Delaware
Sustainable
Energy Utility

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Branding
Standards &
Guidelines

Delaware Sustainable Energy Utility & Energize Delaware Brand Standards

Consistency is the most important aspect of successful branding. Establishing and maintaining strong brand/identity recognition is an important key to success in the marketplace. As the Delaware Sustainable Energy Utility (DESEU) continues to develop a heightened awareness and brand for its Energize Delaware programs among its target audiences, it is imperative that all collateral materials, written and electronic, communicate a clear, consistent look and message. Historically, consistency has meant two things in branding. First, it refers to the implementation of a brand's visual identity and tone of voice across all customer touch points. Second, consistency is a qualitative and quantitative measure of a brand's ability to repeatedly deliver the experience it promises to its customers.

For the purpose of these branding guidelines, we'll focus on the implementation of the DESEU's visual identity. This DESEU Graphic Standards Guide is designed to support and enhance the Energize Delaware brand image by providing guidelines for all visual communications to maintain a consistent look and feel.

- The DESEU and Energize Delaware logos must be used in consistent ways across all collateral.
- DESEU written materials must utilize a single typeface (with particular guidelines).
- Specific colors and design styles must be applied across all marketing materials.
- The DESEU logo should be used on all general corporate communications (i.e., the DESEU Annual Report)
- The Energize Delaware logo should be used on any communications that refer to the DESEU's programs (i.e., "Energize Delaware's Green for Green program").

The information is designed to assist in the creation of collateral materials in software applications including: MS Word, PowerPoint, Excel and Publisher, Adobe InDesign, Illustrator, Photoshop and others.

For those requiring additional technical support or assistance in the development of new DESEU materials, please feel free to contact Mitch Topal at Out of the Box Communications, or Tony DePrima at the DESEU. Mitch can suggest ways in which you can most easily utilize the elements contained in this manual.

If you have any questions about marketing materials utilizing the new graphics standards, please send them via Email to: mitch@ootbusa.com or tony.deprima@deseu.org. Or call 302-883-3048.

Colors

In an effort to ensure the consistence of all DESEU collateral pieces, colors which are complementary to the standard DESEU logo have been selected for various DESEU marketing materials (i.e. printed collateral, websites, etc.). These colors can be utilized on their own or in conjunction with each other.

Due to different printing processes and paper stocks, maintaining consistent color matches can be difficult, so an ink-matching system known as Pantone Matching System or PMS is used to provide standards for color matching. CMYK are used for 4-color printing and RGB equivalents are used for web based graphics.

The official colors to be used to complement the DESEU logo are as follows: (swatches with CMYK/RGB values.

DESEU Color Palette

	Gold	Orange	Dark Blue	Med. Blue	Light Blue
C	0%	0%	100%	85%	60%
M	30%	67%	85%	45%	0%
Y	100%	100%	6%	0%	0%
K	0%	0%	1%	0%	0%
R	253	224	27	4	120
G	185	117	70	123	181
B	19	33	150	193	227

Logos

In an effort to best utilize the logo and enhance brand awareness, use the following are guidelines to effectively incorporate the logo into any and all materials you produce. The DESEU and Energize Delaware logos should never be altered. This includes any manipulation of working, style, colors, proportions or spacing of fonts within the logo itself. The logo is made from all the colors in the palette and should be used against a white (paper) background. The font used is Helvetica Neue Condensed Light. Permission must be granted, in writing, from the DESEU to use these logos in any communications. If you are a DESEU affiliate, your logo request should be sponsored by a DESEU employee to ensure a smooth permission process. Permission can be requested via Email to: tony.deprima@deseu.org or lisa.gardner@deseu.org.

This is the official **DESEU logo** which should be utilized in any visual communication materials relating to general DESEU business.

This is the **Energize Delaware logo** which should be utilized in any visual communication materials relating to the DESEU's individual programs.

Font & Typeface Style

To maintain a consistent look and feel, standard fonts will be utilized to reflect the professionalism of the organization and its programs. To this end, it is recommended to use the Helvetica Neue typeface in collateral materials for the DESEU and Energize Delaware. The typeface is compatible with both Macintosh and Windows systems and is available in various styles (italic, bold and condensed). Letter spacing should be set to (0) or automatic and optical character alignment should be used in all headline and body copy. Headlines should be Helvetica Neue Thin while body copy should be Helvetica Neue Condensed Light. Bold can be used for emphasis only occasionally.

Communication Channels

Consideration must be given to logo and font usage over various communication channels, both printed and electronic. These include but are not limited to websites, printed collateral, Email blasts, E-Newsletters and pay-per-click advertising.

Websites

Approved branding assets for partners and affiliates are available on the DESEU site. Your website should have its own look and feel and should not copy the DESEU website at www.energizedelaware.org.

Do not use imagery or other graphic elements obtained from www.energizedelaware.org. Proprietary images and graphics used on the DESEU's website include but are not limited to Cascading Style Sheets, icons, background images, lifestyle photography, product icons and imagery, and navigational elements, particularly those with design effects that are strongly

associated with the DESEU's online presence and constitute the DESEU's intellectual property. Do not transfer or imitate images or effects on www.energizedelaware.org.

The DESEU logos must appear on the affiliate homepage as a hyperlink to www.energizedelaware.org. To ensure brand recognition, all of the indicated DESEU brand standards must apply.

Promoting your affiliation with Energize Delaware

On each page of your website that features Energize Delaware programs or services, the DESEU logo(s) must conform to the color, size, clear space, and other graphic standards in these guidelines.

Here are points to watch for when using DESEU's logos on the web:

- Be sure the logo is clearly visible against the background

- Do not make the logo transparent

- Do not rotate or animate the logo

- Maintain appropriate clear space around the logo (see below)

- Do not reverse the logo (turn it white)

Your customers rely on you to provide them with the most current information about Energize Delaware's programs and services. The pages on your website that are dedicated to Energize Delaware's programs and solutions must be continually updated with the latest information from the DESEU.

These diagrams are precise but we think your best approximation is just fine. Leave about 30% whitespace between the DESEU logos and other elements.

Usage Example

Below is an example of the DESEU logo on the 2014 Annual Report:

Clear Space

Clear space around the logo is preferred to be at least 1/3 the size of the logo both vertically and horizontally as seen in this illustration: