

OMAHA PUBLIC POWER DISTRICT BRAND GUIDELINES

» 2024 »



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WELCOME TO OUR GUIDE THAT BRINGS THE OPPD BRAND TO LIFE!

Here, you’ll discover the inspiration, values, and visual guidelines that set OPPD apart. By embracing these consistently, you’ll ensure that our brand tells a clear and unified story wherever it’s found.

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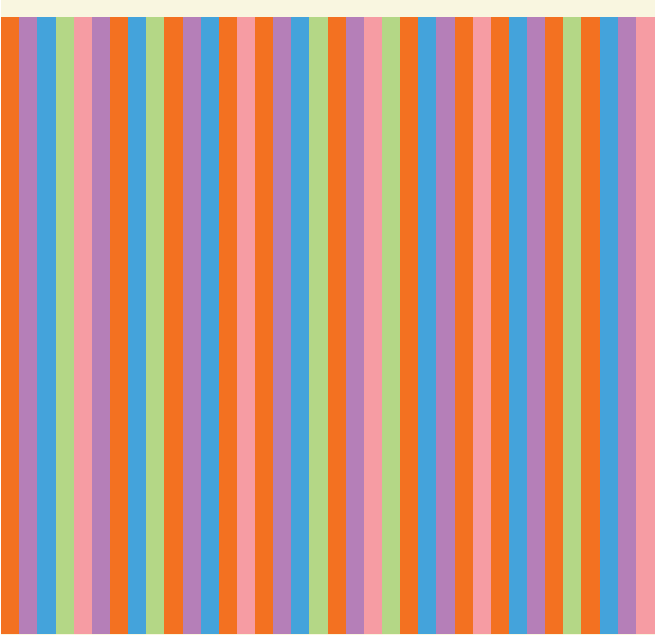
INTRODUCTION



POWERING MORE THAN
JUST HOMES,
OPPD ILLUMINATES
THE VERY HEART OF
OUR COMMUNITIES.

FROM LIGHTING UP STREETS THAT GUIDE US HOME





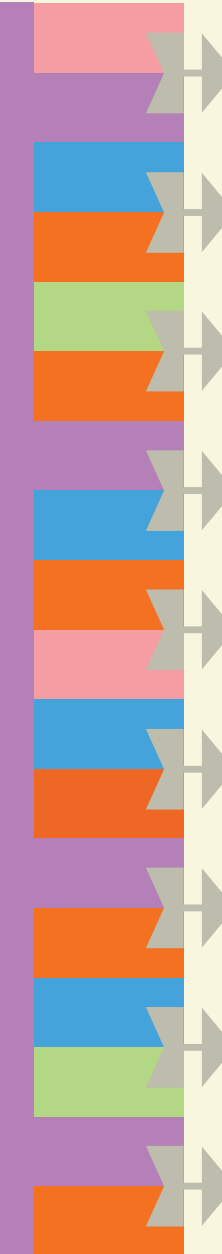
**TO ENERGIZING THE DREAMS
THAT SHAPE OUR FUTURE,
WE DELIVER MORE THAN JUST ELECTRICITY**



**WE EMPOWER
THE FULL SPECTRUM
OF ASPIRATIONS
WITHIN OUR NEIGHBORHOODS** » » »



AT OPPD,
WE BELIEVE IN
SPARKING NOT JUST LIGHTS,
BUT THE WARMTH
OF SHARED **DREAMS**



**THAT BRIGHTEN
EVERY CORNER
OF THE COMMUNITIES
WE PROUDLY SERVE.**



BRAND STRATEGY

CORE VALUES

HONOR OUR COMMUNITY

A PASSION TO SERVE

CARE ABOUT EACH OTHER

OUR PRINCIPLES

01

Ensure our communities have safe, reliable, resilient and sustainable energy sources at a reasonable cost

02

Optimize the value of assets that serve our communities

03

Cultivate the growth and well-being of vibrant and thriving communities

04

Actively pursue changes that reduce OPPD's environmental footprint

05

Foster a culture of “creative exploration” and “innovative thinking”

THE WHY

OPPD EXISTS TO HELP THE COMMUNITIES WE SERVE GROW AND THRIVE THROUGH THE ENERGY WE PROVIDE. WE UNDERSTAND THAT ENERGY NOW AND IN THE FUTURE MUST BE **SAFE, RELIABLE, AFFORDABLE, AND SUSTAINABLE.** WE ACTIVELY AND PRAGMATICALLY WORK TO BALANCE THESE.

THE WHAT

**WE IMAGINE, INNOVATE AND DELIVER REAL
PROGRESS TOWARDS A MORE SUSTAINABLE
ENERGY FUTURE—CREATING HOPE FOR THE
BRIGHTEST TOMORROW FOR US ALL AND THE
GENERATIONS TO COME.**

THE HOW

WE POWER OUR COMMUNITIES WITH
SAFE, RELIABLE, AFFORDABLE, AND
SUSTAINABLE ENERGY SERVICES TO **HELP OUR**
COMMUNITIES MEET THEIR FULL POTENTIAL
TODAY AND TOMORROW.

PROMISE

We work to ensure that whatever the future holds, our power and our service will always remain steady, affordable, and sustainable.

We will always be the source for truthful, real information about power and do a great job of disseminating it.

We will always keep our communities and customers informed and engaged in helping us plan for our collective future as we plan for it ourselves.

WE WILL NEVER REST ON OUR LAURELS.

TENETS

We **TRULY BELIEVE** we can make the world a **BETTER PLACE FOR OUR COMMUNITIES.**

Because with public power, everyone has a voice, everyone is represented and no one is left behind.

We are **LEADING THE INDUSTRY** by embracing new technological solutions that help create a more sustainable power grid with less environmental impacts.

We are just as **PROACTIVE** as we are reactive.

We are **THE TRUSTED EXPERTS** for energy-related information and services.

We are **PRACTICAL.** We set big ambitions but balance those with practicality and an understanding of the trade-offs.

We help **CREATE A SENSE OF COMMUNITY.**

We **UNITE COMMUNITIES** by educating, building relationships, and making decisions that are **REFLECTIVE OF** what's needed in **OUR COMMUNITIES TODAY AND TOMORROW.**

We are **ADVOCATES** for our customers which is why we hold ourselves to the highest standards.

We will always put their needs first and will **ACTIVELY WORK TO HELP** families make good energy decisions and help them better their unique, individual situations.

ESSENCE

We are...

STEADFAST (adj): resolutely or dutifully firm and unwavering; not changing or losing purpose; reliable.

NEIGHBORLY (adj): characteristic of a good neighbor, especially helpful, friendly, kind, and with a good sense of humor.

BRAVE (adj): Bold; courageous; undaunted.

PROACTIVE (adj): taking action by causing change and not only reacting to change when it happens: acting in anticipation of future problems, needs, or changes

EVEN-HANDED (adj): treating everyone fairly and equally.

OPEN (adj): frank and communicative; not given to deception or concealment.

POSITIONING

NOT YOU, OR US, BUT TOGETHER, PERFECTLY POWERED.

Energy is essential for our everyday lives. From hospitals and fire stations to the lights at our kid's football game to our cell phones and everything in between, energy powers our lives. At OPPD, we aren't just providing energy to your community. We are providing energy to our community, because your community is our community. We are an essential part of Nebraska and we will always keep our communities' best interest at heart.

At OPPD, we believe that everything we do should help our communities thrive just as we have in the past and will continue to do for generations. This is why reliability is the center of everything we do now and in the future. We work to ensure that whatever the future holds, our power and our service will always remain safe, reliable, affordable, and sustainable. This promise is the core of who we are. Because we know a more powerful community is a more powerful community.

**OPPD IS HERE TO POWER THE GROWTH OF OUR COMMUNITIES
YESTERDAY, TODAY AND FOR MANY TOMORROWS TO COME.**

VALUE PROPOSITIONS

OPPD BRAND POSITIONING:
Not you, or us, but together, perfectly powered.

Residential (Metro/'Burb)	Residential (Rural)	The Next Generation	Commercial	Industrial	Government	Public Services	Employees
What they want: Safe, reliable, affordable, sustainable energy							
We power your everyday so you can stay on and connected to the life you want to live.	We power you so you can conserve the lifestyle you love for yourself, your children, your children's children and their children for generations to come.	We power the hard work of the present to ensure your brilliant, sustainable future.	We power your business with reliability you can trust, because we know that your business growth depends on reliable energy.	We power your business with collaboration you can count on us, so together we can anticipate needs and develop generation plans that meet your expectations of growth.	We power the communities you serve by being open and transparent with our plans and responsibly fueling business growth for generations to come.	We power you to ensure you meet your commitment to people for health, safety and education.	We power you because you're an essential part of Nebraska helping our communities thrive and realize their potential.



tone

BRAND GUARDRAILS

WE ARE HONEST

Trust is the most important currency in the work that we do. We will always work to build that trust in how we communicate with our customers, even if it means saying “we don’t know, yet” and staying away from unquantifiable superlatives.

WE ARE SELF-ASSURED

We are relied on for basic needs, our tone should be comforting and feel as if we have been through all of this before.

WE ARE CREDIBLE

We are the energy experts and can speak to any part of our business with the clarity and simplicity that only decades of experience can bring.

WE ARE INSPIRATIONAL

Delivering reliable, affordable, and sustainable energy is (while no small feat) is the basics of what we do. At our best we deliver potential to our communities to thrive.

WE ARE NOT VAGUE

We speak with definites, when we know them and be open about what we do not and will always communicate a way forward.

WE ARE NOT SELF-INVOLVED

While the work we do is important and we should celebrate our successes, we keep the customers we serve first.

WE ARE NOT COMPLICATED

We will never hide behind big words and acronyms. We will always speak in a way our audiences can understand.

WE ARE NOT PATRONIZING

Every single customer of ours is important, from the big business to the residential customer on assistance. We’ll show our respect for our community by speaking with respect and kindness.

TONE OF VOICE

BRAND COMMS

YOUR WISE & FRIENDLY NEIGHBOR

It's a voice that calms, laughs and encourages. Speaking in this voice will build trust and meet our customers and employees where they are. We know how to do this because we are customers ourselves. It provides both clear information and inspiration.

APPROACHABLE

We want the people we are addressing to engage with us. Our tone of voice should invite conversation and participation.

EMPATHETIC

We strive to speak with warmth and understanding, acknowledging the emotions and experiences of our audience. We want to make sure they feel like we understand what they are going through.

KNOWLEDGEABLE

We know our stuff and can speak with confidence about the power we deliver to our community.

OPTIMISTIC

Our tone should convey a sense of possibility and forward-looking perspective.

TONE OF VOICE

ESSENTIAL COMMS

Delivering an essential service to our communities is an immense responsibility. It sometimes requires delivering life or death warnings, bad news and complicated plans. This type of communication requires complete clarity and zero hyperbole. It's meant to address our communities concerns, maintain trust, and be a guide through challenging situations.

