

Regulated Price Plan (RPP)

Brand and graphics guide

November 2026

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.

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 social are provided.

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

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: The legend may appear to the right, or below the graphic, and may be arranged vertically or horizontally. All elements to remain intact and adhere to the minimum size and clear space requirements.

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

PANTONE 1665 C
R 215 G 58 B 15
#D73A0F

PANTONE 368 C
R 86 G 110 B 28
#566E1C

PANTONE 129 C
R 255 G 217 B 69
#FFD945

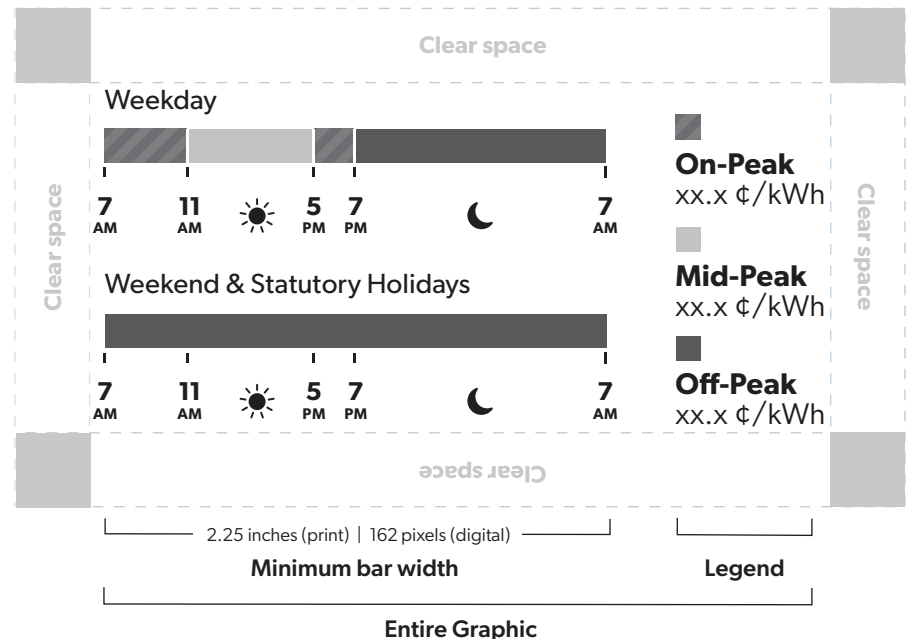
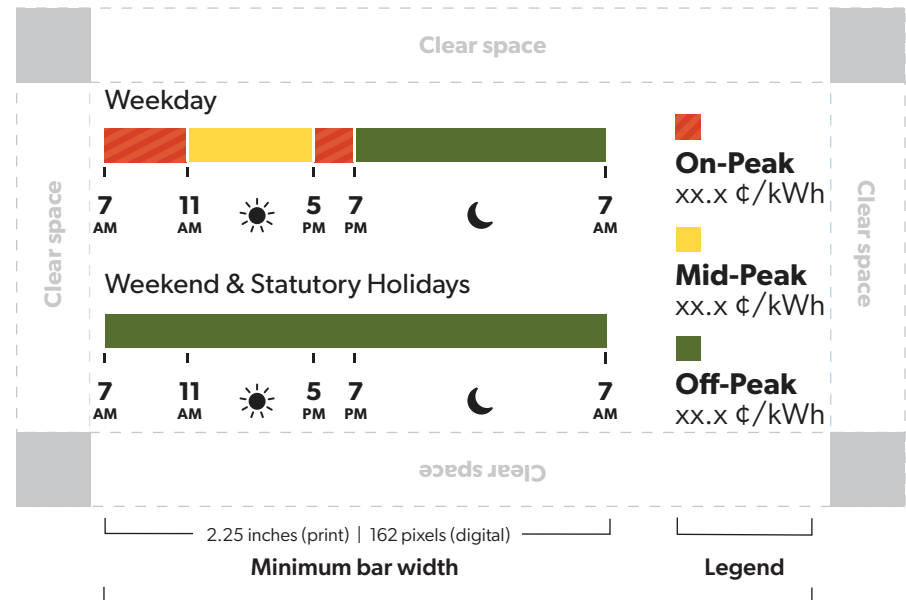
Monochrome: Provided with their RGB and black percentage values. Tints appearing in patterns are 85% of the tone's value.

