> BRAND STANDARDS MANUAL
Your guide to working with our look

December 2014

HydroOttawa

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> Overview

Successful branding requires ongoing support through powerful communications planning and programs. An integral aspect of communication is the consistent application of established standards. Accordingly, this brand standards manual has been designed to facilitate the proper use of the Hydro Ottawa logo, fonts and graphic elements. Adhering to the standards defined in this manual will protect and enhance the corporate brand and ensure Hydro Ottawa is represented in a professional and consistent way.

Requests to amend any aspects referred to in this manual must be directed to the Manager, Media and Public Affairs or designate for review and decision.

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> 1. Corporate Branding

Corporate branding creates instant recognition of a corporation, product or service through the consistent application of visual or design elements. In addition to being a creative identifier, it is a process by which the driving factors behind our mandate are translated into an understandable piece of information for our customers, stakeholders and employees.

This manual covers most foreseeable situations that may arise in print, digital, vehicles, signage, uniforms or other promotional materials. It is intended to help employees and contractors prepare materials easily and cost effectively while eliminating the guesswork with regard to the application of the corporate brand. This guide may be particularly useful for employees and suppliers of Hydro Ottawa who are responsible for the coordination and production of corporate materials.

1.1 RESPONSIBILITY FOR APPLICATION OF THE BRAND

The Executive, Members of the Board and all employees are responsible for ensuring all their visual communications are in compliance with this manual. Media and Public Affairs is the owner of this document and all related branding products.

> 2. Logo

All published information about Hydro Ottawa, whether in print or electronic form, is considered corporate communications. All communications materials must feature the Hydro Ottawa logo as a corporate identifier. The following subsections describe in detail the variations of logo colour models and logo components, as well as application standards.

Standard logo

2.1 USAGE

When using the Hydro Ottawa logo, the following broad parameters must be adhered to:

> The logo cannot be altered in any way

> The logo cannot be combined with other elements to create a new symbol or image

> The standard colours should always be used

STACKED LOGO

Occasionally, the standard Hydro Ottawa logo may be inappropriate for an application or may not fit into a specific area or space. In this instance, there is a stacked version of the logo that is available for use. You must obtain approval from Hydro Ottawa's Manager, Media and Public Affairs before using the stacked logo.

Hydro Ottawa's standard colours may not be altered and should only be substituted when not available as described under Section 2.2.

Figure 2A: Variations of corporate logo

Preferred corporate colour treatment

Two-colour logo using corporate colours

Alternate corporate colour treatments

One-colour logo using Pantone® 308 (blue)

Black-only on white or light-coloured backgrounds

Reverse white on black or dark backgrounds

2.2 CORPORATE COLOURS

The two-colour version of the logo is the standard for use on corporate communications materials. The official corporate colours are: Pantone® 308 (blue) and Pantone® 124 (yellow).

Pantone® 308			Pantone® 124		
Cyan	100%		Cyan	0%	
Magenta	0%		Magenta	35%	
Yellow	0%		Yellow	100%	
Black	51%		Black	0%	
Red	0		Red	237	
Green	86		Green	170	
Blue	125		Blue	0	
HEX	#00567D		HEX	#EDAA00	

The Pantone Matching System® is the printing industry's standard colour matching system. Hydro Ottawa's official corporate Pantone® numbers should be provided to suppliers (e.g. printers or graphic designers) to ensure accurate representation of the brand.

In situations where — due to printing and budget restrictions — full colour is not available, the logo may appear in the following colours: black-only on any light coloured background, or reverse white on any coloured background as long as the background is dark enough to contrast with the logo.

On materials where four-colour process inks are being used, the logo should be recreated in the corporate process colour scheme (see Section 4.1, Figure 4A). For best accuracy, the printer or contractor must match the Pantone® colours as closely as possible to the samples in this manual. RGB and WEB (HEX) equivalents must also be consistent with the samples in this manual (see Section 4.1, Figures 4A and 4D).

Where budgets support the use of only one corporate colour, use Pantone® 308 (blue).

2.2.1 APPLICATION OF COLOUR

The colour of the logo must be used consistently to preserve the integrity of the Hydro Ottawa corporate identifier.

Figure 2B: Logo components and application of colour

Arc at exit and "Ottawa" in Pantone® 124 (yellow) or process equivalent.

