



PPL CORPORATION

Brand Standards & Guidelines

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Our company

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

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

We are grounded in the values that have sustained us for over a century and guided by our long-term strategy, which seeks to create value for all stakeholders by:

- Achieving industry-leading performance in safety, reliability, customer satisfaction and operational efficiency.
- Advancing a clean energy transition while maintaining affordability and reliability.
- Maintaining a strong financial foundation and creating long-term value for shareowners.
- Fostering a diverse, equitable and inclusive workplace.
- Building strong communities.



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 employees are building a brighter future.

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

Our brand identity

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, volunteer T-shirt, 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.

These Brand Standards and Guidelines were developed to help you use our brand and logo effectively. Our goal is to make sure that PPL materials 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 the public can see at the first glance that something 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. There are ONLY THREE approved subsidiary logos: PPL Electric Utilities, PPL Corporation, and PPL Foundation.

- 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 at pplweb.com/logo-downloads.
- 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 U.S. Patent and Trademark Office grants registered trademarks “®” for products. PPL Corporation has been granted “Registered Trademark” status.
- The “®” should always be used with the PPL logo in the size, style and position shown (at the bottom right 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 “®” in titles, headlines or body copy.



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, unless they are proper nouns.
- 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. See page 19.
- 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 28.

APPROVED FONTS

PRIMARY PRINT TEXT FONT

Roboto Condensed Light
Roboto Condensed Light Italic
Roboto Condensed Regular
Roboto Condensed Regular Italic
Roboto Condensed Bold
Roboto Condensed Bold Italic

PRIMARY WEB TEXT FONT

Roboto Light
Roboto Light Italic
Roboto Medium
Roboto Medium Italic
Roboto Bold
Roboto Bold

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


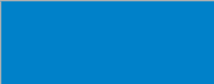

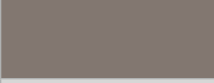



PRINT AND WEB DISPLAY FONT (SUBHEADS/ACCENT TEXT)

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 & web 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, please refer to the the CMYK mix for the ink combination.
 - 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
 - The preferred background or paper color is white. A white logo is appropriate for use on dark or photographic backgrounds.
- CMYK and RGB mixes based on current specs available from Pantone.com.*

Color	Pantone	CMYK	RGB	WCAG HEX	Useage
	Reflex Blue	100 C, 87 M, 0 Y, 20 K	0 R, 20 G, 137 B	#001489	Headlines
	Process Blue	100 C, 15 M, 0 Y, 6 K	0 R, 133 G, 202 B	#007ab8	Used for backgrounds, eyelash text, buttons, nav text.
	355 Green	93 C, 0 M, 100 Y, 0 K	0 R, 151 G, 57 B	#118835	Used for accent bubbles and features, bold links, navigation selection text.
	Warm Gray 9	40 C, 40 M, 42 Y, 19 K	131 R, 120 G, 111 B	#81726a	Used for backgrounds to separate content (IR site) and for accent bubbles (IR site); for text color throughout the site.
	Cool Gray 1	10 C, 7 M, 5 Y, 0 K	217 R, 217 G, 214 B	#ededed	Used for backgrounds to separate content throughout.
	Process Black	0 C, 0 M, 0 Y, 100 K	39 R, 37 G, 31 B	#2d2926	Used for form backgrounds, subnav bars, shade of it used for footer.
	White	0 C, 0 M, 0 Y, 0 K	255 R, 255 G, 255 B	#ffffff	Used for text on dark backgrounds and buttons; used for Header text

WCAG 2.0 AA Compliance

WEB CONTENT ACCESSIBILITY GUIDELINES

PPL is committed to creating an accommodating and inclusive environment for people with disabilities in the workplace, the community and for those the company does business with. Providing increased access to technologies that meet the needs of persons with disabilities lays the foundation for inclusive work cultures that enable these employees to thrive.

Our goal is to make pplweb.com and all its contents as accessible as possible to people of all levels of ability. As our guide, we use the World Wide Web Consortium's Web Content Accessibility Guidelines (WCAG) 2.0. Our goal is to meet Level AA standards, WCAG's recommended level of conformance for entire sites.

