



Duke Energy | Brand Standards

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Contact Information

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The Duke Energy Brand Standards have been developed to be as comprehensive as possible. However, they may not clearly resolve every question or situation. Contact the individuals below for clarification or answers to specific questions.

Contacts

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Self-Service Creative

iCreate

iCreate is a searchable database of Duke Energy photos, logos, maps, print ads, and Microsoft Word and PowerPoint templates. iCreate can be found in the Brand Toolkit on the Portal or accessed directly at: <https://portalapps.duke-energy.com/DukeSSOConnect/default.aspx?appname=icreate>

Mission, Values and Priorities

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Mission, Values and Priorities

Our Mission

We win when we:

- Provide affordable, reliable, increasingly clean energy in safe and sustainable ways to our customers 24/7.
- Support rewarding and meaningful careers for our employees.
- Promote the health and success of our communities.
- Deliver superior value for our investors and other stakeholders.

Our Values

We are guided by:

Safety

The safety of our teammates and the public is our highest priority.

Integrity

We behave ethically, and trust is at the core of our relationships.

Accountability

We do what we say and own what we do.

Respect

When we respect each other, we actively listen to each person's opinion and intentionally leverage each person's strengths.

Communication

We communicate clearly, openly and frequently, and work hard to ensure that every voice is heard.

Inclusion

We learn from and respect our differences.

Teamwork

We collaborate effectively as one team.

Our Strategic Priorities

- Achieve zero injuries and a healthy workforce.
- Lead the industry in operational performance and customer satisfaction.
- Achieve top-quartile performance at all of our nuclear plants.
- Achieve our financial objectives by being rigorous financial stewards.
- Deploy capital effectively and manage capital projects successfully.
- Achieve constructive regulatory and legislative outcomes.
- Engage and develop employees to perform to high standards in a supportive workplace of diversity and inclusion.
- Promote innovative solutions, continuous improvement and sustainability.
- Promote strong community partnerships and environmental stewardship.
- Deliver the promised merger benefits and complete effective integration.

Our Near-Term Priorities

- Achieve constructive rate case outcomes.
- Ensure in-service of Edwardsport.
- Deliver successful merger integration, including fuel and non-fuel benefits.
- Improve nuclear fleet performance.

Brand Architecture

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Duke Energy Brand Architecture

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The Duke Energy Name

Although our regulated utilities have different names (e.g., Duke Energy Carolinas), a single company name is used with customers – Duke Energy.

- The Duke Energy name reflects one team, focused on serving all customers with consistent, superior service, regardless of where they operate. It is a strong and well-known brand, associated with value, service and leadership in our industry and the investment community.
- A single company name is easy for customers and other stakeholders to remember, and brings significant savings and efficiencies, especially in our marketing activities.
- A unified brand supports our scalable business model of acquiring other companies and seamlessly integrating them into Duke Energy.
- Some employees and executives who interact with state regulatory commissions and other official agencies must use the following utility names: Duke Energy Carolinas, Duke Energy Progress, Duke Energy Florida, Duke Energy Indiana, Duke Energy Ohio and Duke Energy Kentucky. However, these names and their corresponding logos are not to be widely used.
- Signs at facilities; logos on vehicles, uniforms and hard hats; language on our websites and other communications must use the name “Duke Energy.”
- The Duke Energy name must always be used in its entirety. It should never be shortened to “Duke.”

With the exception of legal documents, acronyms should never be used in lieu of full utility names (e.g., DEF should not be used to represent Duke Energy Florida).

Important!

Due to regulatory requirements, the Duke Energy Progress name and logo must be used in the legacy Progress Energy Carolinas service territory. It is used on all customer communications as well as facility signage in that jurisdiction. However, the Duke Energy name and logo are used on uniforms, hard hats and employee ID badges in all regions.

Commercial Businesses

Some of our businesses have a need to identify strongly with the Duke Energy brand, yet be distinguished from the regulated utilities as independent affiliates. These include the following:

- Duke Energy International – operations primarily in Central and South America
- Duke Energy Renewables – wind and solar development throughout the U.S.
- Duke Energy Retail – generation and other nonregulated services for Ohio retail customers
- DukeNet Communications – development and management of telecommunication systems (Duke Energy owns 50 percent)

Master Brand

The Duke Energy logo represents the company's "master brand." It is the primary visual representation of our company – used in nearly all applications, regardless of media or stakeholder audience. It is a registered trademark, as denoted by the "®" registration mark. As such, it must be used as shown below and cannot be modified in any way.

Master Brand

The Duke Energy logo represents all utility companies except Duke Energy Progress. Due to regulatory requirements, the Duke Energy Progress logo must be used in the legacy Progress Energy Carolinas service territory.

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Geographic identifiers



Important!

Only the Duke Energy logo is used to identify the company, regardless of application or media.

Other logos may not be created or used for offices, generating stations, facilities, departments or events. A standardized text treatment may be used for those purposes, as outlined in the logo usage section of this manual.

The geographic identifiers shown above are to be used only in the following applications:

- Regulatory filings in the franchised jurisdictions and other public documents (press releases, fact sheets, etc.) referring to those filings
- Utility-specific reports presented to regulators
- Limited internal uses (financial reports, customer data, etc.)
- Business cards and stationery for large customer/regulator/legislator-facing employees in the respective utility organizations (this applies to all employees in the organizations reporting to the utility presidents)

Nonregulatory communications, print or electronic, should refer to Duke Energy only and use the Duke Energy logo; geographic identifiers should not be used. Regional operations can be described in terms of "doing business in the Carolinas" or "the company's Indiana operations." Geographic identifier logos should never be used on hard hats, apparel, vehicles, signage or company-branded merchandise.

Master Brand**11****Sub-brands**

Only the logos below are currently in use at Duke Energy.

As new lines of business are developed, Corporate Communications will develop and approve corresponding logos, in keeping with the brand architecture.

Logos may not be developed or used for offices, generating stations, facilities, departments or events.

**Freestanding Brands**

Master Brand

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Duke Energy International



Utility Naming Convention

- Doing/business/as names are what allow us to use the less-formal customer-facing names. The latter align with the Duke Energy master brand strategy.
- Customer-facing names should be used on all communications to customers.
- Formal utility names should be used on legal documents (contracts, deeds, easements, permits, etc.) and regulatory filings.
- The duke-energy.com URL must be used for all service territories except Duke Energy Progress – which must use duke-energy.com/progress.
- With the exception of Duke Energy Progress, all utilities use the Duke Energy logo.

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Doing/Business/As Name	Formal Utility Name	Customer-Facing Name
Duke Energy Progress, Inc. d/b/a Duke Energy Progress	Duke Energy Progress, Inc.	Duke Energy Progress
Duke Energy Florida, Inc. d/b/a Duke Energy	Duke Energy Florida, Inc.	Duke Energy
Duke Energy Ohio, Inc. d/b/a Duke Energy	Duke Energy Ohio, Inc.	Duke Energy
Duke Energy Indiana, Inc. d/b/a Duke Energy	Duke Energy Indiana, Inc.	Duke Energy
Duke Energy Kentucky, Inc. d/b/a Duke Energy	Duke Energy Kentucky, Inc.	Duke Energy
Duke Energy Carolinas, LLC d/b/a Duke Energy	Duke Energy Carolinas, LLC	Duke Energy

Business Naming Policy

The Duke Energy name and logo unify our brand and emphasize the integrated nature of our energy businesses. This allows us to go to market as one company – a company that represents the combined value our businesses bring to the market.

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- Corporate Communications, working with our Legal department, researches trademarks and reviews and approves all new names and logos. Logos are based on the commonly used name of a business, not the name of the legal entity. All energy-related businesses use the corporate name and logo as their primary identifiers, with the business name as a secondary identifier.
- Subsidiaries of energy-related businesses use the corporate name and logo as their primary identifiers, with the subsidiary name as the secondary identifier.
- Energy-related businesses formed from joint ventures use the corporate name and logo only when the business's practices, policies and approaches mirror those of Duke Energy.
- Names and logos for newly formed businesses are established on a case-by-case basis.

Facility Naming Process and Policy

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Naming Process

A formal naming process has been established whereby facility naming requests come to Corporate Communications or Administrative Services (Real Estate or Facilities).

- Requests are reviewed by the naming team and recommendations provided to the heads of Corporate Communications and Administrative Services, as well as the appropriate state president.
- Upon agreement, the recommended name is shared with the Executive Leadership Team to ensure there are no issues that would necessitate a different direction for the name or that would need to be included in any communications to employees.
- Assuming there are none, Corporate Communications develops any necessary internal (e.g., Portal notification) and/or external (e.g., press release) communications.
- Administrative Services works with other affected groups (IT, Event Planning, Mail Services, etc.) to implement changes.

Standards for Facility and Energy Project Naming

Formal names are given to facilities and projects at the *Operations Center* level and above.

Naming must adhere to the following criteria.

- Name a new asset for a community near the facility or a prominent local landmark (e.g. river). Doing so creates a direct link between Duke Energy and the community the facility serves.
- Do not choose names already in use by other facilities or businesses.
- Do not name facilities after people. In the past Duke Energy facilities (e.g., generating stations) have been named after prominent employees. While doing so honors the contributions of a particular individual, the person's name is likely not meaningful to the community in which the facility is located.
- When the asset is wholly owned by Duke Energy, use the corporate name and logo as the primary identifier, with the asset name as the secondary identifier.
- When the asset is owned in partnership with other companies, a unique identifier should be used in lieu of the Duke Energy name.
- When the asset is operated but not owned by Duke Energy, add "Operated by Duke Energy."
- The designation, "Regional Headquarters" is to be used only for offices that previously functioned as corporate headquarters for companies that Duke Energy has acquired (e.g., Plainfield corporate office is the Indiana Regional Headquarters).

Standards for Room Naming

The only rooms that follows the official naming process are *corporate auditoriums*.

- Name an auditorium after a past Duke Energy executive or other prominent employee, deserving of this commemorative honor.
- Auditoriums cannot be named for living employees or retirees.

Logo Specifications

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Logo Basics

The Duke Energy logo is the flagship of the company's brand. As such, its integrity must be preserved by consistently following these standards.

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Anatomy of the Logo

The logo comprises two parts:

- Duke Energy star (A) – the unique icon used to represent the company
- Duke Energy logotype (B) – the standardized typographical treatment of the company name

Except for approved applications created by Corporate Communications, the star should not be used as a stand-alone graphic element.



Clear Zone

Buffer the logo from text, photos and any other graphics within a clear zone equal to one-half the height of the "star" icon (X).



Registered Trademark

The registered trademark logo “®” should accompany the logo in all media.



Alignment of Elements

Flush-left Applications

Two options are available to align the logo with images, text or other graphic elements:

- Align with the left edge of the dark blue ribbon in the star.
- Align with the left edge of the words "Duke Energy."



Important!

The preferred placement for the Duke Energy logo is flush left or flush right, based on the overall design of the piece.

The logo should not be centered unless the overall design has a centered orientation. It can also be centered when used alone.

Flush-right Applications

Use the right edge of the "y" in "Energy" to align text or graphics above or below the logo.



Proper Sizing

In both print and electronic media, the preferred treatment is to surround the logo with liberal white space (well beyond the minimum clear zone) so it stands apart from other elements. The logo does not rely on large size to be prominent; rather, its treatment is understated.

As a general rule, the logo size should be 10 to 20 percent of the width of the piece on which it appears, regardless of the medium. Some predefined sizes for common applications are listed here.

Minimum Size

The minimum size is .75" wide.



Print Applications

The logo size for printed materials 9" x 12" or smaller is 1.375" wide.



The logo size for printed materials from 9" x 12" to 12" x 18" is 1.75" wide.



The logo size for larger items up to 24" x 36" is 2.75" wide.



Display Applications

For items such as trade show displays and banners, the designer determines the logo size. The registered trademark must be reduced in size, relative to the entire logo, for these large-format applications. See the signage section of these standards for detailed information.

Web Applications

The logo size for any Duke Energy Web page (internal or external) is 125 pixels wide. The logo should not be resized, as a loss in visual quality will occur. All other details regarding logo use for print apply to Web use as well.



Logo Colors/Usage

Only the treatments below are approved versions of the Duke Energy logo, regardless of media.

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Primary Execution

Use the full-color star with dark blue logotype on a white background whenever possible.



PMS: 3025
RGB: 0, 89, 132
HEX: #005984

PMS: 361:
RGB: 84, 185, 72
HEX: #54b948

PMS: 631:
RGB: 38, 188, 215
HEX: #26bcd7

PMS: WHITE
RGB: 255, 255, 255
HEX: #000000

Secondary Executions



Full-color and logotype on neutral, light-color background. Background color must be a 10 to 20 percent tint of a primary or secondary corporate color.



Full-color star with reverse-white logotype on solid-black background.



Reverse-white star and logotype on solid-black or dark-color background.



Solid-black star and logotype on white- or solid-color background.

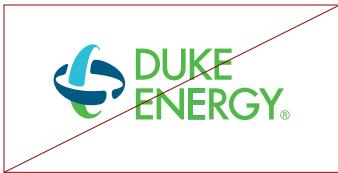
Incorrect Logo Usage

The Duke Energy logo is our intellectual property. It has been registered with the United States Patent and Trademark Office and is protected by trademark law. Anyone who creates communications for the company must protect the logo from improper or incorrect usage. Below, and on the next page, are several examples of incorrect logo usage. These apply to any of the Duke Energy sub-brand logos as well (e.g., Duke Energy Renewables).

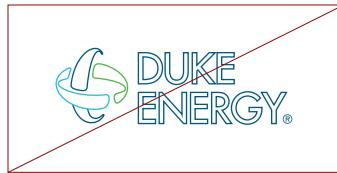
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DO NOT use the logo in a single color.



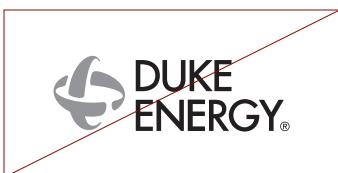
DO NOT modify the colors.



DO NOT outline the logo.



DO NOT use other colors in the logo.



DO NOT use a grayscale icon for black-and-white applications.



DO NOT use the logo on an angle (90° vertical is acceptable for binder spines).



DO NOT use a drop shadow with the logo.



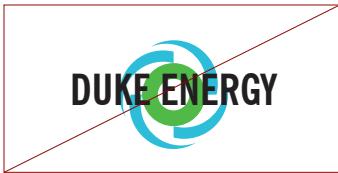
DO NOT apply special effects or filters to the logo.



DO NOT screen the logo or alter its opacity in any way.



DO NOT use the logo as part of a headline or within text.



DO NOT use the Duke Energy name with any other graphics or fonts.



DO NOT alter the proportions of the logo.



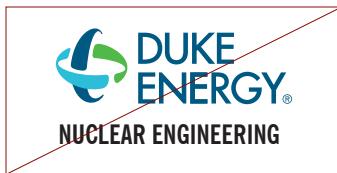
DO NOT reverse the logo over a photograph or other distracting background.



DO NOT use the logo over a photograph or other distracting background.



DO NOT use the logo as part of any other graphic or logo.



DO NOT place department names or any other text near the logo.



DO NOT use a glow, motion blur or other special effects on the logo.



DO NOT add a tagline or slogan to the logo. Duke Energy does not use a tagline.



DO NOT place the color logo on top of a colored background or pattern.



DO NOT add words or graphics to the logo.



DO NOT alter the relationship of any parts of the logo.



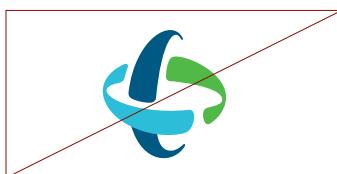
DO NOT use a white block behind the logo to separate it from a colored background.



DO NOT violate the "area of isolation" with keylines or any other graphic elements.



DO NOT violate the "area of isolation" with text.



DO NOT use the star icon by itself.



DO NOT use the logotype by itself or change the orientation of the text.



DO NOT use low-resolution copies of the logo.

Electronic Copies of the Duke Energy Logo

The Duke Energy logo is available in a wide variety of file formats to provide the best possible reproduction in various print, Web and video software applications.

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For Internal use by Employees

Employees can use the Duke Energy logo for company-related communications. It should never be modified in any way or widely distributed outside the company.

Duke Energy logos, as well as sub-brand and Employee Resource Group logos, are available for download via iCreate. iCreate can be found in the Brand Toolkit on the Portal or accessed directly at: <https://portalapps.duke-energy.com/DukeSSOConnect/default.aspx?appname=icreate>.

For External use by Vendors and for Sponsorships

When an outside vendor, consultant, service provider or sponsored organization asks to use the Duke Energy logo, the requesting party should complete the Duke Energy logo request form: <http://www.duke-energy.com/contact/logo-request.asp>.

This short form:

- Allows Corporate Communications to review the details and nature of logo requests to determine compliance with the company's Brand Standards and No Publicity policy (see below).
- Creates a record of who requested the logo, who received it and how it was used.

No Publicity Policy

Duke Energy has a strict "No Publicity" policy that applies to our consultants, contractors and vendors:

Consultant shall not use the name of Duke Energy or any of its affiliates or the fact that the Consultant is performing services for Duke Energy or any of its affiliates, in any press releases, media statements or public communications, or otherwise publicize their Agreement or any Statement of Work. Consultant shall not use Duke Energy's (including its affiliates') name, logos, trademarks, service marks, trade names, or trade secrets in any way, and Duke Energy shall not be deemed to have granted Consultant a license of, or granted Consultant any rights in, any of the foregoing by entering into an Agreement.

Logo Usage

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Promotional Item Usage

The full-color version of the logo on a white background is the preferred treatment on most applications. However, promotional items call for greater latitude.

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Preferred Promotional Item Vendor

Corporate Communications, Supply Chain and Print Support have worked together to establish a preferred vendor for apparel and promotional items – the [eCompany Store](#). Using a single, approved vendor for this work ensures that we receive volume discount pricing and protects the Duke Energy brand by making sure all items are produced in accordance with our brand standards.

Promotional Item Applications

Promotional items encompass a wide range of sizes, shapes, materials, objects and applications. In order to maintain our brand integrity, we cannot use all logo techniques that promotional product companies may offer. Listed below are techniques that can be used; others must be approved by Corporate Communications prior to production.

- Foil stamped in metallic gold 872, metallic silver 877 or metallic copper 875
- Blind embossed or debossed on a metallic gold, copper or brushed aluminum surface
- Blind embossed or debossed on a leather/leatherette surface
- Etched into clear or frosted glass/crystal

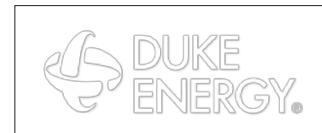
Examples



Cut brushed aluminum



Embossed brushed aluminum



Blind embossed or debossed



Debossed gold



Embossed copper

Apparel Usage

The full-color and reverse-white versions of the Duke Energy logo are the preferred options for use on apparel. Given the growing number of options available for branded apparel, Duke Energy must limit logo treatments to create visual consistency and avoid diluting our brand.

Applications

The apparel standards apply to any type of clothing including, but not limited to: shirts (long- and short-sleeve tees, polos, jerseys, dress and work), hats (baseball, fishing and visors) and jackets.

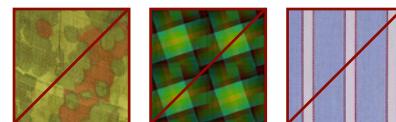
Media

To apply a logo to most any type of apparel, vendors typically use screen printing or embroidery. The latter is the designated application for higher-end products and for Duke Energy uniforms. The former is used for t-shirts and certain types of personal protective.

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Size

The preferred size for the embroidered logo is 3"W (including the registered trademark). Screen printed logo size will vary depending on the application.



Important!

Do not use the Duke Energy logo on patterned fabrics that interfere with the readability and integrity of appearance. If the logo is to be used on a fabric of this nature, it must be embroidered onto a patch with a white background, which is then sewn onto the garment.

Fabric/Patterns

The Duke Energy logo should never be applied to a fabric that has a visual/color pattern (stripes, boxes, polka dots, camouflage, etc.), though it is acceptable for the fabric to have a textural pattern. Rule of thumb: If a fabric detracts from the logo or affects its readability, then it should not be used.

Color and Placement

Shown below are the preferred applications of the Duke Energy logo to shirts. Note the following:

- Limitation of fabric colors to white, gray, black, blue, green, teal or tan/beige (neutral).
- For hi-visibility yellow or orange apparel, the black logo must be used.
- Primary logo placement on the left chest area and secondary placement on top of the sleeve
- For light-colored, neutral apparel, (e.g., gray) the full-color logo is preferred. For bright-colored apparel (e.g., green), the white logo or black logo must be used. For dark-colored apparel (e.g., navy blue), the white logo must be used. For black apparel, the white logo or the color logo with white text must be used.

Examples



Madeira Classic Embroidery Thread Colors

- | | |
|--|--|
| – Pantone 3025 blue (1296) | – Pantone 021 orange (1178) |
| – Pantone 361 green (1049) | – Pantone 130 yellow (1137) |
| – Pantone 631 teal (1289) | – Pantone 116 yellow (1069) |
| – Pantone 3435 green (1370) | – Pantone cool gray 10 (1240) |
| – Pantone 356 green (1051) | – Pantone cool gray 3 (1087) |
| – Pantone 633 teal (1091) | – Pantone 467 tan (1084) |
| – Pantone 188 burgundy (1384) | – Pantone 1205 beige (1066) |

Additional Text and Graphics

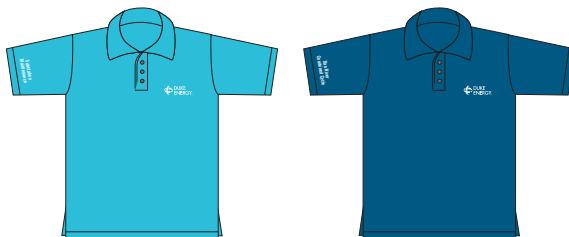
Information and/or graphics that relate to a specific program, sponsorship, etc. may be applied to the back or sleeve of a tee shirt as needed. However, they must adhere to Duke Energy's layout, color, typography and imagery standards as outlined in this manual.

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One Name, One Logo, One Company

Duke Energy seeks to create a sense of unity across its entire workforce – in all geographies. For Duke Energy apparel items, the Duke Energy logo should be placed on the left chest area and be used in isolation. Ideally, department- or region-specific information should not be included as this works against the goal of fully unifying our workforce. In instances where a department name or geographical location must be used, that information is to be typeset using upper and lower case News Gothic Condensed Bold (as shown below) and applied to the right sleeve – opposite the location of the Duke Energy logo. **Text cannot be placed near the Duke Energy logo, and departments, facilities, etc. cannot have logos of their own.**

Examples



If Duke Energy sponsors an event that uses a logotype that must appear on the left or right chest area of a shirt, the Duke Energy logo should move to the opposite sleeve.

Example



Tone-on-tone

Certain situations call for a subtle logo on apparel – for example, give-away promotional items. In these instances, tasteful “tone-on-tone” is acceptable, but must be approved by Corporate Communications prior to production, as acceptable colors are limited.

Important!

Contact Corporate Communications for approval of tone-on-tone applications prior to production.

Examples



Uniform and Personal Protective Equipment (PPE) Usage

Since they are often visible to our customers, many employees in Customer Operations (primarily Power Delivery and Gas Operations) are required to wear branded apparel and PPE. Doing so presents a positive, professional appearance in the communities we serve and ensures that these employees are readily identified as representatives of Duke Energy.

The following items represent some of the apparel and PPE worn by these employees. Specifications for logo sizes and color limitations are included.

- Fire-Retardant (FR) and Non-FR Shirts:



Embroidered black
Duke Energy logo at 3"W
on the left chest area of
high-visibility yellow shirts



Embroidered color
Duke Energy logo at 3"W
on the left chest area of
light/neutral colored shirts



Embroidered white
Duke Energy logo at 3"W
on the left chest area of
dark colored shirts



- Safety Vests with sleeves (class 3) and without sleeves (class 2):



Screen printed black
Duke Energy logo at
3.25"W on the left
chest area



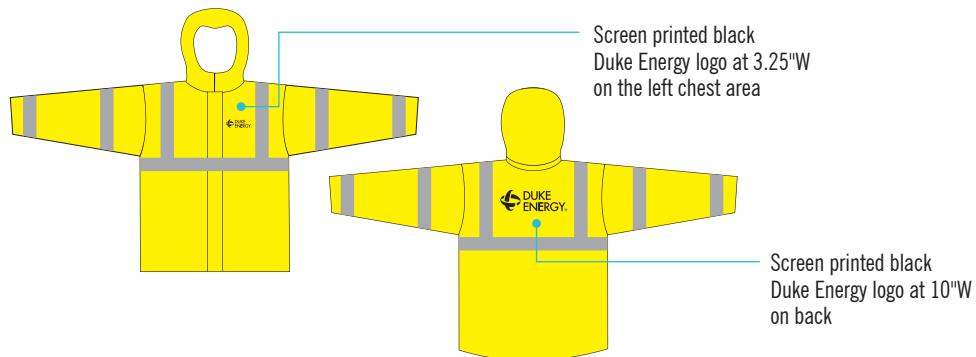
Screen printed black
Duke Energy logo at
6.5"W on back



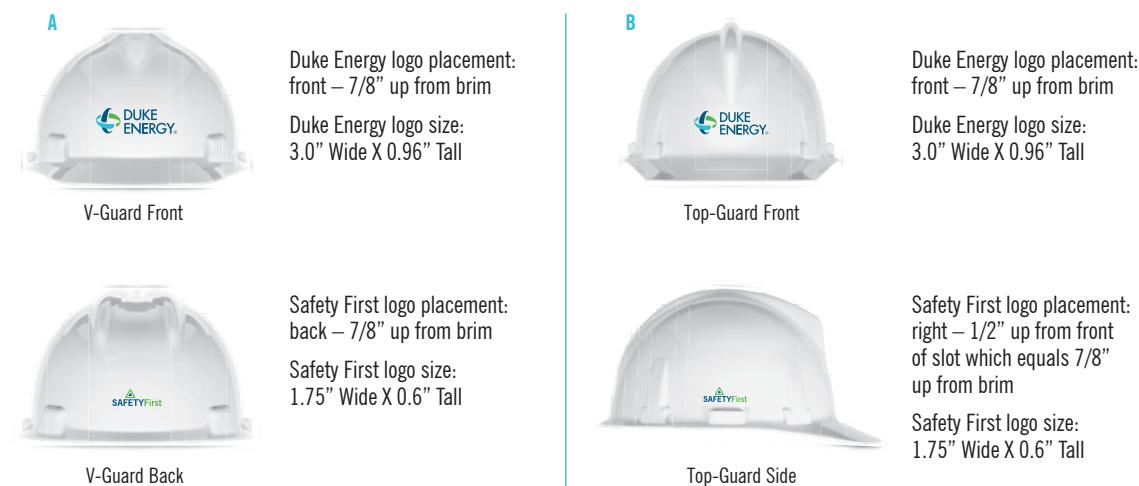
Important!

Prior to disposal of branded uniforms and personal protective equipment (ppe), the logo must be removed. For security reasons, branded attire and ppe cannot be donated, sold or otherwise made available to anyone other than the company employee to whom it was issued.

- Rain Jackets/Coats:



- Hard Hats: (A) full and front brim v-guard hard hats for customer operations and fossil/hydro generation; (B) full and front brim top-guard hard hats for nuclear generation:



Duke Energy In Action Event Shirts

Duke Energy encourages employees to give back to their local communities by volunteering their time and talents throughout the year. In addition, the company sets aside time in the spring of each year for employees and departments to organize and volunteer for a variety of community service activities. This is known as Duke Energy In Action.

Volunteers are outfitted with t-shirts that identify them as Duke Energy employees during the Duke Energy In Action event and throughout the year. This creates a consistent community presence for all company volunteers and eliminates the need for (and associated cost of) custom shirts for specific events.

Standard Duke Energy In Action volunteer shirts can be ordered via the Portal at: <http://dewap.duke-energy.com/corptrn/Volunteersinaction/default.htm>.

Examples



Other Event Shirts

Employees sometimes participate in charity and other community events, outside of "Duke Energy in Action." When doing so, they are still encouraged to wear these standardized shirts.

Sponsorship

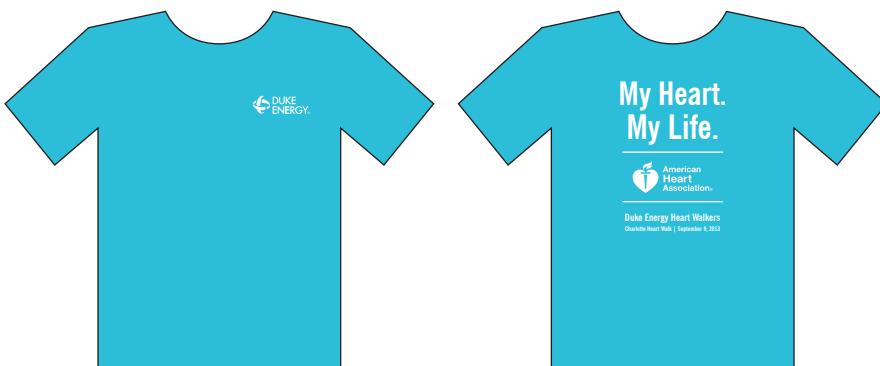
If Duke Energy is a sponsor for a particular event, our logo can be included, along with those of other sponsors. The organization being sponsored must submit a request to use the Duke Energy logo via our website at: <https://www.duke-energy.com/contact/logo-request-form.asp>. Our logo must be handled in accordance with the standards outlined in this manual.

Custom Shirts

If there is a need for a custom shirt for a particular event, the following standards apply.

- Shirt color – must be one of the following to approximate the Duke Energy primary colors: dark blue, bright green or teal; neutral colors including black, white, gray or beige are acceptable as well
- Front – Duke Energy logo in the left chest area; 3" wide
- Back – can include the Duke Energy name (not logo), an event-appropriate team name/slogan, the logo for the beneficiary/partner organization and date of the event; all text must be News Gothic
- Other graphics – the polygon shape may be included, but other graphics cannot be introduced

Examples



Video and Multimedia Usage

The logo rules for print and Web applications also apply to video and multimedia applications. Do not animate the logo or any of its components. The logo can fade in or out, but it should always remain static.

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Standard Web Video Logo Treatment

Duke Energy has a standard video logo file for use at the closing of Web video clips to create consistency. The logo fades in at 80 percent size, grows to 100 percent and then fades out.

Sample Screen Shot



Sponsorship and Specialty Logo Applications

When Duke Energy sponsors a facility, exhibit or event and “Duke Energy” is to be incorporated as part of the name, special rules apply. Because the Duke Energy logo cannot be used as part of a phrase or sentence, the name of the company should be incorporated in text only. Depiction of the company name in the corporate font family, News Gothic, is always preferred, but latitude is given to conform to the context or the physical environment.

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Signage Examples

Shown below are photographs of two sponsorships where the Duke Energy logo could not be used. The name of the company is depicted in text only.

Duke Energy Children's Museum



Duke Energy Center



Duke Energy Center for the Performing Arts



Short-Term Sponsorships

When Duke Energy enters into a short-term sponsorship deal (e.g., sports season, theater series), the Duke Energy logo should be used in all promotional materials, including temporary signage, associated with the sponsorship.

Long-Term Sponsorship

When the company enters into a long-term sponsorship agreement (e.g., building naming), the Duke Energy logo cannot be used. Rather, our company name must be used in a version of News Gothic, if permitted as part of the agreement, or in a font treatment to match other signage at the facility as required.

External Logotypes

In order to exclusively promote the Duke Energy brand and maintain its overall integrity, the Duke Energy logo is the only logo to be used on external communications materials – electronic or printed. Secondary logos distract from and dilute the overall Duke Energy brand.

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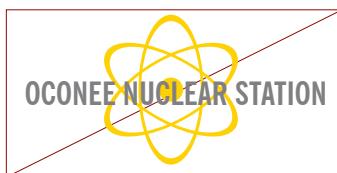
Master Brand

As stated in the Brand Architecture section, the Duke Energy name reflects **one team**, focused on serving all of our customers with consistent, top-notch service, regardless of business or location. Duke Energy is a strong and well-known brand, associated with value, service and leadership in our industry and the investment community. A **single company name** is easy for customers and other stakeholders to remember, and it brings significant savings and efficiencies, especially in our marketing activities.

Consequently, the creation or use of other logos for external applications is strictly prohibited.

Logos may not be created for any of the following:

- Departments, businesses or other organizations within the company
- Specific geographical locations including field offices, generating stations, wind farms, etc.
- Products or service offerings



DO NOT create logos for generating stations or any other company facilities.



DO NOT create logos for departments or areas within the company.



DO NOT create logos for products or service offerings.

Standardized Typographical Treatment

If desired, a standardized typographical treatment may be created and used in place of a logo. This treatment does not contain graphics or images; rather, it leverages corporate fonts and colors to complement the Duke Energy logo, rather than compete with it.

Examples

Smart \$aver®

EnergyWise® Home

GoGreen Power

Home Advantage

Specifications

- Use of upper and lower case set in News Gothic Light BT
- Up to two colors from the corporate color palette can be applied to any of the words as desired
- Reverse applications – white and a secondary color on a dark background
- Size – can vary, but should not overpower the Duke Energy logo

Placement

Placement of typographical treatment depends largely on the application, but it should never be so close to the Duke Energy logo that it appears to be part of it, as shown below.



Master Brand versus Sub-brand

34

Master Brand Model

Duke Energy seeks to use the company name and the brand equity that has been carefully cultivated over more than 100 years to promote our capabilities, products and services. Individual product and service names are important to differentiate our offerings to customers, but the products and services themselves must always strengthen and support the overall Duke Energy brand. They must not override or be perceived as separate from it.

Company Logo



Sample Products/Services

GoGreen Power	Paperless Billing	Your FixedBill	EnergyWise®
PowerShare®	StrikeStop®	Home Repair Plan	SunSense®

Sub-brand Model

Perhaps the best example of a company that adheres to a sub-brand model is Procter & Gamble. While P&G is recognized as a respected giant of the consumer products industry, the individual products it sells each have their own unique brand – which supersedes the company brand in all marketing efforts. Each product has its own logo, customer base and marketing, and consumers often are not aware that they are made by the same company.

Company Logo



Sample Products/Services



Internal Logotypes

For some of Duke Energy's internal programs, services and initiatives, a cohesive identity may be useful. A logotype helps ensure that all communication components related to a specific program or initiative are readily identifiable as part of the overall campaign.

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Standardized Treatment

A set of font, color and icon standards has been developed in order to create visual continuity among logotypes that promote internal programs and initiatives. Each logotype can be unique, within a common visual framework that follows our brand standards, for use on Duke Energy-branded print and electronic media.

Specifications

- Font – News Gothic Condensed; initial cap/upper and lower case
- Icon – reverse white on solid-color circular background
- Color applications – up to two colors (black and a primary or secondary color from the standard Duke Energy palette); the two colors may be used to differentiate words in text, or a single color may be used for all words.
- Black-and-white applications – 50 percent and 100 percent black
- Reverse applications – white and a chosen primary or secondary color on a dark background
- Size – can vary, but should not overpower the Duke Energy logo; proportions of text and circular icon must remain consistent, even in two-line applications.

Example – Two-color



Example – Black and White



Example – Reverse

The yellow box shown below represents the background color on which the logotype has been placed. It is not part of the logotype.



Placement

These logotypes should not be placed in close proximity to the Duke Energy logo.

Logos for Companywide Programs and Initiatives

From time to time, important programs and initiatives are promoted throughout the entire Duke Energy organization, regardless of department or physical location, to advance Duke Energy's culture. Identification and promotion of such programs and initiatives may call for unique logos.

Duke Energy currently uses only the logos shown below. Electronic copies can be downloaded from the iCreate database at: <https://portalapps.duke-energy.com/DukeSSOConnect/default.aspx?appname=icreate>.

Existing Logos

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The same graphic standards that apply to the Duke Energy logo also apply to these and similar logos that may be created in the future.

