



# Nationwide Utilities Brand Manual - version 1.0

Design and usage guidelines for employees and partners.

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# Introduction - The Brand

Nationwide Utilities is an energy procurement solutions company providing energy brokering and energy consultancy services to the business sector.

Consistent branding adds value to a company.

**Nationwide Utilities** brand is not only about logos, colours and fonts. It's the impression that people get from interacting with the company, whether it's a website, a phone call or a marketing brochure. Every element has to project an image of professionalism, confidence and consistency.

The brand image has to be clearly defined and easily recognisable. It needs to be genuine and make Nationwide Utilities stand out from the competition.

The visual identity guidelines in this brand manual apply to every person communicating on behalf of Nationwide Utilities. Every member of Nationwide Utilities team has a responsibility to maintain consistency in conveying brand image. These guidelines should help you work and produce consistently looking marketing materials for Nationwide Utilities.

# Brand Management

## Introduction

The guidelines in this brand manual were written to simplify decision making when working with the existing brand materials and creating new marketing materials. It should be easy for everyone to adhere to the guidelines after reading this brand manual. However from time to time you will need to contact the Brand Manager to make sure your daily decisions have a positive impact on the brand as a whole.

## Contact

Every use of brand materials, new designs or any changes made to the brand have to be reported to and approved by the Brand Manager at Nationwide Utilities.

If you have any doubts, questions or suggestions concerning the application of brand elements in marketing materials please contact: **brand@nationwideutilities.com** or call **020 3475 2000**.

## IMPORTANT: Identity in text

When referring to the company in the text of a document or email, always use the “Nationwide Utilities” spelling. Never write just “Nationwide” or spell it “nationwide utilities”. Company name should never be written in capitals – NATIONWIDE UTILITIES. Also please don’t use “NU” acronym in communication with customers unless justified.

All of this will ensure the brand is consistent and stays distinctive.

# The Logo

Here are the 4 basic versions of the Nationwide Utilities logo:



Full colour version



Monochromatic (grayscale) version



Achromatic (black) version



Achromatic (white) version

Monochromatic (grayscale) and achromatic (black and white) versions of the logo should be used only if absolutely necessary. The white achromatic version can be used on coloured backgrounds however strong contrast with the background has to be maintained at all times.

For all printing purposes always use supplied CMYK versions of the logo. RGB versions are designed to be displayed on screen.

## IMPORTANT:

Always try to use the supplied original vector format files (.eps, .ai) to reproduce the logo or use the prepared TIF (print materials), PNG or GIF files (screen materials). Never attempt to take screenshots, scan or recreate the logo from scratch. Take a look at the Files section in this brand manual for the location of logo files.

# Logo Use

Company logo is the central element of any brand identity system and should be used with care. Here are the guidelines on how to use and how not to use the logo.

- To protect the logo and ensure integrity and visibility, it always has an **exclusion zone** around it (also called **isolation area** or **clear space**) which is an area free of any other graphic elements or texts. The clear space is defined by the height of letter “d” in the logo from bottom and left and width of letter “d” in the logo from top and right. Keep in mind that this is only the necessary minimum and leaving a bigger clear space is always welcome.
- Separate logo image files were prepared for use in **print** (CMYK colours) and for use on **screen** (RGB colours). These files are named appropriately and have different resolutions. Never use logos in screen format for printing and vice versa.
- The minimum logo size in print is **15 mm** in width to maintain legibility.
- Nationwide Utilities logo should always be displayed on **white background**. Use inset white boxes on photos or colour backgrounds. The only exception is the achromatic white version.
- Logo colours cannot be altered unless it’s converted into grayscale or black & white versions.
- Always **keep proportions constrained** when scaling the logo.
- Never rotate, flip or distort the logo.
- No drop shadows, filters or effects should be applied to the logo.
- Never put a solid border around the logo.



The logo should always be reproduced using the supplied original vector format files (.eps, .ai). Alternatively use the prepared TIF (print materials), PNG or GIF files (screen materials). Never attempt to take screenshots, scan or recreate the logo from scratch. Take a look at the Files section in this brand manual for the location of logo files.