Arc at entry and box and "Hydro" in Pantone® 308 (blue) or process equivalent.
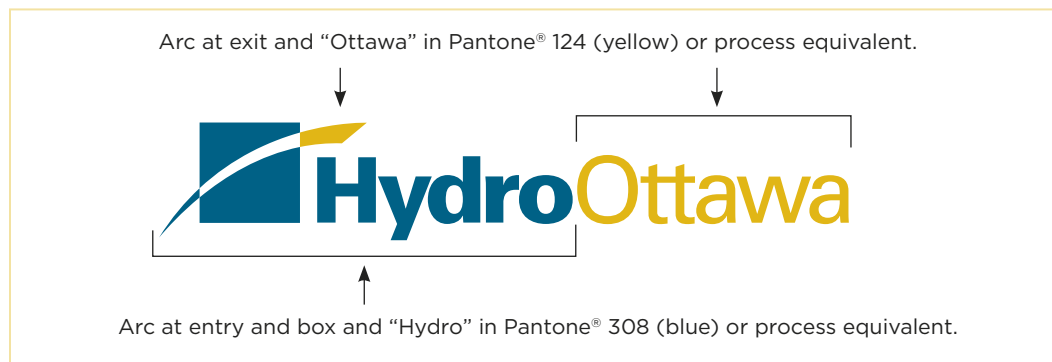
2.3 INAPPROPRIATE USE OF LOGO

Do not flip the colour in the logo

Do not change the orientation of the typography or rearrange the graphic elements within the logo

Do not use colours other than the corporate colours

Do not apply custom patterns to the logo

Do not skew the logo

Do not change the font used in the logo

Do not break apart the logo

Do not use Hydro Ottawa wordmark without the symbol

Do not use the symbol on its own

2.4 BUFFER ZONE AND MINIMUM SIZE OF LOGO

A protective buffer zone must be established when applying the logo on all products or when used in conjunction with other identifiers. The logo should never touch any design element, typography or other identifiers. A minimum space around the logo equal to the proportional height of the letter "H" in the logo must be established on all sides adjacent to design elements (see Figure 2C).

The logo shall never appear smaller than 4.5 mm (height of box) on any publication or product (see Figure 2D).

Figure 2C: A buffer zone

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed qui numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid

Buffer zone around all adjacent design or typographic elements: space not less than the height of letter "H" in logo.

Figure 2D: Minimum size of logo

4.5 mm

2.5 GUIDELINES FOR CORPORATE PARTNERSHIP

Hydro Ottawa's corporate identity and application guidelines are the property of Hydro Ottawa. Non-affiliated companies or publications may reference the corporate identity only after obtaining written permission from Hydro Ottawa. Furthermore, all applications must include a graphic rendering of the intention and a description of the proposed use.

Figure 2E: Hydro Ottawa as a main sponsor

Secondary partners should be a maximum one-third smaller than the Hydro Ottawa logo.

Figure 2F: Hydro Ottawa as a secondary partner

If used as a secondary logo, should be no less than a half-size smaller than the partner logo.

> 3. Corporate Font Sets

To maintain a consistent brand, Hydro Ottawa has two standard corporate font sets, internal (digital) and external (print) which are further described in the following subsections.

3.1 EMPLOYEE FONT SET — VERDANA

Verdana is the standard font for employee use, including email and correspondence.

Verdana is easily accessible as part of the system font collection on every computer. Of all the standard computer fonts, Verdana most closely matches Gotham and has the consistency required for all Hydro Ottawa communications materials.

Verdana Regular:
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Verdana Regular Italic:
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Verdana Bold:
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Verdana Bold Italic:
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

3.2 GRAPHIC DESIGN FONT SET (PRINT) — GOTHAM

Gotham is the standard Hydro Ottawa font used in print media.

Gotham Light:
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gotham Light Italic:
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gotham Book:
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gotham Book Italic:
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gotham Medium:
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gotham Medium Italic:
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gotham Bold:
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gotham Bold Italic:
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gotham Black:
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gotham Black Italic:
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

3.3 WEBSITE FONT SET — OPEN SANS

Open Sans is the standard Hydro Ottawa font used on corporate websites.

Open Sans Regular:
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Open Sans Bold:
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Open Sans Italic:
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Open Sans Bold Italic:
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
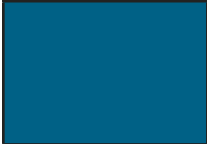***1234567890***

> 4. Graphic Elements

There are a number of graphic elements that are being introduced as part of the Hydro Ottawa corporate identity to help establish a consistent look to all communications materials. There are numerous examples throughout this manual that will show how these elements can be used to create diverse and flexible layouts and designs.

Note that the elements listed in the following subsections do not need to be used in every design or layout.

4.1 CORPORATE COLOURS

The Hydro Ottawa corporate colours and their equivalents are described in detail in the following figures.

Figure 4A: Corporate colours

	Cyan	100%		Cyan	0%
	Magenta	0%		Magenta	35%
	Yellow	0%		Yellow	100%
	Black	51%		Black	0%
Pantone® 308	Red	0	Pantone® 124	Red	237
	Green	86		Green	170
	Blue	125		Blue	0
	HEX	#00567D		HEX	#EDAA00

Corporate colours must be used on all internal and external documents.