Specifications

- Fonts – a combination of up to two fonts from the News Gothic font family, although the type may not be altered in any manner (stretched, compressed, eroded, etc.)
- Colors – a combination of up to two Duke Energy primary or secondary colors
- Size – can vary, but should not compete with or overpower the Duke Energy logo.
- Graphics – should be simple, clean, geometric and simple (should not contain photographs or detailed illustrations).

Placement

Placement depends largely on the application, but a logo should not be placed in close proximity to the Duke Energy logo.

Supporting Efforts for Companywide Programs

As part of the companywide programs noted above, there are often initiatives that directly support them. The names of these supporting initiatives can utilize a standardized typographical treatment and color scheme, but cannot use a logo. As a master brand company, the Duke Energy logo must always be the primary visual identifier on any communication, followed by the logo for the appropriate companywide program. The creation and use of additional logos dilutes the Duke Energy brand and can lead to visual confusion for employees.

Specifications

- Font – News Gothic Condensed
- Colors – total of two (black and one primary, two primary or one primary and one secondary); should match colors used by overarching program the initiative supports
- Graphics – none

Examples

[Code of Business Ethics](#)

[Sustainability Corps](#)

Standardized Logotypes for Employee Resource Groups

Duke Energy's Employee Resource Groups (ERGs) provide professional growth and career enhancement opportunities. These groups communicate with the employee population on a regular basis through a variety of channels. Their communications need to be readily identifiable.

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ERG Logotypes

A special typographical treatment ensures visual consistency among these organizations. The acronym appears in a standard font, reversed out of a simple color shape preceding the name of the organization. The color block/acronym may be used alone if space limitations require.

Examples – 4/Color Process



Examples – Black and White



Specifications

- Font – News Gothic
- Color applications – utilize approved colors from the Duke Energy color palette; the color can be applied to any of the words as desired.
- Black-and-white applications – 100 percent black (as shown in examples above)
- Reverse applications – white and a secondary color on a dark background only
- Size – can vary, but should not overpower the Duke Energy logo.

Placement

Placement of an ERG logotype depends largely on the application, but it should not be placed near the Duke Energy logo or overpower it.

Standardized Milestone Logotypes

Celebrations of historic milestones often call for the creation of a unique logotype. Such logotypes must adhere to a common set of specifications to ensure visual consistency across the company.

Anniversary logotypes can be created to mark only 10-, 20-, 25- and 30-year milestones, and each subsequent decade.

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Specifications

The same graphic standards that apply to the Duke Energy logo also apply to milestone logotypes:

- Fonts – Due to the number of words that are often required, News Gothic Condensed must be used. Font proportions may not be altered, but tracking may be changed to balance the top and bottom lines of text.
- Colors – Black and one primary or secondary color may be used.
 - – Pantone 3025 blue
 - – Pantone 361 green
 - – Pantone 631 teal
 - – Pantone 3435 green
 - – Pantone 356 green
 - – Pantone 633 teal
 - – Pantone 188 burgundy
 - – Pantone 021 orange
 - – Pantone 130 yellow
 - – Pantone 116 yellow
 - – Pantone cool gray 10
 - – Pantone cool gray 3
 - – Pantone 467 tan
 - – Pantone 1205 beige
- Size – End-use size may vary, but the logotype should not compete with or overpower the Duke Energy logo.
- Graphics – Illustrations or other graphic elements may not be incorporated.

Horizontal Examples



Circular Examples



Placement

Placement of the milestone logotype depends largely on the graphical application, but it should not be placed near the Duke Energy logo or overpower it.

Duke Energy Endorsed Materials

Duke Energy can brand only those items for which it fully owns the creative rights. When the company uses products and services created and marketed by other companies, our audiences may need to know that they are being distributed by Duke Energy. These items are referred to as "endorsed materials."

These materials often necessitate the use of a vendor's standard template for overall layout and appearance, and it's not feasible to properly implement Duke Energy's brand standards. In those situations, the phrase, "Brought to you by" should be included just above the logo, to communicate that Duke Energy supports the initiative and content, but does not own it.

The "Brought to you by" logotype is a single electronic file, properly spaced and aligned with the Duke Energy logo. This phrase should never be set as simply a line of copy placed above the logo. An electronic copy of this logo can be obtained by completing the Duke Energy logo request form at <http://www.duke-energy.com/contact/logo-request.asp>.

Corporate Communications must review and approve proofs of any endorsed materials prior to hard-copy or electronic distribution.

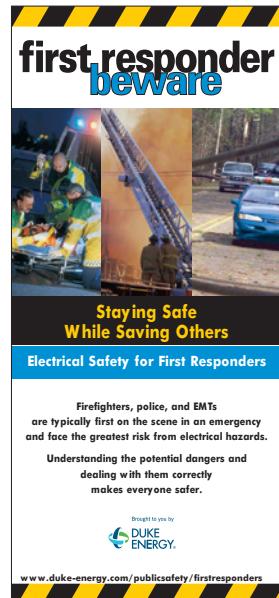
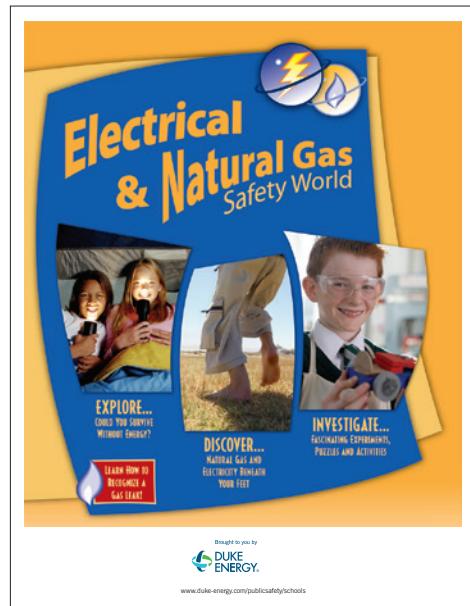


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Important!

The "Brought to you by Duke Energy" logo readily identifies the piece as not having originated from Duke Energy. However, every effort should be made to treat this logo in accordance with our usual brand standards (color, placement, size, etc.).

Examples



Co-Branded Logo Standards

Duke Energy typically does not engage in co-branding, that is, the presentation of the Duke Energy brand along with that of another organization. However, when there is an opportunity to strengthen our brand through a strategic association with another organization, co-branding may be permissible. In such cases, Corporate Communications works closely with the other organization to safeguard our company name and brand.

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Conditions

Co-branding is permitted under the following general conditions:

- Foundation sponsorships – alone or in conjunction with other sponsor companies
- Shared programs and initiatives that are short-term and are in the best interests of Duke Energy

Co-branding is not permitted under these conditions:

- Endorsements – Other organizations may not use our name or logo as a means to advance their causes. This includes suppliers and vendors, as governed by our “No Publicity” policy.
- Controversial or sensitive issues where there is a risk of adversely affecting the Duke Energy brand.

Important!

Duke Energy has a strict “No Publicity” policy that applies to our consultants, contractors and vendors:

A consultant shall not use the name of Duke Energy or any of its affiliates or the fact that the Consultant is performing services for Duke Energy or any of its affiliates in any press releases, media statements or public communications, or otherwise publicize their Agreement or any Statement of Work. Consultant shall not use Duke Energy's (including its affiliates') name, logos, trademarks, service marks, trade names, or trade secrets in any way, and Duke Energy shall not be deemed to have granted Consultant a license of, or granted Consultant any rights in, any of the foregoing by entering into an Agreement.

Placement

The proximity of the logos will depend largely on their relative size and the piece on which they appear. If space permits, the Duke Energy logo should be well-separated from that of the partner company. If space is limited, and the logos must be placed next to one another, the Duke Energy logo should be placed on the left side so that it is viewed first. A vertical black keyline should be placed between the Duke Energy logo and that of the other company.

Example



Primary Sponsorship Standards

If Duke Energy is the primary sponsor of an event, communication materials should be designed in accordance with the Duke Energy brand standards as outlined in this manual.

Group Sponsorship Standards

When Duke Energy is one of several sponsors, we do not control the appearance of any marketing/communication materials associated with the sponsorship. However, the Duke Energy logo standards must be followed:

- Proper colors (full-color, black, or reverse white)
- Adequate clear space on all sides (equal to at least half the height of the “star” icon)
- Proper proportions (aspect ratio of logo must be correct)

Corporate Communications must review and approve proofs of any co-branded materials prior to print or electronic distribution.

Duke Energy Retail Program Identifiers

Duke Energy actively markets an expanding portfolio of programs, products and services to our utility customers. The identifiers used for these programs have been developed to create a consistent appearance according to the following standards:

- Use of News Gothic Roman font
- A combination of two colors from the approved corporate color palette

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Retail Program Identifiers

The preferred placement for the program identifier in communications materials is away from the Duke Energy logo. This provides placement flexibility and allows it to be displayed prominently.

Two-color

Smart \$aver®

Black only

Smart \$aver®

Reverse white

Smart \$aver®

Duke Energy and Retail Program Identifier Combination

When available space is limited, it may be necessary to combine the Duke Energy logo with the program identifier into a single unit. Doing so necessitates the use of a .5 point vertical divider line.



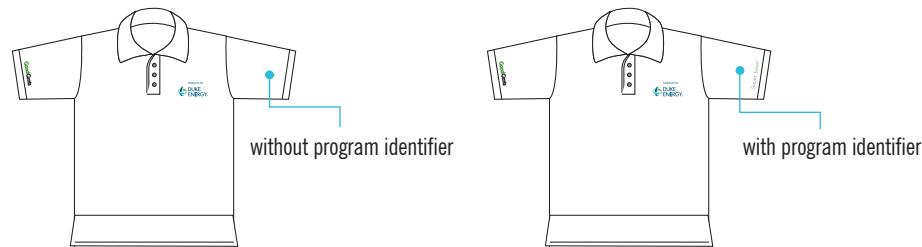
Contractor for Duke Energy Logotype

Many of the services offered by Duke Energy are administered by third party contractors. In these instances, the "Contractor for Duke Energy" logo must be used to clearly indicate the affiliation.



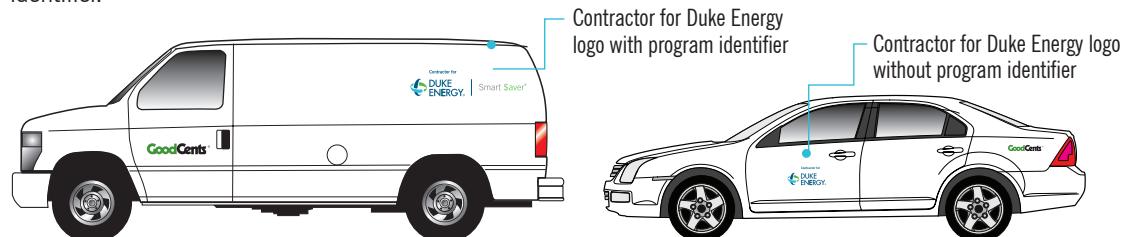
Retail Program Contractor Shirt Options

Apparel worn by Duke Energy contractors as part of retail programs should bear the "Contractor for Duke Energy" logo and the logo for the contractor company. It can also include the program identifier.



Retail Program Contractor Vehicle Graphics

Vehicles driven by Duke Energy contractors as part of retail programs should bear the "Contractor for Duke Energy" logo and the logo for the contractor company. They can also include the program identifier.



Contractor Logo Standards

The name and/or logo of any contractor company should be clearly visible on vehicles and uniforms. In addition, contractors should carry a Duke Energy contractor identification badge, as shown below.

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Vehicle Signage

Contractors who need to identify themselves as performing work for Duke Energy should magnetically attach copies of the sign shown below to both sides of their vehicles – directly beneath the contractor company logo. Magnets can be ordered directly from our fleet graphics supplier, Signature Graphics. Call our representative, Brian Van Coevern, at 800.356.3235 ext. 3220 or send him an email at bvancoevern@signaturegraph.com.

Specifications

- Font – News Gothic Bold (150 pt with -30 kerning), upper and lower case
- Color – black only
- Size – 24" W

Contractor for Duke Energy

ID Badges

Contractor badges are available through Corporate Security at:
<https://portal.duke-energy.com/servicescenter/safetysecurity/pages/default.aspx>

Contractor I.D.



Nuclear Contractor I.D.



Taglines, Themes, Slogans and Spokespersons

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Taglines

Some companies use taglines with their logos to summarize the nature of their business, their corporate culture or how they wish to be perceived in the marketplace. To be truly effective, a tagline must be a meaningful, believable statement that succinctly communicates the essence of a company's business. This is no small undertaking.

Without an extensive advertising/promotional campaign, it takes years for the average customer to recognize a tagline and associate it with a company. Today's energy marketplace changes quickly, making it difficult for a tagline to remain viable long enough to earn recognition. For these reasons, we do not use one. Our brand has strong recognition and is perceived positively in the markets in which we operate.

To prevent dilution of the overall Duke Energy brand, taglines should not be created for departments, offices, facilities, products, programs, initiatives, etc.

Important!

Duke Energy does not use a tagline. To avoid diluting the Duke Energy brand, taglines should not be created for departments, offices, facilities, products, programs or initiatives.



Themes and Slogans

Often, departmental events and initiatives will feature a theme or slogan. This is not the same as a tagline, as it's associated only with a specific event or initiative. The theme should never be incorporated into any type of logo or used in close proximity to the Duke Energy logo. It should be rendered in text only, to avoid competing with the corporate logo.

Specifications

- Font – News Gothic font family, any combination, any case
- Color – black or any of the primary colors from the corporate palette
- Size – can vary as needed, based on the application.

Spokespersons

While there are many employees in Corporate Communications who regularly communicate with the media as part of their jobs, Duke Energy does not have a single, official spokesperson.

As part of internal and external campaigns and initiatives, employees and actors often appear in promotional and informational audio, video and print media to speak on behalf of the company. The tone, voice and personality used must align with the standards outlined in the Customer Positioning Initiative (CPI) Handbook: <https://portal.duke-energy.com/OurCompany/BrandToolkit/Documents/CPI-Handbook.pdf>.

In keeping with these standards, humor may be used, but campaign spokespersons must be professional in nature. Fictional characters and mascots may not be used (e.g., superheros, animals, cartoon characters, etc.).

Corporate Colors

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Primary Colors

Our primary colors are Pantone 3025 blue, 361 green and 631 teal. Use of these colors is not restricted to the logo only. They may also be used as supporting colors in print and electronic communications. They may be tinted to any percentage, but not mixed with any other color (including black). Multicolor gradations cannot be used.

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Dark Blue

Pantone® (PMS): 3025
CMYK: 100%C, 17%M, 0%Y, 51%K
RGB: 0, 89, 132
Hexadecimal: #005984
Madeira Thread: 1296 (Classic No. 30, 40, 60)



Green

Pantone (PMS): 361
CMYK: 69%C, 0%M, 100%Y, 0%K
RGB: 84, 185, 72
Hexadecimal: #54b948
Madeira Thread: 1049 (Classic No. 30, 40, 60)



Teal

Pantone (PMS): 631
CMYK: 67%C, 0%M, 12%Y, 2%K
RGB: 38, 188, 215
Hexadecimal: #26bcd7
Madeira Thread: 1289 (Classic No. 30, 40, 60)



Secondary Colors

These secondary colors provide a range of accent color options, although they must be used in support of the primary colors, not in place of them. They may be tinted to any percentage, but not mixed with any other color (including black). Multicolor gradations cannot be used.

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Dark Green

Pantone® (PMS): 3435:
CMYK: 100%C, 0%M, 81%Y, 66%K
RGB: 0, 80, 47
Hexadecimal: #00502f



Green

Pantone (PMS): 356
CMYK: 95%C, 0%M, 100%Y, 27%K
RGB: 0, 133, 63
Hexadecimal: #00853f



Teal

Pantone (PMS): 633
CMYK: 100%C, 0%M, 10%Y, 25%K
RGB: 0, 139, 176
Hexadecimal: #008bb0



Burgundy

Pantone (PMS): 188
CMYK: 0%C, 97%M, 100%Y, 50%K
RGB: 139, 14, 4
Hexadecimal: #8b0e04



Orange

Pantone (PMS): 021
CMYK: 0%C, 53%M, 100%Y, 0%K
RGB: 247, 142, 30
Hexadecimal: #f78e1e



Medium Yellow

Pantone (PMS): 130
CMYK: 0%C, 30%M, 100%Y, 0%K
RGB: 253, 185, 19
Hexadecimal: #fdb913



Yellow

Pantone (PMS): 116
CMYK: 0%C, 16%M, 100%Y, 0%K
RGB: 255, 210, 0
Hexadecimal: #ffd200



Secondary Colors (Continued)

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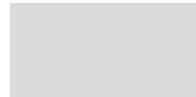
Gray 1

Pantone (PMS): COOL GRAY 10
CMYK: 0%C, 2%M, 0%Y, 60%K
RGB: 128, 127, 131
Hexadecimal: #807f83



Gray 2

Pantone® (PMS): Cool Gray 3:
CMYK: 0%C, 0%M, 0%Y, 17%K
RGB: 215, 217, 218
Hexadecimal: #d7d9da



Tan

Pantone (PMS): 467
CMYK: 9%C, 15%M, 34%Y, 0%K
RGB: 231, 210, 173
Hexadecimal: #e7d2ad



Cream

Pantone (PMS): 1205
CMYK: 0%C, 5%M, 31%Y, 0%K
RGB: 255, 238, 187
Hexadecimal: #fffebb



Corporate Typography

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Corporate Font Family

News Gothic is the Duke Energy corporate font family. Any combination of News Gothic fonts may be used for professional communications created by or on behalf of Duke Energy and its businesses. No other fonts should be used, except where noted in this manual.

Duke Energy uses News Gothic OpenType fonts from the Bitstream font foundry. OpenType fonts can be used on Mac or PC systems to ensure cross-platform compatibility. These can be purchased at: <http://new.myfonts.com/fonts/bitstream/news-gothic/>.

News Gothic BT – Roman

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

News Gothic BT – Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

News Gothic BT – Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

News Gothic BT – Light Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

News Gothic BT – Demi

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

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Important!

News Gothic is the Duke Energy font family. No other fonts should be used on any printed communication materials, except where noted in this manual.

News Gothic BT – Demi Italic

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789*

50

News Gothic BT – Bold

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789**

News Gothic BT – Bold Italic

***abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789***

News Gothic BT – Extra Condensed

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789**

News Gothic BT – Bold Extra Condensed

***abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789***

51**News Gothic BT – Condensed****abcdefghijklmnopqrstuvwxyz****ABCDEFGHIJKLMNOPQRSTUVWXYZ****0123456789****News Gothic BT – Condensed Italic*****abcdefghijklmnopqrstuvwxyz******ABCDEFGHIJKLMNOPQRSTUVWXYZ******0123456789*****News Gothic BT – Bold Condensed****abcdefghijklmnopqrstuvwxyz****ABCDEFGHIJKLMNOPQRSTUVWXYZ****0123456789****News Gothic BT – Bold Condensed Italic*****abcdefghijklmnopqrstuvwxyz******ABCDEFGHIJKLMNOPQRSTUVWXYZ******0123456789***

Typography for Microsoft® Office Communications

Duke Energy PCs do not have the News Gothic font family. The Arial font family most closely matches News Gothic and is available on all PCs. This ensures consistency and compatibility across all Microsoft Office documents. No other fonts should be used in these applications.

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Arial – Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Arial – Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Arial – Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Arial – Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Arial – Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Arial – Narrow

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Arial – Narrow Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Typography for Business/Geographic Identifier Line

The line of text below the Duke Energy logo identifying specific businesses and sub-brands is set in Futura Medium. It is customized, to remove the points from the characters that extend above the cap height or below the baseline. This font is used only by Corporate Communications for the purpose of creating business/geographic identifiers. It should **not** be used for any other application.

Sub-brand logos can be downloaded from the iCreate database at:
<https://portalapps.duke-energy.com/DukeSSOConnect/default.aspx?appname=icreate>.

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Futura Medium

abcdefghijklmnpqrstuvwxyz
ABCDEFGHIJKLMNPQRSTUVWXYZ
0123456789

Example



Proper and Improper Use of Typography

Beyond simply using the correct font, there are a number of other considerations regarding correct treatment of text.

Proper Use of Typography

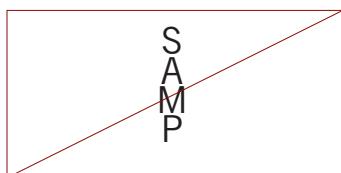
- Whenever possible, set all text flush left or flush right. Do not center it unless all other elements are centered as well. Justified text should not be used.
- Set text in a horizontal orientation. If it must be vertical (e.g., a binder spine), rotate it 90° clockwise so that the text begins at the top.
- A small amount of positive or negative tracking may be applied to fit text into a given area or for overall visual effect, but as a general rule, the font's standard tracking should be used.
- Use a minimal number of sizes, colors and styles for text on any print or electronic communication (e.g., headline, subhead, body copy, footnote).
- Do not change the size of words within a sentence or copy block.
- Small caps should not be used.
- All caps should not be used unless required for acronyms, company names, etc.

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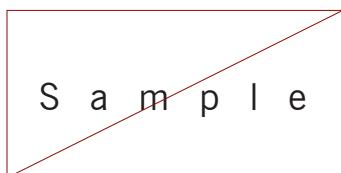
Improper Use Of Typography



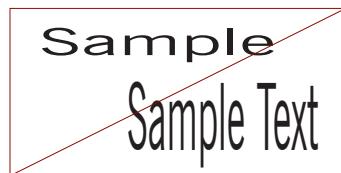
DO NOT set type on an angle.



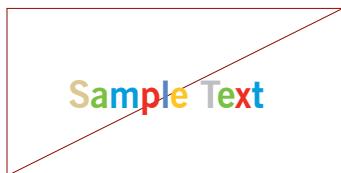
DO NOT stack letters vertically.



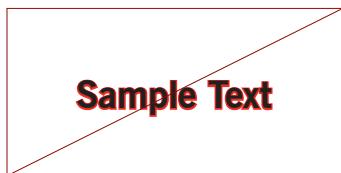
DO NOT set text with excessive tracking.



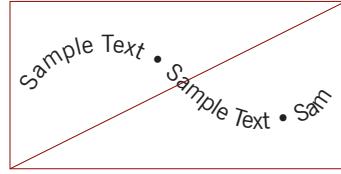
DO NOT horizontally or vertically scale text.



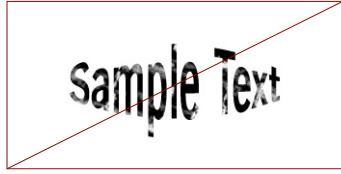
DO NOT use multiple colors within text.



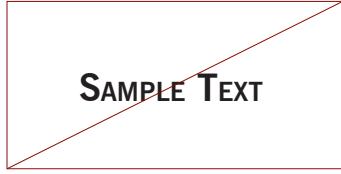
DO NOT outline text.



DO NOT set text on a path.



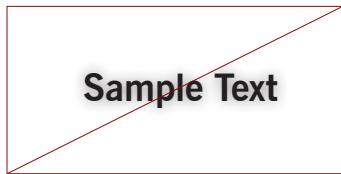
DO NOT apply special effects to text.



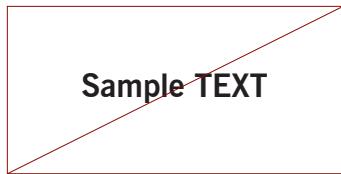
DO NOT use small caps.



DO NOT change the size of text within a sentence or copy block.



DO NOT use drop shadows behind text.



DO NOT set random words in all caps.

Capitalization – Titles and Headings

The intent of these guidelines on capitalization of headings is to provide consistency among our communications. A few special circumstances or creative direction may call for exceptions, at the discretion of the designer and writer. These exceptions may include some advertising and print collateral. Regardless of the style, it's important to maintain consistency throughout a publication, whether print or electronic.

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Title Case ('up' Style)

Capitalize words having four or more letters, and the first and last word (even if fewer than four letters).

Use for:

- Web page and sub-page titles
- Portal page titles
- Portal Web-part titles and section headings
- Web navigation headings
- Names of programs, products and services (print and online)
- Names of processes, policies and procedures (print and online)
- Report/document titles and section/chapter headings
- Links to all of the above (where the link is the actual name of the heading/title)

Sentence Case ('down' Style)

Capitalize the first word and proper nouns. Everything else is lower case.

Use for:

- Web promos
- Web subheads (under page titles)
- Portal article headings and subheads
- Email headings, subheads and subject lines
- Print collateral headings (brochures, fact sheets, case studies, posters, flyers, etc.)
- Print collateral chapter and section headings
- Ad headings – print and online
- News release headlines and section headings

Exceptions

Generally, follow the above guidelines. However, a few situations may arise where sentence or title case may be used at the discretion of the designer and/or writer. Guidance should be based on the overall communication: readability, consistency and clarity.

Special Typographic Standards

The following textual elements should be presented consistently across all communications materials.

- Although the complete legal name of the company is “Duke Energy Corporation,” in print or electronic media the word “Corporation” should not be used.
- Since the Duke Energy logo incorporates the Registered Trademark symbol, it is not necessary to place the ® next to the words “Duke Energy” in text.
- Set Duke Energy’s Web address, www.duke-energy.com or duke-energy.com, in all lower-case text and do not break across multiple lines. For longer Web addresses, the preference is also not to break them, if possible. If necessary, break the address after a slash (/). For email addresses, the break should come after the @ symbol.
- When used in text, use duke-energy.com. When used as a stand-alone address (on the back of collateral, at the bottom of ads, etc.), use the full Web address: www.duke-energy.com.
- For vanity URLs, use lower case (e.g., duke-energy.com/smartenergynow), except for unusual spellings/acronyms (e.g., progress.energy.com/HEIP). Use hyphens only if needed to separate double letters. Keep vanity URLs as short and simple as possible.
- Separate phone numbers by periods (.) between the area code, prefix and remainder of the number. Do not use parentheses around the area code, or a 1 before the area code, even for toll-free numbers, (i.e., 800.USE.DUKE).
- A copyright line should be included in the lower left or right corner of printed materials whenever possible. It should be set in accordance with the following specifications: 6 point News Gothic or News Gothic Condensed (based on the font being used on the piece); 60 percent black

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Example: ©2013 Duke Energy Corporation 13-0123 06/13

Imagery

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Imagery – Usage and Requirements

Duke Energy relies heavily on photography and video (collectively referred to as imagery) to communicate our messages and set the tone for both print and electronic projects. Image selection can make or break a communications piece. Whether custom or stock photography/video, the goal is to enhance and strengthen our communications and reflect Duke Energy's brand attributes.

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Imagery Requirements

Imagery should:

- Be photographic in nature unless a suitable image is unavailable.
- Catch attention and draw the reader in
- Be relevant and appealing to the target audience
- Represent Duke Energy values
- Show diversity without being stereotypical
- Be engaging through the use of vibrant color, unusual angles and lighting.

Important!

Do not use clip art or stock illustrations. Illustrations are permissible only when a subject cannot be photographed. Examples include maps, engineering drawings/schematics, site plans, process illustrations and conceptual renderings.

Models

Duke Energy employees and customers should appear in photographs and video if possible.

This ensures that:

- Imagery is as authentic as it can be – depicting real people in real situations.
- Imagery is entirely unique – the same people will not appear in communications for any other company or service.
- We avoid outside charges for talent agencies, professional models and travel.

Release Forms

Access

Download release forms via the Brand Toolkit on the Portal at: <https://portal.duke-energy.com/OurCompany/BrandToolkit/Pages/default.aspx>.

Purpose

Duke Energy's Legal department requires that release forms be signed and retained to demonstrate that permission has been obtained for the use of Duke Energy photography and video. These releases allow Duke Energy to use the imagery in business-appropriate applications as the company sees fit, for as long as deemed appropriate.

Model Release

A model release must be signed by each person photographed or video-recorded (except for group shots where individuals are not easily identified). Although the company has the legal right to use an employee's likeness (with or without identification), images are purged when employees leave Duke Energy. It is especially important to ensure that parents or legal guardians sign releases for minor children.

Property Release

A signed property release is required if photos/video are shot on property not owned by Duke Energy.

Photographer/Videographer Release

A signed release form is required for imagery shot by an outside photographer or videographer at the request of Duke Energy.

Retention

All release forms must be scanned and emailed to iCreate@duke-energy.com for storage in the iCreate image database.

iCreate Digital Asset Management System

Duke Energy has moved to a self-service model for many services previously provided by staff designers. To help employees create their own communication materials, Corporate Communications has developed a digital asset management system called iCreate. It includes:

- Library Collections – photos (both custom and stock), maps, illustrations, MS Office templates and pre-approved Duke Energy print ads
- Logo Dispenser – company logos in multiple formats

The screenshot shows the iCreate homepage with a blue header bar. On the left, there's a sidebar with links like 'Home', 'Logo Dispenser', 'Lightbox', 'Index', 'Pickup', 'FAQs', 'Contact Us', 'My Account', 'Logout', and 'Admin'. The main content area has several sections: 'Quick Search' with a search bar; 'What's New' featuring 'Library Collections' with categories like Photos, Illustrations, Templates - Duke Energy, Templates - Employees, Groups and Programs, Print Ads - New Duke Energy, Print Ads - Legacy Duke Energy, Print Ads - Flip a Switch Campaigns, Marketing Materials, Photo Release Forms, Photo Releases, and Legacy Photos Archive; 'New! Updated logos, templates, photos and print ads for the new Duke Energy brand.'; 'Search made simple.'; 'Looking for a logo?'; 'Order print ads for your sponsorship or donation.'; 'Paid advertising requests.'; and 'Questions?'.

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Important!
Questions about the iCreate system should be directed to iCreate@duke-energy.com.

Location and access

All employees can access the iCreate system at: <https://portalapps.duke-energy.com/DukeSSOConnect/default.aspx?appname=icreate>. Approved outside agencies working on behalf of Duke Energy can also access the system.

Library Collections

Library Collections is a searchable database comprising:

- Stock photos and Duke Energy-specific images – All photos are high-resolution and suitable for use in most print and electronic communications. They can be resized, downloaded and emailed as needed. New photos are added as available.
- Print Ads – A set of standard, Duke Energy print advertisements is available for browsing and ordering for placement in publications. Ads are available in four-color process and black and white, in five standard sizes to fit most print ad needs. Ad ordering requires accounting codes (for regulatory reporting of our advertising expenditures) and an insertion order from the publication (to capture all relevant ad placement details).

Logo Dispenser

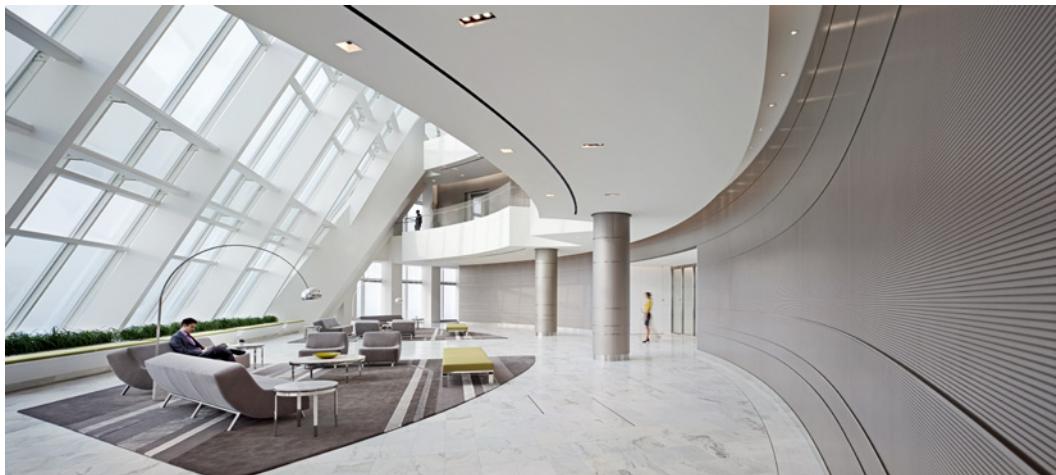
The Duke Energy logo, as well as sub-brand and corporate initiative logos, are available using the Logo Dispenser. By answering a series of three simple questions, users receive the proper logo in the desired format.

Examples

The following sample images show a range of appropriate style and content.



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Photography and Video – Misuse



DO NOT use images of overly staged situations where the people look posed, stiff and unnatural.



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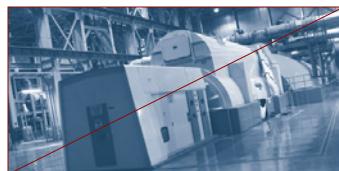
DO NOT use aerial images unless the purpose of the image is to capture the physical geography.



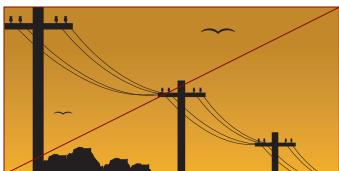
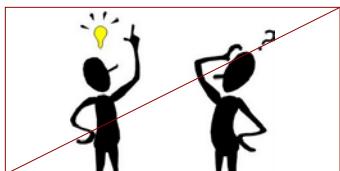
DO NOT use trite images that communicate little, if anything to the intended audience.



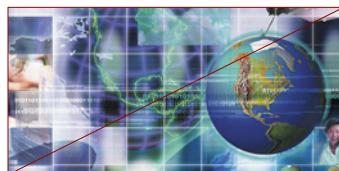
DO NOT use post-production (Photoshop, After Effects, etc.) filters on images to change the overall appearance.



DO NOT create duotones using any colors other than 485 red and black. The black component must be at least 50 percent.



DO NOT use clip art, cartoons or caricatures. Custom illustrations may be created for subjects that cannot be photographed.



DO NOT use or create photo/video collages. Images should remain separate.

Standardized Graphic Treatment

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Standardized Graphic Treatment – The Polygon

To create greater standardization for the treatment of photos, videos and color fields, Duke Energy uses a common shape, which we refer to as “the polygon.”

The shape uses two rounded corners on the diagonally opposed corners and square-finish corners on the other two. The radius of the rounded corners will vary depending on the final size of the creative piece on which the polygon is used.

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Corner Radius

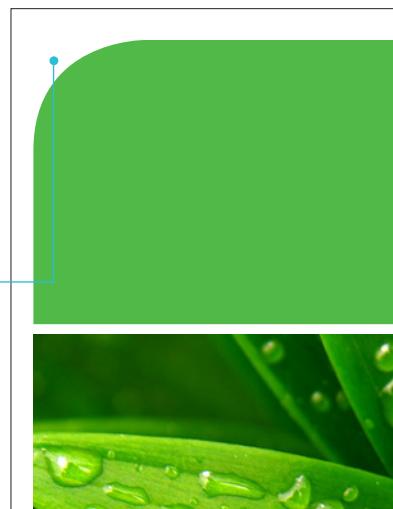
The corner radius chosen from the ranges below should be proportional to the finished size of the piece on which it will be used. As a general rule, the corner radius will increase as the size of the piece increases.

- For printed applications 12" x 18" or smaller – .125" to .575"
- For large format applications 12" x 18" or larger – .575" to 2"
- For electronic Web and video applications – 20px to 35px

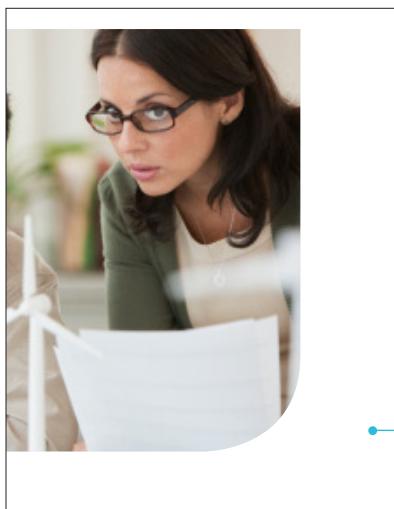
Samples (additional sample layouts are located throughout the Brand Standards)



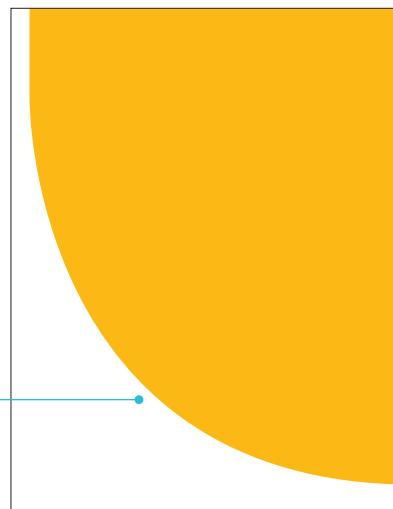
.5" polygon used on bill insert for solid background



.575" polygon used on 11x17 poster for solid accent color block



.5" polygon used on pocket folder for photograph frame



2" polygon used on pull-up display for solid background

Writing Standards

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The Duke Energy Stylebook

When writing on behalf of Duke Energy, reference the company stylebook at <http://www.apstylebook.com/duke-energy/>

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"Style" is simply a set of agreed-upon guidelines for capitalization, punctuation, abbreviation, usage and spelling. Using a stylebook ensures that our written communications follow a consistent style across the company. It also helps you maintain consistency within your own documents.

