ELECTRICITIES

of NORTH CAROLINA, INC.

Brand Standards

A NOTE FROM THE CEO

Thank you for taking the time to read this document, and for helping to bring the ElectriCities brand to life. All of us have a responsibility to create the organization we want to be part of—starting with how we represent ourselves visually and verbally.

Our commitment to our members has always been at the heart of who we are and why we exist, but you help make it real.

Thank you for your continued dedication to living our brand and telling our story.

Sincerely,

Roy L. Jones
CEO, ElectriCities

[WHO IS THIS FOR?]

This guide is a tool for all ElectriCities employees, or anyone who is involved in promoting our brand, to ensure the consistent application of the ElectriCities of North Carolina identity. On the following pages you will find examples and instructions for proper use of the tagline, logo, colors, brand voice, collateral, and promotional items.

If you have questions about proper usage, please contact Corporate Communications at communications@electricities.org.

PRONUNCIATION

[e-**lek**-tri-**si**-tees] 🔊

ElectriCities is not pronounced as a plural of the word "electricity" nor as "electric" + "cities."

OUR BOILERPLATE

ElectriCities of North Carolina, Inc., is the membership organization that provides power supply and related critical services to over 90 community owned electric systems in North Carolina, South Carolina, and Virginia—collectively known as public power. ElectriCities manages the power supply for two power agencies in North Carolina and provides technical services to assist members in operating their electric distribution systems. ElectriCities also helps these locally owned and operated public power providers thrive today and in the future by delivering innovative services, including legislative, technical, communications, and economic development expertise.

Visit www.electricities.com to learn more about the benefits of public power and how ElectriCities helps communities keep the lights on through access to safe, reliable, and affordable energy.

CONTENTS

Questions? We can help!
Email us at communications@electricities.org

[BRAND OVERVIEW]

The ElectriCities brand consists of the following key elements:

Our Tagline
Our Logo
Typography
Colors
Tone + Voice
Photography
Brand Communications

[LOOK + FEEL]

The energy behind public power

Our tagline clearly expresses what we do. And it helps explain our business and what drives us each day.

"The energy behind public power" should always appear in sentence case, without a period at the end. Don't use title case or initial caps—it feels less personal and inauthentic.
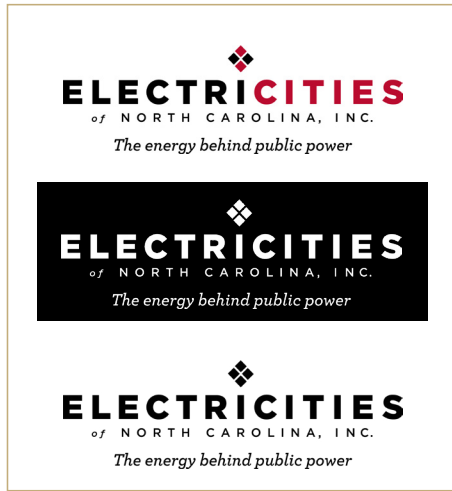
OUR LOGO

Primary: Use the black and red logo on white, or white-on-black logo whenever possible.
Secondary: Use the black logo only when the four-color or white-on-black versions aren't an option.
Tertiary: Use for special applications or cases when our logo is confined to a very narrow space.
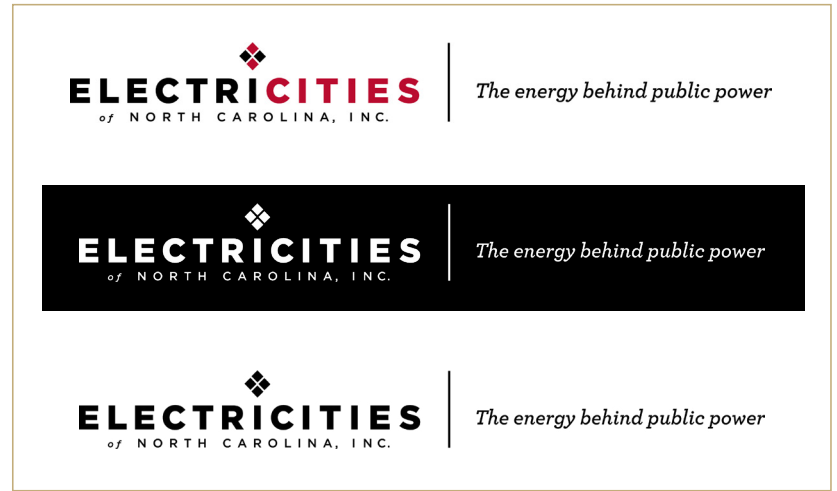

Don't intrude the clear area of at least twice the height of the ElectriCities diamond.

logo without tagline

stacked with tagline

horizontal with tagline

OUR LOGO

Tertiary: Use for special applications or cases when our logo is confined to very limited space.

