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Our company history

Headquartered in Allentown, Pa., PPL Corporation is one of the largest companies in the U.S. utility sector.

Our utilities — Western Power Distribution, Louisville Gas and Electric and Kentucky Utilities, and PPL Electric Utilities — provide an outstanding service experience for our 10 million customers in the U.S. and the U.K.

Our competitive earnings and dividend growth, experienced leadership team, and diverse regulated assets offer a unique and competitive investment option for investors.

For our 13,000 employees, the PPL family of companies offers the potential to grow in a wide range of exciting career opportunities.

Since our founding in 1920, we have been committed to providing essential energy services in extraordinary ways — and we deliver.

Moreover, we are a positive force in the cities and towns where we do business, providing support for programs that create jobs, donating millions to charitable organizations that improve the quality of life, and encouraging the generosity of employees who volunteer freely to help others.
Our brand position

DELIVERING ON OUR PROMISES

Generation after generation, the people of PPL have tirelessly worked through the darkest nights and the coldest days, driven by a quiet determination to ensure that every single one of our customers has the electricity they depend on to power their lives.

We don’t seek the limelight. We seek results, focusing on our customers first and always. This focus on results doesn’t stop at keeping the lights on. Whether designing smart grids, building stronger delivery systems, helping customers save energy or giving back to our communities, our 13,000 employees are building a brighter future.

We deliver on our promises to customers, investors, employees and the communities we serve.
Our brand

Our customers depend on us for the energy they use to power their lives. But energy isn’t something you see or can touch. That’s why our brand is so important. Whether it’s a safety poster, energy efficiency brochure, customer bill or company website — our brand is how we present ourselves inside and outside our company.

A strong brand is well known and makes a clear and positive impression with all stakeholders. That’s why it’s important to be clear and consistent in all our communications.

This Branding Style Guide was developed to help you use our brand effectively. Our goal is to make sure that PPL publications have a distinctive look — one that’s easy for people to recognize. While it was developed to be as comprehensive as possible, it may not address every question or situation. In those cases, please contact the individuals listed on page 2 for clarification.

**Together we can make sure our brand is powerful.**

These guidelines are not intended to limit creative ideas. But they will help ensure that readers can see at the first glance that the publication comes from PPL.
Our visual identity

There is only one PPL logo.
The PPL logo is always represented as shown.
The ONLY exception is when the PPL logo appears with a subsidiary or internal department name.

- The PPL logo has been custom drawn and must not be re-created. Do not attempt to set type or redraw the burst. Use approved reproduction artwork only.
- The PPL logo should never be reproduced from this document. Approved artwork in both camera-ready and electronic format is available from Corporate Communications. Electronic files of the logo also are available on Corporate Communications’ site on the intranet.
- The colors represented in this document should not be used for color matching purposes. Actual color samples may be found in current editions of the Pantone Color Guide. See page 8 for specifications.
- The “TM” should always be used with the PPL logo in the size, style and position shown.
Logo area of isolation

Correct usage also includes keeping a proportionately consistent amount of white space around the logo.

Do not allow copy or graphics to infringe on the area of isolation.

• Use the type characters in the logo as shown to determine the desirable amount of white space for the size logo you’re using.

• This is the minimum area of isolation for the PPL logo. Text, headlines or graphics should not appear in this area.

• The area of isolation should also be applied when positioning the logo on the edge of a page.

• Only Corporate Communications can create logos.

CO-MARKETING

• In the event that the PPL logo must appear alongside other vendors in a “co-marketing” campaign, please follow the same area of isolation rules, and place the PPL logo to the right of the other brand’s logo. Use diagram below for placement.
Color palette

• Whenever possible, print the logo in the two specified colors (Pantone Process Blue and Pantone Reflex Blue).
  For full color (four-color process) printing, the following ink combination may be substituted:
  
  PMS Process Blue: CMYK (100 C, 89 M, 0 Y, 0 K)
  PMS Reflex Blue: (100 C, 13 M, 1 Y, 2 K)

• The logo should be used in PMS Reflex and Process Blue or white on all full-color print materials.

