



# Regulated Price Plan Graphics Mini Guide

EDITION 3.0 | **OCTOBER 2024**

# 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 and dates relative to their graphics and overall sizing, none of the artwork may be altered in any way without the express permission of the OEB.** For your consideration, sample layouts for print and digital can be found on pages 10 and 11.

**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.

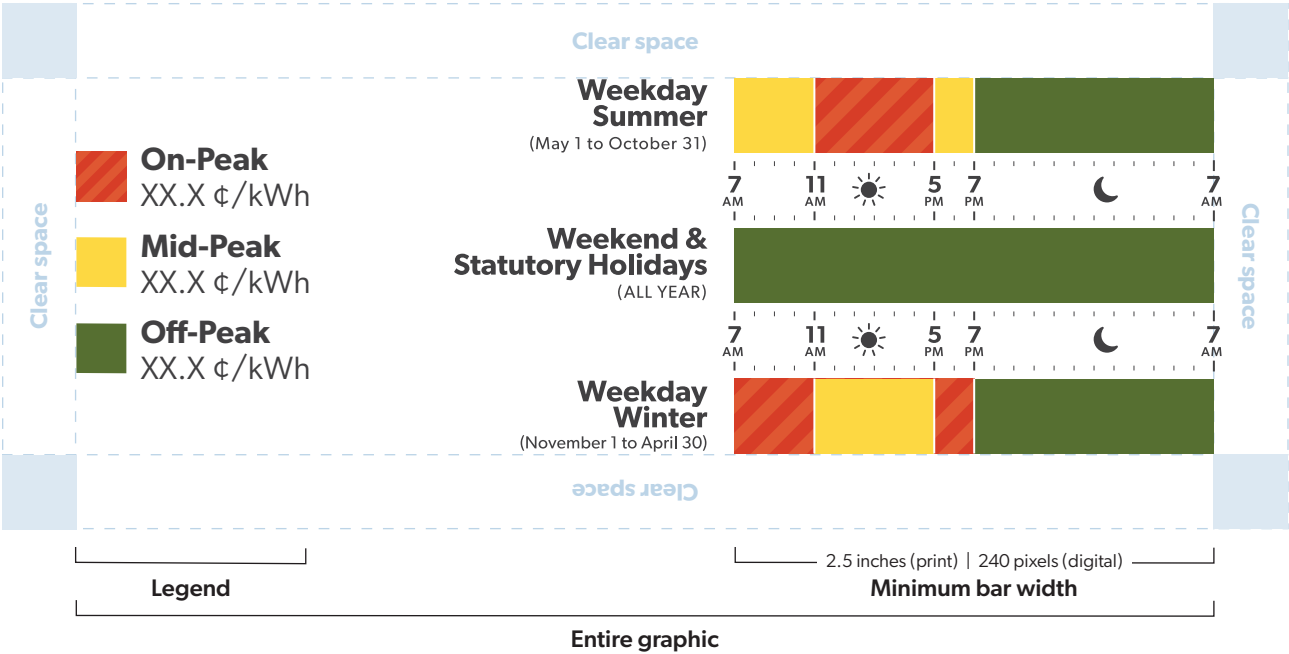
**Graphic size and AODA requirements**

To maintain clarity, legibility, and AODA compliance, please ensure your graphics comply with the minimum bar width as represented below. All fonts should meet AODA requirements.

