



Regulated Price Plan Graphics Mini Guide

EDITION 2.0 | **MARCH 2023**

Welcome to the

Regulated Price Plan Graphics Mini Guide

This guide was developed to provide direction for the application and display of Ontario's three types of electricity price plans under the Regulated Price Plan (RPP): **Time-of-Use (TOU)**, **Ultra-Low Overnight (ULO)** and **Tiered**. This family of graphics has been created with public and stakeholder input, to help every Ontarian better understand and compare how each of the three electricity price plans work. The RPP graphics reflect updates to the Ontario Energy Board's (OEB) visual identity and align with Ontario's Accessibility for Ontarians with Disabilities Act (AODA) guidelines.

Digital files for these graphics are available in colour and greyscale by request through OEB Industry Relations. These graphics will be updated on an ongoing basis by the OEB when pricing or rate period changes occur. **Aside from placement of the corresponding legends relative to their graphics and overall sizing, none of the artwork may be altered in any way without the express permission of the OEB.**

Clear space

The main graphic and its callouts (e.g., the legend) must be surrounded by clear space on all sides.

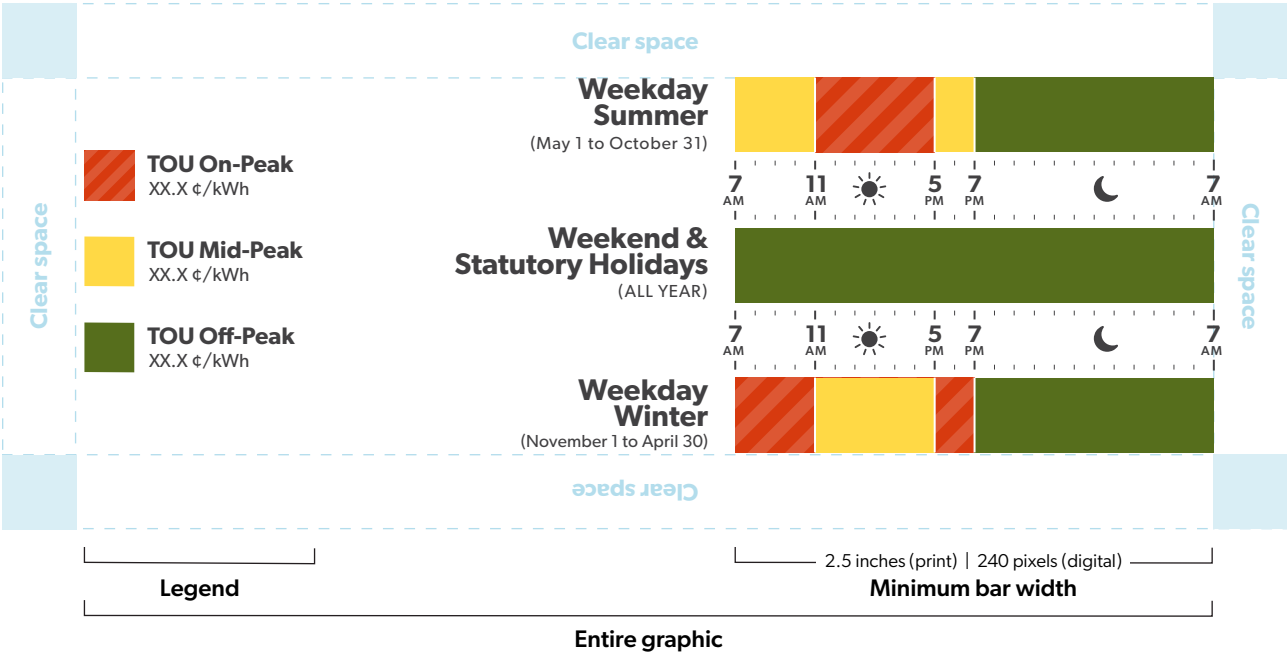
The clear space is defined by the height of the graphic bars and should be clear of all non-related images, type and other graphic elements.

Minimum size

To maintain clarity and legibility, the minimum size of the *entire graphic* is defined by the proportional scaling of all elements, to the minimum width of the bars listed below.

Legend placement

The legend may appear to the left, to the right, above, or below the graphic, and may be arranged vertically or horizontally – provided all elements remain intact and adhere to the minimum size and clear space requirements.



Colours

Colours are provided with their PANTONE®, RGB and hex values. Tints appearing in patterns are 85% of the colour's value.

