STYLE GUIDE

July 2018

Utilities Technology Council™

UTC STYLE GUIDE

This style guide provides direction for our most important brand elements. Effective September 1st, 2017, all digital, print and other communications should reflect these guidelines.

These guidelines contain the basic building blocks to create communications in the UTC "style." When used appropriately and consistently, our brand expression will solidify our standing in customers' and prospects' minds.

If you have any questions regarding the UTC brand or these guidelines, please contact Marketing at marketing@utc.org.

All brand elements can be downloaded at utc.org/company-logos.

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Utilities Technology Council™

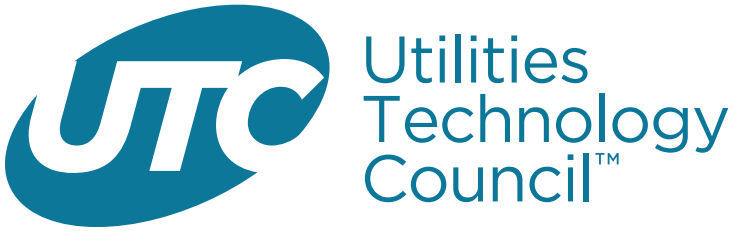
LOGOS, FONTS AND COLORS

UTC MAIN LOGOS GUIDELINES

The following standards apply for all logos in all communications, including the web, print collateral, digital presentation materials, news articles, event signage, stationery, direct mail and promotional items.

THE COMPONENT

The UTC logo is comprised of two components: the UTC elliptical word mark and Utilities Technology Council to the right of the word mark with ™ (Trademark). The UTC logo can be shown as a full logo and an elliptical logo. No configurations other than the two pictures below.



FULL UTC LOGO

ELLIPTICAL UTC LOGO

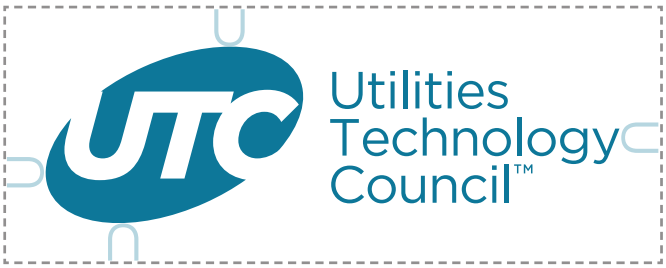
CLEAR SPACE AND MINIMUM SIZE

PRINT AND ONLINE STANDARDS

Maintaining a clean and uncluttered space around UTC logo maximizes the visual impact of this key brand element. Setting a minimum size helps to ensure the logo is always legible and has maximum impact.

DOs

- Always maintain a minimum clear space between the logo and the edge of a page, package, promotional product, vehicle wrap or sign.
- Use the specifications as shown below to define the appropriate amount of clear space. Use the "U" in Utilities as a guide to determine the correct amount of clear space needed to display the logo with text, graphics and other design elements.



FULL UTC LOGO

ELLIPTICAL UTC LOGO

DON'Ts

- Don't use less than the minimum clear space.
- Don't "lock up" the logo with other words, images or logos, except in rare instances approved by UTC Marketing Department.
- To ensure legibility, don't reproduce the full logo smaller than 2 inches (5.08 cm) wide for printed materials and ideally, 144 pixels for online presentations.
- Don't reproduce the elliptical logo smaller than 1 inch (2.54 cm) wide for printed materials and 72 pixels for online presentations.

FULL LOGO
Print: 2 inch
Screen: 144 Pixels

ELLIPTICAL
Web: 1 inch
Screen: 72 Pixels

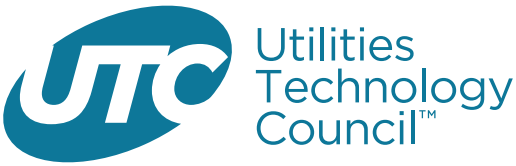
PRINT APPLICATIONS

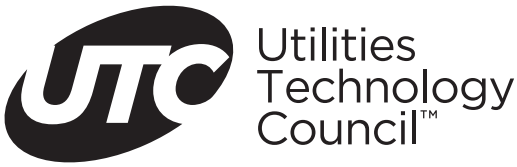
COLOR VARIATIONS OF LOGO

The UTC logo was originally created in Adobe Illustrator. These vector-based EPS/AI files can be reproduced at any size without compromising quality.

