



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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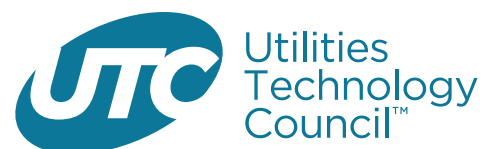
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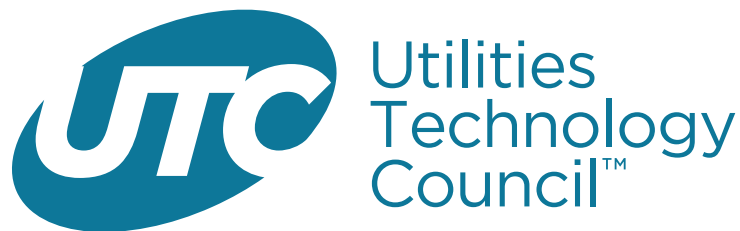
LOGOS, FONTS AND COLORS

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 TM (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.



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.



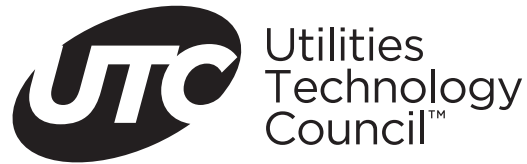
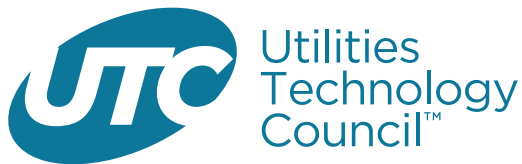
PRINT APPLICATIONS

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
-

Utilities Technology Council™



WRONG



WRONG

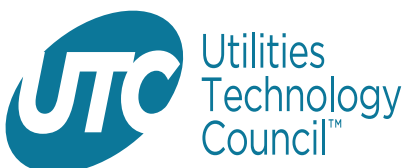


Utilities Technology Council™

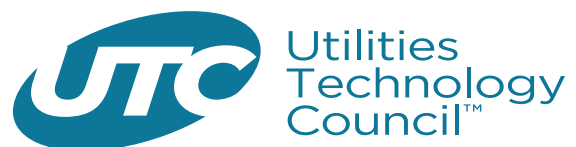
WRONG

Utilities
Technology
Council™

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 software programs 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

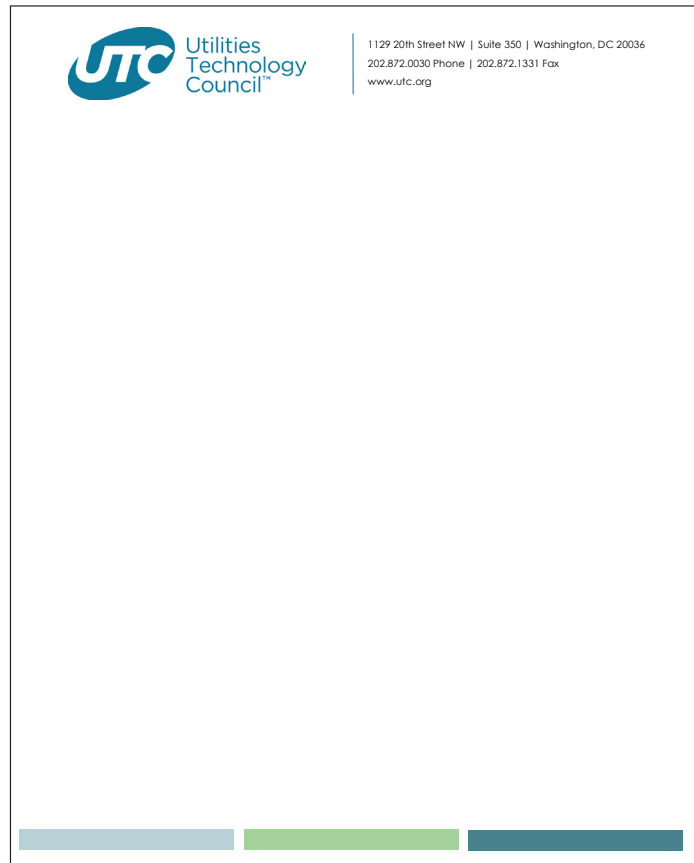
STATIONERY ITEMS

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

your.email@utc.org

utc.org | networks.utc.org | @UTCNow

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 appropriate 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