We consider the WCAG 2.0 Level AA guidelines as we build our platform, pages and documents. With this guidance in mind, we:

- Design site templates and documents with an emphasis on color contrast, logical heading order, and configurable repeated elements.
- Code the templates to ensure pages are usable by a variety of input and output devices, such as keyboard navigation and screen readers.
- Ensure that all non-textual elements have a text equivalent (such as "alt text" for images or transcripts for videos).

For more information on the WCAG guidelines or PPL's digital accessibility standards, contact Dana Burns, manager – Corporate Communications.

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.

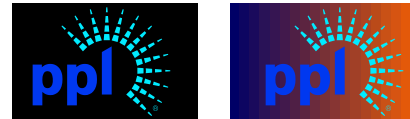
Do not use tints or drop shadows.



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.

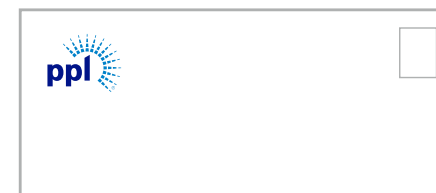
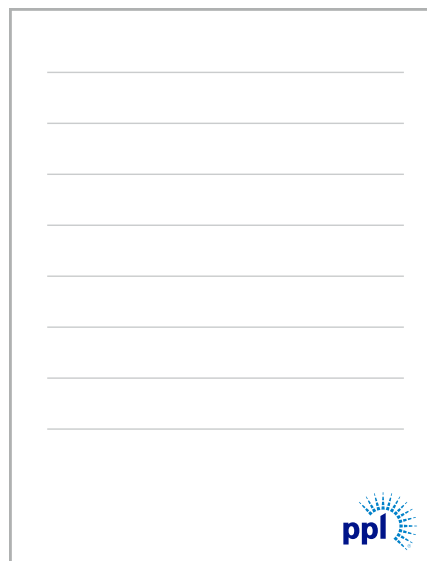


Do not reproduce the logo as a tint of a color or as a ghosted image.



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 the general rule for logo placement.



Incorrect logo usage

Do not enclose the logo in a shape.



Do not alter the proportions of the burst and ppl.



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



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




Do not link the logo to other words or graphics.



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

Lorem sit amet  consectetur adipisicing

Lorem ipsum dolor sit amet consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco  laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum.

Do not change the font or characters in ppl.



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



Lorem ipsum dolor sit amet consecteturmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut



Lorem ipsum dolor sit amet consecteturmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut

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 insert ampersand into the logo.





PPL Electric Utilities



PPL Foundation



PPL Corporation

PPL Subsidiary logos

There are ONLY THREE approved subsidiary logos that incorporate the PPL “burst” – PPL Electric Utilities, PPL Corporation, and PPL Foundation.

These PPL subsidiary logos may appear on their own and are not required to appear in conjunction with the PPL “burst” logo. The subsidiary logos may not appear smaller than one-half inch in height; any logo smaller than one-half inch must be the PPL “burst” logo only.

PPL products, services, groups/teams, departments, internal and external projects, events, or web applications **will not have their own logos.**

See page 16 for more information.

These logos are a registered trademark “®” and a protected graphical representation.

Please note: these logos do not include the corporate tax status of each company (i.e. LLC, Inc., etc.)

CO-MARKETING

Any request for co-marketing or the use of PPL’s name, logo or brand identity by a third party must be authorized by the PPL brand management team and the appropriate business partners. Please contact the appropriate brand team member on page 2 for further guidance.