• For one-color or two-color printing, the logo may appear in the three specified colors, Pantone Reflex Blue, black or white.

• The logo may be used in black for black-and-white printing.

• Logo colors must always be included in any PPL materials; complementary colors are the only approved additional colors that may be used as accents.

BACKGROUND COLOR

The preferred background or paper color is white. A white logo is appropriate for use on dark or photographic backgrounds.

CMYK, RGB and HEX# mixes based on current specs available from Pantone.com.
Print and web typography

• Capitalize the first letter of the first word of the headline or heading only. Lowercase the first letters of the words that follow. For body text, a minimum size of 10 point is recommended.

• PPL uses Raleway for headlines and Alegreya Sans for subheads and accent text for print or web. Roboto Condensed is used for body-copy text in print; Roboto is used for body-copy text on the web.

• Raleway and Alegreya Sans have been chosen for their modern sleek look to represent the company moving forward into the future. These typefaces must be used for corporate print and online communications.

• Roboto and Roboto Condensed have been chosen for their legibility and compatibility with Raleway and Alegreya Sans. These fonts are used for body and informational copy.

• For information about PPL’s ADA compliance, see page 35.

APPROVED FONTS

**PRIMARY PRINT AND WEB DISPLAY FONT (HEADLINES)**
- Raleway OTF Thin
- Raleway OTF Extra Light
- Raleway OTF Light
- Raleway OTF Regular
- Raleway OTF Medium
- Raleway OTF Semi Bold
- Raleway OTF Bold
- Raleway OTF Extra Bold
- Raleway OTF Heavy

**SECONDARY PRINT AND WEB DISPLAY FONT (SUBHEADS/ACCENT TEXT)**
- Alegreya Sans Thin
- Alegreya Sans Thin Italic
- Alegreya Sans Light
- Alegreya Sans Light Italic
- Alegreya Sans Regular
- Alegreya Sans Regular Italic
- Alegreya Sans Medium
- Alegreya Sans Medium Italic
- Alegreya Sans Bold
- Alegreya Sans Bold Italic
- Alegreya Sans Extra Bold
- Alegreya Sans Extra Bold Italic
- Alegreya Sans Black
- Alegreya Sans Black Italic

**PRINT TEXT FONT**
- Roboto Condensed Light
- Roboto Condensed Light Italic
- Roboto Condensed Regular
- Roboto Condensed Regular Italic
- Roboto Condensed Bold
- Roboto Condensed Bold Italic

**WEB TEXT FONT**
- Roboto Light
- Roboto Light Italic
- Roboto Medium
- Roboto Medium Italic
- Roboto Bold
- Roboto Bold
Approved color usage

Official color logo
(Pantone Reflex Blue ppl and TM with Pantone Process Blue burst)

This is the correct color setup for the PPL logo. The two-color logo is important in building our identity and should be used whenever possible. The official logo colors are Pantone Process Blue and Reflex Blue. The secondary versions shown below may be used when there are printing restrictions. The logo must not be reproduced in any other colors. Color swatches and electronic artwork are available from Corporate Communications.

One-color logo (Pantone Reflex Blue)

For one-color printing applications on white or light backgrounds, the logo prints solid (100%) Pantone Reflex Blue. Tints are not used. One-color reproduction in other colors is not acceptable.

Black logo

For black-and-white reproduction, the logo prints solid (100%) black. Tints are not used.

White logo

The logo may appear in white for reproduction on black, dark-colored or photographic backgrounds. The logo must reverse out completely to white. Do not use tints or drop shadows.
Subsidiary logos

The logo is a trademarked and protected graphical representation. Please note: logos do not include the corporate tax status of each company (i.e. LLC, Inc., etc.)