For the most part, we use Associated Press (AP) style as our official guide. That's because it's familiar. Most of what you read every day – websites, newspapers, magazines and other companies' communications – follows AP style.

Duke Energy does have some exceptions to AP style – guidelines that are specific to our company or our industry.

The two stylebooks are now one – in a searchable online version for easy reference:

AP/Duke Energy Stylebook (<http://www.apstylebook.com/duke-energy/>)

Tips for Locating Information

- Use the Quick Search bar to find out how to handle a specific word (such as *kilowatt* or *workforce*) or a topic (such as *fonts* or *bulleted lists*). The search results will show all related entries – whether standard AP or Duke Energy-specific.
- Or – view both the AP Stylebook and Duke Energy's Custom Stylebook separately, using the site's left navigation. Both are arranged alphabetically for easy reference.
- Clicking on an AP stylebook entry will provide more information, including any customized notes added for Duke Energy.
- If you don't find what you're looking for, check the FAQs or consult Webster's New World College Dictionary.
- In the left navigation, you'll also find new style entries, recent updates and a pronunciation guide.

Additional Information

For questions about our stylebook and how to use it, contact Roz Bennett (roz.bennett@duke-energy.com).

Editing and Proofreading

Editing is different from proofreading, but both are important to overall document quality.

An editor works with the writer to improve the copy. Editors look at the content, the word choice, the phrasing, the grammar, how the copy is organized and how it flows. They also look for factual inconsistencies and needless repetition. An editor may offer suggestions to the writer or actually rewrite sections of copy. The editor may also do proofreading as part of the editing process.

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A proofreader is typically the last person to quality-check a document before publication. Proofreaders check thoroughly for “mechanical” errors – typos, style, spelling, capitalization, punctuation, line spacing, font style and size, and other formatting. A good proofreader will also pick up on grammatical errors and factual inconsistencies, and bring them to the writer’s or the editor’s attention for correction.

Editing Tips

- Use the “track changes” function in Microsoft Word so other reviewers can see all changes.
- Use automatic spelling and grammar checkers, but remember they do not catch all errors.
- Double-check for common types of errors.
- Proofread, or have a proofreader review before publication.

Proofreading Tips

- Read copy out loud – alone, or to another person.
- Read it backwards, in order to focus on each word instead of the content.
- Read what is actually on the page, not what you think is there.
- Proofread headlines, subheads, captions, etc., before proofing the body of content.
- Don’t overlook the small words: “Or,” “of,” “it” and “is” are often interchanged.
- Verify phone numbers, email addresses and Web addresses.
- Don’t assume that names are spelled the most common way. Example: Smith could be Smythe.

Editing Assistance

- For professional editing help, email CreativeCommunications@duke-energy.com.

Proofreading Assistance

- For professional proofreading help, contact Kelly Parker in Support Services (kelly.parker@duke-energy.com).

Other Resources

Additional tools and references to improve writing quality
(Note: The AP/Duke Energy stylebook takes precedence.)

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On the Web

- Dictionary: www.webster.com
- Thesaurus: www.thesaurus.com
- Acronyms: www.acronymfinder.com
- Grammar: <http://www.grammarbook.com/> and <http://www.englishplus.com/grammar/>
- Energy terms: <http://www.duke-energy.com/about-energy/glossary-of-energy-terms.asp>
- Press Release Grader (useful for other documents as well): <http://pressrelease.grader.com/>
- The Elements of Style, William Strunk, Jr. and E.B. White: www.bartleby.com/141/
- A Plain English Handbook: How to Create Clear SEC Disclosure Documents: <http://www.sec.gov/pdf/handbook.pdf>
- Power Writing (free newsletter): <http://publicationcoach.com/>
- Wylie's Writing Tips (free newsletter): www.wyliecomm.com
- Corporate Hallucinations (blog): <http://www.corporatehallucinations.com/>

On the Portal

- AP/Duke Energy Stylebook: <http://www.apstylebook.com/duke-energy/>
- The Write Stuff blog: https://mysites.duke-energy.com/personal/nam_mlh6257/Blog/default.aspx

In Print

- American Heritage Dictionaries. 100 Words Almost Everyone Confuses and Misuses. Boston: Houghton Mifflin Company, 2004.
- American Heritage Dictionaries. Roget's II: The New Thesaurus. Boston: Houghton Mifflin Company, 2003.
- Bernstein, Theodore M. The Careful Writer. New York: Simon and Schuster Inc., 1998.
- Cappon, Rene J. The Word. New York: The Associated Press, 1989.
- Downes, John and Goodman, Jordan Elliott. Dictionary of Finance and Investment Terms. New York: Barron's Educational Series, 2006.
- Follett, Wilson. Modern American Usage – A Guide. New York: Hill and Wang, 1998.
- Office of Investor Education and Assistance. A Plain English Handbook. Washington, D.C.: U.S. Securities and Exchange Commission, 1998.
- The Princeton Review. Grammar Smart: A Guide to Perfect Usage. New York: Princeton Review Publishing, 2001.
- Strunk, William and White, E.B. The Elements of Style. (Various editions and publishers)
- Zinssner, William. On Writing Well – The Classic Guide to Writing Nonfiction. New York: Harper Collins Publishers, 2006

Customer Positioning Initiative (CPI) Standards

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Our Tone, Voice and Personality

The Customer Positioning Initiative (CPI) standards provide guidance regarding the tone, voice and personality of our communications with customers. The complete guide can be found at: <https://portal.duke-energy.com/OurCompany/BrandToolkit/Documents/CPI-Handbook.pdf>.

These standards ensure our message will connect with customers and present a consistent image of the brand. While *corporate* positioning establishes Duke Energy's reputation among our many stakeholder groups, *customer* positioning focuses exclusively on business and residential customers, establishing our role as a service and product provider.

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Above all, we want to always sound like ourselves. We do this by creating a consistent personality for sharing and engaging with customers. Then we integrate it into all customer communications – from product brochures to phone scripts to advertising. And we keep doing it, so that over time, customers get to know and better connect with us.

Customer Beliefs About Us

- Customers believe Duke Energy is knowledgeable, experienced and geared to provide solutions and drive action.
- Customers are interested in Duke Energy playing a more active role in their energy management – as long as the company remains simple and relevant.
- Consumers most want Duke Energy to provide value through sharing specific solutions that will help them save more money.



Brand Positioning Statement

While the statement itself is not used in communications, it summarizes how we want customers to think about us. *With unparalleled energy experience, Duke Energy actively shares our expertise to provide energy management solutions that benefit our customers today and in the future.*

Brand Personality and Tone

In order to be authentic with our customers, it's important that we speak to them with a single, consistent voice. So when you're communicating with customers, be sure to keep Duke Energy's personality and attributes in mind. Think of Duke Energy as a person, not a corporation. This will make it easier to create a singular persona with which to speak to customers. Our personality is called, "Expert Guide."

How to Demonstrate "Expert Guide" in Communications

- *Stick with plain language.* Don't get verbose or complicated in how you present your message.
- *Use language that empowers.* Customers appreciate an element of choice.
- *Don't exaggerate or overstate.*
- *Prioritize your message.* Share the most important information and leave the rest out.
- *Talk to a single person, not a customer base.* Communicate as if you are one on one.
- *Share our knowledge.* Educate our customers.
- *Focus on the benefit, not the attribute.* Don't list features, explain why they are meaningful.
- *Back up what you're saying.* Express experience and expertise through facts and examples.
- *Think local.* When appropriate, let characteristics of the target audience/locale influence your message to show that we are a part of the community.

Print Advertising

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Ad Considerations and Philosophy

When creating advertising, start by answering the following questions:

- What is the single most compelling idea?
- Who is the audience?
- Why should they believe the single most compelling idea?

- What is the current perception or emotion?
- What must these communications accomplish?
- What's the value proposition?

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Business Considerations

- What is the strategic objective of the campaign?
- How should the target audience respond?
- Does the ad exemplify Duke Energy business values and brand attributes?
- Try to view the ad through the eyes of a member of the target audience rather than

- a Duke Energy insider. Does perception of the ad change?
- Does the ad clearly push one single message? Time and space are limited.
More than one message is difficult to comprehend.
- Does the ad meet a business objective?

Design/Production Considerations

- Has the ad been designed/produced in accordance with the proper Duke Energy brand standards as outlined in this manual?

General Ad Philosophy

Our advertising reflects and reinforces Duke Energy's mission and values.

Our Mission

We win when we:

- Provide affordable, reliable, increasingly clean energy in safe and sustainable ways to our customers 24 X 7.
- Support rewarding and meaningful careers for our employees.
- Promote the health and success of our communities.
- Deliver superior value for our investors and other stakeholders.

Our Values

We are guided by:

- Safety:** The safety of our teammates and the public is our highest priority.
- Integrity:** We behave ethically, and trust is at the core of our relationships.
- Accountability:** We do what we say and own what we do.
- Respect:** When we respect each other, we actively listen to each person's opinion and intentionally leverage each person's strengths.
- Communication:** We communicate clearly, openly, frequently and work hard to ensure that every voice is heard.
- Inclusion:** We learn from and respect our differences.
- Teamwork:** We collaborate effectively as one team.

Our ads tend to be structured around the promotion of one of these values, featuring a single high-quality visual with brief, straightforward text. We know who we are as a company and seek to create reflect that – and never try to be something we are not.

Images should be carefully selected or shot in accordance with Duke Energy's photography guidelines or stock photography policy. Copy should be based on Duke Energy's writing style guidelines.

Ad Writing Style

The voice of Duke Energy is clear, concise, candid and confident. And it's conversational.

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Guidelines

The following guidelines provide some practical ways to write clearly and effectively on behalf of Duke Energy.

- Know your audience – their interests, perspectives and knowledge.
- Focus on people, not just facilities and assets.
- Have an outside-in view, not an insider's perspective.
- Use short, to-the-point sentences – be clear.
- Use short words and phrases.
- Use specific, descriptive words, especially verbs, that paint a mental picture.
- Avoid industry and business jargon.
- Minimize the use of acronyms and abbreviations.
- Use active, not passive voice.

Standard Corporate Print Ads

A library of standard corporate print ads is available in iCreate at: <https://portalapps.duke-energy.com/DukeSSOConnect/default.aspx?appname=icreate>. These ads are pre-approved and ready for use in publication. All that's needed are the accounting codes for FERC advertisement tracking and the insertion order from the publication.

Questions about advertising can be directed to creativecommunications@duke-energy.com.

Examples

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Full-page ad Specifications

Below is a sample full-page, color corporate ad with typographical specifications.

Each ad concept is available in four-color process and black and white and in five common sizes in the iCreate system.

1 Aim for the stars.

3 At Duke Energy, we believe in doing what's best for our customers, our communities and our planet. We're committed to providing reliable and affordable power. We're working to develop the cleanest and most efficient technologies available. And we take responsibility for helping to create a low-carbon future. Today, we're proud to be part of [event title].

[www.duke-energy.com](#)

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Important!

Standard social media icons are used in conjunction with Duke Energy's website address. The complete set represents those sites where Duke Energy has a presence. The icons should not be altered in any way.

When a custom ad is created, if there is a call to action via a specific social media channel, it is acceptable to use the icon and corresponding address for that single channel.

Typographical Specifications

1 Headline

News Gothic Demi, 22/26 point; upper and lower case only; flush left; primary or secondary corporate color or reverse white

2 Subhead (not shown in example)

News Gothic Demi, 12/14 point; upper and lower case only; flush left; primary or secondary corporate color or reverse white

3 Body Text

News Gothic Roman, 10/13 point; upper and lower case only; flush left; black; italic text may be used for selective emphasis

Miscellaneous Ad Sizes and Specifications

Below are samples of the various ad sizes that are available in the iCreate system, followed by general typographical specifications. (Note: All ads are shown at a reduced size.)

Half-page Vertical Ad

1



Aim for the stars.

At Duke Energy, we believe in doing what's best for our customers, our communities and our planet. We're committed to providing reliable and affordable power. We're working to develop the cleanest and most efficient technologies available. And we take responsibility for helping to create a low-carbon future. Today, we're proud to be a part of [event].

www.duke-energy.com

Quarter-page Ad



Aim for the stars.

At Duke Energy, we believe in doing what's best for our customers, our communities and our planet. We're committed to providing reliable and affordable power. We're working to develop the cleanest and most efficient technologies available. And we take responsibility for helping to create a low-carbon future. Today, we're proud to be a part of [event].

www.duke-energy.com

Eighth-page Ad

77



Aim for the stars.

Every day brings an opportunity to learn something new. Often, it's outside the traditional classroom where the lessons come to life, and learning becomes a lifelong passion. Duke Energy is proud to support educational endeavors in the communities we serve.

www.duke-energy.com

Half-page Horizontal Ad



Aim for the stars.

At Duke Energy, we believe in doing what's best for our customers, our communities and our planet. We're committed to providing reliable and affordable power. We're working to develop the cleanest and most efficient technologies available. And we take responsibility for helping to create a low-carbon future. Today, we're proud to be a part of [event].

www.duke-energy.com

Typographical Specifications

The following specifications are desired, but adjustments to text size can be made based on the overall ad size and length of copy.

1 Headline

News Gothic Demi, 22/26 point; upper and lower case only; flush left; primary or secondary corporate color or reverse white

2 Subhead (not shown in example)

News Gothic Demi, 12/14 point; upper and lower case only; flush left; primary or secondary corporate color or reverse white

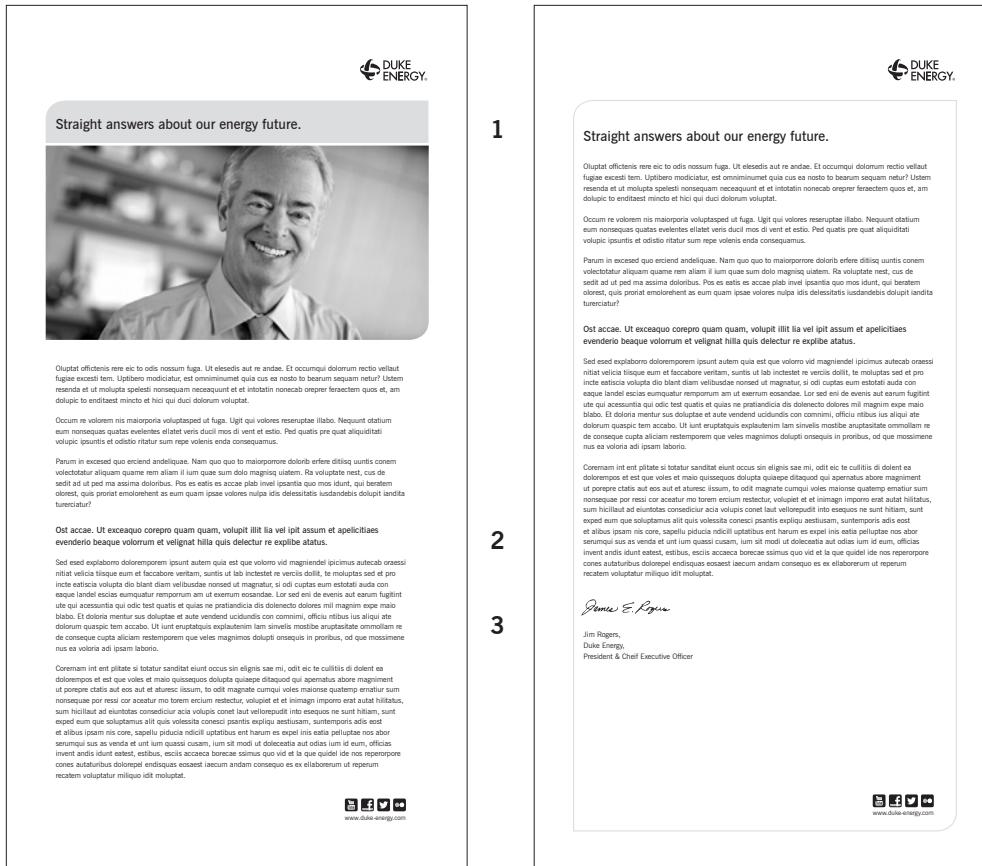
3 Body Text

News Gothic Roman, 10/13 point; upper and lower case only; flush left; black; italic text may be used for selective emphasis

Advertiser Specifications

On occasion, Duke Energy places a combination advertisement/editorial. The usual purpose is to state our company position about a specific issue (e.g., climate change) to customers, regulatory agencies, etc. Advertorials contain much longer copy than a normal ad, and may or may not include a visual.

Examples of both styles are shown below, followed by typographical specifications. Type sizes and spacing may be adjusted based on the length of the copy and the publication's mechanical specifications. (Note: The ads below are reduced in size; the original size is 12"W x 22.5"H).



Typographical Specifications

1 Headline

News Gothic Demi, 36/30 point; black

2 Subhead

News Gothic Demi, 16/22 point; black

3 Body Copy

News Gothic Roman, 14/20 point: black

Print Communications

79

Types of Print Communications Materials

Duke Energy print communications come in a wide variety of shapes, sizes and formats. This section outlines some of the most common ones, and provides corresponding layout guidelines and typographical standards. These layouts and specifications represent a starting point for design. Some communications materials (e.g., company fact sheets) will match them exactly, while others will require creative flexibility to meet specific communication goals.

80

Overall Specifications

In addition to meeting goals and objectives for print communications, cost is also an important factor.

- The layouts shown in this section are set in 4/color process and at standard sizes, which are preferred whenever possible.
- Overall sizes may be dictated by different project requirements, and budget constraints may dictate the use of two spot colors or even black and white.
- Add a copyright line to the bottom of all printed pieces and in the original file metadata in the following format:

©Year of publication Duke Energy Corporation (*double space*) Job number (*double space*) Revision month and year

Where applicable, recycle content line precedes. Lines of text should be 60% black, 6 pt/9 pt.

(*Recycle symbol*) Printed on 10% post-consumer recycled stock.

©2012 Duke Energy Corporation 12-0755 9/12

iCreate Print Templates

The iCreate system contains several Microsoft Office templates that employees can download to customize and print using Duke Energy copy centers or local printers.

Templates include:

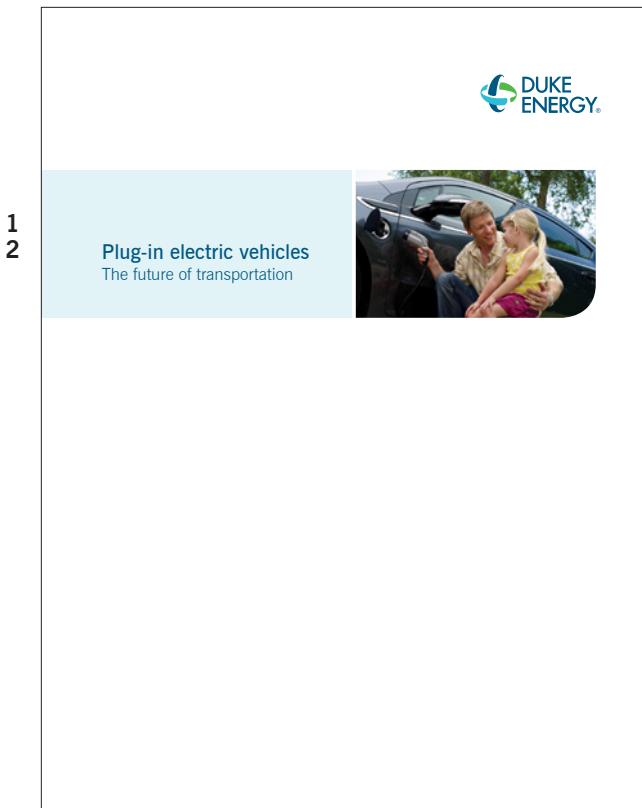
- Tri-fold brochures
- Tabloid-size posters
- Letter-size flyers
- Newsletters
- Fact sheets
- Calendars
- PowerPoint presentations
- Letterhead
- Agendas
- Table tents
- Name tags
- DVD labels

Templates and images can be downloaded from iCreate at <https://portalapps.duke-energy.com/DukeSSOConnect/default.aspx?appname=icreate>

Pocket Folder

Shown below is a sample pocket folder cover (9"W x 12"H). Note that the preferred treatment for the cover is a single 4/color photograph. Illustrations should not be used. If multiple images are needed to adequately represent the scope of content, they should be included within the rounded-polygon shape separated by a 4-point white keyline. Approximately 1" to 2" of white space should be maintained at the top of the cover with placement of the Duke Energy logo in a flush-right orientation. For color fields, the primary choice is PMS 631 (tinted to 15 percent), but any of the primary or secondary corporate colors may be used to complement the photography.

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Important!

Multiple images can be used if necessary, but should be separated by 4- to 6-point white keylines. The arrangement and relative sizes are at the discretion of the designer.



Typographical and Layout Specifications

1 Headline

News Gothic Demi, 22/26 point; upper and lower case only; flush left; primary or secondary corporate color or reverse white

2 Primary Subhead

News Gothic Light, 18/21 point; upper and lower case only; flush left; primary or secondary corporate color or reverse white

3 Body Text (interior)

News Gothic Roman, 10/12 point; upper and lower case only; flush left; black; italic text may be used for selective emphasis

4 Secondary Subhead (interior)

News Gothic Demi, 10/14 point; 3025 blue or accent color, upper and lower case only; flush left

5 Footnote/Caption (interior)

News Gothic Roman, 7 point; upper and lower case only; flush left; black, primary or secondary corporate color or reverse white

Important!

The sample below is the generic Duke Energy pocket folder that can be ordered as a standard stationery item.



Brochures – Tri-fold

Shown below is a sample tri-fold (3.6875"W x 8.5"H) brochure cover and inside spread. Note that the preferred treatment for the cover is a single 4/color photograph. Illustrations should not be used. If multiple images are needed to adequately represent the scope of content, they should be included within the rounded-polygon shape separated by a 4 point white keyline. Approximately 1" to 2" of white space should be maintained at the top of the cover with placement of the Duke Energy logo in a flush-right orientation. For color fields, the primary choice is PMS 631 (tinted to 15%), but any of the primary or secondary corporate colors may be used to complement the photography.



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Typographical Specifications

1 Headline

News Gothic Demi, 18/21 point; upper and lower case only; flush left; primary or secondary corporate color or reverse white

2 Primary Subhead

News Gothic Light, 14/17 point; upper and lower case only; flush left; primary or secondary corporate color or reverse white

3 Secondary Subhead

News Gothic Demi, 10/14 point; 3025 blue or accent color, upper and lower case only; flush left

4 Body Text

News Gothic Roman, 10/12 point; upper and lower case only; flush left; black; italic text may be used for selective emphasis

5 Captions

News Gothic Roman, 7/8.5 point; upper and lower case only; flush left; black

1

2

1

2

3

4

Plug-in electric vehicles Transportation of the future



Subhead goes here

Ehemim is sum nonse optibus tripud ea nimus eu volum veniatem assimil upitus, solupta spendi aped undentit que nis dolupta deles simprepta dollenis idem endusa quiae estia estia, nihit, omnis etur, numqui sam commi quod unt, sitatur, iur, quibus dolens dolest, illataqut aturiaspiet volenim enderio spectsibus que vernat eliuscits evenda quamet et quam quia serpeli modis adipis quidicupite.

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Subhead goes here

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Ehemim is sum nonse optibus tripud ea nimus nimus ea volum veniatem assimil upitus,

- Optibus tripud ea nimu rhenim is sum nonseoptibus

• Rupid ea nimus ehemim is sum nonse optibus tripud ea nimus

• Optibus tripud ea nimus ehemim is sum,

Ehemim is sum nonse optibus tripud ea nimus ea volum veniatem assimil upitus, solupta spendi aped undentit que nis dolupta deles simprepta.

Ehemim is sum nonse optibus tripud ea nimus ea volum veniatem assimil upitus.

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Marketing/Promotional/Fact Sheets

Shown below are two versions of a one-page, letter-size (8.5"W x 11"H) promotional sheet. Note that the preferred visual treatment is a single 4/color photograph. Illustrations should not be used. If multiple images are needed to adequately represent the scope of content, they should be included within the rounded-polygon shape separated by a 4-point white keyline. For color fields, the primary choice is PMS 631 (tinted to 15 percent), but any of the primary or secondary corporate colors may be used to complement the photography. The format should be a 2- or 3-column grid structure. Approximately 1 to 2" of white space should be maintained at the top of each page, with placement of the Duke Energy logo in a flush-right orientation on the front.

Microsoft Word templates are available for download via iCreate at <https://portalapps.duke-energy.com/DukeSSOConnect/default.aspx?appname=icreate>.

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Typographical Specifications

1 Headline

News Gothic Demi, 18/21 point; upper and lower case only; flush left; primary or secondary corporate color or reverse white

2 Primary Subhead

News Gothic Light, 14/17 point; upper and lower case only; flush left; primary or secondary corporate color or reverse white

3 Intro Text

News Gothic Roman, 12/18 point; upper and lower case only; flush left; primary or secondary corporate color

4 Secondary Subhead

News Gothic Demi, 10/14 point; primary or secondary corporate color, upper and lower case only; flush left

5 Body Text

News Gothic Roman, 10/12 point; upper and lower case only; flush left; black; italic text may be used for selective emphasis

6 Captions

News Gothic Roman, 7/8.5 point; upper and lower case only; flush left; black

Bill Inserts

The amount of text varies widely for bill inserts. Some have photos and graphics, while others are text-only. At the discretion of the designer, inserts can be horizontal or vertical, in a one- or two-column grid. Approximately .5" to .75" of white space should be maintained at the top of the front cover, with placement of the Duke Energy logo in a flush-right orientation on the front. For color fields, the primary choice is PMS 631 (tinted to 15 percent), but any of the primary or secondary corporate colors may be used to complement the photography. The finished size is always 3.5" x 6.5." Bill inserts may be 2 to 6 pages in length, but the same basic formatting, color and typographical specifications apply.

Text and Photo Versions

Text-only Versions

Typographical and Layout Specifications

1 Headline

News Gothic Demi, 15/17 point; upper and lower case only; flush left; primary or secondary corporate color or reverse white

2 Primary Subhead

News Gothic Light, 12/17 point; upper and lower case only; flush left; primary or secondary corporate color or reverse white

3 Secondary Subhead

News Gothic Demi, 10/13 point; primary or secondary corporate color or reverse white, upper and lower case only; flush left

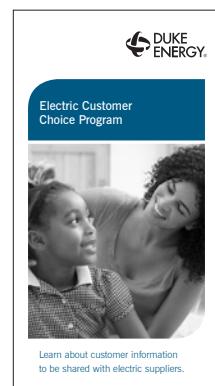
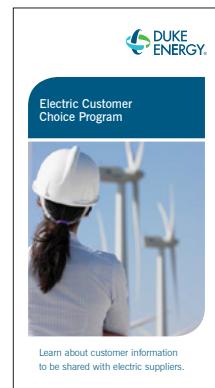
4 Body Text

News Gothic Roman, 9/12 point; upper and lower case only; flush left; black; 12 point leading; italic text may be used for selective emphasis

5 Footnote/Caption

News Gothic Roman, 7/9 point; upper and lower case only; flush left; black, 3025 blue or selected accent color

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Large-format Posters

Shown below are large-format (20"W x 32"H or 24"W x 36"H) posters. Note that the preferred treatment for the cover is a single 4/color photograph. Illustrations should not be used. If multiple images are needed to adequately represent the scope of content, they should be included within the rounded-polygon shape separated by a 4-point white keyline. Approximately 1" to 2" of white space should be maintained at the top of the page, with placement of the Duke Energy logo in a flush-right orientation. For color fields, any of the primary or secondary corporate colors may be used to complement the photography. The amount of text should be minimal to promote readability of the posters.

85



1

Headline for poster here
Subhead for the poster goes here

2

Subhead goes here
Ehemim is sum nonse optibus trupid ea nimus ea volum veniatem assimol upius, solupta spindi aped undenitat que nis dolupta deles simprepta dolenis idem endusa quiae estia niht, omnis etur, numqui.

- Ehenim is sum nonse optibus trupid ea nimus
- Loreim ipsum lorem kasidj lasf ojaanjlik lafoajom ajofja
- Sum nonse optibus trupid ea nimus ehenim kk oajo
- Optibus trupid ea nimus ehenim is sum nonse optibus trupid

Ehemim is sum nonse optibus trupid ea nimus ea volum veniatem assimol upius, solupta spindi aped undenitat que nis dolupta deles simprepta.

3

Nov. 11, 2012
3 p.m. | O.J. Miller Auditorium

4


www.duke-energy.com



The winds of change
The future of renewable energy

Subhead goes here
Ehemim is sum nonse optibus trupid ea nimus ea volum veniatem assimol upius, solupta spindi aped undenitat que nis dolupta deles simprepta dolenis idem endusa quiae estia niht, omnis etur, numqui.

- Ehenim is sum nonse optibus trupid ea nimus
- Loreim ipsum lorem kasidj lasf ojaanjlik lafoajom ajofja
- Sum nonse optibus trupid ea nimus ehenim kk oajo
- Optibus trupid ea nimus ehenim is sum nonse optibus trupid

Ehemim is sum nonse optibus trupid ea nimus ea volum veniatem assimol upius, solupta spindi aped undenitat que nis dolupta deles simprepta.

Nov. 11, 2012
3 p.m. | O.J. Miller Auditorium


www.duke-energy.com



The winds of change
The future of renewable energy

Subhead goes here
Ehemim is sum nonse optibus trupid ea nimus ea volum veniatem assimol upius, solupta spindi aped undenitat que nis dolupta deles simprepta dolenis idem endusa quiae estia niht, omnis etur, numqui.

- Ehenim is sum nonse optibus trupid ea nimus
- Loreim ipsum lorem kasidj lasf ojaanjlik lafoajom ajofja
- Sum nonse optibus trupid ea nimus ehenim kk oajo
- Optibus trupid ea nimus ehenim is sum nonse optibus trupid

Ehemim is sum nonse optibus trupid ea nimus ea volum veniatem assimol upius, solupta spindi aped undenitat que nis dolupta deles simprepta.

Nov. 11, 2012
3 p.m. | O.J. Miller Auditorium


www.duke-energy.com

Typographical Specifications

1 Headline

News Gothic Demi, 34/40 point; upper and lower case only; flush left; primary or secondary corporate color or reverse white

2 Subhead

News Gothic Demi, 22/24 point; upper and lower case only; flush left; primary or secondary corporate color or reverse white

3 Body Text

News Gothic Roman, 16/23 point; upper and lower case only; flush left; black; italic text may be used for selective emphasis

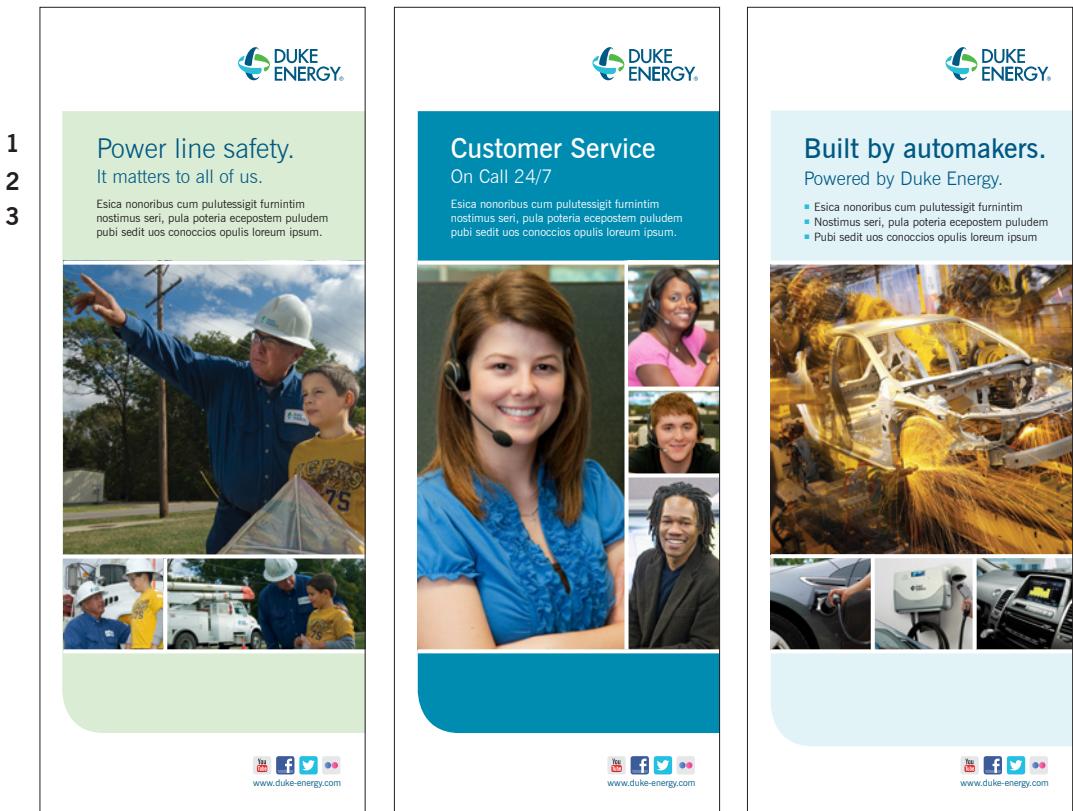
4 Bulleted Text

News Gothic Roman, 16/23 point; upper and lower case only; flush left; square bullet; accent color; italic text may be used for selective emphasis

Trade Show Pull-up Displays

Shown below are two similar layouts for (table-top and freestanding) pull-up trade show display panels. Approximately 5" of white space should be maintained at the top of the banner, with placement of a 3"-wide Duke Energy logo in a flush-right orientation. For color fields, the primary choice is PMS 631 (tinted to 15 percent), but any of the primary or secondary corporate colors may be used to complement the photography. Illustrations should not be used. If multiple images are needed to adequately represent the scope of content, they should be included within the rounded-polygon shape separated by a 12-point white keyline, and body copy should be minimal to promote readability.