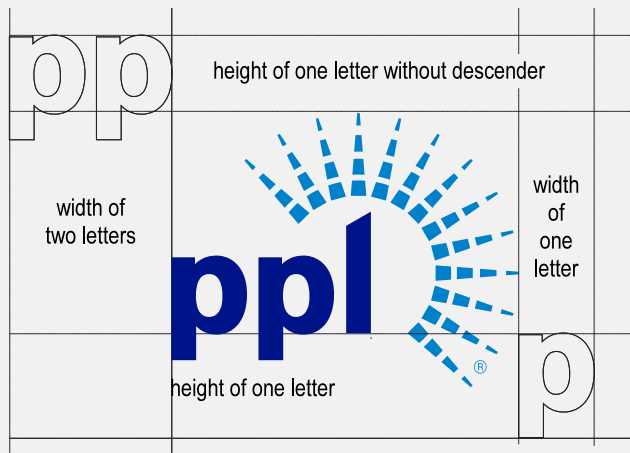
Operating company logos

Logos for PPL's operating companies must appear with "a PPL company" tagline in black. Each operating company has their own set of brand guidelines, please contact Corporate Communications for more information.



PPL OPERATING COMPANY LOGO LOCKUP

In very limited instances, we may want to visually represent the entire enterprise. In such cases, the corporate logo will be shown to the right and slightly larger in relation to the operating company logos. This treatment is known as a "lockup" as it should not be altered.



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.

Internal departments

Branding involves more than just logos, it's about an overall, unified effort to ensure all our materials have a consistent look and feel in terms of color, fonts, layout, design and message. PPL products, services, groups/teams, departments, internal and external projects, or web applications **will not have their own logos**.

The PPL logo with accompanying text, slogans, taglines, or other graphic elements are not permitted.

