PPL CORPORATION

Logo
Usage &
Guidelines

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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 Logo Usage Guidelines were developed to help you use our brand and logo effectively. Our goal is to make sure that any material using the PPL logo meets these guidelines.

Together we can make sure the PPL brand is powerful.

Our visual identity

There is only one PPL logo.
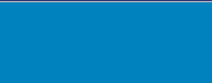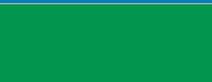
The PPL logo is always represented as shown.

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 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.

Logo 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

- 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

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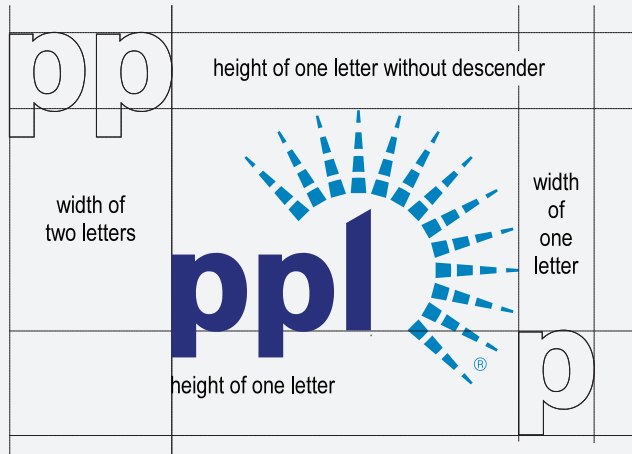
Do not attempt to create alternate two-color versions to use on dark backgrounds.

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

Logo area of isolation

height of one letter without descender

width of two letters

width of one letter

height of one letter

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.

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 **ppl** consectetur adipisicing

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Do not change the font or characters in ppl.

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.

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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.

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

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 in Corporate Communications and the appropriate business partners. Please contact pplsocial@pplweb.com or your PPL contact 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 companies

Rhode Island Energy™

a PPL company