PANTONE 1665 C

R215 G58 B15
#D73A0F

PANTONE 129 C

R255 G217 B69
#FFD945

PANTONE 368 C

R86 G110 B28
#566E1C

Clear space

The main graphic and its callouts (e.g., the legend) must be surrounded by clear space on all sides.

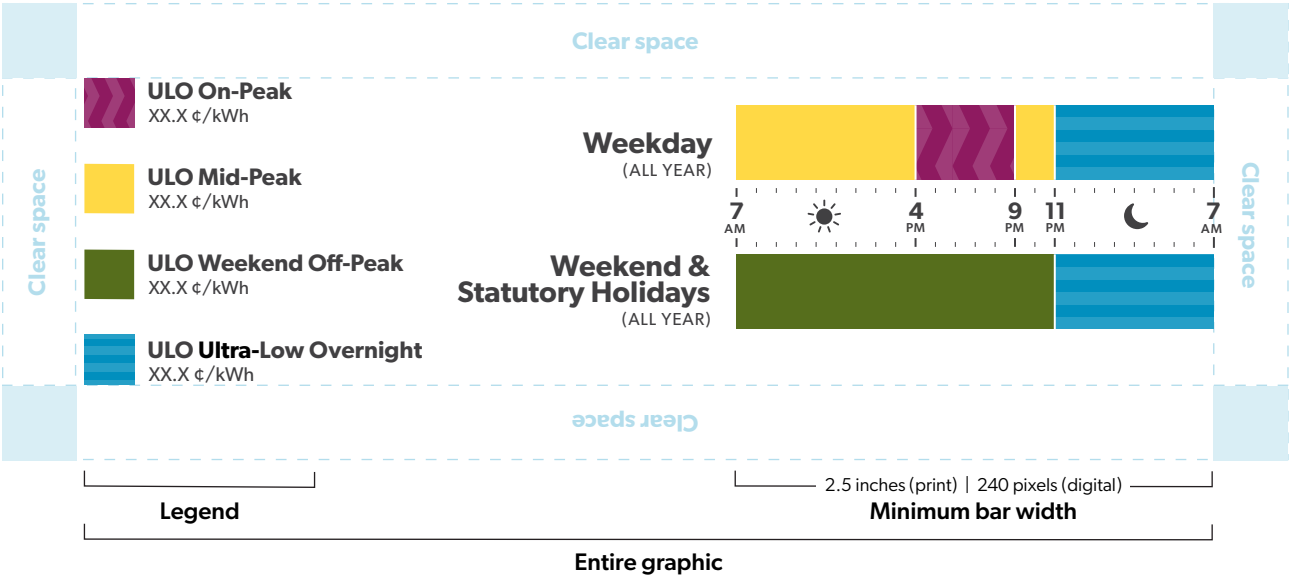
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Colours