EXAMPLES OF INCORRECT USAGE

T&S



Annual Family Picnic

Technical
Development
& Improvement



XYA SAFETY TEAM

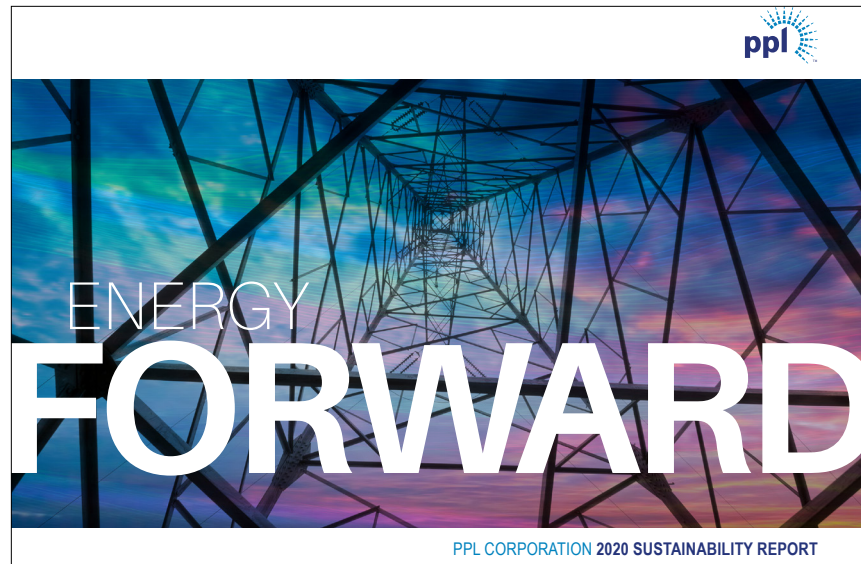
Energy
Assistance
Programs



Proudly Serving the Lehigh Valley

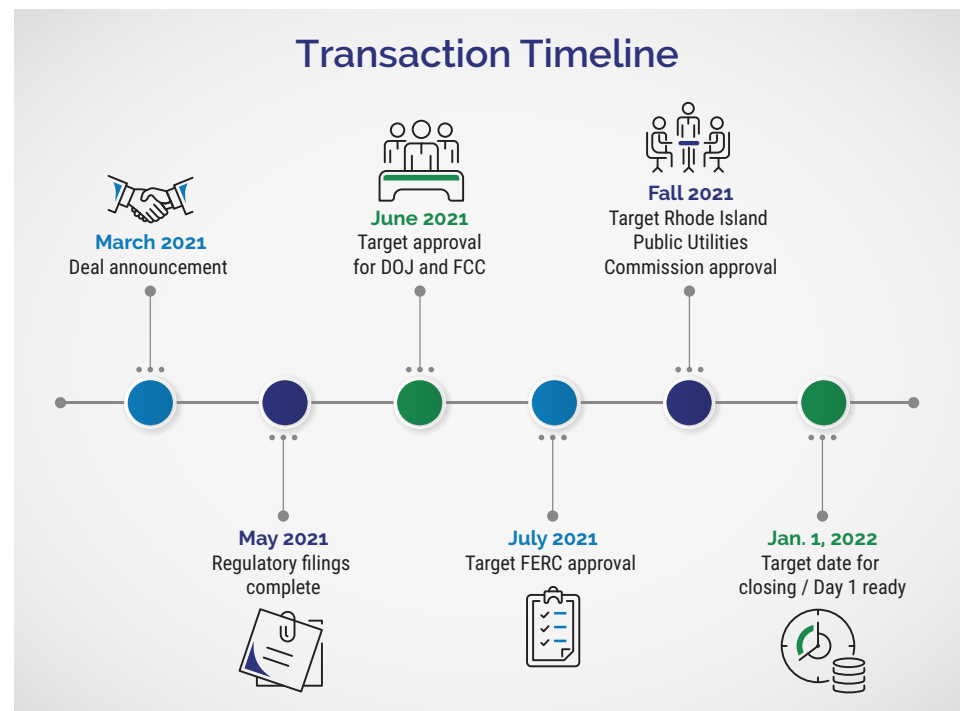
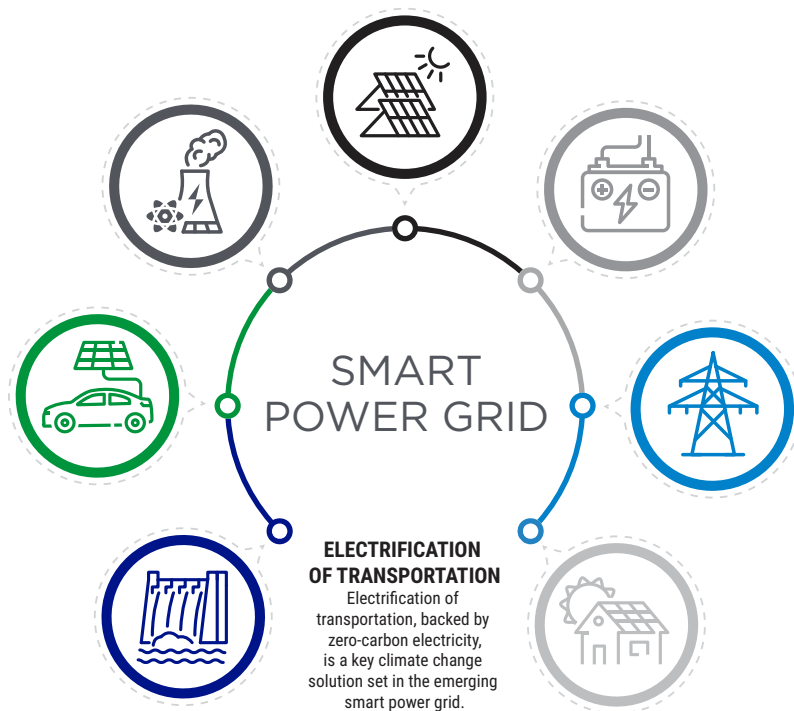
Look & feel: print

- 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.



Look & feel: PowerPoint & Word

PowerPoint and Microsoft Word 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.