**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.

**Example Layout**



**Colours**

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



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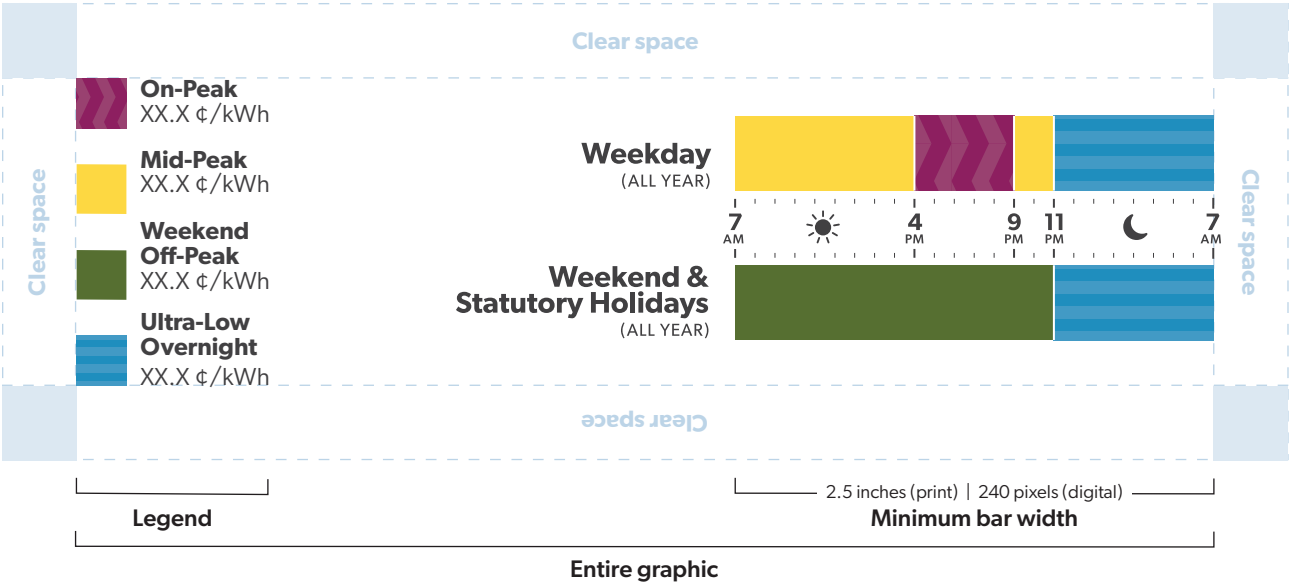
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**Example Layout**



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|  |  |
|--|--|
| <b>PANTONE 7649 C</b><br><br><b>R142 G26 B96</b><br><b>#8E1A60</b> | <b>PANTONE 129 C</b><br><br><b>R255 G217 B69</b><br><b>#FFD945</b> |
| <b>PANTONE 368 C</b><br><br><b>R86 G110 B28</b><br><b>#566E1C</b>  | <b>PANTONE 313 C</b><br><br><b>R1 G143 B190</b><br><b>#018FBE</b>  |