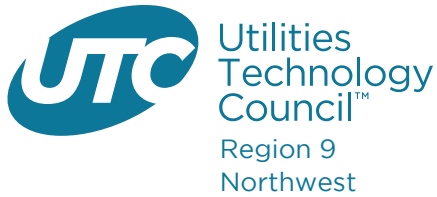
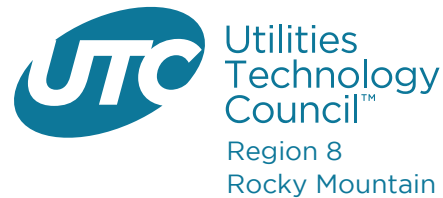
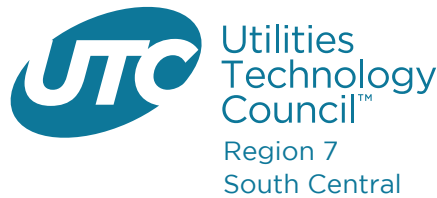
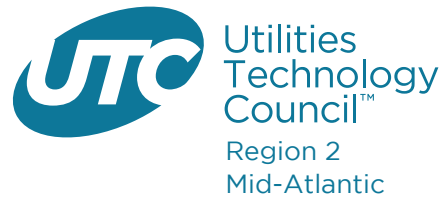
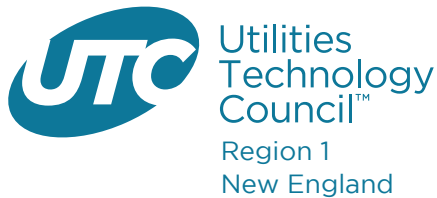
UTILISITE™
COUNCIL

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 provided.



[Click here](#) to download UTC and UBC.



[Click here](#) to download UTC and Smart Networks.

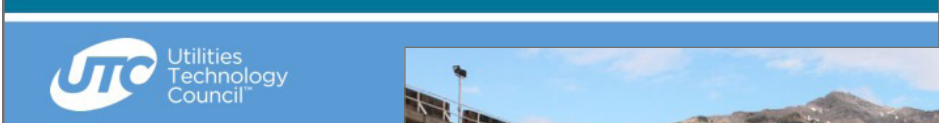
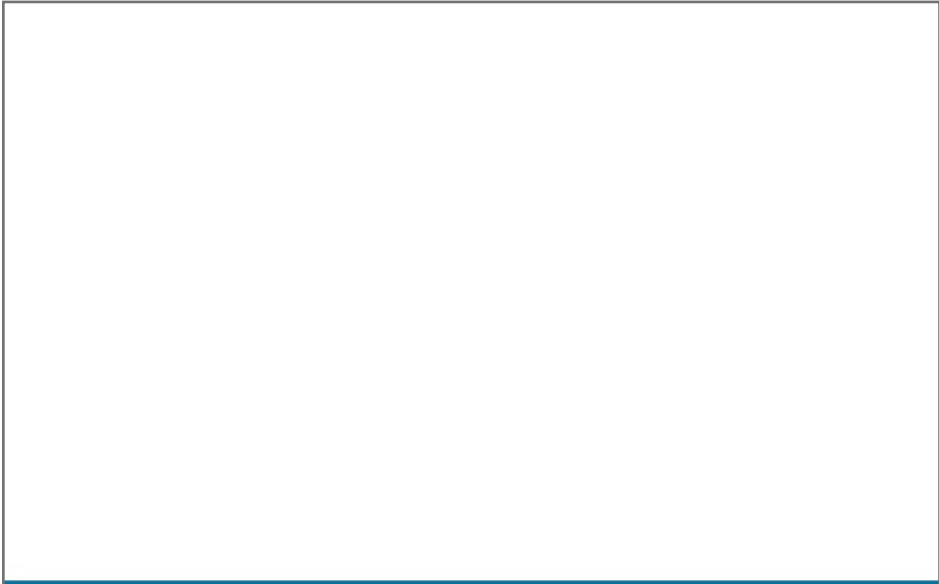


[Click here](#) to download UTC and UtiliSite.

POWER POINT PRESENTATION

UTC Presentation

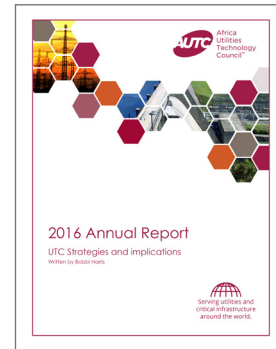
- PowerPoint presentations deliver a wide range of content, unified by a UTC message and brand guidelines. [Click here](#) to download the Power Point template.