CLEAR

During anxious times we'll always use straightforward language, avoiding jargon, and never use superlatives

EMPATHETIC

Our customers are usually communicating with us when things go wrong. We want to make sure they feel like we understand what they are going through.

INFORMED

We are the only source of truth, it's important to convey information with precision and citing relevant facts to instill confidence to the communities we serve.

CONSISTENT

Knowing what to expect has a calming effect. Essential comms should always have a similar cadence, describing each situation with the same format.

GRAMMAR BASICS

**EMBRACE OUR BRAND
VOICE WHILE
THINKING ABOUT
GRAMMAR RULES.**

Building great relationships with our customers through open communication is key to our success. Since many people won't read every word, let's keep our content organized and easy to skim by using clear headlines and a focused message. Include contractions, simple sentence structures, parentheticals, and em-dashes, as they give our writing a friendly and warm tone.

GRAMMAR BASICS

ACTIVE VOICE

Clear and confident communication starts with an active voice, which helps keep your message concise. On the other hand, passive voice can make things feel uncertain and lead to less focused messaging.

CORRECT

**"KEEP GROWING NEBRASKA,
WE LOVE A CHALLENGE."**

INCORRECT

"Because of the boom of digital technology,
our community is growing and OPPD
promises to power it."

GRAMMAR BASICS

EXAMPLES

CORRECT

**"THE MAGIC OF THE FUTURE.
BROUGHT TO YOU BY THE HARD
WORK OF THE PRESENT."**

INCORRECT

"The advancements of tomorrow are made possible by the diligent efforts we invest today."

CORRECT

"POTENTIAL. ENERGY."

INCORRECT

"Unlocking and harnessing the full potential of energy for sustained growth and innovation."

CORRECT

**"LESS FUTURE PROOFING,
MORE FUTURE PROVIDING."**

INCORRECT

"Rather than simply preparing for the future, we focus on actively delivering solutions that shape and secure it."

CORRECT

**"YOUR WILDEST DREAMS STILL
NEED POWERING."**

INCORRECT

"Even the most ambitious and visionary goals require a reliable source of power to be realized."

GRAMMAR BASICS

CAPITALIZATION AND WEIGHT

For main headlines, use all caps and the Black weight for a strong impact.

Feel free to add color to emphasize words that are next to each other in the headline. For subheads and body text, stick to sentence case in book weight.

CTA buttons and accent phrases should be in all caps and extra bold for visibility.

CORRECT

**KEEP GROWING NEBRASKA,
WE LOVE A CHALLENGE.**

Every day, OPPD works to ensure that our power capabilities are growing with our communities.

Some people call what we're doing future proofing. But we prefer future providing, because the future isn't something to guard against, it's something to be excited about.

LEARN MORE

INCORRECT

**Keep growing NEBRASKA,
we love A challenge.**

EVERY DAY, OPPD works to ensure that our power capabilities are growing with our communities.

Some people call what we're doing future proofing. But we prefer future providing, because the future isn't something to guard against, it's something to be excited about.

learn more

GRAMMAR BASICS

PUNCTUATION

We always use standard punctuation to keep our messages clear and easy to read. Feel free to use exclamation points to add excitement, but stick to one per paragraph or page. Use the Oxford comma (the comma before the final “and” or “or”) when listing three or more items to avoid any confusion.

CORRECT

**KEEP GROWING NEBRASKA,
WE LOVE A CHALLENGE.**

Every day, OPPD works to ensure that our power capabilities are growing with our communities.

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VISUAL SYSTEM

OUR LOGO



OUR LOGO VARIATIONS

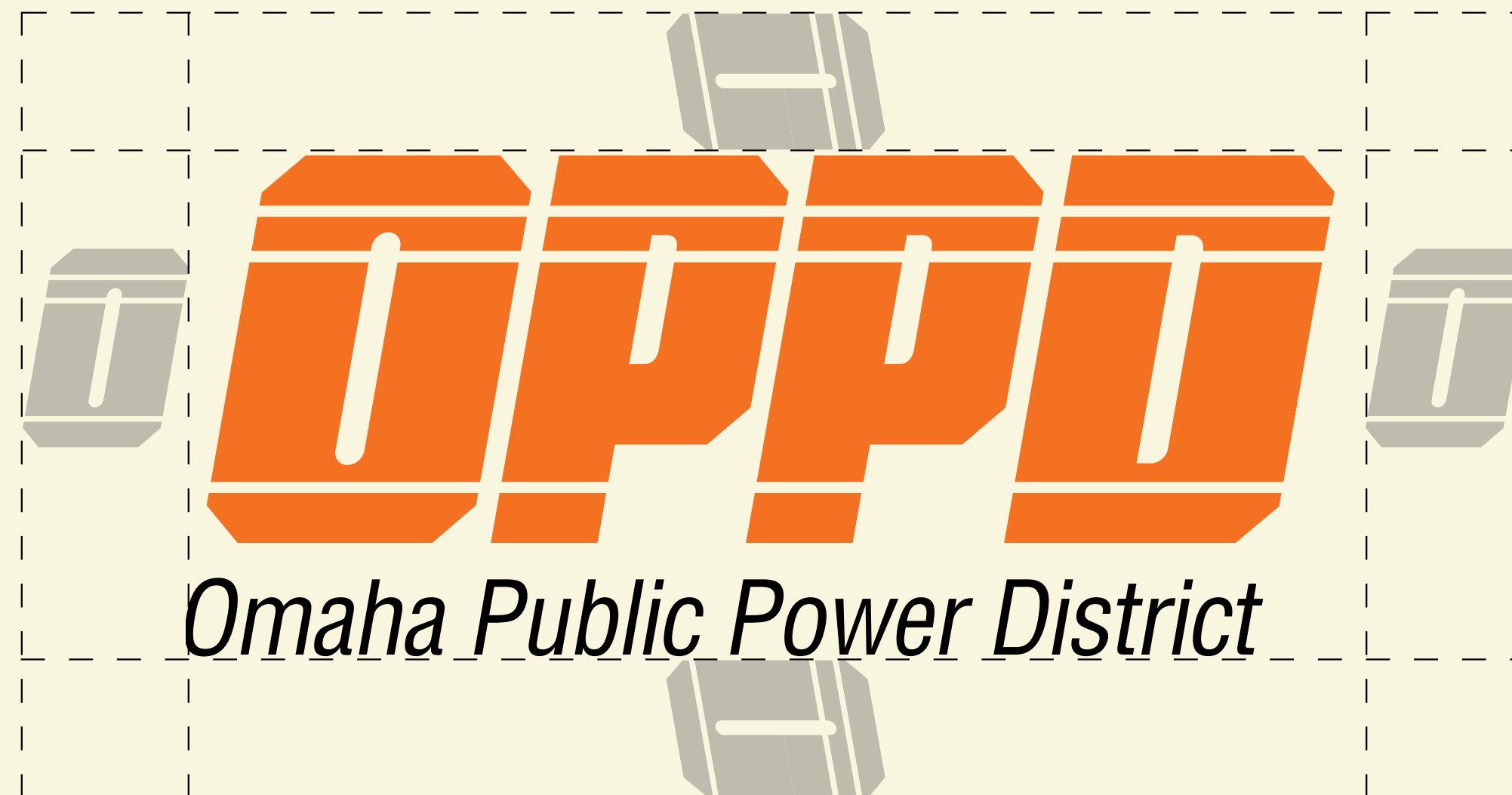


OUR LOGO CLEAR SPACE

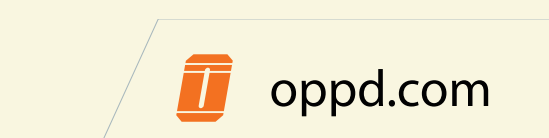
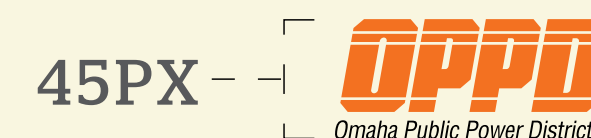
Make sure to give our logos and marks some breathing room by always leaving a bit of clear space around them.

This helps keep headlines, text, and other elements from crowding in. When it comes to the clear space around the logo, aim for a margin that's at least as wide as 50% of the O.

When possible, try to keep the logo no smaller than .625" or 45PX tall. Exceptions may come up for things like a website favicon, in this case the "O" can be used in place of the full logo.

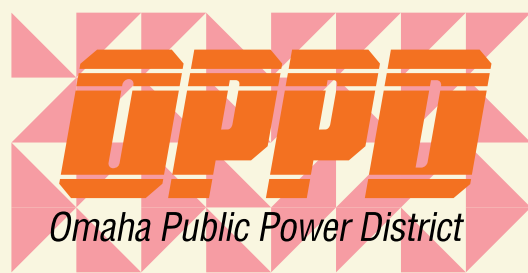


Minimum Sizes



OUR LOGO INCORRECT USAGE

The OPPD logo should not be modified or distorted in any way.



Don't place the logo over a busy background



Don't distort the logo



Don't adjust logo elements



Don't change logo colors



Don't use a drop shadow



Don't add other elements to logo



Don't put a glow effect behind the logo

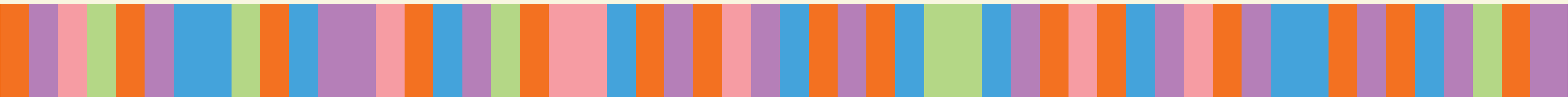


Don't rotate the logo

THE SPECTRUM OF POWER

The Spectrum of Power is core to our brand identity, it represents both our diverse communities and the ways we are powering them.

