STYLE GUIDE

November 2017

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™

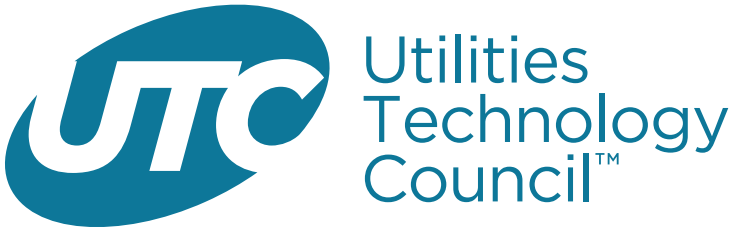
LOGOS, FONTS AND COLORS

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

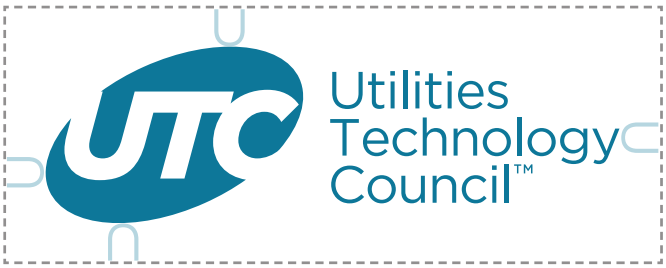
CLEAR SPACE AND MINIMUM SIZE

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

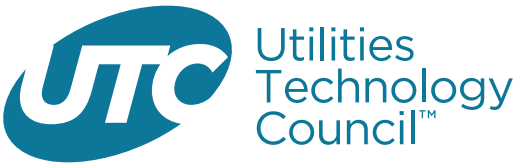
PRINT APPLICATIONS

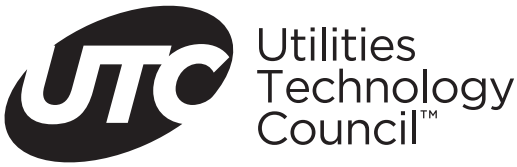
COLOR VARIATIONS OF LOGO

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

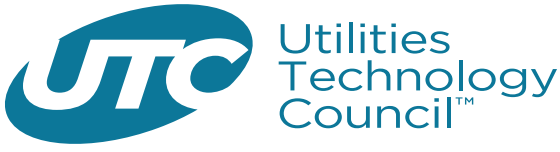
WRONG

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

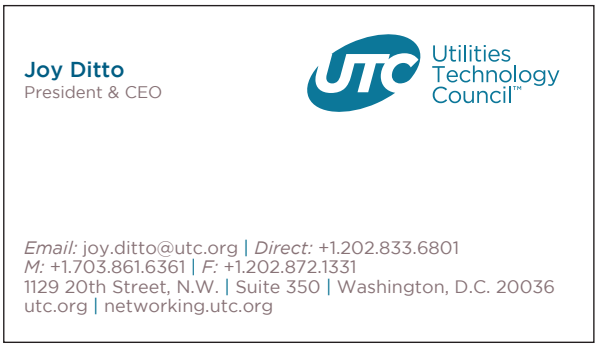
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Century Gothic Italic Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

