



PPL CORPORATION

# Brand Standards & Guidelines

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# Our company history

Headquartered in Allentown, Pa., PPL Corporation is one of the largest companies in the U.S. utility sector.

Our utilities provide an outstanding service experience for our customers.

Our competitive earnings and dividend growth, experienced leadership team, and diverse regulated assets offer a unique and competitive investment option for investors.

For our employees, the PPL family of companies offers the potential to grow in a wide range of exciting career opportunities.

Since our founding in 1920, we have been committed to providing essential energy services in extraordinary ways – and we deliver.

Moreover, we are a positive force in the cities and towns where we do business, providing support for programs that create jobs, donating millions to charitable organizations that improve the quality of life, and encouraging the generosity of employees who volunteer freely to help others.





# Our brand position

## DELIVERING ON OUR PROMISES

Generation after generation, the people of PPL have tirelessly worked through the darkest nights and the coldest days, driven by a quiet determination to ensure that every single one of our customers has the electricity they depend on to power their lives.

We don't seek the limelight. We seek results, focusing on our customers first and always. This focus on results doesn't stop at keeping the lights on. Whether designing smart grids, building stronger delivery systems, helping customers save energy or giving back to our communities, our employees are building a brighter future.

We deliver on our promises to customers, investors, employees and the communities we serve.

# Our brand identity

Our customers depend on us for the energy they use to power their lives. But energy isn't something you see or can touch. That's why our brand is so important. Whether it's a safety poster, energy efficiency brochure, volunteer T-shirt, customer bill or company website – our brand is how we present ourselves inside and outside our company.

A strong brand is well known and makes a clear and positive impression with all stakeholders. That's why it's important to be clear and consistent in all our communications.

These Brand Standards and Guidelines were developed to help you use our brand and logo effectively. Our goal is to make sure that PPL materials have a distinctive look – one that's easy for people to recognize. While it was developed to be as comprehensive as possible, it may not address every question or situation. In those cases, please contact the individuals listed on page 2 for clarification.

## **Together we can make sure our brand is powerful.**

These guidelines are not intended to limit creative ideas. But they will help ensure that the public can see at the first glance that something comes from PPL.

# Our visual identity

There is only one PPL logo.

The PPL logo is always represented as shown.

The ONLY exception is when the PPL logo appears with a subsidiary.

There are ONLY THREE approved subsidiary logos: PPL Electric Utilities, PPL Corporation, and PPL Foundation.

- The PPL logo has been custom drawn and must not be re-created. Do not attempt to set type or redraw the burst. Use approved reproduction artwork only.
- The PPL logo should never be reproduced from this document. Approved artwork in both camera-ready and electronic format is available from Corporate Communications. Electronic files of the logo also are available at **[pplweb.com/logo-downloads](http://pplweb.com/logo-downloads)**.
- The colors represented in this document should not be used for color matching purposes. Actual color samples may be found in current editions of the Pantone Color Guide. *See page 8 for specifications.*
- The U.S. Patent and Trademark Office grants registered trademarks “®” for products. PPL Corporation has been granted “Registered Trademark” status.
- The “®” should always be used with the PPL logo in the size, style and position shown (at the bottom right of the “burst”).
- The PPL logo may never be used within body copy. When used in text, the name PPL should appear in the same font and size as the surrounding body copy.
- Do not use the “®” in titles, headlines or body copy.



# Print and web typography

- Capitalize the first letter of the first word of the headline or heading only. Lowercase the first letters of the words that follow. For body text, a minimum size of 10 point is recommended.
- PPL uses Raleway for headlines and Alegreya Sans for subheads and accent text for print or web. Roboto Condensed is used for body-copy text in print; Roboto is used for body-copy text on the web.
- Raleway and Alegreya Sans have been chosen for their modern sleek look to represent the company moving forward into the future. These typefaces must be used for corporate print and online communications.
- Roboto and Roboto Condensed have been chosen for their legibility and compatibility with Raleway and Alegreya Sans. These fonts are used for body and informational copy.
- For information about PPL's ADA compliance, see page 28.

