Grey.





LOGO PLACEMENT OVER PHOTOS

If any OEL logo is placed over a photograph, it must be in an area free of distracting backgrounds.



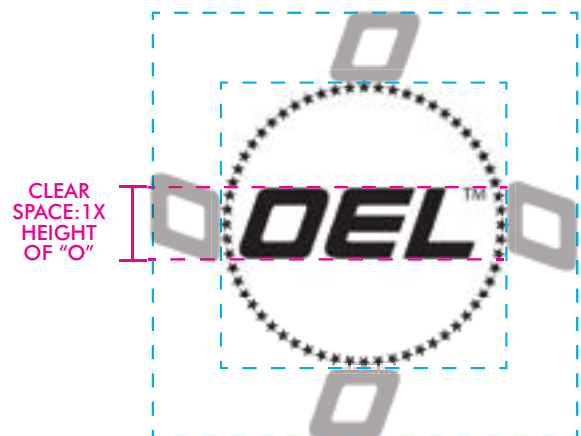
ALTERING THE LOGO COLOR

The color of the OEL logo should not be modified to any other color.



CLEAR SPACE

The logo should be kept clear of other objects in a layout. It should be surrounded on all four sides by a clear space of **at least** one height of the "O" in OEL.





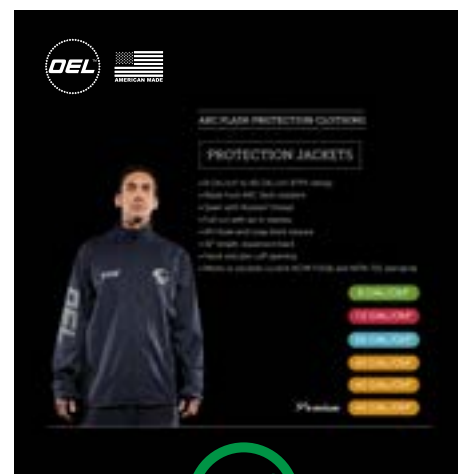
OEL/AMERICAN MADE EMBLEM: LOCKUP PROPORTIONS

The proportions of these two emblems should never be scaled separately and only used in its lockup form.



OEL/AMERICAN MADE EMBLEM: ALWAYS USE TOGETHER

Never separate the two parts of the American Made Emblem. It should always be used in its lockup form. *Apparel is the exception to this rule.





All fonts can be found at Adobe Fonts: fonts.adobe.com

BODY COPY FONTS

Futura PT

Futura PT Book
Futura PT Book Oblique
Futura PT Medium
Futura PT Medium Oblique
Futura PT Demi
Futura PT Demi Oblique

PT Serif

PT Serif Regular
PT Serif Italic
PT Serif Bold
PT Serif Bold Italic

Century Gothic

Century Gothic Regular
Century Gothic Italic
Century Gothic Bold
Century Gothic Bold Italic

HEADLINE FONTS

MONTSERRAT

MONTSERRAT MEDIUM ITALIC
MONTSERRAT BOLD ITALIC

**Must be used in all caps*

INDUSTRY

INDUSTRY BOLD ITALIC

**Must be used in all caps*



TAGLINES

OEL has four approved taglines. They can be found in our tagline asset files for use in branding.



ELECTRICAL SAFETY LEADER
DESIGN DELIVERY QUALITY



FAMILY - OWNED



AMERICAN MADE



**TO PRESERVE AND PROTECT
THE SAFETY OF THE ELECTRICAL WORK**





PHOTO & VIDEO ASSETS

A library of OEL-approved photos and videos are available for download. Below is a sampling of these assets.