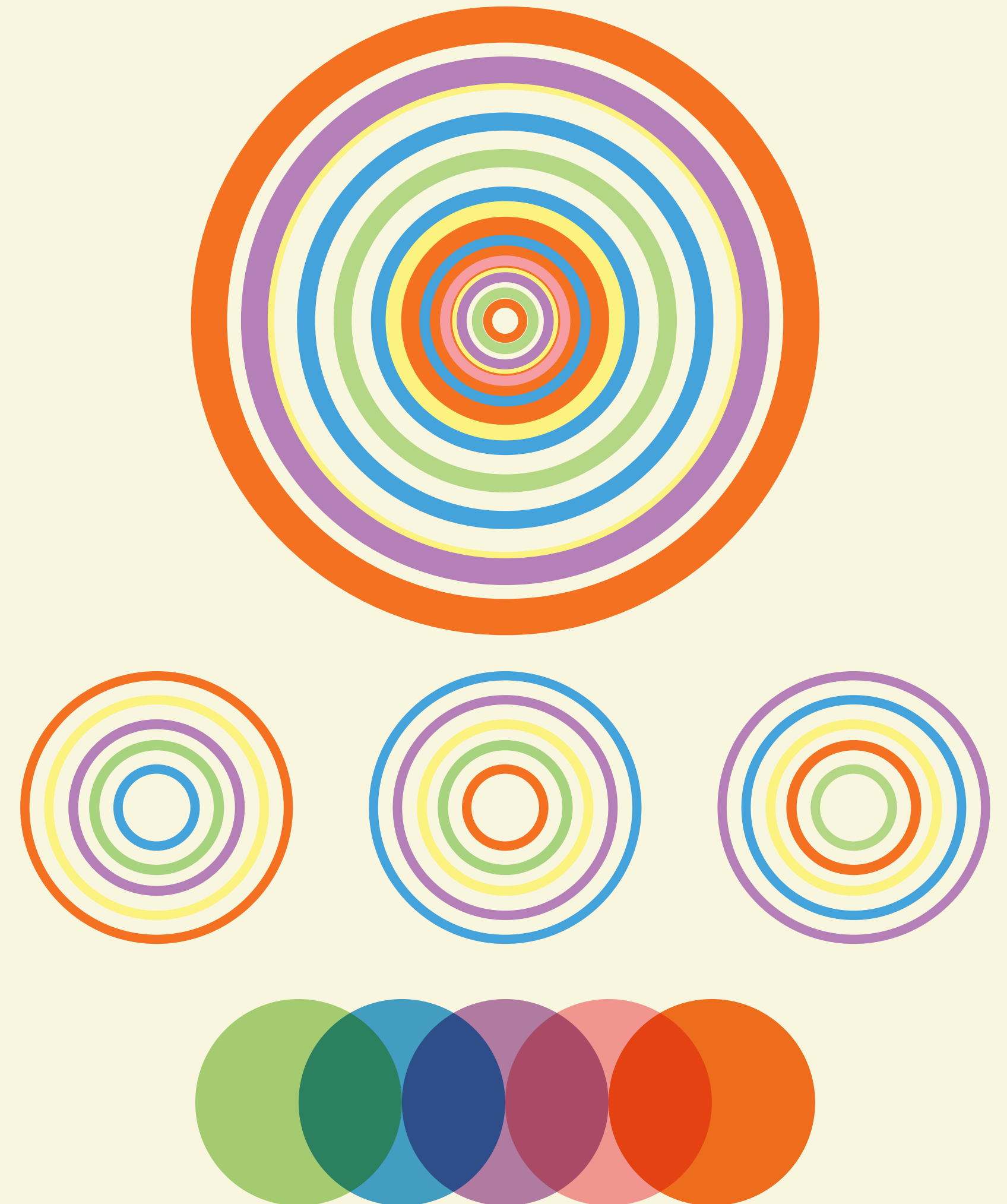
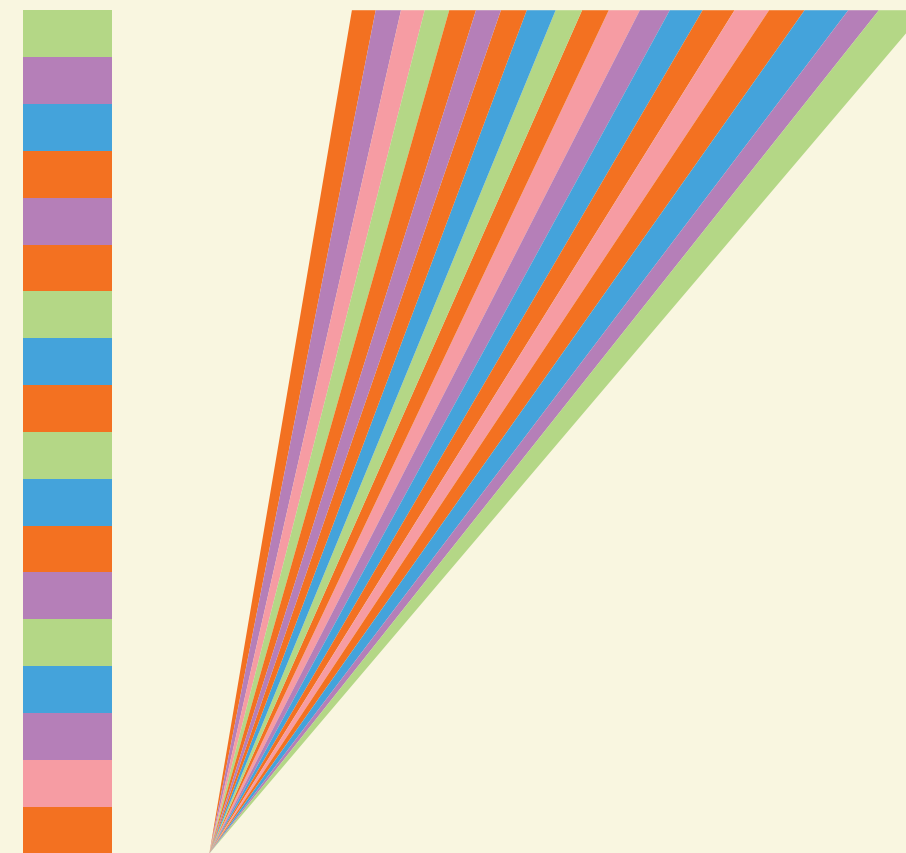
Use it to add visual detail, to add emphasis and drama to your designs.



THE SPECTRUM OF POWER

The spectrum is a flexible visual element and can be used as a stripe with varying widths or as concentric circles, representing the ripples of good energy spreading throughout the district.

It should be used sensibly as it can get overwhelming quickly.

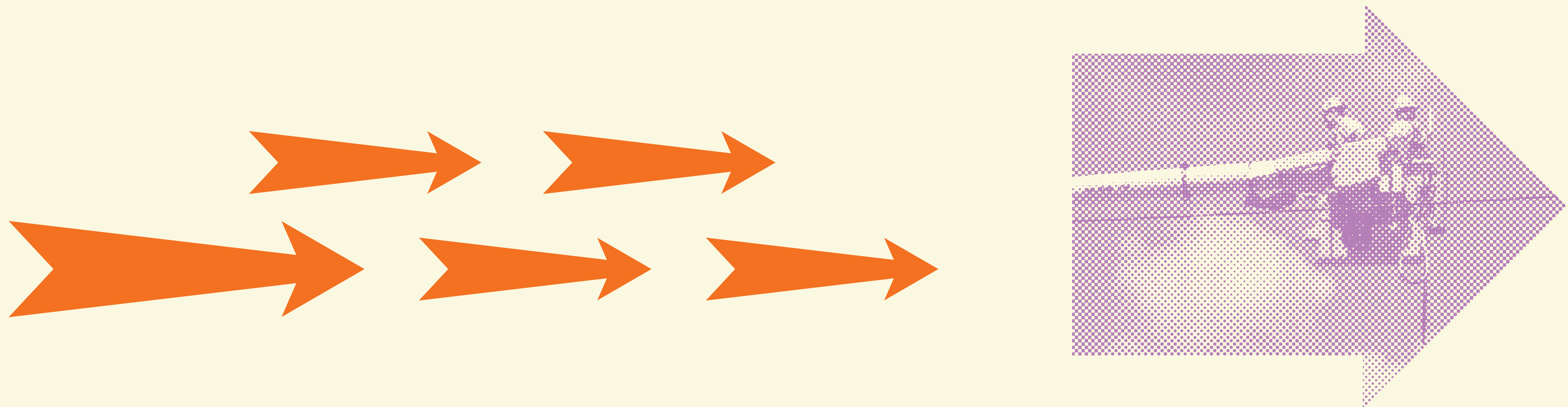
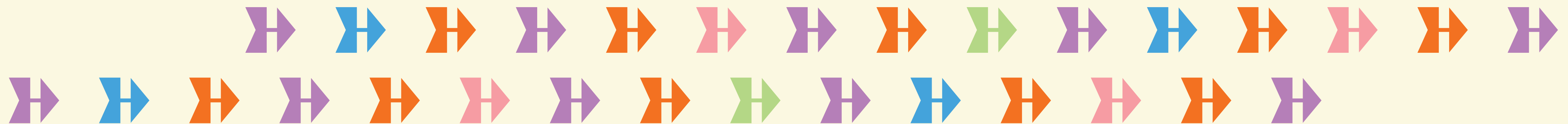


THE OPPD ARROWS

Our arrow represent OPPD's constant look towards the future. It can be used as an accent or as the main focus of a design.

They can be used in any combination our our core colors, in repitition, or filled with images.

They should always be pointing forward.



TYPOGRAPHY HEADLINE

Aa

GILROY BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

.?!&\$%,,:--—()[]{}'”

1234567890

BLACK

It is always used in all caps,
no tracking and 95% leading.

TYPOGRAPHY COPY

Aa

Stag

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
.?!&\$%,;:--—()[]{}“
1234567890

Book - *Book Italic* - **Semibold**

It is used as support for Gilroy and is always set with 80 units of tracking and 150% leading. Use 120% for larger type or subheads.

STAG BOOK ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

STAG SEMIBOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TYPOGRAPHY USAGE

“Gilroy Black” is primarily used for headlines but it can also be used sparingly to call attention to a specific item or important info.

Stag has multiple weights that can be used for various items. Heavier versions of Stag are used for things like subheads, captions, and calls to action.

Headline
Gilroy Black
76PT | 0 Tracking

Subhead
Stag Medium
51PT | 80PT Tracking

Body
Stag Book
23PT | 80PT Tracking

Caption
Stag Semibold
23PT | 80PT Tracking

CTA
Stag Semibold
23PT | 80PT Tracking

HEADLINE

Subhead

Officiatem a voluptisquo endit as estibustrum etur? Aped mo et dolorum dit et apero tem quo moloremperem qui aceperat omnisci psanis evel ipsant que omnias eatem soluptae dolorpo remoditem facea conet ea.

Officiatem a voluptisquo endit as estibm etur?
Aped mo et dolorum dit.

LEARN MORE

MS 365 TYPOGRAPHY HEADLINE

APTOS BLACK

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

.?!&\$%,;:---—()[]{}“”

1234567890

BLACK

It is always used in all caps,
no tracking and 95% leading.

MS 365 TYPOGRAPHY COPY

Aa

Rockwell

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
.?!&\$%,,:--—()[]{}“”
1234567890

Regular - Italic - Bold

It is used as support for Aptos and is always set with 80 units of tracking and 150% leading. Use 120% for larger type or subheads.

ROCKWELL ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ROCKWELL
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

MS 365 TYPOGRAPHY USAGE

“Aptos” is primarily used for headlines but it can also be used sparingly to call attention to a specific item or important info.

Rockwell has multiple weights that can be used for various items. Heavier versions of Stag are used for things like subheads, captions, and calls to action.