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Typographical Specifications

1 Headline

News Gothic Demi, 95/114 point; upper and lower case only; flush left; primary or secondary corporate color or reverse white

2 Subhead

News Gothic Light, 65/46 point; upper and lower case only; flush left; primary or secondary corporate color or reverse white

3 Body Text

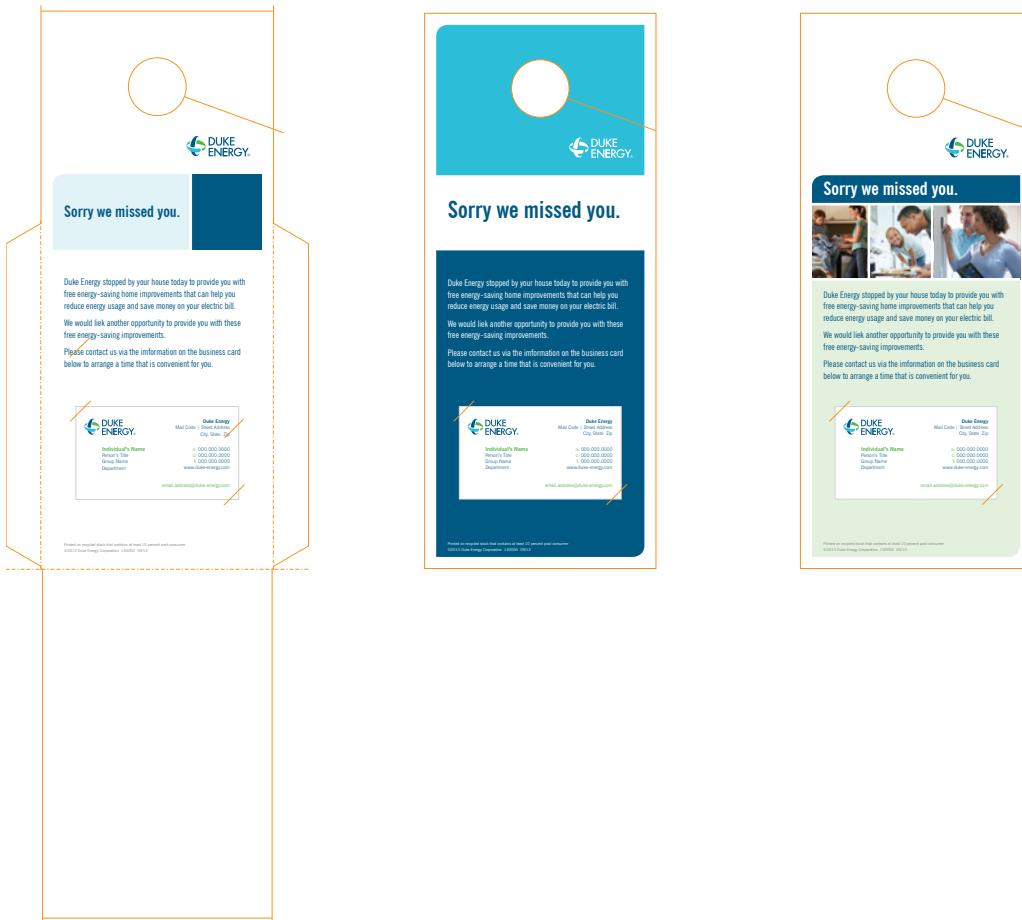
News Gothic Roman, 40/48 point; upper and lower case only; flush left; black; leading may be adjusted depending on available space

4 Bulleted Body Text (not shown in example)

Specifications match body copy; .25" indent; secondary accent color should be used for square bullets

Standardized Hang Tags

Duke Energy uses a standard layout for all hang tags. The design will change depending on the information that must be communicated, but the overall size and format must match the specifications noted below.



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Mechanical Specifications

Flat Size

- For door hangers with pocket –
6.5"W x 19.5"H (.75" glue tabs)
 - For door hangers without pockets –
5"W x 12"H

Finished Size

- For all door hangers – 5"W x 12"H

Colors

- Spot or four-color process as dictated by the design and/or project budget

Printing

- Offset or digital as dictated by length of run, design and/or project budget

Bleeds

- Can bleed or hold short as dictated by the design and/or project budget

Sides

- Can be one- or two-sided as dictated by the design and/or project budget

Paper/Stock

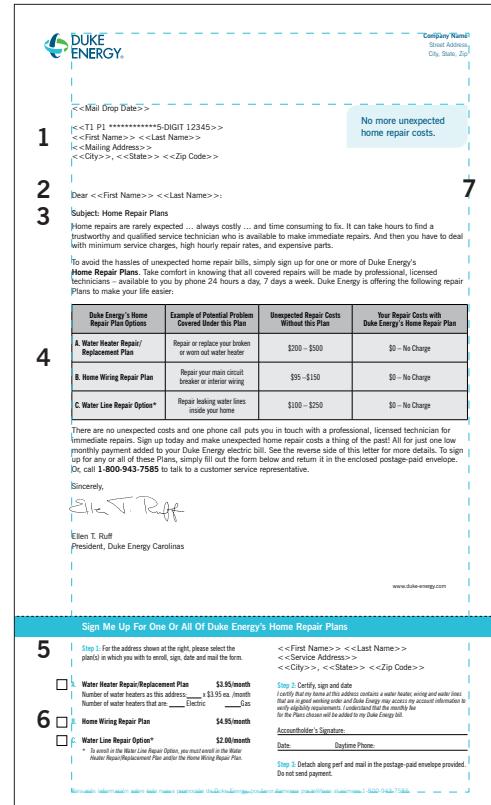
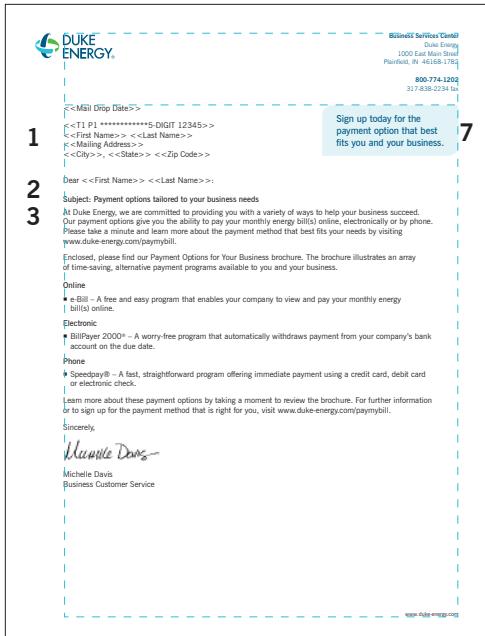
- Uncoated – 100# Domtar Cougar (10% post-consumer recycled content) or Domtar Lynx cover based on budget and need for recycled content; Both stocks are FSC-certified
 - Dull-coated – 100# New Page Sterling Premium (10% post-consumer recycled content) or New Page Blazer Satin Digital; Both stocks are FSC-certified

Die Tracing

- Adobe InDesign templates are available
 - Business card slots can be included, moved or removed as needed
 - Hole is 1.25" in diameter; 1" from top edge; 1.875" from either side
 - Slit is at 4:00 position

Marketing/Direct Mail Letters

Shown below are two sample direct mail letters designed to fit into a standard Duke Energy #10 window envelope. On the left is the standard letter size (8.5" W x 11" H) version, and on the right is the standard legal size (8.5" W x 14" H). Both follow Duke Energy's stationery and overall letter format as well as typographical specifications, but due to their marketing nature, a few additions have been made to the specifications.



Typographical Specifications

1 Body Copy

News Gothic Roman, 10/12 point; black only; upper and lower case only; bold or italics may be used for emphasis, but not both; underlining should not be used

2 Subject Line

News Gothic Demi, 10/12 point; black only; upper and lower case only; length should never exceed one line

3 Salutation

Same specifications as body copy

4 Charts (if needed)

News Gothic Condensed/Bold, 10/11 point; black or reverse white as needed; 20%-40% black fills as needed behind text

5 Response Form Headline

News Gothic Bold 12/12 point; upper and lower case; reverse white on .375" high 631 teal bar; should never exceed one line

6 Response Form Copy

News Gothic Condensed/Bold, 9/10 point; flush left; black with 631 teal as needed; square check boxes and .5-point keylines as needed

7 Johnson Box

News Gothic Demi, 12/15 point; 3025 blue; flush left; included within the rounded polygon shape filed with PMS 631 (tinted to 15%)

Live Area/Grid Structure

Indicates margins and how elements align

Important!

To preserve the overall visual integrity of the letter, do not use photographs, illustrations, dingbats or other graphics. If graphics are necessary to fully communicate the offering, a brochure should accompany the letter.

To emphasize words or phrases in the body of the letter, use only bold or italics, and limit emphasis to two or three key points. Italicize footnotes as needed.

Neither the letter nor the Johnson Box should use combinations of bold, italic or bold/italic, as this dilutes the overall focus. Underlining should never be used.

Letter Specifications

- Direct mail letters should follow all corporate standards for letterhead and letter body formatting (margins, font size, etc.)
- Most direct mail should be sent in a Duke Energy window envelope to avoid the need to match multiple personalized components.
- Letters should be one page in length (with terms and conditions printed on the back side as needed).
- Direct mail letters should contain the following: date, mailing address, subject line, Johnson Box, salutation (if personalized, first and last name only – nothing to indicate gender), body copy, scanned signature, enclosures (as needed), and tear-off response mechanism (as needed).
- With the exception of tables and charts, graphics should not be included. A separate brochure should accompany the letter if more detailed messaging or more elaborate images are needed.

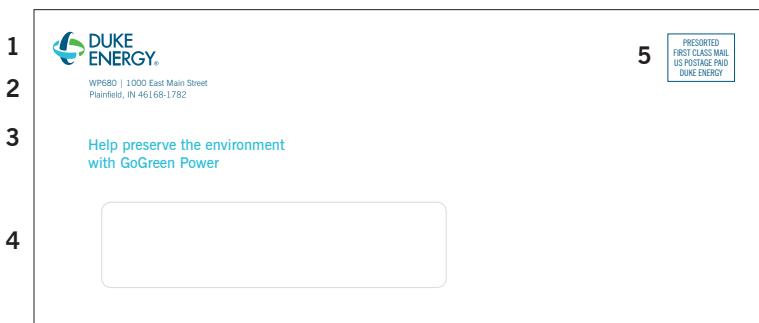
Direct Mail Envelopes

When sending direct mail, Duke Energy has a unique advantage – our name. When our energy customers receive mail from us, they tend to open the materials. To maximize this advantage, most of our direct mailings are sent in a window envelope – either #10 business or 9"W x 6"H. These envelopes follow Duke Energy's stationery standards, and may also feature a short message on the front of the envelope.

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#10 Business (Window) Envelope

This standard 9.5"W x 4.125"H envelope has a clear window in the lower left corner, allowing the customer address information to show through and eliminating the need to match letters to envelopes.



Important!

Always check alignment of address block through the window by jogging the letter side to side and top to bottom. Complete address and intelligent barcode must be visible at all times.

Duke Energy normally uses a Corporate Mail Permit in the postal indicia rather than a specifically assigned number. This allows mailings to be sent from any geographic region. Whenever possible, mail should be sent as "Presort Standard" rather than "First Class," to maximize U.S. postal rate discounts.

Typographical and Layout Specifications

- 1 Duke Energy Logo**
3025 blue, 361 green and 631 teal logo in the upper left corner
- 2 Return Address Block**
News Gothic Light, 8/11 point; 3025 blue; upper and lower case; flush left with words "Duke Energy"
- 3 Marketing Message (optional)**
News Gothic Demi, 14/17 point; 361 teal; upper and lower case;
2 lines maximum
- 4 Window Position**
Standard size is 4.5"W x 1.125"H, .875" from left side of envelope and .5" from bottom
- 5 Postal Indicia**
News Gothic Condensed, 8.5/9.5 point; 3025 blue; all caps; centered within .5-point
3025 blue keyline box

90**Catalog and Booklet Envelopes**

Below are two standard large envelopes, both with clear windows allowing the customer addresses on letters to show through. (This eliminates the need to match letters to envelopes.)

Catalog Envelope (left)

Opens along top edge.

Booklet Envelope (right)

Opens along left edge. This is the preferred envelope for automated insertion.

**Typographical and Layout Specifications****1 Duke Energy Logo**

3025 blue, 361 green and 631 teal logo in the upper left corner

2 Return Address Block

News Gothic Light, 8/11 point; 3025 blue; upper and lower case; flush left with words "Duke Energy"

3 Approximate Window Position

Catalog – 4.5"W x 1.75"H, .625" from left; 2.5" from top

Booklet – 4"W x 1.375"H, .75" from left; 3" from top

4 Postal Indicia

News Gothic Condensed, 8.5/9.5 point; 3025 blue; all caps; centered within .5-point
3025 blue keyline box

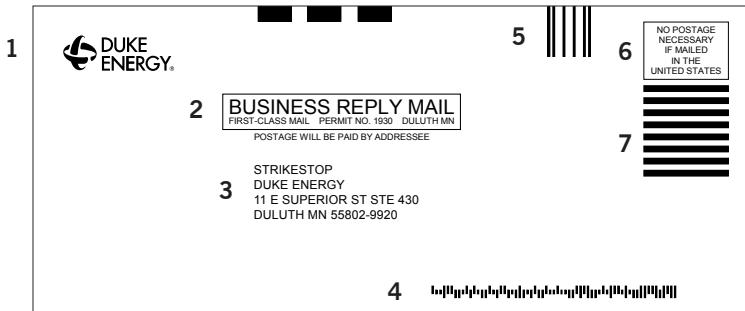
Direct Mail Business Reply Envelopes (BRE) and Cards (BRC)

Business reply mail must be set up to an exact set of standards as outlined by the U.S. Postal Service in its "Quick Service Guide." Below are two samples of Duke Energy business reply mail created in accordance with these standards.

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Business Reply Envelope

These envelopes can be up to 1 ounce in weight and are normally A2, A7 or #9 sizes.

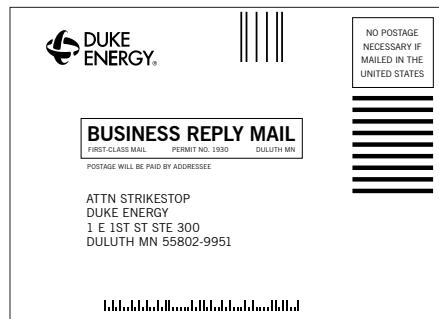


Important!

Always send a PDF sample of a new BRC or BRE to the U.S. Postal Service for review and approval prior to printing, to ensure that it meets postal specifications.

Business Reply Card

These cards must be between 3.5"W x 5"H and 4.25"W x 6"H and printed on at least 65# cover stock. Black ink on white background is required.



Typographical and Layout Specifications

1 Duke Energy Logo

Black version of the logo should be placed in the upper left corner.

2 Business Reply Mail

News Gothic Demi, 22/22 point; black; all caps; centered inside .5-point black keyline box; permit number is supplied by the post office and is specific to the reply mail address

3 Mailing Address

News Gothic Roman, 11/13 point; black; all caps with no punctuation; flush left

4 Intelligent Barcode

Supplied by the U.S. Postal Service; position is critical; use clear postal overlay template to verify positioning

5 FIM Bars

Standard bars supplied by post office; use clear postal overlay template to verify positioning

6 Postage Imprint

News Gothic Roman, 8/12 point; black; all caps; centered; must read as shown in samples

7 Horizontal Bars

5-point horizontal rules of uniform length (at least 1"), spaced .125" apart; must stop short of delivery address (street number, street name, etc.)

Important!

Duke Energy Permit Numbers and Postnet barcodes are supplied by the U.S. Postal Service.

Company Identification

Corporate Security issues official Duke Energy identification badges to all employees, contractors, Board of Directors and building tenants. There are seven distinctive types of badges:

- Employee ID badges are distinguished by the 631 teal background color.
- Contractor badges are distinguished by the 361 green background color with the name of the contract company at the bottom.
- Board of Director ID badges are distinguished by the 3025 blue background color with "DIRECTOR" at the bottom.
- Nuclear employee ID badges are distinguished by the solid white background and bar codes.
- Nuclear contractor ID badges are distinguished by the 361 green background, bar codes and with "CONTRACTOR" at the bottom.
- Nuclear OCA ID badges are distinguished by the 021 orange background with "NUCLEAR OCR" at the bottom.
- Tenant badges are distinguished by the 188 burgundy background color with "TENANT" at the bottom.

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Employee I.D.



Contractor I.D.



Board of Directors I.D.



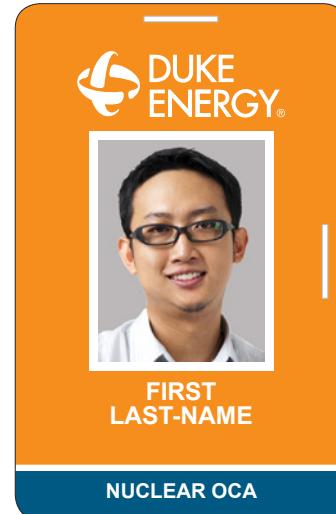
Nuclear I.D.



Nuclear Contractor I.D.



Nuclear Visitor I.D.



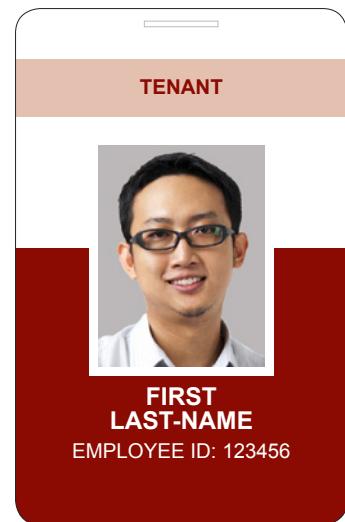
Tenant I.D.



Tenant Contractor I.D.



Tenant I.D. (no logo)



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Billboards

Whether printed or digital, the design for billboards should remain the same. Simplicity is key – due to the short time frame to communicate the message, billboard artwork should include the following:

- Single, striking horizontal image
- Short message in corporate color, black or reversed to white on top of image; letters should be approximately 3 feet tall
- Call to action; preferably a vanity URL; letters should be approximately 1-1/2 feet tall
- Duke Energy logo; color on white background or reverse white out of image

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Sustainability and Paper

Responsible environmental practices are a key part of Duke Energy's commitment to sustainability. The company has adopted a series of recommendations around paper specifications for copying and commercial offset printing.

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FSC Certification

Duke Energy recommends the use of papers that have been certified by the Forest Stewardship Council (FSC). This certification supports responsible forest management worldwide, and ensures that papers come from responsibly harvested and verified sources. FSC-certified papers are verified from the forest of origin through the supply chain.

In order to use the FSC logo, collateral must be printed by one of Duke Energy's certified commercial printers. Each printer is issued a chain-of-custody number that appears as part of the logo. The logo must be added to the final artwork by the printer, then approved by the Forest Stewardship Council before printing.

For additional information about the FSC and its rigorous certification process, visit www.fsc.org.

Sample FSC logos



Recycled Paper

There are two types of recycled paper:

- Pre-consumer waste that has left the paper mill but was discarded before consumer use.
- Post-consumer waste that was discarded after consumer use.

Duke Energy recommends the use of the latter, as it provides the most significant environmental benefits. Both types are available in recycled content from 10 to 100 percent, depending on the type of paper. Note: Most coated (gloss or dull) stocks are available only in 30 percent or less post-consumer waste content.

Cost

Paper costs vary widely based on weight, whiteness, surface quality, recycled content and FSC certification. Generally speaking, the higher the percentage of post-consumer recycled content, the greater the environmental benefit and the higher the cost. Both factors must be carefully weighed during the paper selection process, along with the overall desired appearance of the collateral.

Help With Paper Selection

Contact the Print Support team at printsupport@duke-energy.com to assist with paper specifications.

Duke Energy Copy Centers

Due to the quick-turn nature of projects handled at Duke Energy copy centers, it is not feasible for them to become FSC certified. However, they can obtain FSC-certified and recycled papers that are guaranteed to run on their Xerox color copy equipment.

For cost reasons, the copy centers cannot stock those papers, but can order them upon customer request. Three days lead time is required, along with the appropriate responsibility center for chargeback.

When FSC-certified papers are specified for use on print projects, the following footnote text can be added to the piece by the customer: *"Duke Energy is committed to sustainability. The fiber content for this paper is certified to have come from responsibly managed forests."*

Stationery Items

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Introduction and Ordering

Printed stationery is a basic, yet highly visible component of the Duke Energy brand. It must be handled consistently across all parts of the organization in order to establish and reinforce the brand. It should be used on formal communication within the company and with outside parties like news organizations, regulatory agencies and individual customers. For more informal communications, Microsoft Office templates are available for download from iCreate via the Portal at: <https://portalapps.duke-energy.com/DukeSSOConnect/default.aspx?appname=icreate>

Stationery Ordering

The basic stationery items listed below can be ordered directly from the Portal: <https://portal.duke-energy.com/ServicesCenter/OrderSupplies/Pages/OrderBusinessCardsandStationery.aspx>.

Registration is required for first-time users, and a corporate procurement card and proper accounting codes are required to complete the transaction. Allow five to seven working days for delivery of completed materials.

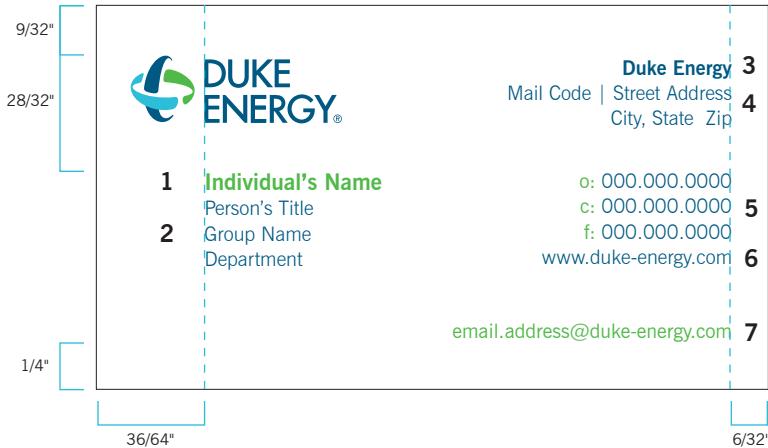
- Business cards
- Letterhead
- Personalized Monarch letterhead
- #10 Business envelopes
- Mailing labels
- Large envelopes
- Note/memo pads
- Note cards
- Note card envelopes
- Monarch letterhead
- Monarch envelopes

Business Card – One-sided

The one-sided business card is appropriate for most employees. On the right side of the card, the layout accommodates up to eight lines of location and contact information. The left side features the individual's name, title, group (if needed) and department.

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Sample Master Brand Card



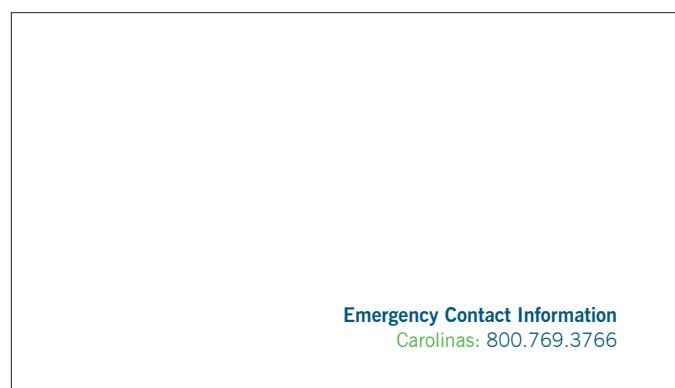
Typographical and Layout Specifications

- 1 Individual Name**
News Gothic Bold,
8.5/9.5 point; upper and
lower case; flush left;
361 green
- 2 Title**
Group,
Department
News Gothic Light,
7.5/9.5; upper and
lower case; flush left;
3025 blue
- 3 Company Name**
News Gothic Bold,
7.5/9.5; upper and
lower case; flush right;
3025 blue
- 4 Street Address**
News Gothic Light,
7.5/9.5; upper and
lower case; flush right;
3025 blue
- 5 Choice of Phone Numbers**
Numbers: News Gothic
Light, 7.5/9.5; flush
right; 3025 blue
Designations: News
Gothic Roman; 361 green
- 6 Web Address**
News Gothic Roman,
7.5/9.5; lower case only;
flush right; 3025 blue
- 7 Email Address**
News Gothic Light,
7.5/9.5; lower case
only; flush right;
361 green

Sample Sub-Brand Card



Emergency Numbers



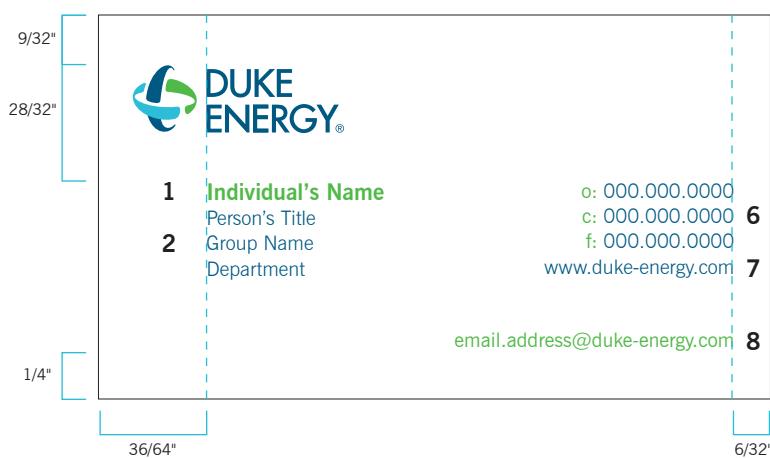
Emergency Numbers

Some employees may need
Duke Energy's emergency phone
numbers on the back of their
business cards.

Business Card – Two-sided

The front of the two-sided business card is clean and uncluttered, showing only primary contact information, while the back of the card has room for other information, including the company name, a physical address, mailing address and up to three additional phone numbers.

Front of Card

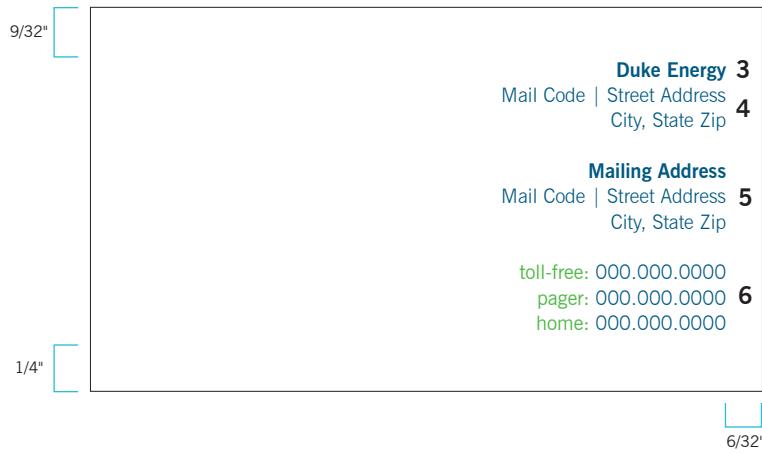


Typographical and Layout Specifications

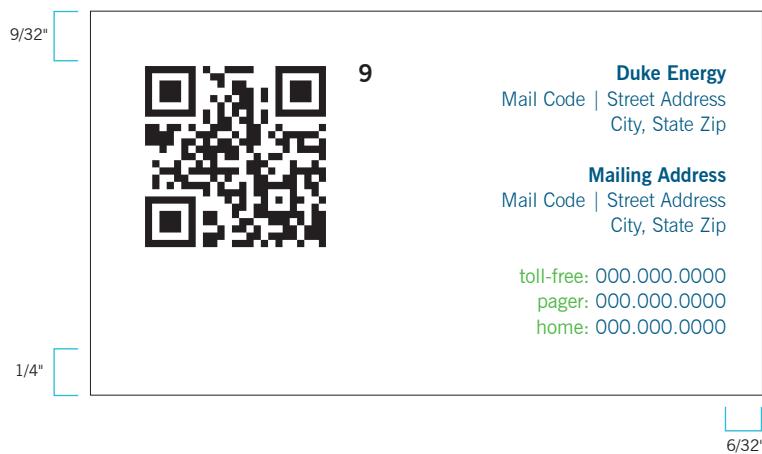
- 1 Individual Name**
News Gothic Bold, 8.5/9.5 point; upper and lower case; flush left; 361 green
- 2 Title**
Group, Department
News Gothic Light, 7.5/9.5; upper and lower case; flush left; 3025 blue
- 3 Company Name**
News Gothic Bold, 7.5/9.5; upper and lower case; flush right; 3025 blue
- 4 Street Address**
News Gothic Light, 7.5/9.5; upper and lower case; flush right; 3025 blue
- 5 Mailing Address**
News Gothic Light, 7.5/9.5; upper and lower case; flush right; 3025 blue
- 6 Phone Numbers**
Numbers: News Gothic Light, 7.5/9.5; flush right; 3025 blue
Designations: News Gothic Roman; 361 green
- 7 Web Address**
News Gothic Roman, 7.5/9.5; lower case only; flush right; 3025 blue
- 8 Email Address**
News Gothic Light, 7.5/9.5; lower case only; flush right; 361 green
- 9 QR Code**
1" x 1" QR Code used on an as-needed basis. This is not part of the standard 2-sided card option.

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Back of Card



Back of Card - with Optional QR Code



Business Card – Contractor for Duke Energy

Duke Energy offers also offers a business card specifically for contractors. On the right side of the card, the layout accommodates up to eight lines of location and contact information. The left side features the individual's name, title, group (if needed) and department.

The name of the contracting company must appear on the card in the position shown.

Sample Contractor for Duke Energy Card



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Typographical and Layout Specifications

- 1 Individual Name**
News Gothic Bold, 8.5/9.5 point; upper and lower case; flush left; 361 green
- 2 Title**
Group, Department
News Gothic Light, 7.5/9.5; upper and lower case; flush left; 3025 blue
- 3 Contractor Company Name**
News Gothic Bold, 7.5/9.5; upper and lower case; flush right; 3025 blue
- 4 Street Address**
News Gothic Light, 7.5/9.5; upper and lower case; flush right; 3025 blue
- 5 Choice of Phone Numbers**
Numbers: News Gothic Light, 7.5/9.5; flush right; 3025 blue
Designations: News Gothic Roman; 361 green
- 6 Web Address**
News Gothic Roman, 7.5/9.5; lower case only; flush right; 3025 blue
- 7 Email Address**
News Gothic Light, 7.5/9.5; lower case only; flush right; 361 green

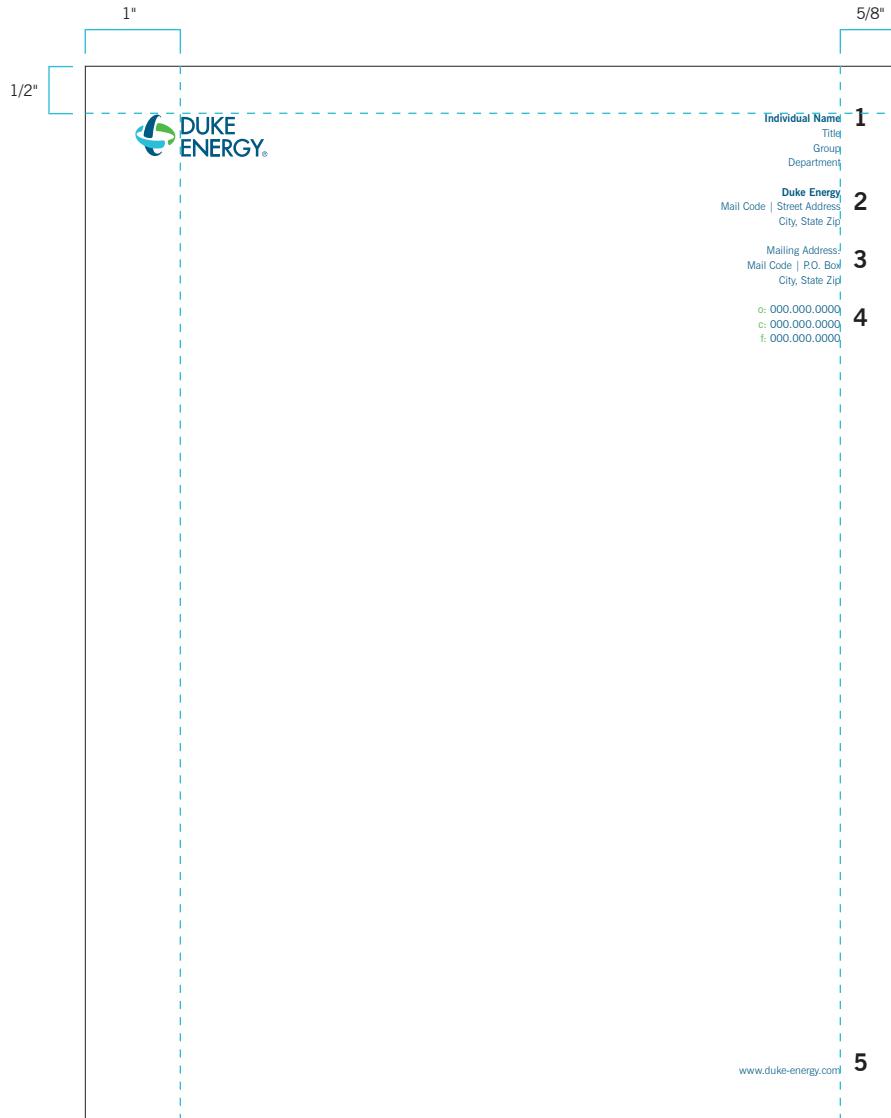
Letterhead

Three options are available for printed letterhead:

- Corporate – for use by the vast majority of employees for written communications
- Personalized – for use by managing directors and above, if desired
- Department – for use when the department name is important

Printing and mechanical specifications are identical for all three.

Personalized

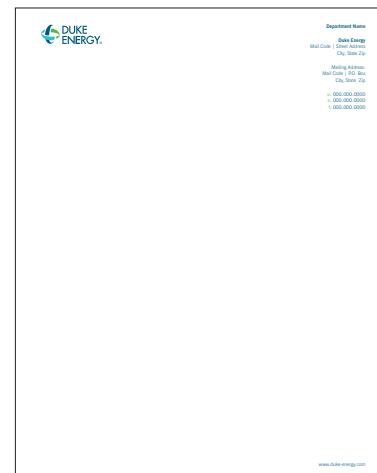


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Corporate



Departmental



Typographical Specifications

1 Company, Individual or Department Name

News Gothic Bold, 8/11 point; upper and lower case; flush right; 3025 blue

2 Street Address

News Gothic Light, 8/11 point; upper and lower case; flush right; 3025 blue

3 Mailing Address

News Gothic Light, 8/11 point; upper and lower case; flush right; 3025 blue

4 Phone, Fax Numbers and Email address

News Gothic Light, 8/11 point; upper and lower case (email will be lower case only); flush right; PMS 3025 blue

5 Web address

News Gothic Light, 8/11 point; lower case; flush right; PMS 3025 blue

#10 Business Envelopes

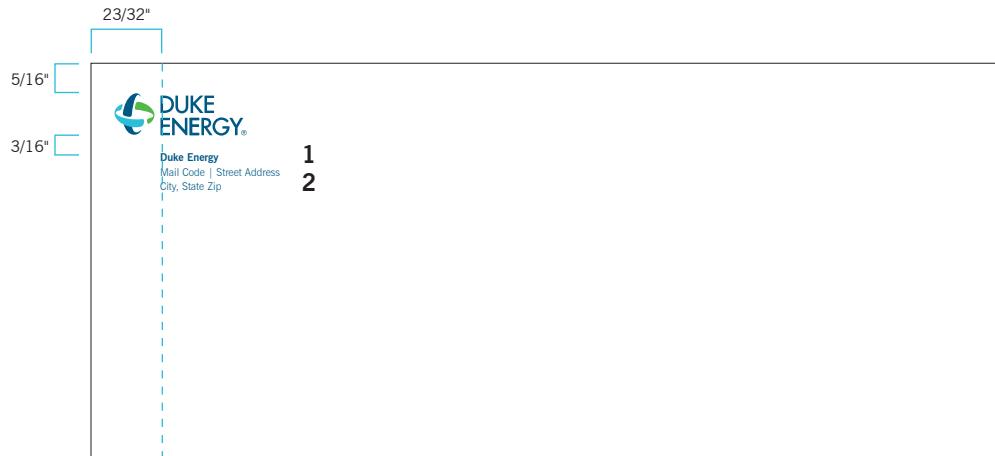
Three options are available for printed envelopes (to match the corresponding letterhead). The layouts and specifications shown below are for regular or window envelopes in sizes up to (but not including) 9"W x 12"H.

- Corporate – for use by the vast majority of employees for written communications
- Personalized – for use by managing directors and above, if desired
- Department – for use when the department name is important

Printing and mechanical specifications are identical for all three.