## APPROVED FONTS

### PRIMARY PRINT AND WEB DISPLAY FONT (HEADLINES)

Raleway OTF Thin  
Raleway OTF Extra Light  
Raleway OTF Light  
Raleway OTF Regular  
Raleway OTF Medium

**Raleway OTF Semi Bold**  
**Raleway OTF Bold**  
**Raleway OTF Extra Bold**  
**Raleway OTF Heavy**

### SECONDARY PRINT AND WEB DISPLAY FONT (SUBHEADS/ACCENT TEXT)

Alegreya Sans Thin  
*Alegreya Sans Thin Italic*  
Alegreya Sans Light  
*Alegreya Sans Light Italic*  
Alegreya Sans Regular  
*Alegreya Sans Regular Italic*  
Alegreya Sans Medium  
*Alegreya Sans Medium Italic*

**Alegreya Sans Bold**  
***Alegreya Sans Bold Italic***  
**Alegreya Sans Extra Bold**  
***Alegreya Sans Extra Bold Italic***  
**Alegreya Sans Black**  
***Alegreya Sans Black Italic***

### PRINT TEXT FONT

Roboto Condensed Light  
*Roboto Condensed Light Italic*  
Roboto Condensed Regular  
*Roboto Condensed Regular Italic*  
**Roboto Condensed Bold**  
**Roboto Condensed Bold Italic**

### WEB TEXT FONT

Roboto Light  
*Roboto Light Italic*  
Roboto Medium  
*Roboto Medium Italic*  
**Roboto Bold**  
***Roboto Bold***

# Print color palette

- Whenever possible, print the logo in the two specified colors (Pantone Process Blue and Pantone Reflex Blue). For full color (four-color process) printing, the following ink combination may be substituted:
  - PMS Reflex Blue:** CMYK (100 C, 87 M, 0 Y, 20 K)
  - PMS Process Blue:** CMYK (100 C, 15 M, 0 Y, 6 K)
- The logo should be used in PMS Reflex and Process Blue or white on all full-color print materials.
- For one-color or two-color printing, the logo may appear in the three specified colors, Pantone Reflex Blue, black or white.
- The logo may be used in black for black-and-white printing.
- Logo colors must always be included in any PPL materials; complementary colors are the only approved additional colors that may be used as accents.

## BACKGROUND COLOR

The preferred background or paper color is white. A white logo is appropriate for use on dark or photographic backgrounds.

*CMYK and RGB mixes based on current specs available from Pantone.com.*

## LOGO



Pantone Reflex Blue  
CMYK (100 C, 87 M, 0 Y, 20 K)  
RGB (0 R, 20 G, 137 B)



Pantone Process Blue  
CMYK (100 C, 15 M, 0 Y, 6 K)  
RGB (0 R, 133 G, 202 B)



Process Black  
CMYK (0 C, 0 M, 0 Y, 100 K)  
RGB (39 R, 37 G, 31 B)



White  
CMYK (0 C, 0 M, 0 Y, 0 K)  
RGB (255 R, 255 G, 255 B)

## COMPLEMENTARY



Pantone 355 Green  
CMYK (93 C, 0 M, 100 Y, 0 K)  
RGB (0 R, 151 G, 57 B)



Pantone 376 Green  
CMYK (48 C, 0 M, 100 Y, 1 K)  
RGB (132 R, 189 G, 0 B)



Pantone 1585 Orange  
CMYK (0 C, 66 M, 99 Y, 0 K)  
RGB (255 R, 106 G, 20 B)



Pantone 1235 Yellow  
CMYK (0 C, 25 M, 94 Y, 0 K)  
RGB (255 R, 184 G, 28 B)



Pantone Cool Gray 5  
CMYK (28 C, 21 M, 18 Y, 1 K)  
RGB (177 R, 179 G, 179 B)



# Web color palette

## WEB CONTENT ACCESSIBILITY GUIDELINES

PPL strives to make its web content accessible to people with disabilities. It's our goal to be considered AA compliant with the Web Content Accessibility Guidelines (WCAG). As such, PPL's web content should meet certain standards, such as: audio description needs to be provided for all prerecorded video content in synchronized media, text needs to be able to be resized without assisted technology up to 200 percent without loss of content or functionality, and color is not used as the only visual means of conveying information, indicating an action, prompting a response, or distinguishing a visual element.

