



Hawai'i Energy

**BRANDING & MESSAGING GUIDELINES
FOR CLEAN ENERGY ALLIES**

| | |
|------------------------------------|---|
| INTRODUCTION | 1 |
| LOGO AND WORDMARK..... | 2 |
| BRAND COLORS | 4 |
| LOGO APPLICATION DON'TS..... | 4 |
| MESSAGING AND TEXT REFERENCES..... | 7 |

INTRODUCTION

The Hawai'i Energy graphic identity standards provide a foundation for clear and consistent communication of the brand's identity. Adhering to common standards ensures that the brand's communication is clear and consistent throughout all applications.

All mediums—publications, websites, advertising, signage, letterhead, or business cards—layout, color, and typography are orchestrated to impart a unified “signature.”

This publication includes a description of the new logo and guidelines for its use including official colors and typefaces, as well as the appropriate use of the brand logo.

ABOUT HAWAI'I ENERGY'S LOGO

Hawai'i Energy's graphic identity program was launched in October of 2009, with the introduction of a new name (Hawai'i Energy) and graphic identity (logo & wordmark). The graphic identity combines the positive outlook of Hawai'i Energy and its commitment to improving energy awareness. The identity forms the foundation upon which the entire graphic identity program is built. It captures the brand's vision for the future as well as its accessibility toward all audiences.

The identity program is designed to be flexible enough to meet Hawai'i Energy's need to reach all audiences, while creating a strong brand presence in Hawaii's communities. Hawai'i Energy's use of the identity guidelines is integral to building public awareness and support for its mission.

USAGE GUIDELINES

The signature artwork is available to download in several file formats and color versions. Please do not alter the signature artwork or colors. Designated Pantone® color is for stationery and business card and other spot color applications. See Pantone® guide for accurate color match.

Contact Hawai'i Energy for assistance with color matching and appropriate process color selection or digital printing.

Hawaii Energy

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HAWAI'I ENERGY LOGO AND WORDMARK

Hawai'i Energy has two primary identifiers—the brand's logo and the brand's wordmark. Each identifier uses the brand's full name **Hawai'i Energy**. The logo or wordmark should appear on all Hawai'i Energy affiliated applications.

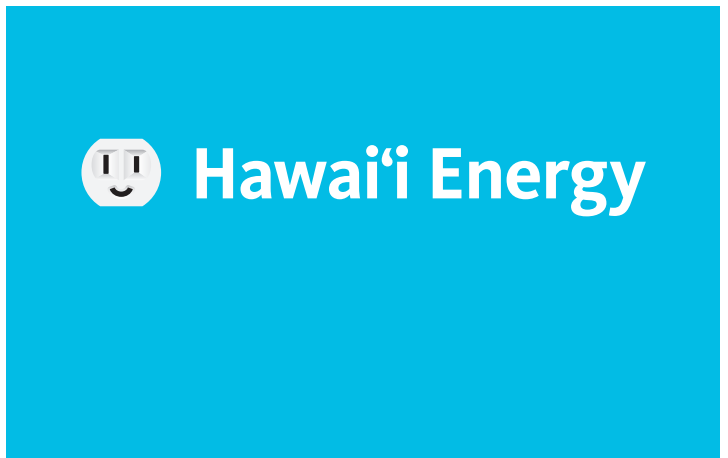
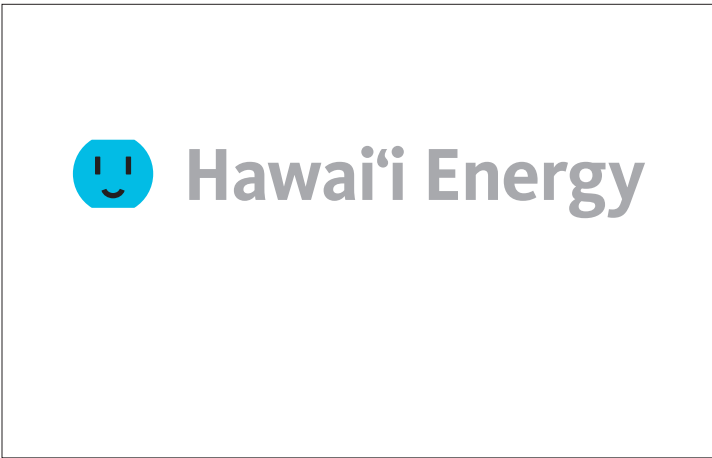
THE LOGO