MICROSOFT APPROVED FONTS

Franklin Gothic Book
Franklin Gothic Medium
Franklin Gothic Demi
Franklin Gothic Heavy
Franklin Gothic Medium Condensed
Franklin Gothic Demi Condensed

Arial Regular
Arial Regular Italic
Arial Bold
Arial Bold Italic
Arial Black

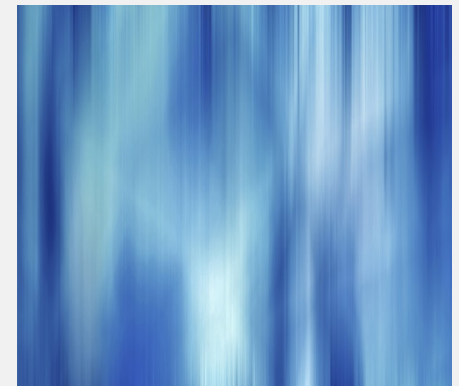
Arial Narrow
Arial Narrow Italic
Arial Narrow Bold
Arial Narrow Bold Italic

LOGO
(use PNG files
to retain transparency)



FULL BACKGROUND IMAGES

960 pixels x 720 pixels @ 72 dpi



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 or right after it. 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. When adding text with the logo intro, 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 operating company in regular. When adding text with the logo intro, 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 operating company 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, or slide in and slide out. Further animation is discouraged.

TRANSITIONS

In video and film, transition effects have meaning. As such, transition effects should be used sparingly. Use is limited to fade in and fade outs, fade to black, pan left, right, top, bottom, or solid background wipes. 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 mp4, H.264 format at 1920x1080p 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.



Business cards

It's essential that all stationary items – including business cards – be of consistent design and print quality. There is one universal size and format for all PPL business cards. It accommodates multiple lines of address and contact information, as shown.

When ordering business cards, you can view a proof of the card before submitting the final order. This allows you to make any necessary adjustment, such as breaking a long job title onto two lines, while giving you control over where such breaks occur.

A sample business card is illustrated below.

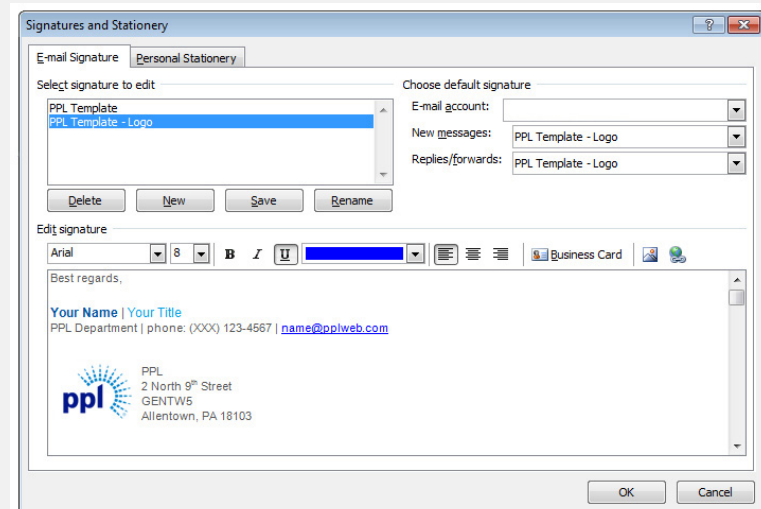


Email signature

The company wants to present a professional appearance to email communications. As such, having a standardized email signature – one with a consistent look and feel – for all employees is important. ***All employees are strongly encouraged to use the company's approved email signature within their Microsoft Outlook account.***

To select the approved email signature follow these steps:

- Begin a new message
- Click on Insert
- Click on Signature
- Select Signatures
- You can select your preferred signature style, with options to include the PPL logo and social media channels.



Do not use inspirational quotes, images, graphics or backgrounds.

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.
- Photographer is responsible for securing signed photo release forms from photographed individuals and including identification in the photo meta data.

PHOTO NAMING & IDENTIFICATION:

- Photographer is responsible for identification of photographed individuals 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 jpgs 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