Approved Color Usage with a Subsidiary Name

Official color logo with name (Pantone Reflex Blue ppl and TM with Pantone Process Blue burst)

This is the correct color setup for the PPL logo with company name. The secondary versions shown below may be used when there are printing restrictions. The official logo colors are Pantone Process Blue and Reflex Blue. The logo must not be reproduced in any other colors. The logo font must not be changed for the official logo with name. Color swatches and electronic artwork are available from Corporate Communications.

One-color logo (Pantone Reflex Blue)

For one-color printing applications on white or light backgrounds, the logo with name prints solid (100%) Pantone Reflex Blue. Tints are not used. One-color reproduction in other colors is not acceptable.

Black logo

For black and white reproduction, the logo with name prints solid (100%) black. Tints are not used.

White logo

The logo may appear in white for reproduction on black, dark-colored or photographic backgrounds. The logo with name must reverse out completely to white. Do not use tints or drop shadows.
Internal department logos

Individual internal PPL departments will be represented by a joint logo design that will feature the department name as text to the left of the appropriate corporate or subsidiary logo.

Color swatches and electronic artwork are available from Corporate Communications.
Incorrect color usage

To build public recognition of our brand, it is critical that the logo always appears in a consistent manner. *Do not use variations* such as the examples shown below.

- Do not use the two-color logo on dark or confusing backgrounds.

- Do not attempt to create the two-color logo with tints of a single color.

- Do not use tints within the logo to change its appearance.

- Do not attempt to introduce new colors or switch colors within the logo.

- Do not attempt to create alternate two-color versions to use on dark backgrounds.

- Do not reproduce the logo as a tint of a color or as a ghosted image.
Incorrect logo usage

- Do not enclose the logo in a shape.

- Do not alter or fill in the shapes within the burst.

- Do not link the logo to other words or graphics.

- Do not change the proportions of the burst and ppl.

- Do not change the proportions of the logo in order to fit a space.

- Do not use the logo or any of its individual elements within body copy, text or headlines.

- Do not link any copy to the logo in such a way as to make it appear as though it is a part of the logo.

- Do not use the logo or burst as an element apart from the logo or as decorative bullets within text.
Logo placement

• The preferred position for the PPL logo is the bottom right. On folded or multi-page brochures, the logo should appear in the bottom right corner of the front panel. No text or graphics should appear in the area immediately surrounding the logo.

• There is no specific size requirement; however, it is preferred that the logo should be at least 1” high on standard trifold brochures and 8.5” x 11” pages.

• The logo used may be the basic PPL symbol, or the symbol for one of PPL’s business units.

• The logo may be repeated in the center bottom of the back page or panel, along with the company address. Where mailing requirements, such as an indicia, make this impractical, the logo and address may be used in the upper left corner in the same configuration as that on business envelopes.

• Based on web best practices, the logo should be aligned top left for online use. This is an exception to general rule for logo placement.'
Signage

- Signage background may only be white or PMS Reflex Blue.
- Signage logo must follow area of isolation rules and must be either Pantone Reflex/Process Blue, Reflex Blue or White.
- Signage text must be Roboto Condensed font in PMS Reflex Blue or white, be flush left and be aligned with PPL logo.
- Signage material must be wood, metal, plastic or vinyl with text adhered as a screenprint or vinyl adhesive.
- There is no set signage size; size can vary based on what’s best for the location (see samples).
- No other messaging can appear with the PPL sign.
Incorrect usage

- Text too close to edges; away from logo
- Logo too small for space
- Logo on left; too close to edge; text wrong color
- Logo too big; too close to edge
- Wrong color
Look & feel: print

• The visual aesthetic of PPL is contemporary and simple with a good use of white space. Text may be knocked out of a solid color, preferably the Reflex or Process Blue for easy readability.

• Messaging should be displayed in an organized manner with ample use of white space.

• Images can be of any size and may bleed off the design. Images must not overlap or be tilted at an angle. Photos may appear as full color or a duotone. Black and white images may be used as a duotone.

• Images and/or art should not have a drop shadow.

• Icons, symbols and infographics should be of a flat, two-dimensional design. Do not use graphics styled to appear 3D.