❖ **ELECTRICITIES** *of* **NC**

❖ **ELECTRICITIES** *of* **NC**

❖ **ELECTRICITIES** *of* **NC**

Don't intrude the clear area of at least the height of the ElectriCities diamond.

When space is limited, use the abbreviated version of the logo above.

❖ **ELECTRICITIES**

❖ **ELECTRICITIES**

❖ **ELECTRICITIES**

Don't intrude the clear area of at least the height of the ElectriCities diamond.

Use this version when space is extremely limited or when space is limited and the use is related to our members outside of North Carolina. Please consult Corporate Communications before applying this version.

LOGO + BUSINESS UNITS

Use this lock-up format when differentiating our business units and community utilities from the larger brand.

ELECTRICITIES
of NORTH CAROLINA, INC. | *Economic Development*

LEXINGTON
NORTH CAROLINA | *Powered by ElectriCities*

HUNTERSVILLE CORNELIUS
NORTH CAROLINA | *Powered by ElectriCities*

Partner Lock-Ups: When creating co-branded work for a member—or when the ElectriCities logo appears with other logos, always pair the marks as shown above.

ELECTRICITIES
of NORTH CAROLINA, INC. | **GASTONIA** NC

IMPROPER LOGO USE

Don't change the color.

Don't rearrange the elements.

Never use the logo over a busy image.

Don't distort the logo.

Don't add text to the logo.

Never rotate.

Don't skew.

Never use on colors that make the logo difficult to read.

Never add clip art to the logo.

Never recreate elements of the logo.

Never make the logo transparent where it becomes difficult to read.

TYPOGRAPHY

Our two brand typefaces are Gotham Bold and Archer Book. The combination of these fonts gives us personality, visually expresses our warm and reliable voice, and gives us flexibility in our written materials. These fonts are available for use by all ElectriCities employees. Contact the ElectriCities IT staff for help installing them on your devices.

HEADLINES: GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789

SUBHEADS: GOTHAM NARROW CAPS

ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789

GOTHAM: Additional Styles and Weights

A variety of other weights and styles of Gotham are available for use. Consult with Corporate Communications for more information.

Body Copy: Archer

Book: ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789
Book Italic: ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789
Medium: ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789
Medium Italic: ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789
Bold: ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789
Bold Italic: ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789

GRAPHIC FONT:
ARTISTAMP MEDIUM

We also use a graphic font as a textural background element. Never overuse this font or let it dominate a layout. It should only be used as a subtle design tool.

SUBSTITUTE FONT:
ARIAL

When working with our ElectriCities branded materials, always use our brand fonts, Gotham and Archer.

To ensure compatibility with external members and partners, you may use Arial in place of Gotham and Archer for documents such as our PowerPoint templates.

TYPOGRAPHY: WHAT NOT TO DO

Never use unapproved typefaces.

There are so many opportunities to be creative in our marketing—choosing new typefaces is not one of them. Stick to the standard, and you can't go wrong.

Never justify a whole paragraph.

Stick to left-justifying your text by default. When you fully justify text, it creates unusual spacing that's distracting to read.

Never use typography in a color other than a brand color.

We want both our voice and visual approach to be consistent. Using colors that are not in our palette creates an inconsistent brand experience.

Never leave "widows."

When considering paragraph line breaks, never leave the last line with a single word. It's not visually appealing and makes us look sloppy.

Never break URLs.

If a URL is too long to fit on one line, avoid breaking the URL in half. Instead, use a URL shortener like *bit.ly.com.*

Never create visually unappealing line breaks.

When setting a block of text with left alignment, be sure to keep the uneven side balanced without any glaring "holes" or odd shapes. A bad rag can be unsettling and distracting to the reader.
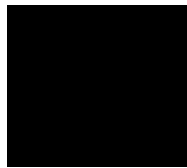
COLORS

Primary Color Palette

Use this combination for all corporate branding needs.

PMS 200 C
RGB 186 / 12 / 47
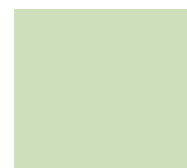**CMYK** 3 / 100 / 70 / 12
HEX BA0C2F

PMS PROCESS BLACK C
RGB 39 / 37 / 31
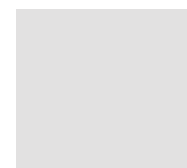**CMYK** 0 / 0 / 0 / 100
HEX 27251F

Secondary Color Palette

You may use these colors in combination with the Primary Color Palette to enhance your materials and add variety to the design.