# Typography

Nationwide Utilities visual identity is built on three type faces: Myriad Pro, Museo Slab and Lucida Grande.

## Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()\_+

**Myriad Pro Regular** should be used in all printed materials as a main text font.  
Average size: 10-12px (screen), 10-12pt (print). 14-18px for headings.

## Myriad Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()\_+

**Myriad Pro Semibold** should always be used to emphasise text.

## Museo Slab

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()\_+

**Museo Slab** is a headline font and should be used only in bigger sizes for short introduction texts and navigation links. There is no bold variant of this font but an italic version can be used if needed.  
Average size: 12-21px (screen), 12-21pt (print).

## Lucida Grande

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()\_+

**Lucida Grande** is a substitute font for Myriad Pro in internet communication: websites, emails, etc.. In case the font is not installed on your system, please use Lucida Sans Unicode or Verdana.  
Average size: 10-12px (screen), 10-12pt (print).

## IMPORTANT:

Never use the "bold" function in text editors (e.g. Word), always use **Myriad Pro Semibold** for bold text. There is no bold version of Museo Slab and it shouldn't be forced. Never make text both **bold and underlined**. Always choose only one way of emphasising words, either **bold**, underlined or *italic* if needed.

# Colour Palette

There are three main colours in this brand identity system: red, white and gray.

**White** is the primary background colour, also used for text on dark backgrounds. Usually fills around 80% or more of display space in any type of brand materials.

**Red** is used sparingly in text and small details. Can be used for buttons or to draw attention to certain areas. Please make sure it's not overused anywhere.

**Dark Gray** is used for text and as a contrasting secondary background colour. Use it in backgrounds sparingly. Shades of gray are allowed for greater flexibility.

## PRINT:

C=0 M=100 Y=100 K=0

Pantone 485 C

## SCREEN:

R=215 G=30 B=35

#D71E23 (#C51414 for text)

< 5%

## PRINT:

C=0 M=0 Y=0 K=0

N/A

## SCREEN:

R=255 G=255 B=255

#FFFFFF

> 80%

## PRINT:

C=0 M=0 Y=0 K=85

Pantone Cool Gray 11 C

## SCREEN:

R=65 G=65 B=65

#414141 (#5A5A5A for text)

~ 15%

Additionally **rich yellow** is allowed to be used from time to time, but sparingly, as a button colour (R=255 G=220 B=0, #ffdd00, C=0 M=10 Y=100 K=0).

Use spot colours (Pantone) for printing whenever financially justifiable. This ensures the highest print and colour quality.

This document is using CMYK colours.



# Imagery

## Illustrations

Illustrations in this visual identity were prepared to reinforce the brand message and visually connect Nationwide Utilities with the sector in which it operates - utilities. The illustrations library is a collection that is meant to be constantly expanded, however all the additions or changes have to be discussed with the Brand Manager. Check the Files section in this brand manual for the illustration files.



## Photography

Photography use should be kept to minimum and any photos used in marketing materials have to be approved by the Brand Manager. It is preferred to use vector illustrations aligned with the brand instead of photos whenever possible.

Always try to use non-stock photos from the company's private photo library of people, places and things related to the business in reality (existing and former customers, partners, buildings, offices, online tools, documents, equipment, etc.). Ask customers for high resolution photos of their business when needed.

# Stationery

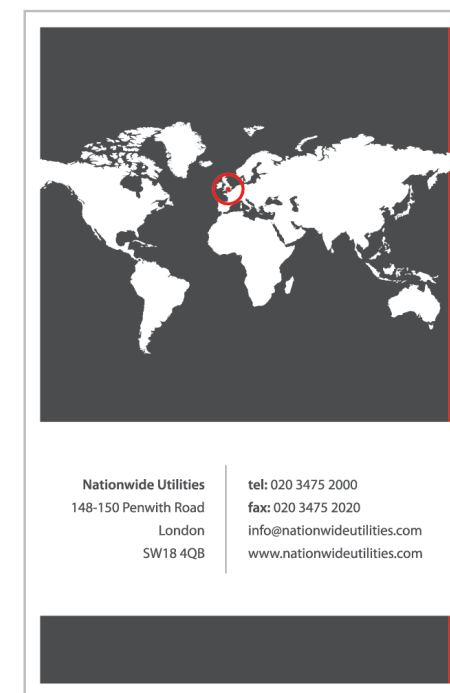
## Introduction

Here you can find some examples of branded stationery materials. The set currently consists of a business card, a letterhead, a complimentary slip and a document template but should be expanded in future.