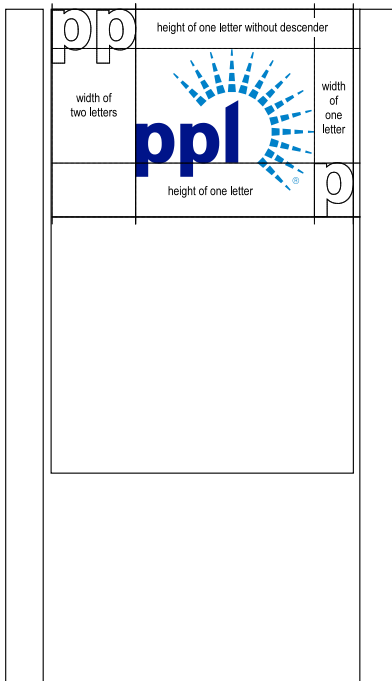
- Hired photographers must contact Corporate Communications or your operating company's equivalent communications function for guidelines; photos must be approved by Safety.
- Approved photography can be requested from Corporate Communications.
- Photography should be a reflection of PPL employees and 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.**



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.

Vertical Sign
Area of Isolation



Vertical Sign - White Background
Pantone Reflex and Process Blue
PPL Logo with Text

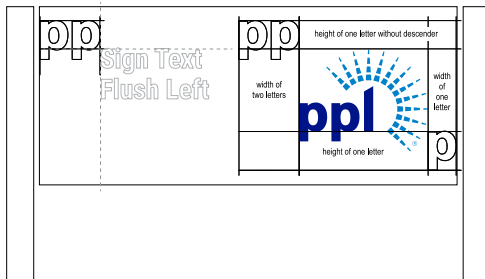


Vertical Sign - White Background
Pantone Reflex Blue
PPL Logo with Text



Vertical Sign - Reflex Blue Background
Pantone Reflex and White
PPL Logo with Text





Horizontal Sign
Area of Isolation



Horizontal Sign - White Background
Pantone Reflex Blue
PPL Logo with Text

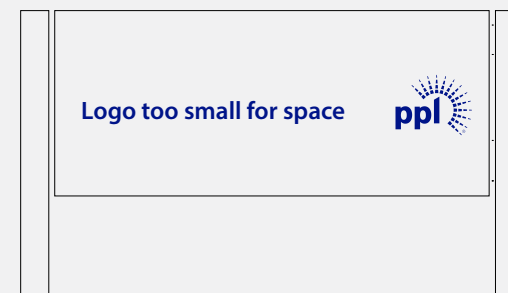
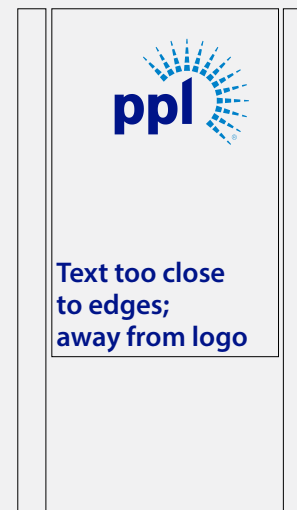


Horizontal Sign - White Background
Pantone Reflex and Process Blue
PPL Logo with Text



Horizontal Sign - Reflex Blue Background
Pantone Reflex and White
PPL Logo with Text

