



Press Kit

V.1 May 2022

Contents

- 1. Campaign overview**
- 2. Press release**
- 3. Logomarks**
- 4. Color Palette**
- 5. Typography**
- 6. Social templates**
- 7. Links to videos**



Campaign overview

The energy demands of our society require bold action now. The challenges we face with energy reliability, the ever-shifting economy, and climate change are complicated.

First, we need to have a larger conversation and address industry misconceptions regarding energy production, processing and distribution. GPA Midstream Association and GPSA Midstream Suppliers are leading the dialogue and listening to both sides of the story. This is a long-term campaign with years of evolving and strengthening ahead of it. Together, we are facing these challenges head on.

This press kit contains the tools you need to engage with and support the campaign. It will be frequently updated to support the progress and momentum of the campaign.

- The press release outlines the campaign and quotes some campaign leaders
- Logo vectors are available for download
- The brand standards guide the user on how to use the “Let’s Clear the Air” branding and logo
- We have templates available for you to use on social media to promote your support and share how your team members have been clearing the air
- We also have links to the available video(s) with the thumbnail image(s) so you can post to your website, social media, employee communications, etc.

Press release



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GPA Midstream Is Clearing the Air With New Campaign

May 11, 2022 – Tulsa, OK – GPA Midstream Association and GPSA Midstream Suppliers are opening up a larger conversation to address questions and misconceptions around energy production and delivery by launching the associations’ first digital advocacy and public education campaign. The associations and their members are engaging in an open dialogue as they navigate the evolving future of energy and create solutions that build a thriving future for everyone.

GPA Midstream and GPSA have launched the new Let’s Clear the Air campaign to help support the energy transition as nearly 60,000 midstream professionals work tirelessly to provide reliable energy, counteract climate change and strengthen our country’s economy.

“This is a chance to bring everyone together. We want to hear from people across industries, innovation hubs, interest groups and political lines,” said Joel Moxley, President and CEO of GPA Midstream and GPSA. “We all have a voice and a story to tell. This campaign is our way of opening up a conversation and addressing your questions and concerns about the future of energy.”

The campaign website takes the reader on a journey through the reasons behind opening up this conversation with videos and interactive data visuals, and addresses head-on some of the questions that are asked about this industry every day. You have an opportunity to submit your own questions, send stories of what you or your company do to “clear the air,” sign the pledge and even nominate heroes of the cause.

“The natural gas industry has much to offer when it comes to meeting our country’s shared climate goals and driving a clean energy future,” said Alan Armstrong, president and CEO of Williams, a GPA Midstream member. “Public awareness efforts like ‘Let’s Clear the Air’ foster an environment for constructive dialogue and general education that is critical to our collective success.”

Press release cont.



GPA Midstream and GPSA members are essential to powering the American economy and fueling a remarkable quality of life by providing energy security, economic benefits and cleaner energy solutions every day.

“Amidst a global energy transition, the natural gas industry continues to play a critical role in dually addressing increasing energy demands and clean energy goals, both here in the United States and abroad,” said Wouter van Kempen, chairman, president, and CEO of DCP Midstream, a GPA Midstream member. “Important dialogue and education focused efforts like GPA Midstream’s ‘Let’s Clear the Air’ campaign are critical steps to better understanding and addressing community, customer, producer, and consumer expectations while also helping ensure the decisions we collectively make today are the right decisions for a thriving and vibrant future.”

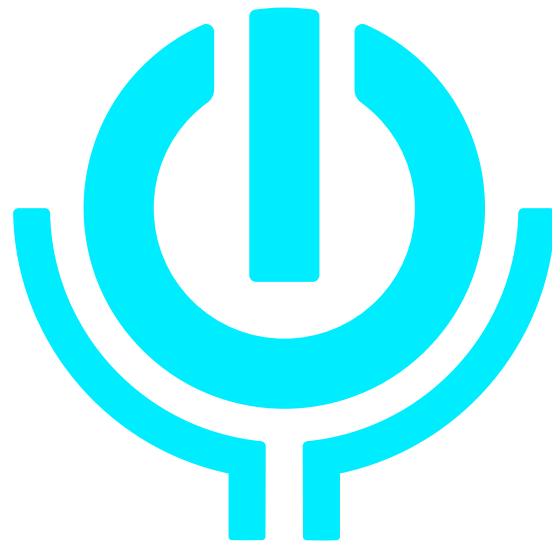
To learn more and to join the conversation, visit letscleartheairnow.org.

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GPA Midstream Association has served the U.S. energy industry since 1921 and represents corporate members engaged in a wide variety of services that move vital energy products such as natural gas, natural gas liquids, refined products, and crude oil from production areas to markets across the United States. The association’s mission is to responsibly serve and represent the midstream energy industry with collaborative expertise, safety and advocacy through its member companies and staff, focused on sustainability, to the benefit of all. For more information, visit GPAMidstream.org.