PMS 7502 C
RGB 197 / 174 / 124
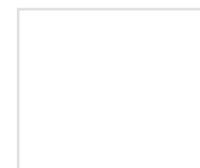**CMYK** 24 / 28 / 58 / 1
HEX C5AE7C

PMS 7485 C
RGB 206 / 224 / 186
CMYK 20 / 2 / 32 / 0
HEX CEE0BA

PMS 663 C
RGB 225 / 225 / 225
CMYK 10 / 8 / 8 / 0
HEX E1E1E1

PMS 296 C
RGB 13 / 24 / 44
CMYK 91 / 81 / 52 / 67
HEX 0D182C

WHITE
RGB 255 / 255 / 255
CMYK 0 / 0 / 0 / 0
HEX FFFFFF

Tertiary Color Palette

Use this color palette when producing graphics for our NCEMPA (PMS 3298) and NCMPA1 (PMS 7693) members. Avoid using the corporate red (PMS 200) when using these tertiary colors—particularly when using the green.

40%

PMS 3298 C
RGB 0 / 106 / 82
CMYK 99 / 11 / 72 / 35
HEX 006A52

40%

PMS 7693 C
RGB 0 / 73 / 118
CMYK 100 / 57 / 9 / 47
HEX 004976

40%

PMS 7502 C
RGB 197 / 174 / 124
CMYK 24 / 28 / 58 / 1
HEX C5AE7C

For Digital Presentations

When using our colors in PowerPoint or other digital presentations, use the following color formulas. These alterations ensure the colors are more accurate to the Pantone color on-screen.

PMS 3298 (MODIFIED)
RGB 0 / 112 / 84
CMYK 89 / 33 / 76 / 20
HEX 007054

PMS 7693 (MODIFIED)
RGB 0 / 73 / 118
CMYK 100 / 57 / 9 / 47
HEX 004976

PMS 200 (MODIFIED)
RGB 191 / 26 / 64
CMYK 12 / 100 / 70 / 12
HEX BF1A40

TONE + VOICE

Following are examples of our brand executed the right way.

Come back to these pages for inspiration. Look for the human story in each of these examples, and ask yourself what story you can tell.

BRAND PERSONALITY + VOICE

A brand's personality is a lot like that of a person.

Our personality expresses who we are and what we care about. And over time, people will recognize this personality as us.

Our written brand personality is expressed through our voice. This voice has a purpose: To persuade our audience to believe in us. And to help us all speak together as ElectriCities.

When our personality is authentic and our voice is consistent, our story is more persuasive.

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PEOPLE + PLACES

We put people at the heart of everything we say.
We shine a light on the places we serve.

We share stories. Not about what we do, but about what people can do with the energy of public power behind them—celebrating their rich histories and their hopes for the future.

The warmth of our personality shows our genuine love for these places—the small town main street, friendly faces at the corner cafe, the barber shop that's been family-owned for generations.

Through our voice, we share what we love most about public power communities. And we invite readers to see these places through our eyes.

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ElectriCities
PERSONALITY TRAITS

Warm

We tell stories of real people, their communities, and the incredible things they make possible with public power.

We're empathetic, inclusive, welcoming, and human. We treat our readers like family.

Relatable

We shine a light on the communities we serve. We're never self-centered or patronizing.

We invite our members into the conversation and speak to them in language they use every day: responsive, engaging, and accessible.

Knowledgeable

We teach through information that's timely, relevant, and useful. We know our stuff.

We're thought leaders and advocates. And we're uniquely qualified to serve our members because we know their world and the challenges they face.

Confident

We're unapologetically enthusiastic about the value of public power.

We believe in our work. We stand behind our words. We've earned the trust of our members and nurture our relationships with them every day.

How we express our

PERSONALITY TRAITS IN WRITING

Warm

- Create a sense of time and place—use evocative, sensory words and phrases
- Tell stories, not facts alone
- Use "we" and "our"
- Use contractions and colloquial phrases
- Picture your reader as you write

Relatable

- Have a conversation—like you're speaking to one person at a time
- Avoid industry jargon or highly technical words and ideas
- Share small-town details that show you understand their world
- Use humor in moderation
- Break rules, but make sure readers know it's on purpose

Knowledgeable

- Organize your ideas to create clear content structure
- Supplement content with supporting data, examples, links, or testimonials
- Focus on education, not promotion
- Vary sentence structure and rhythm

Confident

- Use short words and sentences
- Be honest and direct
- Avoid unnecessary language—stay on topic, be brief
- Be consistent in quality, tone, and delivery
- Use active voice and bold but simple statements

Writing in
THE ELECTRICITIES VOICE

Guidelines for writing in the voice of *Homegrown Reliability*

Shine a light on what's right. Tell our story through our members' successes. Their stories are even more persuasive than ours.