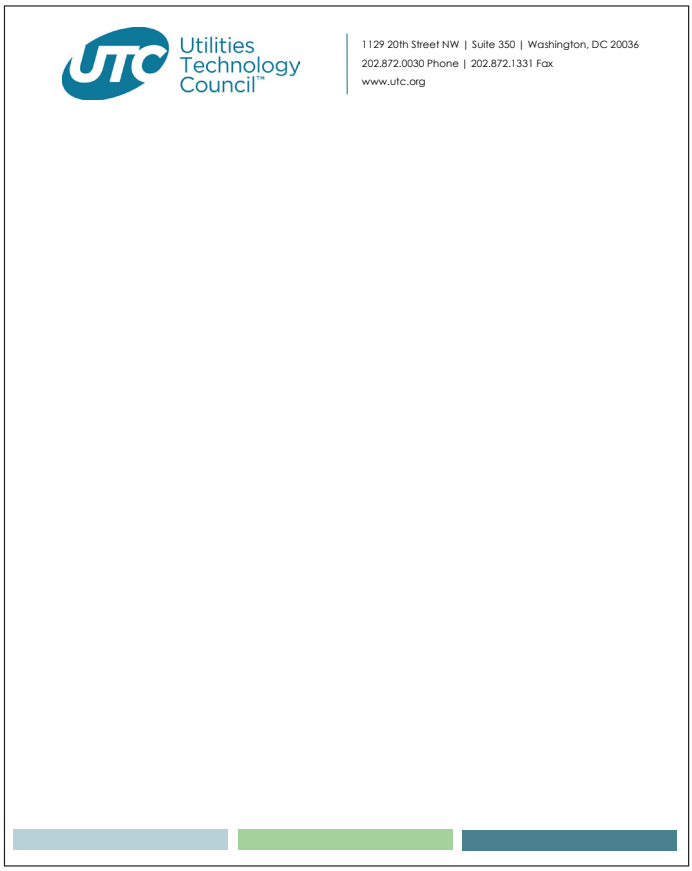
STATIONERY ITEMS

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

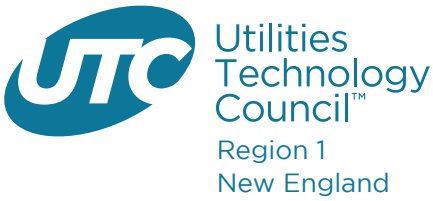
UTC has offices located through-out the United States focusing on public policies and office supporting global infrastructure with locations in Canada, Europe, Africa and South America. When marketing in or for these policies and countries. Please use the approaite logos, click here to download.

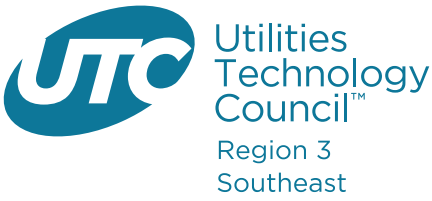
	Africa Utilities Technology Council™	Spot PMS – 7420 C27 + M100 + Y60 + K17 R160 + G27 + B71 HEX – A01B47
	Utilities Telecom & Technology Council América Latina™	Spot – PMS 370 C56 + M00 + Y100 + K27 R93 + G151 + B50 HEX – 5D9732
	Utilities Technology Council of Canada™ Conseil canadien des technologies pour les services publics™	SPOT – PMS 185 C00 + M100 + Y81 + K04 R227 + G25 + B55 HEX – E31937
	European Utilities Technology Council™	Spot PMS – 072 C100 + M88 + Y00 + K05 R28 + G63 + B148 HEX – 1C3F94
	Utilities Broadband Council™	Spot – PMS 367 C38 + M1 + Y74 + K0 R168 + G208 + B111 HEX – a8d06f
	Smart Networks Council™	Spot – PMS 384 C18 + M00 + Y100 + K31 R159 + G166 + B23 HEX – 9FA617
	UTILISITE™ COUNCIL	Spot – PMS 152 C00 + M58 + Y100 + K10 R223 + G122 + B28 HEX – DF7A1C

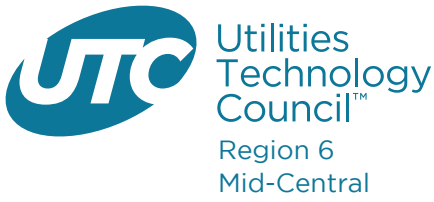
UTC REGIONAL BRANDING

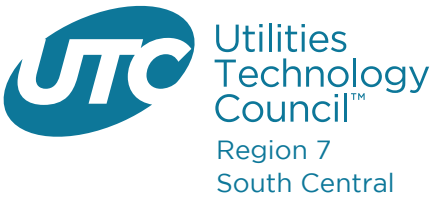
LOGOS FOR THE U.S. REGIONS

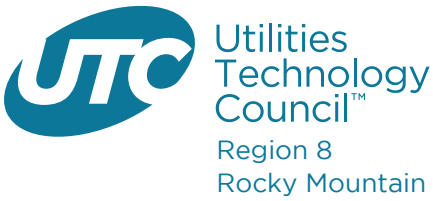
UTC's U.S. Regions have 10 unique logos. When marketing in or for UTC regions please use the appropriate logo. Click here to download.

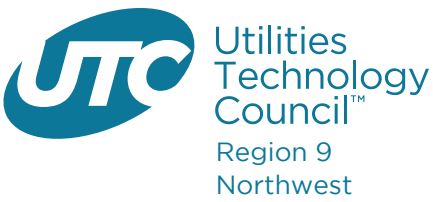


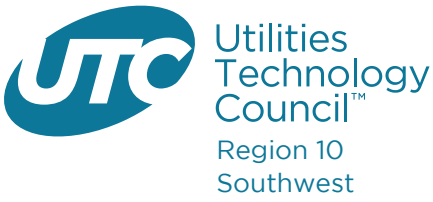












PANTONE (PMS)	CMYK (FOR PRINT)	RGB (FOR WEB)	HEX
PMS 7468	C97 + M45 + Y26 + K3	R0 + G115 + B154	007299

UTC COMBINING BRANDS

BRANDING TOGETHER

When necessary, please use the combined logos povided.

Click here to download UTC and UBC.