GPSA is GPA Midstream’s affiliated association representing companies engaged in meeting the service and supply needs of the midstream industry. An elected board of directors establishes policies and directs GPSA activities. The association shares a small staff within GPA Midstream’s office in Tulsa, Okla. For more information, visit GPSAmidstreamsuppliers.org.

Logomarks



PRIMARY LOGOMARK

This is the singular symbol representing the initiative. It is to be featured in some form on all communications of any kind.

It is constructed of the power button icon at center supported by two cradling hands. This combination represents the people across the energy industry who work hard every day to meet demands in the safest, most reliable and cleanest manner, growing our thriving energy future globally.



PRIMARY LOCKUP (LARGE-USE)

This is only to be used on featured material/content that is of a larger format. It is intended for larger screens and printed materials (ie. signage and branded swag) that do not include longer form content/copy.



SECONDARY VERTICAL LOCKUP

This is to be used in featured and/or center-justified content on smaller screens.



SECONDARY HORIZONTAL LOCKUP

This is to be used in horizontally oriented and/or vertically challenged content on smaller screens.

<https://letscleartheairnow.org/wp-content/uploads/2022/05/Logos-for-use.zip>

[download here](#)

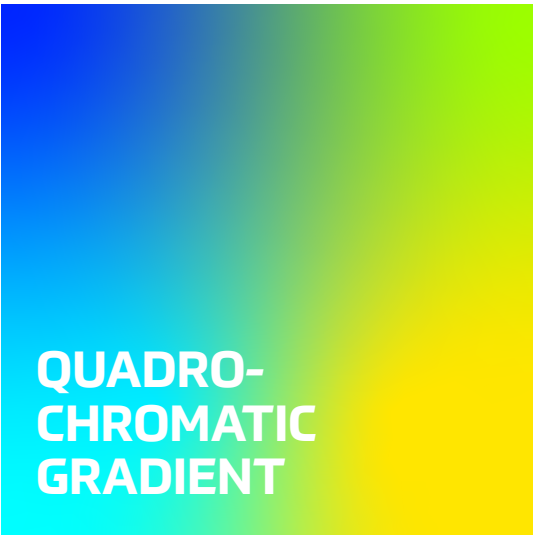


Color palette

This is our approved color system in priority and proportional order. Only these specific colors are to be used. No shading, tonal or value differentiation from these is allowed.

Priority Order

NIGHT 001A5B RGB 0 26 91 CMYK 100 91 31 33	SKY 002BFF RGB 0 43 255 CMYK 87 74 0 0	DAY 00EDFF RGB 0 237 255 CMYK 54 0 9 0
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Proportional Order

NIGHT: 001A5B RGB 0 26 91 CMYK 100 91 31 33
SKY: 002BFF RGB 0 43 255 CMYK 87 74 0 0
DAY: 00EDFF RGB 0 237 255 CMYK 54 0 9 0
SUN: FFE600 RGB 255 230 0 CMYK 2 4 99 0
SPRING: 9CFF00 RGB 156 255 0 CMYK 40 0 100 0

Typography

Prometo

Prometo is an extremely solid Adobe font. It has a slightly futuristic and energetic look/feel without being heavy-handed and is digital/mobile-forward. As midstream transitions to the future of energy it seemed appropriate to use a typeface that could be a potential Helvetica of the future.

Headlines: Prometo Bold

Subhead/body copy: Prometo Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim

<https://fonts.adobe.com/fonts/prometo>

download here



Social templates

Consistency in this campaign is crucial. Please use the supplied post and timeline templates for each social platform. The download will supply you with the three platforms to choose from.

Facebook Post and Timeline Photos

Square 1200x1200



Landscape 1200x630



<https://letscleartheairnow.org/wp-content/uploads/2022/05/Social-Posts-Templates.zip>

[download here](#)



Social templates cont.

Instagram Feed Photos

Square 1080x1080



Portrait 1080x1350



Landscape 1080x566



<https://letscleartheairnow.org/wp-content/uploads/2022/05/Social-Posts-Templates.zip>

[download here](#)



Social templates cont.

Twitter In-Stream Photos

Square 1600x1600



<https://letscleartheairnow.org/wp-content/uploads/2022/05/Social-Posts-Templates.zip>

[download here](#)



Videos

Download and watch any of the videos that help tell the story.

LET’S CLEAR THE AIR Energy Transition



<https://www.youtube.com/watch?v=A47ltqK1VS4&t=1s>

download here



LET’S CLEAR THE AIR Energy Reliability



COMING SOON

LET’S CLEAR THE AIR Energy Safety



COMING SOON

PATH TO ZERO PODCAST with guest Joel Moxley



COMING SOON