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PANTONE 7649 C

R142 G26 B96
#8E1A60

PANTONE 129 C

R255 G217 B69
#FFD945

PANTONE 368 C

R86 G110 B28
#566E1C

PANTONE 313 C

R1 G143 B190
#018FBE

Clear space

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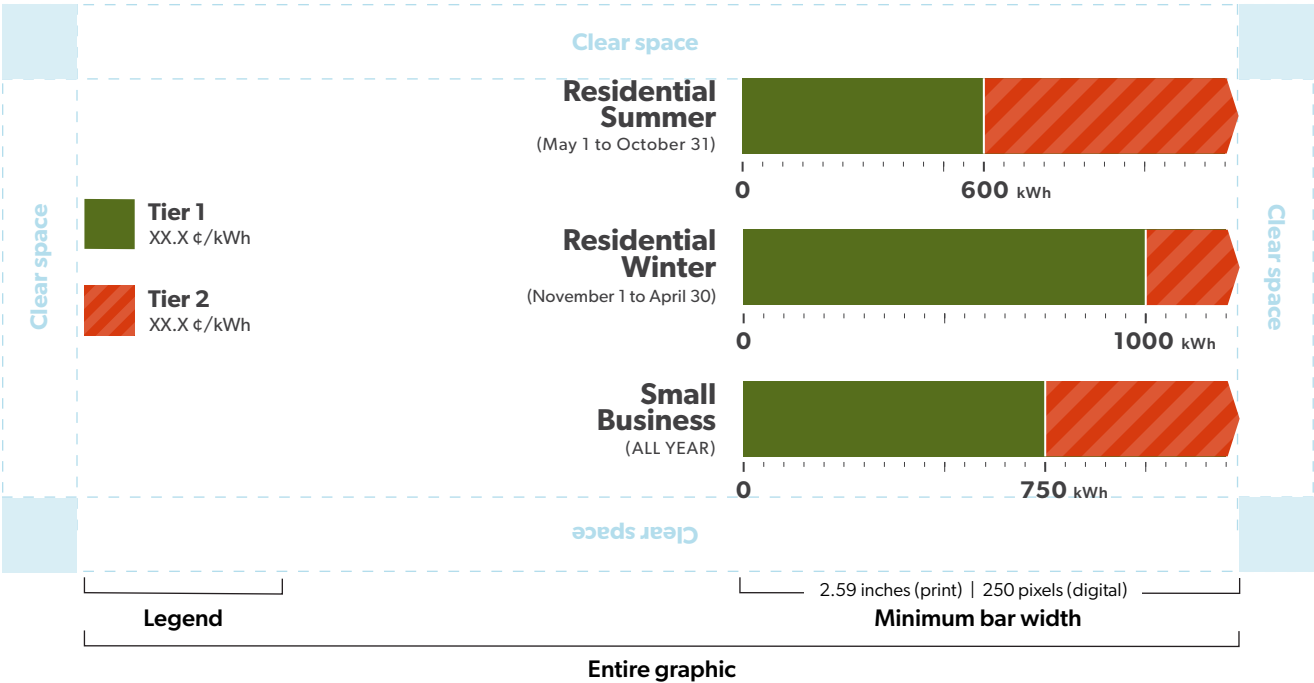
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PANTONE 1665 C	PANTONE 368 C
R215 G58 B15	R86 G110 B28
#D73A0F	#566E1C

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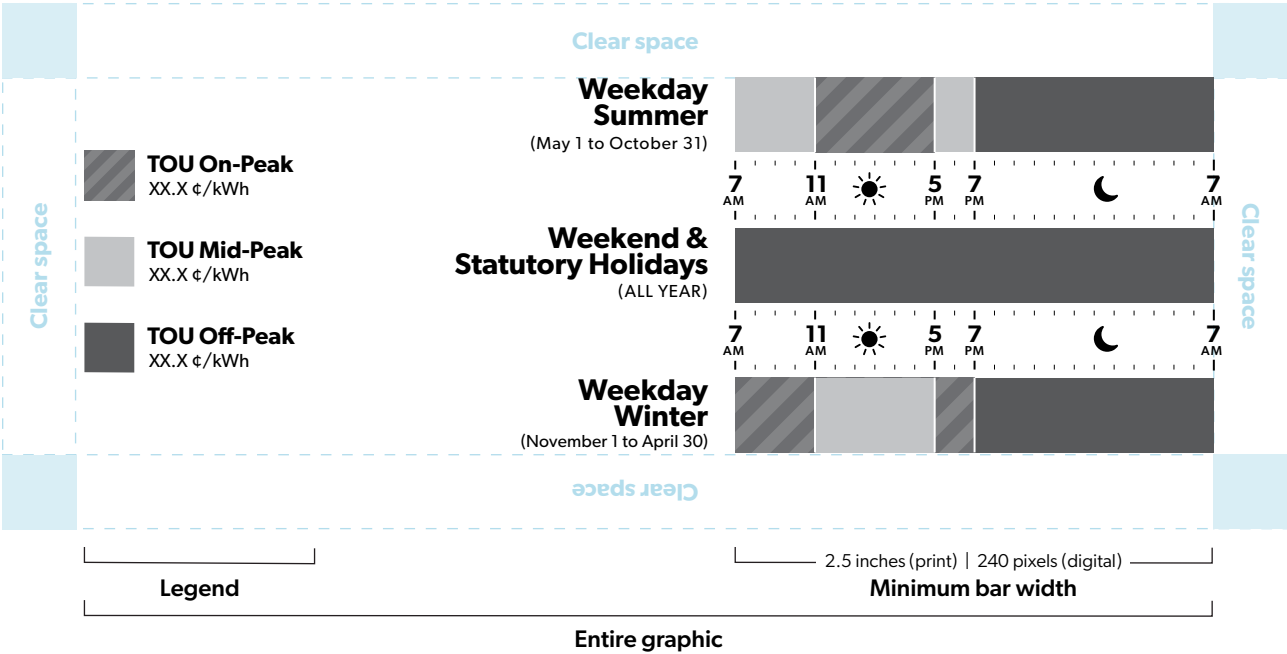
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Colours

Greys are provided with their RGB and black percentage values. Tints appearing in patterns are 85% of the tone's value.