Corporate

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Personalized



Department



Typographical Specifications

1 Company, Individual or Department Name

News Gothic Bold, 8/11 point; upper and lower case; flush right; 3025 blue

2 Return Mailing Address

News Gothic Light, 8/11 point; upper and lower case; flush right; 3025 blue

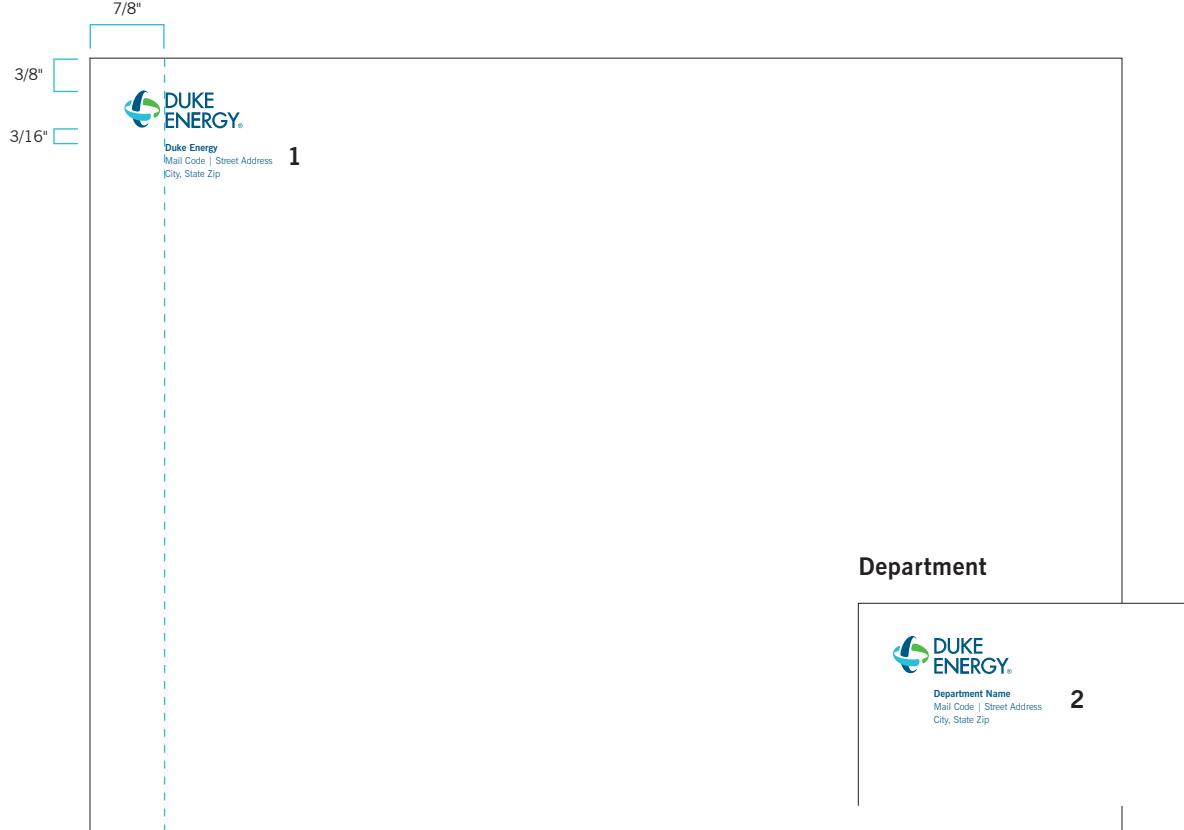
Large Envelopes

Two options are available for printed envelopes (to match the corresponding letterhead). The layouts and specifications shown below are for 9"W x 12"H or larger envelopes, for sending oversize materials or standard stationery without folding. Note that no personalized options are available for these envelopes.

- Corporate – for use by the vast majority of employees for written communication
- Department – for use when the department name is important
- Printing and mechanical specifications are identical for both.

Corporate

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Typographical Specifications

1 Company or Department Name

News Gothic Bold, 8/11 point; upper and lower case; flush right; 3025 blue

2 Return Mailing Address

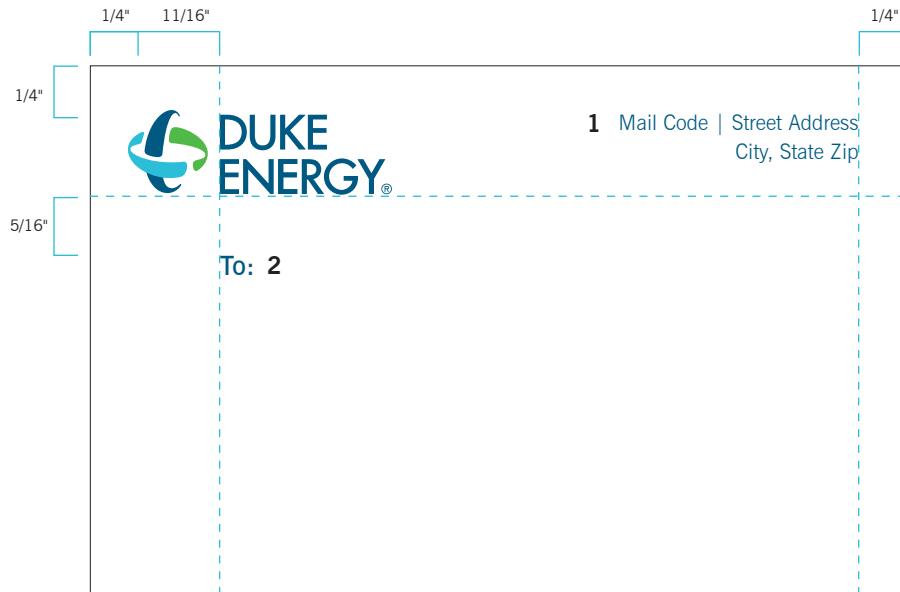
News Gothic Light, 8/11 point; upper and lower case; flush right; 3025 blue

Mailing Labels

Mailing labels are for use on large envelopes and packages. Each label consists of a logo and return mailing address. The label is printed on an 8-up sheet for cost efficiency. The overall size of each label is 4.25"W x 2.75"H. Addresses can easily be mail-merged and printed on a laser or inkjet printer using Microsoft Word.

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Corporate



Typographical Specifications

1 Return Address

News Gothic Light, 8/11 point; upper and lower case; flush right; 3025 blue

2 To:

News Gothic Demi, 10/10 point; upper and lower case; flush left; 3025 blue

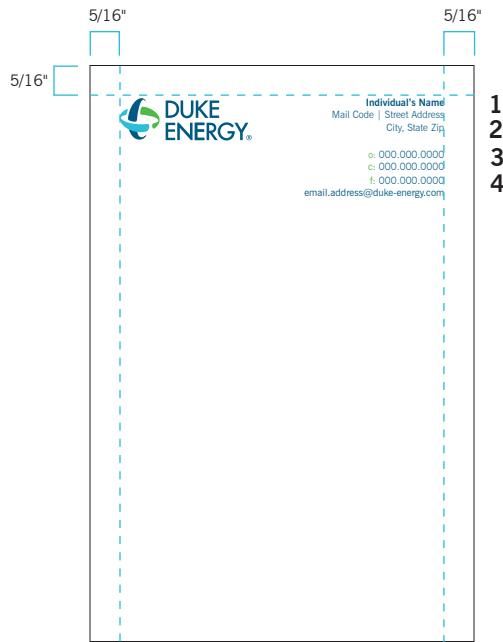
Mechanical Specifications

- Sheet size – 8.5"W x 11"H
- Individual label size – 4.25"W x 2.75"H
- 8-up on sheet with no bleeds

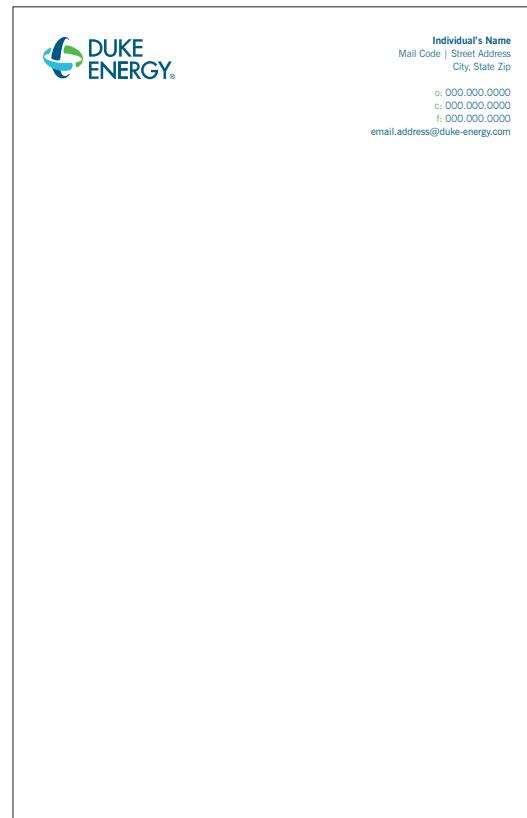
Note Pads

Basic note pads are offered in two sizes: 4"W x 6"H and 5.5"W x 8.5"H. They are available as loose sheets to fit standard-size memo holders or padded in 50 sheets per pad. They can be ordered in the two-color version as shown below or in a black-only version. They can be generic or personalized with the phone, fax, email address and name of the sending individual.

Personalized – Small (4"W X 6"H)



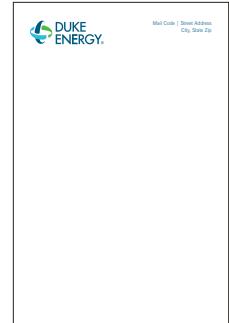
Personalized – Large (5.5"W X 8.5"H)



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Important!

For generic note pads of either size, no phone, fax, email or name should appear on the sheet.



Typographical Specifications

1 Individual Name

News Gothic Bold, 8.5/9.5 point; upper and lower case; flush left; 361 green

2 Street Address

News Gothic Light, 7.5/9.5; upper and lower case; flush right; 3025 blue

3 Phone Numbers

Numbers: News Gothic Light, 7.5/9.5; flush right; 3025 blue

Designations: News Gothic Roman; 361 green

4 Email Address

News Gothic Light, 7.5/9.5; lower case only; flush right; 3025 blue

Monarch Letterhead

Monarch letterhead is a specialized type of stationery that is smaller than normal letterhead. It is available only to managing directors and above. It measures 7.25"W x 10.5"H. All other specifications match those of normal corporate letterhead.

Personalized

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Typographical Specifications

1 Company, Individual or Department Name

News Gothic Bold, 8/11 point; upper and lower case; flush right; 3025 blue

2 Street Address

News Gothic Light, 8/11 point; upper and lower case; flush right; 3025 blue

3 Mailing Address

News Gothic Light, 8/11 point; upper and lower case; flush right; 3025 blue

4 Phone, Fax Numbers

Numbers: News Gothic Light, 8/11 point; flush right; 3025 blue

Designations: News Gothic Roman; 8/11 point; 361 green

4 Email Address

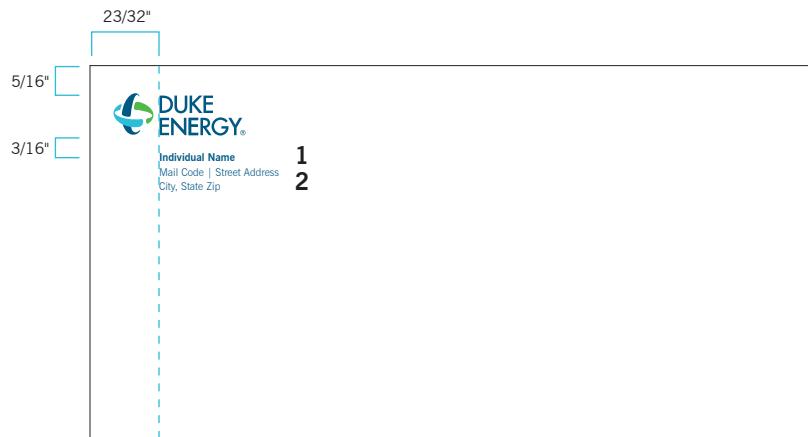
News Gothic Light, 8/11 point; lower case only; flush right; 3025 blue

Monarch Envelopes

These envelopes accommodate Monarch letterhead and are available only to managing directors and above. The overall size is 7.5"W x 3.875"H.

Personalized

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Typographical Specifications

- 1 Company, Individual or Department Name**
News Gothic Bold, 8/11 point; upper and lower case; flush left; 3025 blue
- 2 Return Mailing Address**
News Gothic Light, 8/11 point; upper and lower case; flush left; 3025 blue

PowerPoint Presentations

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As all employees have access to Microsoft PowerPoint software, visual standards are particularly important to ensure consistency. Given the wide range of presentation content, it is not feasible to specify sizes and placement of text and visual content. However, templates are available with the logo and main visuals correctly positioned, ready to receive custom content. The standard monitor and projection aspect ratio is now widescreen (16:9). As a result, all templates have been created to display properly on most desktop and laptop computers and when shown on presentation equipment in company conference rooms.

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Template Specifications and Details

When creating a PowerPoint presentation, “less is more” applies to the content, colors, fonts, graphics and transitions. Visual treatment of the content should enhance it – not distract from it. Standard design features should include:

- Exclusive use of the Arial and Arial Narrow font families. No other fonts should be used.
- Use of only three to four colors from the Duke Energy color palette.
- A single transition between all bullets and slides.
- Consistent use and placement of imagery throughout the presentation.

Sample Presentation Templates

A series of PowerPoint template files is available for download from iCreate via the Portal at: <https://portalapps.duke-energy.com/DukeSSOConnect/default.aspx?appname=icreate>. A few sample templates are shown below.



Important!

Respect for copyright laws is very important to Duke Energy, and is part of our Code of Business Ethics. To avoid copyright violations, do not download copyrighted photographs, illustrations, charts, videos, etc. from the Internet without first obtaining permission from the copyright holder.

The iCreate image library houses thousands of stock and Duke Energy-specific images that are available for download and incorporation into PowerPoint template files.

Vehicle Graphics

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Vehicle Fleet Markings

Our vehicle fleet is visible to both residential and commercial customers on a daily basis, so it's important that vehicles be branded consistently in accordance with corporate standards. An understated treatment of the logo is preferred.



Recognition

As we use our vehicles in repair and restoration efforts, it is critical that they be marked clearly so that they are readily identifiable. Other than the decals listed on the following page and any required safety/warning labels, no other decals should appear on any company vehicles.

Vehicle Graphics Ordering

Vehicle graphics are carefully manufactured to an exact set of specifications by a contracted vendor. Order graphics using the purchasing contract developed by Fleet Parts and Contract Management, not directly from the vendor. Please contact:

Mike Allison – Enterprise Fleet Operations
704.382.4750
mike.allison@duke-energy.com

Important!

Only official Duke Energy vehicle markings, as outlined in this manual, are to be placed on company-owned vehicles. Personal decals of any type cannot be added.

If specialized decals are required for any vehicle application, please contact:
Scott Ritchie – Creative and Digital Communications
704.382.6637
scott.ritchie@duke-energy.com

Vehicle Graphic Specifications

There are three basic types of decals for most Duke Energy vehicles.

- Duke Energy logos – centered on both front doors, away from handles, manufacturer logos, etc.
- U.S. Department of Transportation (USDOT) numbers – near the bottom edge of both front doors
- Company vehicle identification numbers – near the top, rear corner of the front fenders and in the lower left corner on the back of the vehicle.

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Logo Decal Specifications

- Screen printing must be in three spot colors (3025 blue, 631 teal and 361 green) using supplied Duke Energy logo in Adobe Illustrator .eps format.
- Substrate must be 3M Scotchlite Plus Series 680 reflective marking system (or equivalent).
- Finished decals must be clear-coated, computer-cut and premasked (including the registered trademark symbol ®).

Logo Decals – Sizes and Clear Space

Sizes – horizontal dimensions are critical; vertical dimensions are rounded to the nearest .5"

- 24"W x 7.6188"H – the most common logo size for the doors of most vehicles
- 15"W x 4.7618"H – small size for the right rear of trucks, vans and SUVs (with available space)
- 60"W x 19"H – for upper back corner areas on sides of large panel trucks and semi-trailers only
- 8"W x 2.5"H – for small applications on trailers, boats, four-wheelers, etc.
- 5"W x 2"H – for personally assigned vehicles using fleet tags (full-color logo printed on white rectangle background with .125" radius corners)
- 15"W x 15.6" H – icon to be placed on bucket

Clear Space

- This represents the necessary "blank" area around the logo. It must be equal to at least one-half the height of the "star" icon, so the logo should not be placed too close to mirrors, door handles, vehicle badges or any other decorative or functional items.

USDOT Number Decal Specifications

- Screen printing must be in one spot color (white on black) using supplied Duke Energy artwork
- Duke Energy's USDOT number is 094646 and should be center-aligned using 120 point News Gothic Roman (-30 tracking).
- Decal dimensions are 13"W x 2"H.
- Substrate must be 3M Scotchlite Plus Series 680 reflective marking system (or equivalent).
- Finished decals must be clear-coated, computer cut with .125" radius corners and premasked.

Company Vehicle Identification Number Decal Specifications

- Color must be black only.
- Font should be News Gothic Demi.
- Substrate must be 3M Scotchlite Plus Series 680 reflective marking system (or equivalent).
- Individual numbers should measure 1.25" in height and be computer-cut in the shape of numbers 0-9 (weeded) with backing and premask final-cut to rectangular shape slightly larger than the actual number.

Application of All Decals

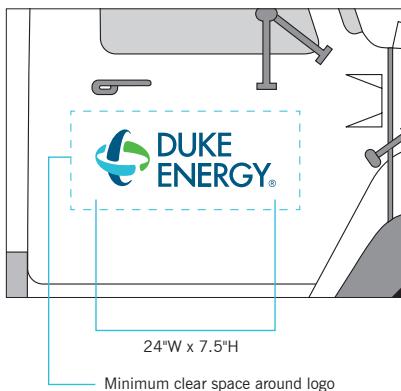
- Decals must be applied to a clean, white painted surface in a horizontal orientation, parallel with body lines of the vehicle.
- Ambient temperature should be between 50 and 100 degrees Fahrenheit during the application process to ensure good adhesion.

Sample Decals

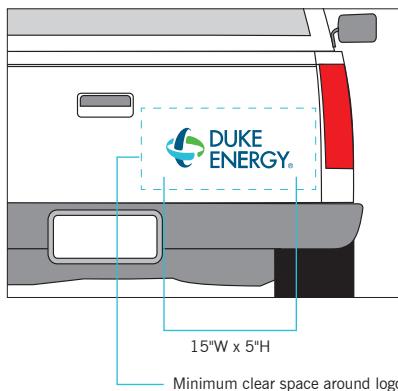
Below are illustrations of the main decal types to show correct size, proper placement and clear space. The complete application instruction manual is on file with the Fleet Services department. A copy can be requested by contacting creativecommunications@duke-energy.com.

Duke Energy Logo Decals

Typical door application



Typical rear application

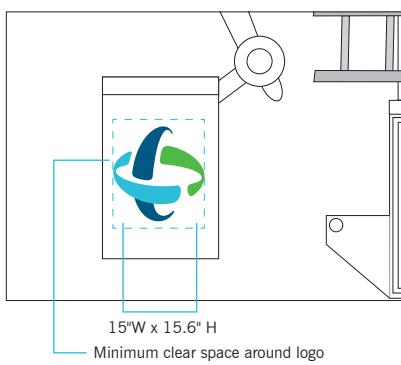


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Important!

Complete vehicle graphics application information, including form numbers and detailed application and placement instructions, are found in the Duke Energy vehicle graphics manual. For a copy, contact creativecommunications@duke-energy.com.

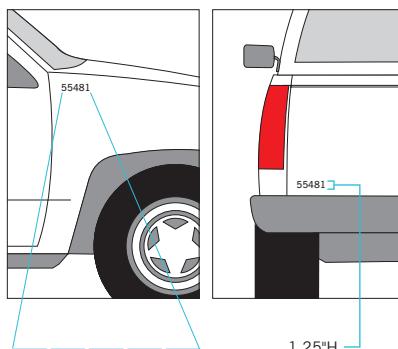
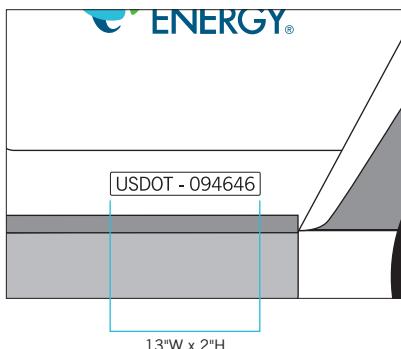
Typical bucket application



USDOT and Company Vehicle Identification Number Decals

Typical door application

Left: Typical quarter-panel application
Right: Typical rear application



5481

Single numbers placed side by side,
carefully aligned and equally spaced

Miscellaneous Decals

The following decals are used primarily on utility trucks to indicate various warnings and placement of specific equipment. Details regarding placement can be found in the application manual.

Samples – Warning, Equipment Location and Tire Inflation Pressure



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Decal colors:

- First-aid related: Primary color – PMS 361 green
- Warning related: Primary color – PMS 130 yellow; secondary color – PMS 3025 blue
- Other: Primary color – PMS 3025 blue; secondary color – 631 teal

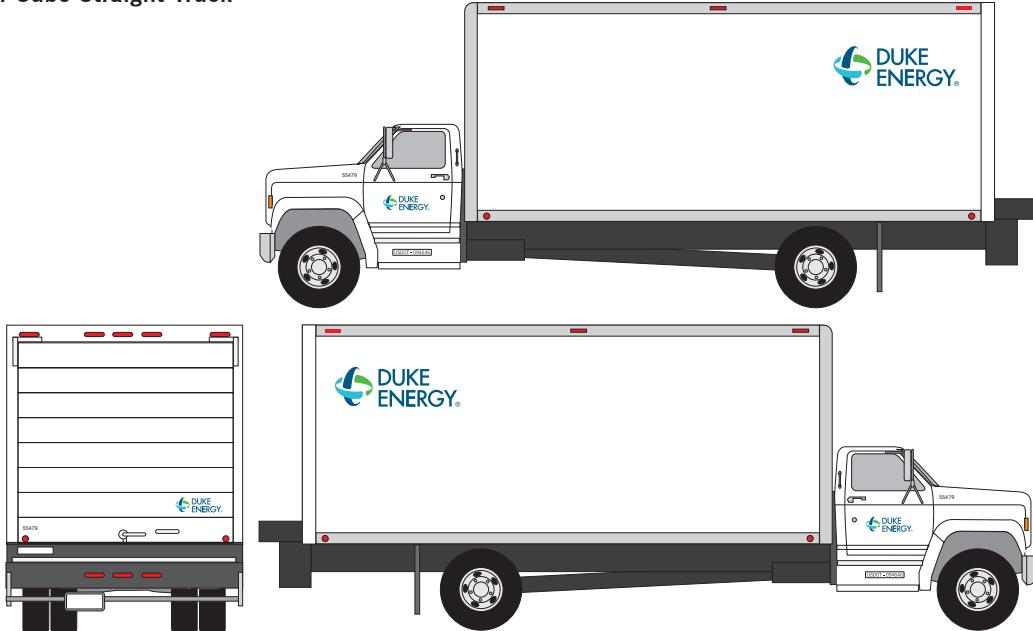
Conspicuity Tape

This red and silver/white reflective marking is required by the Department of Transportation for certain large vehicles, including Duke Energy semi-trailers, box trucks and utility trucks.



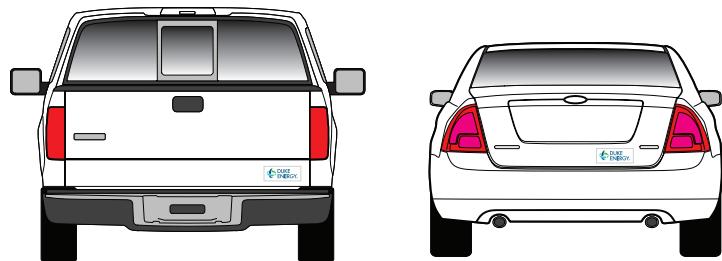
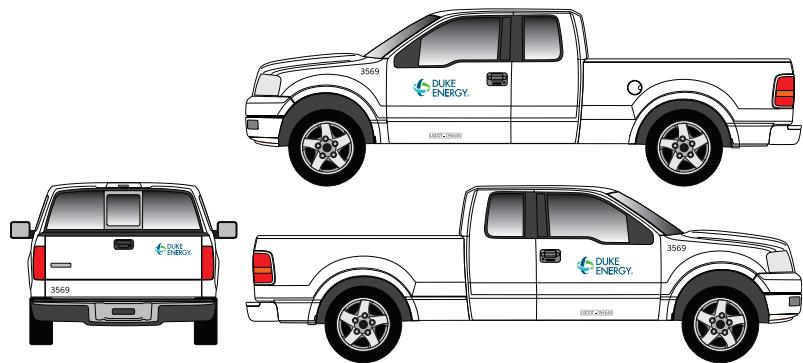
Sample Vehicle Applications

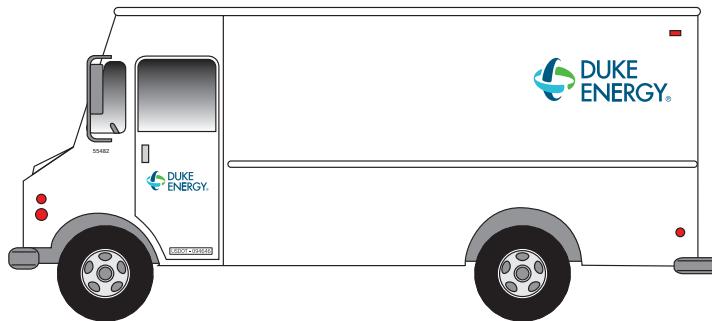
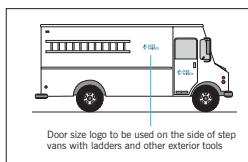
The illustrations below show the correct size, placement and clear space for decals on different types of vehicles.

Small SUV**115****Hi-Cube Straight Truck**

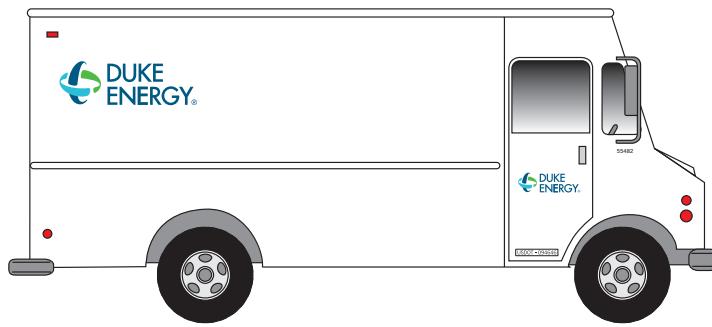
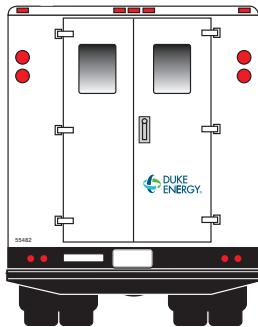
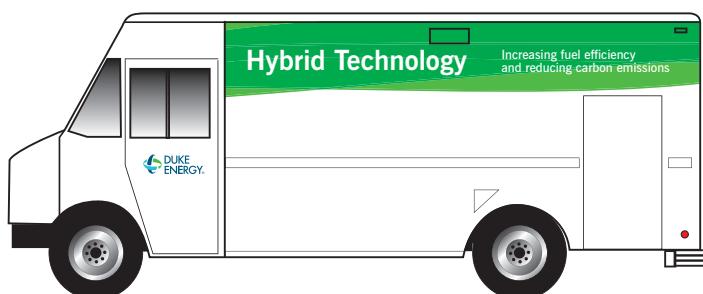
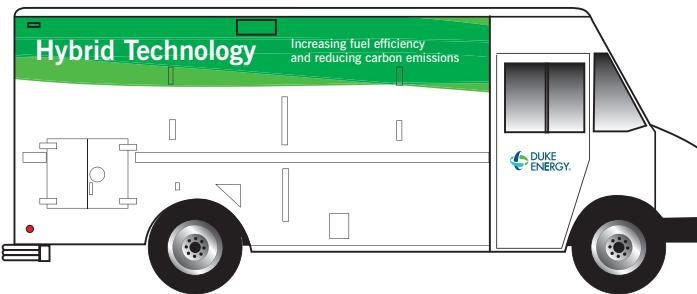
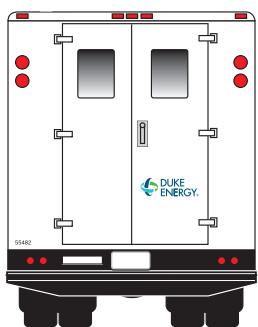
Passenger Car

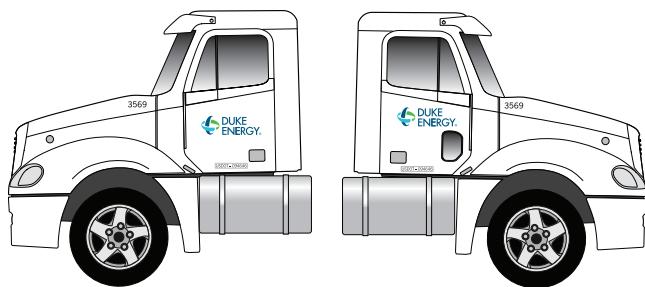
116

Personal Vehicle**Pickup Truck**

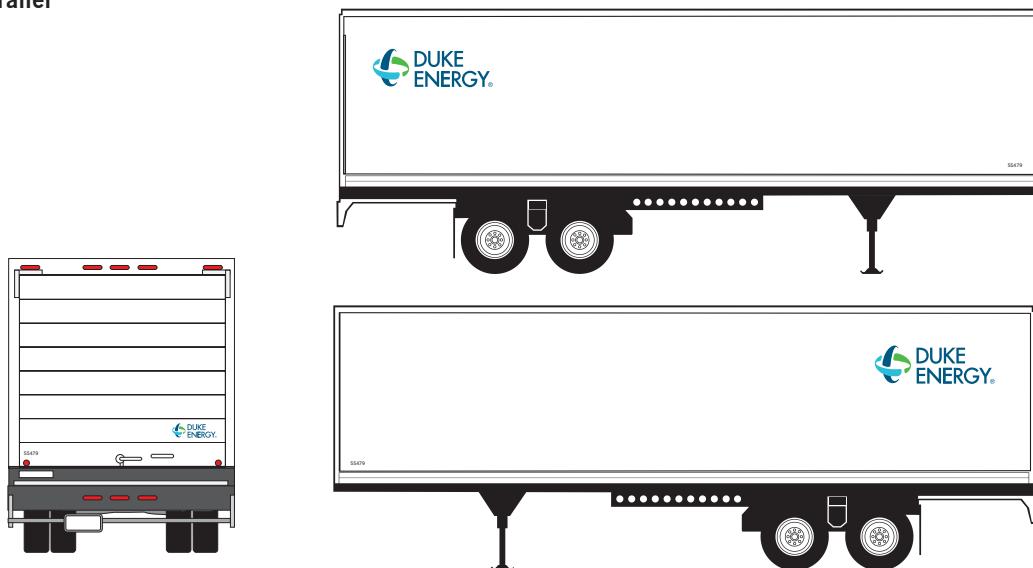
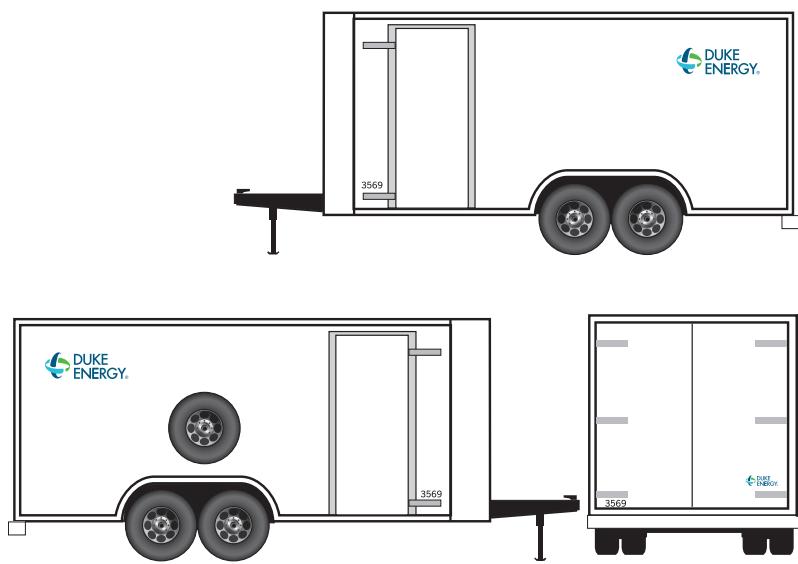
Step Van