For more information on WCAG, contact Corporate Communications.



Royal Blue  
HEX# 001489  
Used for headlines.



Bright Blue  
HEX# 007ab8  
Used for backgrounds, eyelash text, buttons, nav text.



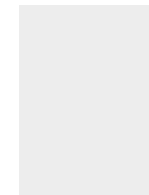
Green  
HEX# 118835  
Used for accent bubbles and features, bold links, navigation selection text.



Black  
HEX# 2d2926  
Used for form backgrounds, subnav bars, shade of it used for footer.



Dark Gray  
HEX# 81726a  
Used for backgrounds to separate content (IR site) and for accent bubbles (IR site); for text color throughout the site.



Light Gray  
HEX# ededed  
Used for backgrounds to separate content throughout.



White  
HEX# ffffff  
Used for text on dark backgrounds and buttons; used for Header text.

# Approved color usage

## Official color logo (Pantone Reflex Blue ppl and TM with Pantone Process Blue burst)

This is the correct color setup for the PPL logo.  
*The two-color logo is important in building our identity and should be used whenever possible.*  
The official logo colors are Pantone Process Blue and Reflex Blue.  
The secondary versions shown below may be used when there are printing restrictions.  
The logo must not be reproduced in any other colors.  
Color swatches and electronic artwork are available from Corporate Communications.



## One-color logo (Pantone Reflex Blue)

For one-color printing applications on white or light backgrounds, the logo prints solid (100%) Pantone Reflex Blue. Tints are not used. One-color reproduction in other colors is not acceptable.



## Black logo

For black-and-white reproduction, the logo prints solid (100%) black. Tints are not used.



## White logo

The logo may appear in white for reproduction on black, dark-colored or photographic backgrounds. The logo must reverse out completely to white. Do not use tints or drop shadows.



# Incorrect color usage

To build public recognition of our brand, it is critical that the logo always appears in a consistent manner. *Do not use variations* such as the examples shown below.

Do not use the two-color logo on dark or confusing backgrounds.



Do not attempt to create the two-color logo with tints of a single color.



Do not use tints within the logo to change its appearance.



Do not attempt to introduce new colors or switch colors within the logo.



Do not attempt to create alternate two-color versions to use on dark backgrounds.

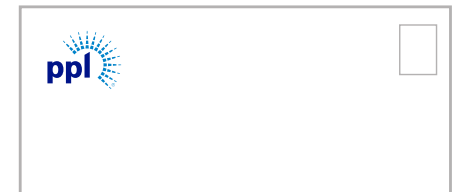
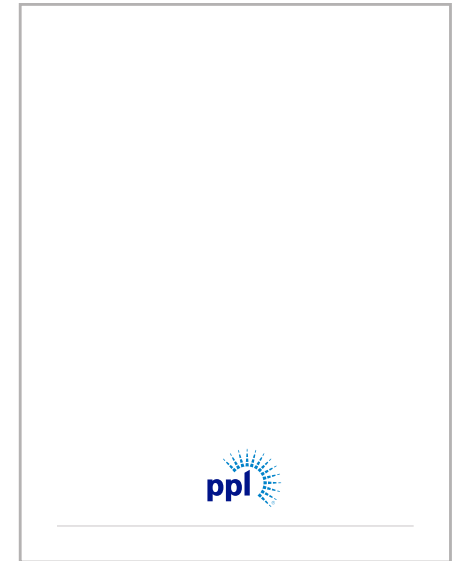
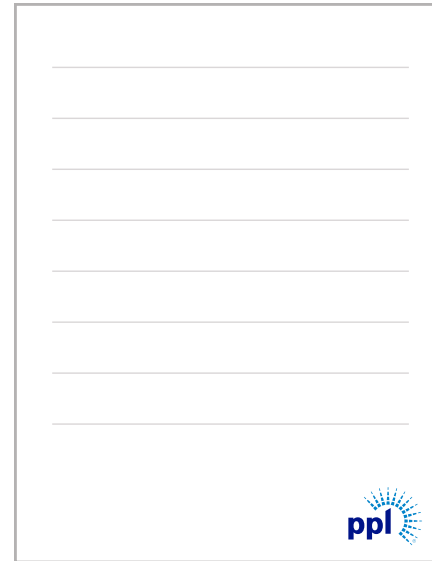


Do not reproduce the logo as a tint of a color or as a ghosted image.