ORANGE
(Grey Convesion)
R 109 G 110 B 113
70% Black

MOSS GREEN
(Grey Convesion)
R 88 G 89 B 91
80% Black

YELLOW
(Grey Convesion)
R 194 G 196 B 198
27% Black

Example Layout:
In colour and Grayscale



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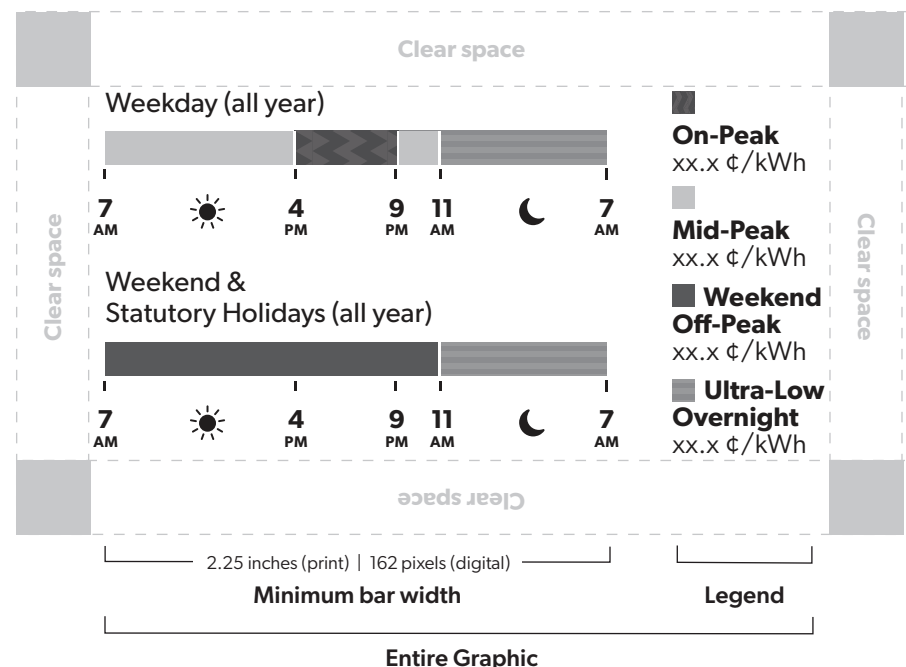
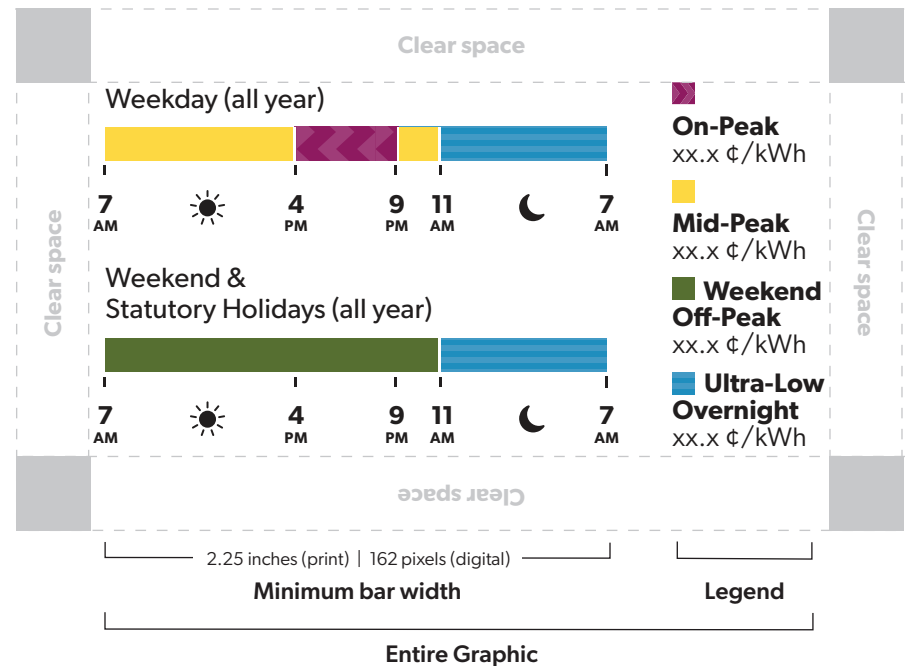
Colours: Provided with their PANTONE®, RGB and hex values. Tints appearing in patterns are 85% of the colour's value.

