santee cooper®

Brand Guidelines

3/26/26

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Brand Philosophy

Flip a switch. And the light comes on.
Turn the tap. Water flows.

Santee Cooper fulfills these expectations for South Carolinians every day.

Why? To be the leading resource for improving the quality of life for the people of South Carolina.

Sound lofty? Maybe. But it's what we do, every day.

We wake up, pack our lunch, and go to work to do the things that give our customers the ability to take the delivery of power and water for granted. They don't have to worry, fret or even think twice.

You are a big part of making that happen every day. As the first point of contact for our customers, every person in the Santee Cooper family is the face of our company. You exhibit the best of what we have to offer, every day.

And that's just part of it. Think even brighter.

Not only do we deliver low-cost, reliable power with a smile, but we also deliver intangibles to the state of South Carolina that people never see.

Leadership. Vision. And an economic environment enticing to new businesses.

All of which contribute to a brighter South Carolina for people and business, both now, and in the future.

Santee Cooper. Delivering a brighter tomorrow. Today.

Brand Structures

PMS 357	Solid Black
C=92	C=0
M=18	M=0
Y=94	Y=0
K=61	K=100
R=33	R=30
G=87	G=30
B=50	B=30

HEX = 215732

smallest size = 1 inch

Corporate logo

The Santee Cooper corporate logo preferably **appears in the upper right hand corner** of the document, equally spaced from the top and right hand side. Smallest usable size is 1 inch in diameter.

No screen tints. The logo may appear as solid PMS 357 Green or solid Black.

It may be reversed out of background to print white.

Helvetica Neue Bold — Headline and SubHead

AaBbCcDdEeFfGgHhIijKkLlMmNNOoPpQqRrSsTtUuVvWwXxYyZz

Helvetica Neue Medium — Body Copy

AaBbCcDdEeFfGgHhIijKkLlMmNNOoPpQqRrSsTtUuVvWwXxYyZz

Helvetica Neue Light — Body Copy

AaBbCcDdEeFfGgHhIijKkLlMmNNOoPpQqRrSsTtUuVvWwXxYyZz

Adobe Garamond Bold — Headline

AaBbCcDdEeFfGgHhIijKkLlMmNNOoPpQqRrSsTtUuVvWwXxYyZz

Adobe Garamond Regular — SubHead and Body Copy

AaBbCcDdEeFfGgHhIijKkLlMmNNOoPpQqRrSsTtUuVvWwXxYyZz

Adobe Garamond — Caption

AaBbCcDdEeFfGgHhIijKkLlMmNNOoPpQqRrSsTtUuVvWwXxYyZz

Typography

The serif typeface (Garamond) is friendly and classic, and when combined with the sleakness of Helvetica (sans-serif), allows for a contemporary, corporate and engaging mix.

Adobe Garamond and Helvetica Neue / Helvetica are preferred for use.
Please note that there are many versions of these fonts; refer to the above visual guide as needed to choose the correct version. *Georgia (serif) and Arial (sans-serif) may be used as alternatives if absolutely necessary.*

The family of fonts may be used in the combinations listed above.
All headlines, subheads and body copy to be set upper and lower case, justified left for an easy read.

Smallest recommended point size for body copy:
Garamond 10/11 pt leading, Helvetica 9/10 pt leading.

Color Palette

Both brand colors may be used as an accent, with preference given to Corporate 1 in headlines, subheads and captions to ensure legibility.

Santee Cooper's brand is clean, uncluttered, crisp and friendly. While these colors may be utilized, the use of white space is a must.

Corporate 1	Corporate 2
PMS 357	PMS 369
C=92 M=18 Y=94 K=61	C=68 M=0 Y=100 K=0
R=33 G=87 B=50	R=100 G=167 B=11
HEX = 215732	HEX = 64A70B