Hawai'i Energy's logo consists of the wordmark plus its symbol and tagline. The logo can appear in one of two ways—horizontal or stacked. The logo should be treated as one unit. The proportion and spacing of the elements should not be altered in anyway. If you have a usage where you would like to use the symbol alone, please request permission from Hawai'i Energy.

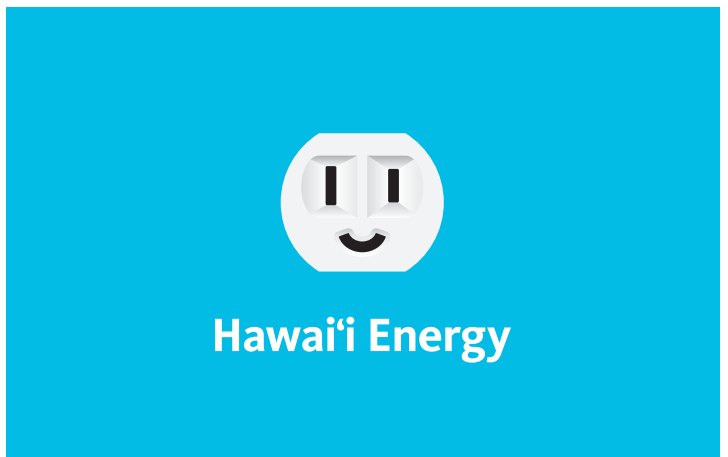
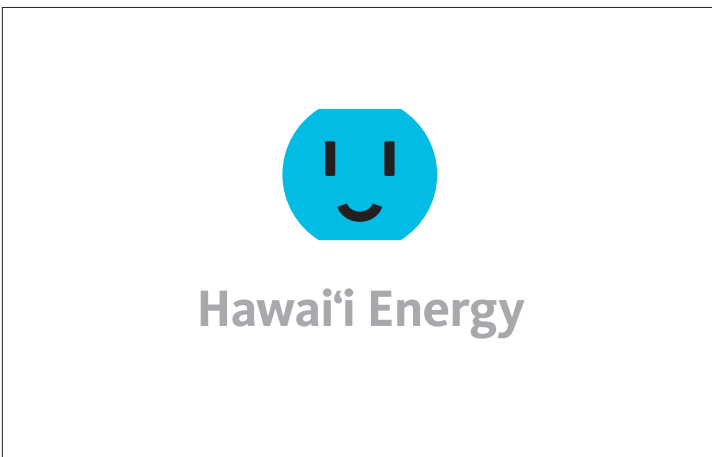
Upon request to hawaiienergy@leidos.com, the logo will be provided to you in JPG format. If you need the logo in another format, please specify.