DOs

- Always reproduce the logo in one color on a white background whenever possible (this is the preferred version of the logo). The color is blue (please refer to color detail on page 7) as specified in these guidelines.
- When production constraints do not allow the use of the one-color version, use the black version of the logo.
- Whenever production constraints to a dark background color, please refer to the white color logo.





DON'Ts

- Don't reproduce the logo in colors other than those specified in this document.
- Don't place the BLUE color logo on a patterned background or dark background which impairs readability. Please refer to the white logo for such placement.

IMPROPER USE OF LOGO

LOGO GUIDELINES

- Don't attempt to re-create any portion of the logo.
- While the elliptical logo may be used by itself, do not at any time use the company name as stand alone logo.
- Don't rotate, skew, redraw, re-proportion, or otherwise alter or distort the logo or its elements in any way.
- Don't combine the logo with any other element—such as logos, words, graphics, photos, slogans or symbols—that might seem to create a hybrid mark.
- Click here to download the UTC logo

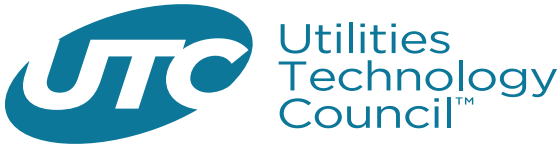
WRONG

WRONG

WRONG

WRONG

WRONG



WRONG

UTC COLOR PALETTE

UTC COLORS

For the best print quality reproduction and worldwide consistency, UTC colors should be printed as solid PANTONE® colors.

DOs

- Always use the approved color palette shown below.
- Display UTC logo using the PANTONE color.

DON'Ts

- Don't use colors other than the approved colors shown here.
- Don't apply uneven gradients.
- Don't add texture or background visual elements.

	PANTONE (PMS)	CMYK (FOR PRINT)	RGB (FOR WEB)	HEX
PRIMARY COLOR	PMS 7468	C97 + M45 + Y26 + K3	R0 + G115 + B154	007299
SECONDARY COLOR	PMS 7697	C100+ M55 + Y33 + K40	R0 + G70 + B97	004661
SECONDARY COLOR	PMS 552	C25 + M6 + Y7 + K2	R183 + G210 + B221	b7d2dd
SECONDARY COLOR	PMS 344	C35+ M0 + Y45 + K0	R170 + G215 + B165	aad7a5

CORPORATE FONTS

FONT OPTIONS

- To help establish a consistent and credible brand style the Century Gothic family has been chosen to allow for flexibility and individuality, while also ensuring universality across softwareprograms and online applications. Click here to download the Century Gothic font family.

Century Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Century Gothic Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Century Gothic Italic

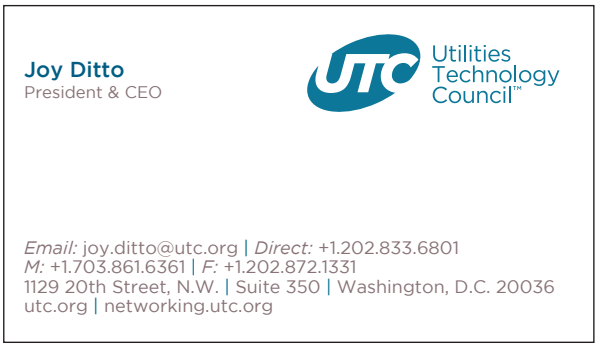
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Century Gothic Italic Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

