Rhode Island Energy

Contents

Main Logo

STACKED LOGO

Our main logo emits a progressive, future-oriented tonality, and visually stands apart from other local service providers. The airy nature of the icon paired with rounded typographic details produces an approachable and friendly touch that aims to positively connect with customers.

Alternate Logo Orientation

HORIZONTAL LOGO

The horizontal version of our logo reads "Rhode Island Energy" on a single line, and should be used in situations where vertical space is limited or visually better suited.

In very limited cases if a space requiring our logo is severely constrained, a type-only version of the horizontal logo may be used pending approval from Corporate Communications.

Rhode Island Energy™

a PPL company

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Approved Logo Variations

Logo variations are constructed to suit various size constraints.

1-color options for each logo should appear as either our main Dark Blue or Blue colors. Use black for grayscale applications.

Our logos should appear white against darker tones of color or photographic backgrounds.

Spacing

BREATHING ROOM

The Rhode Island Energy family of logos should always have an area of clear space around its boundaries. No other elements should fall within this area. Leave at least ⊠ amount of space around all sides of each logo. Additional space is not only acceptable, but encouraged!

Note the ⊠ height along the bottom does not sit below the descenders of the "p" and "y" in *company* but rather at its baseline. This is also seen along the right side, where the border aligns with the "y" in *Energy*—not the ™ symbol.

These rules apply to all logos, including the main stacked logo and single color iterations. The area of clear space should also be applied when positioning the logos on the edge of a page.

⊠ = Cap height **R**

The ⊠ amount of space around all sides of the *Currents* icon equals half the distance of its total height.

⊠ = **1/2** of total icon height
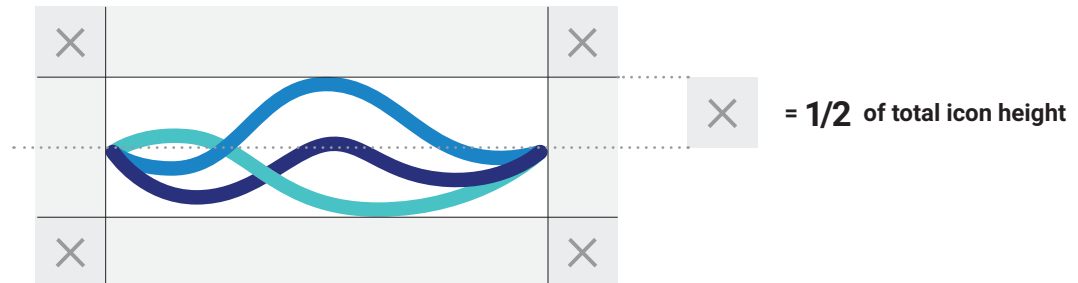
Color Palette

LOGO COLORS

Whenever possible, full-color logos should be printed using the Pantone Matching System (PMS) on all color materials to achieve the most predictable and consistent representation of our brand colors.

For 4-color process printing (CMYK), refer to the color mixes on the chart below. Always use RGB or HEX# values for digital/screen usage.

For limited, or 1-color printing, our logos should be printed using PMS colors. The logos should be 100% black for grayscale printing.

Logo colors must always be included in any Rhode Island Energy materials. "Mid Gray" and "Hope Yellow" are used as accent colors in branded materials and should **not** be used on any version of our logos.

BACKGROUND COLOR

The preferred background or paper color is white. A white logo is appropriate for use on dark or photographic backgrounds for maximum contrast and readability.
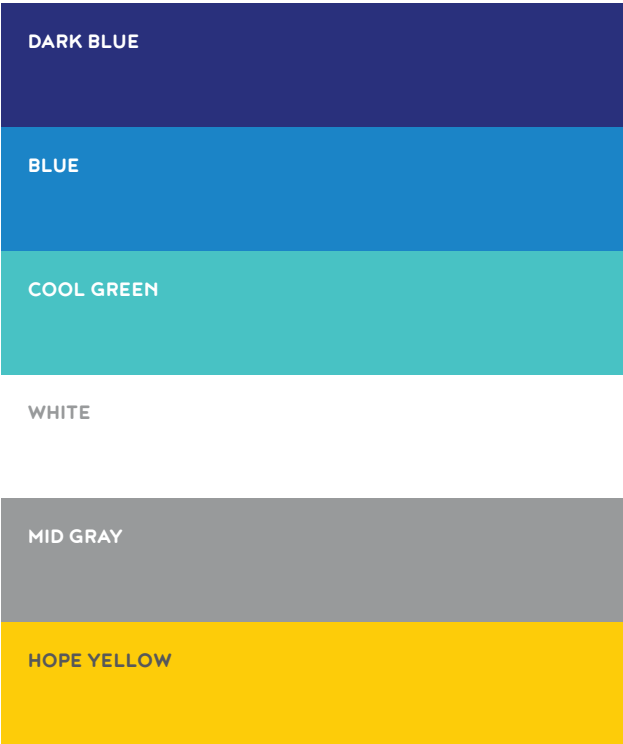
	C	M	Y	K	R	G	B	HEX # (WEB)	PANTONE (PMS)
DARK BLUE	100	87	0	20	0	20	137	001489	Reflex Blue
BLUE	100	15	0	6	0	133	202	0085CA	Process Blue
COOL GREEN	60	0	25	0	51	204	204	33CCCC	3252
WHITE	—	—	—	—	255	255	255	FFFFFF	—
MID GRAY	38	29	24	5	151	153	155	97999B	Cool Gray 7
HOPE YELLOW	0	18	100	0	255	204	0	FFCC00	Yellow 012

Incorrect Logo Usage

Do not position any logo too closely to bordering edges. Please refer to page 9 for spacing guidelines.			
Do not stretch or change proportions on any logo in order to fit within a space.			
Do not change the typefaces or characters within the logos, including the PPL tagline and trademark symbol.			
Do not alter scale of the *Currents* icon in relationship to its accompanying wordmark.			
Do not change the positioning of any element or justification of typography.			

Incorrect Logo Usage

Do not introduce or alter the color of any element in the either full or 1-color *Currents* icon or logos. Please refer to page 18 for color palette information.

Do not apply effects or stylizations to any of our logos (ie: gradients, drop shadows, glows).

Do not use the full-color version of our logos as a 1-color solution. Please contact Corporate Communications for proper files if needed in single color use.

Do not link the logo to other words or graphics in such a way as to make it appear as though it is a part of the logo.

Do not use full-color logos on colored or photographic backgrounds. This can affect readability. Use either white or Dark Blue logos depending on the background to maximize contrast and readability.

Trademarks

TRADEMARK POSITION

- The U.S. Patent and Trademark Office grants Trademarks ™ for products. Rhode Island Energy has been granted "Trademark" status.
- The "TM" should always appear with the Rhode Island Energy logos; at the end of the word *Energy*.
- The "TM" should always appear with the *Currents* icon when used in isolation; at the bottom right corner.
- The Rhode Island Energy logo may never be used within body copy. When used in text, the name Rhode Island Energy should appear in the same font and size as the surrounding body copy.
- Do not use the "TM" in titles, headlines or body copy.