ORANGE
(Grey Conversion)

R109 G110 B113
70% Black

YELLOW
(Grey Conversion)

R194 G196 B198
27% Black

MOSS GREEN
(Grey Conversion)

R88 G89 B91
80% Black

Clear space

The main graphic and its callouts (e.g., the legend) must be surrounded by clear space on all sides.

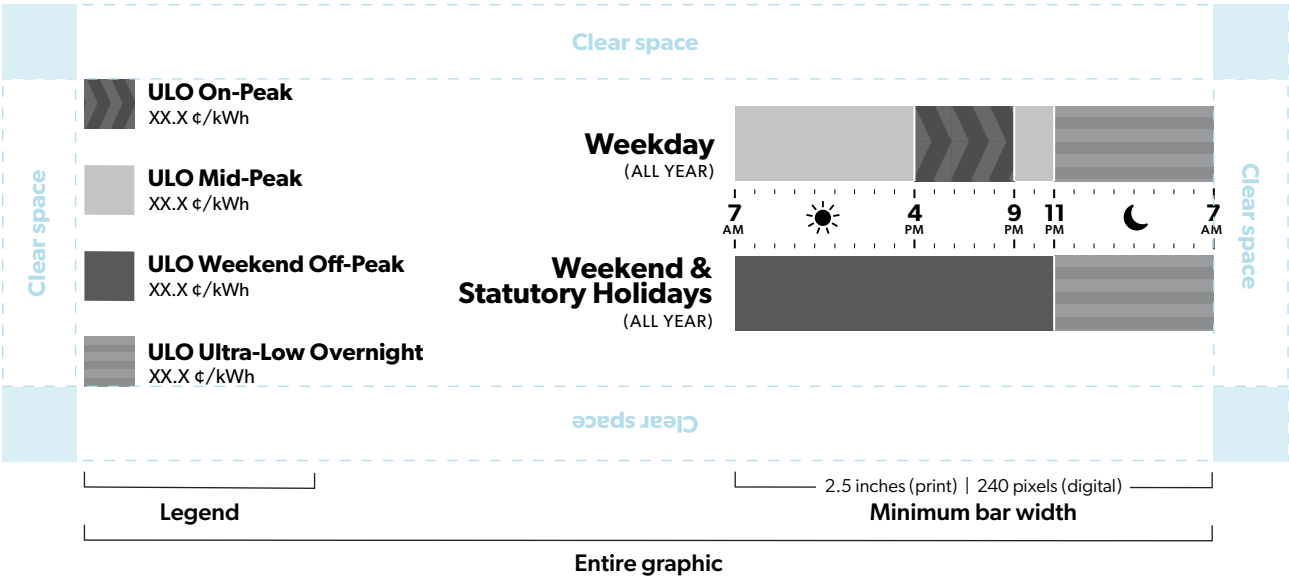
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Colours

Greys are provided with their RGB and black percentage values. Tints appearing in patterns are 85% of the tone's value.

PLUM
(Grey Conversion)

R77 G77 B79
85% Black

YELLOW
(Grey Conversion)

R194 G196 B198
27% Black

MOSS GREEN
(Grey Conversion)

R88 G89 B91
80% Black

BLUE
(Grey Conversion)

R138 G140 B142
55% Black

Clear space

The main graphic and its callouts (e.g., the legend) must be surrounded by clear space on all sides.