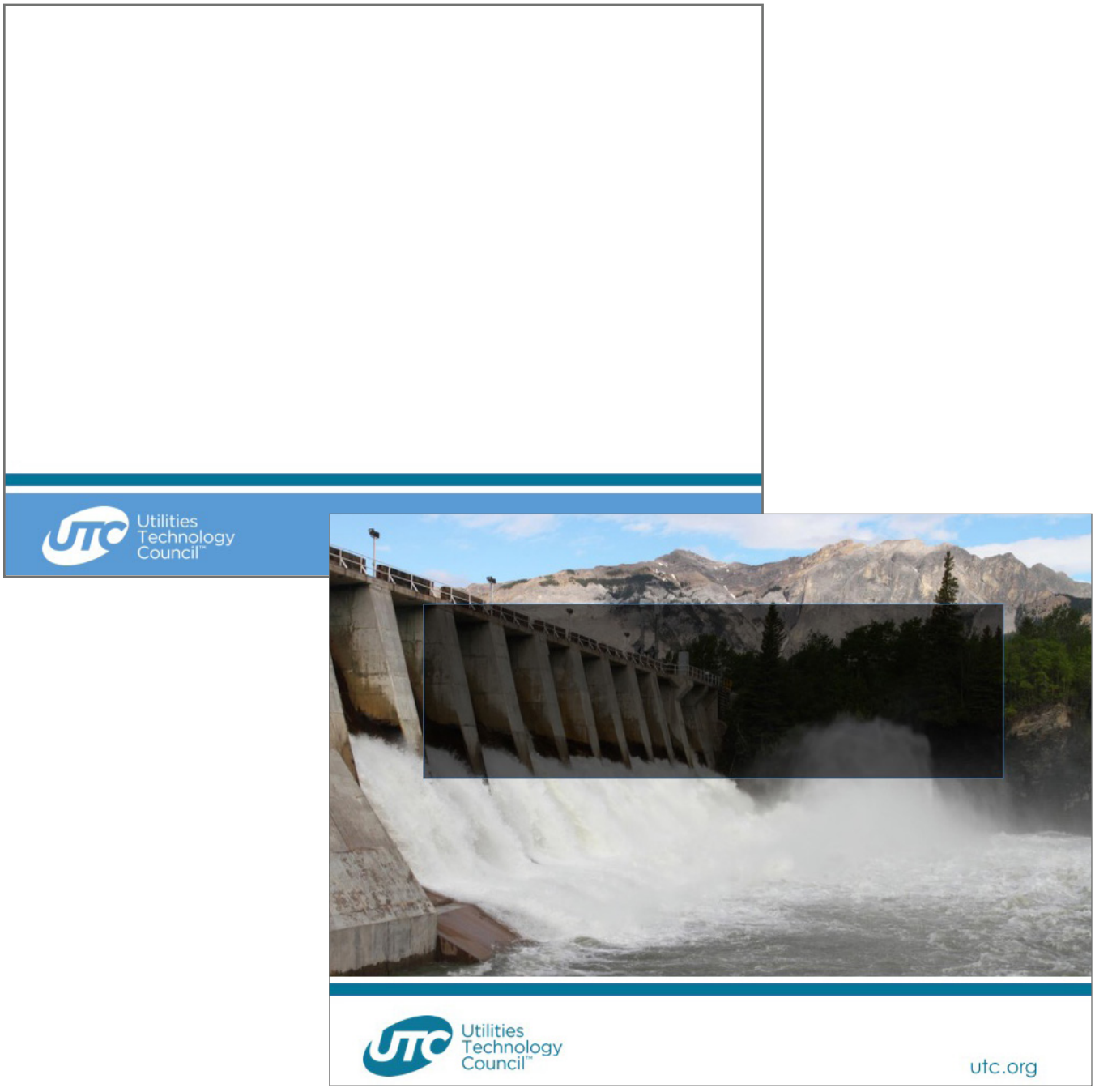
Click here to download UTC and Smart Networks.

Click here to download UTC and UtiliSite.