• Fonts should be used as Light or Regular, with a minimum use of Bold. Roboto Condensed is to be used for body copy.

• Use of color for bulleted text is acceptable.

• Gradients for backgrounds may not be used.
Iconography

• Icons, illustrations and infographics should have a flat design quality with a simple, clean aesthetic.

• An icon enclosed in a colored shape must appear in white (or white with an optional second color) using PPL approved colors.

• Icons not used in an enclosed shape should appear in one of the PPL approved colors.

• Infographics should be neatly displayed with easy readability.

• Choose and create appropriate icons that relate to the topic, content and text.

• Choose icons and graphics that are easily recognizable and convey a simple, clear message.

The Impact of Energy Efficiency

OUR CUSTOMERS HAVE SAVED $250 MILLION PER YEAR

2.25 BILLION KWH PER YEAR

THAT’S ENOUGH TO POWER 198,000 HOMES

EQUIVALENT TO TAKING 327,000 CARS OFF THE ROAD

13.8 MILLION CFL & LED BULBS

86,000 RECYCLED APPLIANCES

$192 MILLION IN INCENTIVES AND REBATES

SAVINGS GOOD FOR THE PLANET AND POCKETBOOK

WHAT KIND OF ENERGY USER ARE YOU?
PPLENERGYSAVINGS.COM

Challenge: Can you spot the phishing campaign?

If not, you’re not alone. In February and March, IT conducted mock phishing assessments to help you identify and protect yourself against common email-based phishing attacks.

CYBERSECURITY VIGILANCE: OUR RESULTS

If this had been a real attack, each of the opened emails or link clicks could have infected your computer or ultimately the entire corporate network and its data.

The challenge is simple: zero clicked links and increased reports of phishing attempts.

Remember: STAY VIGILANT and REPORT SUSPICIOUS EMAILS.

You have a suspicious email, now what?

Cyber attackers may use mass e-mail distribution to try and infiltrate a system. As an employee and contractor, you play a vital role in alerting IT to suspicious email and phishing attempts.

Stay protected when connected.

Attend one or all of IT’s lunch-n-learns during National Cyber Security Awareness Month.

Identity theft: Learn how you can protect yourself

The office will moderate a session on the many ways that one’s identity can be stolen and how to protect yourself.

Time: 12:00 p.m. Friday, Oct. 14, General Office - North Auditorium

Protect yourself at work

Learn what you can do as a PPL employee to protect your PPL’s data and protect yourself.

Time: 12:00-1:00 p.m. Friday, Oct. 21, General Office - North Auditorium

Cyber session with the FBI*

A member of the FBI’s cyber division will join PPL to discuss how ransomware and compromised email can impact you. In addition, you will learn about valuable resources for reporting scams and keeping your kids safe online.

Time: 12:00-1:00 p.m. Friday, Oct. 28, General Office - North Auditorium

Cyber and cutting-edge technology

The presentation will discuss some of the latest threats and how they are being addressed. It will also include some tips on how users can stay safe.

Time: 12:00-1:00 p.m. Friday, Nov. 4, General Office - North Auditorium

To attend the sessions remotely, please contact ISDSecurityAwareness@pplweb.com to reserve your spot.

*REMOTE SESSION NOT AVAILABLE.
Look & feel: video

INTRO & OUTRO
Use the PPL logo animation at the beginning and/or end of your video.

TITLE & CREDIT SLIDES
Our goal is to get to the video as quickly as possible. If you’d like to use a title in the beginning, add it to the logo intro slide. Do the same if you’d like to add a URL or brief credit at the end. Titles should subtly fade in and fade out. Title should be of medium weight in Pantone Reflex Blue and subtitles should be light italic in Pantone Process Blue. Text should be centered beneath the logo. Further animation is discouraged.

LOWER THIRDS
Lower thirds should be white type. Names should be in bold with titles and business lines in regular. Text should be left aligned in no more than two small colored bars that float in the lower left corner of the video.