Figure 4B: External document samples

April 10, 2013

Joan Smith
Director of Information
110 Laurier Avenue West
Ottawa, Ontario K1P 1J1

Dear Ms. Smith,

As you may be aware, the Ontario Energy Board has announced that effective May 1, 2013, electricity rates will increase for residential and small business customers who purchase their power through the Regulated Price Plan.

The Ontario Energy Board has also approved a new Smart Meter Charge to recover the costs of developing and implementing the province's central data repository that stores, processes and manages hourly electricity consumption data for more than 4.3 million smart meters. Effective May 1, 2013, the new Smart Meter Charge will be $0.79 per month for residential customers and small business customers with a demand of less than 50 kW.

In all, the changes to the electricity charge and the introduction of the Smart Meter Charge represent a total bill increase of $4.04 per month, or 3.55 percent, for a typical residential customer. Small commercial customers with average consumption of 2,000 kWh per month and a demand of less than 50 kW will see their total bill increase $8.89 per month, or 3.29 percent. Both charges are collected by Hydro Ottawa, and are passed on to the province.

For your information, please find attached the press release issued by the Ontario Energy Board on April 5, 2013, and background information to assist you in responding to any questions your constituents may have. As always, should you have any questions please do not hesitate to contact me at 613-738-5499, ext. 7684

Sincerely,

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Figure 4C: Complimentary colours

Pantone® 669		
Cyan	76%
Magenta	78%
Yellow	0%
Black	47%
Red	63
Green	42
Blue	86
HEX	#3F2A56

Pantone® 131		
Cyan	2%
Magenta	39%
Yellow	100%
Black	10%
Red	204
Green	138
Blue	0
HEX	#CC8A00

Pantone® 7699		
Cyan	73%
Magenta	13%
Yellow	0%
Black	57%
Red	52
Green	101
Blue	127
HEX	#3465F

| Pantone® 537		
Cyan	21%
Magenta	7%
Yellow	2%
Black	3%
Red	187
Green	199
Blue	214
HEX	#BBC7D6

4.2 ARC

The lighter-tinted, swooshing arc is a translucent graphic element that passes over a layout or design from top to bottom. Its wider edge will bleed off the top of the image while its pointed tip can extend to or bleed off of the bottom or left edge.

This element is based on the arc graphic used within the Hydro Ottawa logo and can be used to add a graphic element to the layout. Depending upon how it is used within a layout and how it interacts with other elements, it may be treated with or without a fine white keyline. This arc always curves to the left and should not be mirrored.

There is also a darker, tinted arc that may be applied to the left edge of photos or graphics.

These arc shapes should not be distorted in any way. However, the contour may be varied by increasing or decreasing an arc's size, but it must stay proportional.

Figure 4D: Arc scale and proportion

This application has a multiply effect using the light blue (Pantone® 537).
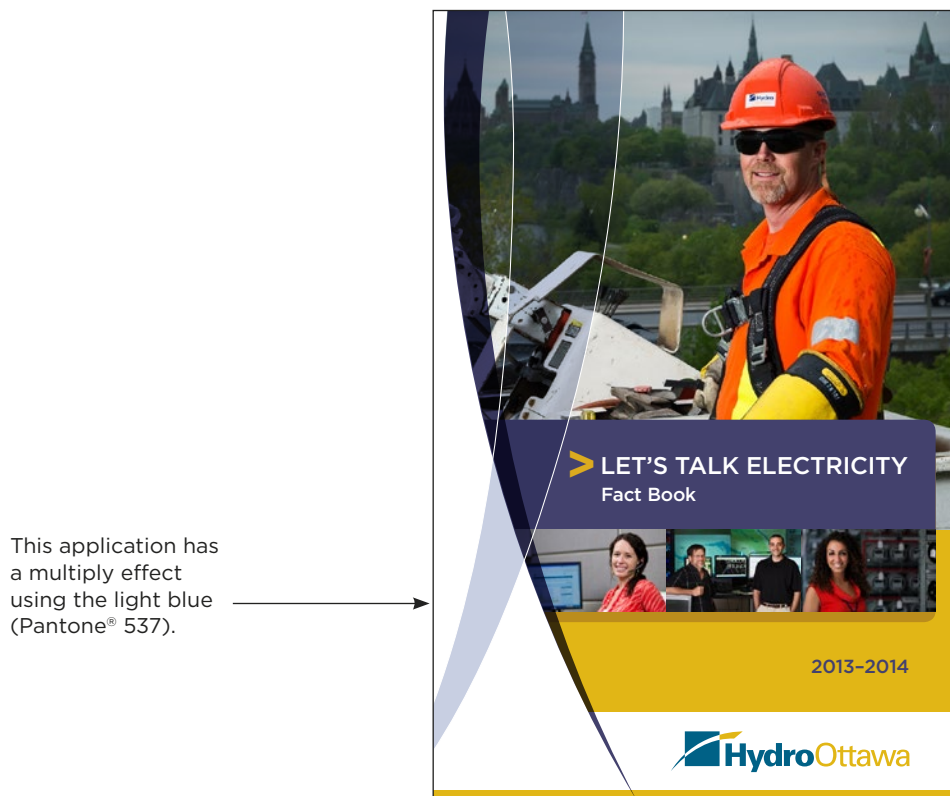
4.3 PURPLE AND OCHRE

