



Brand Guidelines

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How To Use This Guide

Brand Guidelines ARE:

- A way to enhance our organization's credibility, protect the power of our brand and reinforce our brand's strength.
- A way to empower our **Capital Power** team members to understand and reinforce our brand accurately and consistently.

Brand Guidelines ARE NOT:

- An open invitation for anyone to become a graphic designer.
- Exhaustive – it's impossible to capture every possible use of our logo, language and imagery.

Work with Corporate Communications to create collaterals.

Contact: corporatecommunications@capitalpower.com

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01

Overview



What is a corporate identity and brand standards manual?

Who are these guidelines for?

A company's visual identity is created with great care, taking into consideration competitive brand positioning, brand personality and character, brand voice, colour palette, imagery style, font family and layout. When these brand elements are used consistently across all touch points, it reflects the integrity of the organization, the importance of its marketing communications initiatives and builds brand equity. Brand equity, the commercial value of a well-known brand name based on stakeholder perception, is critical to long-term success.

This corporate identity and brand standards manual outlines specific guidelines on how to implement **Capital Power**'s brand communications to maintain consistency across all marketing communications tactics. By using this guide, the materials you create will help carry a consistent message for **Capital Power**.

These guidelines have been prepared for anyone who creates **Capital Power** marketing communications materials, and/or represents/speaks on the company's behalf. This manual outlines the proper usage of the visual identity for corporate logo usage, typography, stationery, product marketing materials, promotional materials, and more.

If you have any questions about the new brand standards or are unsure about what changes have been made, contact **Corporate Communications** at corporatecommunications@capitalpower.com.



02

Visual Identity Guidelines



Visual Identity Guidelines

Creating a strong and relevant visual image depends on clear and consistent articulation of our brand and culture, which is expressed primarily through a vocabulary of visual elements and language. It is the combination of all these elements that builds and projects the tangible image and character of **Capital Power**.

Our visual identity is a complete language that, when expressed consistently over time, communicates our values and attitude, establishes our voice and builds an emotional connection with our audiences.



Capital Power Logo Configurations

Stacked

The **Capital Power** brand lock-up was designed with some flexibility to meet various applications. The preferred version of the brand lock-up is the three colour “**Stacked**” option (Capital Power gray, blue & chartreuse).

The preferred alternate version of the stacked brand lock-up is the one colour (black only) version. The brand lock-up should never appear in screens of black.

The preferred reversed version of the stacked brand lock-up is the one colour (white only) version. The brand lock-up should appear on a suitable colour.

**Stacked
Preferred Option**
3 Colour
(Gray, Blue & Chartreuse)



**Stacked
Alternate Option**
1 Colour (Black Only)



**Stacked
Reversed Option**
1 Colour (White)





Capital Power Logo Configurations

Horizontal

An alternate version of the stacked brand lock-up has been created for use when space limitations dictate the use of the “**Horizontal**” brand lock-up (ie. email signatures, small collaterals/branded items and signage). The preferred version of the brand lock-up is the three colour option (Capital Power gray, blue & chartreuse).

The preferred alternate version of the horizontal brand lock-up is the one colour (black only) version. The brand lock-up should never appear in screens of black.

The preferred reversed version of the horizontal brand lock-up is the one colour (white only) version. The brand lock-up should appear on a suitable colour.

Horizontal Preferred Option

3 Colour
(Gray, Blue & Chartreuse)



Horizontal Alternate Option

1 Colour (Black Only)



Horizontal Reversed Option

1 Colour (White)





Corporate Identity Logo Usage

Our **Capital Power** masterbrand logo is one of the most important components of our corporate identity. It is made up of two elements – a wordmark and an icon.

Minimum Protected Space

Keeping the logo isolated from other graphic elements and at a particular size helps preserve the clarity of the presentation. A minimum amount of protected space should always surround the logo in order to separate it from headlines, text, imagery and the outer edge of a document. The protected space is defined as the upper case “P” in Power within the logo, as shown.

Minimum Size

To protect the integrity and clarity of the **Capital Power** logo, the “**Stacked**” brand lock-up should be no smaller than 1” wide.

The “**Horizontal**” brand lock-up should be no smaller than 1.75” wide.

