



BRAND STANDARDS

This brand book is designed for use by employees of DTE Energy, their affiliates, approved vendors, and partners. The information and data presented here are not to be disseminated to others outside the company or used for detailing in person or through written material without prior approval.

Confidential.

Version 3, August 2013

DTE ENERGY BRANDING

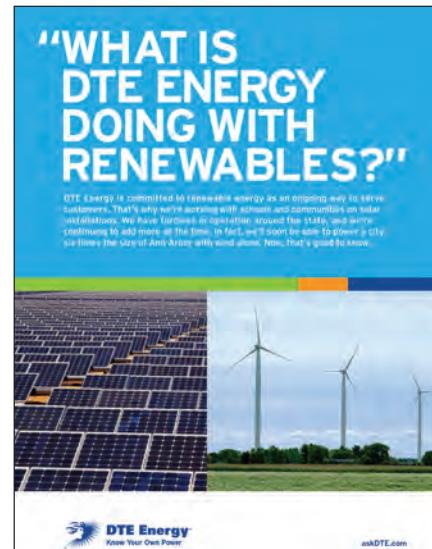
Branding

A brand isn't just a logo, or a sign on the door. It's the impression that customers have when they think of DTE Energy. Do they think you're friendly, honest, caring? Do they think the company is fair, helpful, forward-thinking?

To build that kind of impression, DTE Energy has to communicate those values in every touch point along the consumer journey, from power connections to power outages, from gas delivery to gas leak emergencies, even going online to use a calculator or find information. Your brand is how you look, speak, act or answer the phone.

Branding is also how communications interest or touch customers. If they are consistent, attractive, engaging and meaningful, they help build the kind of brand you want. If they are haphazard, irregular and constantly changing, they confuse your audience.

We have created these brand guidelines to help you help DTE build a relevant, powerful brand that resonates and has longevity. You have the power to have an impact on how people see you.



DTE ENERGY BRAND STRATEGY

Brand Strategy

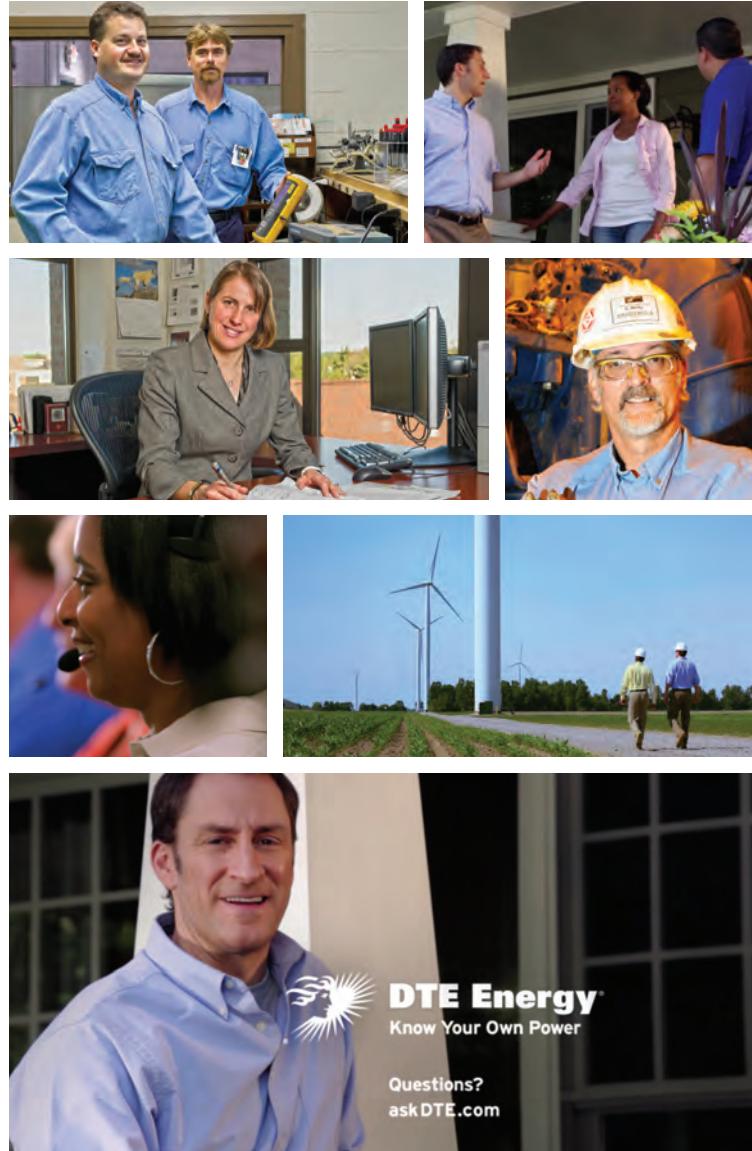
Our brand is our personality – it should represent that hard working, reliable, trusted presence that customers come to know every day through our products, services, communications, actions and interactions.

To strengthen that connection, we're using the voice of the customer to tell our story in a way that involves them, empowers them with knowledge and humanizes our organization to make it more approachable. Our communications will be accessible, informative and transparent, not corporate or lofty.

The “Know Your Own Power™” tagline is designed not just to be a campaign, but to be a platform to encourage customers to ask questions of DTE Energy. We're issuing an invitation to get to know us better, and to take more control of their power usage, and ultimately, their energy costs. The more they get to know what we do to serve them, the more they'll understand how our energy gives them power.

This theme can also be an internal rallying cry to reinforce initiatives like Plus One, encouraging DTE Energy employees to know the power they have to solve customer problems, and to be a valued resource and ambassadors of the DTE Energy brand.

When everyone at DTE Energy works together to express a cohesive brand, we will achieve a consistent and dynamic presence. Our brand will help us to create better communications and provide a standard by which to measure their effectiveness.



DTE ENERGY LOGO

DTE Energy Logo

From a pure corporate identity standpoint, the most valuable asset our company has is the DTE Energy logo. The company has one logo. No other logos are to be created for any organization, team, initiative, service center, etc. Rules for creating other versions of this logo for subsidiaries and internal groups are described later in this document. It is essential that the logo be rendered cleanly and consistently wherever it appears. The relationship of the elements has changed from the original logo. Going forward, this horizontal version of the logo is to be used in almost all instances. All approved logo formats are available in the Logo Library, located at dteenergy.com/brandstandards.