Headline
Aptos Black
76PT | 0 Tracking

Subhead
Rockwell Bold
51PT | 30PT Tracking

Body
Rockwell
23PT | 30PT Tracking

Caption
Rockwell Bold
23PT | 30PT Tracking

CTA
Rockwell Bold
23PT | 30PT Tracking

HEADLINE

Subhead

Officiatem a voluptisquo endit as estibustrum etur? Aped mo et dolorum dit et apero tem quo moloremperem qui aceperat omnisci psanis evel ipsant que omnias eatem soluptae dolorpo remoditem facea conet ea.

Officiatem a voluptisquo endit as estibm etur? Aped mo et dolorum dit.

LEARN MORE

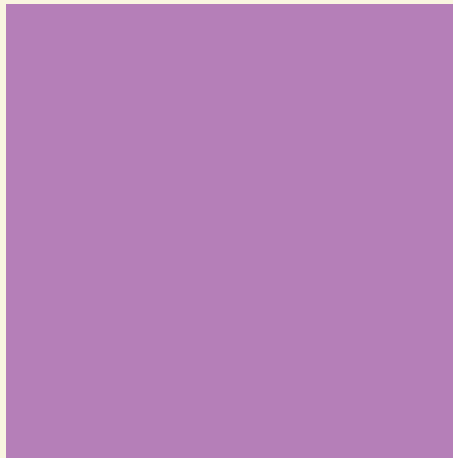
COLOR

Our color pallete builds upon the equity of our OPPD orange but expands to include the colors in The Spectrum of Power. Color should be used deftly to add hierarchy and rythym to a design.

The colors should be used according to the size of the boxes below.

PMS PROCESS YELLOW (@25%)
R:249 G:246 B:225
HEX: #F9F6E1
C:2 M:1 Y:13 K:0

PMS 158C
R:243 G:113 B:33
HEX: #F37121
C:0 M:69 Y:100 K:0



PMS 3520C
R:181 G:127 B:184
HEX: #B57FB8
C:29 M:57 Y:0 K:0



PMS 4068C
R:246 G:156 B:163
HEX: #F69CA3
C:0 M:48 Y:22 K:0



PMS 2284C
R:180 G:215 B:134
HEX: #B4D786
C:32 M:0 Y:62 K:0



PMS 2171C
R:68 G:163 B:219
HEX: #44A3DB
C:67 M:21 Y:0 K:0



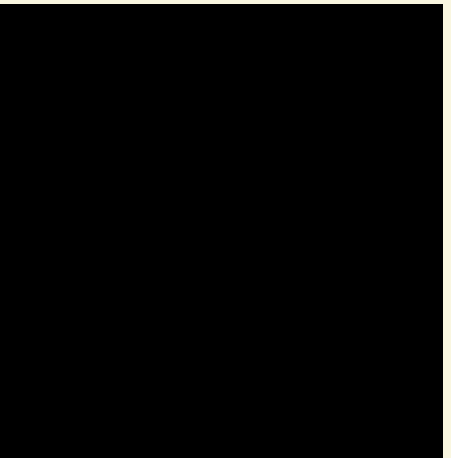
PMS 421C
R:189 G:189 B:173
HEX: #BDBDAD
C:27 M:20 Y:31 K:0



PMS 393C
R:252 G:242 B:127
HEX: #FCF27F
C:3 M:0 Y:63 K:0



PMS COOL GRAY 11C
R:88 G:89 B:91
HEX: #58595B
C:0 M:0 Y:0 K:80



PMS PROCESS BLACK C
R:0 G:0 B:0
HEX: #000000
C:0 M:0 Y:0 K:100



WHITE

COLOR ESSENTIAL COMMS

Similar to our tone of voice, when creating Essential Communications, trust and clarity are key. To that end our color palette is pared down to the most recognizable to build on the trust we’ve built over time.



PMS PROCESS YELLOW (@25%)
R:249 G:246 B:225
HEX: #F9F6E1
C:2 M:1 Y:13 K:0



PMS 158C
R:243 G:113 B:33
HEX: #F37121
C:0 M:69 Y:100 K:0



**PMS PROCESS
BLACK C**
R:0 G:0 B:0
HEX: #000000
C:0 M:0 Y:0 K:100



WHITE

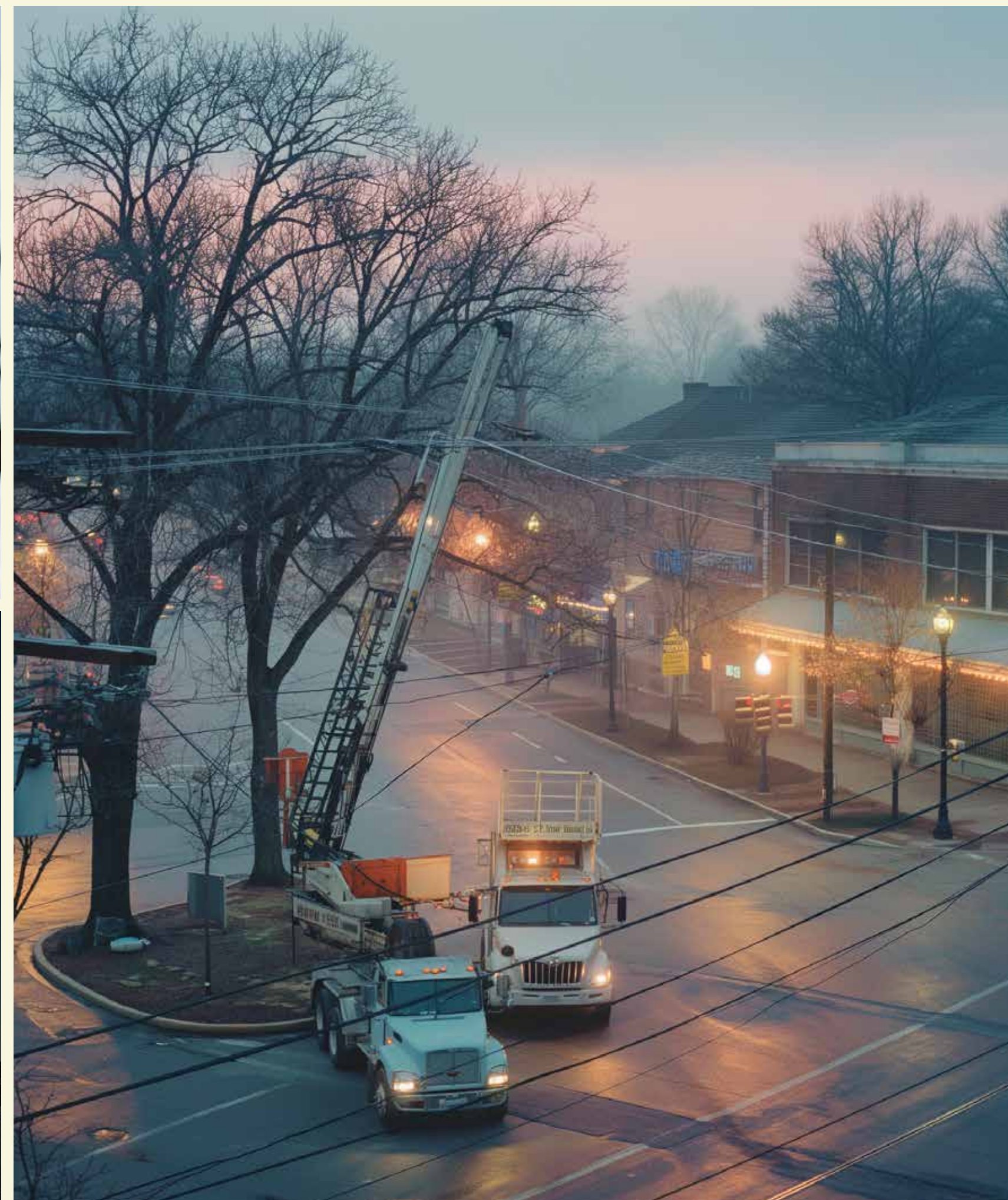
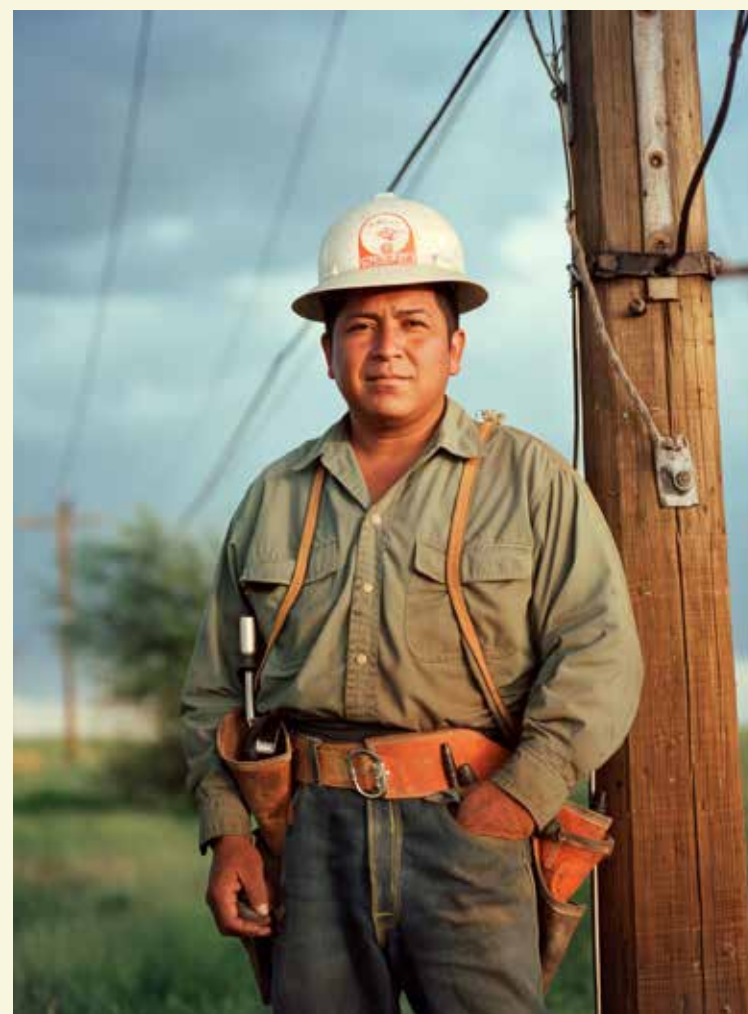
PHOTOGRAPHY

OPPD's photography brand guidelines prioritize warmth and authenticity to reflect the vibrant community it serves. Each photo should be artful, capturing genuine moments that resonate with viewers.

Lighting plays a crucial role, soft and inviting, seamlessly integrating with the subject matter. The focus is on creating a sense of intimacy and connection, achieved through a shallow depth of field that draws attention to key elements while maintaining a natural feel.

Ultimately, OPPD's photography aims to evoke emotion and showcase the unique spirit of its community.