a. "OEL" text usage guidelines

- i. The company name is "OEL Worldwide Industries"
- ii. Do
 1. When "OEL" is used, use only as an adjective followed by a description of our services
 2. Examples: OEL collaboration software
 3. If true, you're welcome to say that your product integrates with OEL (we love that!), but please don't use our name or marks as part of yours.
- iii. Do Not
 1. Don't use "OEL" as a noun, verb, plural, or possessive
 2. Don't use the OEL marks in a way that suggests a common, descriptive, or generic meaning
 3. Don't register a domain containing the word "OEL" or any variation thereof. Deliberate misspellings and transliterations are also not permitted.
 4. Do not apply for a trademark that includes the word "OEL," our logo, or any other words or marks similar to our own
 5. Do not use "OEL" or our other trademarks in connection with advertising (search engine or otherwise) without explicit approval from OEL
 6. Don't use the OEL logo (with or without your company logo)

iv. Marking

1. For usage only within the U.S., use the ® symbol on the most prominent use of the word OEL (OEL®), and say "OEL is a registered trademark and service mark of OEL Worldwide Industries." at the bottom of the page on which the OEL word mark first appears.
2. For international use, do not use the ® symbol. Instead say "OEL is a trademark and service mark of OEL Worldwide Industries, registered in the U.S.." at the bottom of the page on which the OEL word mark first appears.
3. On all marketing materials, include "Copyright 2019 OEL Worldwide Industries" marking at bottom, right justified for all marketing materials. [Minimum font size to be specified (e.g., cannot be smaller than N pt font -OR- needs to be legible)]

b. Logo use guidelines

- i. Download logos at [link]
- ii. Logo usage guidelines on pages 4-8.
- iii. Do:
 1. Ensure there is adequate space between the logo and surrounding elements.
 2. The OEL logo should be surrounded on all four sides by a clear space of at least one height of the letter "O" in OEL



iv. Do not:

1. Please don't modify the marks or use them in a confusing way, including suggesting sponsorship or endorsement by OEL, or in a way that confuses OEL with another brand (including your own).
2. Don't use any logos or similar imagery to represent OEL other than the examples we have provided in the OEL Marketing Deck.
3. Don't use a OEL asset as a substitute for your own— if you don't have a logo, please do not co-opt ours
4. Don't overprint or obstruct any part of the logo
5. Don't add special effects to the logo, including animation
6. Don't use old versions or any other marks or logos to represent our brand
7. Don't distribute or otherwise make available our logos, marks, or assets
8. Don't crop the logo
9. Don't outline logotype
10. Don't rotate any part of the logo
11. Don't distort the logo
12. Don't use drop shadows or any other effects
13. Don't re-create using any other typeface

14. Don't change the transparency of the logo

15. Don't shuffle around the colors of the logo

16. Don't use different colors

17. Don't change the size or orientation of the logo in relation to each other

18. No disparaging or objectionable use is permitted

c. Screenshots

- i. Screenshots of OEL Marketing Assets and website are per-mitted for instructive, educational, or illustrative purposes
- ii. Don't alter screenshots, except to resize
- iii. Don't include screenshots in your product user interface
- iv. Don't use screenshots that contain third-party content without the permission of the third party
- v. Don't use screenshots that contain an image of an identifiable individual or other personally identifiable information



USE & REQUIREMENT TERMS

- a. Any use of OEL brand assets must conform to these guidelines.
- b. These guidelines may be modified at any time. Use of the OEL brand assets constitutes consent to any modifications to the guidelines.
- c. OEL has sole discretion in determining if use of the OEL assets violates these guidelines
- d. Termination: OEL may ask that you stop using the brand assets at any time. In the event of termination, use of brand assets must stop within a reasonable period from the date of the request, and in all cases no more than 7 days from the date of the request.
- e. Reservation of Rights: OEL is the owner of all rights in the Marks and reserves all rights save the limited license granted here. Use of the Marks pursuant to this license shall not be construed as limiting any of OEL's rights in the Marks.
- f. OEL DISCLAIMS ANY WARRANTIES THAT MAY BE EXPRESS OR IMPLIED BY LAW REGARDING THE OEL MARKS (TO THE EXTENT PERMITTED BY LAW), INCLUDING WARRANTIES AGAINST INFRINGEMENT.
- g. Contact us at customerservice@oelsales.com. to request use of brand assets in a manner inconsistent with the guidelines or for any questions.



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