Horizontal Logo – Preferred Format



Stacked Logo – Secondary Format. The stacked version is only to be used in narrow, small or constrained formats.

DTE Energy®



DTE Energy Logo Formats

The DTE Energy logo is available in two basic formats, stacked and horizontal. Horizontal is the preferred format. The stacked version is to be used only in rare circumstances, such as in a very narrow or small format.

Only One Logo

In order to build a stronger central brand and corporate identity, the decision was made a few years back to phase out the logos for MichCon and Detroit Edison. These logos are no longer appropriate identities for any part of our company.

We are all DTE Energy, and there is only one logo.

DTE ENERGY LOGO

DTE Energy Logo Elements

Our corporate logo is a unique combination of our company signature (name) and the “Energy Mark.” Both are registered trademarks. Changing any key graphic element of the logo, however good the intention, weakens our impact and detracts from the consistent image we are trying to project. Additionally, the Energy Mark should never appear on its own, without the name.

Energy Mark

The Energy Mark is the foundation of our visual identity. It symbolizes our forward momentum, both in delivering energy to our customers and the energy we put into finding newer, better ways to serve them in the future.

The Energy Mark not only serves as an easily recognizable means of communicating the spirit and vision of DTE Energy, it also creates a sense of who we are and what we believe in always looking forward, always improving.

Horizontal Logo – Preferred Format

Trademark Registration



DTE ENERGY LOGO

Logo Size

The optimal size of the logo depends on the design. Use your best judgment to keep the logo prominent but not overpowering. The corporate logo should not be reproduced smaller than one inch in length.

Minimum Logo Size



1"

Logo in Frames and Boxes

Do not confine the logo within a box or frame.

Do not place the logo in a frame



Do not place the logo in a box



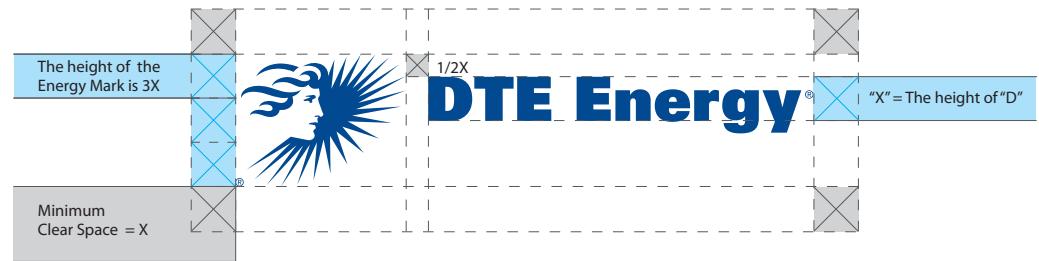
DTE ENERGY LOGO

Element Spacing and Size Ratio

The spacing and size ratio of the logo element for both logo formats are based on an "X" value. Each format has a unique "X" value. The element size ratios and spacing should never be changed.

The optimal size of the logo depends on the design. Use your best judgment to keep the logo prominent but not overpowering. The corporate logo should not be reproduced smaller than one inch in length.

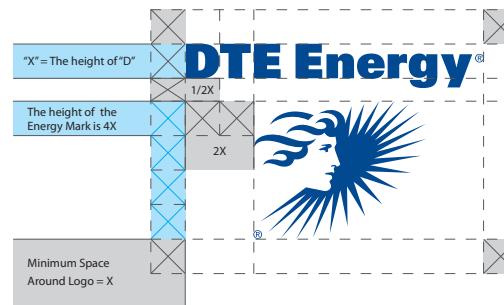
Horizontal Logo – Preferred Format



Horizontal Format X Value

The "X" value for the horizontal format is 1/3 the height of the Energy Mark element. The "D" in the signature element is one "X" tall. The horizontal space that separates the elements is 1/2 "X". The signature is vertically spaced 1/2 "X" below the top of the Energy Mark.

Stacked Logo – Secondary Format. The stacked version is only to be used in narrow, small or constrained formats.



Stacked Format X Value

Reminder: this is an alternate format, and rarely used only in very small or narrow formats. The "X" value for the stacked format is 1/4 the height of the Energy Mark element. The "D" in the signature element is one "X" tall. The vertical space that separates the two elements is 1/2 "X". The left edge of the Energy Mark is inset 2 "X" from the left edge of the "D" in the signature.

Clear Space

To ensure legibility, both formats of the DTE Energy logo must have adequate clear space, at least one "X" around the logo.

DTE ENERGY LOGO

Logo Color

The official DTE Energy logo is Energy Blue (Pantone 280 in print, hexadecimal #004990 on the Web). The black version of the logo may be used for materials that require black and white printing. It is also acceptable to reproduce the entire logo reversed (in white against a dark background). It is not acceptable to use the logo in any color other than the colors specified in this document.

Pantone 280



DTE Energy®

Black



DTE Energy®

White Logo on Dark Background



DTE Energy®

Examples of Unacceptable Logo Colors



DTE ENERGY LOGO

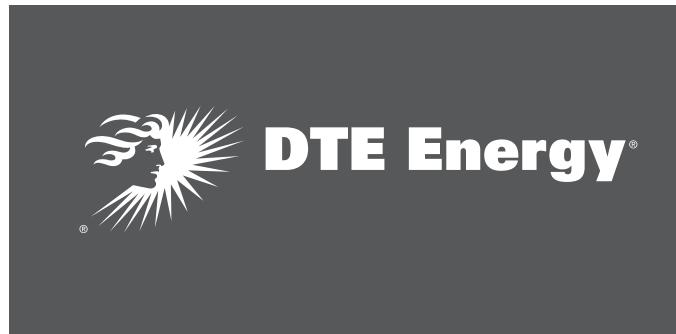
Logo on Color Backgrounds

Avoid placing the logo on competing backgrounds. Maintain sufficient contrast with the background. Use the color logo when the background color is light enough not to interfere with logo visibility. If the background is dark, use a white logo.

Color Logo on Light Backgrounds



White Logo on Dark Background



DTE ENERGY FOUNDATION LOGO

DTE Energy Foundation Logo

Because the DTE Energy Foundation is a separate entity, it is necessary to have a special logo. Do not alter the logo, move the elements, or the relationship of the type to the Energy Mark.