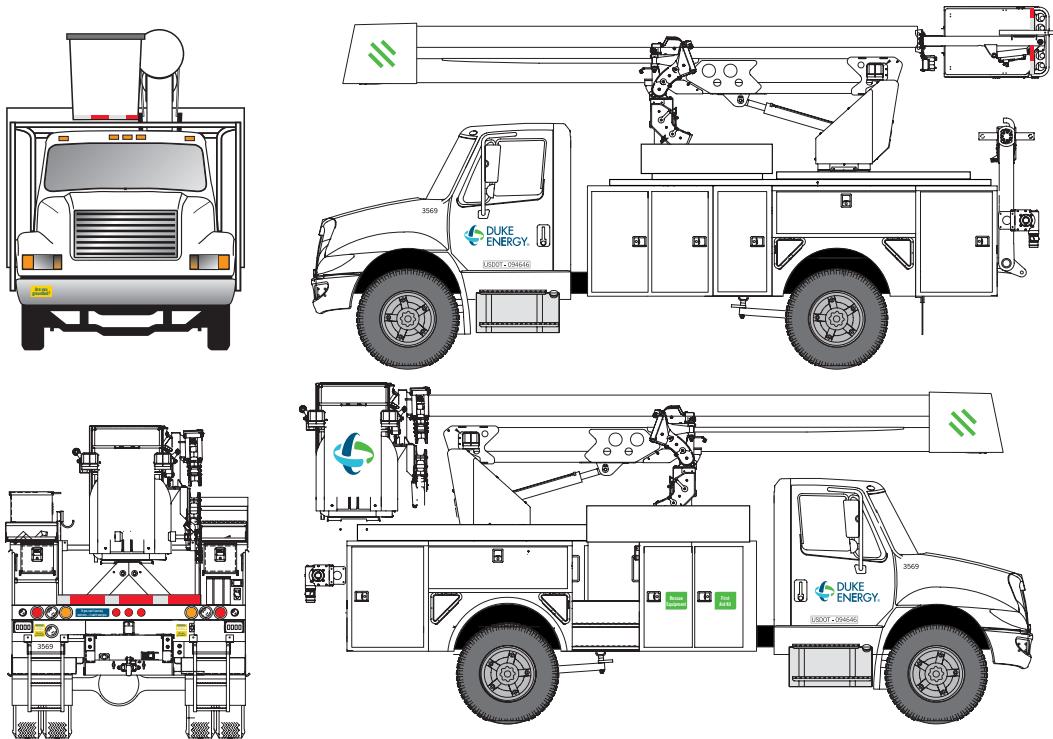
117

**Step Van Hybrid**

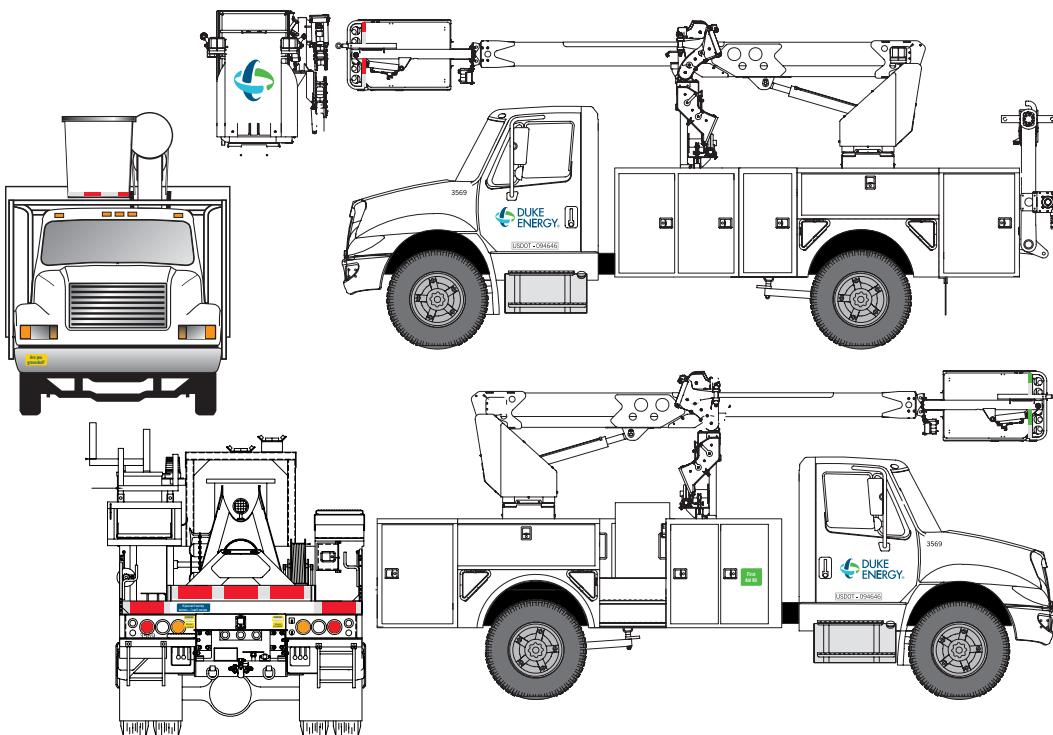
Tractor

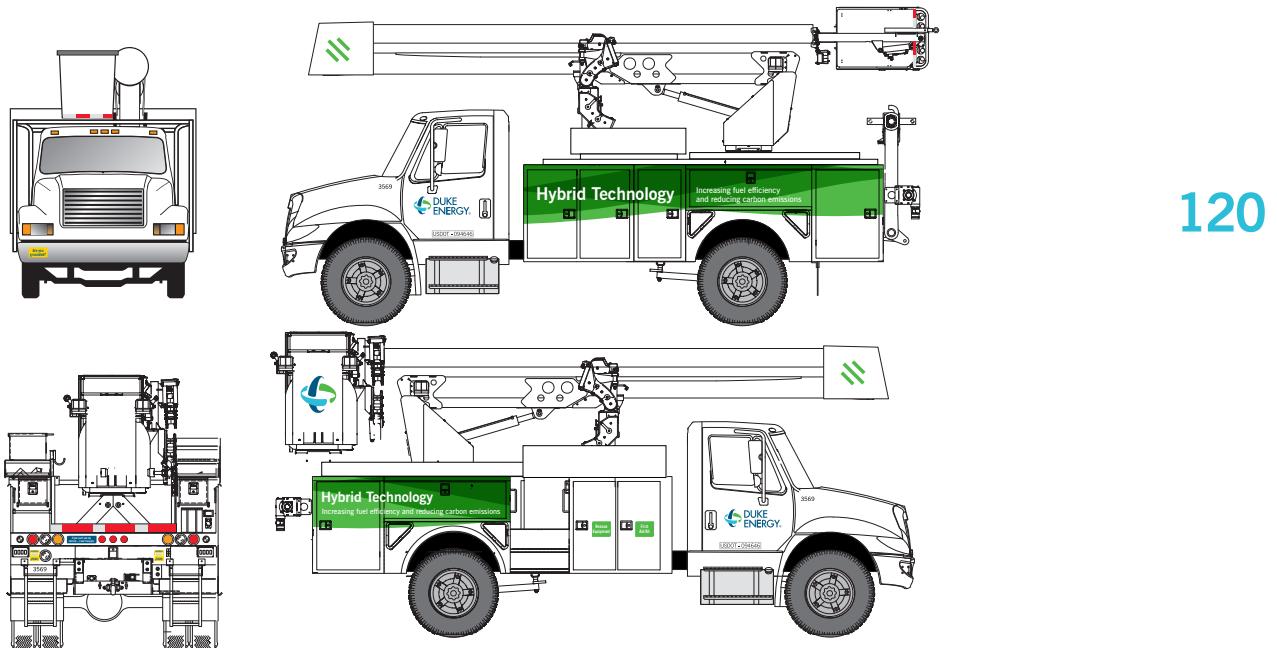
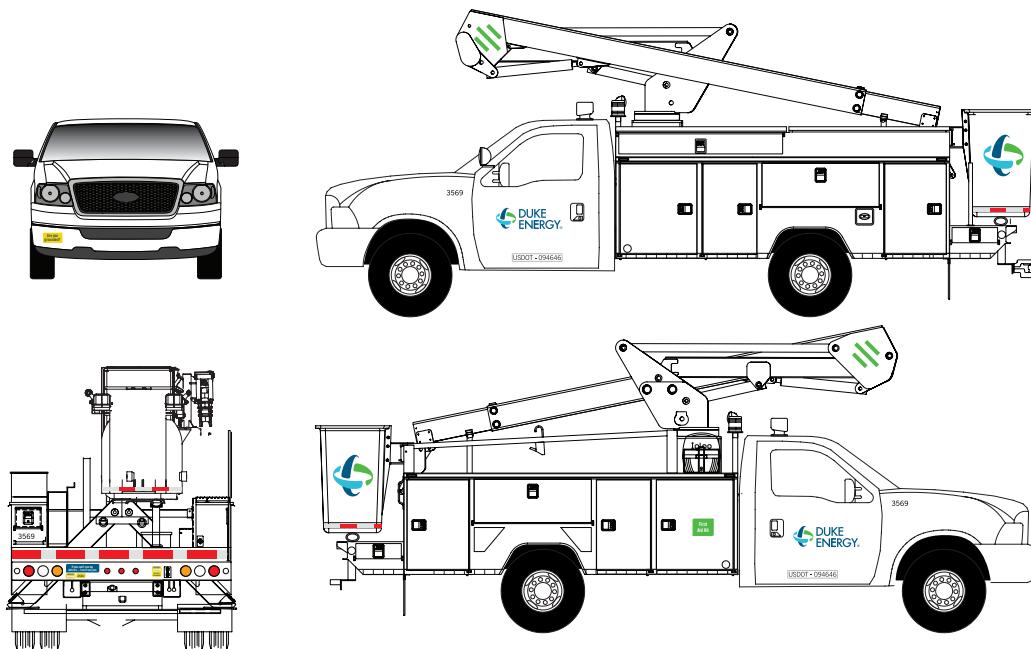
118

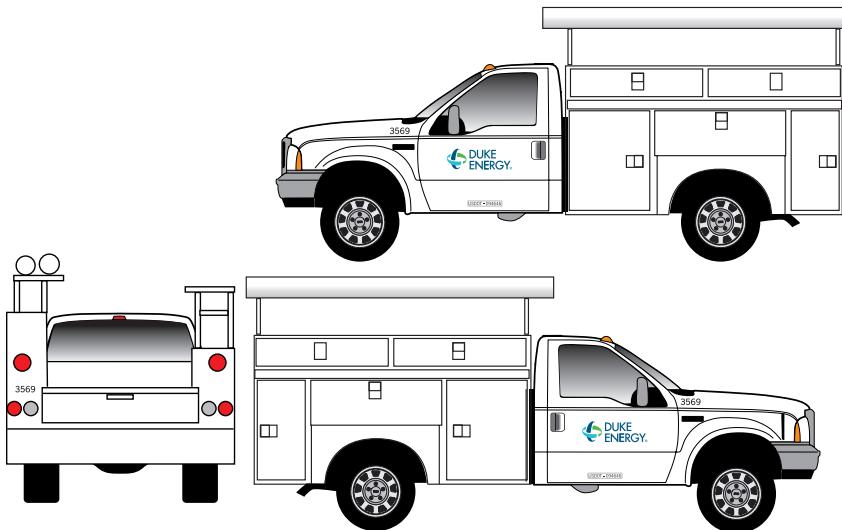
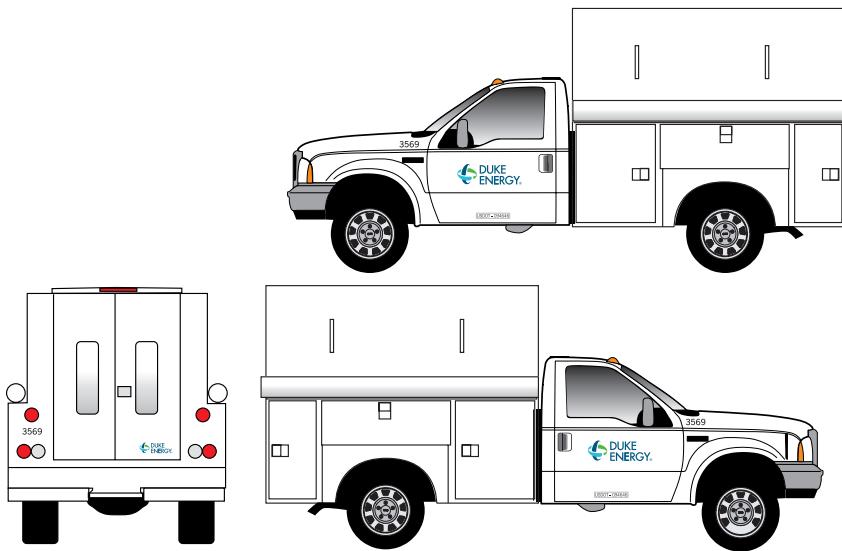
Trailer**Pull Trailer**

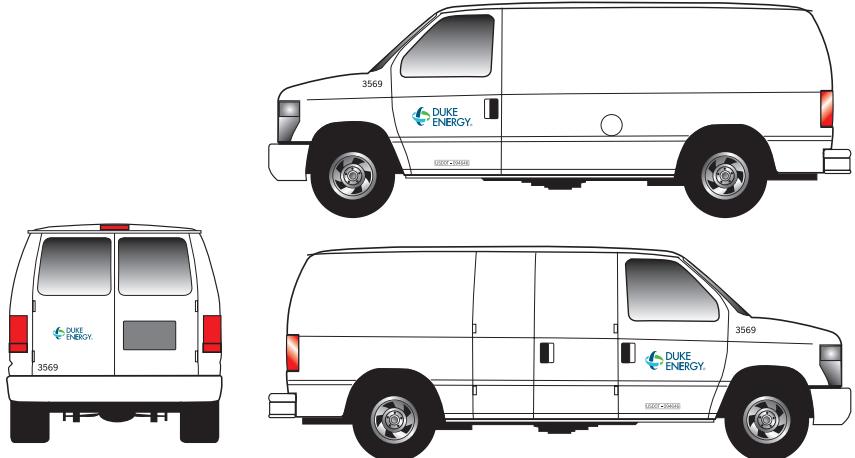
Utility Bucket Truck AA 55MH

119

Utility Derrick Truck DM 47D

Utility Bucket Truck AA 55MH Hybrid**Utility Bucket Truck F550 TA 37M**

Utility Pickup Truck**121****Utility Walk-In Body F540 and Larger**

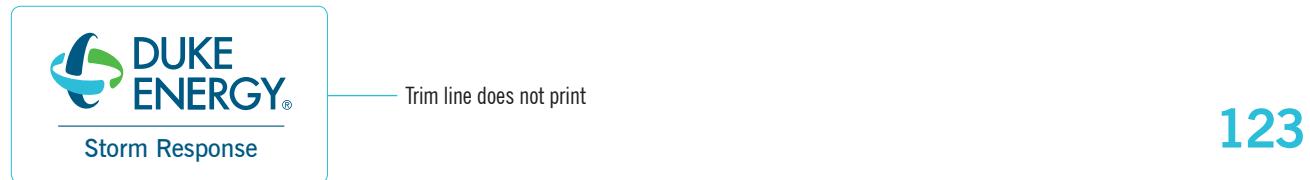
Van

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Plug-In Electric

Storm Response Vehicles

In severe weather emergencies, Duke Energy must often use personal or rental vehicles to assess damage. In these instances, it is important that vehicles properly display our logo so that they are readily identifiable to police and fire departments as well as to affected customers. To that end, these vehicles must display the magnetic vehicle marking shown below. Copies are available for order through normal Fleet Services channels.



Specifications

- Color – Pantone 3025 blue, 631 teal and 361 green
- Size – 18" W x 10" H

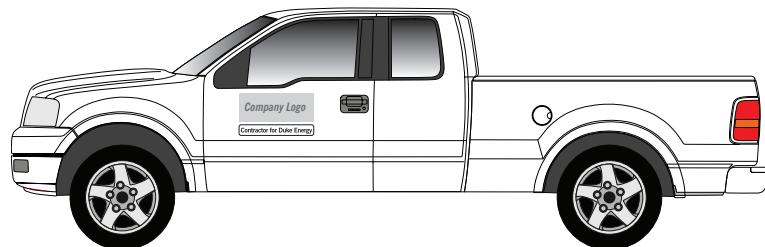
Contractor Vehicles

Aside from those working with Duke Energy's retail programs, contractors doing work on behalf of Duke Energy should be operating vehicles bearing only their company logo. In addition, they should also display a sign which reads, "Contractor for Duke Energy" as shown below. Magnets can be ordered directly from our fleet graphics supplier, Signature Graphics. Call our representative, Brian Van Coevern, at 800.356.3235 ext. 3220 or send him an email at bvancoevern@signaturegraph.com.



Specifications

- Font – News Gothic Bold (150 pt with -30 kerning), upper and lower case
- Color – black only
- Size – 25.25" W x 5" H



Corporate Signage

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Basic Information and How to Order

Duke Energy site identification signage must be presented consistently across all facilities and assets. Signs are the first things visitors see when visiting a Duke Energy facility. It is important that they are always up to date and in good repair, and meet brand standards.

Duke Energy has a list of preferred vendors for signage. Using these vendors takes advantage of our enterprise contracts, reducing costs. Local zoning ordinances and sign restrictions may dictate materials and media, but the overall look and feel should be retained.

Different types of signs may be needed at Duke Energy facilities. The samples shown and specifications listed in this section represent some of the most common ones. Sizes may vary widely, based on available space at each location.

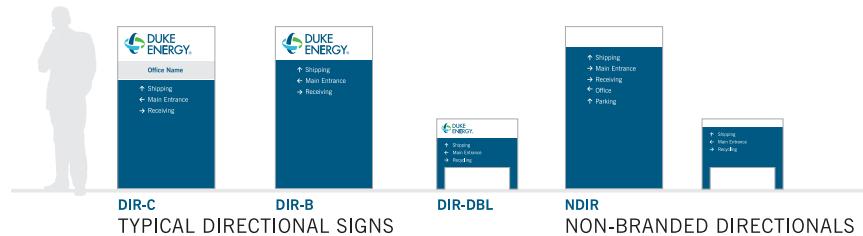
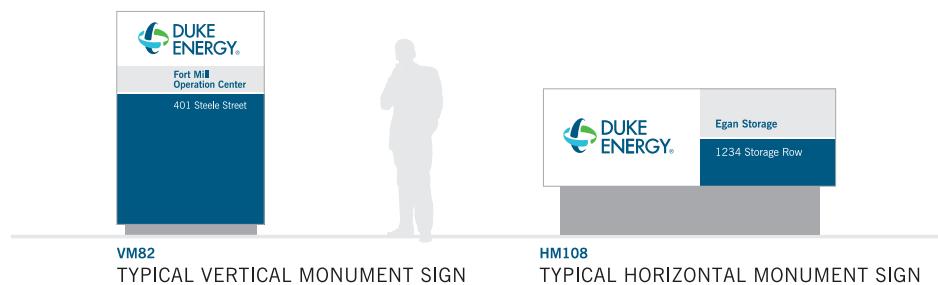
125

Questions About Custom Signage:

Scott Ritchie
Creative and Digital Communications
704.382.6637
scott.ritchie@duke-energy.com

Chad Green
Creative and Digital Communications
704.382.0917
chad.green@duke-energy.com

Branded Site Identification Signage Examples



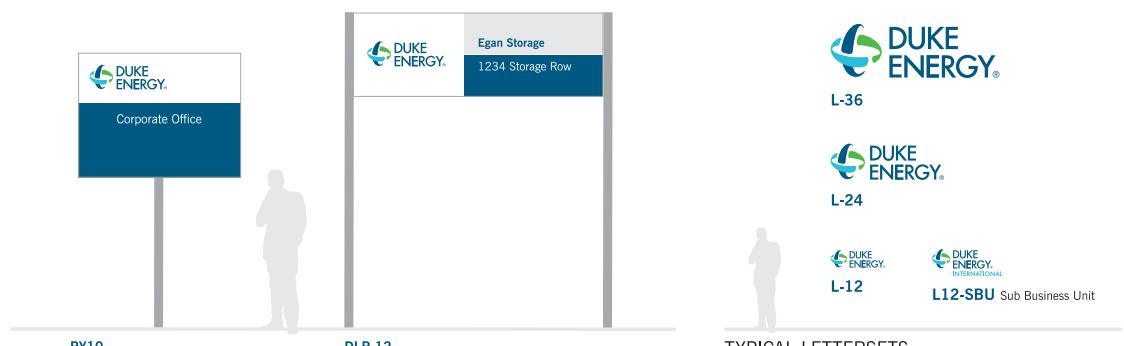
TYPICAL RECEPTION PANELS

Branded Site Identification Signage Examples (continued)

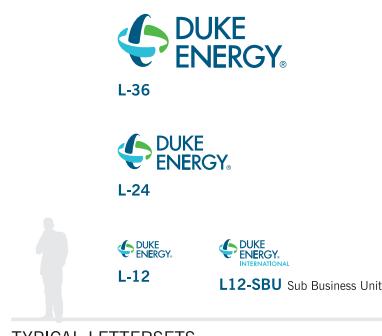
126



TYPICAL WALL/FENCE MOUNT SIGNS & BUILDING ID SIGNS



TYPICAL PYLON SIGNS



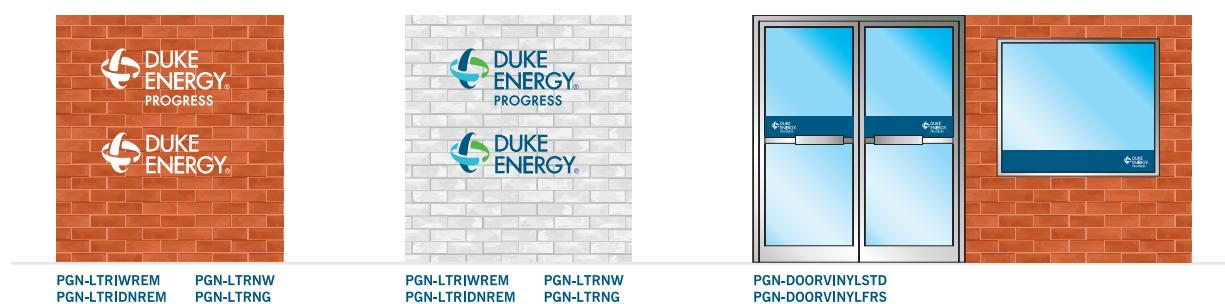
TYPICAL LETTERSETS



TYPICAL DOOR VINYL'S

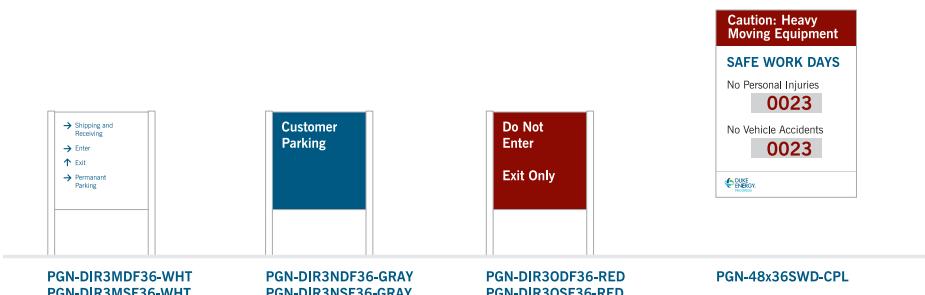
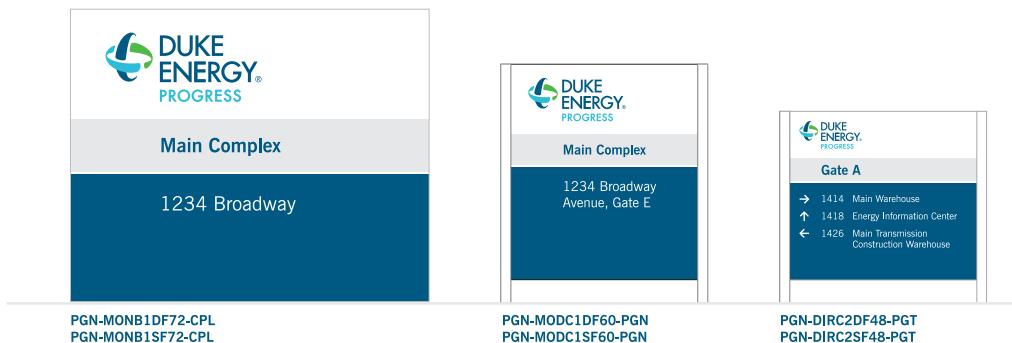
Pay Agent Sign

Artwork for various sizes of this sign is supplied in pdf format to Duke Energy pay agents. They have signs fabricated to fit the size and space restrictions of their facilities.

PGN-LTRIWREM
PGN-LTRDNREM
PGN-LTRNGPGN-LTRIWREM
PGN-LTRDNREM
PGN-LTRNGPGN-DOORVINYLSTD
PGN-DOORVINYLFRS

Branded Site Identification Signage Examples (continued)

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Colors, Fonts and Materials

The standard Duke Energy colors and fonts are used for all site identification signage to provide maximum consistency across all locations.

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Color Palette

- █ Blue – match PMS 3025
Vinyl: Reflective 3M 680CR-10 printed PMS 3025
Paint: Matthews #MP375 to match PMS 3025
- █ Teal – match PMS 631
Vinyl: Reflective 3M 680CR-10 printed PMS 631
Paint: Matthews #MP944 to match PMS631
- █ Green – match PMS 361
Vinyl: Reflective 3M 680CR-10 printed PMS 361
Paint: Matthews #MP35735 to match PMS 361
- █ Burgundy – match PMS 188; can only used on warning signs
Vinyl: Reflective 3M 680CR-10 printed PMS 188
Paint: Matthews #MP227 to match PMS 188
- █ Gray – match PMS Cool Gray 2
Vinyl: 3M-7725-11
Paint: Matthews #MP575 to match PMS Cool Gray 2
- █ Gray – match PMS Cool Gray 7
Vinyl: Printed
Paint: Matthews #MP 580 to match PMS Cool Gray 7
- █ White
Vinyl: Reflective 3M 680CR-10 Non-Reflective 3M 7725-20
Paint: Matthews #MP N202

Fonts

News Gothic Bold
For facility names only

News Gothic Roman
For all other text including addresses, directions, etc.

Non-Branded Signage and Other Markings

Duke Energy sites must often display a variety of other sign types, in addition to branded ones for site identification. These are often warning or safety signs, the appearance of which is dictated by another organization such as OSHA (Occupational Safety and Health Administration), ANSI (American National Standards Institute) or DOT (Department of Transportation).

Since these signs do not adhere to the Duke Energy brand standards (colors, fonts, overall visual style), they cannot use the Duke Energy logo. The company name can be added as *needed* in a font that matches the design of the rest of the sign. If there is no reason that the company name must be included on the sign or marking, it should be omitted.

This "text only" standard also applies to other warning labels and tags that are often placed on pieces of equipment at Duke Energy sites.

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Samples



Interior Signage

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Materials and Colors



Horizontal soft satin aluminum with finish returns
Clear coated. Grade 2 stainless steel ball-pointed Braille



Text/graphic color – PMS 7540

Fonts

News Gothic Demi
News Gothic Bold

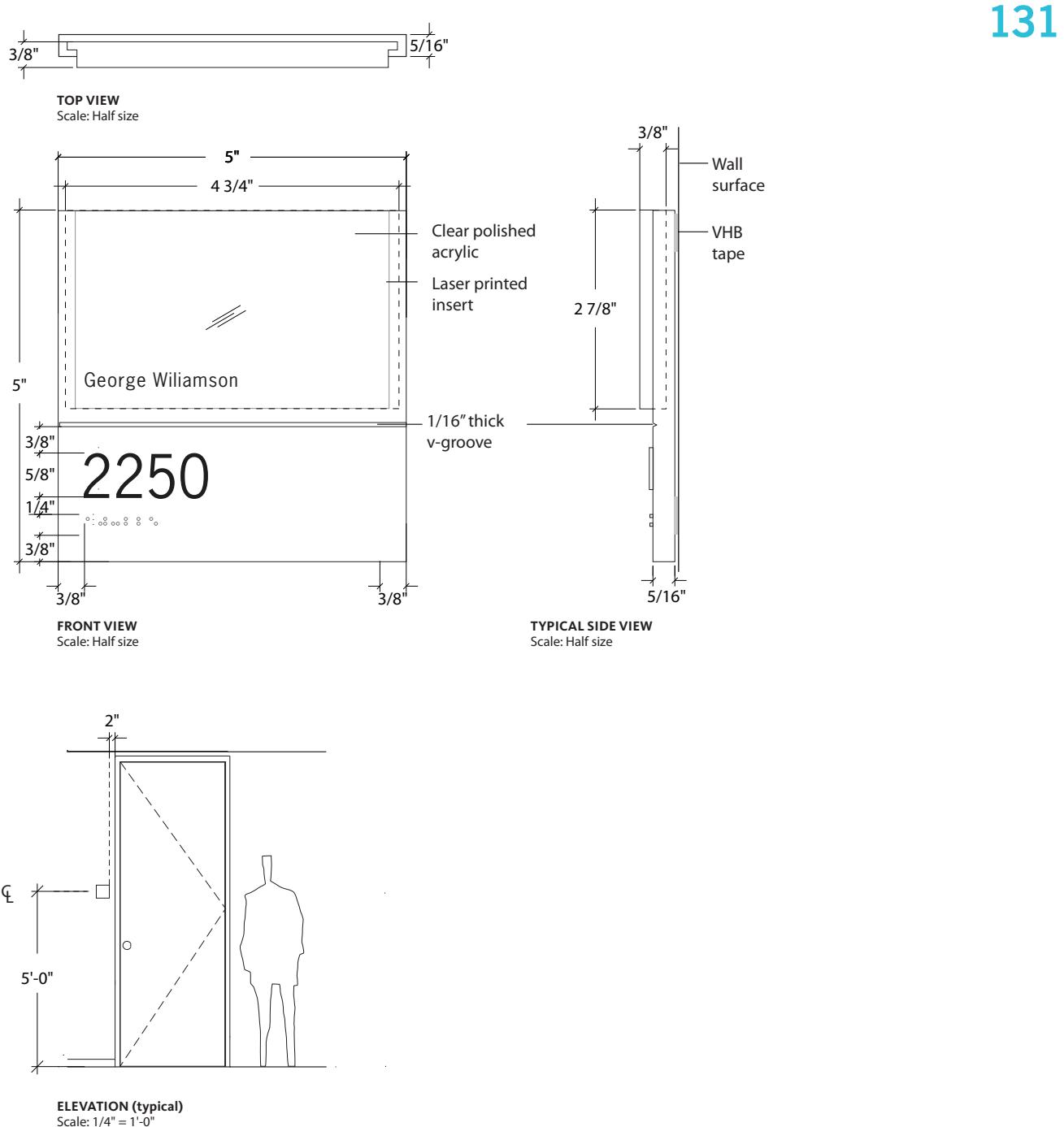


Room ID on Wall

5" square x 5 1/16" thick milled sign unit with 1/16" v-groove. Room number to be ADA compliant raised (tactile) and painted. Clear polished, abrasion resistant acrylic sliding window to receive insert. Grade 2 Braille dots to match background.

Mounting

To latch side of doors as shown, 5'-0" from centerline to floor, with VHB tape and silicone adhesive.

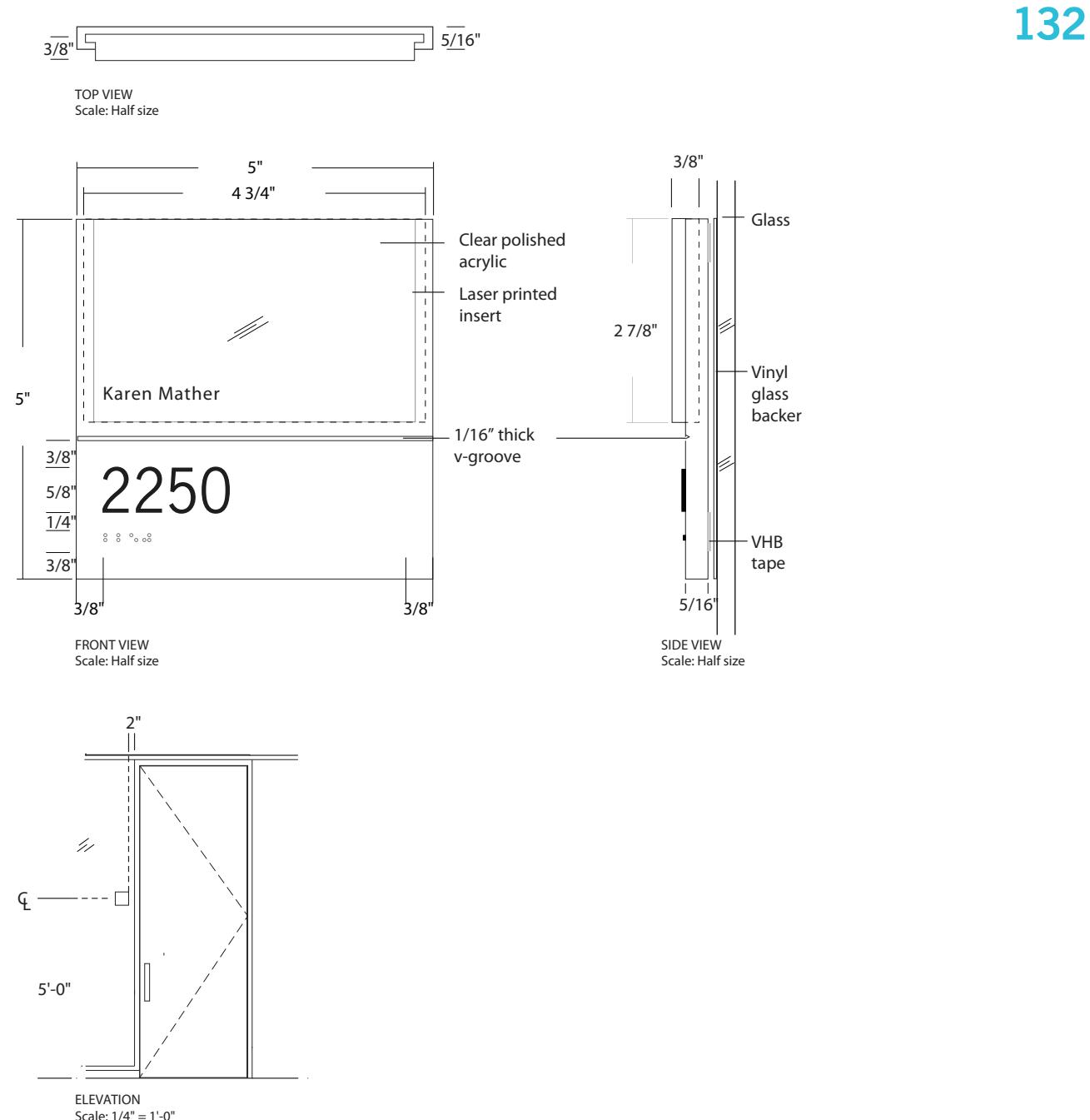


Room ID on Glass

5" square x 5 1/16" thick milled sign unit with 1/16" v-groove. Room number to be ADA compliant raised (tactile) and painted. Clear polished, abrasion resistant acrylic sliding window to receive insert. Grade 2 Braille dots to match background. Vinyl glass backer to match sign plaque and be mounted to first surface of glass.

Mounting

To latch side of doors as shown, 5'-0" from centerline to floor, with VHB tape and silicone adhesive.

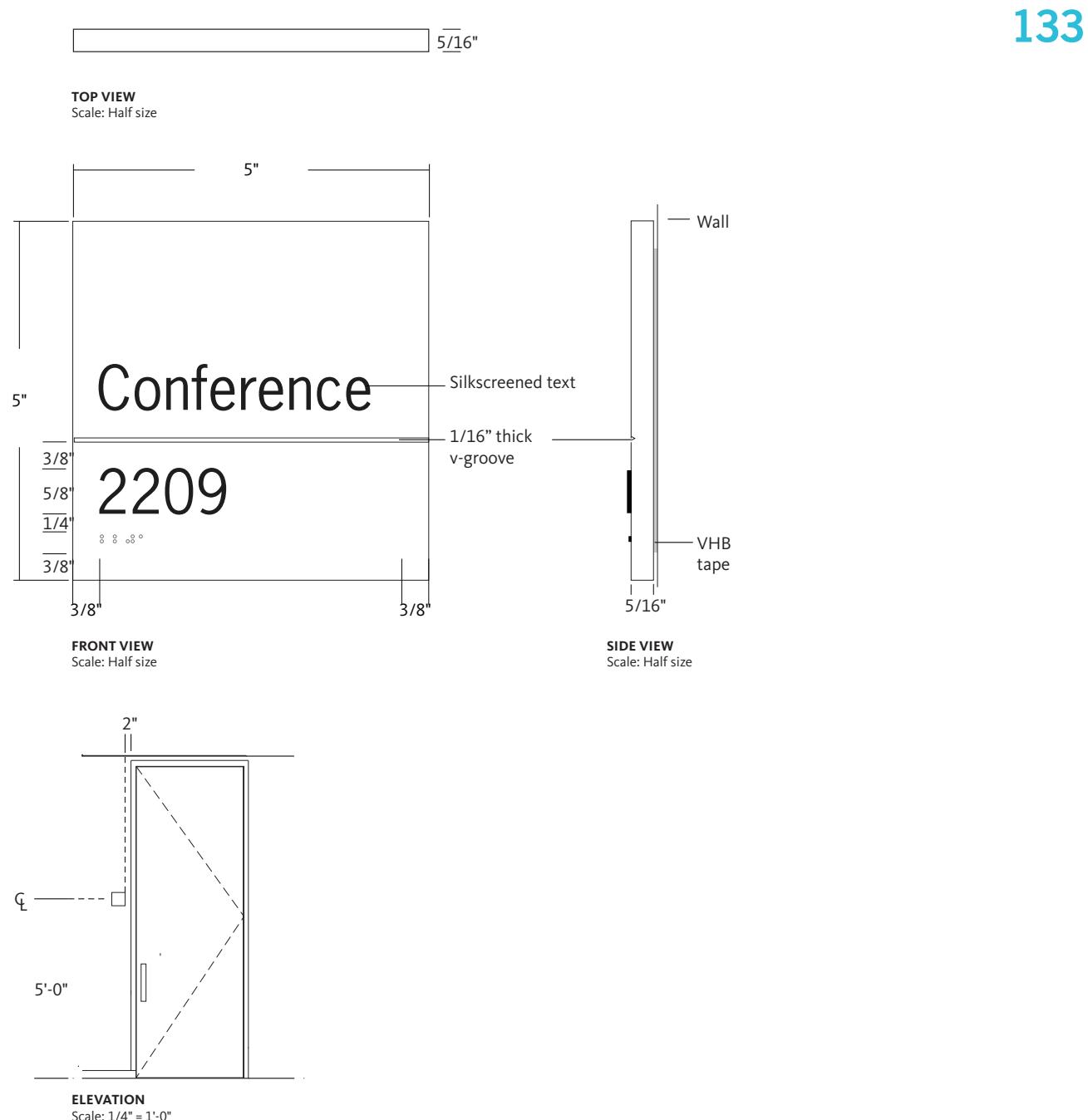


Conference Room ID on Wall

5" square x 5/16" thick milled sign unit with 1/16" v-groove. Room number to be ADA compliant raised (tactile) and painted. Grade 2 Braille dots to match background. Message to be silkscreened.

Mounting

To latch side of doors as shown, 5'-0" from centerline to floor, with VHB tape and silicone adhesive.