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

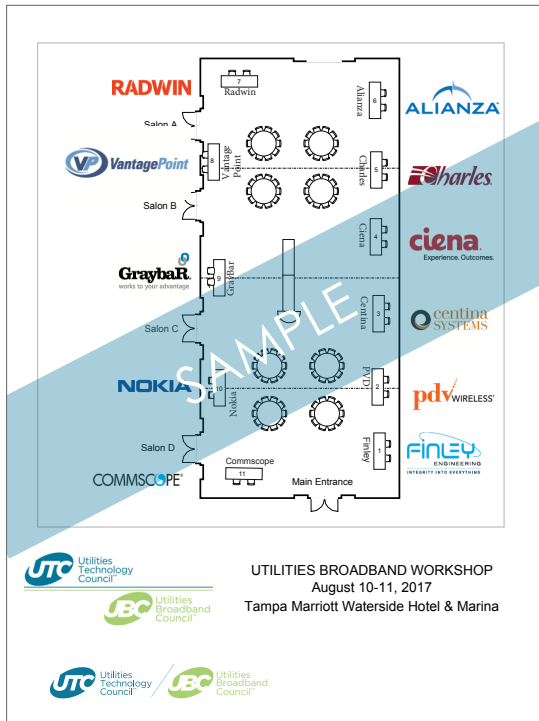


UTCC MicroSoft Report Template,
[click here](#) to download

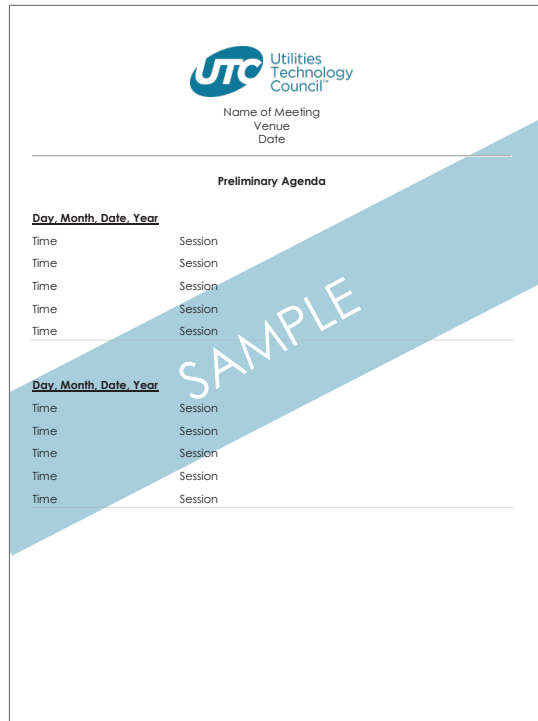


UTCAL MicroSoft Report Template,
[click here](#) to download

COLLATERAL TEMPLATES



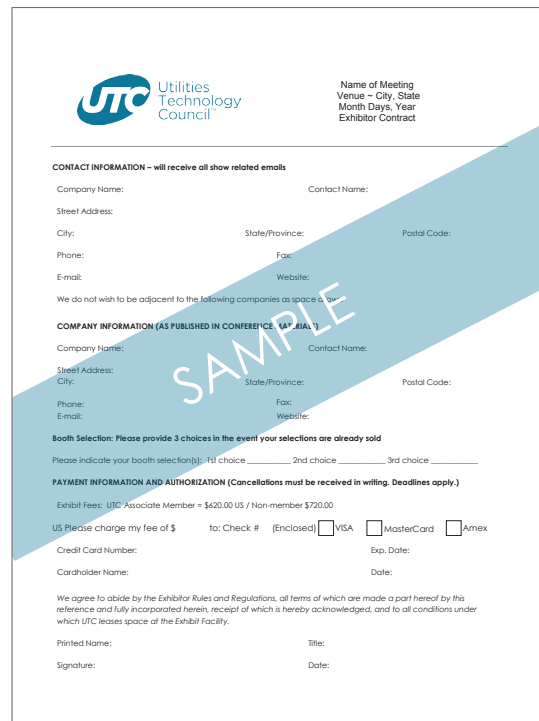
UTC MicroSoft Floorplan Template, [click here](#) to download



UTC Agenda Template, [click here](#) to download



UTC PDF Exhibit Contract Template, [click here](#) to download



UTC PDF Sponsor Contract 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 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.
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. Caps on the word "member:" "UTC Core Member" or "UTC Core member." AP says no caps. UTC Core member is correct.

LIST OF ACRONYMS

- APPA—American Public Power Association (electricity)
- CIP—Critical Infrastructure Protection
- DOD – United States Department of Defense
- DOE—United States Department of Energy (government)
- EEI—Edison Electric Institute
- EPRI—Electric Power Research Institute
- FCC – Federal Communications Commission
- FERC—Federal Energy Regulatory Commission
- IEEE—Institute of Electrical and Electronics Engineers
- NARUC—National Association of Regulatory Utility Commissioners (US)
- NERC—North American Electric Reliability Council
- NOI—Notice of Intent or Notice of Inquiry or Notice of Investigation
- NOPR Notice of Proposed Rulemaking
- NRECA—National Association of Rural Electric Cooperatives
- 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 Al Franken (D-MN)
- Second reference: Representative Hudson; Senator Franken

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."