Horizontal Format – Preferred Format



DTE ENERGY TAGLINE

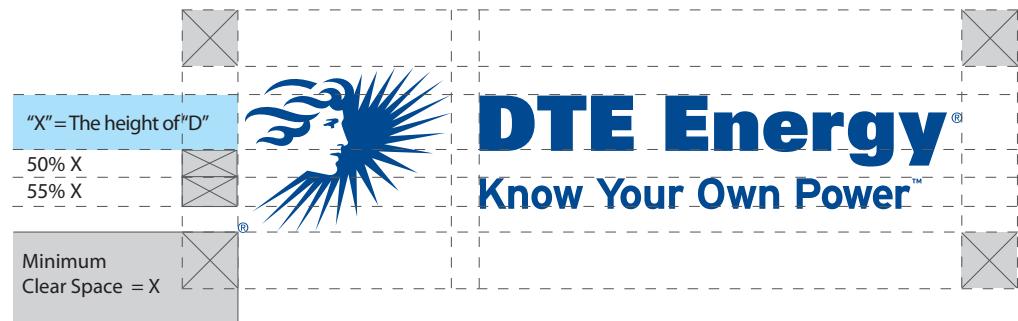
Tagline Use

The “Know Your Own Power™” tagline succinctly conveys the core brand message/brand position. It is intended to be used as a closing thought to a larger message, or in conjunction with the DTE Energy logo. The tagline itself should not be used as a subhead, but may be used as headline and as the last line in body copy. Any uses not specified within this brand style guide must be approved by Advertising and Brand Communications.

Tagline Color and Fonts

The tagline should be paired with the DTE Energy logo (it does not appear alone on a page). The color should match the color of the logo it accompanies. Interstate Bold is the preferred font for the tagline. Univers 65 Bold and Arial Bold may be used when Interstate is not an option.

Horizontal Logo – Preferred Format



Tagline Size Ratio and Clear Space

The tagline should be 55% of the “X” height. The “X” is the height of the “D” in the signature portion of logo.

The tagline should align to the left side of the “D” and be positioned 50% “X” below the bottom edge of the “D.”

To ensure legibility, the DTE Energy logo and tagline must have adequate clear space. The minimal clear space is at least one “X” around the logo and tagline.

Always retain the registration symbol that is part of the tagline art. Tagline art is available from Advertising and Brand Communications, or in the Logo Library located at dteenergy.com/brandstandards.

DTE ENERGY SUB BRANDS

DTE Energy Sub Brands

GreenCurrents, SolarCurrents, CoolCurrents, SmartCurrents and BioGreenGas are all Sub Brands of DTE Energy, and have their own logos. These logos, however, should never be used without also using the DTE logo. The DTE logo should have a place of prominence in any communication, and shouldn't be overshadowed by a sub brand logo. There must also be a minimum of clear space when the two are used together, as indicated to the right.

Sub Brand Logo Color

Like the official DTE Energy logo, the sub brand logo is Energy Blue (Pantone 280 in print, hexadecimal #004990 on the Web). The black version of the logo may be used for materials that require black and white printing. It is also acceptable to reproduce the entire logo reversed (in white against a dark background). It is not acceptable to use the logo in any color other than the colors specified in this document.

Sub Brands on Color Backgrounds

Avoid placing the logo on competing backgrounds. Maintain sufficient contrast with the background. Use either the color or black logo when the background color is light enough not to interfere with logo visibility. If the background is dark, use a white logo.

Sub Brand Logos

GreenCurrentsSM

SolarCurrentsTM

BioGreenGas[®]

Sub Brand logo Clear Space



Black Logo

GreenCurrentsSM

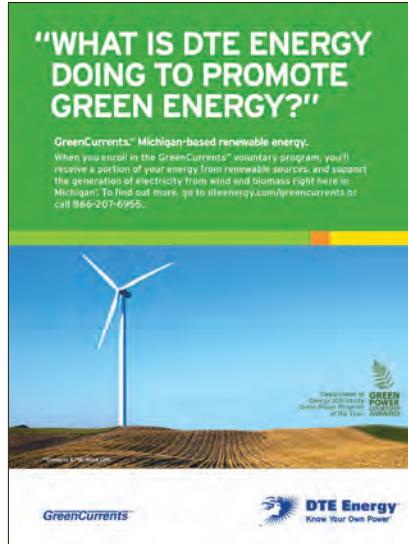
White logo on Dark Background

GreenCurrentsSM

DTE ENERGY SUB BRANDS

Examples of Sub Brands Logo Usage

Sub Brand Logo Usage examples

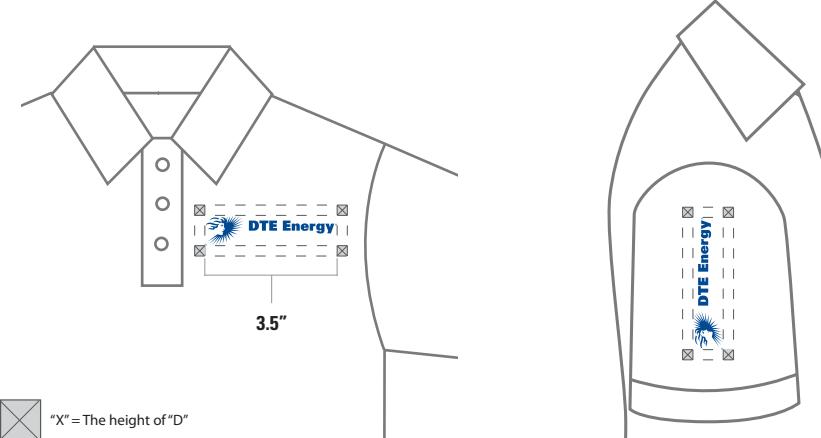


DTE ENERGY LOGO

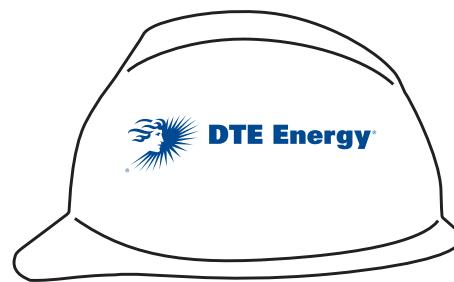
DTE Energy Logo on Apparel

On apparel or other specialty items, the logo should be used in 280C dark blue or black on light colors and in white on dark colors. Use the clear space rule specified for the logo on apparel, and avoid placing it over seams, stripes or other distracting elements.