Stacked Application Spacing

Protected Spacing



Stacked Application Sizes

Minimum Logo Sizes



Horizontal Application Spacing

Protected Spacing



Horizontal Application Sizes

Minimum Logo Sizes





Application Rules

Incorrect Logo Treatments

Incorrect Usage

The consistent application of the **Capital Power** logo is essential to building and maintaining a consistent brand identity. The logo should never be altered or redrawn **in any way** and only approved digital artwork should be used in documents and on the web. While not an exhaustive list, the examples shown illustrate some incorrect uses and deviations to avoid.

Placement of the Logo

The **Capital Power** logo and corporate colours are the primary identifiers and should be used prominently in all communications. There is not a preferred placement of the logo on a marketing communications piece. We do not want to restrict usage in that regard and want to be able to decide how each marketing communications item should be designed based on the strategy and target audience.



Do not rotate or vertically align the logo



Do not distort logo



Do not change colours of the logo



Do not use the wordmark without the icon



Do not change the logo configuration



Do not apply the logo to a colour with insufficient contrast



Do not add other elements to the logo (drop shadows, etc.)

Note: Application rules apply to both the **"Stacked"** and **"Horizontal"** versions of the Capital Power logo.



Stand Alone Icon

The **Capital Power** icon may be used in some circumstances where the brand has already been established such as: Watermark for stationery.

Please contact Corporate Communications for approval on additional application usage.

Colour Application



Reverse Application



Example of Application





Corporate Identity Colour Palette

The colour palette used by **Capital Power** for our masterbrand logo is based on the print industry standard, the **PANTONE MATCHING SYSTEM®**. When limited by technical or budgetary constraints, these colours may also be reproduced in CMYK, or process colour.

For printing jobs in one Pantone colour, the logo must print in **Capital Power** Corporate Colours (preferred), or 100% black.

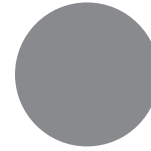
When using silk-screening, vinyl applications or other non-offset reproduction methods, colour must be matched as closely as possible to the Pantone standards.

The same ink colour might appear slightly different depending on the paper stock selected. Coated and uncoated stocks reflect colours differently as well as different paper finishes and paper colours.

The colour you see on your monitor or from colour laser outputs should not be used for visual matching.

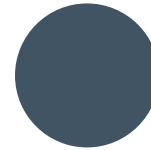
The colours shown in this manual are for reference only. Refer to the PANTONE MATCHING SYSTEM® for colour matching purposes.

Primary Colour Palette



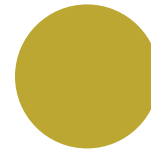
Capital Power Gray - PMS Cool Gray 8C

CMYK: 23 | 16 | 13 | 46
RGB: 136 | 139 | 141
HEX: 888B8D



Capital Power Blue - PMS 7545C

CMYK: 58 | 32 | 18 | 54
RGB: 66 | 85 | 99
HEX: 425563



Capital Power Chartreuse - PMS 3975C

CMYK: 8 | 7 | 100 | 25
RGB: 187 | 166 | 0
HEX: BBA600

Secondary Colour Palette



Secondary Green - PMS 376C

CMYK: 54 | 0 | 100 | 0
RGB: 132 | 189 | 0
HEX: 84BD00



Secondary Light Blue - PMS 298C

CMYK: 67 | 2 | 0 | 0
RGB: 65 | 182 | 230
HEX: 41B6E6



Secondary Blue - PMS 287C

CMYK: 100 | 75 | 2 | 18
RGB: 0 | 48 | 135
HEX: 003087



Secondary Yellow - PMS 7406C

CMYK: 0 | 20 | 100 | 2
RGB: 241 | 196 | 0
HEX: F1C400



Secondary Teal - PMS 326C

CMYK: 81 | 0 | 39 | 0
RGB: 0 | 178 | 169
HEX: 00B2A9

Secondary colours should be used on a limited basis and used to emphasize or indicate visual importance in certain circumstances.



Capital Power Typography

Typography helps to express our messages and establish a unique voice for **Capital Power**. To ensure a consistent look and feel, Helvetica is the approved font for use in all corporate, product materials, marketing communications and training materials that are printed externally:

To maintain the quality and integrity of Helvetica family of fonts, do not alter the shape, proportion or space relationships of any of the characters. Be sure to use the true form of the typeface without stretching or compressing it.

PC and Macintosh versions of the Helvetica font family can be used.

Typography For Correspondence (Microsoft Office Applications)

When producing internal or external correspondence materials such as powerpoint presentations, memos, and email correspondence, the font Arial must be used.

Arial bold may be used for headlines or to highlight text. This font is available for use in all Microsoft® Office® applications.