Use the warm language of community. Have a conversation. Show the humanity in every story. Stay warm and engaged, never cold or detached.

Write how the locals speak. Use the words they use. Break the rules to sound more human and approachable.

Speak to people as people. Use "we" and "our." Invite people in. Show that we're all in this together.

Shorten sentences to sound confident yet relatable. Simpler words. Fewer syllables. Shorter paragraphs.

Imagine a conversation with a trusted partner. It's built on mutual respect, keeping each other's best interests in mind.

Be strong with ideals, but open to ideas. Methods change but our commitment to our members never does.

ElectriCities has many voices, but we all speak as one. Together we are a chorus.

Writing + Style STANDARDS

WRITING

Know your audience

Who are you speaking to? A utility customer who's worried about paying her bills, or a town mayor who's looking for resources to help him save money? Knowing exactly who you're talking to will help you tailor your message for the greatest impact.

Break the rules

Don't be afraid to bend the rules. Write as you would naturally speak. Incomplete sentences. Fragments. Em dashes. It's OK to start sentences with "because" or "but" or "and." But check that your piece is clean, professional, and free of errors, so readers know you're bending rules on purpose.

Elevate our members

Does your piece sound like it was created for marketing and promotional purposes? Or does it help sell ElectriCities by telling the stories of our member communities? Make it about them. Celebrate their histories and successes. Use real-life examples. Inspire a sense of awe.

Less is more

Most readers are skimmers, particularly on digital platforms. Less is always more. Try to keep your words, sentences, paragraphs, and pieces of content short and easily digestible. Ask yourself whether each word on the page serves a purpose, and cut the ones that don't.

Speak the language

Use the simplest language possible. Ask yourself whether someone with no knowledge of ElectriCities or public power would understand what you're saying. Put yourself in their shoes. Write the way they would speak to each other.

STYLE

AP Style
In general, follow AP Style.

Capitalization
Always use the following capitalization with the below terms:
- Power Agency
- non–Power Agency

Terminology
Don't refer to the communities we serve as "NC Public Power." Instead use the phrase "public power communities of North Carolina."

PUNCTUATION

Commas
Use the serial comma: "Item 1, item 2, and item 3." This is one exception to AP Style. We use the serial comma to help readers understand sentences easier and faster.

Quotations
Place punctuation inside quotation marks: "There are very few instances where the punctuation is not placed inside the quotation marks," she said.

In general, use double quotation marks. Use single quotation marks when quotation marks are needed inside a quotation: "Did you watch 'Jeopardy' last night?"

Numbers
Write out numbers between one and nine. For 10 and above, use numerals. "4kW" and "4 million" are fine too.

Spacing
Use only one space between sentences.

Headers
Keep headers as simple as possible. Short, single lines are preferred. If more text is needed, keep punctuation (like commas and em dashes) minimal. And never use periods at the end of headers or subheads unless the header comprises two or more sentences.
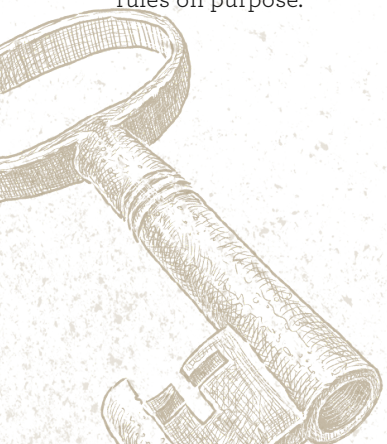
PHOTOGRAPHY

Photography helps bring our member communities to life. It's a tool that helps express the warmth and history we feel in these places.

The BBQ restaurant that's been in business for decades, the lineworker who toils through the night to get the power back on, the Carolina blue skies we all know and love. Each image is a snapshot in time that tells a story of the people we serve and interact with every day.

We seek authenticity, warmth, humanity, optimism, and delight in our imagery. And we organize our image library into three broad categories:

LIFESTYLE

LINEWORKER

INFRASTRUCTURE + PATTERN

LIFESTYLE

Lifestyle photography showcases the pride and warmth of our member communities and the people who live in them.

It gives our brand humanity. It helps our character shine through. And by featuring real people in real places, the character of those communities shines through, too.