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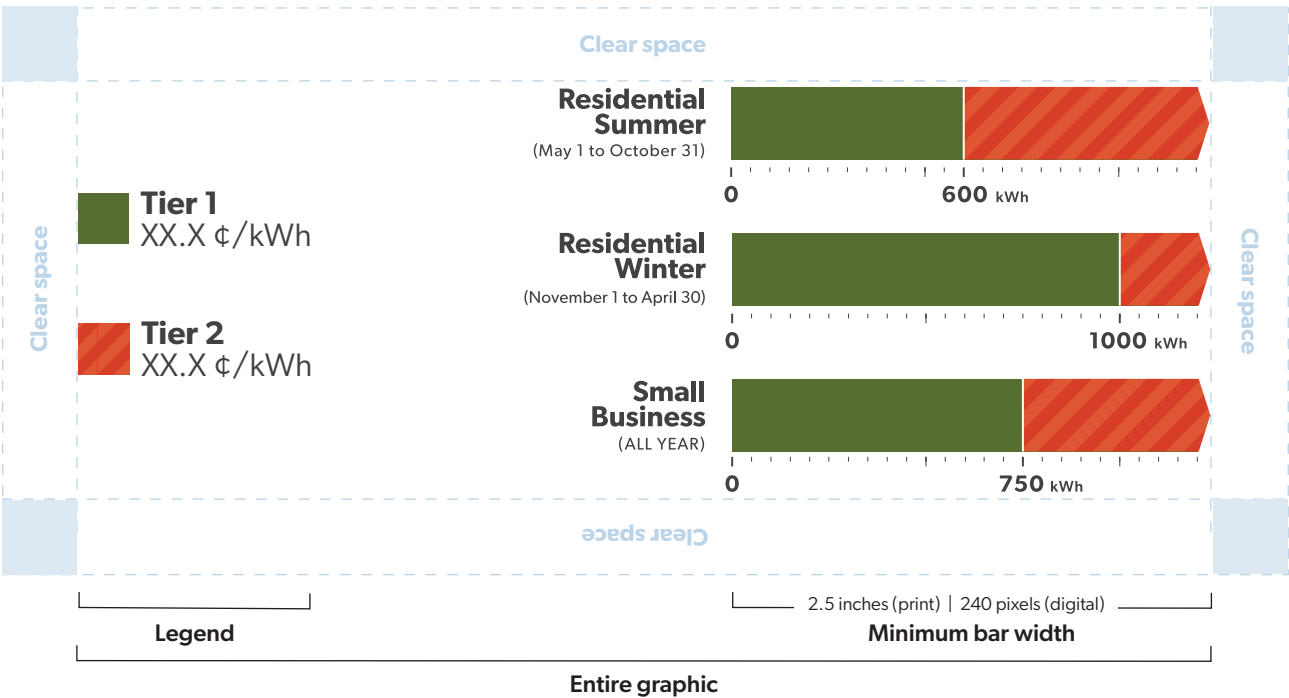
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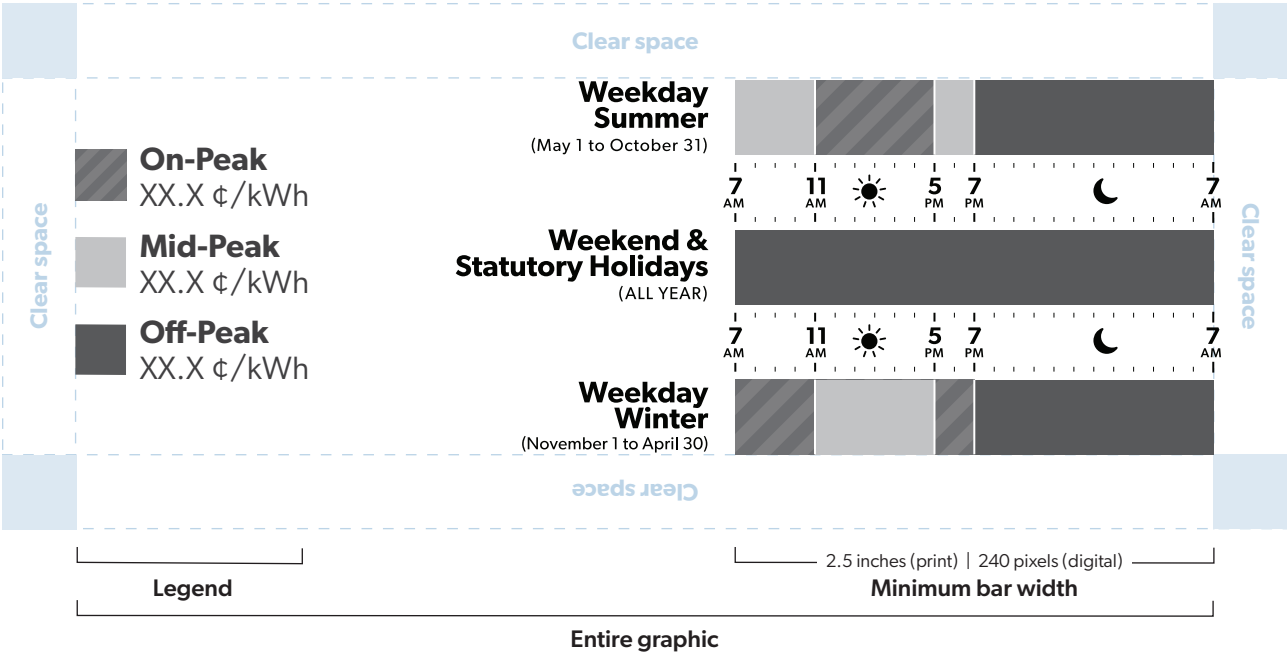
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**Example Layout**



**Colours**

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

|  |   |
|--|---|
| <b>ORANGE</b><br>(Grey Conversion)<br><b>R109 G110 B113</b><br><b>70% Black</b>  | <b>YELLOW</b><br>(Grey Conversion)<br><b>R194 G196 B198</b><br><b>27% Black</b> |
| <b>MOSS GREEN</b><br>(Grey Conversion)<br><b>R88 G89 B91</b><br><b>80% Black</b> |   |