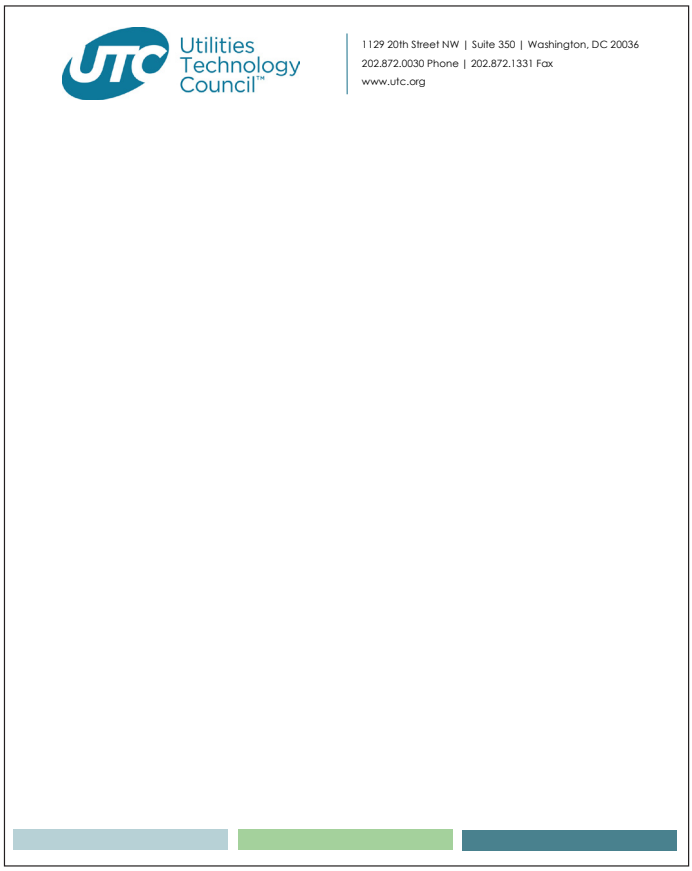
STATIONERY ITEMS

The following standards apply for all UTC stationery.



Card set size is 3.5 x 2

To place a Business Card order, please contact atossa.shafaie@utc.org



Click here to download a Microsoft Word Letterhead Template

EMAIL SIGNATURE

All colors for your email signature should be set to:

R0 + G115 + B154

Click here to copy and paste signature from Microsoft Word

Your Name | Your Position
UTILITIES TECHNOLOGY COUNCIL
Direct: +1.202.000.000 | Mobile: +1.000.000.0000
Email: your.email@utc.org | Web: utc.org | networks.utc.org
1129 20th Street N.W. | Suite 350 | Washington, D.C. 20036 USA

BOILER PLATE

UTC serves utilities and critical infrastructure providers including electric, water and natural gas utilities and the technology providers that support them. With offices in the United States, Canada, Europe, Africa and South America, UTC is at the forefront of critical infrastructure around the world.

UTC GLOBAL/POLICY BRANDING

COUNTRY AND PUBLIC POLICY BRANDS

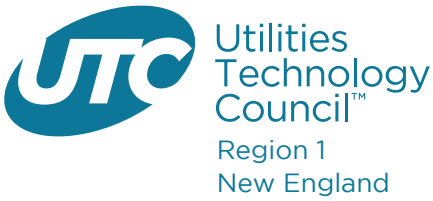
UTC has offices located through-out the United States focusing on public policies and office supporting global infrastructure with locations in Canada, Europe, Africa and South America. When marketing in or for these policies and countries. Please use the approaite logos, click here to download.

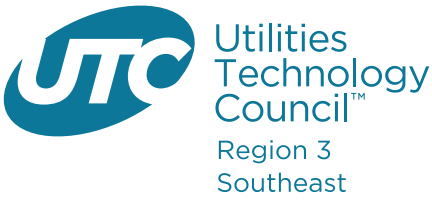
AUTC Africa Utilities Technology Council™	Spot PMS – 7420 C27 + M100 + Y60 + K17 R160 + G27 + B71 HEX – A01B47
UTCAL Utilities Telecom & Technology Council América Latina™	Spot – PMS 370 C56 + M00 + Y100 + K27 R93 + G151 + B50 HEX – 5D9732
UTCC Utilities Technology Council of Canada™ Conseil canadien des technologies pour les services publics™	SPOT – PMS 185 C00 + M100 + Y81 + K04 R227 + G25 + B55 HEX – E31937
EUTC European Utilities Technology Council™	Spot PMS – 072 C100 + M88 + Y00 + K05 R28 + G63 + B148 HEX – 1C3F94
UTC FOUNDATION	BLUE DARK Spot – PMS 7697 C100+ M55 + Y33 + K40 R0 + G70 + B97 HEX – 004661 BLUE LIGHT Spot – PMS 552 C25 + M6 + Y7 + K2 R183 + G210 + B221 HEX – B7D2DD GREEN Spot – PMS 344 C35+ M0 + Y45 + K0 R170 + G215 + B165 HEX – AAD7A5