# Logo placement

- The preferred position for the PPL logo is the bottom right. On folded or multi-page brochures, the logo should appear in the bottom right corner of the front panel. No text or graphics should appear in the area immediately surrounding the logo.
- There is no specific size requirement; however, it is preferred that the logo should be at least 1" high on standard trifold brochures and 8.5" x 11" pages.
- The logo used may be the basic PPL symbol, or the symbol for one of PPL's business units.
- The logo may be repeated in the center bottom of the back page or panel, along with the company address. Where mailing requirements, such as an indicia, make this impractical, the logo and address may be used in the upper left corner in the same configuration as that on business envelopes.
- Based on web best practices, the logo should be aligned top left for online use. This is an exception to the general rule for logo placement.





# Incorrect logo usage

Do not enclose the logo in a shape.



Do not alter the proportions of the burst and ppl.



Do not alter or fill in the shapes within the burst.



Do not change the proportions of the logo in order to fit a space.




Do not link the logo to other words or graphics.





Do not use the logo or any of its individual elements within body copy, text or headlines.

Lorem sit amet  consectetur adipiscing

Lorem ipsum dolor sit amet consectetur adipiscing elit, sed do eiusmod tempor inci et m, quis nostrud exercitation ullamco  laboris nisi ut aliquip ex emodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum.

Do not use the logo or burst as an element apart from the logo or as decorative bullets within text.

 Lorem ipsum dolor sit amet consecteturmod tempor incididunt ut labore et dolore magna aliqua. Ut ennostrud exercitation ullamco laboris nisi ut

 Lorem ipsum dolor sit amet consecteturmod tempor incididunt ut labore et dolore magna aliqua. Ut ennostrud exercitation ullamco laboris nisi ut

Do not change the font or characters in ppl.



Do not link any copy to the logo in such a way as to make it appear as though it is a part of the logo.



Do not insert ampersand into the logo.





**PPL Electric Utilities**



**PPL Foundation**



**PPL Corporation**

## PPL Subsidiary logos

**There are ONLY THREE approved subsidiary logos that incorporate the PPL “burst” – PPL Electric Utilities, PPL Corporation, and PPL Foundation.**

These PPL subsidiary logos may appear on their own and are not required to appear in conjunction with the PPL “burst” logo.

PPL products, services, groups/teams, departments, internal and external projects, events, or web applications **will not have their own logos.**

*See page 16 for more information.*

These logos are a registered trademark “®” and a protected graphical representation.

Please note: these logos do not include the corporate tax status of each company (i.e. LLC, Inc., etc.)

## CO-MARKETING

In the event that the PPL logo or one of the subsidiaries must appear alongside other vendors in a “co-marketing” campaign or sponsorship, please follow the same area of isolation rules, and place the PPL logo to the right of the other brand’s logo. Use diagram at right for placement.



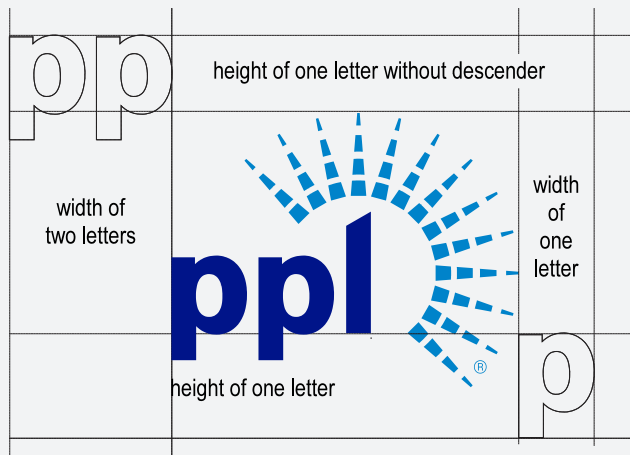
# Operating company logos

Logos for PPL's operating companies must appear with "A PPL Company" tagline. Each operating company has their own set of brand guidelines, please contact Corporate Communications for more information.