In addition to the Hydro Ottawa corporate colours, purple (Pantone® 669) and ochre (Pantone® 131) are often used to highlight and accent important information such as titles, headlines, facts, figures, dates, callouts and images. For specific information about corporate colours, please refer to Section 4.1. Within a layout, these highlighted areas are often formed as boxes, bars or borders.

Type may be overlayed in colour or dropped out to white depending upon layout requirements and readability.

Figure 4E: Using purple or ochre boxes

> IABC SILVER LEAF AWARD — CATEGORY 37: SPECIAL EVENTS EXTERNAL
> Submitted by Hydro Ottawa

2014

Purple (Pantone® 669) is mostly used for title boxes.

Ochre (Pantone® 131) is used to help separate photos from the yellow. This is the most common use of ochre.

4.4 CHEVRON

The chevron (>) may be used to indicate or highlight important information such as a title or a publication's name. This element may also be used as list bullets within a document's text.

The colour of the chevron is Hydro Ottawa's corporate yellow (Pantone® 124). The chevron font is always Gotham Black and, if applicable, is generally 50% larger than the capitalized title text it is being used with (see Figure 4F). However, when used as list bullets within a layout, chevrons should be Gotham Bold and appear in the same point size as the bulleted text (see Figure 4G).

When used in a one-colour application the colour of the chevron should be a 50% tint.

Figure 4F: Using a chevron to highlight a title

Chevron is Gotham Black and approximately 50% bigger than the title.
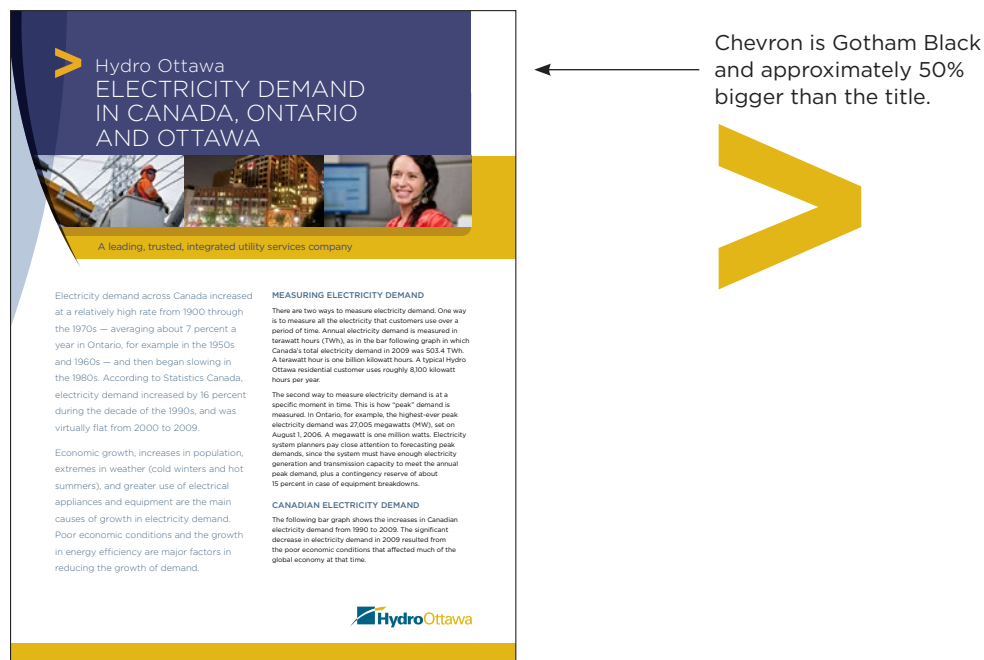
Figure 4G: Using a chevron as a list bullet

Chevron in corporate yellow (Pantone® 124)

> Ste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae

Chevron as 50% tint

> Ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

4.5 SOCIAL MEDIA ICONS

Hydro Ottawa's social media presence can be expressed in print and digital designs by using icons for Twitter, Facebook, LinkedIn, YouTube and any other platforms adopted in the future.

These icons should appear in a single, horizontal line in the order prescribed in Figure 4H. All of the icons must be present.

