

Visual Identity Standards

MANUAL



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There are several download links throughout this document, which appear in red below the corresponding file.

Introduction

The importance of graphic standards

An organization's visual identity is more than just a logo.

Articulating a clear and consistent message is central to developing our identity. Our visual identity is a shared responsibility, so it's important to maintain a clear set of standards to manage and grow an integrated brand for the NT Hydro Group of Companies.

Purpose of the manual

This manual has been developed as a resource for anyone responsible for the creation or implementation of materials related to the NT Hydro Group of Companies.

The purpose of this manual is to simply present the design elements of our corporations' visual identities and to illustrate how these elements should be applied.

Consistent application of the logos is essential to building and maintaining consistent recognition. The NT Hydro Group of Companies logos are custom drawn pieces of artwork and the proportion and arrangement of the elements are specifically determined. To ensure consistency in the use of all three visual identities, it's important to use only the approved digital artwork.

If you have any questions related to the Visual Identity Standards Manual, please direct them to:

Communications Manager

Northwest Territories Power Corporation
4 Capital Drive, Hay River, NT
X0E 1G2

Tel: (867) 874-5202

Cell: (867) 876-1095

Toll-free fax: 1-888-332-9640

Email: info@ntpc.com

Corporate Signatures

Our signatures are an expression of our identity. The signature for the *NT Hydro Corporation* is comprised of the following elements—the *logomark*, *logotype*, and a *tagline*.

The elements in each signature work together to create a unique identity for the NT Hydro Group of Companies. This helps to position the NT Hydro Group of Companies as an energy services provider and differentiates the Corporations with signatures that articulate our respective missions.

Each signature should be maintained in every application and reproduction.



All versions of the logos can be downloaded from the links starting on page 23 of this document.

Logo Elements

Northwest Territories Hydro Corporation

1 Logomark

The logomark is an integral part of the corporate signature and should never appear by itself.

2 Logotype

The logotype: *Northwest Territories Hydro Corporation* always appears to the right of the logomark.

- The font used in the corporate name is *Helvetica Bold*.

3 Tagline

The tagline: *Power for Generations* always appears below the logotype.

- The font used in the tagline is *Formata Italic*.



Fonts have been chosen to reflect a strong image and for their clarity in reproduction. When reproducing the logo, always use supplied art and never attempt to recreate a version of the logo.

All versions of the logos can be downloaded from the links starting on page 23 of this document.

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2 Logotype

The logotype: *Northwest Territories Power Corporation* always appears to the right of the logomark.

- The font used in the corporate name is *Helvetica Bold*.

3 Tagline

The tagline: *Empowering Communities* always appears below the logotype.

- The font used in the tagline is *Formata Italic*.






Fonts have been chosen to reflect a strong image and for their clarity in reproduction. When reproducing the logo, always use supplied art and never attempt to recreate a version of the logo.

Colour specifications

The continued success of our visual identity depends largely on the correct use of colour. What follows are the approved corporate colours for the NT Hydro Group of Companies.



Northwest Territories Hydro Corporation

In all instances, using the logo in colour is preferred.

Colour	Pantone	C	M	Y	K	R	G	B	WEB#
	Black	0	0	0	100	0	0	0	000000
	326	87	0	38	0	0	178	170	00B2AA
	562	85	0	50	31	30	122	109	1E7A6D

Greyscale

When colour reproduction is not available the greyscale version can be used.

		C	M	Y	K
	Black	0	0	0	100
	40% Black	0	0	0	40

Black and White




When colour or greyscale reproduction are not available, the solid black version should be used. The logo should not be screened, nor should any drop shadows be placed under the logomark or the logotype.



Colour specifications



Northwest Territories Power Corporation

In all instances, using the logo in colour is preferred.

Colour	Pantone	C	M	Y	K	R	G	B	WEB#
	Black	0	0	0	100	0	0	0	000000
	179	0	80	100	0	226	61	40	E23D28
	1375	0	39	91	0	249	155	12	F99B0C

Greyscale

When colour reproduction is not available the greyscale version can be used.

		C	M	Y	K
	Black	0	0	0	100
	40% Black	0	0	0	40

Black and White

When colour or greyscale reproduction are not available, the solid black version should be used. The logo should not be screened, nor should any drop shadows be placed under the logomark or the logotype.