## PPL OPERATING COMPANY LOGO LOCKUP

In very limited instances, we may want to visually represent the entire enterprise. In such cases, the corporate logo will be shown to the right and slightly larger in relation to the operating company logos. This treatment is known as a "lockup" as it should not be altered.



## LOGO AREA OF ISOLATION

Correct usage also includes keeping a proportionately consistent amount of white space around the logo. Do not allow copy or graphics to infringe on the area of isolation.

- Use the type characters in the logo as shown to determine the desirable amount of white space for the size logo you're using.
- This is the minimum area of isolation for the PPL logo. Text, headlines or graphics should not appear in this area.
- The area of isolation should also be applied when positioning the logo on the edge of a page.

# Look & feel: print

- The visual aesthetic of PPL is contemporary and simple with a good use of white space. Text may be knocked out of a solid color, preferably the Reflex or Process Blue for easy readability.
- Messaging should be displayed in an organized manner with ample use of white space.
- Images can be of any size and may bleed off the design. Images must not overlap or be tilted at an angle. Photos may appear as full color or a duotone. Black and white images may be used as a duotone.
- Images and/or art should not have a drop shadow.
- Icons, symbols and infographics should be of a flat, two-dimensional design. Do not use graphics styled to appear 3D.
- Fonts should be used as Light or Regular, with a minimum use of Bold. Roboto Condensed is to be used for body copy.
- Use of color for bulleted text is acceptable.
- Gradients for backgrounds may not be used.





# Look & feel: video

## INTRO & OUTRO

Use the PPL logo animation at the beginning and/or end of your video.

## TITLE & CREDIT SLIDES

Our goal is to get to the video as quickly as possible. If you'd like to use a title in the beginning, add it to the logo intro slide. Do the same if you'd like to add a URL or brief credit at the end. Titles should subtly fade in and fade out. Title should be of medium weight in Pantone Reflex Blue and subtitles should be light italic in Pantone Process Blue. Text should be centered beneath the logo. Further animation is discouraged.

## LOWER THIRDS

Lower thirds should be white type. Names should be in bold with titles and operating company in regular. Text should be left aligned in no more than two small colored bars that float in the lower left corner of the video.

Titles and operating company should be broken onto their own lines. Bar colors should be Pantone Process Blue and Pantone Reflex Blue respectively. Bars should briefly fade in and fade out. Further animation is discouraged.

## TRANSITIONS

In video and film, transition effects have meaning. As such, transition effects should be used sparingly. Should you want to use a text slide transition, it should be on a transparent white background, overlaying photos or video, using medium and light italic font in Pantone Reflex Blue and Pantone Process Blue, respectively, to highlight key facts in text.

## FILES TO BE DELIVERED


- When working with outside video vendors, all video files should be delivered in wmv and mp4 format at 1920x1080 HD. Other desired formats may be requested in addition to that.
- Unedited B-roll should be obtained.
- All videos should be sent to Corporate Communications for archiving.



# Iconography

- Icons, illustrations and infographics should have a flat design quality with a simple, clean aesthetic.
- An icon enclosed in a colored shape must appear in white (or white with an optional second color) using PPL approved colors.
- Icons not used in an enclosed shape should appear in one of the PPL approved colors.
- Infographics should be neatly displayed with easy readability.
- Choose and create appropriate icons that relate to the topic, content and text.
- Choose icons and graphics that are easily recognizable and convey a simple, clear message.