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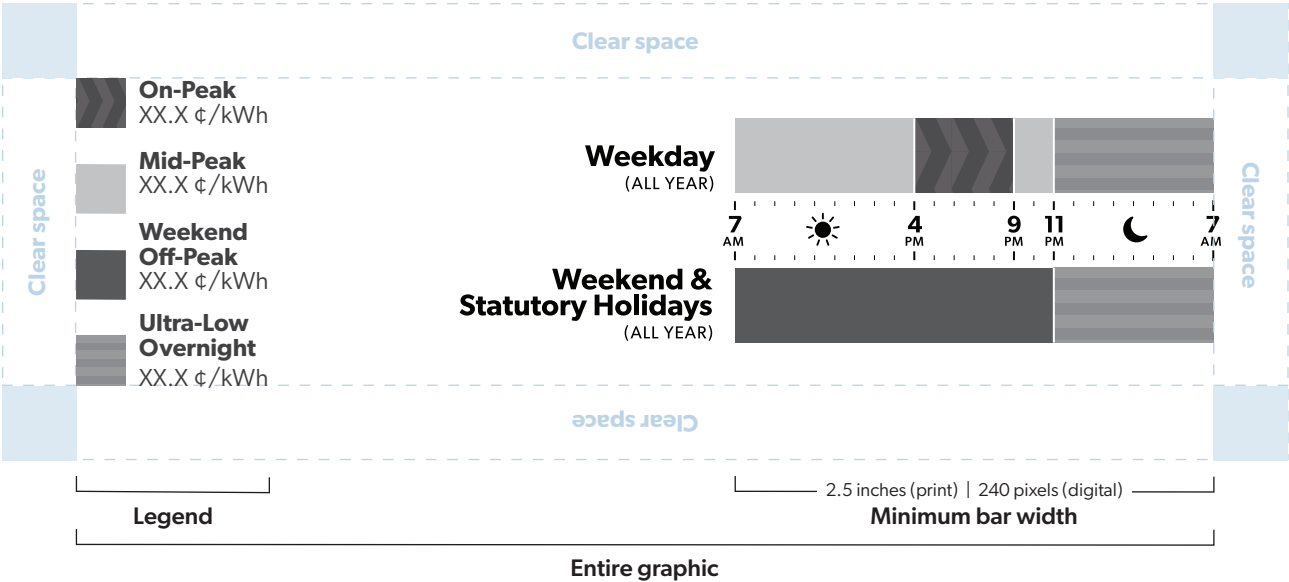
**Graphic size and AODA requirements**

To maintain clarity, legibility, and AODA compliance, please ensure your graphics comply with the minimum bar width as represented below. All fonts should meet AODA requirements.

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**Example Layout**



**Colours**

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

|   |  |
|---|--|
| PLUM<br>(Grey Conversion)<br>R77 G77 B79<br>85% Black       | YELLOW<br>(Grey Conversion)<br>R194 G196 B198<br>27% Black |
| MOSS GREEN<br>(Grey Conversion)<br>R88 G89 B91<br>80% Black | BLUE<br>(Grey Conversion)<br>R138 G140 B142<br>55% Black   |