Spacing and sizing

Northwest Territories Hydro Corporation

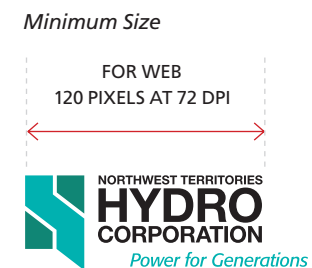
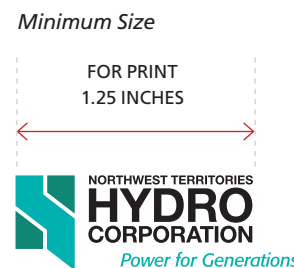
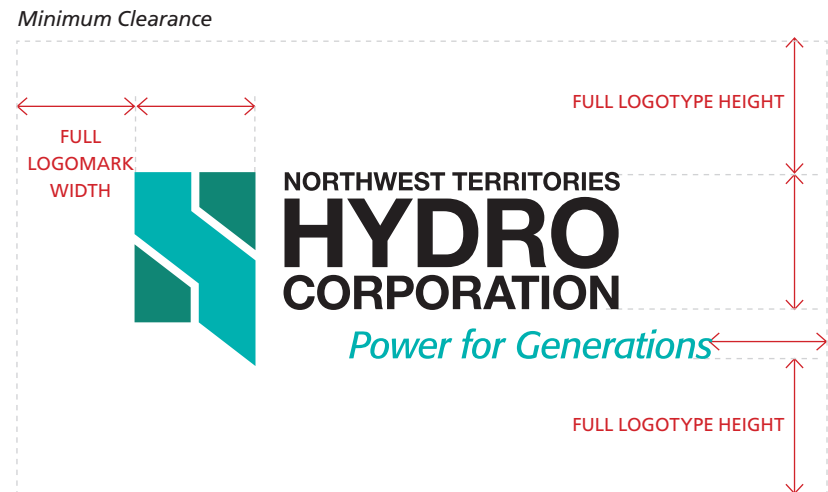
Margin Clearance

Margin area is the clear space around the logo that is free from any other text or graphic element. Adequate margin prominently stages the logo and enhances the typography in all applications.

Minimum Size

In many cases the size of each visual identity will be determined by the space available; however, to ensure legibility and readability of the logo, the minimum size for print should be 1.25 inches wide and the minimum size for web should be 120 pixels wide at 72 dpi.

If you have any difficulties with logo size when producing artwork for any publications or printed material, please contact Corporate Communications.



Spacing and sizing

Northwest Territories Power Corporation

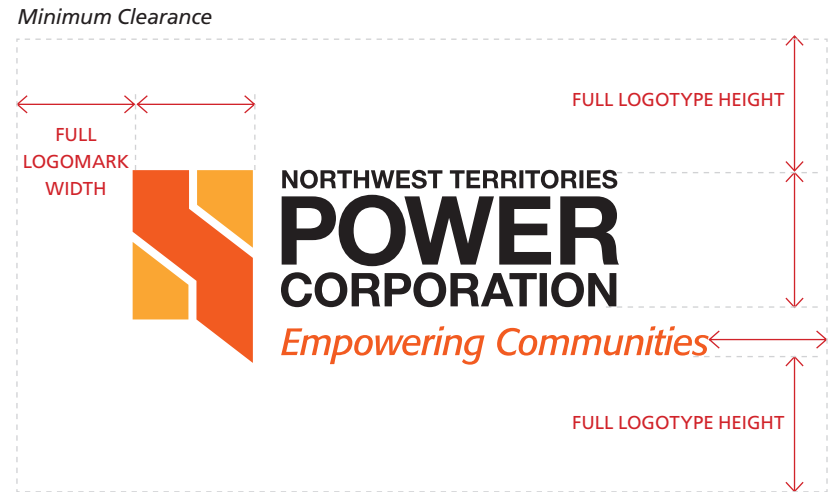
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Margin area is the clear space around the logo that is free from any other text or graphic element. Adequate margin prominently stages the logo and enhances the typography in all applications.

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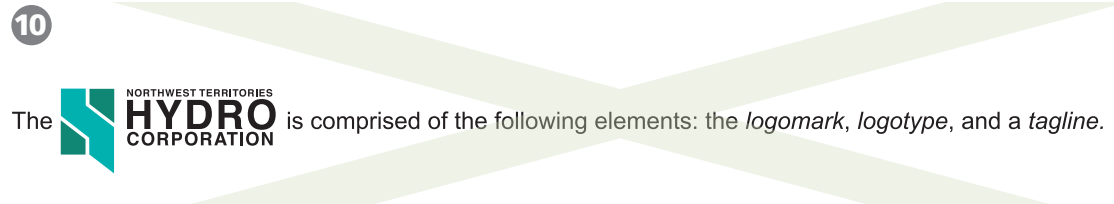
Restrictions

The logos should never be altered in any way and only approved digital artwork should be used for reproduction purposes. The examples on the following page illustrate some incorrect uses. There is of course no way you can portray every possible situation so good judgment is a key. Try to understand the basic principle, so you can make informed decisions, or simply contact Corporate Communications when in doubt.