We capture a subtle nod to power in every lifestyle image we use. Whether it's a lightbulb in the background or a small implement plugged into a banjo. These subtle cues help connect our imagery to our purpose: powering and elevating local communities.

LINEWORKER

Lineworkers represent the dedicated, hardworking spirit of our member communities.

They aren't models—they're the people in the field keeping the lights on. They're real. They're imperfect. They're heroic.

We photograph lineworkers with a long camera lens, using foreground elements to capture their uninterrupted moments. Images are observational and natural—never posed. And we accentuate whatever color is present on location to bring even more life into our lineworker imagery.

INFRASTRUCTURE + PATTERNS

To us, the equipment and infrastructure that drive public power are anything but boring.

We take an unexpected view of these simple but important parts of public power, finding beauty and visual inspiration where others might just see wires and tools. We breathe new life and meaning into these everyday objects.

We also try to shoot during the "golden hour," which is that time of day just after sunrise or before sunset when the sun is low and the light is softer, warmer, and more diffused.

We also love a blue sky. Because at the end of the day, we're an optimistic, hopeful brand.

BRAND COMMUNICATIONS

Following are examples of our brand executed the right way.

COLLATERAL

The standards for various types of collateral—letterhead, business cards, envelopes, and note cards—vary depending on the application. When in doubt, ask the Corporate Communications staff.
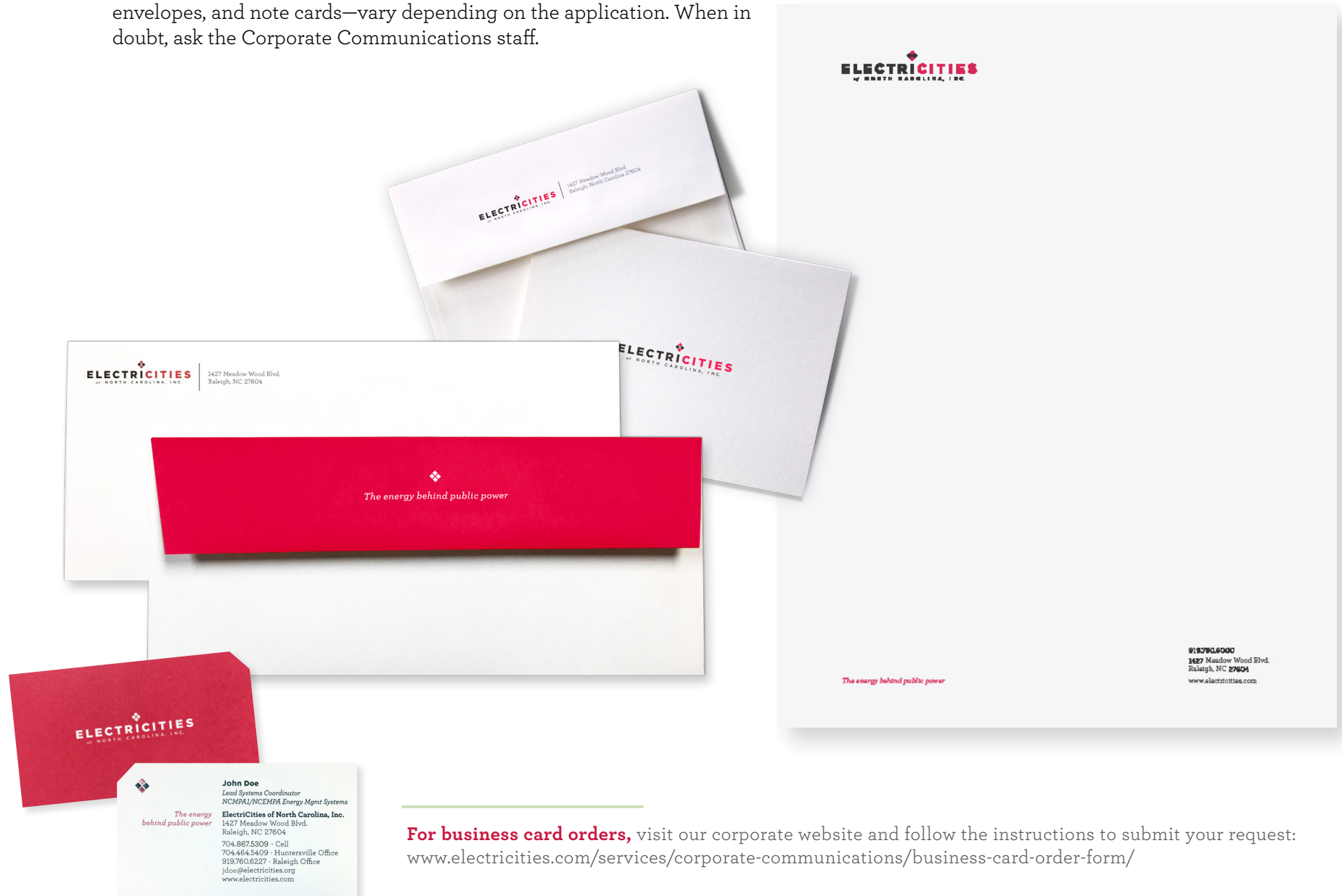
For business card orders, visit our corporate website and follow the instructions to submit your request: www.electricities.com/services/corporate-communications/business-card-order-form/