LOGO—HORIZONTAL

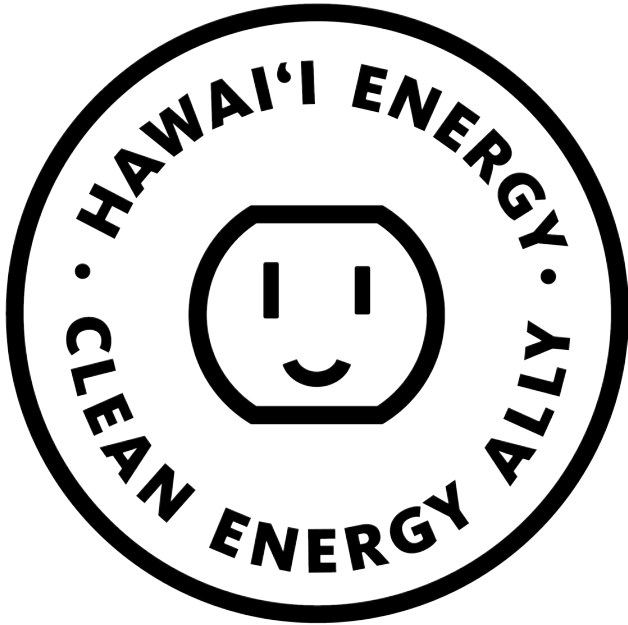


LOGO—STACKED



CLEAN ENERGY ALLY LOGO

You may use either the Hawai'i Energy logo or the Hawai'i Energy Clean Energy Ally logo below in your marketing efforts. Choose from either the black and white or color logo below. Upon request to hawaiienergy@leidos.com, the logo will be provided to you in JPG format. If you need the logo in another format, please specify.



BRAND COLORS

Logo: The official logo colors are Hawai'i Energy Blue (PMS 306 C), Medium Grey (PMS Cool Grey 7) and Black. These colors should be used in all applications of the logo. For 4-color publications, the CMYK conversion should be used for its colors. For screen/web applications, the RGB conversion should be used.

For publications using 2+ colors, the colors should be Hawai'i Energy Blue, and Black.

For 1 color applications, Black should be used.

Wordmark: The wordmark should always appear in either Hawai'i Energy Blue or Black.