Figure 4H: Using social media icons

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Full colour icons in
a single, horizontal line
as used in the letterhead
template.

> 5. Applications for Internal Use (Digital)

A variety of stationery applications are detailed in this section. They include offset printed products such as business cards and envelopes, as well as electronic templates for standard internal and external communications products. Each of these follows standard design configurations allowing suppliers and personnel to add appropriate information without the need to create new design formats.

5.1 LETTERHEAD

The letterhead for all employees follows a standard 8.5 X 11 inches (21.5 X 28 cm) format.

Figure 5A: Letterhead

5.1.1 SIGNATURES AND REPRODUCING SIGNATURES

Written approval is required from individuals providing their signature for electronic use or otherwise on letterhead or communications templates.

Signatures should be scanned and saved as BMP files with a minimum resolution of 300 pixels/inch (120 pixels/cm).

5.1.2 FONTS

Letter body text should be formatted as follows:

Verdana 9 pt, single spaced (see Figure 5A)

5.2 BUSINESS CARDS

The business card used by all staff is a double-sided card featuring English on one side and French on the other. Both sides use the corporate logo as the only graphic element. This card prints as four-colour process (CMYK).

Both cards print at a standard size of 3.5 X 2 inches (8.9 X 5 cm) (see Figure 5B).

Figure 5B: Business card

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5.3 ENVELOPE

All envelopes for Hydro Ottawa, regardless of size, use a standard placement grid for the logo and return address information. The salutation information is to be centered horizontally and vertically between the base of the return address information and the bottom edge of the envelope, regardless of its size (see Figure 5C). These specifications conform to Canada Post standards.

Figure 5C: Envelope

Hydro Ottawa Limited / Hydro Ottawa limitée
3025 Albion Road North, PO Box 8700 / chemin Albion Nord, C.P. 8700
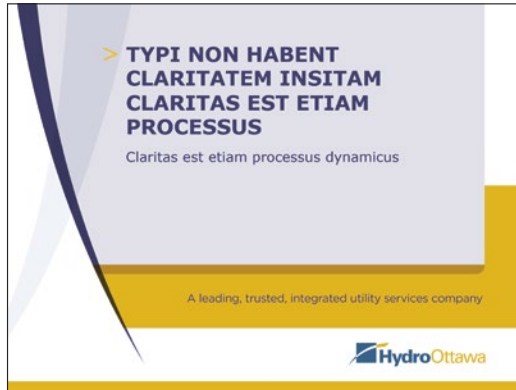Ottawa, Ontario K1G 3S4

5.4 POWERPOINT

Hydro Ottawa has two official PowerPoint templates. One is a custom-image template to present visual content; the other is a no-image template for displaying financial or detailed information (see Figure 5D).
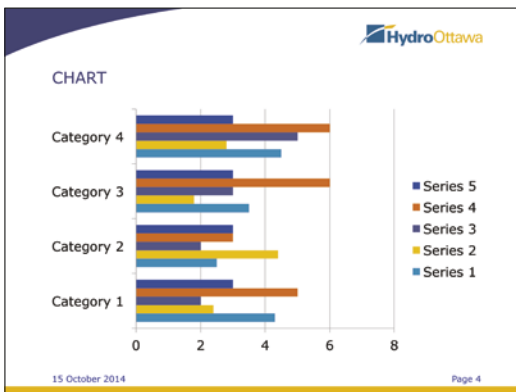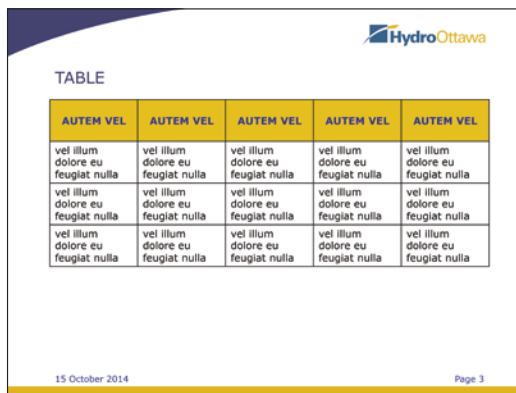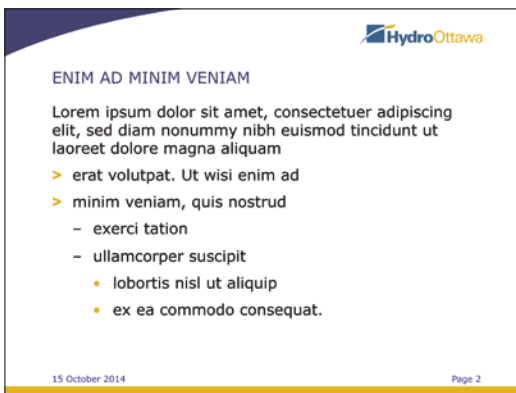
Figure 5D: PowerPoint templates

Template title page with image

Template title page without image

Template interior common to both

5.5 OTHER COMMUNICATIONS TEMPLATES

5.5.1 FONTS

All body text on communications templates is to be created using Verdana 9 pt, single spaced.