## Container Seedling Tree Planting Guide

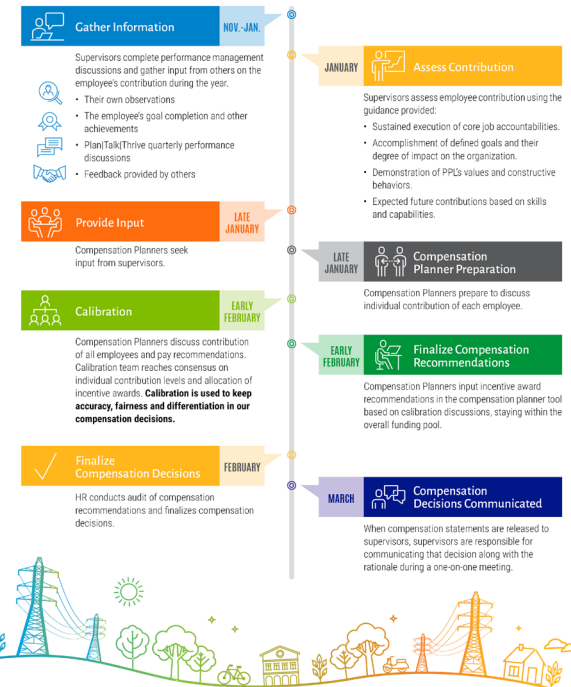


### PLANTING

1. Dig wide and tapered planting holes at least 3-4 times as wide as the width of the container. The holes should be saucer-shaped. This will encourage the roots to grow outward through loosened soils. Shovels, spades, or post-hole diggers are good tools that can be used.
2. Depth of the planting holes should be the same as the depth of the container.
3. One at a time, carefully remove trees from their container, squeezing the sides of the container gently to release the roots and soil. If root bound (when roots encircle the inside of the container), use a sharp knife to cut an "X" on the bottom of the roots and four vertical cuts along the sides of the roots.
4. Place each tree in the center of the planting hole and backfill with loosened soil. Work your way up, filling the hole with soil and tamping in around the roots so that the soil is firmly compacted, but not tight. Air pockets should not be left in the soil, but water will need to be able to soak in.
4. Create a ring of soil forming a watering basin around the tree and water as soon as possible, saturating the soils.
5. Do not replace grass around the planting holes. Add a 2-inch thick layer of mulch (shredded bark or woodchips) spread around, but not touching, the tree trunks. The mulch will help retain moisture in the soil and reduce weeds that would hinder the trees.
6. During the first growing season, water the trees each week if possible, particularly during periods of dry weather or drought.

*Note: Trees should be planted so that the final height is the same as how the trees were grown at the nursery. The highest roots should be covered by soil, but the crown (where the trunk flares out above the roots) should be exposed and not buried. It is most important to not plant the trees too deep.*

**Community Roots**  
PPL Electric Utilities  
Caring about our communities goes beyond providing safe, reliable electric service.



**Gather Information** NOV.-JAN.  
Supervisors complete performance management discussions and gather input from others on the employee's contribution during the year.

- Their own observations
- The employee's goal completion and other achievements
- PlanTalk/Three quarterly performance discussions
- Feedback provided by others

**Provide Input** LATE JANUARY  
Compensation Planners seek input from supervisors.

**Calibration** EARLY FEBRUARY  
Compensation Planners discuss contribution of all employees and pay recommendations. Calibration team reaches consensus on individual contribution levels and allocation of incentive awards. **Calibration is used to keep accuracy, fairness and differentiation in our compensation decisions.**

**Finalize Compensation Decisions** FEBRUARY  
HR conducts audit of compensation recommendations and finalizes compensation decisions.


**Assess Contribution** JANUARY  
Supervisors assess employee contribution using the guidance provided:

- Accomplishment of defined goals and their degree of impact on the organization.
- Demonstration of PPL's values and constructive behaviors.
- Expected future contributions based on skills and capabilities.


**Compensation Planner Preparation** LATE JANUARY  
Compensation Planners prepare to discuss individual contribution of each employee.

**Finalize Compensation Recommendations** EARLY FEBRUARY  
Compensation Planners input incentive award recommendations in the compensation planner tool based on calibration discussions, staying within the overall funding pool.