HAWAII ENERGY BLUE

PMS: 306
C:75, M:0, Y:7, K:0
R:0, G:188, B:228

BLACK

PMS: PROCESS BLACK
C:0, M:0, Y:0, K:100
R:0, G:0, B:0

MEDIUM GREY

PMS: COOL GREY 7
C:0, M:0, Y:0, K:37
R:174, G:176, B:178

LIGHT GREY

PMS: COOL GREY 3
C:0, M:0, Y:0, K:17
R:216, G:217, B:219

TWO COLOR WHITE BACKGROUND



Hawai'i Energy

TWO COLOR DARK BACKGROUND



Hawai'i Energy

ONE COLOR



Hawai'i Energy

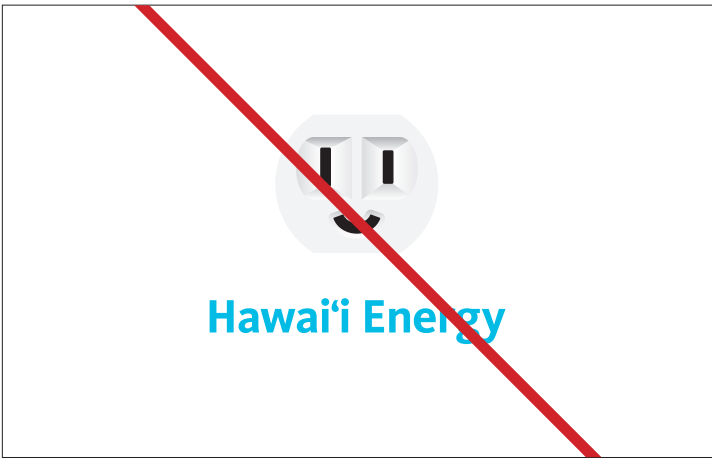
ONE COLOR REVERSED



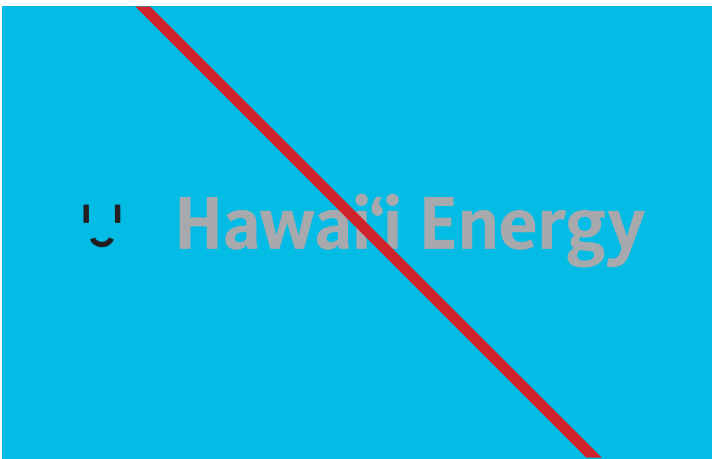
Hawai'i Energy

CORRECT LOGO APPLICATION

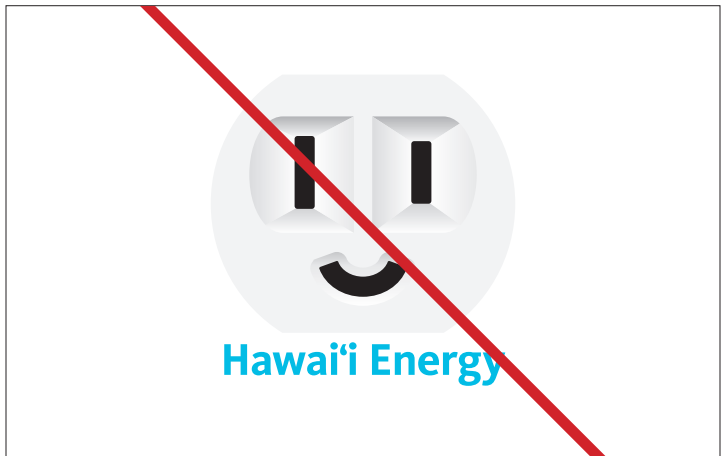
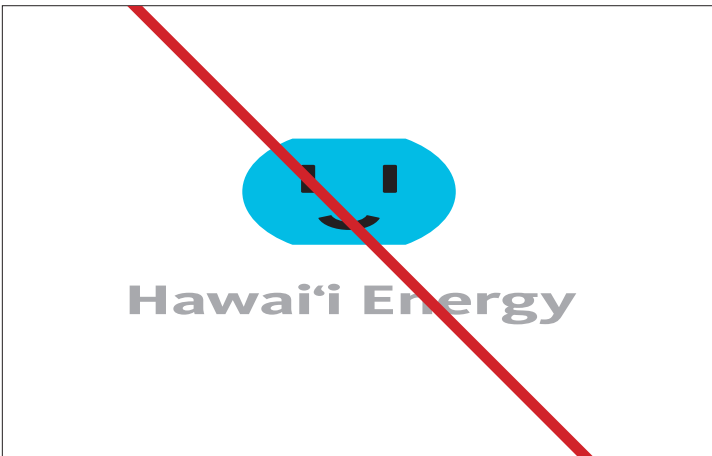
Don't use the white logo on a light background as the low contrast will take away from the brand's presence.



Don't use the color logo on a dark background as the low contrast will take away from the brand's presence.