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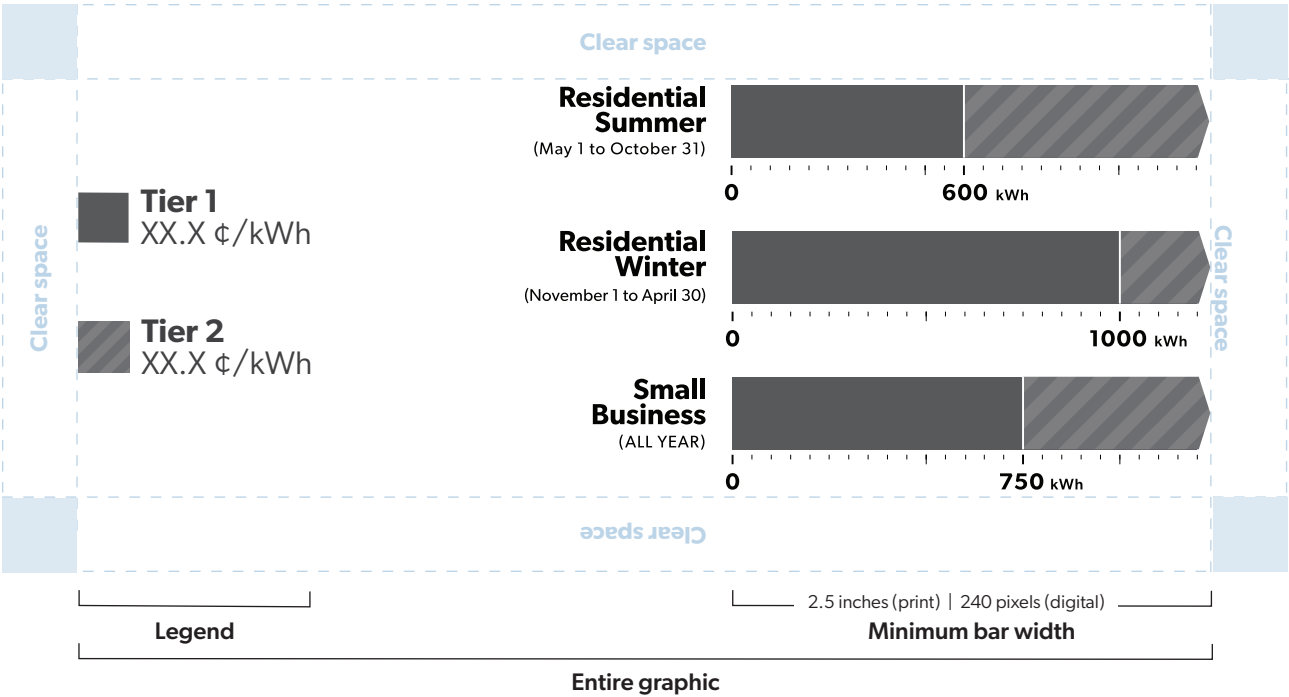
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**Example Layout**



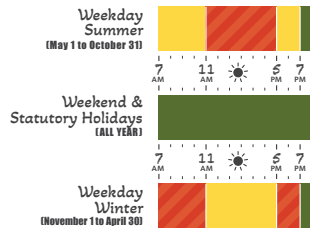
**Colours**

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

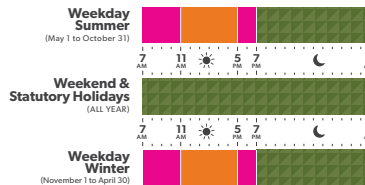
|                             |                                 |
|-----------------------------|---------------------------------|
| ORANGE<br>(Grey Conversion) | MOSS GREEN<br>(Grey Conversion) |
| R109 G110 B113<br>70% Black | R88 G89 B91<br>80% Black        |

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:

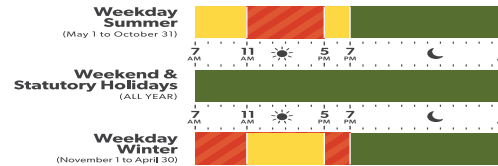
**Do not** alter the typeface of the graphics



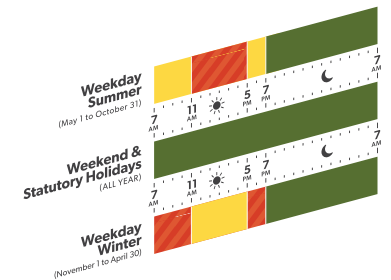
**Do not** alter the colours or patterns of the graphics



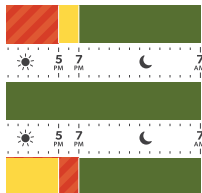
**Do not** change the proportions of the graphics



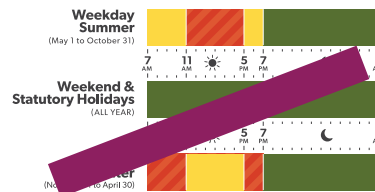
**Do not** skew or angle the graphics



**Do not** crop the graphics



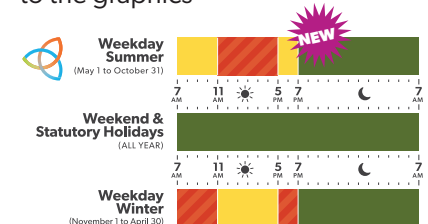
**Do not** place any other elements on top of the graphics