Figure 5E: Email signature

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> 6. Other Applications

The following pages include numerous examples demonstrating how the Hydro Ottawa look has been applied to a variety of different projects.

6.1 BRANDED VIDEOS

Any time Hydro Ottawa creates a video, it must contain the same look and feel as the current Hydro Ottawa brand, and include established branded video elements, including:

> Intro

> Transition

> Lower third — caption (when featuring a name along the bottom of the video)

> Outro

Please consult Media and Public Affairs if there are any questions or concerns regarding branded videos.

Figure 6A: Branded Videos: Intro and Outro

6.2 FLEET

Each vehicle in Hydro Ottawa's fleet goes through a branding process. All corporate stripes and reflective decals are installed mindful of latches, handles and hinges. Sizes of stripes, reflectors and the Hydro Ottawa logo vary depending on the type of vehicle. See the following figures for specific dimensions.

Figure 6B: Bucket truck

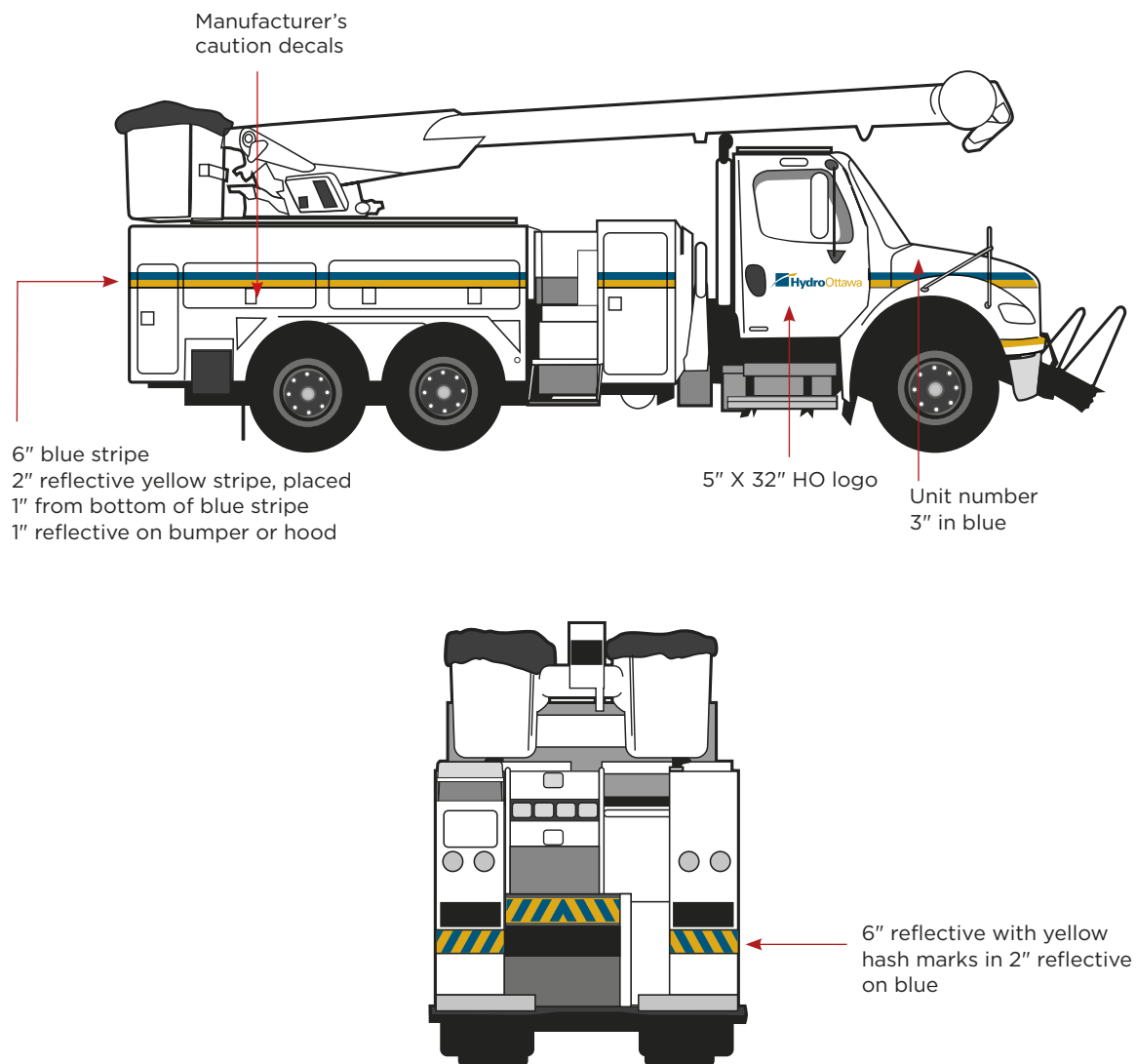Manufacturer's caution decals

6" blue stripe
2" reflective yellow stripe, placed
1" from bottom of blue stripe
1" reflective on bumper or hood