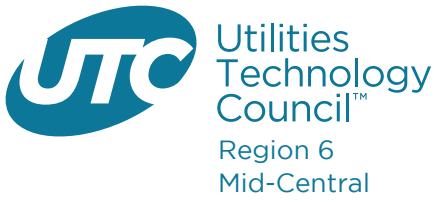
UTC REGIONAL BRANDING

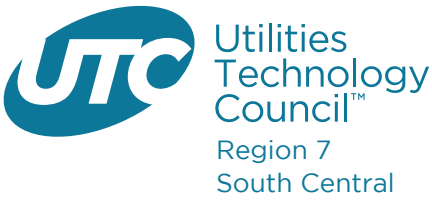
LOGOS FOR THE U.S. REGIONS

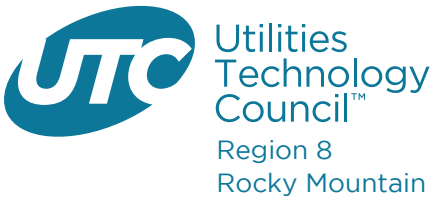
UTC's U.S. Regions have 10 unique logos. When marketing in or for UTC regions please use the appropriate logo. Click here to download.

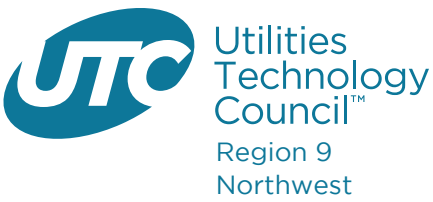


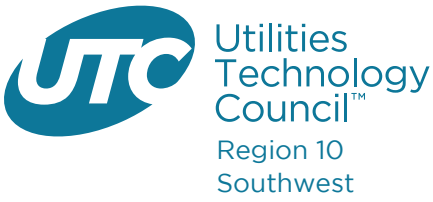