PUBLICATIONS STYLESHEET

CONGRESS/CAPITOL HILL, FEDERAL AGENCIES, COURTS

AGENCIES

On first reference, spell out the agency being referred to in the story, followed by a parenthetical expression containing the agency's acronym. Examples below.

- "Federal energy regulators directed utilities to shore up their cybersecurity standards..."
- "In an order issued late last week, the Federal Energy Regulatory Commission (FERC, the Commission) required jurisdictional utilities to take several actions..."
- "The federal government will require telecommunications operators to take several actions on cybersecurity, the nation's chief telecommunications regulator said last week."
- "Speaking at a conference in Washington, Federal Communications Commission (FCC, the Commission) Chairman Ajit Pai said the agency is poised to issue new orders..."

COMMISSION MEMBERS

When referring to members of a federal agency, please list their titles, upon first reference, as follows:

Agency Position First Name Last Name

- Example: Federal Communications Commission Chairman Ajit Pai; Acting Federal Energy Regulatory Commission Chairman Neil Chatterjee
- Second reference: Chairman Pai; Chairman Chatterjee

When referring to non-chairmen members of an agency, please do as follows:

- First reference: Commissioner Jessica Rosenworcel; Commissioner Cheryl LaFleur
- Second reference: Commissioner Rosenworcel; Commissioner LaFleur

If referring to the agency for the first time when naming the non-chairman agency official, please do as follows:

- Federal Communications Commission (FCC, the Commission) Member Brendan Carr; Federal Energy Regulatory Commission Member (FERC, the Commission) Robert Powelson
- Second reference: Commissioner Carr; Commissioner Powelson

COURTS

When referring to court decisions or judge's remarks, please use the following guide:

Supreme Court

- On first reference, the Supreme Court should be referred to as, "the U.S. Supreme Court."
- Second reference: "the Supreme Court," "the court," "the justices..."

Example:

- "The highest court in the country last week threw out waivers granted by telecommunications regulators to start-up firms seeking to use the 6 GHz spectrum band."
- "In an 8-0 decision, the U.S. Supreme Court determined that the decisions by the Federal Communications Commission violated due process and threatened reliability of the electricity grid."

PUBLICATIONS STYLESHEET

CONGRESS/CAPITOL HILL, FEDERAL AGENCIES, COURTS

The Justices found the FCC decisions to be arbitrary and poorly conceived.”

Lower courts/State courts

When referring to decisions issued by lower federal courts or state courts, please use the following as a guide:

On first reference: The U.S. Court of Appeals for the District of Columbia Circuit; The New Jersey Supreme Court

Second reference: “The court,” “the appellate court,” “the judges...”.

When referring to both the U.S. Supreme Court and lower courts, please use the following as a guide:

[First reference to U.S. Supreme Court decision]

- “The U.S. Supreme Court ruled today that federal energy regulators overstepped their jurisdiction, overturning a lower federal court’s decision.”

[Second reference to Supreme Court decision]

- “The Supreme Court’s decision supersedes a ruling from the U.S. Court of Appeals for the Ninth District, which had ruled...”.

ACRONYMS

UTC Journal and Industry Intelligence readers range in education, position, and knowledge of these issues. To make the writing easier to digest, please avoid using acronyms or commonly used legal terms for federal action.

This means we will not use terms like, “Notice of Proposed Rulemaking” or the subsequent acronym. Instead, we will use more common phrases like, “proposal” or “proposed rule.”

We WILL use docket numbers and links to the official documents themselves so practitioners can find and reference the information.

Example:

- “Citing a lack of evidence, federal energy regulators scrapped a proceeding aimed at determining whether new standards should be considered to protect utility control centers.
- “In a short notice issued earlier this month, the Federal Energy Regulatory Commission ended its inquiry after finding that additional action is not needed now.
- “FERC last July launched the inquiry (RM16-18) in response to a late 2015 cyber attack in Ukraine that caused power outages to at least 225,000 customers. The attack, U.S. government investigators concluded, was synchronized and coordinated, impacting multiple companies and central and regional facilities.”

PUBLICATIONS STYLESHEET

CONGRESS/CAPITOL HILL, FEDERAL AGENCIES, COURTS

DATES

UTC Style for publications is to abbreviate dates when listing the month, day, and year.

- Example: "UTC's meeting with Washington representatives will be held on Nov. 8."

Spell out the month completely when referring generally to the month.

- Example: "Labor Day is always held on the first Monday in September."