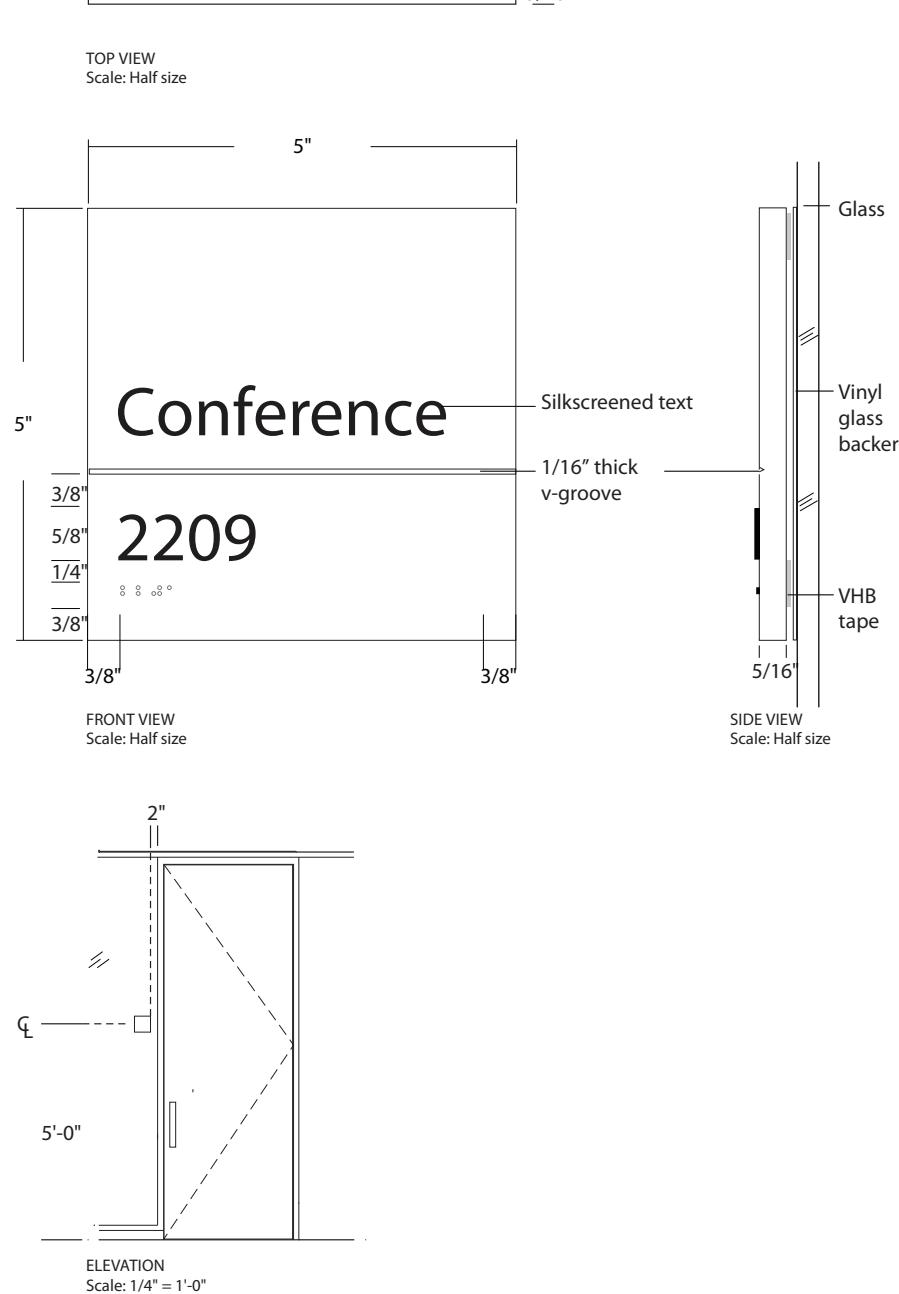
Conference Room ID on Glass

5" square x 5/16" thick milled sign unit with 1/16" v-groove. Room number to be ADA compliant raised (tactile) and painted. Grade 2 Braille dots to match background. Message to be silkscreened. Vinyl glass backer to match sign plaque and be mounted to first surface of glass.

Mounting

To latch side of doors as shown, 5'-0" from centerline to floor, with VHB tape and silicone adhesive.

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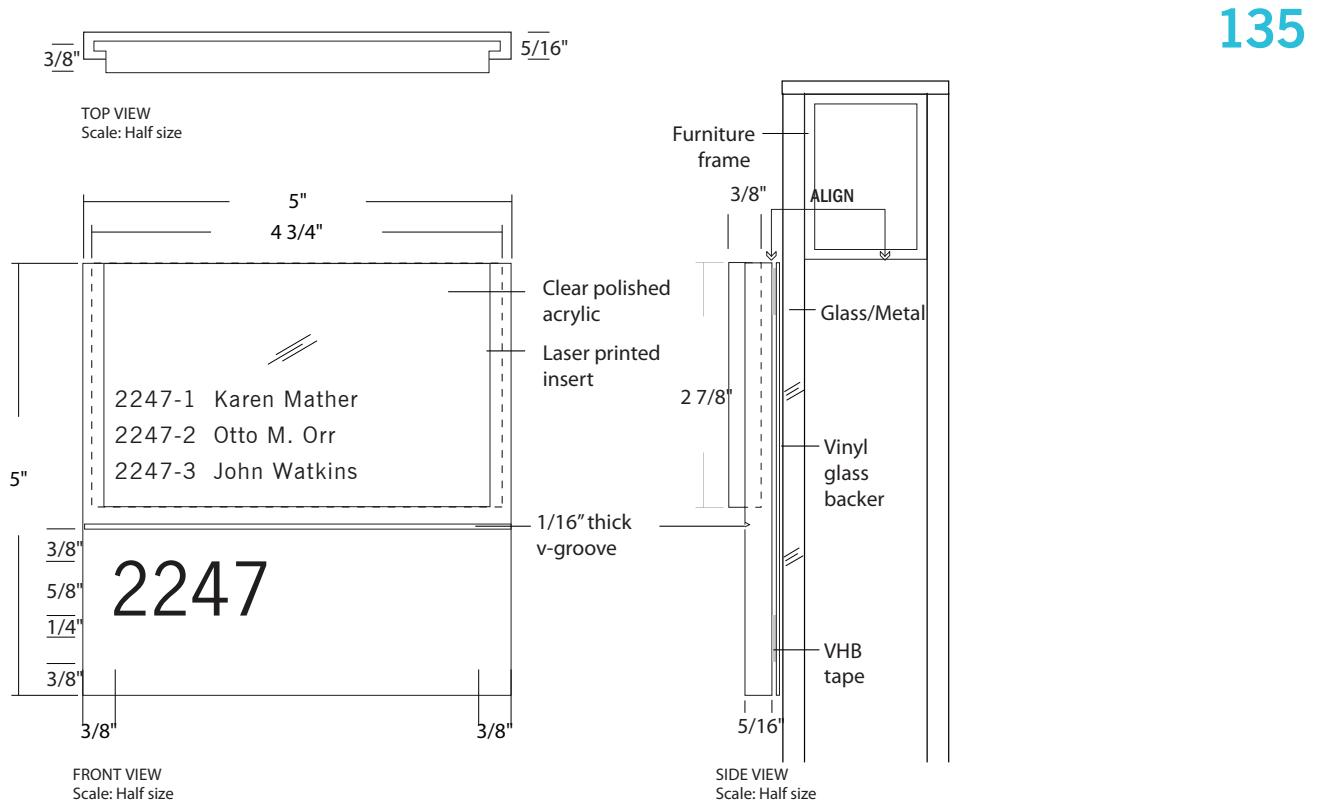


Workstation ID on Glass/Metal

5" square x 5/16" thick milled sign unit with 1/16" v-groove. Room number to be silkscreened. Clear polished, abrasion-resistant acrylic sliding window to receive insert.

Mounting

VHB tape with vinyl glass backer. Mounting locations to be confirmed per workstation plan and furniture specification

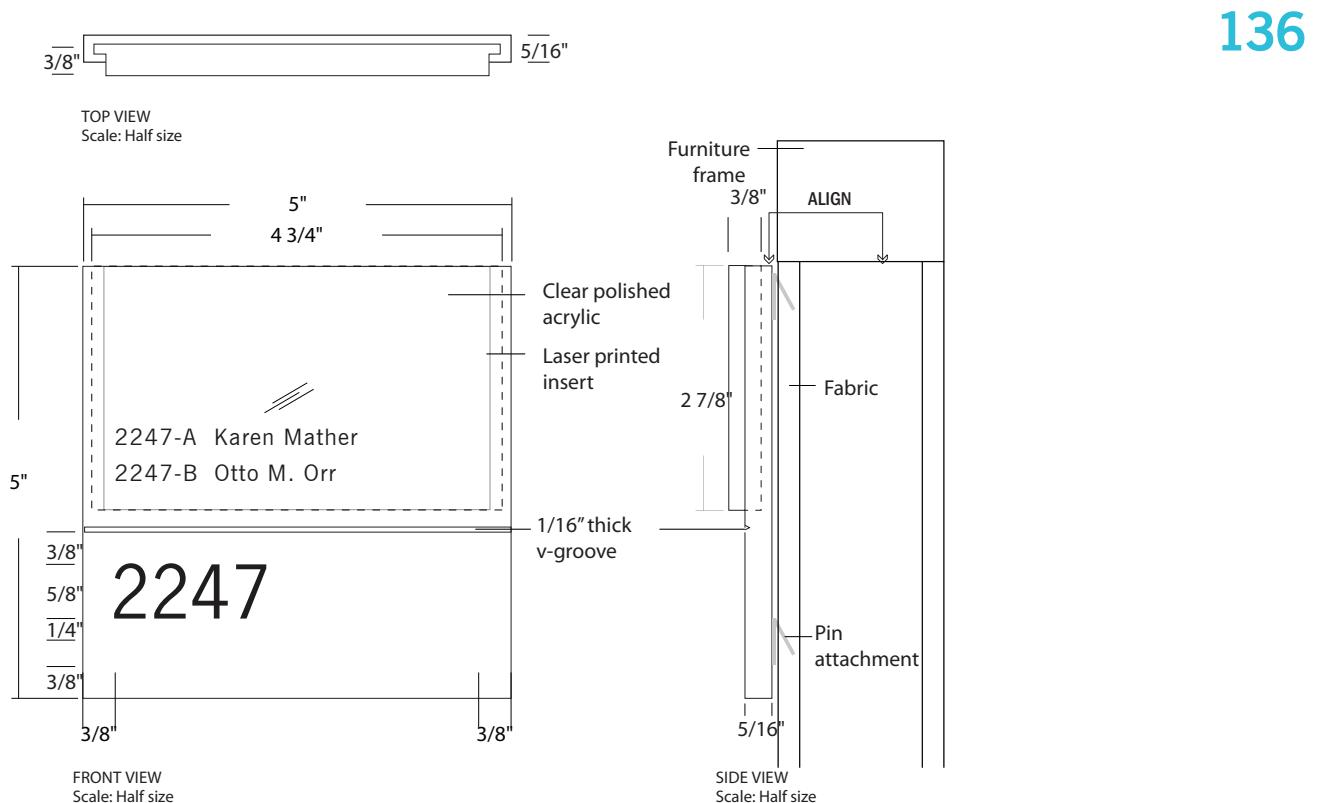


Workstation ID on Fabric

5" square x 5/16" thick milled sign unit with 1/16" v-groove. Room number to be silkscreened. Clear polished, abrasion-resistant acrylic sliding window to receive insert.

Mounting

Pin mounted. Mounting locations to be confirmed per workstation plan and furniture specification.



Elevator Lobby Required Signage (coordinate actual requirements with project)

12" square x 1/4" thick sign panel with 1/6" v-groove. Text and egress map to be silkscreened. Fire symbol and route on map to match PMS 187C.

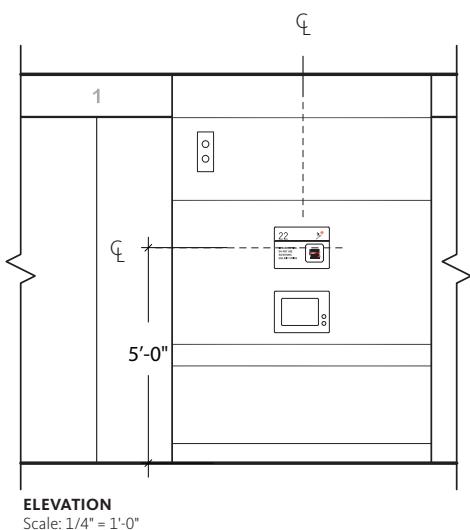
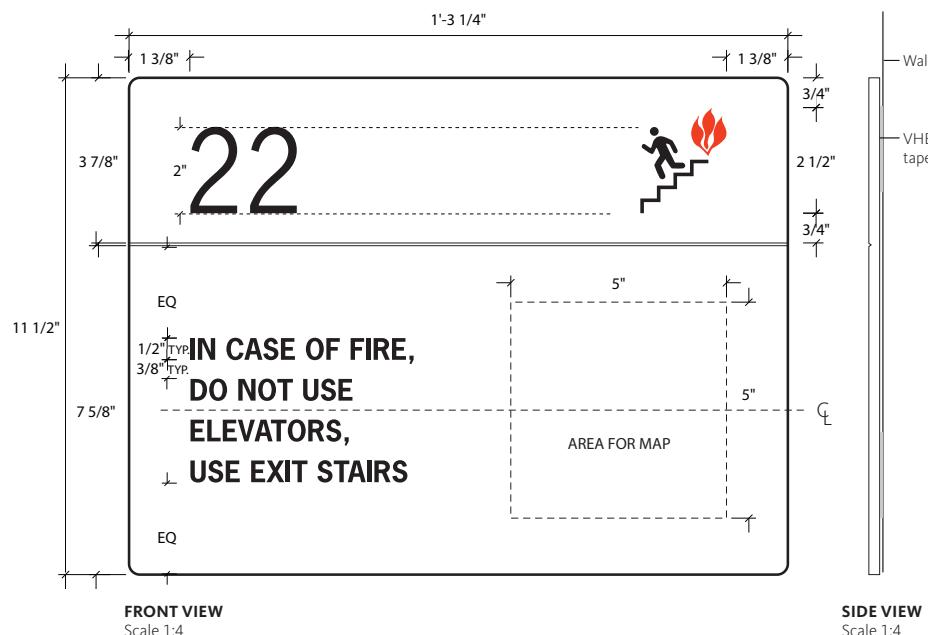
Mounting

Above call button at 5'-0" A.F.F. to centerline of sign with VHB tape and silicone adhesive as required.

Requirement

- Located at each elevator bank, directly above call button.
- "IN CASE OF FIRE..." text to have 1/2" letter height.
- Elevator bank letter identification to have 3" letter height.
- Fire map to show location of sign and location and letter identification of fire stairs.
- Non-glare finishes and 70 percent contrast required.

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Phone List Holder

10" x 11 3/8" x 5/16" thick milled sign unit. Clear polished, abrasion-resistant acrylic sliding window to receive insert.

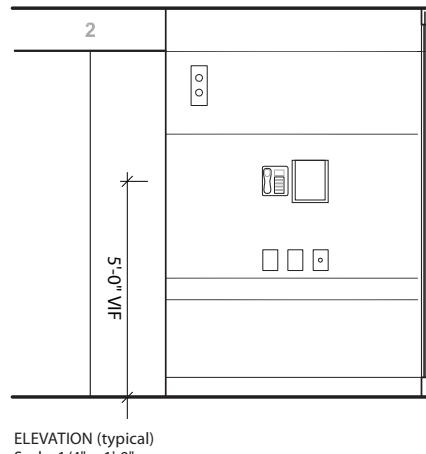
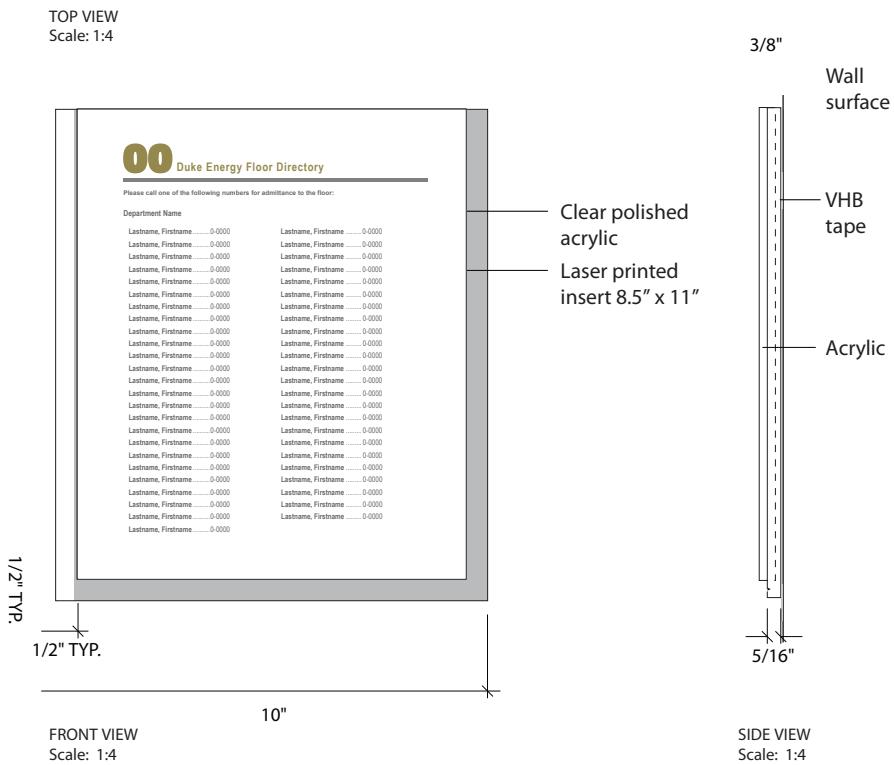
Mounting

Next to the phone as shown, with VHB tape and silicone adhesive.

Phone List Template

This document lists the phone numbers of employees on the floor. A MS Word template can be downloaded from iCreate at: <https://portalapps.duke-energy.com/DukeSSOConnect/default.aspx?appname=icreate>

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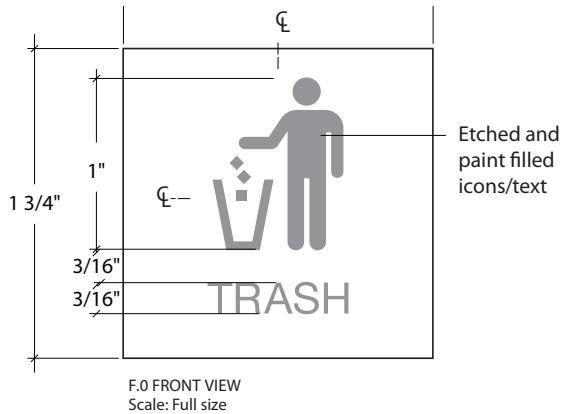


Trash / Recycle

1/8" thick sign unit with etched and paint-filled text.

Mounting

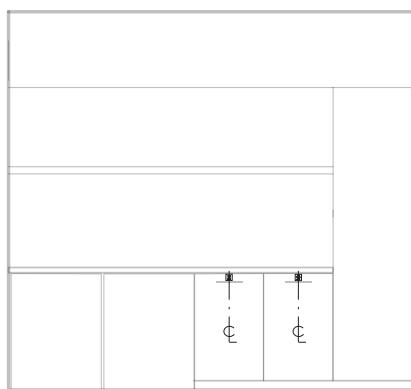
Apply to trash/recycle bins with VHB tape and silicone.



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F.2 FRONT VIEW
Scale: Full size



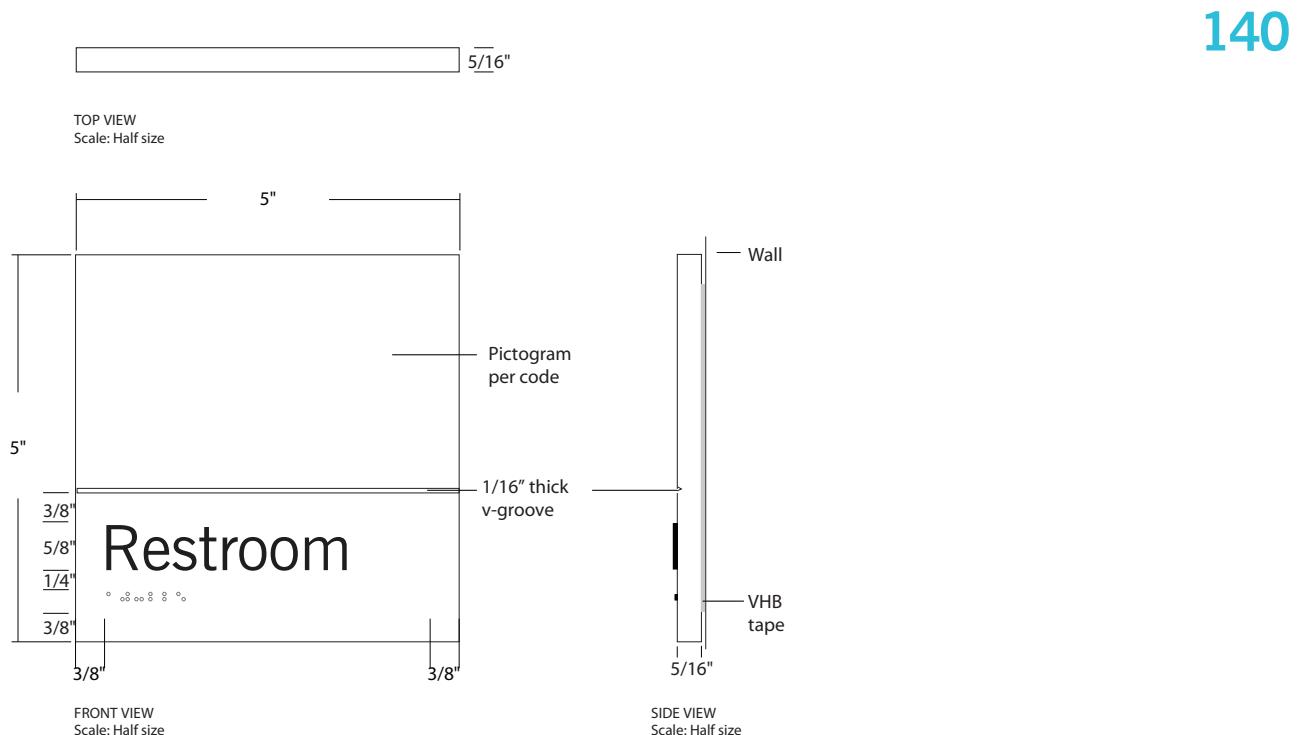
F.0, F.1 & F.2 MOUNT ELEVATION

Restroom/Code Required

5" square x 5/16" thick milled sign unit with 1/16" v-groove. Room name to be ADA compliant raised (tactile) and painted. Grade 2 Braille dots to match background. Icon/ message to be silkscreened.

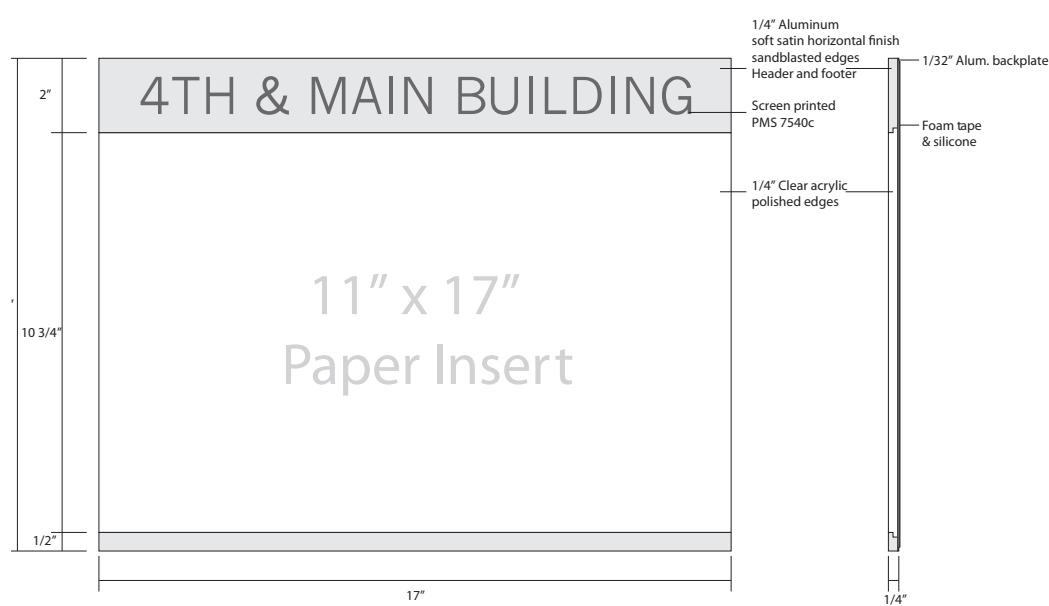
Mounting

Signage to be mounted per code requirements.



Directional Signage

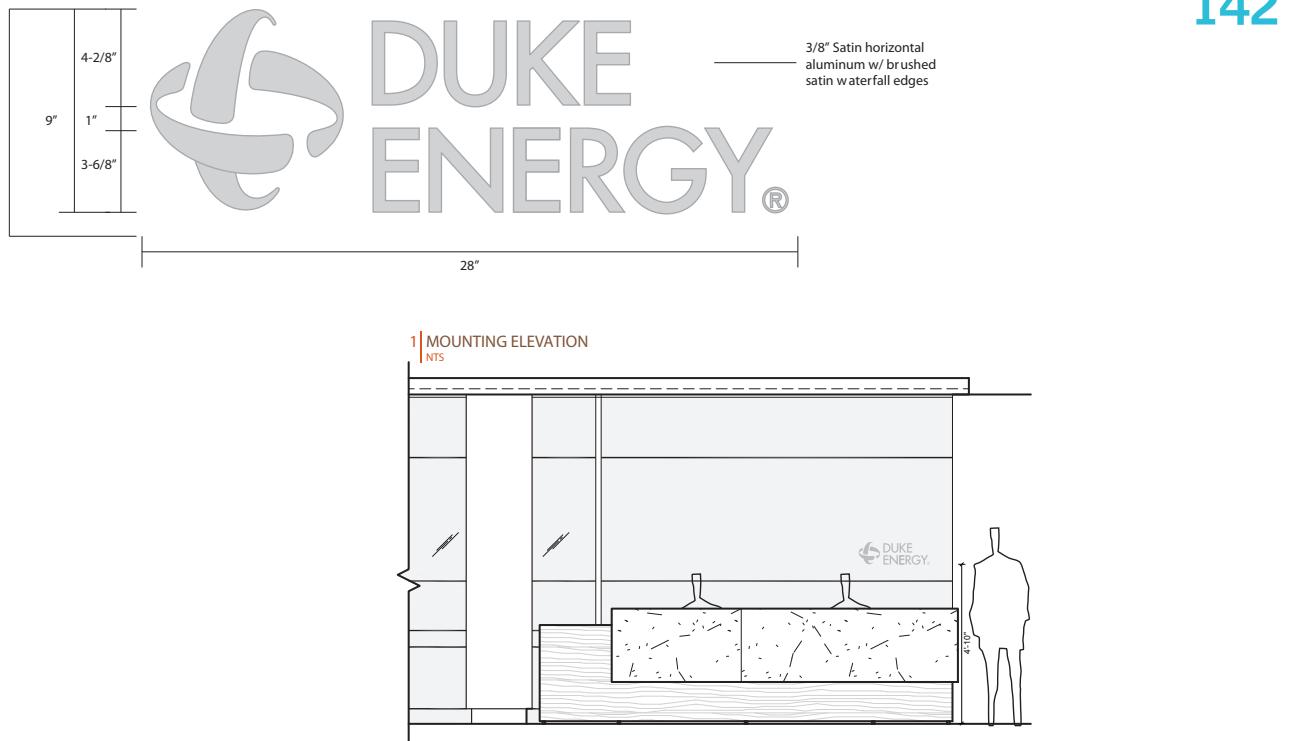
- **Size:** 13 1/4" x 17"
- **Material:** 1/4" aluminum; 1/4" clear acrylic; 1/32" aluminum
- **Finish:** Horizontal satin sandblasted edges
- **Mounting:** VHB tape and silicone
- **Graphics:** 11" x 17" paper insert



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Duke Energy Logo

- **Size:** 9" x 28"
- **Material:** 1/4" aluminum
- **Finish:** Satin horizontal with satin waterfall edges
- **Mounting:** Full coverage gel tape



Microsoft Word Templates

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Microsoft Word Print Templates

An extensive set of Microsoft Word templates makes the setup of common print documents a self-service process. Employees throughout the company can download the templates and customize them to suit their communication needs. The templates are formatted with proper margins, fonts, styles, colors and placement of graphic elements. Many of them also include instructions right in the body copy of the documents. With a little knowledge of Microsoft Word, it's easy to create professional documents that are fully on-brand.

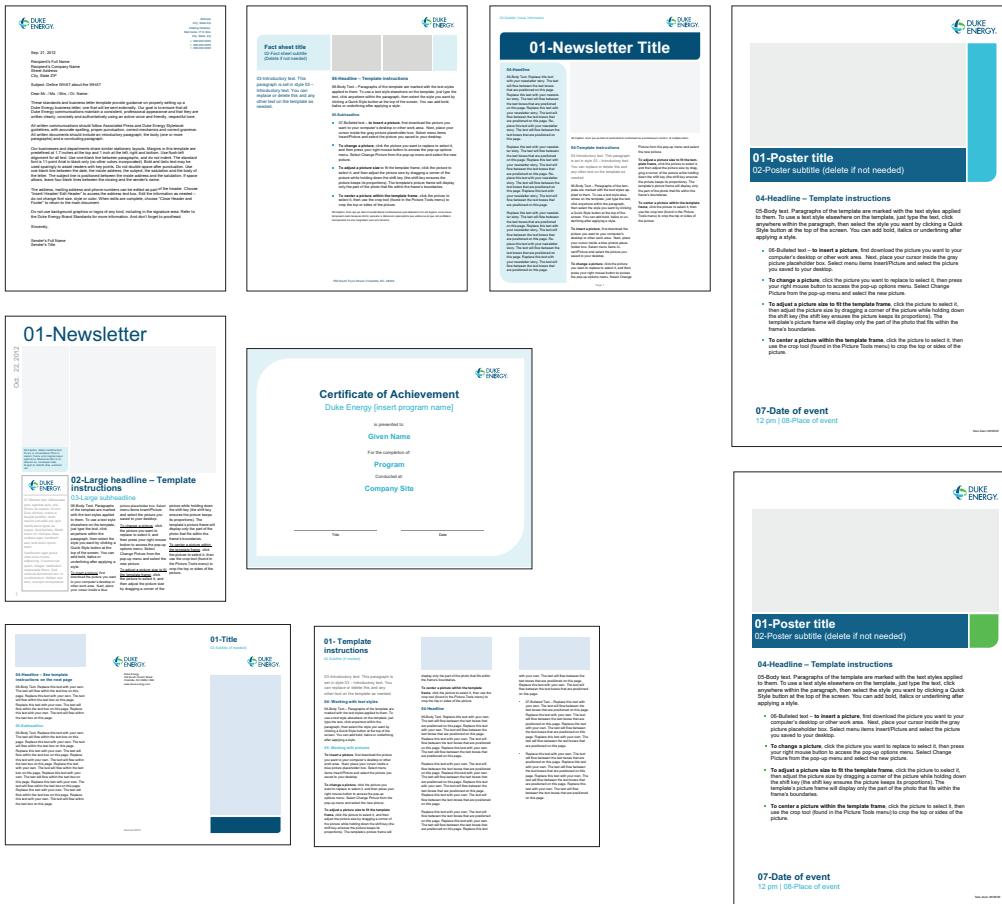
Available Templates

The following templates are available for download from the iCreate database via the Portal at:
<https://portalapps.duke-energy.com/DukeSSOConnect/default.aspx?appname=icreate>

- Agendas – 8.5"W x 11"H document for formal meetings
 - Fact sheets – 8.5"W x 11"H informational sheets
 - Invitations – 2-up, 5.5"W x 8.5"H
 - Flyers – multiple options for 8.5"W x 11"H promotional sheets
 - Letterhead – standard company stationery with editable address blocks
 - Memos – official memorandum layout
 - Name badges – various options for adhesive and insert name badges, set up for mail merge using stock Avery labels
 - Newsletters – 4-page layout options
 - Presentation/report covers – options with and without image
 - Posters – multiple options for 11"W x 17"H promotional posters
 - Table tent nametags – set up for mail-merge names
 - Tri-fold brochures – multiple options for 6-panel brochures

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Samples



Websites

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Web Logo Usage

All logo usage rules in the Logo Basics section of this manual (e.g., colors, proportions, etc.) apply when the Duke Energy logo is used on the Web.

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Sizing

The recommended logo size for all Web applications is 125 pixels wide. Use a smaller size only when space constraints dictate. Never enlarge a .jpg, .gif or .png, as a loss of quality will result. Instead, create a new copy from the original Adobe Illustrator artwork at the required size.



125 Pixels

Important!

Never enlarge a .jpg, .gif or .png copy of the Duke Energy logo. This will result in a loss of quality and readability. A new version must be created at the required size.

Location

The logo position should always be in the upper left corner for all Duke Energy Web applications, and the minimum area of isolation should be maintained at all times.

Area of Isolation

The minimum area of isolation must be at least half the height of the “star” icon or 15 pixels, whichever is greater.



Color

Primary Application

The full-color logo on a white background should be used for most Web applications.



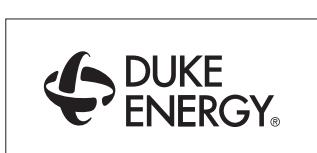
Secondary Applications

If the primary logo application is not appropriate for the site's color scheme, the following treatments are acceptable:

Black logo on white background

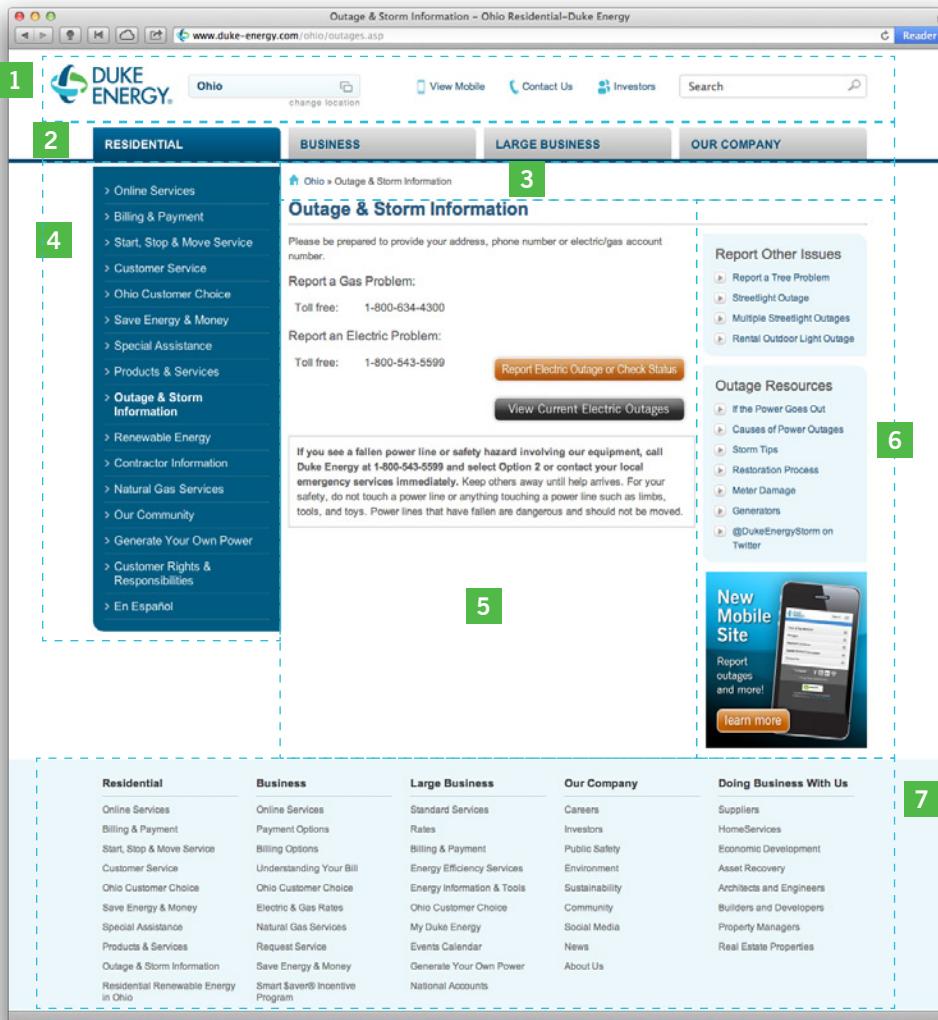
White logo on solid color background

White logo with colored icon on black background



Current Duke Energy Websites

Below is a sample page from the current Duke Energy (Carolinas, Indiana, Ohio, Kentucky) website, with the new logo in place. Page sections and basic design elements are numbered and explained in greater detail below. While page content differs, it is important that users experience a site that features a consistent design and navigational structure.