Incorrect usage



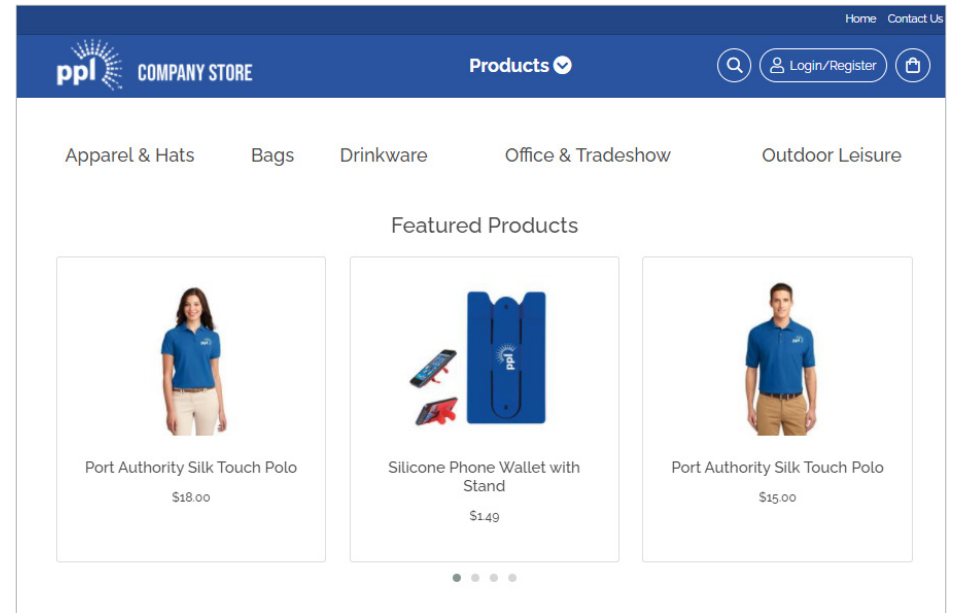
Apparel and promotional items

Keeping the brand strong in the public is something every employee can do. Employees who need to order merchandise with a company logo should contact the PPL Company Store, the preferred and Supply Chain-approved vendor that already has our logo and adheres to our branding standards.

The company store can be accessed on the **Sky > Menu > About Our Company > Company Store.**

The online store has a complete catalog of apparel and promotional items. The store is also prepared to supply specialty items.

PPL Company Store is provided by
Bluestone Marketing
Email: Tom@aiabluestone.com | Phone: 303.527.0900