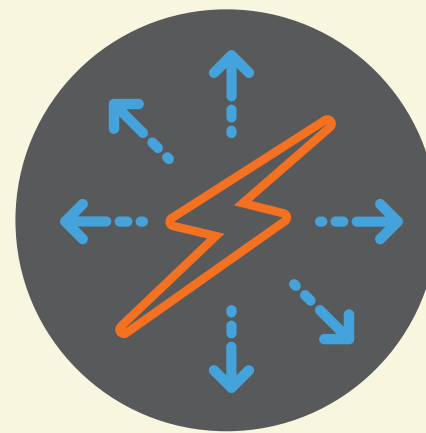
PHOTOGRAPHY



ICONS

Icons are developed to be a visual shorthand and to add emphasis and visual interest. When creating icons try to be as obvious as possible, so who you are communicating to can instantly get what they are representing.

OPPD's icon system is meant to clearly inform so simplicity is key. Each of our icons are monoline and should all be consistent in stroke and sit inside of a circle.



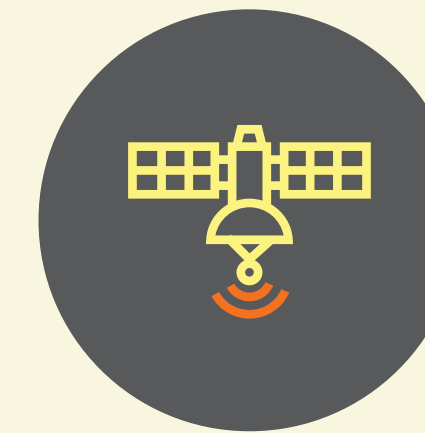
ADMS



**DATA
GOVERNANCE**



FMS



GIS



OMS



CC&B



IAM



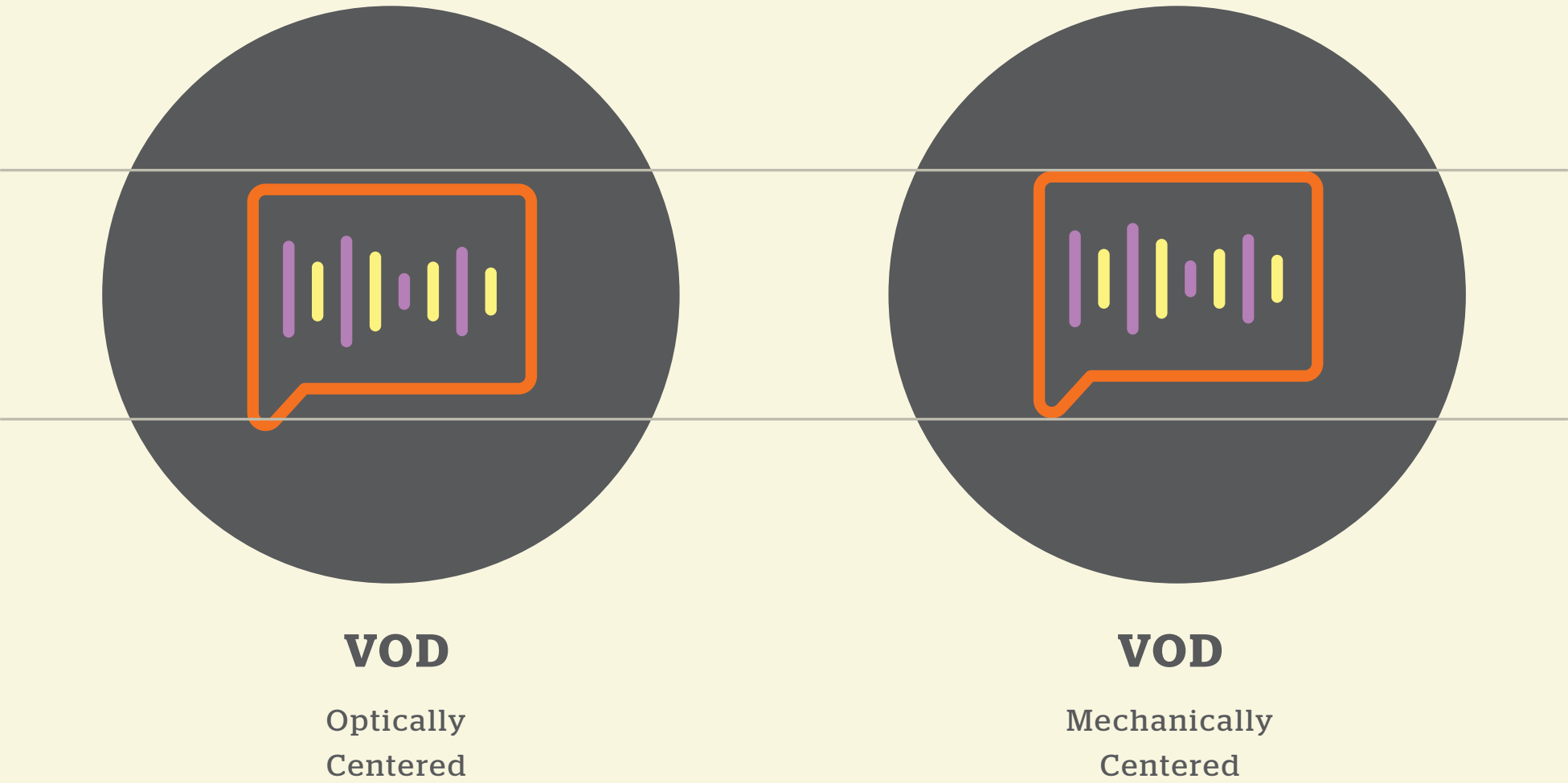
**ENTERPRISE
PORTFOLIO
MANAGEMENT**

ICONS HOW TO

As mentioned earlier, icons should be simple and easy to understand. Some subjects will be more difficult to represent than others, but these guidelines will help you build a consistent system along the way.

When setting an icon into a circle, it's important to note that the icon should look visually centered. Take the VOD icon for example, the chat bubble looks optically since the bottom is slightly bottom-heavy.

An icon set in a 100px circle should have a weight of about 2pts. The alignment of that stroke (center, inside, outside) can vary to help accommodate legibility. The corners of these strokes should also be rounded. The colors of these icons may vary depending on their use case, but should generally be set on a dark background.



BRAND COMMS DESIGN ASSETS

POWERPOINT TEMPLATE

PRESENTATION TITLE GOES HERE AND CAN BE ABOUT THIS LONG

12.12.24

HEADLINES LOOK LIKE THIS AND CAN BE THIS LONG

SUBHEADS CAN LOOK LIKE THIS

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec commodo placerat sodales. Vestibulum fermentum felis a nunc sagittis. non viverra urna facilisis. Quisque at erat id neque facilisis ultricies quis a odio. Duis hendrerit ligula eget ligula commodo posuere.

HEADLINES LOOK LIKE THIS AND CAN BE THIS LONG

01020304

• Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec commodo placerat sodales tempus.

• Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec commodo placerat sodales tempus.

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BULLET POINT HEADLINE

• Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec commodo placerat sodales.

• Vestibulum fermentum felis a nunc sagittis.

• Quisque at erat id neque facilisis ultricies quis a odio.

• Duis hendrerit ligula eget ligula commodo posuere.

BULLET POINT HEADLINE

• Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec commodo placerat sodales.

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• Quisque at erat id neque facilisis ultricies quis a odio.

• Duis hendrerit ligula eget ligula commodo posuere.

BIG STATEMENTS LOOK LIKE THIS

HEADLINES LOOK LIKE THIS AND CAN BE ABOUT THIS LONG

Subheads look like this and should be about this long.

• Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec commodo placerat sodales.

• Vestibulum fermentum felis a nunc sagittis.

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• Duis hendrerit ligula eget ligula commodo posuere.

SECTION DIVIDERS LOOK LIKE THIS

SECTION DIVIDERS LOOK LIKE THIS

SMALL HEADLINE GOES HERE

• Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec commodo placerat sodales.

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• Duis hendrerit ligula eget ligula commodo posuere.

THE BRIGHTEST FUTURES REQUIRE THE MOST ENERGY.

No one can predict the future, but we love our odds.

• Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec commodo placerat sodales.

• Vestibulum fermentum felis a nunc sagittis.

• Quisque at erat id neque facilisis ultricies quis a odio.

• Duis hendrerit ligula eget ligula commodo posuere.

INFODATA 01

INFODATA 02

INFODATA 03

INFODATA 04

HEADLINES LOOK LIKE THIS AND CAN BE ABOUT THIS LONG

Subheads look like this and should be about this long.

EMAIL SIGNATURE

At OPPD, we strive to present ourselves to our stakeholders in a consistent way, and part of that is creating a uniform look and feel for our email signatures.

To do a checkup on whether your email signature is consistent with our brand guidelines, here are some important reminders:

- Make sure your email background is solid white with no additional designs of background colors
- Do not add inspiration quotes, graphics, colored backgrounds or logos other than the OPPD logo
- Follow the style guide below for format, content and type size.
- Add a legal disclaimer if you routinely email individuals outside the company.
- Consider adding your pronouns to your email signature to let others know how to address you.

For example: (she/her/hers) (he/him/his) (they, them, theirs)
Email signatures can also be added to mobile devices. Mobile signatures should include, at minimum, your name and Omaha Public Power District.



JOHN DOE
(HE/HIM/HIS)
TITLE – DIVISION
OMAHA PUBLIC POWER DISTRICT
JDOE@OPPD.COM
531.226.0000
444 S. 16TH ST. OMAHA, NE 68102

This message may contain confidential and/or priviaged information. If you are not the addressee or authorized to receive this for the addressee, you must not use, copy, disclose, or take any action based on this message or any information herein, If you have received this message in error, please advise the sender immediately by reply email and delete this message. Thank you for your cooperation.

PERSONAL INFORMATION

- 12 point Aptos Bold
- Optional pronouns: (he/him/his) (she/her/hers) (they/them/theirs)

CONTACT INFORMATION

- 10 point Aptos Bold
Remote workers can use city and state only

LEGAL DISCLAIMER

- 7.5 point Aptos

INTERNAL LOGO REQUESTS

The creation of unique logos for internal departments, divisions, websites, and projects is not allowed.

CMC can help develop a unique look and feel while maintaining the OPPD brand.

For **Employee Resource Groups (ERGs)**, logos may be created with CMC’s assistance. On apparel, both OPPD and ERG logos are allowed, but placement must follow these standards:

- OPPD logo: Left chest (primary position)
- ERG logo: Right sleeve (secondary position)

No variations are allowed, and the ERG logo must remain secondary to the corporate logo. The apparel vendor is aware of these guidelines and will flag variations for CMC approval.