Restrictions

- 1 Do not resize or distort the elements.
- 2 Do not rearrange the elements.
- 3 Do not alter or replace the fonts.
- 4 Do not use alternate colours.
- 5 Do not compress or stretch the elements.
- 6 Do not alter letter spacing.
- 7 Do not place on background colours that will compromise logo legibility.
- 8 Do not mix logo elements in colour and reverse.
- 9 Do not place on a photo background that will compromise logo legibility.
- 10 Do not place the logo in a sentence.



The  **NORTHWEST TERRITORIES HYDRO CORPORATION** is comprised of the following elements: the *logomark*, *logotype*, and a *tagline*.

Typography

The Frutiger font family is used for **external** communications such as advertisements, annual reports, brochures, and print materials.

Previously Formata was used, but it has been changed to Frutiger to meet a wider range of needs.

The Arial font family should be used for **internal** communications and/or items that are created inhouse, which do not require professional graphic design services. The Arial font is packaged in almost all word processing applications including PowerPoint and Word.

Frutiger font family

Frutiger 45 Light

1234567890
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Frutiger 46 Light Italic

1234567890
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Frutiger 55 Roman

1234567890
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Frutiger 56 Italic

1234567890
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Frutiger 65 Bold

1234567890
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Frutiger 66 Bold Italic

1234567890
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Frutiger 75 Black

1234567890
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Frutiger 76 Black Italic

1234567890
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Arial font family

Arial Regular

1234567890
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Arial Italic

1234567890
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Arial Bold

1234567890
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Arial Bold Italic

1234567890
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Applications



Stationery

NTPC Letterhead

The Word file can be downloaded by clicking on the file name in red.

There are dozens of applications for each Corporation, from business cards and requisition forms to Annual Reports. A consistent, unified look is paramount to the ultimate success of our identity.

This section includes a few designed samples of the most common materials. The intent of this section is not to prescribe standards for all applications, but to provide a few examples of correct applications.

Business Card

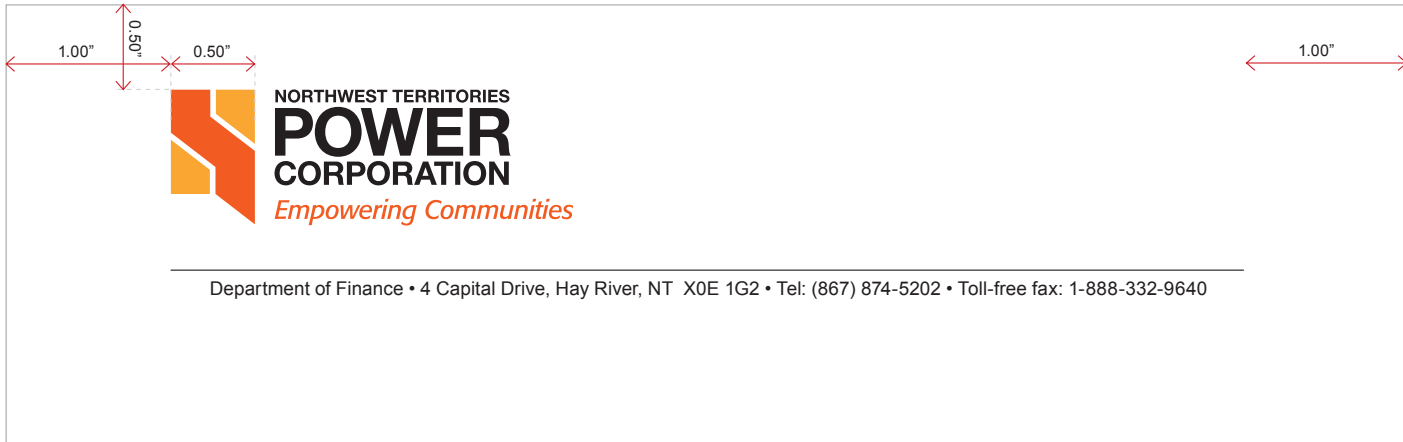


Bob Kelly
Communications Manager

Tel: (867) 874-5202
Cell: (867) 876-1095
Toll-free fax: 1-888-332-9640
Email: BKelly@ntpc.com

4 Capital Drive, Hay River,
Northwest Territories X0E 1G2

Letterhead



**NORTHWEST TERRITORIES
POWER
CORPORATION**
Empowering Communities

Department of Finance • 4 Capital Drive, Hay River, NT X0E 1G2 • Tel: (867) 874-5202 • Toll-free fax: 1-888-332-9640

E-mail

There are many different e-mail styles being used throughout the Corporations. Some have backdrops, others have no signature boxes, and some have a logo in the signature box. In the absence of a standard approach this aspect of our visual identity is inconsistent. Here are a few guidelines to follow:

- All e-mails must have a signature box that provides the information in the examples to the right.
- No signature boxes may include our logo. The reason is that logos bit-map when used many times over in e-mails and begin to disintegrate. Rather than take that risk with our ID, it's better to simply eliminate them from e-mail signatures.
- E-mails may not contain background art. Background art is inconsistent with our Visual Identity Standards Manual and detracts from the intent of the e-mail.