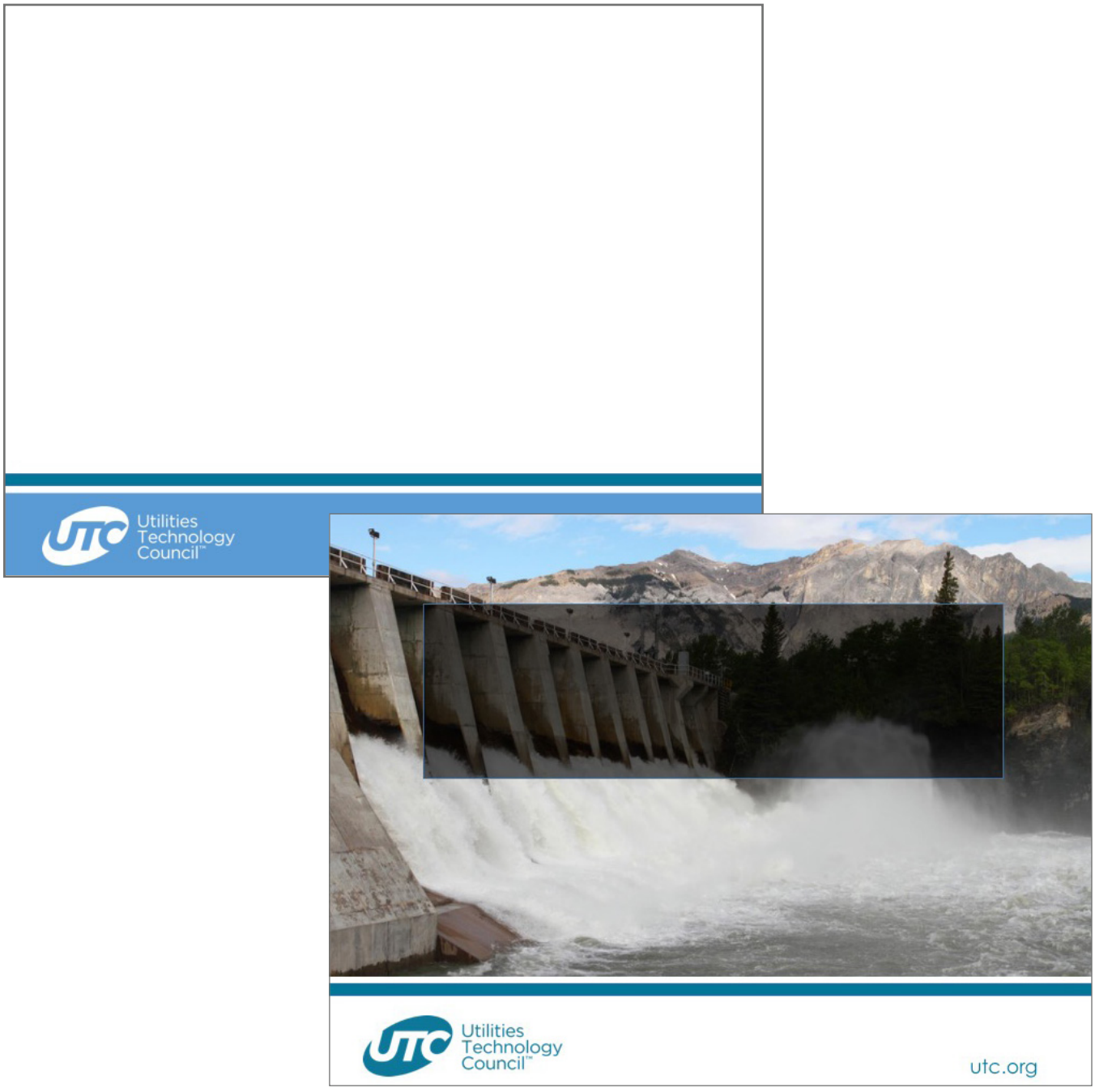


PANTONE (PMS)	CMYK (FOR PRINT)	RGB (FOR WEB)	HEX
PMS 7468	C97 + M45 + Y26 + K3	R0 + G115 + B154	007299

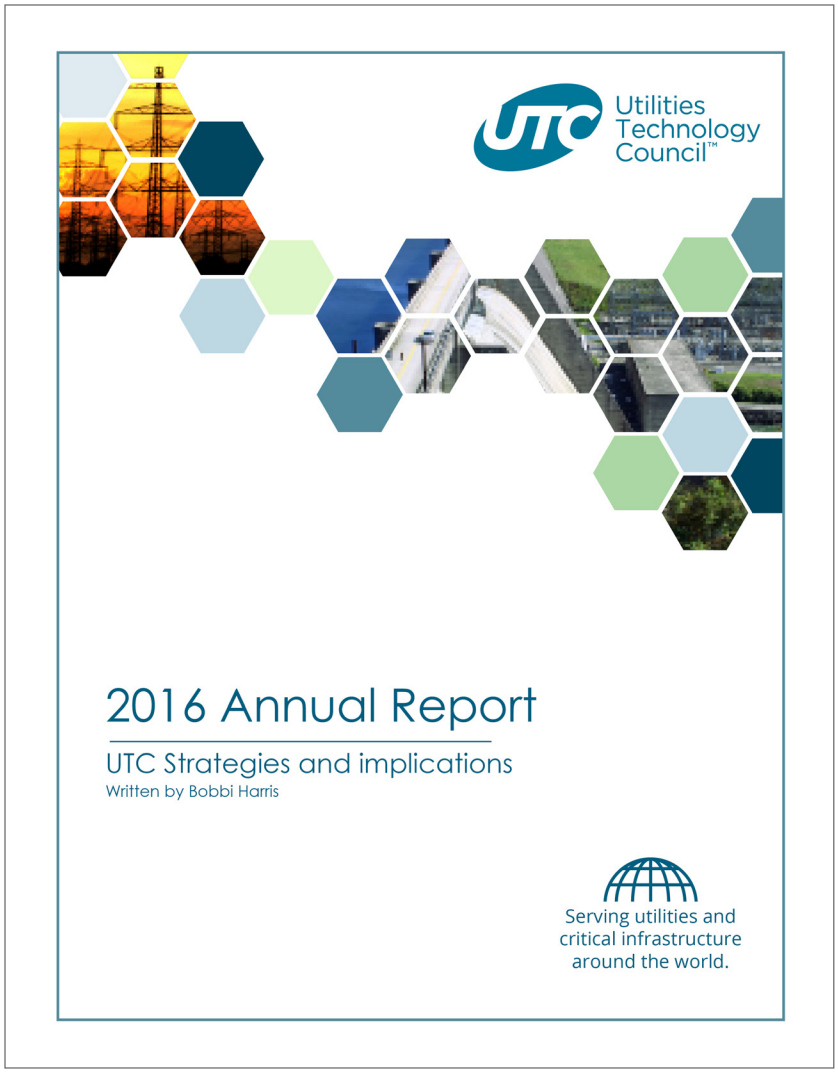
POWER POINT PRESENTATION

UTC Presentation

- PowerPoint presentations deliver a wide range of content, unified by a UTC message and brand guidelines. Click here to download the Power Point template.