The font size for letters and memos is 11 point with 1.25 line spacing (Microsoft® Word® measurement).

Note: While our brand font family is officially Helvetica, default fonts on normal communications such as email remain the same.

Helvetica Light

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

Helvetica Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()*

Helvetica Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

Helvetica Regular Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()*

Helvetica Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()**

Helvetica Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()***

**02**

Imagery

Imagery plays an important role in building **Capital Power's** distinct visual presence. Images help to express our brand messages and should reinforce our positioning, values and culture. Brand and marketing materials developed to date use a combination of lifestyle photography and architectural photography. Brand imagery should capture real-life scenarios and candid images that tell a story.

When selecting photography, selection criteria should be:

- Rich images with bold colours and detail
- Business settings or Capital Power-owned facilities
- Diverse and inclusive
- Natural looking people (not overly posed or rigid)





02

Visual Identity Guidelines

Icons

Usage

Our icons are clean, simple and engaging. They are best used to simplify and convey concepts clearly and easily.

All icons must be approved by Corporate Communications to ensure consistency and professionalism. Icons contain corporate brand colours (blue, gray & chartreuse) and should not be modified.

Incorrect Usage

The consistent application of the **Capital Power** icons are essential to building and maintaining a consistent brand identity.

The icons should never be altered or redrawn in any way and only approved digital artwork should be used in documents and on the web. While not an exhaustive list, the examples shown illustrate some incorrect uses and deviations to avoid.

Do not use clip art or anything resembling clip art.



Application Rules

Incorrect Treatments



Do not rotate or vertically align the logo



Do not distort the logo



Do not change colours of the logo



Do not use portions of the logo



Do not add other elements to the logo (drop shadows, etc.)



Do not apply the logo to a colour with insufficient contrast



03

Examples in Application



Examples in Application

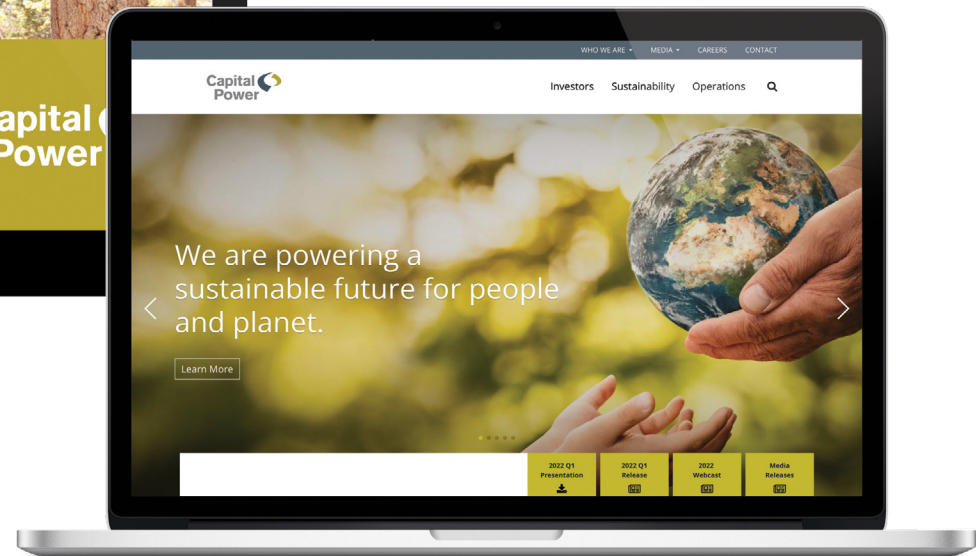
Examples of **Capital Power** brand in application are provided. This list is not exhaustive and will continue to expand as our brand strategy is defined.

To maintain consistency in tone, a white airy background is preferable to enhance the bold colours of the **Capital Power** brand.