Titles and business line should be broken onto their own lines. Bar colors should be Pantone Process Blue and Pantone Reflex Blue respectively. Bars should briefly fade in and fade out. Further animation is discouraged.

TRANSITIONS
In video and film, transition effects have meaning. As such, transition effects should be used sparingly. Should you want to use a text slide transition, it should be on a transparent white background, overlaying photos or video, using medium and light italic font in Pantone Reflex Blue and Pantone Process Blue, respectively, to highlight key facts in text.

FILES TO BE DELIVERED
• When working with outside video vendors, all video files should be delivered in wmv and mp4 format at 1920x1080 HD. Other desired formats may be requested in addition to that.
• Unedited B-roll should be obtained.
• All videos should be sent to Corporate Communications for archiving.
Look & feel: PowerPoint

PowerPoint offers only a small variety of “safe” universal fonts that are compatible across multi-users and platforms. For this reason, acceptable PowerPoint fonts differ from print or web. Using the fonts listed below will eliminate unusual line breaks and font substitutions.

Headers: Franklin Gothic Book; 36pt
Subheads: Franklin Gothic Medium Condensed; 24pt
Body Copy: Franklin Gotham Book; 16-20pt
Charts: Franklin Gothic Demi Condensed; 14-18pt

LOGO COLOR PALETTE

SECONDARY COLOR PALETTE

TERTIARY COLOR PALETTE

LOGO

(use PNG files to retain transparency)

FULL BACKGROUND IMAGES
960 pixels x 720 pixels @ 72 dpi
Photography guidelines

SAFETY APPROVED:

• All photos involving field work, physical labor and employees in or around electrical equipment must be reviewed for safety compliance. Please contact Corporate Communications to assist with this process.

PHOTO RELEASES:

• Photo releases are required for any photography used for advertising and marketing materials and should be completed prior to photos being taken, whenever possible.
• Exceptions to this rule include large group settings with 10 or more individuals present (presentation to a large audience, etc., in which individuals may be shown, but are not the primary focus of the photo).
• Photographer is responsible for securing signed photo release forms from photographed individuals.

PHOTO NAMING & IDENTIFICATION:

• Photographer is responsible for identification of photographed individuals in a manner that can be captured accurately and easily in captions
• All photos must include the name of the individual within that photo. (Exception: If a group of 10 or more individuals populate the photo.)
• All signed photo-release forms should be sent to Corporate Communications to archive.

FILES TO BE DELIVERED:

• When working with photographers, all photos should be delivered as jpegs at a minimum of 300dpi and in RGB color mode. Other formats desired may be requested in addition to that.
• All photographs should be sent to Corporate Communications for archiving.
Look & feel: photography

- Hired photographers must contact Corporate Communications or your business line’s equivalent communications function for guidelines; photos must be approved by Safety.
- Approved photography can be requested from Corporate Communications.
- Photography should be a reflection of PPL employees and customers: authentic, friendly, ethnically diverse.
- Subjects should be photographed in a clear bright environment with unique perspectives and interesting, uncluttered backgrounds.
- Focus should be on people.
- **Do not download and use images from the web; stock photography must be purchased.**
Trademarks

• The U.S. Patent and Trademark Office grants Trademarks ™ for products. PPL Corporation has been granted “Trademark” status.
• The “TM” should always appear with the PPL logo; at the bottom right area of the “burst.”
• The PPL logo may never be used within body copy. When used in text, the name PPL should appear in the same font and size as the surrounding body copy.
• Do not use the “TM” in titles, headlines or body copy.

Web Content Accessibility Guidelines
PPL strives to make its web content accessible to people with disabilities. It’s our goal to be considered AA compliant with the Web Content Accessibility Guidelines (WCAG). As such, PPL’s web content should meet certain standards, such as: audio description needs to be provided for all prerecorded video content in synchronized media, text needs to be able to be resized without assisted technology up to 200 percent without loss of content or functionality, and color is not used as the only visual means of conveying information, indicating an action, prompting a response, or distinguishing a visual element. For more information on WCAG, contact Corporate Communications.