 PANTONE 7649 C R 142 G 26 B 96 # 8E1A60	 PANTONE 368 C R 86 G 110 B 28 # 566E1C
 PANTONE 129 C R 255 G 217 B 69 # FFD945	 PANTONE 313 C R 1 G 143 B 190 # 018FBE

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

 PLUM (Grey Convesion) R 77 G 77 B 79 85% Black	 MOSS GREEN (Grey Convesion) R 88 G 89 B 91 80% Black
 YELLOW (Grey Convesion) R 194 G 196 B 198 27% Black	 BLUE (Grey Convesion) R 138 G 140 B 142 55% Black

Example Layout:
In colour
and
Grayscale



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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 **PANTONE 1665 C**
R 215 G 58 B 15
#D73A0F

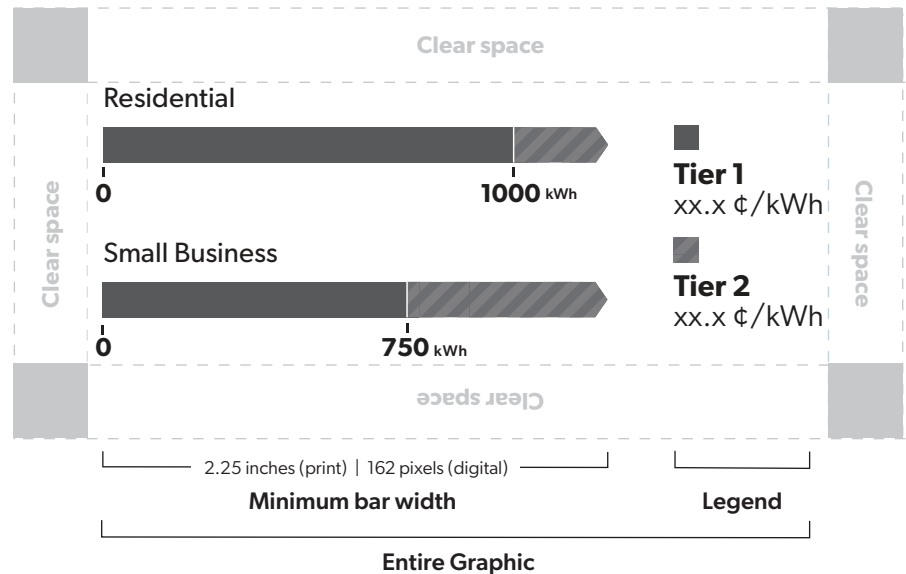
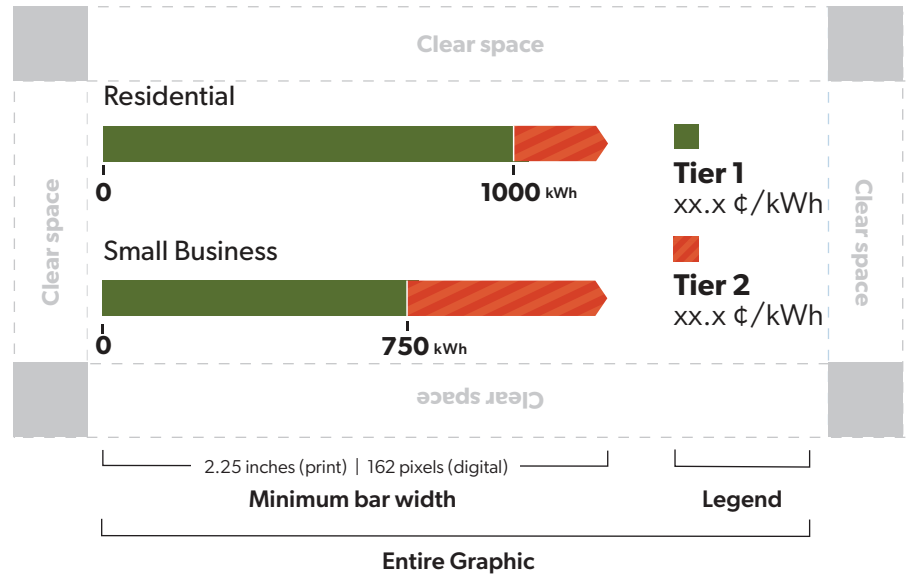
 **PANTONE 368 C**
R 86 G 110 B 28
#566E1C

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

 **ORANGE**
(Grey Convesion)
R 109 G 110 B 113
70% Black

 **MOSS GREEN**
(Grey Convesion)
R 88 G 89 B 91
80% Black

**Example
Layout**
In colour
and
Grayscale

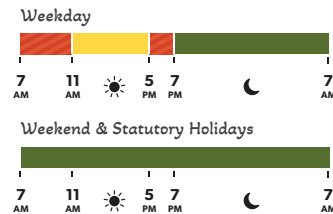


The RPP graphics should only be used in their provided format and should never be modified.