PowerPoint Template

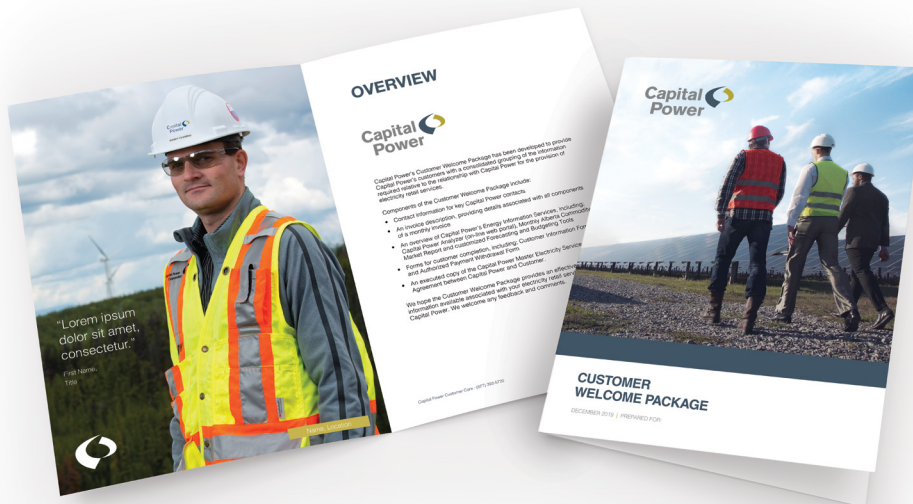
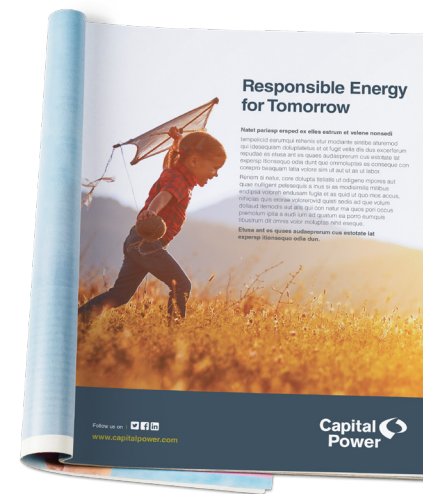


Website

**03****Examples in Application****Pull-up banners**

Templates allow you to substitute a Capital Power approved photo of your choice into the design. The designs can be customized and altered, or similar designs created, in conjunction with a designer and Corporate Communications.

Contact Corporate Communications for assistance.

Email signature**Brochure****Print Ad**



Signage

Capital Power signs are functional yet also serve to reinforce the Capital Power name and brand. It is important that all signs are consistent from one location or event to the next.

Sign material and appearance are sometimes subject to government codes, leaseholder contracts or other rules or agreements. It is important to know and understand the requirements for signage relevant to your location.

To ensure consistency, work with Corporate Communications to have your sign designed.

Design Standards

While every location will have site-specific requirements, signage must follow basic design standards:

The **Capital Power** logo is the primary site identification for exteriors, reception and lobby areas, and on directional signage.

- The **Capital Power** logo set in strong contrast to its background is designed to create the most impact.
- Not all sites will facilitate the preferred site signage. In these situations, contact Corporate Communications. In specific situations, sign materials or other requirements necessitate solid-colour or other logo treatments.
- Helvetica is the preferred signage typeface.
- For facility and office signage, only the logo is to be used



04

Message Architecture



What is message architecture?

For our stakeholders, our point of difference centres on the depth of our expertise, our integrity, our record of success and our shared commitment to power a sustainable future for people and planet.

Our touch points with stakeholders – both current and prospective – must emphasize our core points of differentiation. Our message architecture provides a brief guideline, providing high-level positioning focusing on not simple what we do but why we do it and how we do it better than our competitors.

The message architecture also provides guidance around target audiences, what their challenges may be and how **Capital Power** addresses them with various value propositions.

Important Note

Our message architecture should be used as a reference when drafting communications, as inspiration to ensure your message resonates with your audiences and keeps our story consistent and engaging. Verbatim (ie. word-for-word) usage is not required.



Purpose

The 'why' we do what we do.

**To Power A Sustainable Future
For People And Planet**

Vision

An aspirational statement about where your company wants to be in the future.

Electrifying the world reliably and affordably while protecting the planet for future generations

Values

How we deliver on our Purpose and Vision - our accountabilities and integrity.

- **We manage our impact on the environment to leave a healthy planet.**
- **We value equity, diversity and inclusion, listen with open minds, and treat all people with respect.**
- **We are committed to safety and wellbeing of our people.**
- **We act with integrity and take responsibility for our decisions and actions.**
- **We embrace innovation by fostering creativity and harnessing technology.**

How they work together

- The Purpose and Vision Statements are usually used as business development statements. Values set the foundation for the experience or feel of Capital Power.
- The Purpose, Vision and Values Statements (or key words and phrases from them), are used within content in brochures, on the website etc.



Contact

Corporate Communications

corporatecommunications@capitalpower.com

Contact us