5" X 32" HO logo

Unit number
3" in blue

6" reflective with yellow hash marks in 2" reflective on blue

Figure 6C: Minivan

4½″ X 28″ HO logo

Unit number
3″ in blue

6″ blue stripe
2″ reflective yellow stripe, placed
1″ from bottom of blue stripe
1″ reflective on bumper or hood

6″ reflective with yellow
hash marks in 2″ reflective
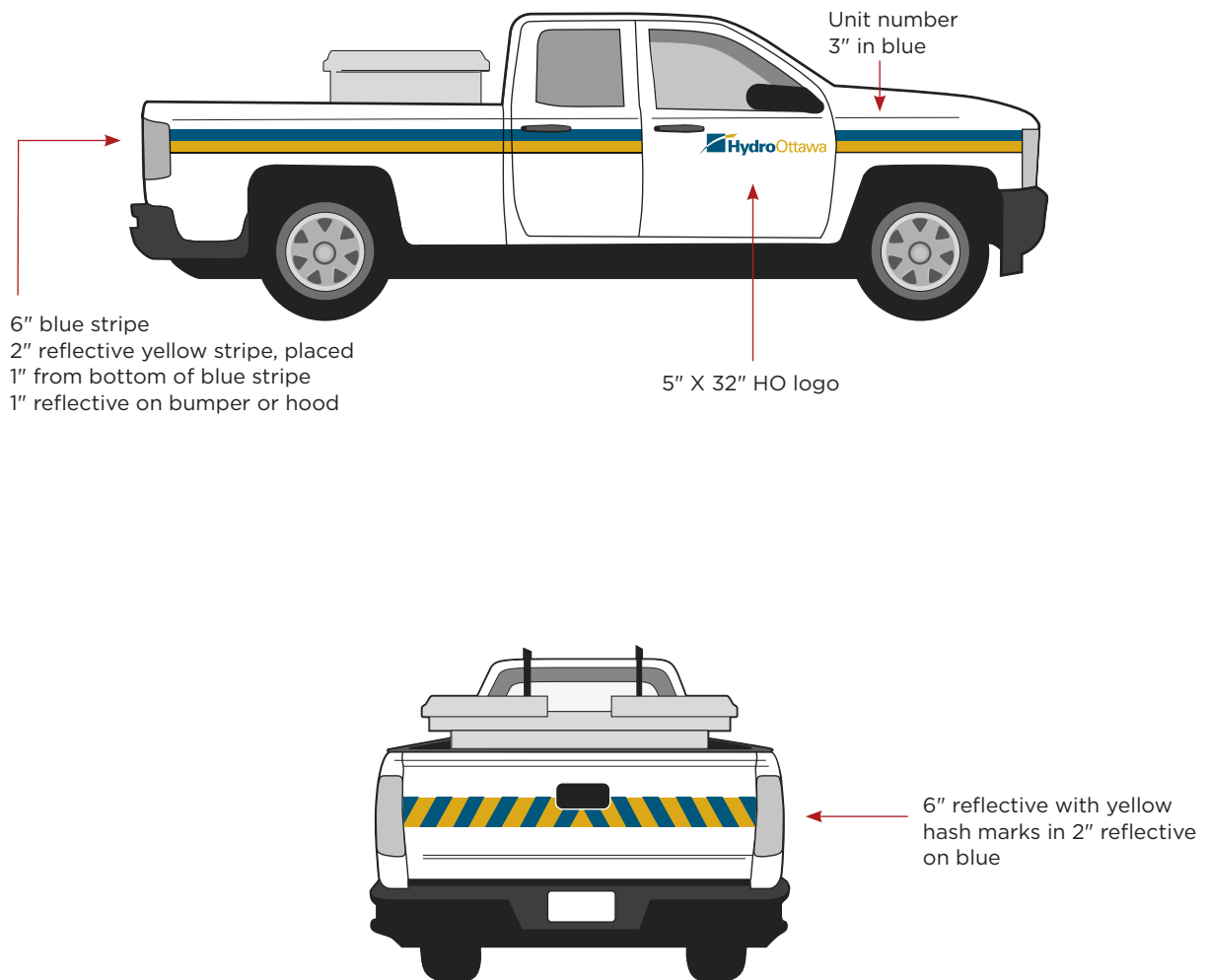on blue