**Do not** scale graphics separately from support elements



**Do not** add design elements to the graphics



Date placement

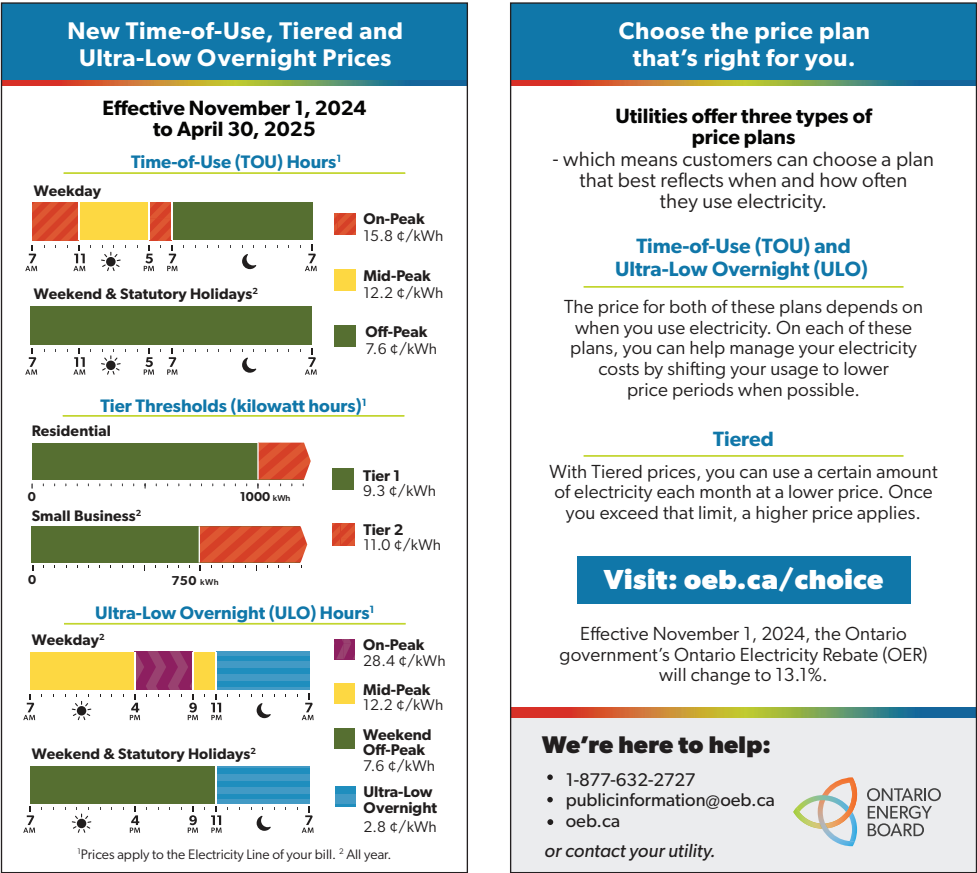
The date can either be located under the bar graph labels, or treated as a header. In this case the date pertaining to the rates is used as a header.

Graphic size and AODA requirements

Across all graphics, the bars meet the minimum length for print of 2.5 inches. The graphics have been scaled to match their original proportions, while colours and patterns have not been altered to ensure AODA compliance.

Legend placement

Legend appears to the right of the graphic, but may appear to the left, above or below the graphic. It is arranged vertically, but may be arranged horizontally provided all elements remain intact and adhere to the minimum size and clear space requirements.