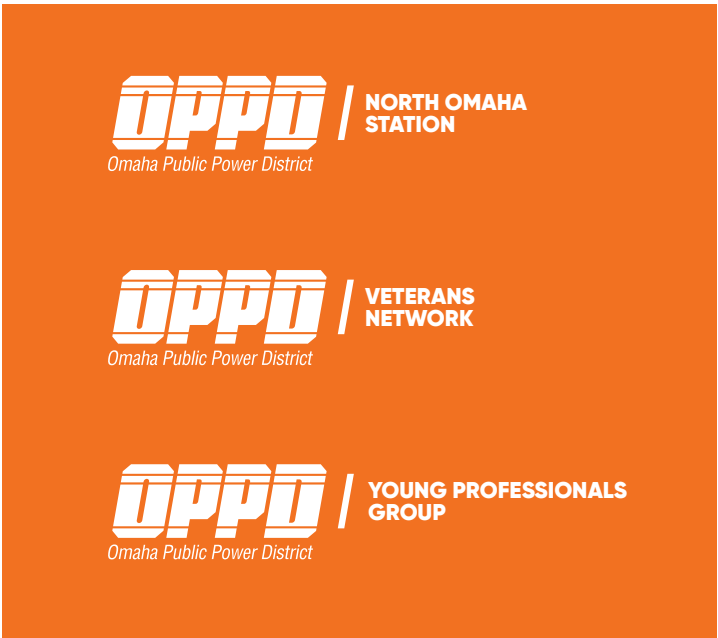
If you want to identify your department, division, or project, you can add text next to the OPPD logo or along the bottom of the right sleeve. Specific logos for these purposes will no longer be created.



Color



Black and White



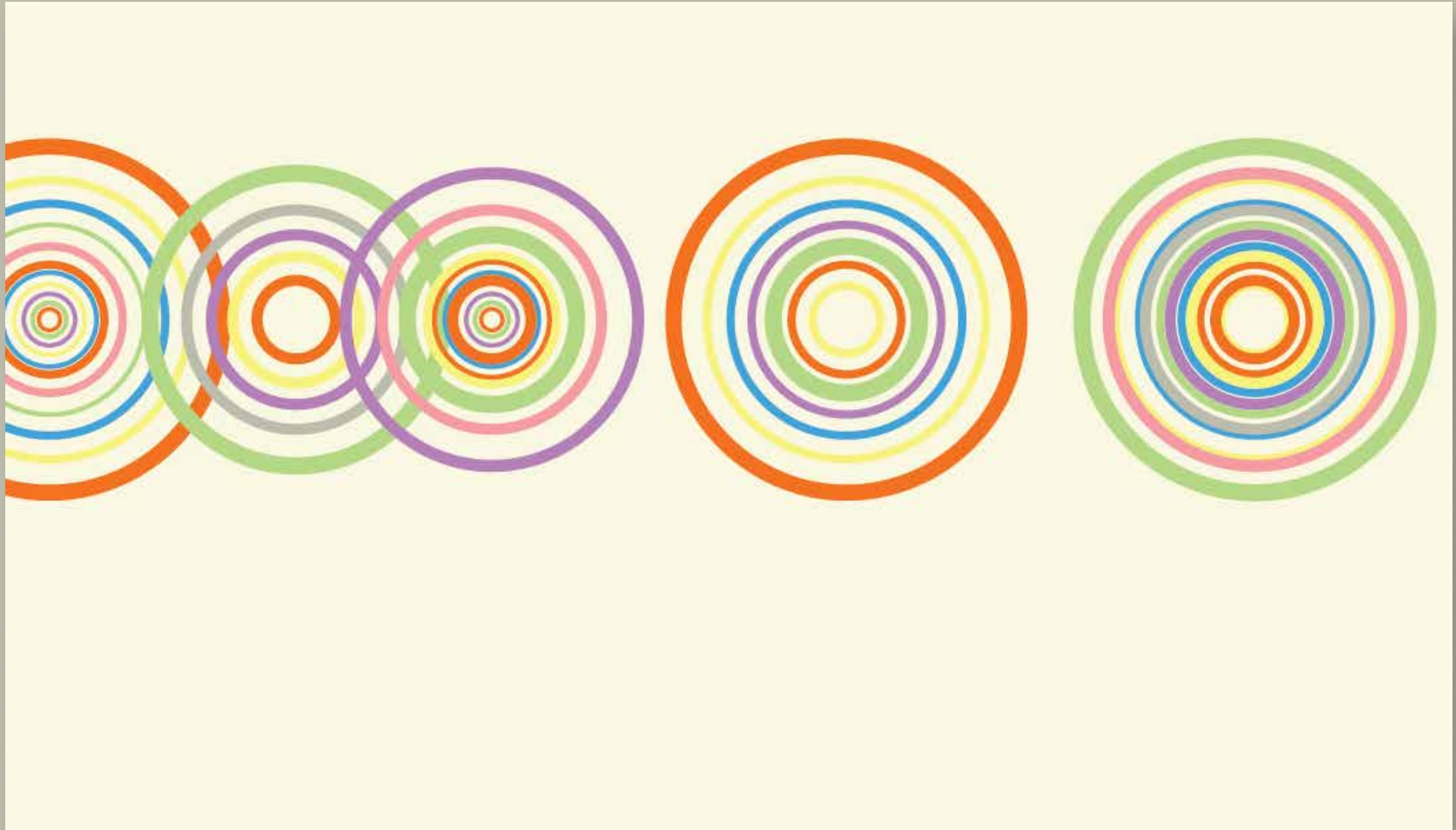
Reverse



BUSINESS CARDS



FRONT



BACK

LETTERHEAD

XXXX/XX/XXXX

Person Name
Title
Business
1234 Address St
Omaha, NE

444 S. 16th St.
Omaha, NE 68102

Dear,

Lorem ipsum odor amet, consectetur adipiscing elit. Proin elit justo neque malesuada semper cubilia. Vitae tincidunt congue, pretium volutpat mollis penatibus. Imperdiet nostra tristique ultrices, porta ultricies aliquam? Varius sapien vehicula tortor magna cubilia vehicula congue varius. Vivamus libero purus erat, ipsum nisl dolor venenatis venenatis. Velit feugiat erat elit dui vivamus efficitur. Ut cras quam consequat condimentum inceptos erat. Neque a praesent phasellus fames porta sollicitudin.

Urna conubia lobortis eros imperdiet consectetur, fusce fames est. Ultricies elit pharetra eu tempus vehicula augue integer iaculis lorem. Justo purus dis tempor eget magnis a nullam natoque. Iaculis torquent ligula ad efficitur purus facilisis purus. Turpis tempor accumsan orci aptent aenean tristique duis. Porta efficitur nisl sed tincidunt dui volutpat. Blandit ligula molestie dapibus placerat euismod magnis luctus senectus ad. Inceptos diam aenean ultrices nunc, eget potenti leo. Velit ex non suspendisse vehicula velit ante. Odio cursus porttitor rutrum vitae odio, suscipit enim nascetur.

Commodo eros feugiat convallis nam egestas imperdiet? Primis risus ridiculus non interdum vitae. Torquent pharetra sem et lacinia egestas malesuada suspendisse netus. Sociosqu arcu natoque dictum et nostra litora. Diam lacinia libero platea orci suscipit nec. Auctor pellentesque himenaeos montes ad potenti est platea. Fusce lacinia turpis varius massa non placerat condimentum, nostra ad.

Best,

Microsoft 365 Template

OPPD

Omaha Public Power District


444 S. 16th St.
Omaha, NE 68102

For Printing


55

LOWER THIRDS


FIRST
LASTNAME
Title Goes Here


Ontario Public Power District


FIRST
LASTNAME
Title Goes Here


Ontario Public Power District


FIRST
LASTNAME
Title Goes Here


Ontario Public Power District

FIRST
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Ontario Public Power District

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LASTNAME
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Ontario Public Power District

OUTLETS

OUTLETS

OUR MISSION
Provide affordable, reliable and environmentally sensitive energy services to our customers.



AUGUST 2024 Customer Service: 1-877-536-4131 – OPPD.COM – RJ-38380

ENERGIZED TO SAVE? SAY NO MORE.

OPPD's Power to Save Program offers nine simple ways to save energy and money. The power to save is yours. More information is available at OPPD.COM.

THE PROGRAMS ARE:

ENERGY STAR REBATES:
Save energy with your everyday appliances. Contribute to a greener future and receive up to \$400 in rebates from OPPD when you upgrade.



LEARN MORE AT
energystar.gov

SMART THERMOSTAT:
Upgrade to a smart thermostat and enroll with OPPD. We'll even pay you to save energy.



HVAC SMART REBATES:
Wanting or needing to replace your A/C unit? Efficiency is the name of the game. And it pays you back in more ways than one.



HVAC SMART REBATES MULTI-FAMILY:
Make your property more attractive by upgrading the HVAC system. Energy efficiency is a great selling point, and it reduces overhead for rentals.

COOL SMART PROGRAM:
Don't have a smart thermostat? Don't worry. You can still save energy and lower your costs. We'll show you how.



AN **OPPD POWERFORWARD** PROGRAM

HVAC TUNE-UP REBATES:
Keep your A/C unit healthy and get cash back for doing so. Win-Win.



CHPH REBATE:
Make your home a high performer. Lower your carbon footprint, save energy and earn up to \$250 in OPPD rebates.

WEATHERIZATION REBATES:
Discover the path to a cozy home, lower energy bills and sustainable living. Receive up to \$1,500 in rebates from OPPD on energy-efficient windows and insulation upgrades.

ELECTRIC LAWN REBATES:
Make an eco-friendly, tangible impact and enjoy both savings and peace of mind, knowing you're lowering carbon emissions and contributing to a healthier planet.



SEPTEMBER BOARD MEETINGS
(Note: no July board meetings.) **All-committee meeting:** Tuesday, Sept. 17 (see oppd.com/BoardMeeting for details). **Regular board meeting:** Thursday, Sept. 19, 5 p.m. (see oppd.com/BoardMeeting for details). Hearing-impaired call 531-226-3208, 72 hours prior to request an interpreter. Agendas posted and meetings viewable on oppd.com/BoardMeeting



OPPD ARBORETUM CELEBRATES 20 YEARS

dedicated in 2004 to educate the public about trees, pollinators and electricity. The arboretum features a variety of trees, trails, rolling hills and an active substation that doubles as an educational tool for visitors. Signs and plant markers guide visitors around the area. Among the many offerings: a formal garden, pollinator garden, lowland tree collection, native Nebraska prairie collection, windbreak plantings, energy conservation area, electric safety area, outdoor classroom, a pond and a gazebo.

For two decades, OPPD's Arboretum has stood as a scenic and serene reminder that trees are important and should be kept clear of power lines. The Arboretum, at 108th and Blondo streets in Omaha, just celebrated its 20th anniversary with the same educational message as always: Always plant the right tree in the right place, and keep trees trimmed to avoid electrical lines. The 26-acre Arboretum was

7"x 2.5" AD SPACE AVAILABLE IN 2024

Proceeds benefit EAP. For details, please email gpschulte@oppd.com.