EMAIL SIGNATURE

For email signatures, use 10-point Arial for the contact information, in the format shown below. Never use unapproved fonts, additional taglines, slogans, inspirational quotes, or clip art, as this creates inconsistency.

To: Dino Valentini.

Hello,

Thank you for contacting me. I am out of the office and plan to connecting with you at that time.

Regards,

Your Name
Your Job Title
Main: 000.000.0000
Cell OR Fax: 000.000.0000

ELECTRICITIES | *The energy behind public power*
of NORTH CAROLINA, INC.

1427 Meadow Wood Blvd
Raleigh, NC 27604
www.electricities.com

POWERPOINT TEMPLATE

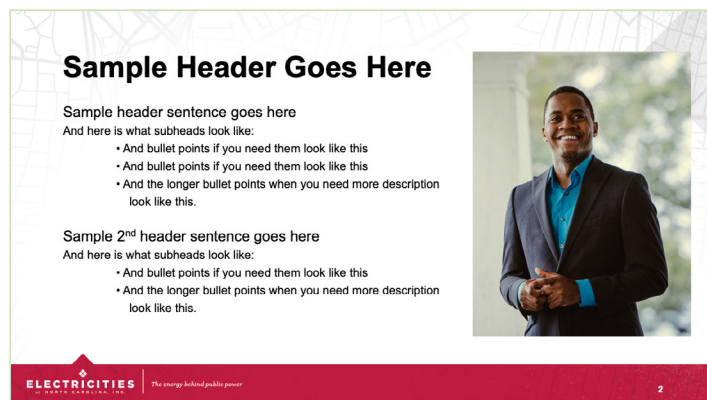**ElectriCities Corporate PowerPoint Template:** When creating PowerPoint presentations for widescreen (when presenting on-screen to a large audience where no handouts are required) or letter size (when 8.5x11 letter-size handouts are required), always use the approved templates. Do not use unapproved clip art—it makes us look unprofessional and inconsistent. When in doubt, ask the Corporate Communications staff.
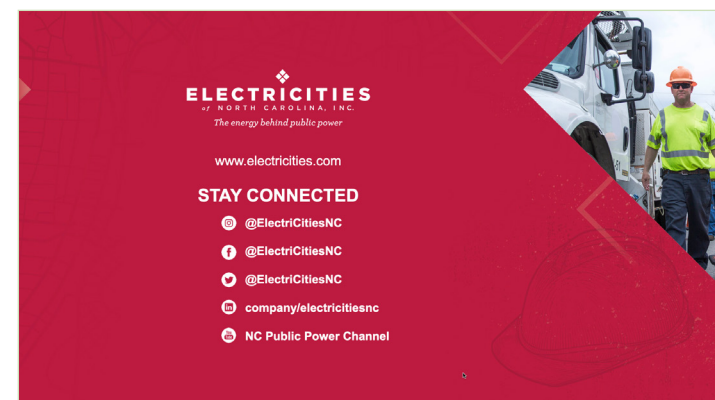

If you need a different image in your introductory slide background, just ask!
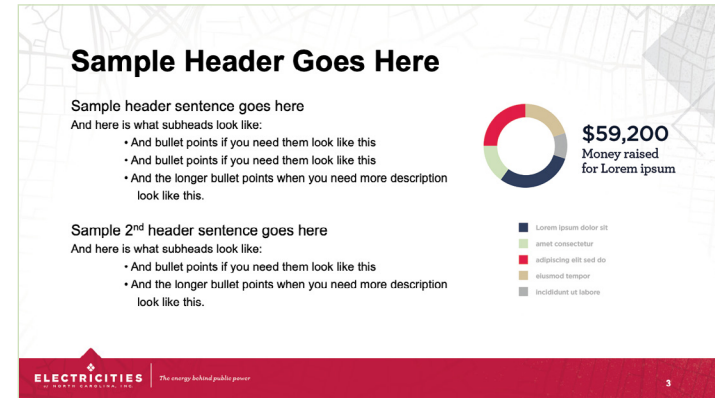
We can also help you create a clean chart or graph.