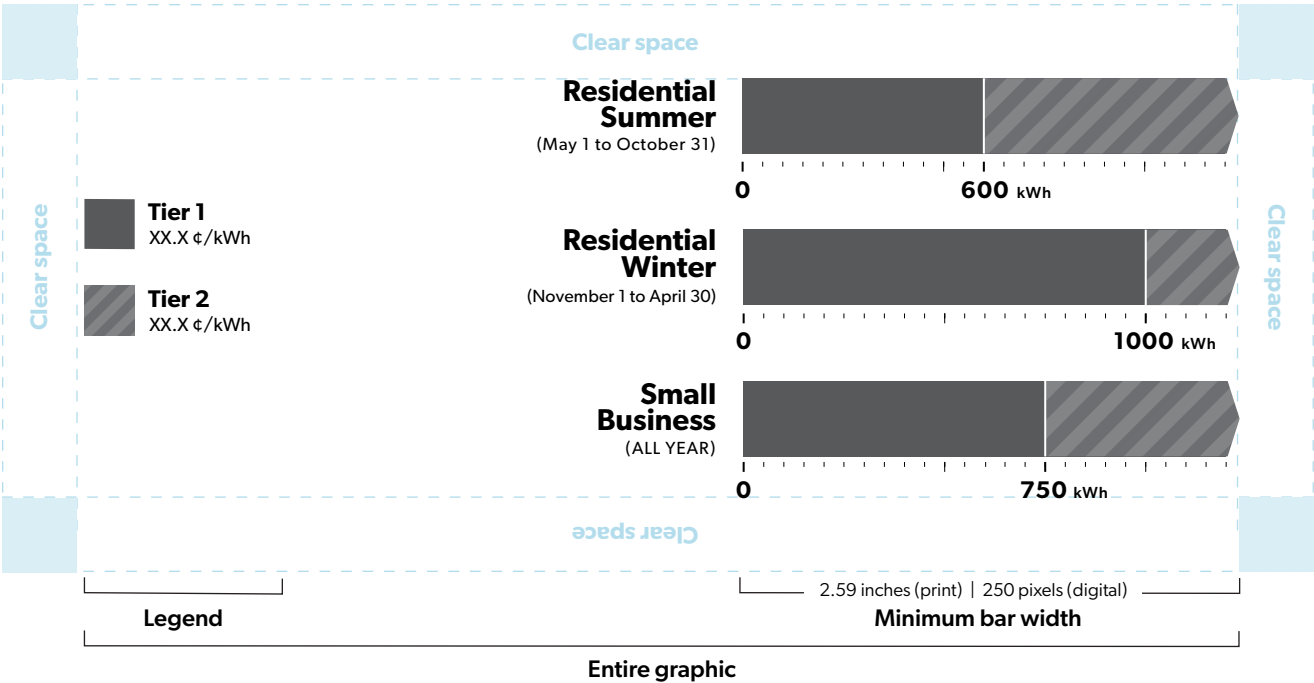
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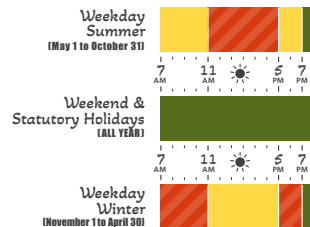
Greys are provided with their RGB and black percentage values. Tints appearing in patterns are 85% of the tone's value.

ORANGE
(Grey Conversion)
R109 G110 B113
70% Black

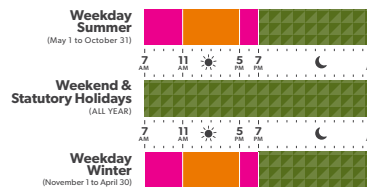
MOSS GREEN
(Grey Conversion)
R88 G89 B91
80% Black

The RPP graphics should only be used in their provided format and should never be modified. Here are examples of how NOT to use the graphics:

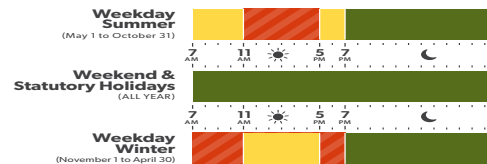
Do not alter the typeface of the graphics



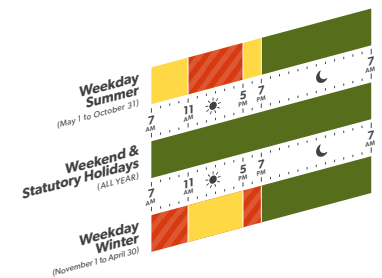
Do not alter the colours or patterns of the graphics



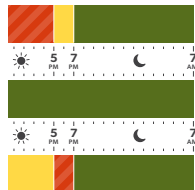
Do not change the proportions of the graphics



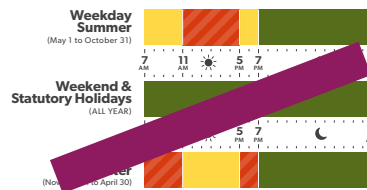
Do not skew or angle the graphics



Do not crop the graphics



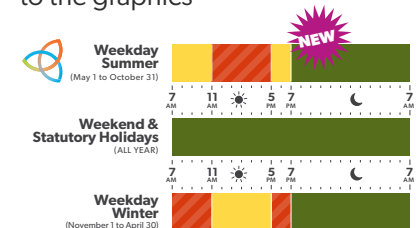
Do not place any other elements on top of the graphics



Do not scale graphics separately from support elements



Do not add design elements to the graphics



*If you have any questions about this
document or the RPP graphics, please reach out to
OEB's Industry Relations | **IndustryRelations@oeb.ca***