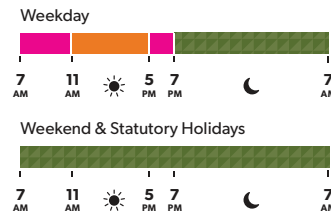
Here are examples of how **NOT** to use the graphics:



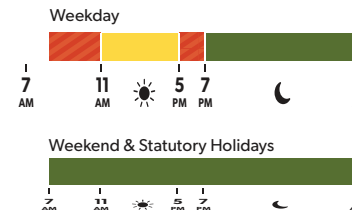
Do not alter the typeface



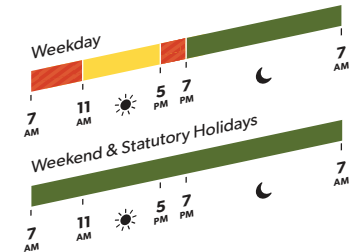
Do not alter the colours or patterns



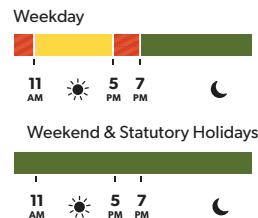
Do not change the proportions



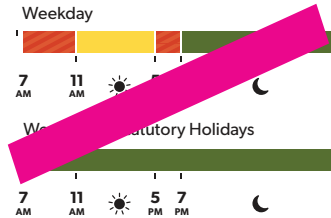
Do not skew or angle the graphics



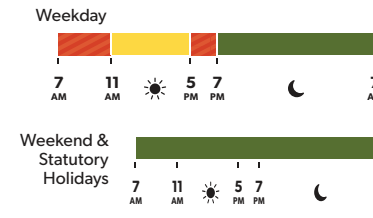
Do not crop the graphics



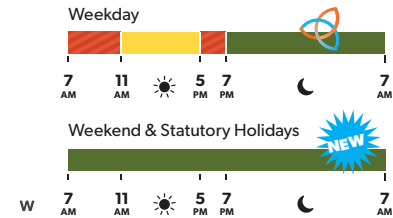
Do not place any element on the graphic



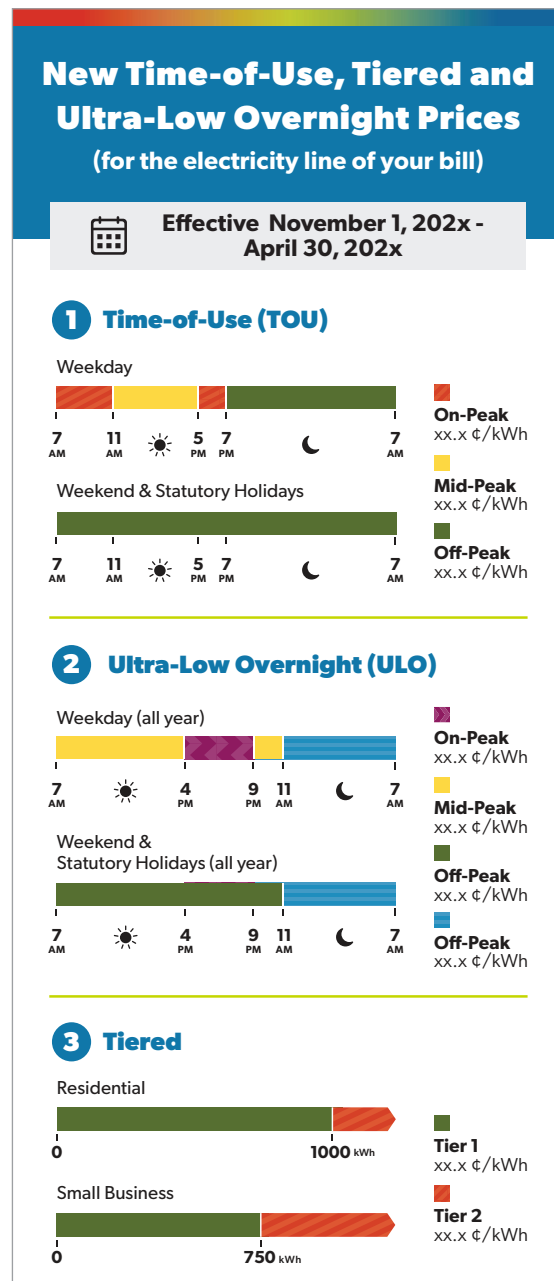
Do not scale graphic element separately



Do not add any design elements on the graphics



Trim Size:
3.67 x 8.5 (inches)



Choose the price plan that's right for you.

Utilities offer three types of price plans

That means customers can choose a plan that best reflects when and how often they use electricity.

1 Time-of-Use (TOU)

2 Ultra-Low Overnight (ULO)

The prices under these plans depend on when you use electricity. On each of these plans, you can help manage your electricity costs by shifting your usage to lower price periods when possible.

3 Tiered

With Tiered prices, you can use a certain amount of electricity each month at a lower price. Once you exceed that limit, a higher price applies.

oeb.ca/choice

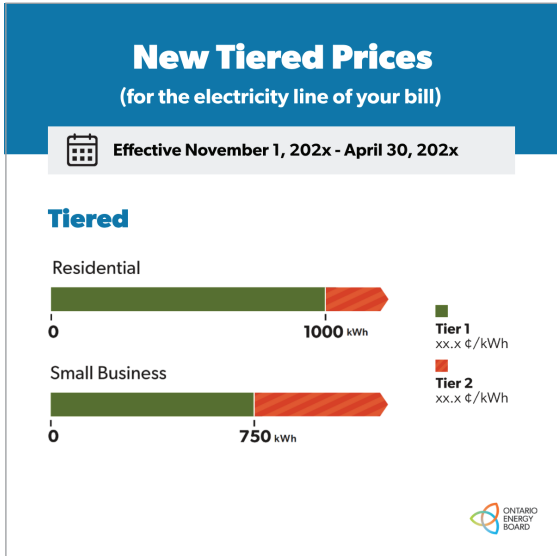
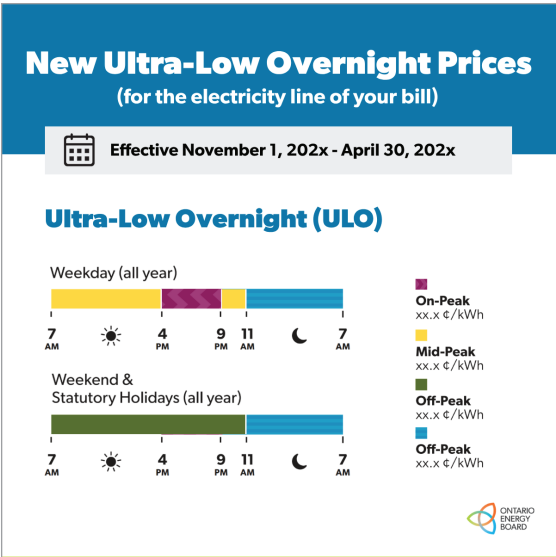
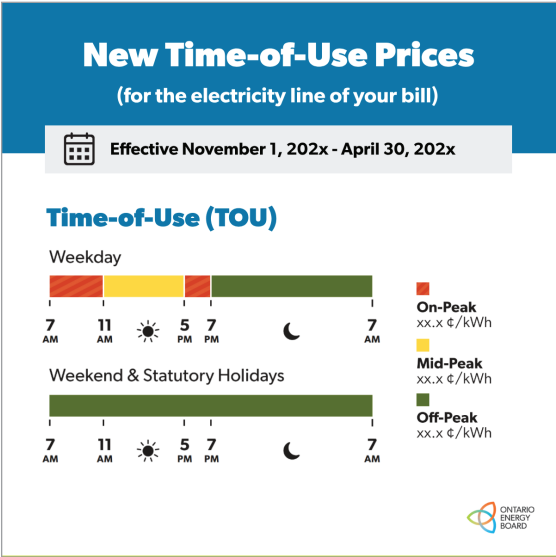
Effective November 1, 202x, the Ontario government's Ontario Electricity Rebate (OER) will be xx.x%.

We're here to help:

- 1-877-632-2727
- publicinformation@oeb.ca
- oeb.ca

or contact your utility.

Trim Size:
1200 x 1200 (pixels)





If you require any additional support,
please contact Bahaar Sachdeva at
bahaar.sachdeva@oeb.ca



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