Imagery should never overwhelm the topic.

Closing slide includes logo, website, and social media.

POWERPOINT TEMPLATE

NCEMPA and NCMPA1 PowerPoint Templates: When creating PowerPoint presentations for either widescreen or letter size, always use the approved templates. Do not use unapproved clip art—it makes us look unprofessional and inconsistent. When in doubt, ask the Corporate Communications staff.

If you need a different image in your introductory slide background, just ask!
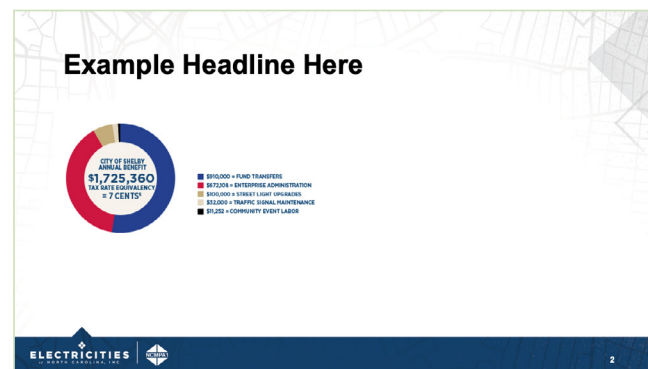
We can also help you create a clean chart or graph.

WEBSITE

A great deal of testing and care has gone into the design, voice, and organization of the content on our website. Our website is often the first place people search to learn more about who we are and what we do. This is why we must maintain the integrity of the design and minimize clutter to ensure it doesn't become difficult to navigate.
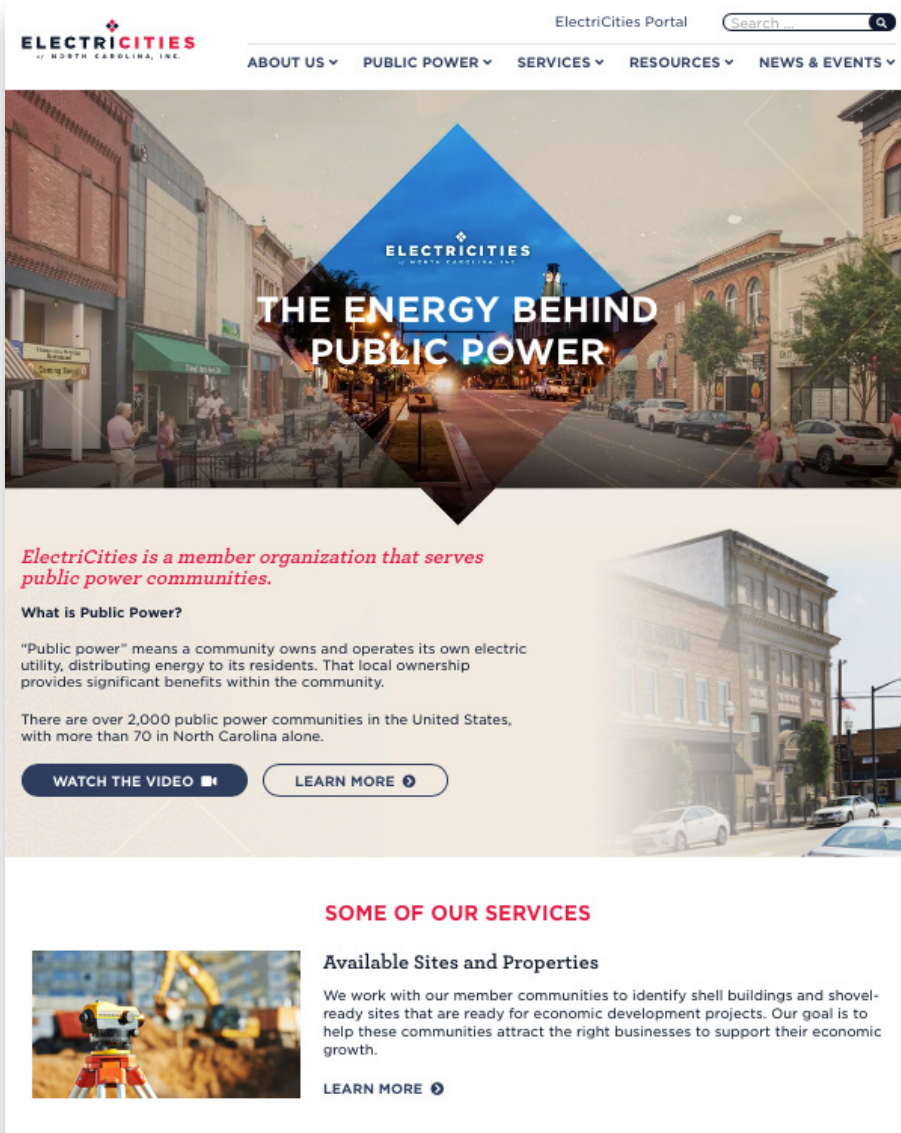
BROCHURES + HANDOUTS