April Glaicar

Executive Assistant to the President
Northwest Territories Power Corporation
4 Capital Drive
Hay River NT X0E 1G2
Tel: (867) 874-5258
Fax: toll free 1- 866-458-4536
aglaicar@ntpc.com

Judith (Judy) Goucher

Chief Financial Officer
Northwest Territories Power Corporation
4 Capital Drive
Hay River NT X0E 1G2
Tel: (867) 874-5234
Fax: toll free 1- 866-712-7241
jgoucher@ntpc.com

*Fonts used for the signature are
Arial Bold and Arial Regular.*

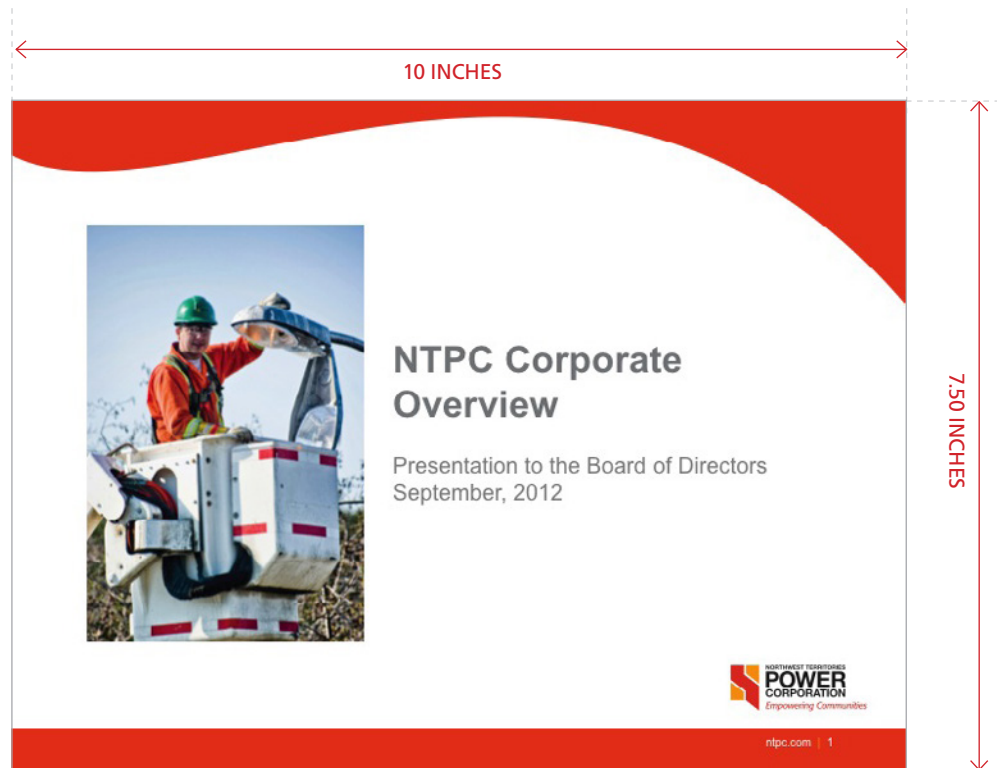
PowerPoint

PowerPoint Template

The NTPC PowerPoint Guide and Template can be downloaded by clicking on the file name in red.

See the NTPC PowerPoint Guide for a full selection of images that can be downloaded for use in your Power Point presentation.

A revised PowerPoint Guide forms part of this Visual Identity Standards Manual. As a Corporation we should ensure that our internal and external presentations send a consistent message. Therefore, please do not improvise with PowerPoints. Use the designated template.



Logo Downloads

Choosing the correct logo file for a project

There are two distinctly different file types for logos, and choosing the correct file type will drastically affect the quality of your end product. On the following pages, logos have been categorized into two file types.

The two file types are **Vector** and **Bitmap**.

Vector files are used for commercial printing and specialty printing such as on coffee mugs and T-shirts. Vector files retain crisp edges at *any* size.

Bitmap files are used for web pages and can be used in Word documents. They require specific “dots per inch”, or “DPI” for specific uses. For example, you need a different “dot per inch”, for Web than you need for Word.

Note: *If you or your supplier have the appropriate software, a Vector file can be converted to a Bitmap file of any size, but a Bitmap file cannot be converted to a Vector file.*



Enlargement of a **Vector** file



Enlargement of a **Bitmap** file