

Norwich Public Utilities

IDENTITY STYLE GUIDELINES

REV. MAY 2018

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1. Mission Statement

Mission: Norwich Public Utilities exists to make Norwich a better place to live, work and do business.

Vision: We work together to deliver utility services in a way that reflects our passion for exceptional reliability and strong customer and community relationships. We know how vital our services are to each person, family, neighborhood, business, and community group we serve.

Values:

People – We work together with mutual respect and kindness. We are committed to build our skills, and combine them with the skills of others for top performance.

Reliability – We can be counted on every day. We continually improve our services and infrastructure to find our customers the best deal possible.

Customer Focus – We all build strong one-on-one customer relationships. We give each customer what they want while protecting the needs of all customers and the community.

Norwich – We play a vital part in improving the quality of life in Norwich by contributing the city payment, people, resources, and leadership. We

leave assets and the environment better than we found them for future generations.

Goals:

1. Satisfied customers
2. Significant contribution to the city
3. Exceptional reliability & emergency response
4. Low rates
5. Knowledgeable well-treated staff
6. Clean environment

Identity Style Guideline Goals

Norwich Public Utilities is a company which strives for customer service, customer satisfaction, and to be a safe and satisfactory workplace, as well as to be a member of the Norwich community and giving back in many ways.

Therefore, Norwich Public Utilities must create a brand style which represents the clean, welcoming and professional establishment that it is.

This style guideline intends to outline the brand standards in order to maintain this professional image.

2. Logos

2.1. Logo Variations



Fig. 1.1 The fundamental logo for Norwich Public Utilities in color.
To be used in the majority of materials and publications.



Fig. 1.2 The logo shown in black only.



Fig. 1.3 The logo shown in grayscale.



Fig. 1.4., 1.5. Abbreviated versions of the NPU logo shown in color, grayscale.



Fig. 1.6. Full color logo with contact information.

2.2. Logo Restrictions

The following adjustments should not be used in relation to any of the NPU logos.



1. No artistic effects may be used on the logo, including but not limited to neon, emboss, sketch, glow, distort, texture or blur.



2. The logo may not be cropped in any way which disrupts the entirety of the logo image.



3. The logo may not be recolored with the exception of grayscale or black-only.



4. The logo may not be rotated by any degree. It should remain at its defined rotation.



5. The logo may not be mirrored or flipped by any degree.

3. Fonts

3.1. Primary Font

The primary font used in the Norwich Public Utilities is “Alternate Gothic No. 1”. This font should be used in place of the logo itself.

This font should not be used for any other body of text with the exception of Norwich Public Utility contact information.

Alternate Gothic No1 D Regular  

Norwich Public Utilities

Fig. 2.1. Alternate Gothic No. 1., Brand logo font.

3.2. Secondary Fonts

For all other materials and copy, the following font types are acceptable for use:

1. Verdana
2. Arial
3. Times New Roman

4. Colors

4.1. Logo Colors



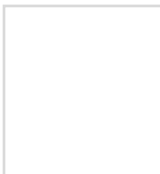
The standard colors as seen above are:



Hex: #544342
R:212
G:67
B:66



Hex: #000000
R:0
G:0
B:0



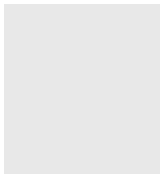
Hex: #ffffff
R:255
G:255
B:255

4.2. Secondary Colors

The following colors may be used as fonts, backgrounds or accent colors for materials.



Hex: #79a7b0
R:121
G:167
B:176



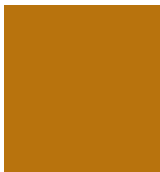
Hex: #e8e8e8
R:232
G:232
B:232



Hex: #f8d39c
R:248
G:211
B:156



Hex: #f1a73a
R:241
G:167
B:58



Hex: #b8730d
R:184
G:115
B:13

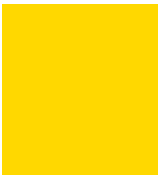


Hex: #a3bc8b
R:163
G:188
B:139

4.3. Tertiary Colors

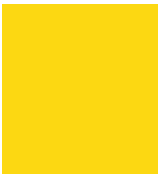
The following colors define the paint on the utility vehicles and should not be used for advertising.

"School Bus Yellow"



Hex: #ffd800
R:255
G:216
B:0

"Wheatland Yellow"



Hex: #fc9012
R:232
G:232
B:232

5. Affiliated Logos

5.1. RP3



Fig. 3.1. RP3 Logo.

The RP3 Logo denotes the recognition of NPU by the American Public Power Association for excellence as a utility company. NPU is a recipient of the diamond level RP3 logo for a three year term, renewed in 2018. It may be used on any applicable utility related materials to relay NPU's role as a reliable and safe power and utility provider. It is also used in employees' email signatures. It must be smaller than the Norwich Public Utilities logo.

5.2. Soar Silver



Fig. 3.2. Soar Silver Logo.

The SOAR Silver logo denotes the recognition NPU receives from the American Public Gas Association based on commitment to excellence in various areas of natural gas distribution. This logo is valid to NPU from 2017-2019 and potentially renewable. The SOAR Silver logo may be used on materials involving natural gas projects and distribution to relay the accomplishments of NPU in natural gas distribution. It is also used in employees' email signatures. It must be smaller than the Norwich Public Utilities logo.

5.3. City of Norwich



Fig. 3.3. City of Norwich Logo.

The City of Norwich logo may be used when applicable. It must be smaller than the Norwich Public Utilities logo.

5.4. 811



Fig. 3.4. 811 Logo.

The 811 logo may be used when making materials which encourage or promote dig projects in any way. For example, NPU rebate programs for efficiency projects would call for the 811 logo, or brochures about tree trimming and tree planting. It must be smaller than the Norwich Public Utilities logo.

5.5. CMEEC



Fig. 3.5. CMEEC Logo.

The CMEEC logo may be used for any material which implies a direct and relevant relationship between NPU and CMEEC (ex. A CMEEC sponsored event which NPU is participating in). It must be smaller than the Norwich Public Utilities logo.