DTE Energy Logo Placement and minimum size on apparel



3.5" wide is the minimum size the DTE Energy logo may be used on apparel. Maintain the "Clear Space" when using the DTE Energy logo on apparel. When the DTE logo is placed on a sleeve, the energy mark should face the shoulder (looking up) on the right sleeve. Avoid placing the logo too close to seams, buttons and collars.

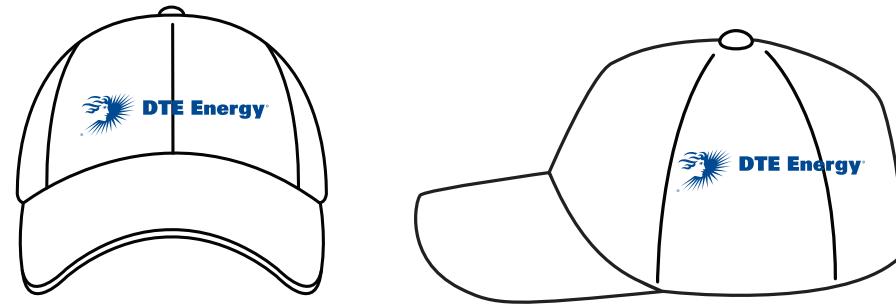


Exceptions to the clear space guideline include Hard hats and other head wear where creases or seams are unavoidable.

DTE ENERGY LOGO

DTE Energy Logo on Apparel Continued

DTE Energy Logo Placement and minimum size on apparel
Continued.



DTE ENERGY LOGO

DTE Energy Logo Guidelines for Internal Groups

DTE Energy has many Internal Groups and when the Group's name is used with the company logo, the integrity of the DTE logo must be maintained. The DTE logo should always take precedence over any Internal Group Name. To ensure this, the clear space and logo ratio guidelines must be adhered to.

Clear Space

To ensure legibility, the DTE logo must have adequate clear space, at least one "X" around the logo.

Preferred Horizontal Logo

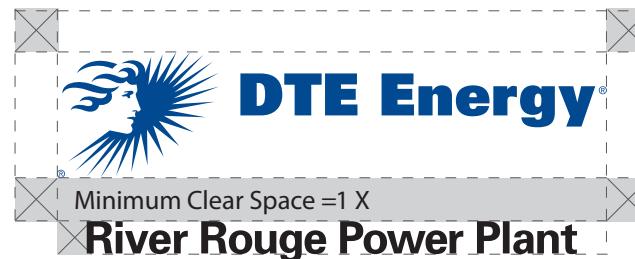
When Internal Group Names are used near the preferred Horizontal DTE logo, the Group names should be no taller than 3/4 "X" and horizontally centered.

DTE Energy Logo and Internal Groups Usage Sample

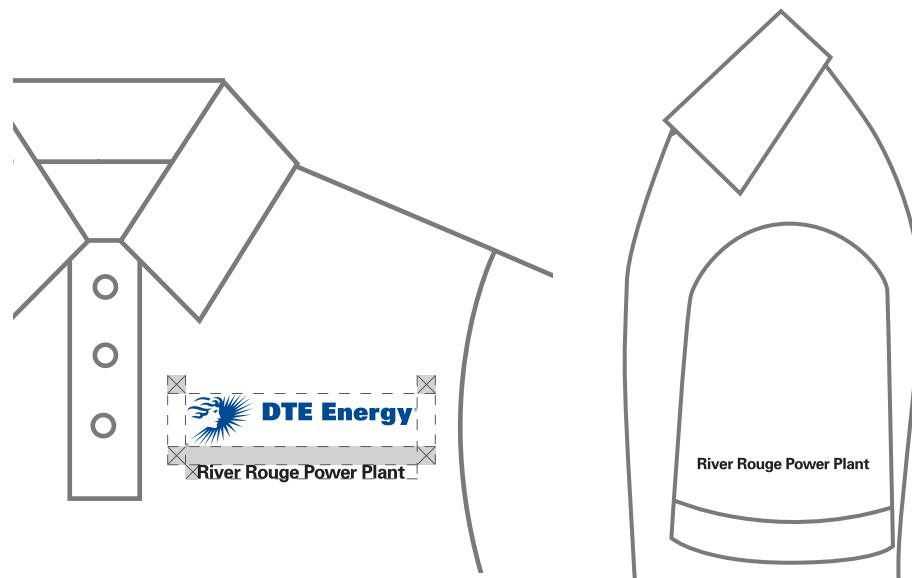
To maintain the prominence of the DTE Energy logo, Internal Group Names should be only placed to the right or below the DTE logo. Another option for Internal Group Name usage is to place the name of the group on a side not bearing the DTE logo.

Clear Space and Proportion guidelines when using the Preferred Horizontal DTE Energy logo with Internal Groups Names

"X" = The height of "D"



Recommended placement gives maximum separation between Internal Group Name and the DTE Energy logo.



Proper usage where the Internal Group Name is placed near the DTE Energy logo.

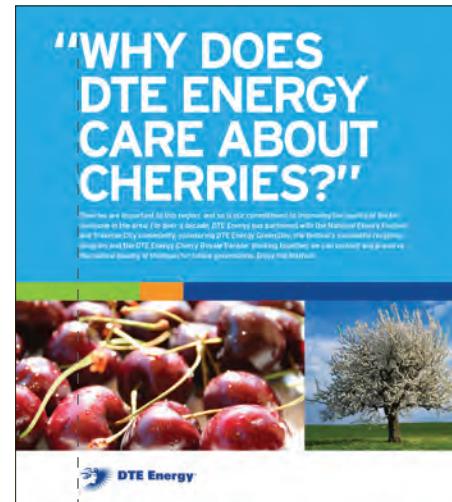
Acceptable placement of an Internal Group Name apart from the DTE Energy logo.

DTE ENERGY LOGO PLACEMENT

DTE Energy Logo Placement

Legibility of the DTE Energy logo determines its placement in relation to other elements in a layout. The DTE Energy logo may be placed in the left, center and right side of a layout as long as the “Clear Space” guideline outlined on page 7 are followed. The preferred placement is flush left and aligned with the headline, subhead and body copy. When it is not possible to align the DTE Energy logo with these elements, then vertically or horizontally centered is the next preferred placement. When the DTE Energy logo is on the right side, the distance from the right edge of the layout should match the distance of the left most element and the left edge.

Logo Placement



Logo flush left.
Aligns with Headline and body copy



Logo flush right.
The space between logo's right edge matches the space between left most elements and left edge.



Logo horizontally centered



Logo vertically centered

DTE ENERGY USAGE SAMPLES

Graphic Components

Materials for the DTE Energy “Know Your Own Power™” campaign are comprised of the following graphic components: a headline, sub head, body copy, solid color background, color bars, images, DTE Energy logo, tagline and a url. Not all materials have to use all of these components. Only the DTE Energy logo, tagline, color bars and solid color background are required for all campaign materials.

Headlines take prominence as the largest component. They are always at the top of the layout or to the left on horizontal pieces and are placed over a solid background color. Sub heads and body copy are ideally placed over the same background as the headline but may be placed outside of the backgrounds for long format pieces.

Color bars are used to separate various components of the layout. They may be vertical or horizontal but should be comprised of three colors. There is not a set rule for what the colors should be but they should not be the same as the solid background color and not be too close in hue to each other. The color bars should not be taller or wider than the DTE logo and tagline and no shorter or thinner than 50% of the DTE logo and tagline.

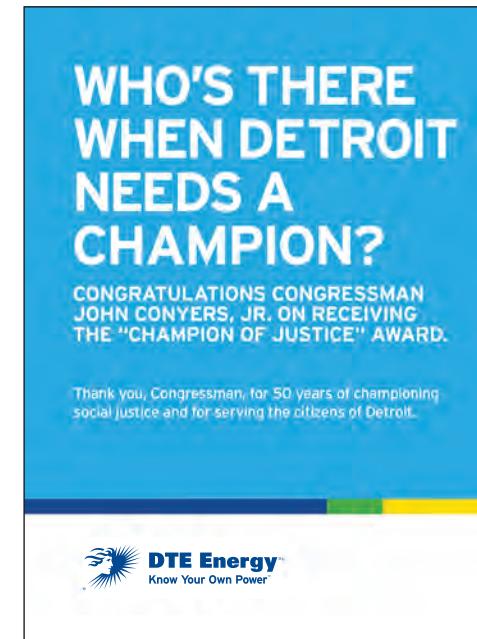
Images are separated from the solid color background by the color bars. They are second largest component of a layout. There should be no more than three images or less than two. Images are ideally placed in their own frames unless it is an image of Ben Bailey. Images of Ben may be placed over the solid color background but he must be clipped out.

The DTE logo and tagline should always appear together. If placing them over white, the 280c or black version should be used. The white version of the DTE logo and tagline should be used for layouts that have no images and are placed over the solid color background.

Usage Samples



Sample with all components.



Sample with no images or url.



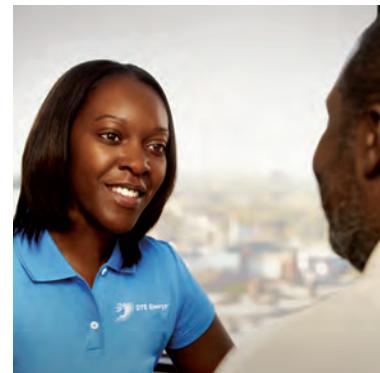
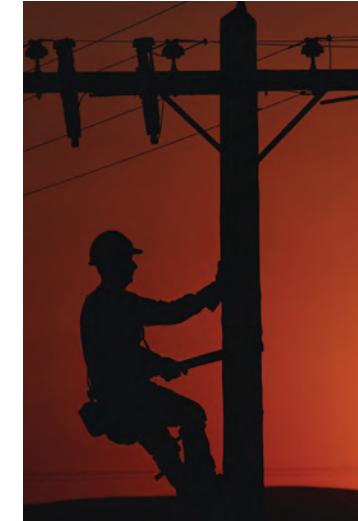
Sample with Ben Bailey image.

NOTE: If you are designing a website for DTE Energy contact Digital Communications for digital guidelines.

DTE ENERGY IMAGERY

DTE Energy Imagery

The “Know Your Own Power™” campaign was developed to encourage a dialogue between DTE Energy and our customers. The images used for all customer-facing pieces should humanize DTE Energy and communicate the fact that we understand the positive impact our organization has on their lives. The images should convey a sense of energy and optimism. The people and situations in the images should be approachable and a reflection of themselves and the people in their lives.



DTE ENERGY TYPOGRAPHY

DTE Energy Typography

Typography, and the way it is laid out on a page, help a company express its personality and image. This section identifies our approved fonts (type styles) and the use of type on a page.

Interstate

Interstate is clean, friendly and contemporary. Interstate Bold may be used for headlines, subheads in all caps or upper and lower case. Interstate light or regular may be used for body copy in print ads and short form collateral materials.

Amasis

Amasis is a clean and contemporary serif font. Amasis may be used for copy in longer form documents, communications and collateral materials. Use Amasis for body copy when the copy exceeds 150 words.

Interstate Bold

**ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 @#\$%^&*(,:;?"!)**

Interstate Light

 Lorem ipsum dolor sit amet,
 consectetuer adipiscing elit, sed
 diam nonummy nibh euismod
 tincidunt ut laoreet dolore
 magna aliquam erat volutpat.

Interstate Regular

 Lorem ipsum dolor sit amet,
 consectetuer adipiscing elit,
 sed diam nonummy nibh
 euismod tincidunt ut laoreet
 dolore magna aliquam erat
 volutpat.

Interstate Bold

**Lorem ipsum dolor sit amet,
 consectetuer adipiscing elit,
 sed diam nonummy nibh
 euismod tincidunt ut laoreet
 dolore magna aliquam erat
 volutpat.**

Amasis Regular

**ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 @#\$%^&*(,:;?"!)**

Amasis Regular

 Lorem ipsum dolor sit amet,
 consectetuer adipiscing elit, sed
 diam nonummy nibh euismod
 tincidunt ut laoreet dolore
 magna aliquam erat volutpat.

Amasis Medium

 Lorem ipsum dolor sit amet,
 consectetuer adipiscing elit, sed
 diam nonummy nibh euismod
 tincidunt ut laoreet dolore
 magna aliquam erat volutpat.

Amasis Bold

**Lorem ipsum dolor sit amet,
 consectetuer adipiscing elit,
 sed diam nonummy nibh
 euismod tincidunt ut laoreet
 dolore magna aliquam erat
 volutpat.**

DTE ENERGY TYPOGRAPHY

DTE Energy Typography, Continued

Univers

Univers is a contemporary and classic typeface with a neat and professional appearance. Univers is also especially legible in small sizes, making it an ideal choice for forms and charts. Univers may be used in situations where Interstate is not an option. Univers 65 Bold should be used for headlines and subheads and may be used for print materials, web, workplace signage and outdoors signs. Subheads should be in upper and lower case and use initial caps for key words. Sections of copy set in Univers 65 Bold can be in upper and lower case or all caps. Univers Extra Black is the font used for the Signature in the DTE Energy logo. Univers 47 Light Condensed may be used for body copy.

Univers 65 Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 @#\$%^&*(.,;?!"!)**

Univers 47 Light Condensed

 Lorem ipsum dolor sit amet,
 consectetuer adipiscing elit, sed diam
 nonummy nibh euismod tincidunt ut
 laoreet dolore magna aliquam erat
 volutpat.

Univers 45 Roman

 Lorem ipsum dolor sit amet,
 consectetuer adipiscing elit, sed diam
 nonummy nibh euismod tincidunt ut laoreet dolore magna
 aliquam erat volutpat.

Univers 65 Bold

**Lorem ipsum dolor sit amet,
 consectetuer adipiscing elit,
 sed diam nonummy nibh
 euismod tincidunt ut laoreet
 dolore magna aliquam erat
 volutpat.**

Univers 75 Bold

**Lorem ipsum dolor sit
 amet, consectetuer
 adipiscing elit, sed diam
 nonummy nibh euismod
 tincidunt ut laoreet dolore
 magna aliquam erat
 volutpat.**

DTE ENERGY TYPOGRAPHY

Substitute Fonts

PC users who produce presentations and memos for internal use may not have Univers or Amasis fonts available. Substitute Times New Roman (Times) for Amasis Regular and Arial Bold for Univers 65 Bold. To maintain visual consistency, no other fonts should be used.

HTML and CSS

Since typography cannot be fully controlled on a web site, standard/generic sans serif fonts should be specified for html or cascading style sheet text. Arial Bold should be used for all Web headers.

Times New Roman

Times New Roman should be used as a substitute for Amasis in body copy for use in DTE Energy web sites. Italic and bold variations may be used for emphasis in the body copy. No display or serif fonts should be used for body copy.

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 @#\$%^&*(,:;?"!)

Arial Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Arial Bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Amasis Bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Times New Roman Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 @#\$%^&*(,:;?"!)

Times New Roman Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Times New Roman Bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

DTE ENERGY COLOR PALETTES

DTE Energy Color Palettes

Color is a powerful visual tool. When applied consistently over time, colors become identified with the brand, helping to build a memorable image in the consumer's mind.

Primary Color Palette

Pantone: 280 C	Pantone: 376 C	Pantone: 7405 C	Pantone: 151 C	Pantone: Process Cyan	Pantone: Black	Pantone: Cool Gray 8
HEX Code: #004990	HEX Code: #8dc63f	HEX Code: #ffdd00	HEX Code: #f89728	HEX Code: #00aeeef	HEX Code: #000000	HEX Code: #a1a1a4

DTE Energy Primary Color Palette

The colors in the primary color palette represent the energy and vibrancy of the DTE Energy brand.

C 100 M 72 Y 0 K 18	C 50 M 0 Y 100 K 0	C 0 M 10 Y 99 K 0	C 0 M 48 Y 95 K 0	C 100 M 0 Y 0 K 0	C 0 M 0 Y 0 K 100	C 0 M 1 Y 0 K 43
R 0 G 73 B 144	R 141 G 198 B 63	R 255 G 221 B 0	R 248 G 151 B 40	R 0 G 174 B 239	R 0 G 0 B 0	R 161 G 161 B 164

DTE Energy Secondary Color Palette

The colors in the secondary color palette complement the colors in the primary color palette. This range of color options offers flexibility to our designers while strengthening the unified look of all DTE Energy communications.

Secondary Color Palette

Pantone: 2985 C	Pantone: 362 C	Pantone: 186 C	Pantone: 2617 C
HEX Code: #50c8e8	HEX Code: #49a942	HEX Code: #e31937	HEX Code: #52247f

In addition to providing the PMS color designations, the colors on the DTE Energy palette have been converted to Web safe hexadecimals for your convenience. The use of this Web safe color palette will ensure that colors look good on a variety of platforms and monitors.

(Note: PMS refers to the Pantone Matching System, a universal color formulary that allows printers and designers to accurately communicate color selections.)

C 59 M 0 Y 6 K 0	C 70 M 0 Y 100 K 9	C 0 M 100 Y 81 K 4	C 79 M 100 Y 0 K 15
R 80 G 200 B 232	R 73 G 169 B 66	R 227 G 25 B 55	R 82 G 36 B 127

DTE ENERGY LOGO AND ENERGY EFFICIENCY GRAPHIC

Energy Efficiency (EE) Graphic

The Energy Efficiency (EE) graphic was created to become a simple, easy to understand messaging tool. In EE communications it quickly gets across the idea by using less energy, customers will save money. It is appropriate to use the EE graphic when space limitations do not allow the communication to tell a deeper story. In these instances, the EE graphic is used to express the save energy message. The Energy Efficiency graphic must always be used in conjunction with the DTE Energy logo.

DTE Energy Logo with Energy Efficiency Graphic



DTE Energy®
Know Your Own Power™

USE LESS.
**SAVE
MORE.**

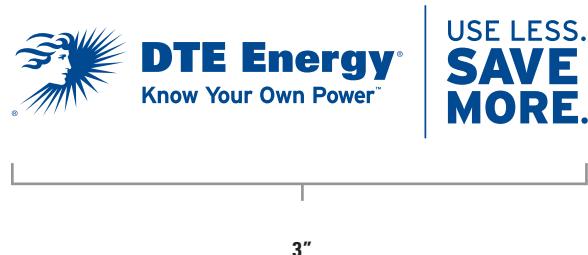
DTE ENERGY LOGO AND ENERGY EFFICIENCY GRAPHIC

Logo and EE Graphic Sizing

To ensure legibility, the logo and EE graphic must have clear space of at least one "X". The minimum size of logo the and EE graphic is 3".

Exceptions can be made to the minimum size restriction when the logo/graphic is used on items such as pens or other small premiums. Please check with Corporate Communications for approval.

Minimum Logo Size



Clear Space

The optimal size of the logo and EE graphic depends on the design. Use your best judgment to keep the elements prominent but not overpowering.

DTE Energy Logo with Energy Efficiency Graphic Clear Space

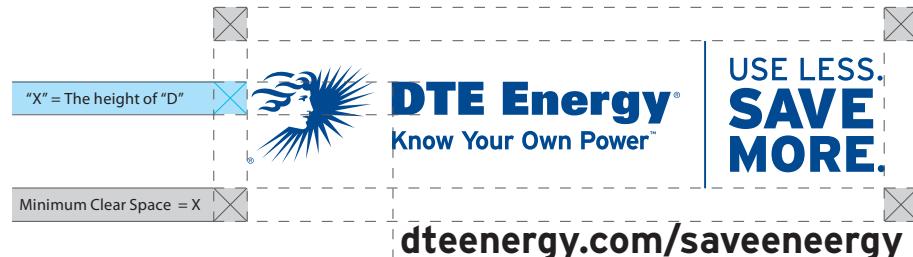


DTE ENERGY LOGO AND ENERGY EFFICIENCY GRAPHIC

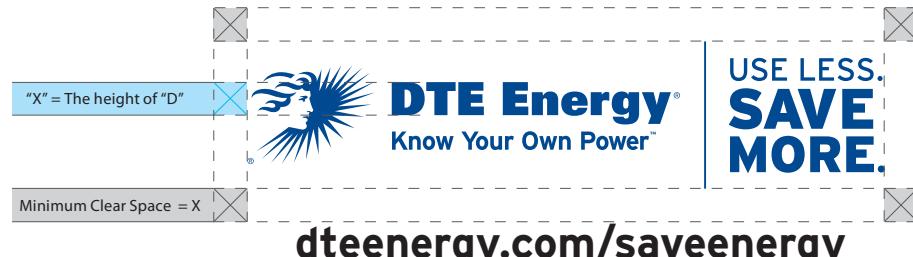
URL and EE Graphic Placement

To ensure legibility, the URL must not be placed any closer than one "X". It is ideal to line up the left edge of URL with "D" in the signature element of the logo. It is also acceptable to center the URL below the logo and EE graphic.

DTE Energy Logo, Energy Efficiency Graphic with URL



URL aligned with "D"



URL centered

DTE ENERGY LOGO AND ENERGY EFFICIENCY GRAPHIC

Logo and EE Graphic Color

The logo and EE graphic preferred colors are Energy Blue (Pantone 280c in print, hexadecimal #004990 on the Web) black and white. It is not acceptable to use the graphic in any of the other colors specified in the DTE Energy color palette.

Acceptable Logo and EE Graphic Colors



Pantone 280c



Black

Examples of Unacceptable Logo and EE Graphic Colors



DTE ENERGY LOGO AND ENERGY EFFICIENCY GRAPHIC

Logo and EE Graphic with Boxes and Frames

Do not confine the logo and EE graphic within a box or frame.

Do not place the Logo and EE Graphic in frames or boxes.



Unacceptable use of logo in a frame.



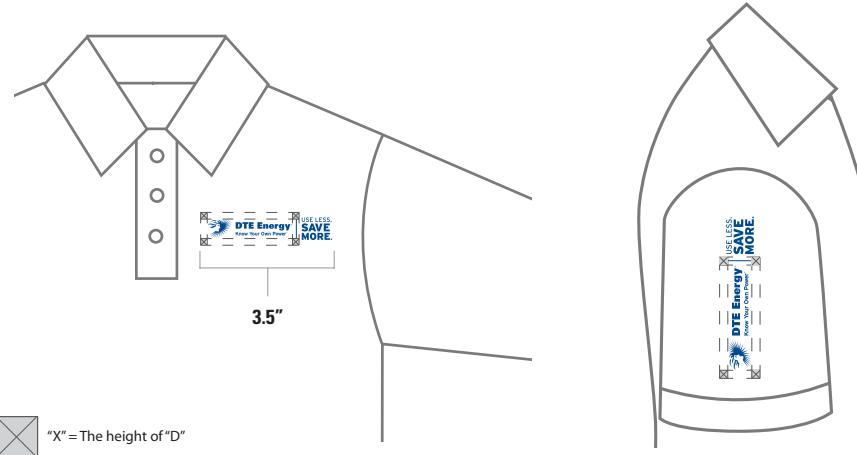
Unacceptable use of logo in a box.

DTE ENERGY LOGO AND ENERGY EFFICIENCY GRAPHIC

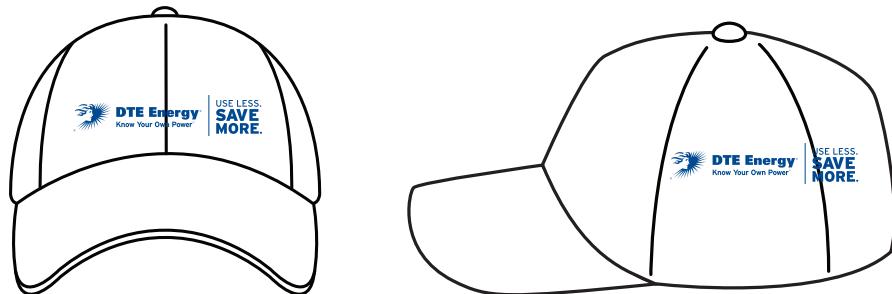
DTE Energy Logo and EE Graphic on Apparel

On apparel or other specialty items, the logo and EE graphic follows the same guidelines as the DTE Energy logo. The logo and EE graphic should be used in 280C dark blue or black on light colors and in white on dark colors. Use the clear space rule specified for the logo and EE graphic on apparel, and avoid placing it over seams, stripes or other distracting elements.

DTE Energy Logo Placement and minimum size on apparel



3.5" wide is the minimum size the DTE Energy logo and Energy Efficiency Graphic may be used on apparel. Maintain the "Clear Space" when using the logo and EE graphic on apparel. When the logo and EE graphic is placed on a sleeve, the Energy Mark should face the shoulder (looking up) on the right sleeve. Avoid placing the logo too close to seams, buttons and collars.

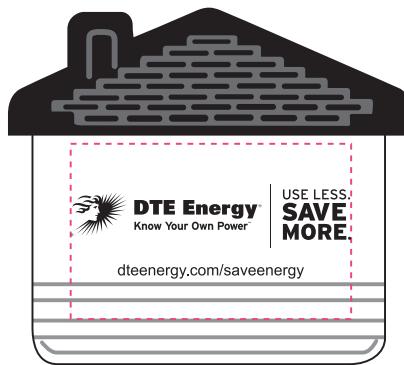


Exceptions to the clear space guideline include baseball caps and other head wear where creases or seams are unavoidable.

DTE ENERGY LOGO AND ENERGY EFFICIENCY GRAPHIC

DTE Energy Logo and EE Graphic Usage Examples

DTE Energy Logo Placement and minimum size on usage example



DTE ENERGY WRITING STYLE

Writing Style

When we speak as a company, it makes sense to use words and visuals that reflect who we are – actively working and customer-focused. Whenever possible, engage the reader by writing in an active voice. Say “DTE Energy developed...” instead of using the passive voice “It was developed by DTE Energy.”

Using the DTE Energy Brand Name

When typing the DTE Energy name into any graphic or text for any purpose, the full corporate name, DTE Energy should always be used in the first instance. It is acceptable to use “DTE” after the first mention. For example: “We at DTE Energy are proud to support our communities through sponsorships, grants and volunteer support. Because at DTE, we believe that stronger communities benefit us all.”

Writing Guidelines

Writing should be clear and concise. Use simple language. Be brief and to the point.

The “Know Your Own Power™” tagline invites customers to better understand DTE Energy and to become more informed about what they themselves can control. For this reason, most headlines for this campaign are written as questions, and the questions are answered in the copy. Because our campaign is meant to invite inquiry, the questions are usually from the viewpoint of a customer.

Statement headlines may also be used when DTE Energy is conveying the information, or when the question format is awkward or inappropriate.

All headlines should be strong, captivating and audience-benefit focused.

When a headline is a question or statement attributable to a consumer or a DTE Energy employee, it is always presented with quotation marks. When it isn’t attributable to a person or when it is a statement from DTE, it is not in quotation marks.

Times, Dates and Numbers

***Please refer to The Associated Press Stylebook
for style questions not addressed here.***

Times, Dates and Numbers:

Aug. 1, 2012 (Abbreviate month when a date is included.)

August 2012 (Spell out month when a date is not included. Also note that there is no comma used when a date is not included.)

Aug. 1 or August (Most times, we will use a date – or a month – without the year; the year should be included only when necessary for clarification.)

1 p.m. Friday, Aug. 1 (Most times, we should insert the time before the day and/or date, not after. Also note that there is no comma used between the time and day.)

Spell out numbers less than 10 (“one, two, three,” etc.), but use numbers when 10 or above. (They had three cats and 11 dogs.) Exceptions: Always use numbers with dollars and percents.

Use “\$2 million,” not \$2 million dollars.” Use “Two million dollars” only at the beginning of a sentence.

Use “raised more than \$2 million” instead of “raised over \$2 million.” (“Over” generally refers to spatial relationships. “More than” is preferred with numbers.)

DTE ENERGY STYLEBOOK, CONTINUED

Names, Titles and Acronyms

***Please refer to The Associated Press Stylebook
for style questions not addressed here.***

Names, Titles and Acronyms:

Use “nicknames” if that is the norm for the employee (Sam Smolinski, not Myron Smolinski; Dave LaBarge, not David LaBarge.)

Don’t use middle initials in names.

Tom Jones, planner, Energy Distribution (Use lower case on the job title when it appears after a name.)

According to Energy Distribution Planner Tom Jones (Use upper case on the job title when it appears before the name, but we should try to avoid this as much as possible.)

Corporate and Government Affairs. (Always use upper case on the organization name.)

Unless it is part of the formal name, never use “&” when you spell out organization names.

C&GA (Use “&” if appropriate in abbreviated organization names.)

Customer Service Billing (CSB). (Spell out the organization or program name followed by the acronym in parentheses at the first reference only when the acronym will be used again later in the story. If the name will not be used a second time, there is no need to introduce the acronym at all. Exception: when the acronym is likely to be more familiar than the words it spells out, in which case use the acronym only; e.g. THAW.)

The word “company” or “corporation,” meaning DTE Energy or any affiliate, is used with a lower case “c,” not capitalized.

DTE ENERGY STYLEBOOK, CONTINUED

Phone, Email and Addresses

Please refer to *The Associated Press Stylebook* for style questions not addressed here.

Phone, Email and Addresses:

For more information, contact Tom Jones, 313.235.1234, email: jonest@dteenergy.com. (Set up name, phone number and email construction as shown. Use all lower case for the email address. No italics or underlines.)

Set up Web address construction as dteenergy.com. Use all lower case. No italics or underlines. No www is needed.

DTE Energy, One Energy Plaza, Detroit 48226. (Do not include the state in addresses where the state is obvious.)

Publication/Product Names:

Quest, our intranet (Use this construction to help make memorable the intranet name.)

DTE Daily (Not DTEDaily or DTE_Daily. Use dtedaily as the email address for the DTE Daily account.)

LeaderNotes (Not Leader Notes.)

DTE Now (Not DTE NOW.)

Quest, DTE Daily, LeaderNotes, and DTE Now should always be italicized. If appearing within a paragraph or italicized text, also make the names bold.

DTE ENERGY STYLEBOOK, CONTINUED

Miscellaneous Words, Symbols and Constructions

Please refer to The Associated Press Stylebook for style questions not addressed here.

Miscellaneous Words, Symbols and Constructions:

Use the term “utility business” when talking about DTE Energy gas and electric utilities, and “non-utility businesses” when talking about any of the other DTE Energy companies.

Use “it” to refer to company names, team names, organization names, etc. (DTE Energy said it would increase its tree-trimming budget.)

To avoid confusion with other gas types, always use “natural gas” on first reference. “Gas” may then be used on subsequent references in the same document.

Use the word “percent” in sentences. Use the “%” symbol in statistical tables or charts.

Use “compared with” rather than “compared to.”

The correct way to reference the primary DTE Energy service area is southeastern (not Southeastern) Michigan.

Use lower case when referring to “city of” or “state of.” (I.e., “the state Dept. of Transportation,” “state Representative John Smith,” or “the city of Detroit.”)

When a URL appears at the end of a sentence, a period should always end the sentence in printed materials. When in digital, where a period may cause an issue with the URL linking properly, the period may be omitted.