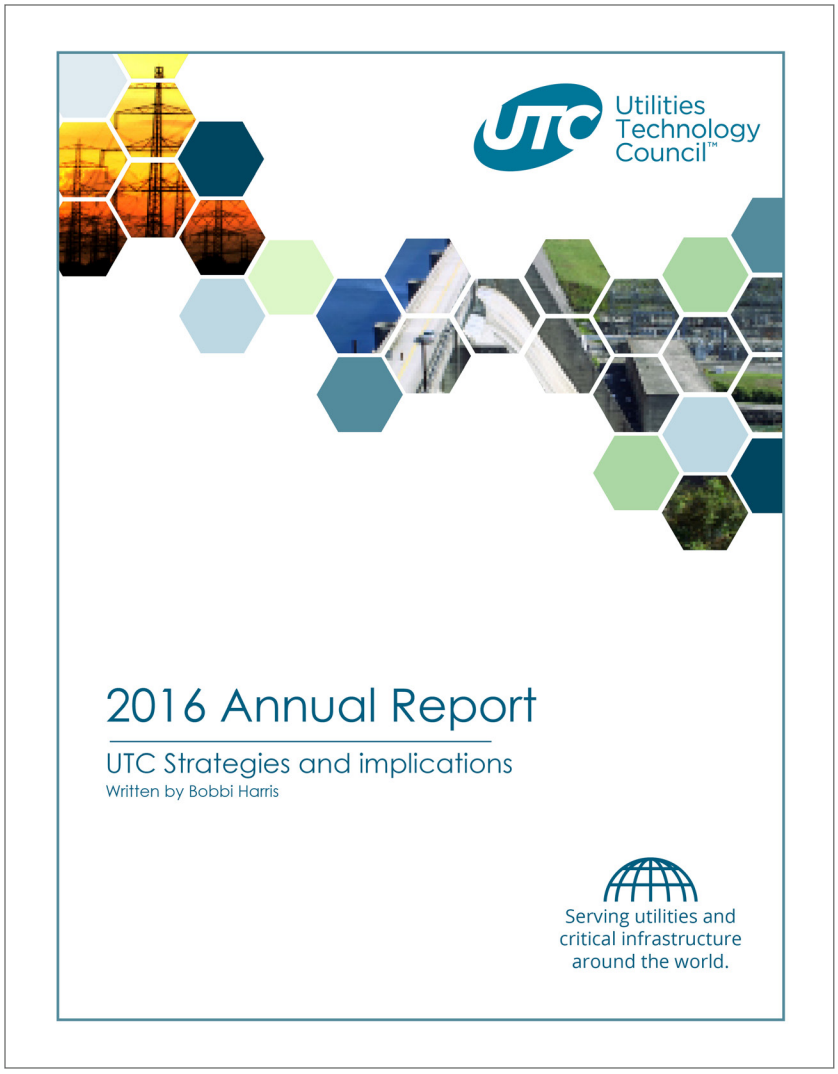
POWER POINT PRESENTATION

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

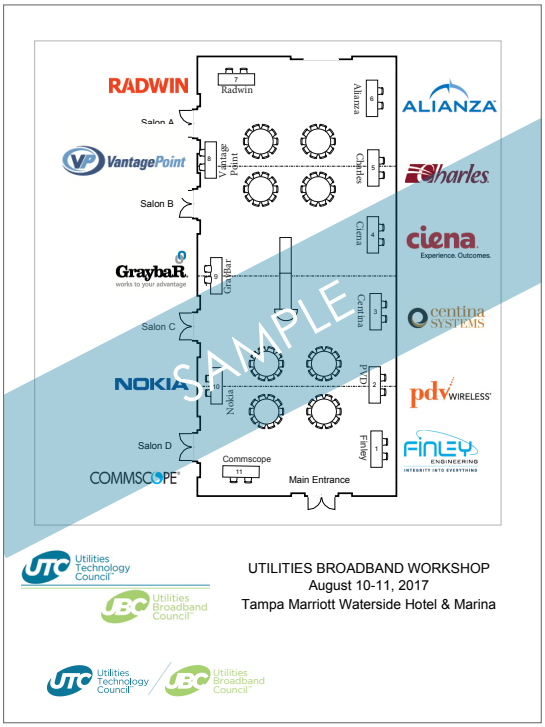
AUTC MicroSoft Report Template, click here to download

EUTC MicroSoft Report Template, click here to download

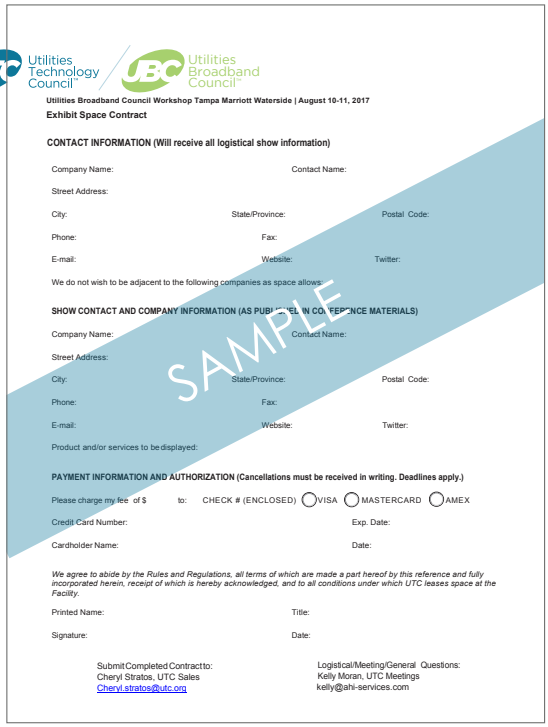
UTCC MicroSoft Report Template, click here to download

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

UTC.org