We have a great story to tell about our organization and the people we serve. From brochures and handouts, to flyers and annual reports, we must ensure the ElectriCities brand is easily recognizable and has a consistent look. If you are developing a custom piece, ask the Corporate Communications staff for assistance.
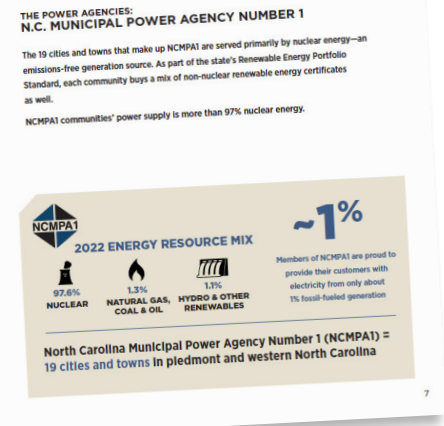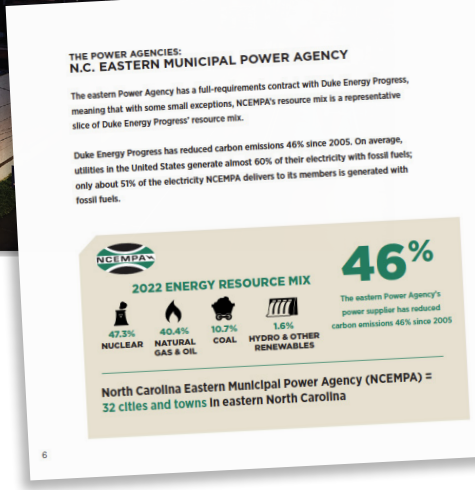
APPAREL + PROMOTIONAL ITEMS

The goal of our apparel is to ensure our employees can be easily identified as part of ElectriCities, whether they're at an event or walking down the streets of our communities. When ordering apparel, please contact the Communications department for guidance in determining the best logo version, color, and size for your item.

When selecting products on which to apply the ElectriCities logo, ensure the product is of good quality. This reinforces the value of our brand. From cups and note pads, to umbrellas and ink pens, the ElectriCities logo, brand colors, and diamond mark should be used tastefully and follow our brand standards at all times.

Contact the Communications department before ordering apparel and promotional items to ensure your items meet the ElectriCities brand standards prior to printing and production.

Polos & Hat

Promotional Items

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SIGNAGE

Signage comes in many different forms. Here are some examples of how we can maintain a consistent brand image across a variety of formats. Contact Corporate Communications for help with your signage request.

TRAINING ROOM

IN USE

FIRE DOOR
Please Keep Closed

JANE DOE

2000	Samuel W. Noble, Jr., Tarboro	2005	Barry C. Hayes, Granite Falls
2001	John T. Walser, Jr., Lexington	2006	Richard N. Hicks, Farmville
2002	R. L. Willoughby, Washington	2007	Walter W. "Dub" Dickson, Gastonia
2003	J. William McGuinn, Jr., High Point	2008	Samuel W. Noble, Jr., Tarboro
2004	Malcolm A. Green, Greenville Utilities Commission	2009	Strib P. Boynton, High Point
2004	Frederick E. Turnage, Rocky Mount		

2000

ELECTRICITIES of NORTH CAROLINA, INC.
The energy behind public power
1889 • 1929
1930 • 1974

CONTACT

Building a strong ElectriCities brand is everyone's business. Before embarking on your next project, we encourage you to reach out with questions about anything in this guide. We can help.

Thank you!

Questions? We can help!
communications@electricities.org

LEGAL

All fonts and images that appear in our work have been licensed for their specific purposes. We cannot provide free copies of copyrighted fonts or images for others to use when creating their own materials.

Finally, please remember to secure proper licenses before you use images from the internet in your materials.

If you have questions about copyrighted materials, contact Corporate Communications at communications@electricities.org.