POP-UP EVENT HELPS CUSTOMERS WITH UTILITY ASSISTANCE



To ease the burden on struggling households, OPPD recently held an Energy Assistance Program (EAP) pop-up event. The event at the Latino Resource Center of the Midlands helped customers in south Omaha manage and pay off their past-due utility bills. It's part of a pilot program to help families maintain access to essential services while promoting their financial stability and well-being. OPPD partnered with the Latino

Resource Center of the Midlands, Family Housing Advisory Services and United Way/211. Employees from the groups involved helped customers sign up for help with their power bills. Social services workers from the Department of Health and Human Services were also on hand, helping qualified residents enroll in the Low Income Home Energy Assistance Program. Members of OPPD's Customer Care Team helped residents with billing and payment questions. Overall, 43 customers got help with their electric bills, receiving an average of \$331 from the EAP. The first 75 customers to arrive received a \$20 gift card for groceries. OPPD plans to hold more pop-up events throughout the utility's 13-county service area.

KEEP CURRENT

OPPD NEEDS YOUR UPDATED INFO



Here at OPPD, we want to make sure we have the most up-to-date information on your account so that we can contact you if necessary. This will help us better inform you about power outages, tree maintenance near your home, and other matters. To update your contact information, please visit oppd.com/KeepCurrent and fill in the requested information.

Proceeds from the sale of advertising space in Outlets are donated to OPPD's Energy Assistance Program. An advertisement in Outlets does not constitute an endorsement by OPPD. For information about this space, call 402-536-4131.

POSTER EXAMPLES



THAT'S EYE OPENING!

Skin cancer strikes 1 in 5

SIGN UP FOR A FREE SKIN CANCER SCREENING

2024 OPPD SKIN CANCER SCREENING SCHEDULE

LOCATION	DATE	TIME
OPPD Huddle Space*	Mon, June 10	8-11 a.m.
Omaha Center	Tue, June 11	1-3 p.m.
North Omaha Station	Wed, June 11	8-10 a.m.
ECC/Metering/Data Transport	Thur, June 13	7-9 a.m.
Elkhorn Center	Tue, June 25	7-10 a.m.
OPPD Huddle Space	Mon, July 8	8-11 p.m.
OPPD Huddle Space	Mon, July 15	1-3 p.m.
Elkhorn Center	Wed, July 17	7-10 a.m.
Papillion Center	Wed, July 17	1-3 p.m.

*1919 Aksarben Drive

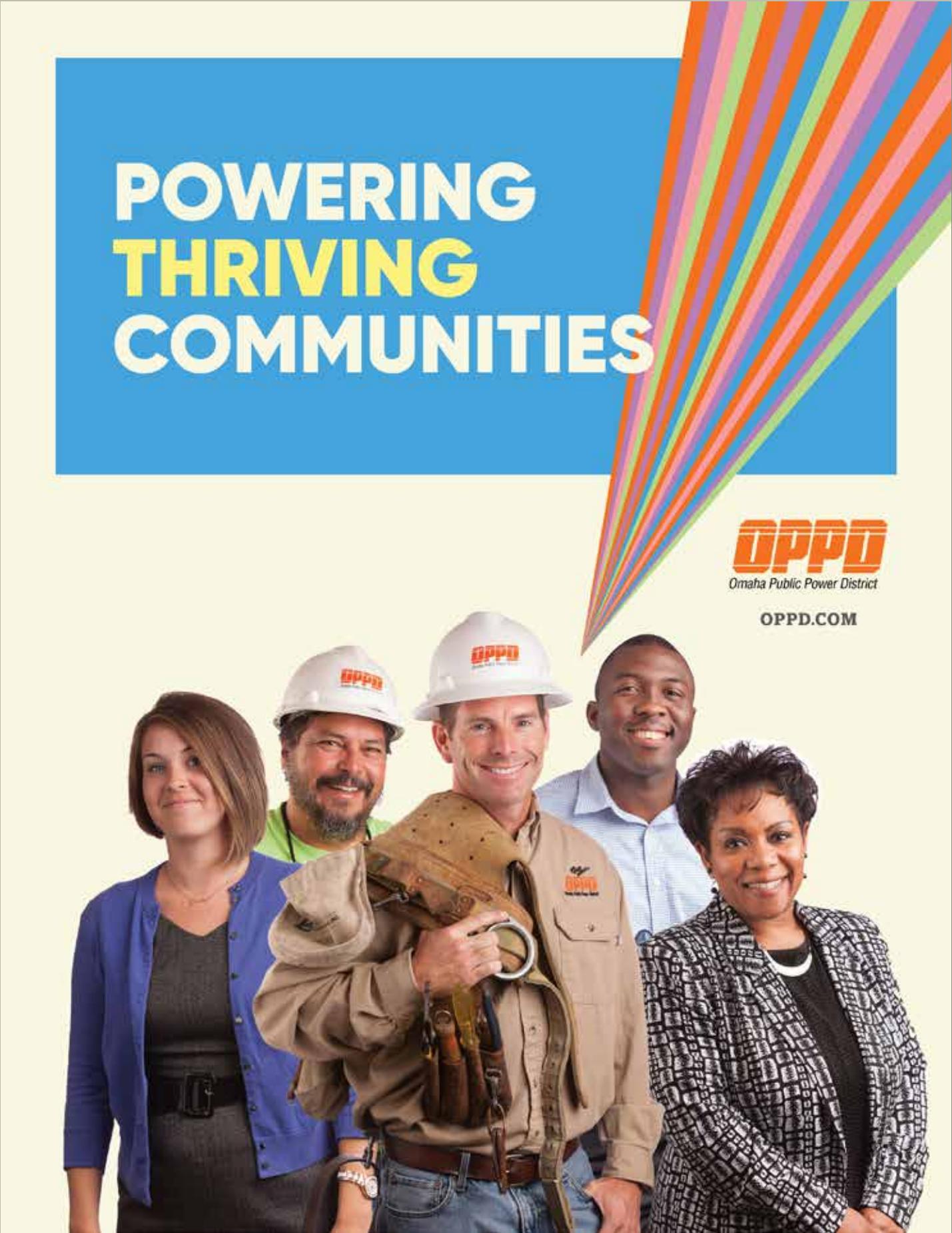
To sign up, visit the intranet home page and click on the Wellness button.

HERE ARE THE FACTS:

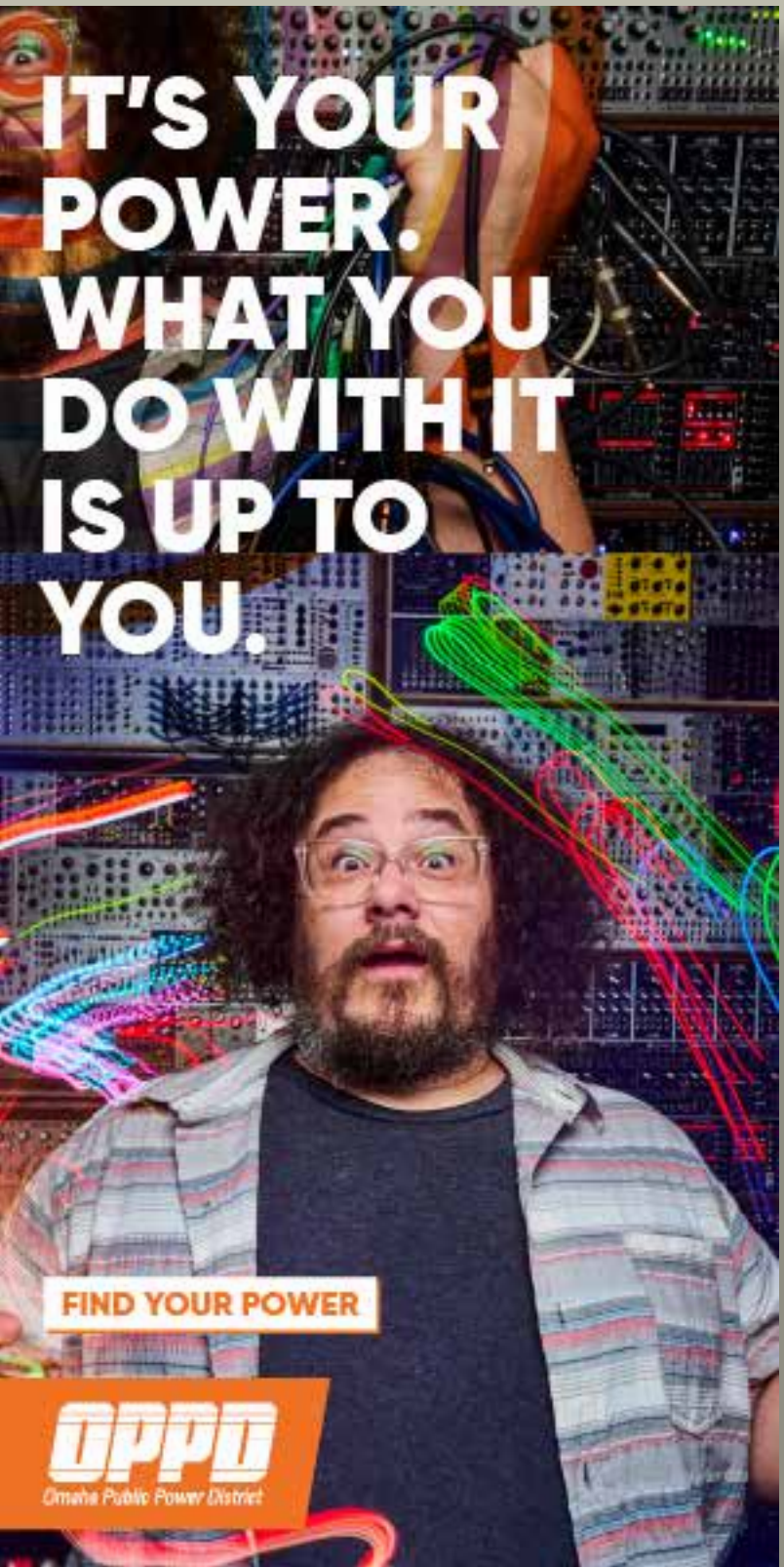
- Melanoma is a very serious form of skin cancer
- Early treatment and prevention are key to avoiding a life-threatening condition
- In men, melanoma is found most often on the area between the shoulders and hips or on the head and neck
- In women, melanoma often develops on the lower legs, under the fingernails, toenails or on the palms or soles
- Melanoma causes one death every 68 minutes in the U.S.

OPPD
Omaha Public Power District

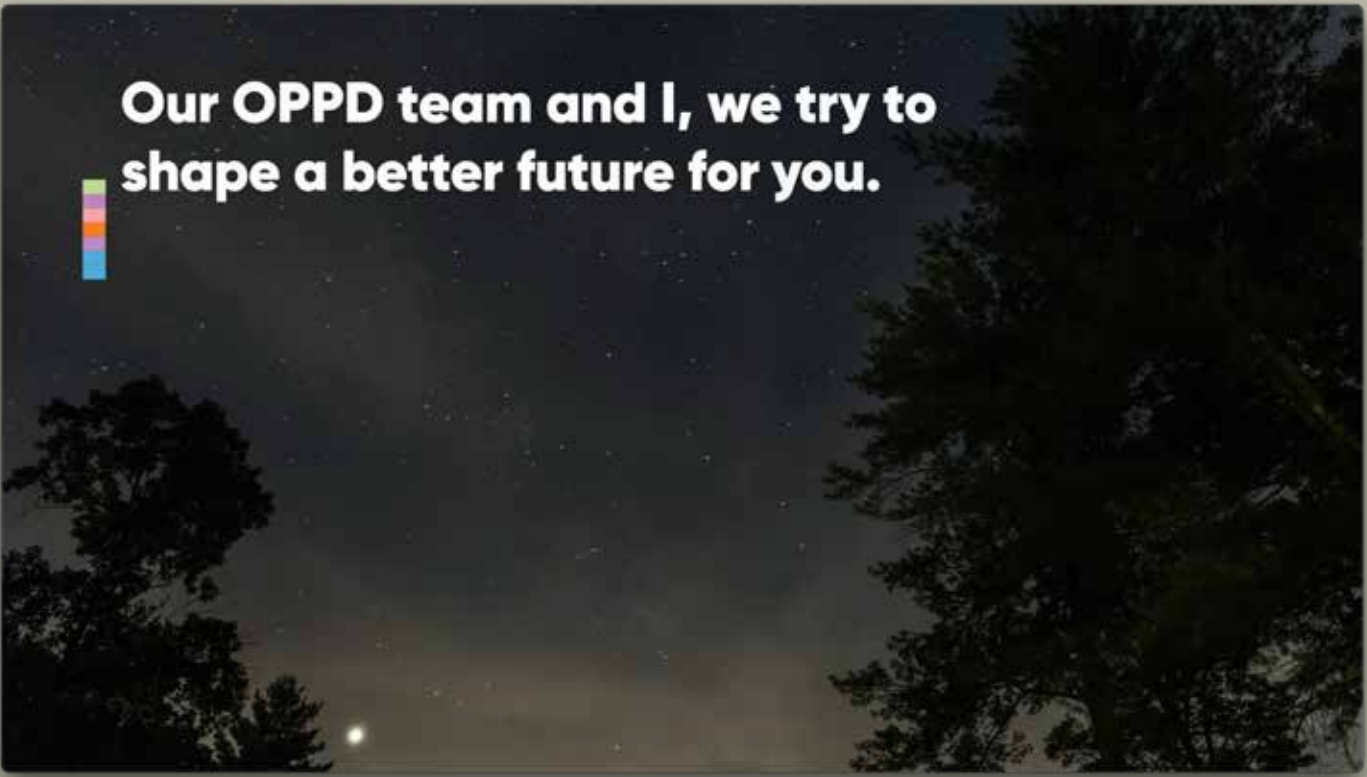
OPPD.COM
up 5/17 down 7/17



BRAND ADVERTISING EXAMPLES



MOTION GRAPHIC EXAMPLES



LOCK SCREENS

ACTIVE THREAT RESPONSE



RUN



HIDE



FIGHT

For more information on training and Active Threat Response procedures, contact CorporateSecurity@oppd.com



CYBERSECURITY >>>
AWARENESS MONTH

Your vigilance is key to our security

- Use multi-factor authentication
- Use complex passwords
- Stay alert for phishing



RECHARGE YOUR DEVELOPMENT

Check out emPOWERed U learning opportunities
Coming soon: OPPD development week is October 21-24



T-SHIRT DESIGN EXAMPLES



ESSENTIAL COMMS DESIGN ASSETS

SERVICE INTERRUPTION



**TO AVOID ELECTRIC SERVICE
INTERRUPTION, PAYMENT IS
REQUIRED IMMEDIATELY.**

Address: _____

Date: _____



PAY ONLINE

Visit **oppd.com/paybill**



PAY BY PHONE

402-536-4131 or 1-877-536-4131



PAY IN PERSON

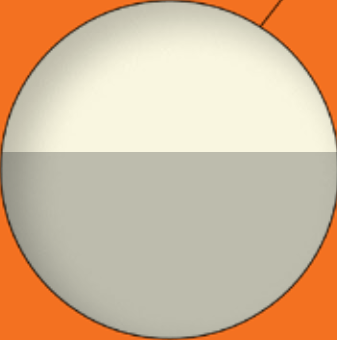
Energy Plaza Office, 444 S. 16th St.

Monday-Friday: 8 a.m. to 5 p.m. (Cash, check or credit card accepted. OPPD account number or phone number and last four of SSN required.)

Walmart, CVS & other MoneyGram locations.
Visit **oppd.com/paybill** to view locations.
(OPPD account number required.)

For **LIHEAP** information, call 402-595-1258 or 1-800-383-4278.
For **EAP** information, call 402-536-4131 or visit oppd.com/EAP.

DOOR KNOCKER



WE'RE SORRY


Unfortunately, we could not install OPPD's Triple Surge Guard Protection today, _____ , due to the following:

- ☐ Your phone box is located inside your home and is not accessible. Please call your installer to set up an appointment.
- ☐ Your cable box is located inside your home and is not accessible. Please call your installer to set up an appointment.
- ☐ We are unable to provide this product due to an inserted/flush meter, which prevents us from properly grounding the meter arrester.
- ☐ We are unable to provide this product due to a well pump and/or outbuilding that is wired back to your home. Unfortunately, our product would not be able to protect you from surges that originate at these points.
- ☐ We were unable to install because _____

QUESTIONS?

Installer name: _____
Installer phone: _____

Or please feel free to call the Product Manager at 636-2239. We apologize for any inconvenience.



Omaha Public Power District

SURGE GUARD PROTECTION
SEE SPECIAL OFFER ON BACK

IMPORTANT NOTICE



IMPORTANT NOTICE

DEAR OPPD CUSTOMER:

We were at this address today. Please note item(s) checked below. If applicable, please refer to the diagram. Thank you.

SAFETY

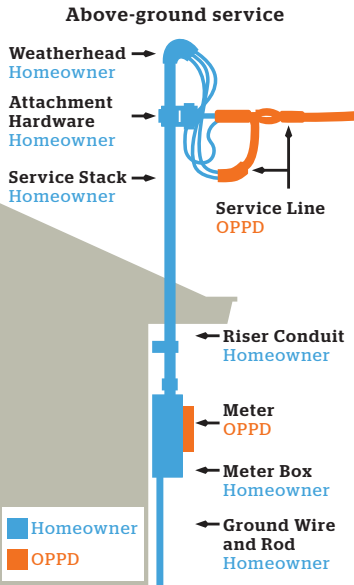
Square OPPD found a safety hazard and must disconnect electric service. Electrical repairs are required. **Please contact OPPD IMMEDIATELY at 531-226-3332.**

Square Remove vegetation; Do not block access to equipment.

Square Tree trimming is required to allow repairs/ prevent damage to your overhead service. Please contact your tree trimmer.

Square OPPD found a safety hazard.

DAMAGE REPAIR RESPONSIBILITY



ELECTRIC SERVICE

Square OPPD repaired the service/trouble you called about.

Square OPPD inspected the service. No trouble was found on OPPD equipment.

Square OPPD changed your electric meter. The reading was _____

Square A temporary service has been installed. Permanent repairs will be scheduled.

Square Please contact OPPD at 402-536-4131, regarding potential claims for _____

THIRD-PARTY CONTACT INFORMATION

Square Repairs need to be made to your electric service. Please contact your electrician to make repairs and/or for a final inspection permit. City Permits & Inspections will be notified of the damage and may request the service be disconnected if the necessary repairs and permits are not handled.

Square Please contact your cable TV or telephone company about damage to their equipment on your property.

OPPD CONTACT INFORMATION

- Customer Care ----- 402-536-4131 (1-877-536-4131)
- Outage Reporting ----- 1-800-554-OPPD(6773)
- Electric service questions – 531-226-3332

OPPD RESOURCES

Community resources are available for individuals facing financial hardship and needing assistance. Contact 211 for assistance or call OPPD Customer Care for more information.

Comments: _____

EMP# _____ Date _____ Time _____

EAP FLIER



KEEP YOUR POWER ON WITH OPPD EAP

EAP is the OPPD energy assistance program that provides financial assistance to help cover emergency energy needs.

If you have a bill that's past due or have received a disconnect notice, the EAP can help.



HOW DO I APPLY FOR EAP?

Please contact OPPD customer service at **1-877-536-4131** or visit **oppd.com/EAP**.

OPPD understands there are times when paying monthly energy bills can feel unpredictable or unaffordable for some of us. That's why the EAP provides financial assistance to help with emergency energy needs for residents in our 13-county service area.

Applicants can receive up to \$500 in assistance based on the following eligibility criteria:

- Household income at or below 200% of the federal poverty level
- Proof of an immediate financial emergency such as illness, layoff, loss of income or death in the family

The OPPD EAP is administered by the



SAFETY SLIDE

PHYSICAL SAFETY CHECKPOINT

- Feeling Ill?
- Locate AED's, Exits, and First Aid
- Environmental Hazards
- Identify Help
- Active Shooter (Run, Hide, Fight)

PSYCHOLOGICAL SAFETY CHECKPOINT

- Respect
- Healthy Conflict
- Multiple Perspectives
- Trust
- Culture of Curiosity

CYBER SECURITY

- SEE SOMETHING, SAY SOMETHING**
- The Sooner The Better
 - Identify unknown phone number(s) or person(s) in virtual meetings



CONTACT

CENTRAL STATION: 531-226-3700 for an emergency
SAFETY: 531-226-7233 (SAFE) to report a safety issue
OPPD SERVICE DESK: 531-226-3848
HUDDLE SPACE SECURITY: 402-982-8200

POSTER

HAZARDOUS WORK AREA

DO NOT ENTER WITHOUT PERMISSION FROM OPPD

HIGH VOLTAGE SUBSTATION 972

4950 Hwy 50,
Weeping Water NE
68463



HAZARD INFORMATION



- High Voltage
- Risk of Electrical Shock
- Consider all lines energized
- Flammable Liquid



FIRE SAFETY

- Remain outside the substation fence
- Protect the area outside the substation
- Do not spray water inside the substation
- OPPD Dispatch notified automatically



SECURITY

- Remain outside the substation fence
- Protect the area outside the substation
- Notify OPP Central Station of vandalism or suspicious activity



ENVIRONMENTAL SAFETY

- Substation contains mineral oil required for operation. If spill is identified, take measures to prevent further contamination outside fence.
- Spill Prevention, Control and Countermeasure (SPCC) plan available in control building.
- Orange spill kits available near control building for qualified employee use.

Emergency Contact Information

Call 911 In case of emergency
OPPD Central Station (531)-226-3700