## Business card

The business card was designed as a double-sided card. Name and job title font is Museo Slab. Contact info font is Myriad Pro.

The basic version should be printed on a quality thick paper (minimum 400gsm, FSC certified and/or recycled). The exclusive version could be printed on triplexed paper white on the outside with red paper sandwiched in between, finished with debossed dark gray areas and UV spot varnish finish for the world map graphic and red stripe on the side. Print ready artwork files can be found through the Files section of this brand manual.



# Stationery

## Letterhead

The letterhead contains the logo and contact information at the top and some additional small print information at the bottom. It was designed to be compatible with window envelopes (DL and C4 envelopes). There is a Word document template prepared for printing on the letterheaded paper as well as templates for saving to PDF format. Check the Files section of this brand manual to locate the files.

## Compliment slip

The compliment slip was designed in-line with the letterhead. It contains an area for hand written text in the middle. Print ready artwork file can be found through the Files section of this brand manual.

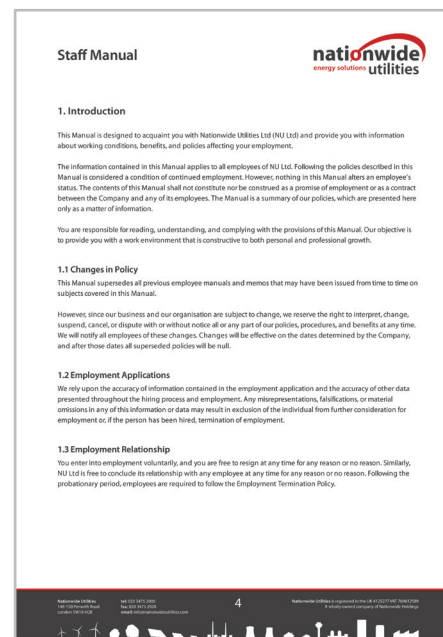
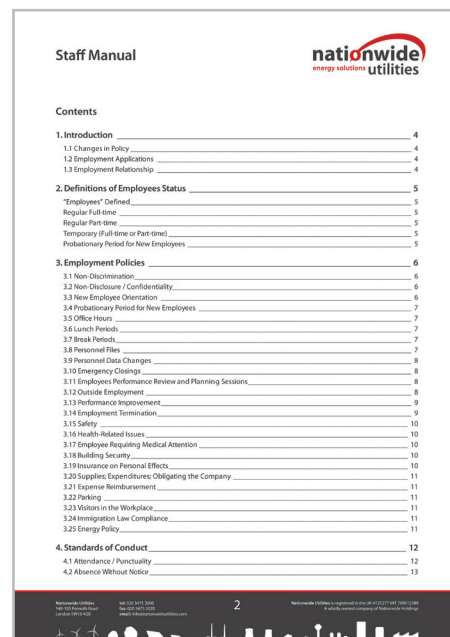
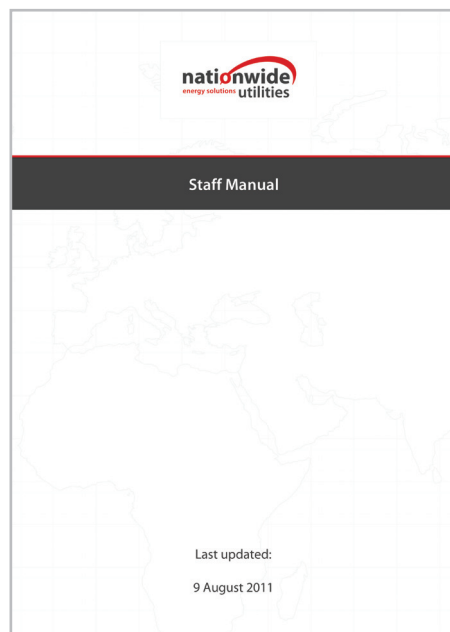


# Stationery

## Document template

The document template should be used for longer documents when using letterhead paper is not convenient. This template has both header and footer areas with editable document name and page number respectively. The cover page is also provided.