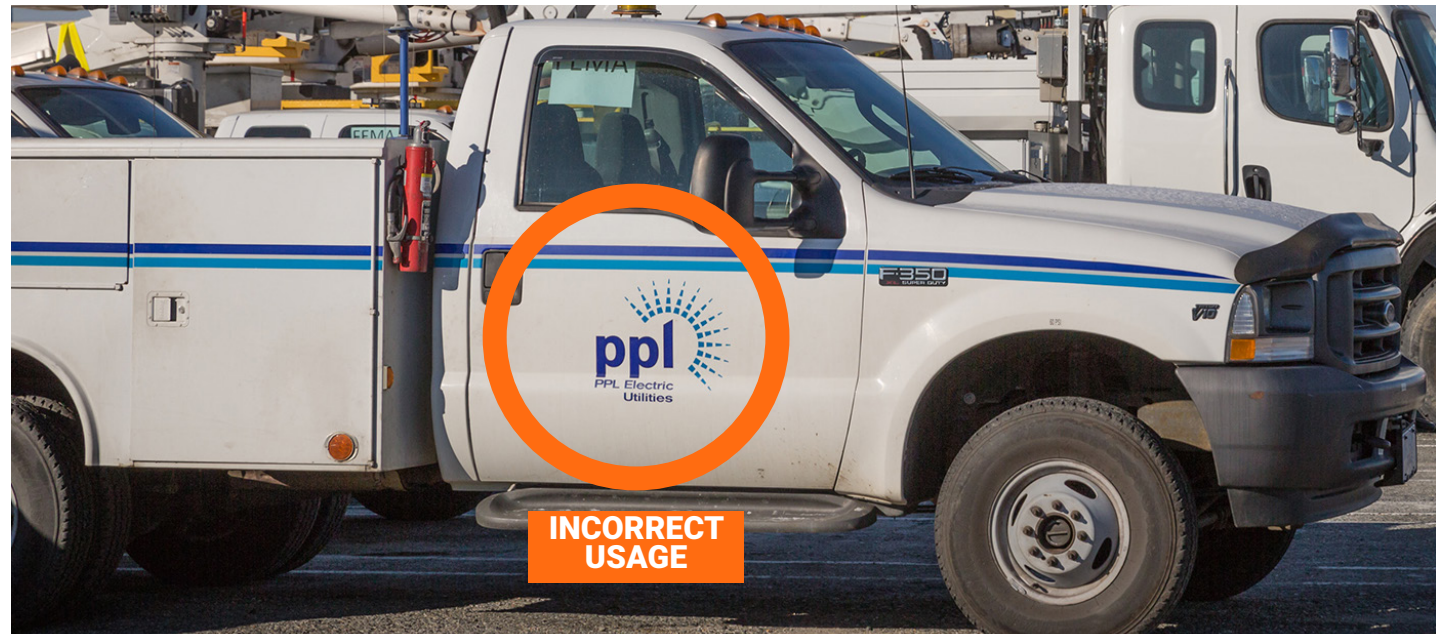
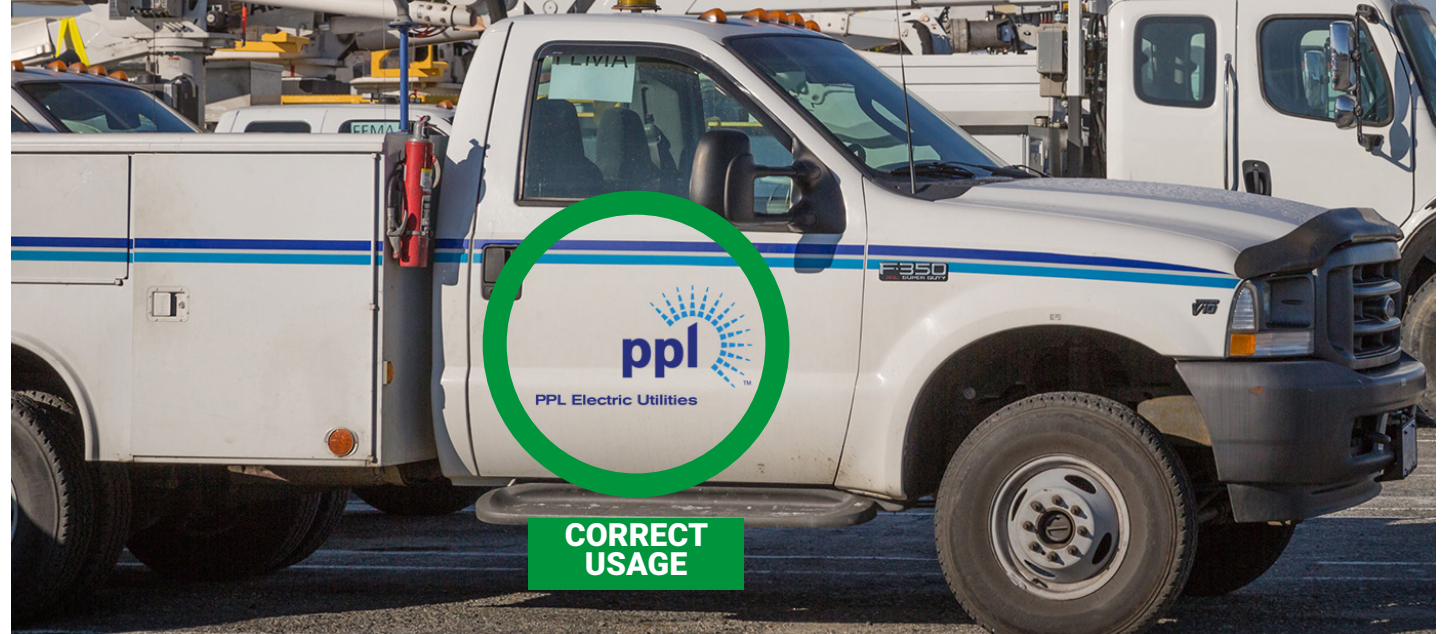


Vehicles

All vehicles with a company logo should be completely void of personal bumper stickers and decals. Only stickers or decals designed and/or approved by PPL Corporate Communications are permitted for branded company vehicles.

Company logos must be applied to vehicles in accordance with the logo standards.

To strengthen recognition of the brand, vehicle wraps – whether for the company or co-branded with community organizations – should be developed with and approved by Corporate Communications.



Business Resource Group emblems

Business Resource Groups have their own emblems, which should not be combined with the PPL logo.

BRG emblems are for internal use only.

When participating at external initiatives such as speaking on career panels and volunteering in the community, employees are representatives of PPL and should use the approved PPL branding for clothing, signage, giveaways and any other promotional materials.



CHRISTIAN
BUSINESS
RESOURCE
GROUP