REPORTS TEMPLATES



UTC MicroSoft Report Template, click here to download

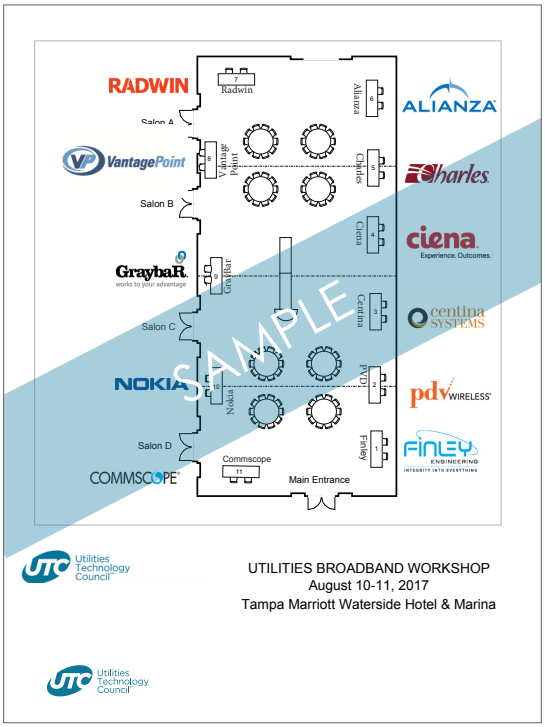
AUTC MicroSoft Report Template, click here to download

EUTC MicroSoft Report Template, click here to download

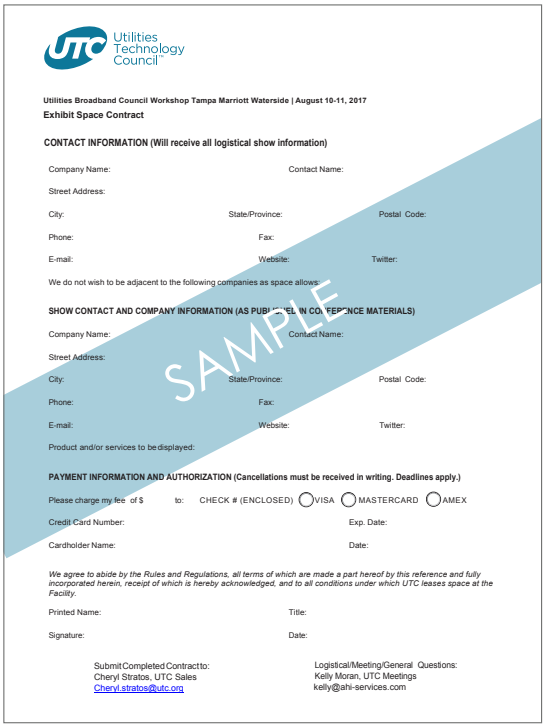
UTCC MicroSoft Report Template, click here to download

UTCAL MicroSoft Report Template, click here to download

COLLATERAL TEMPLATES



UTC MicroSoft Floorplan Template,
click here to download



UTC PDF Contract Template,
click here to download

UTC Agenda Template,
click here to download

MOST COMMON MISSTEPS

1. We do not use the oxford comma. In a series, we only add the comma before the final "and" if the list is long and wordy or it is difficult to understand and the last two items are not compound.
    a. Ex: Our industry requires a good understanding of advocacy, regulations, telecom, and technology. ---in this instance, telecom and technology are not one compound item and so it would be good to use the oxford comma.
2. Punctuation inside the quotation marks.
    a. "This is correct."
    b. "This is incorrect".
3. Comma with compound sentence
    a. If the two sentences can stand alone, there should be a comma before the conjunction.
        i. My utility deploys its own telecom network, and it also relies on carriers for its critical service.
4. Headlines
    a. Not all small words are lower case
        i. "To be" verbs for example get caps.
            1. Ex: The Word on Capitol Hill Is that UTC Rocks!
    b. All words at the beginning of the second line of a title are caps
        i. Ex: Congress Awaits UTC's Rebuttal
            To the FCC NOI Before Making Decision
5. ONE space after the period at the end of the sentence. NOT TWO!
6. Grammar in subject lines for emails counts!
7. Always always always spell out the proper name of acronyms in the first use. If that use is the first sentence and makes the wording clunky, make sure the very next use is the spelled out proper name.
    a. This does **not** count for titles.
8. Time format
    a. 9 a.m. EST
    b. noon, EST
9. Bulleted list----consistency, consistency, consistency
    a. The structure of each bullet **must** be the same---if you start with a verb in one, you start with a verb in all---if one is a complete sentence, all must be complete sentences---if you start with incomplete sentences all must be incomplete sentences.
    b. Period or no period, that is the question. The answer is, no hard rule on this. But if you use punctuation then all must have punctuation. If you don't, none can.
    c. For publications, UTC follows AP style and therefore uses dashes instead of bullets.
10. Capitalization on the word "member:" AP says no caps. UTC core member is correct.