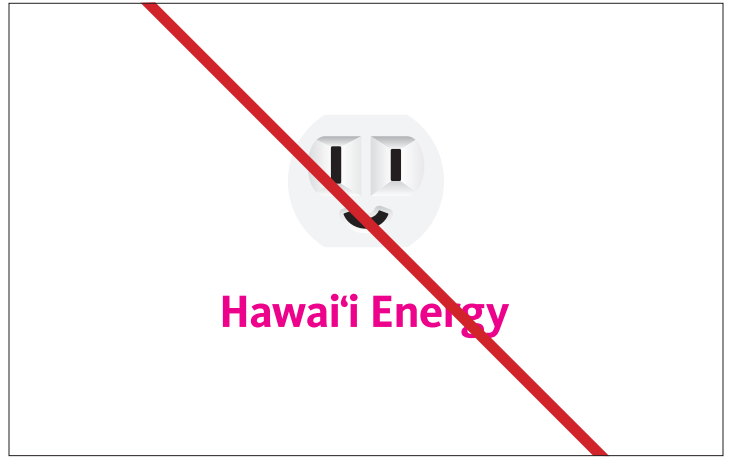
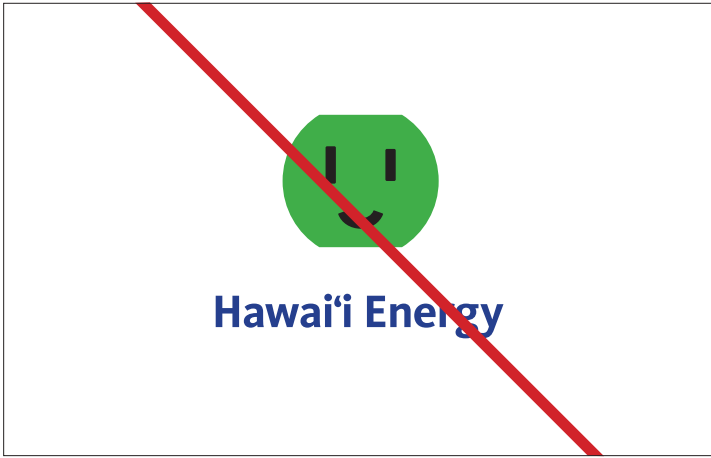


Don't change the proportions of the logo. It will make the logo feel unbalanced and detract from the uniformity of the brand.

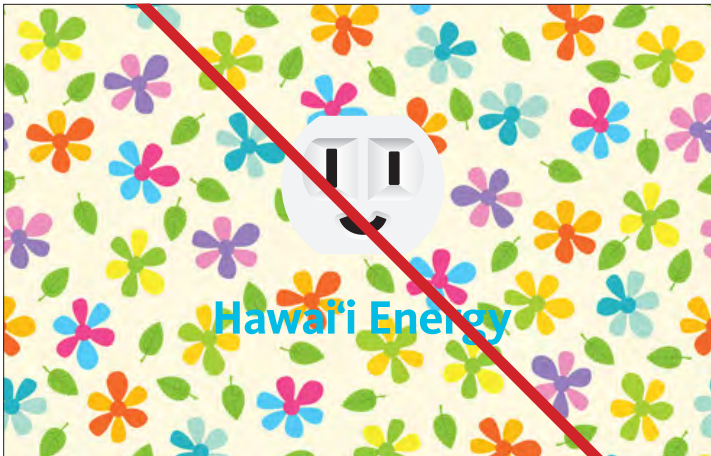


CORRECT LOGO APPLICATION (CONTINUED)

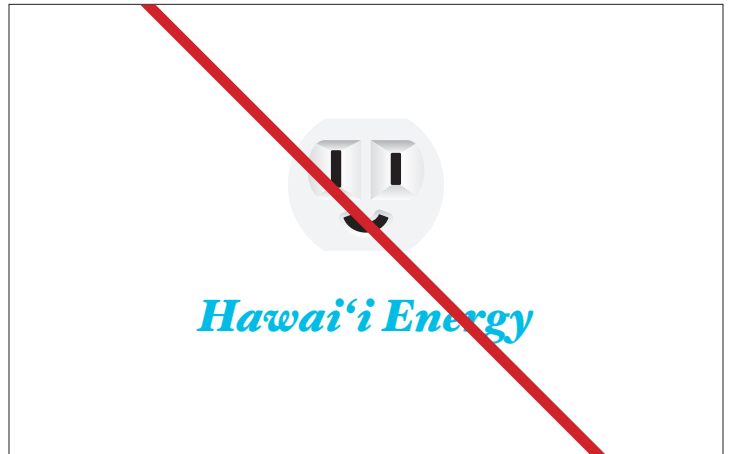
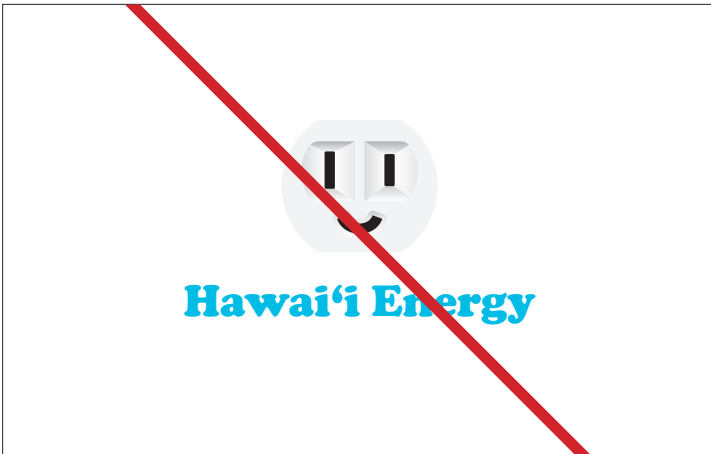
Don't use unspecified colors. This will detract from the brand's overall recognition.



