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Brand Guidelines

Jan 2013

Positioning Statement

'Here for the Community'

The WEL Energy Trust Story

WEL Energy Trust has a 100% shareholding, on behalf of the community, in WEL Networks Ltd. WEL Networks Ltd. owns the electricity lines and equipment in Hamilton, most of the Waikato District and a small part of the Waipa District.

Since its inception in 1993, the Trust has supported the return of nearly \$200 million to WEL Networks customers through a discount on individual electricity accounts. It has also invested nearly \$60 million in community and energy efficiency grants.

The Trust is a special purpose body with responsibilities under its Trust Deed to:

- Manage its investment in WEL Networks Ltd.
- Ensure WEL Networks Ltd. operates as a successful business.
- Have regard to customer interests in industry matters.
- Distribute surplus income at its discretion and to be accountable to the community.

The WEL Energy Identity

As a Community focused Trust.

Any images used should support the friendly, approachable, co operative and community feel of The WEL Energy Trust.



This landscape logo is to be used when restricted vertical space would mean the compact logo would appear too small. This logo also has the web address, so is ideal for stand alone banners at events etc.



Compact Logo

This compact logo is the preferred option when the landscape logo does not suit the space required for corporate work and supporting material.



Minimum Size

Use the guides below for minimum logo sizing. Discretion must be used when logo is reversed as fill-in may happen on low density stocks.



50mm



25mm

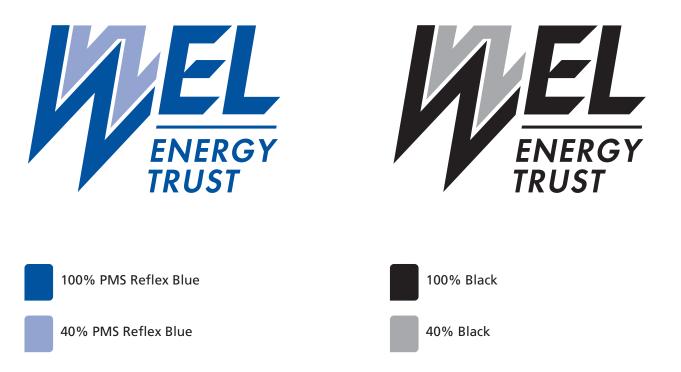
Full Colour Logo





Single Colour Logo - Blue

Single Colour Logo - Black



Reversed Out Logo - Dark Background

Although a full colour logo is always the preferred option, alternatives maybe needed for varying backgrounds. The highest contrast between background and logo is preferred for the best legibility and recognition.



ENERGY

On a dark background, the logo should be solid white.

Reversed Out Logo - Medium Background

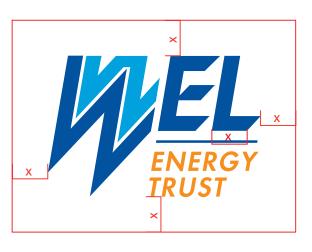


To ensure the best results, try different logo options until best legibility is achieved. Please contact Wel Energy Trust for enquiries on logo usage, ph:07 838 0093 or info@welenergytrust.co.nz



Clear Area

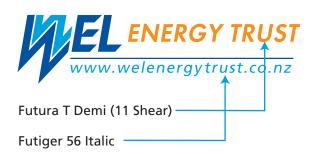
Clear area around the logo should be determined by the width of the 'L' bottom point to bottom point, as shown below as 'x'.





Fonts

Logo Fonts:



Byline font is Caliban:

'Here for the Community'

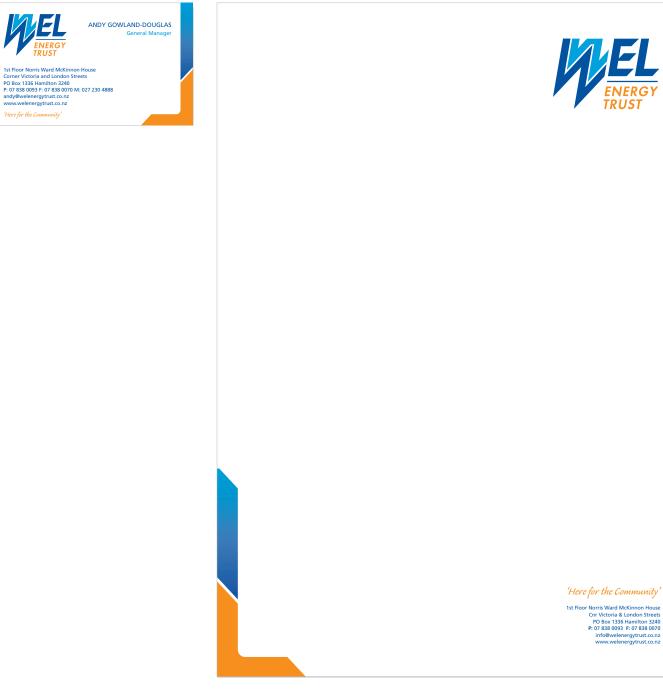
Corporate Fonts: Frutiger 55 Roman: ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnop qrstuvwxyz1234567890?!()" Frutiger 65 Bold: ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnop qrstuvwxyz1234567890?!()" Frutiger 75 Black: ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklm nopqrstuvwxyz1234567890?!()" Frutiger 45 Light: ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstu vwxyz1234567890?!()" Frutiger 56 Italic: ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnop qrstuvwxyz1234567890?!()" Web Fonts: Tahoma Regular: ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrst uvwxyz1234567890?!()" **Tahoma Bold:**

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklm nopqrstuvwxyz1234567890?!()"

Stationery

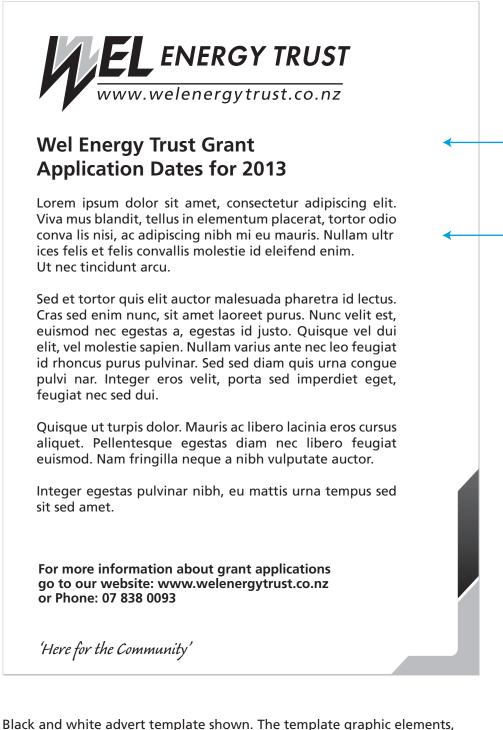
'Here for the Community'

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Letterhead

Advertising newspaper



Header Frutiger 65 Roman Bold, 15 points (minimum size)

Body Copy
Frutiger 55 Roman,
10 points,
(minimum size)

Contact Details Frutiger 65 Roman bold, 10 points, (minimum size)

Black and white advert template shown. The template graphic elements, which are the logo, corner graphic and byline are to be laid out as shown. The size of each design element must remain proportionally accurate as in the above example. Font sizes can vary depending on size of advert.