**Compensation Decisions Communicated** MARCH  
When compensation statements are released to supervisors, supervisors are responsible for communicating that decision along with the rationale during a one-on-one meeting.



**Commitment 1:**  
Attract, develop and retain a high-performing, diverse workforce.



**Commitment 2:**  
Increase diverse representation in leadership roles, with a focus on females and minorities.

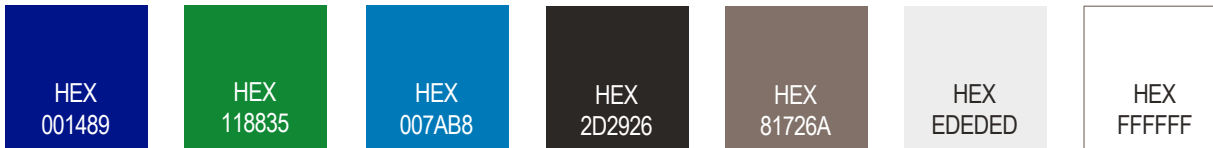


**Commitment 3:**  
Maintain a workplace culture of equity and inclusion.



# Look & feel: PowerPoint

PowerPoint offers only a small variety of “safe” universal fonts that are compatible across multi-users and platforms. For this reason, acceptable PowerPoint fonts differ from print or web. Using the fonts listed below will eliminate unusual line breaks and font substitutions.



## MICROSOFT APPROVED FONTS

Franklin Gothic Book  
Franklin Gothic Medium  
**Franklin Gothic Demi**  
**Franklin Gothic Heavy**  
Franklin Gothic Medium Condensed  
**Franklin Gothic Demi Condensed**

Arial Regular  
*Arial Regular Italic*  
**Arial Bold**  
***Arial Bold Italic***  
**Arial Black**

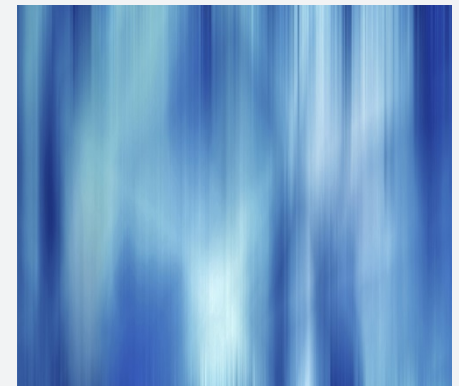
Arial Narrow  
*Arial Narrow Italic*  
**Arial Narrow Bold**  
***Arial Narrow Bold Italic***

LOGO  
(use PNG files  
to retain transparency)



## FULL BACKGROUND IMAGES

960 pixels x 720 pixels @ 72 dpi



# Photography guidelines

## SAFETY APPROVED:

- All photos involving field work, physical labor and employees in or around electrical equipment must be reviewed for safety compliance. Please contact Corporate Communications to assist with this process.

## PHOTO RELEASES:

- Photo releases are required for any photography used for advertising and marketing materials and should be completed prior to photos being taken, whenever possible.
- Photographer is responsible for securing signed photo release forms from photographed individuals and including identification in the photo meta data.

## PHOTO NAMING & IDENTIFICATION:

- Photographer is responsible for identification of photographed individuals that can be captured accurately and easily in captions.
- All photos must include the name of the individual within that photo. (Exception: If a group of 10 or more individuals populate the photo.)
- All signed photo-release forms should be sent to Corporate Communications to archive.

## FILES TO BE DELIVERED:

- When working with photographers, all photos should be delivered as jpgs at a minimum of 300dpi and in RGB color mode. Other formats desired may be requested in addition to that.
- All photographs should be sent to Corporate Communications for archiving.





# Look & feel: photography

- Hired photographers must contact Corporate Communications or your operating company's equivalent communications function for guidelines; photos must be approved by Safety.
- Approved photography can be requested from Corporate Communications.
- Photography should be a reflection of PPL employees and customers: authentic, friendly, ethnically diverse.
- Subjects should be photographed in a clear bright environment with unique perspectives and interesting, uncluttered backgrounds.
- Focus should be on people.
- **Do not download and use images from the web; stock photography must be purchased.**