LIST OF ACRONYMS

- AGA —America Gas Association
- API—American Petroleum Institute
- APPA—American Public Power Association (electricity)
- AWWA—America Waterworks Association
- CIP—Critical Infrastructure Protection
- DHS—Department of Homeland Security
- DOD – United States Department of Defense
- DOE—United States Department of Energy (government)
- EEI—Edison Electric Institute (electricity)
- EPRI—Electric Power Research Institute
- FCC – Federal Communications Commission
- FERC—Federal Energy Regulatory Commission
- FNPRM—Further Notice of Proposed Rulemaking
- IEEE—Institute of Electrical and Electronics Engineers
- NARUC—National Association of Regulatory Utility Commissioners (US)
- NAWC—National Association of Water Companies
- NERC—North American Electric Reliability Corporation
- NTIA—National Telecom & Information Administration under Department of Commerce
- NOI—Notice of Intent or Notice of Inquiry or Notice of Investigation
- NOPR or NPRM--- Notice of Proposed Rulemaking
- NRECA—National Association of Rural Electric Cooperatives (electricity)
- OSHA—U.S. Department of Labor Occupational Safety and Health Administration
- PLC—Power line communication (electricity)
- RM—Rulemaking
- SCADA—Supervisory control and data acquisition a remote control and telemetry system used to monitor and control the electrical system

PUBLICATIONS STYLESHEET

CONGRESS/CAPITOL HILL, FEDERAL AGENCIES, COURTS

For contributions to UTC's external publications, notably the UTC Journal and Industry Intelligence, please do the following:

MEMBERS OF CONGRESS

- First reference: Representative/Senator First Name Last Name (Party-State abbreviation)
- Examples: Representative Richard Hudson (R-NC); Senator Kamala Harris (D-CA)
- Second reference: Representative Hudson; Senator Harris

LEADERSHIP

For Members of Congress who hold leadership positions, please do the following:

- First reference: Senate Majority Leader Mitch McConnell (R-KY); House Minority Whip Steny Hoyer (D-MD)
- Second reference: Senate Majority Leader McConnell or Majority Leader McConnell; House Minority Whip Hoyer or Minority Whip Hoyer

If the Member is chairman of a Committee, please do the following:

- First reference: House Energy and Commerce Committee Chairman Greg Walden (R-OR)
- Second reference: Chairman Walden

Please refer to Subcommittee chairs as follows:

- First reference: House Energy and Commerce Committee Subcommittee on Power Chairman Fred Upton (R-MI)
- Second reference: Chairman Upton

IF the story refers to the Chairmen of both a Committee and Subcommittee, list the Committee Chair first, followed by the Subcommittee Chair.

- Example: "Chairman Walden and Subcommittee Chairman Blackburn said the bill will…".

Note: House Energy and Commerce Committee Subcommittee on Communications and Technology Chairman Marsha Blackburn prefers to be called "Chairman." UTC Style will use the language preferred by the individual in this position. Please check their Websites to determine their preference.

CONGRESSIONAL COMMITTEES/SUBCOMMITTEES:

On first reference, please use the full name of the committee.

- Example: "The Senate Energy and Natural Resources Committee today approved the nominations of …"
- On second reference, you may use other descriptors such as "the panel" or "the Committee."

For subcommittees, please list the full name of the committee, followed by the name of the subcommittee.

- Example: "The House Energy and Commerce Committee Subcommittee on Energy and Power last week voted out legislation to …".
- On second reference, you may use other descriptors such as "the panel" or "the Subcommittee."

UTC.org