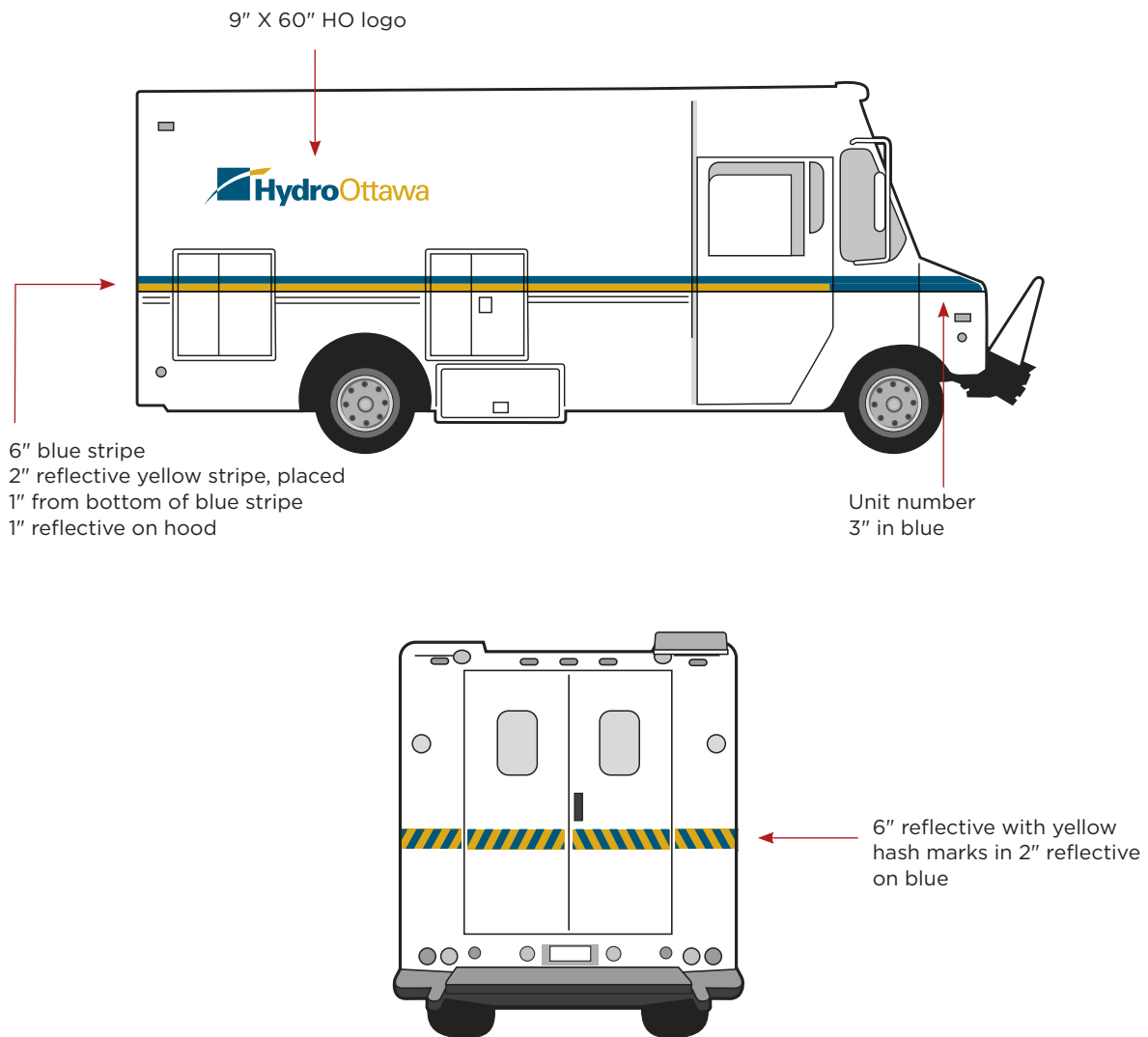**Figure 6D: Pick-up truck**

Unit number
3″ in blue

Hydro Ottawa

6″ blue stripe
2″ reflective yellow stripe, placed
1″ from bottom of blue stripe
1″ reflective on bumper or hood

5″ X 32″ HO logo

6″ reflective with yellow
hash marks in 2″ reflective
on blue

Figure 6E: Step van

9" X 60" HO logo

HydroOttawa

6" blue stripe
2" reflective yellow stripe, placed
1" from bottom of blue stripe
1" reflective on hood

Unit number
3" in blue

6" reflective with yellow
hash marks in 2" reflective
on blue

6.3 ADVERTISING

The approval of Media and Public Affairs is required before publishing any advertising.

6.4 OTHER BRANDED ITEMS

Please consult with Media and Public Affairs for approval before ordering your products.

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