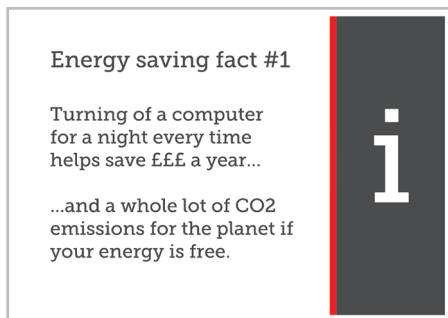
The template is in Word format (should be saved as PDF after editing) which you can find through the Files section of this brand manual.



# Signage

The signage was designed specifically for the main office. There are several small A5 size signs and a big outdoor sign design as well as its variations for the stairwell.

Use files provided in the Files section of this brand manual. Below are the examples of office signs. New signs can be produced based on the examples.



# Website - [www.nationwideutilities.com](http://www.nationwideutilities.com)

Nationwide Utilities website is the main point of contact and a source of information for the customer. Here we provide tools and present services in an interactive way and as such the website is the most important part of this identity system.

The fonts used on the website are:

**Museo Slab** for headings and main navigation links

**Lucida Grande** (Lucida Sans Unicode) for main text.

Font colour is dark gray: #5a5a5a

Main heading colour is red: #c51414

All links (apart from main navigation links) should be in red (#c51414) and underlined on hover.

All images on the website should be surrounded by 5px padding inside and 1px light gray border (#d9d9d9) with shadow on the outside to make it stand out from the white background.

There is a set of icons prepared for the website to illustrate services and a favicon that appears next to the website's address in internet browsers. Icon set can be expanded when new services are developed.

Icon set:



Favicon:



When working with the website please pay close attention to the guidelines presented in this brand manual. For the most up-to-date files contact [webmaster@nationwideutilities.com](mailto:webmaster@nationwideutilities.com) or download it from the web server. Some source files can also be found in the Files section of this brand manual.



# Files

All files related to the brand, like logos, stationery templates etc., are located in the **NU Brand** folder on the **FMPA iMac**. This is also where you can find this **brand manual**.

## IMPORTANT:

The template files will be constantly updated so whenever you need to write a letter or create a document please download the most up-to-date template from the **NU Brand** folder and start from scratch instead of using a template downloaded to your computer previously.

Never edit any files inside the **NU Brand** folder. Always copy them first to another location and then make changes but only if necessary. Changes have to be approved by the Brand Manager. Keep the old files as a backup.

Here are the folder names for this identity system:

- **Examples** - contains examples of brand materials in use
- **Fonts** - contains three font families: Myriad Pro, Museo Slab and Lucida Grande
- **Imagery** - contains illustrations and photos
- **Logo** - contains versions of the logo for screen and print use
- **Signage** - contains signage designs
- **Stationery** - contains artwork for the letterhead, business card and compliment slips as well as document templates
- **Web** - contains website layouts and graphical elements of the website as well as email signatures

You can also download this brand manual and logo files from [www.nationwideutilities.com/brand.html](http://www.nationwideutilities.com/brand.html). Please use this link when company logos are requested by customers, suppliers or any third-parties.

For internal purposes please use files from the **NU Brand** folder.



ENMS 564561

Nationwide Utilities holds Certificate No: ENMS 564561 and operates an Energy Management System which complies with the requirements of BS EN 16001: 2009 for the provision of energy brokerage and consultancy services.

Nationwide Utilities is registered in the UK 4125277 VAT 769612589  
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