### Date placement

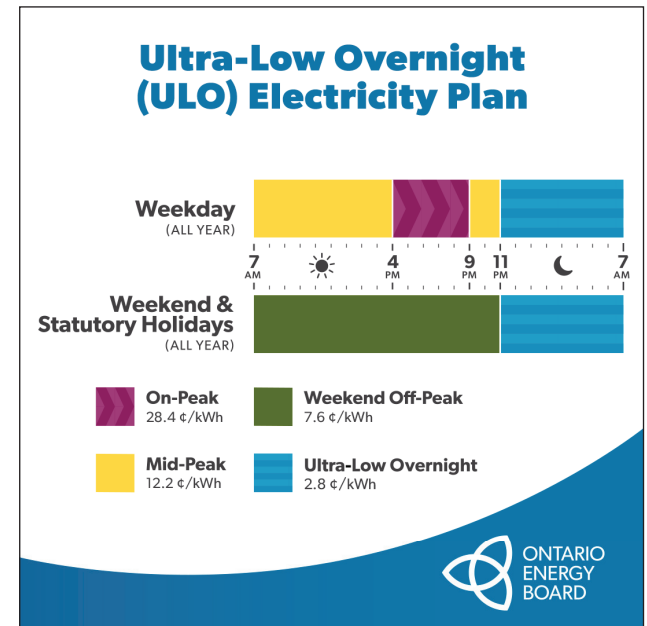
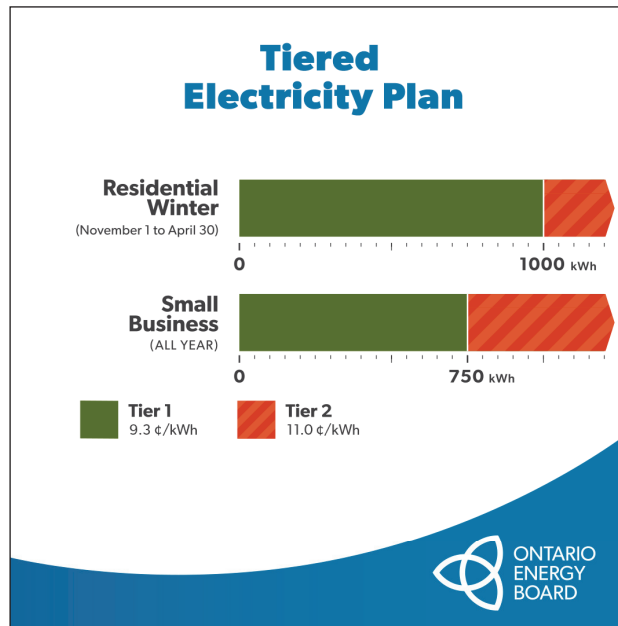
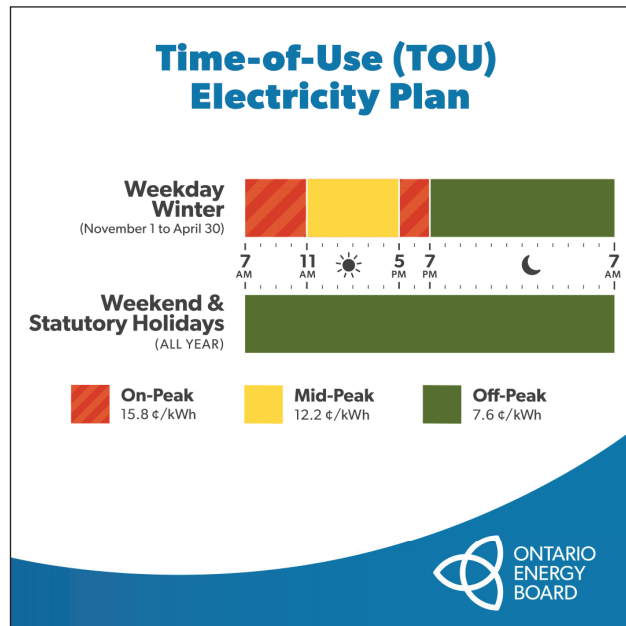
The date can either be located under the bar graph labels, or treated as a header. In this case the date pertaining to the rates can be found under the bar graph labels.

### Graphic size and AODA requirements

Across all graphics, the bars meet the minimum length for digital of 240 pixels. The graphics have been scaled to match their original proportions, while colours and patterns have not been altered to ensure AODA compliance.

### Legend placement

In the case of the social post example, the legend appears below the graphic but it may appear to the left, to the right, or above the graphic. It is arranged horizontally, but it may be arranged vertically provided all elements remain intact and adhere to the minimum space requirements. Please ensure that the percentage of text within the image does not exceed the maximum requirements of your social channel.



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