Don't place the logo on a busy background as the amount of information will confuse the reader.



Don't use a different typeface. This will detract from the brand's overall recognition.



APPROVED MESSAGING AND TEXT REFERENCES

In text, Clean Energy Allies may choose from the following approved messaging to describe themselves:

- A Clean Energy Ally of the Hawai'i Energy Program
- [COMPANY NAME] is a Clean Energy Ally of the Hawai'i Energy Program
- We are a Clean Energy Ally of the Hawai'i Energy Program
- Clean Energy Allies extend the reach of the Hawai'i Energy Program by helping to deliver energy-saving incentives, education and other direct Program benefits to electric customers.

DO NOT use the following phrases to describe yourself:

- Partner with/Partner of the Hawai'i Energy Program
- Selected by/Awarded by the Hawai'i Energy Program

PRACTICAL APPLICATIONS FOR LOGO AND MESSAGING USAGE

The Hawai'i Energy Approved Messaging and Logo:

1. Can only be used or displayed when it is accompanied by the clear identification of the Clean Energy Ally and only in the following circumstances:

- a) In flyers, brochures or retractable paid advertisements that appear in broadcast or print media, such as newspapers and magazines, circulated either to the public at-large or to trade organizations or similar groups;
- b) In displays used for presentations in trade shows; and
- c) On the Clean Energy Ally's website.

2. Must NOT be used or displayed:

- a) In the pages of any non-retractable directory (e.g., telephone books);
- b) On any business or identification cards, letterheads, printed forms or other materials used by the Clean Energy Ally UNLESS provided advanced written approval by Hawai'i Energy;
- c) On any vehicle used by the Clean Energy Ally or its employees, agents or contractors UNLESS provided advanced written approval by Hawai'i Energy; or
- d) On the clothing of its employees, agents or subcontractors; or
- e) In a way that would mislead or tend to mislead anyone as to the nature of its relationship with Hawai'i Energy or would represent or tend to represent the Clean Energy Ally as an employee, agent, partner, joint venture, affiliate or representative of Hawai'i Energy;
- f) As an incorporation of the Clean Energy Ally's corporate or commercial name or into any trademark, service mark, trade name or logo.

RIGHT TO AUDIT

Hawai'i Energy may periodically perform random audits of the Clean Energy Ally's materials to ensure compliance with these requirements. If an item is selected for review, Hawai'i Energy will contact you directly. In the event of non-compliance with regards to the use of the Approved Messaging and Logo or if it is deemed by Hawai'i Energy that its Approved Messaging and Logo is misused, the Clean Energy Ally must immediately retract all references to Hawai'i Energy at the Clean Energy's cost. Further, Hawai'i Energy reserves the right at its sole discretion to take other actions as necessary.



Hawai'i Energy

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