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Web Page Anatomy

1 Logo and banner section

The Duke Energy logo appears in the upper left corner with the remaining area used for global links and search functions.

2 Tab navigation

Main tabs must remain consistent throughout the site.

3 Crumb trail

Historical navigational structure used throughout site allows users to see how they arrived at the page they are currently viewing.

4 Sidebar navigation

Supplemental navigation directs users to more detailed content.

5 Content

6 Sidebar (optional)

Used for related links and additional content.

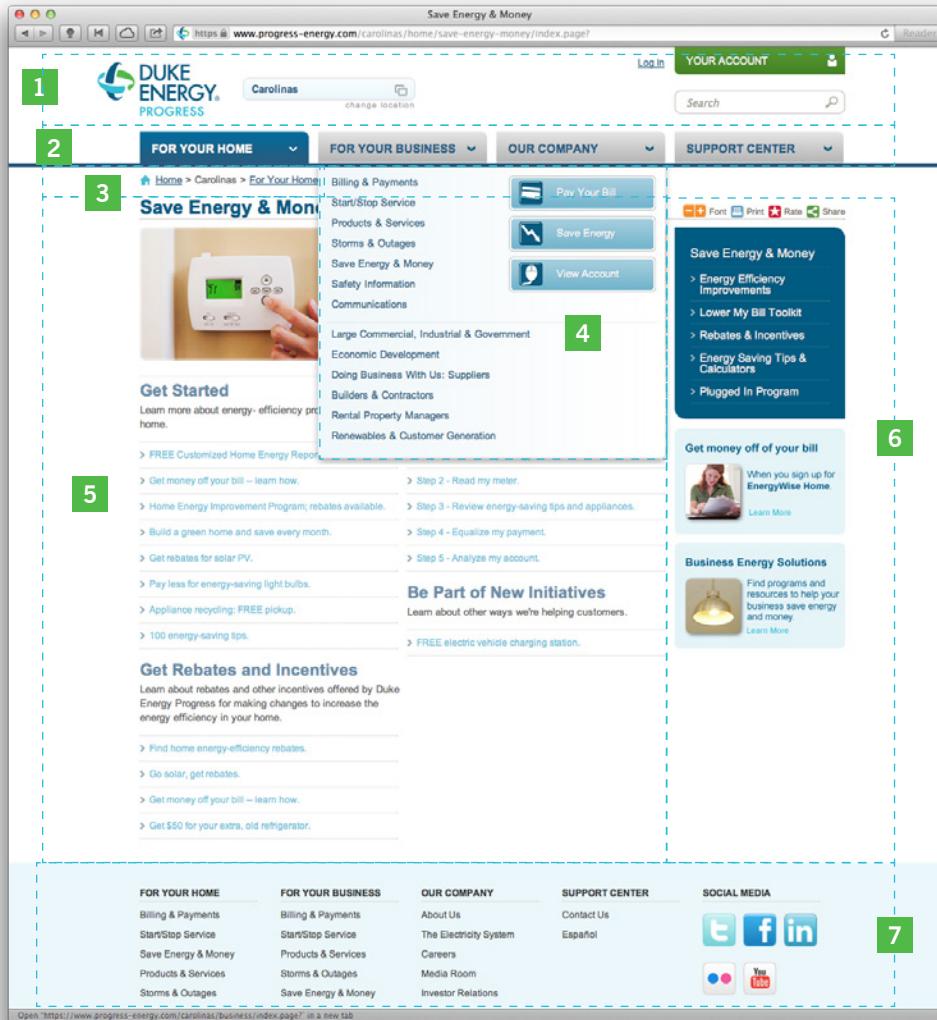
7 Fat footer

Standard closure for all pages includes the site map, copyright information and links to privacy policy and terms of use.

Live Area

Indicates margins and how various elements align

Below is a sample page from the current Duke Energy (Progress, Florida) website, with the new logo in place. Page sections and basic design elements are numbered and explained in greater detail below. While page content differs, it is important that users experience a site that features a consistent design and navigational structure.



Web Page Anatomy

1 Logo and banner section

The Duke Energy logo appears in the upper left corner with the remaining area used for global links and search functions.

2 Tab navigation

Main tabs must remain consistent throughout the site.

3 Crumb trail

Historical navigational structure used throughout site allows users to see how they arrived at the page they are currently viewing.

4 Submenu navigation

Submenu navigation directs users to more detailed content.

5 Content

6 Sidebar (optional)

Used for related links and additional content.

7 Fat footer

Standard closure for all pages includes the site map, copyright information and links to privacy policy and terms of use.

Live Area

Indicates margins and how various elements align

Web Colors

The following colors should be used when designing an external Duke Energy site or application. The colors may be tinted and gradients may be used.

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Primary Colors

The primary colors match those used in the Duke Energy logo.



Dark Blue
Hex: #005984



Bright Teal
Hex: #26bcd7



Bright Green
Hex: #54b948

Secondary Colors

The secondary colors match those used on print materials.



Dark Green
Hex: #00502f



Yellow
Hex: #ffd200



Green
Hex: #00853f



Gray 1
Hex: #807f83



Teal
Hex: #008bb0



Gray 2
Hex: #d7d9da



Burgundy
Hex: #8b0e04



Tan
Hex: #e7d2ad



Orange
Hex: #f78e1e



Cream
Hex: #ffeebb



Medium Yellow
Hex: #fdb913

Capitalization – Web Titles and Headings

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Title Case ('up' Style)

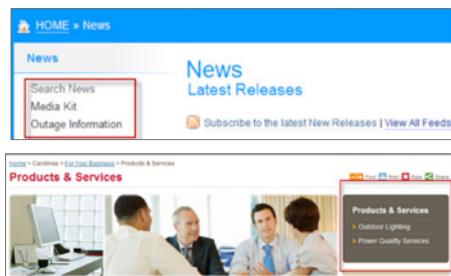
Capitalize words having four or more letters, and the first and last word (even if fewer than four letters).

Use for:

- Web page and sub-page titles



- Web navigation headings



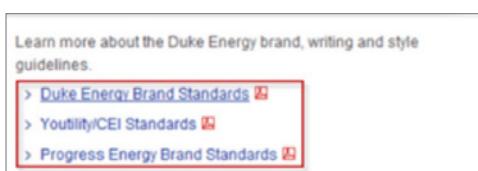
- Names of programs, products and services



- Names of processes, policies, procedures and standards



- Report/document titles and section/chapter headings

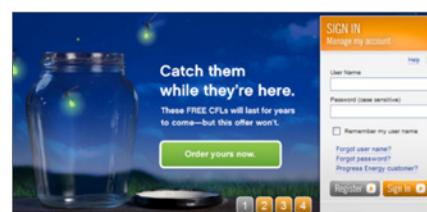


Sentence Case ('Down' Style)

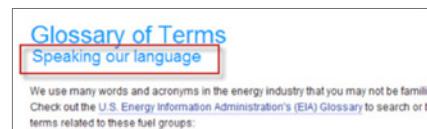
Capitalize the first word and proper nouns. Everything else is lower case.

Use for:

- Web promos



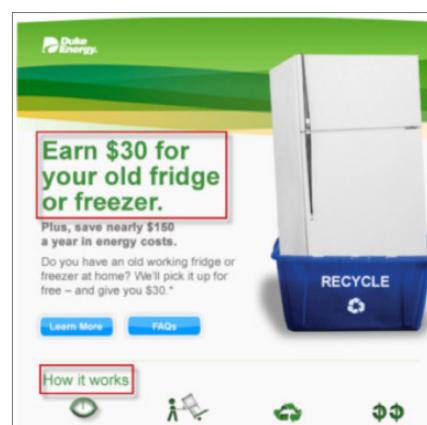
- Web subheads (under page titles)



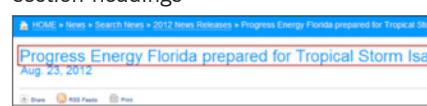
- Portal article headings and subheads



- Email headings, subheads and subject lines



- News release headlines and section headings



Web Banner Ads

Since Web banner advertising is most often used as part of a broader marketing campaign, the campaign will drive the imagery and messaging, to create consistency.

Business Considerations

Many of the same business considerations that apply to print advertising also apply to online advertising:

- What is the strategic objective of the banner/campaign?
- How should the target audience respond?
- Try to view the banner through the eyes of a member of the target audience rather than a Duke Energy insider. Does perception of the ad change?
- Does the banner clearly push one single message? Time and space are limited.

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Production Specifications

Since our Web banner ads are hosted on servers belonging to other companies, complete specifications are needed:

- Pixel dimensions (width x height)
- File size limitations (megabytes or kilobytes)
- File format (.jpg, .swf)

Content and Design

Whether banners are designed and built as Flash files, which allow animation, or static .jpg files, the same basic design elements should be used consistently:

- Compelling photography
- Important message conveyed through brief verbiage
- Call to action (standard “Learn more” button preferred, but need not be orange)
- Standard brand colors and typography, as outlined in this manual
- Duke Energy logo – color, black or reverse white as dictated by the overall design

Special Considerations for Animated Banners

- The Duke Energy logo should not be altered or animated in any way.
- Total duration of the animation should not exceed 7 seconds.
- If animation does not add substantive value to the ad, it should not be used.

Samples



Email

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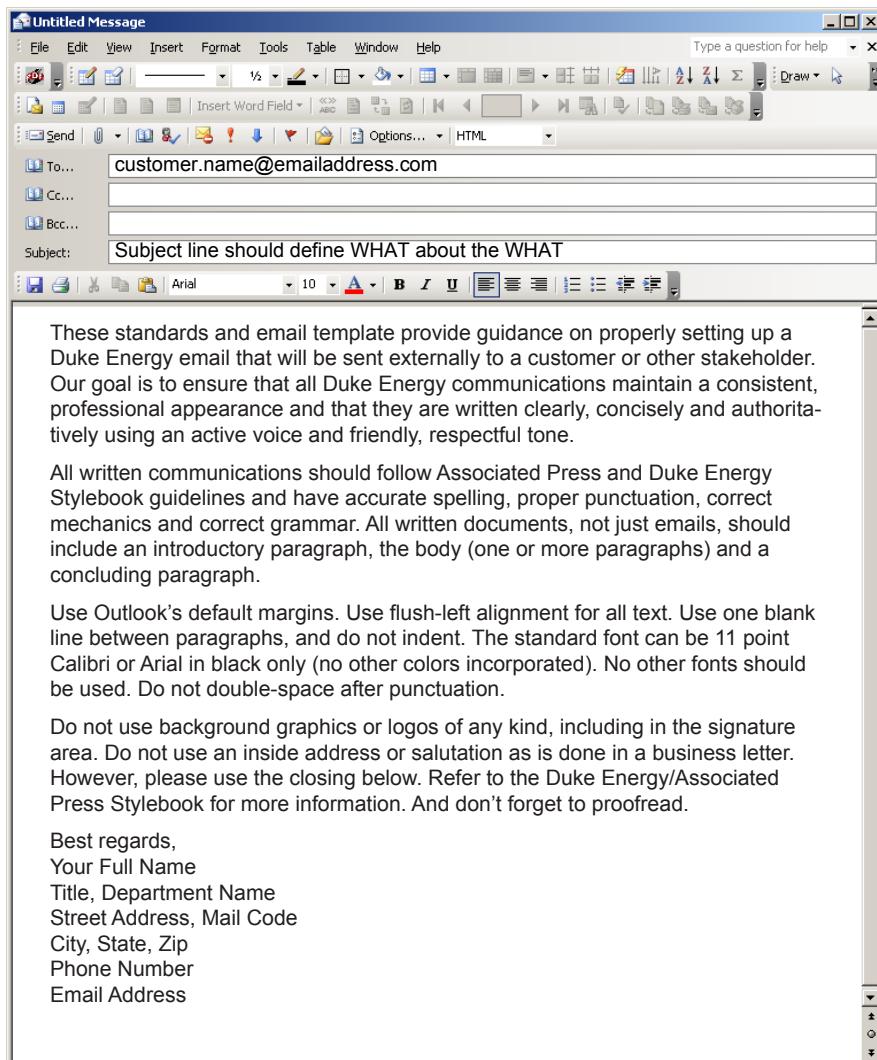
Basic Email Standards

Since email is the primary means of communication both internally and externally, it is important that a basic set of standards be observed.

Duke Energy communicates with a wide variety of customers and other stakeholders whose systems may be very different from our own. Those differences may include:

- Software other than Outlook – for accessing and reading email
- Fonts – typefaces that are not installed on their systems
- Rich Text format – which cannot display graphics

Since there is no way to determine the specifics of all email systems receiving our messages, we use a “lowest common denominator” approach. Basic email should follow the template below to ensure that it is readable by the intended recipient.



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Important!

Do not use the Duke Energy logo or any graphics in the signature block of your email. The majority of email communication is internal and does not need to be branded. In addition, it is impossible to ensure that the Duke Energy logo is used in accordance with rules regarding size, placement, proportions, etc. in this communication channel.

Email Best Practices

Residential Customer Emails

Both our residential and business email programs fully comply with the CAN-SPAM act, which prohibits the distribution of unwanted commercial email. Our residential customers must "opt in" to receive news and promotional email from Duke Energy. They are given this opportunity when they register for Online Services. Per industry standards, the volume will not exceed two emails per month, and the content must be relevant to their needs. Every email we send includes a link to "opt out" as well as "opt down" via the subscription choices available in the customer preference link.

Residential emails are sent by the E-Channels team to promote Duke Energy's programs, products and services. The overall look and feel of the email often mirrors traditional customer communications to create a consistent customer experience.

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Consistent Design

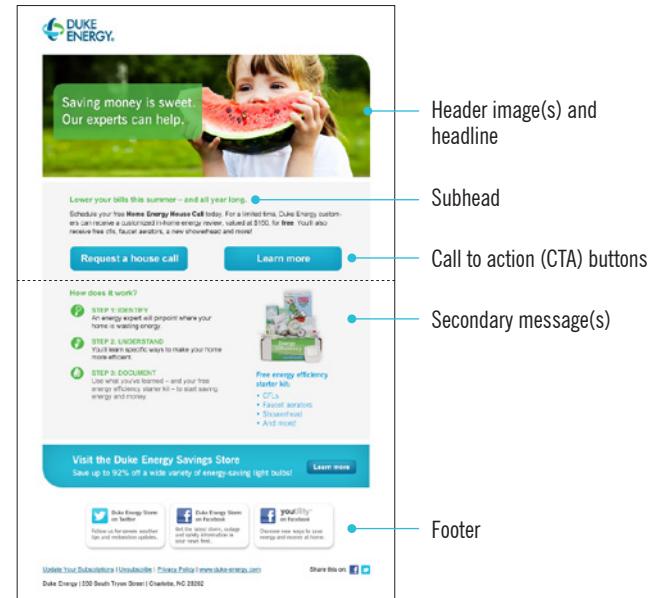
Overall message and design should remain consistent for related mailings. Consistency builds trust and increases recognition, allowing recipients to easily identify our messages in their inbox.

- Large headers should be avoided
- Subject line should not exceed 35 characters
- Preheader should not exceed 85 characters
- Key content must appear in first two inches of vertical space
- Duke Energy logo should be placed in the upper left corner
- Mix of images and text is the best performing overall layout
- Only one-third of the audience has images on by default
- Many people decide to read or delete email before loading images

Email Templates

Templates are located at:

MarComDes > Art > New-Duke-Energy > Templates >
Web-Templates > Email > Residential



Above the Fold

Recipients tend to scan most messages – even transactional ones. Place the call-to-action (CTA) and the most important content in the top portion of the message where it will be easily viewed in email "preview panes" and will be the first thing seen by a reader upon opening a message.

- Main message and CTA should be placed above the fold
- CTA should draw the reader's focus
 - A single, main CTA button should be used with other links as smaller button or text links
 - Strong action words should be used – "Learn more," "Click here," can be offer specific
 - Hyperlinked text should be used in lieu of multiple buttons, as the latter can create "CTA wars"
 - 6-10 links per email are optimal; err on the side of fewer
- Headline
 - Strongest message in the email to grab attention
- Subhead
 - Short phrase that supports the subject line and headline
- Body Copy
 - Supports the subject line, headline and subhead
 - Uses a conversational tone
 - Convinces the recipient that our offer is valid, actionable and explains why
 - Utilizes bullets when possible – no more than 3 or 4

Subject Lines

Subject lines are very important to overcoming "inbox anxiety." They restate offers and value propositions, create a sense of urgency and require testing. Length of subject lines is important, especially in terms of mobile optimization. Strive for 35 characters or less, but testing will also help determine the optimum length for the intended audience.

Text and Table Specifications

Typography Specifications

When text is used as part of a graphic, use the News Gothic font family.

When using HTML text, always use the Arial font family, with the following size guidance:

- Body text – 11 to 14 pixels
- Subhead text – 12 to 16 pixels
- Headline text – 14 to 24 pixels
- Footer text – 10 to 12 pixels

For text formatting, use inline styles, defined for every tag instance in the document (i.e., <p style="font-family: arial, sans-serif; font-size: 11px; font-color: #000000;">). White or light colors should not be used for text, in order to maintain legibility if assigned background colors fail to render. Headlines, subject lines and subheads should be sentence case. (Capitalize first word and proper nouns only.)

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HTML Table Layout Details

- Format using basic table layouts rather than the <div></div> tag structure to ensure correct rendering across multiple browsers and email clients.
- For the table structure, use a width of exactly 600 pixels.
- No more than three tables should be embedded within each other to prevent the email from being flagged as spam.
- All table attributes should be assigned directly in the <table> tag, using standard HTML table attributes: cellspacing, cellpadding, width, bgcolor, border, bordercolor (ex: <table width="600" cellspacing="0" cellpadding="0" bgcolor="#ffffff">).
- Images should be no wider than 600 pixels.
- The Duke Energy logo should be placed at the top of the email, observing the customary area of isolation. It should be created as a single graphic or, if part of a larger graphic/slice, it should not include text or important imagery.
- All images should have an alt attribute assigned within the tag whenever possible so that a text cue is provided when images are not rendered. This is not necessary for images that are not critical to the content, such as spacers, large areas of color or other nondescript areas.
- All images should include the following code to prevent breaks in certain email clients:
<style="display:block; border:none; line-height:none">
- Use of margins and cell padding should be avoided. Blank rows or columns can be used to add space between elements.

Sample HTML-Formatted Emails

The image displays three distinct Duke Energy email templates side-by-side, illustrating various design elements and content structures:

- Email 1: Built by automakers, powered by Duke Energy**
This template features a dark blue header bar with the Duke Energy logo. Below it is a large image of a man working on a car's electrical system. To the left of the image is a "Subhead" section with descriptive text and a small chart. To the right is a "Bodytext" section with a bar chart. At the bottom is a "Call to Action" button labeled "Plug in now".
- Email 2: Renewable energy - Our commitment to a sustainable future**
This template has a green header bar. It includes a large image of two people looking at wind turbines. Below the image are three sections: "Subhead", "Bodytext", and "List Head". The "List Head" section contains a bulleted list. At the bottom are social media sharing icons and a "Learn more" button.
- Email 3: In the Know - Energy-saving tips and resources for you**
This template uses a blue header bar. It features a large image of a person working on a garden. Below the image are two columns: "Get the dirt on digging" and "A little green, A big difference!". Each column contains a bulleted list and a "Learn more" button. At the bottom are social media sharing icons and a "Highlight from our 2012 Sustainability Report" section.

Email Standards For Business and Commercial Customers

The CAN-SPAM act also applies to business email communications. The same Duke Energy guidelines for frequency and content apply as well – relevant content/promotions should not exceed two per month.

While we do not require email “opt in” for business customers, they do have the same “opt out” and “opt down” choices as residential customers.

Like residential emails, broadcast email messages are not sent by individual employees. Rather, they are handled via the E-Channels team using proprietary systems. The information is placed into an HTML template, along with an electronic banner graphic. This template emulates the look and feel of Duke Energy's website and defines the overall look of the email, including font sizes, styles and colors.

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Sample HTML-Formatted Email

The screenshot shows an email invitation from Duke Energy. At the top left is the Duke Energy logo. To the right of the logo is a blue header bar containing the text "You're Invited" and "Power Quality and Energy Efficiency Workshop". Below the header is a photograph of a field of white daisies. The main body of the email contains the following text:

You're Invited – Power Quality, Energy Efficiency and EPO workshop

Are you interested in improving productivity and driving down costs? Want to learn how to use energy more effectively in your operations? Then join us at our **Power Quality, Energy Efficiency and Energy Profiler workshop**.

Begin survey now

When: Wednesday, Feb. 15 – 9 a.m. to 2:30 p.m.
Where: Envision Center, 4580 Olympic Blvd., Erlanger, KY
Cost: FREE

Workshop highlights:

- Learn about the causes of those power quality issues that may be hampering your operations, and steps you can take to minimize down time.
- Receive tips on how to save energy, and why Duke Energy wants to pay you cash to use less energy.
- See how Duke Energy's Energy Profiler Online can help you understand your energy usage and drive down your costs.

We'll end the day with a fascinating tour of Duke Energy's innovative [Envision Center](#). You'll see the future of the electric grid and how smart appliances are evolving to enable you to manage your energy use.

Attendees are encouraged to bring their power quality and energy consumption questions, and be prepared for a valuable and enlightening day. We look forward to seeing you there.

Best regards,
John Doe

[Privacy Policy](#) | [Profile and Preferences](#) | [Unsubscribe](#) | [www.duke-energy.com](#)

Share this on: [Facebook](#) [Twitter](#) [LinkedIn](#) [Email](#)

Duke Energy | 550 South Tryon Street | Charlotte, NC 28202

Large Business Email Banner Graphics

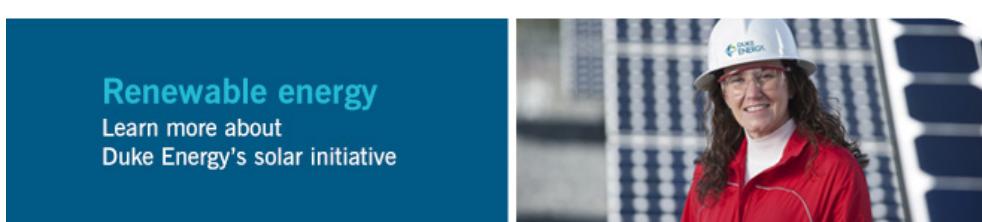
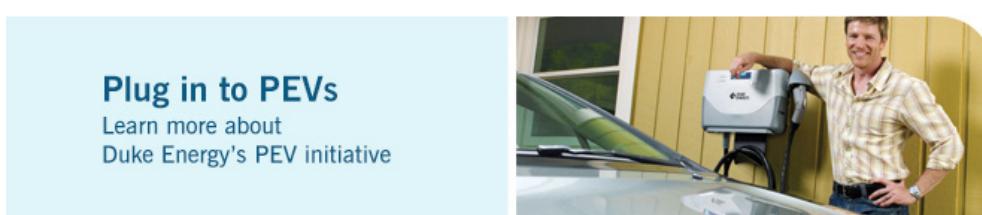
To ensure a consistent appearance for Duke Energy's email communications, banner graphics follow these specifications:

- 667 pixels W x 143 pixels H
- Headline – 11 point News Gothic Bold smooth; sentence case; reverse white or approved primary or secondary color
- Subhead – 7.5 point News Gothic Demi smooth; sentence case; reverse white or approved primary or secondary color

Email Templates

Templates are located at:

MarComDes > Art > New-Duke-Energy > Templates > Web-Templates > Email >
Large-Business-Email-Banner

Sample Banner Graphics

Portal Promos and Images

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The Portal

The Portal is Duke Energy's intranet site. It is the primary means of communicating company information to employees. To ensure that information is presented in a consistent, easy-to-read manner, we use a predefined set of standards to create images.

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Home Page – Main Promo Imagery

The primary promo should feature a single photograph whenever possible, though in some cases multiple images may more adequately depict the accompanying story. Maps and illustrations may be used when photographs are not available or when they would better represent the story's main idea. Clip art/illustrations should never be used.

The following specifications provide the starting point for main home-page promos:

- Dimensions are 570 pixels W x 260 pixels H, including 1-pixel white border around inside edge of graphic.
- The starting size for main headlines should be 50-point on 48-point News Gothic Demi with a multiplied black glow at 20 percent opacity to improve readability. The size of the text can change based on the length of the headline.
- The starting size for subheads should be 24-point on 24-point News Gothic Demi with a multiplied black glow at 20 percent opacity to match headlines. The size of the text can change based on the length of the subhead.
- Text should be flush left or flush right as needed, based on the content of the image.
- 60 pixels of space should be allocated at the bottom of the graphic for the "Read More" button and the rotational graphic numbers.
- A 160-pixel square inset image may be included as needed. It should also include a 1-pixel white border around the inside edge.
- Promo headlines and subheads are sentence case.

Sample Promos

Not shown at actual size.

Total Rewards

Benefits program for employees

[Read More](#)

Earnings report

Duke Energy meets third quarter targets and reaffirms 2013 earnings guidance

[Read More](#)

Building a corporate culture of safety

In the field or in the office, employee safety is everyone's responsibility

[Read More](#)

Duke Energy in Action

Employees helping communities

[Read More](#)

Transmission and distribution

Getting power from our generating stations to our customers.

[Read More](#)

Rate case settlement

Moving forward in North Carolina

[Read More](#)

A MESSAGE FROM THE CEO

Moving forward in North Carolina

[Read More](#)

160**Home Page – Secondary Promo Imagery**

These smaller promotional images are used on the home page to highlight additional Portal articles. Given their small size, they must be simple in appearance. These images can be single photos, background colors from the Duke Energy color palette or simple graphic patterns with a few words.

The following specifications provide the starting point for secondary story promos:

- Dimensions are 100 pixels W x 100 pixels H.
- If text is used, it should be white only with a multiplied black glow set at 20 to 40 percent opacity to improve readability.
- Text must be a member of the News Gothic font family.
- Use sentence case or all caps.
- A 1-pixel white border and black glow are added automatically when the image is placed on the Portal page. These elements should not be part of the Photoshop files.

Sample Promos

Not shown at actual size.



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Article Imagery

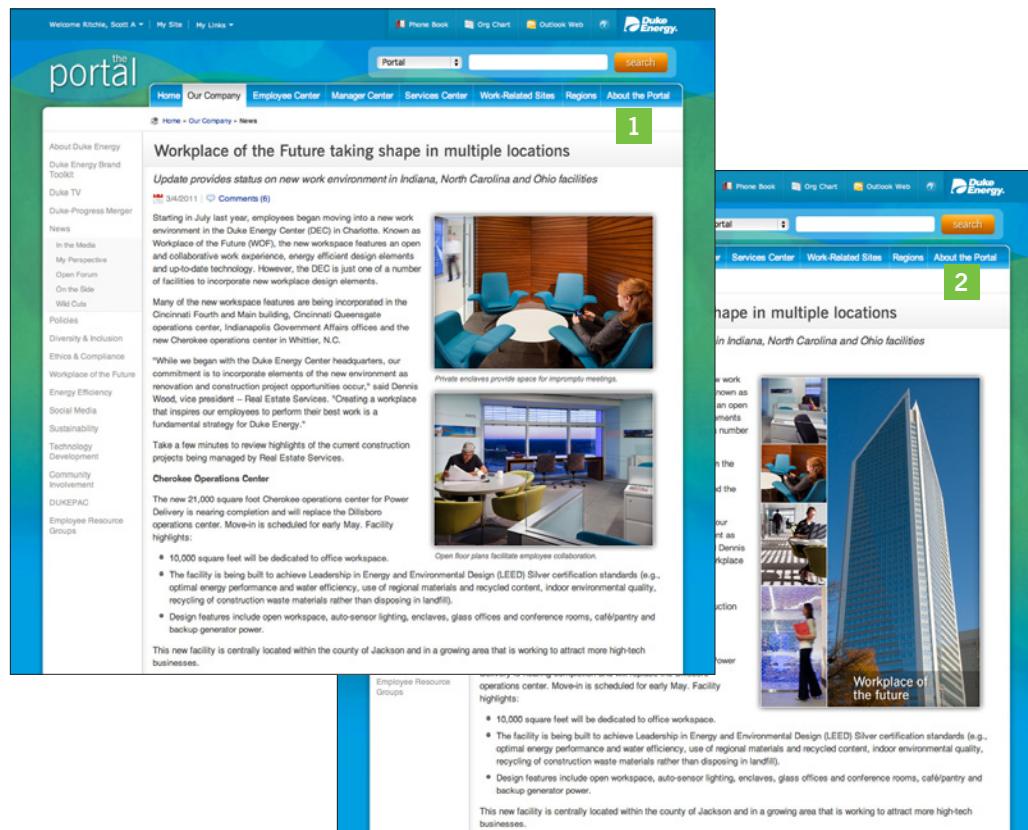
Images that appear on the actual article pages must adhere to the same standards outlined in the Imagery: Photography and Video section of these Brand Standards.

Specifications:

- Dimensions for the images are 350 pixels W x any height, including a 1-pixel white border around the inside edge of the photo and a black glow around the outside, set to 35 percent opacity.
 - The 1-pixel white border of all images should be flush with one another. There should not be any space between the white borders.
 - If text is used as part of the image, it should be a short (three to four words maximum) description of the image.
 - Text on the images must be white only with a black glow at 20 to 40 percent opacity (multiply) against a black rectangle set to 25 percent opacity (multiply) to assist overall readability.
 - Text on the images must be News Gothic Demi, upper and lower case.
 - If text is not used on the image, captions may be included on the HTML page in accordance with predefined CSS type style standards.

Sample Portal Article Page Layouts

- 1** Depicts the use of individual images with HTML captions.
 - 2** Uses a single image that is comprising a main photo and four inset photos and a description of the overall subject.



Video Standards

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Video Elements and Specifications

By its very nature, video can be one of the most compelling communication channels. While it offers ample opportunity for creative exploration, it is important to control the integrity of the broadcast and the Duke Energy brand.

Video has gained a new level of prominence as a communication tool, due largely to the availability of inexpensive video cameras, editing tools and the ability to easily upload videos to websites like YouTube, Vimeo, etc. Because Duke Energy's use of video is steadily increasing, it is crucial that we apply color, typography and logo usage standards described elsewhere in this manual to video as well.

The Duke Energy Logo

All of the logo rules described in the Basic Elements section apply when using the company logo in video applications.

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Color

Clarity of the Duke Energy logo is critical in video applications. Approved high-resolution logo files are available for download from the iCreate system via the Portal at <https://portalapps.duke-energy.com/DukeSSOConnect/default.aspx?appname=icreate>.

The logo should always appear against a solid, contrasting background that provides maximum visual separation and readability.

Only colors from the approved secondary color palette (see the Basic Elements section) should be used in the video background or to add color to elements (other than the Duke Energy logo). Keep in mind that these accent colors should not dominate the screen.

Size

The Duke Energy logo should not dominate the screen, but rather should serve as an anchor point or identifier. The total width of the Duke Energy logo (from left-most point to right-most point) should not exceed 25 percent of the visible screen.

Placement and Standards

- The required clear zone surrounding the Duke Energy logo is equal to 1/2 the height of the “star” icon.
- No other text, type or graphic elements should come in contact with the Duke Energy logo.
- The preferred position for the Duke Energy logo is in one corner of the video, being careful to observe the safe area.
- The Duke Energy logo should not be used as a watermark (tinted or screened in any way).



The type is set in a font from the News Gothic family should use one of the primary colors from the Duke Energy palette..



The Duke Energy logo is reversed to white and is set in a flush-left orientation. Note the clear zone surrounding the logo. The background is not distracting.

Registered Trademark

The registered trademark symbol ® is required with the Duke Energy logo. When the logo is used at a small size, the symbol may not be readable, but it should remain in place.

Typography

As described in the Basic Elements section, News Gothic is Duke Energy's primary font family. Exclusive use of this font helps ensure a consistent appearance across all communications, regardless of media. Beyond using the correct font, a number of other considerations regarding text include:

- Whenever possible, set all text flush left or flush right. Do not center it unless absolutely necessary.
- A ragged right edge is preferred in most applications, but justified body copy is acceptable.
- Text should be set in a horizontal orientation. If it must be vertical, it should be rotated 90 degrees clockwise so that the text begins at the top of the screen.
- A small amount of positive or negative tracking may be applied to fit text into a given area or for overall visual effect. But as a general rule, the typeface should track as designed.
- Text and headlines may be set in sentence case, upper and lower case, or all upper case at the discretion of the video editor, and should remain consistent throughout each project.

Special Effects/Animation of the Duke Energy Logo

Special effects and animation are staples of the video experience. Motion and graphics provide visual and emotional cues to the audience more effectively than static words and images. However, avoid applying special effects to the Duke Energy logo, and observe the following standards:

- The Duke Energy logotype and the “star” icon must never be separate; they must remain a single element at all times.
- The Duke Energy logo must never shatter, morph, glow, glint or be segmented in any way.
- The Duke Energy colors must remain accurate, never tinted or shaded. Although lighting effects can alter the lightness, brightness and intensity of colors, take care to avoid shifts to other hues.

Important!

The proportions of the Duke Energy logo should never be altered. When resizing the logo, always retain the proper aspect ratio.

Consistency

The overall layout of elements on screen should be consistent throughout the course of a video or series of related videos. For example, when used in a lower third, the Duke Energy logo should remain in the same place and at the same size. Text sizes and styles should remain consistent. Transitions between shots and sections should be limited in number and style to create overall visual continuity and not distract from the content/message of the video. Any special effects (i.e., After Effects, Shake, etc.) applied to video footage should be used consistently.

Working With Vendors**Ownership and Transfer of Materials**

Upon payment for services, Duke Energy shall have complete and exclusive ownership of all project materials, including but not limited to concepts, plans, preliminary sketches, layouts, copy and commercial materials including but not limited to mechanicals, artwork, photographs, photo negatives, video media, both source and mastered programming, as well as films (including but not limited to production films and negatives) and recorded materials (computer, video, music and audio) which are unique to Duke Energy and not general in nature and relate to services, whether furnished by Duke Energy, suppliers, or suppliers' suppliers including material not used but paid for by Duke Energy ("Duke Energy-owned materials"). No suppliers shall use Duke Energy-owned materials for any purpose without prior written consent from Duke Energy.

Duke Energy requires that all video content (including raw source footage and finished program) produced on its behalf be provided, within 10 days of project completion, to:

Duke Energy Video Services
400 S. Tryon Street
Mail Code ST31A
Charlotte, NC 28285

- Copies of all model releases must accompany each video. They can be scanned and emailed to icreate@duke-energy.com.
- Each tape or digital file and accompanying documentation must be clearly marked with videographer, contact information, length, title, date of acquisition (for raw footage) or completion (for finished program).
- All component graphic elements of the finished video program must be provided on a data DVD or transferred via FTP. The graphic elements should be supplied in a layered format (.psd, .aep)
- All motion graphic elements should be accompanied by their source files and the native application file in which the final animation was created.
- Flash and other Web design-based applications are acceptable.
- All video elements are to be provided in one of the following formats; Betacam SP®, DVCAM, XCAM, Mini DV and/or DVD. Acceptable electronic formats include: MP4, MPEG2, AVI and Quicktime.

On-screen and Voice-Over Talent Release

Duke Energy uses written documents for talent releases, rather than audio or video releases.

