



Contents

- 01 - Brand Values & Identity
- 02 - Logo Usage & Sizing
- 03 - Logo Colours
- 04 - Logo Reversed
- 05 - Logo Restrictions & Fonts
- 06 - Corporate Usage-Stationery
- 07 - Corporate Usage-Advertising

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.



Landscape Logo

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






Pantone Spot

-  100% Reflex Blue
-  100% PMS 299
-  100% PMS 144

Process

-  100% Cyan 72% Magenta 6% Black
-  100% Cyan 9% Magenta
-  100% Yellow 52% Magenta

RGB

-  R:0 G:35 B:149
-  R:0 G:161 B:222
-  R:233 G:131 B:0



HTML



-  #001C8C
-  #00A1DE
-  #E98300

Single Colour Logo - Blue

Single Colour Logo - Black



-  100% PMS Reflex Blue
-  40% PMS Reflex Blue

-  100% Black
-  40% 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.



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:



Futura T Demi (11 Shear)

Futiger 56 Italic

Corporate Fonts:

Frutiger 55 Roman:

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890?!()"

Frutiger 65 Bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890?!()"

Frutiger 75 Black:

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890?!()"

Frutiger 45 Light:

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890?!()"

Frutiger 56 Italic:

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890?!()"

Web Fonts:

Tahoma Regular:

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890?!()"

Tahoma Bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890?!()"

Byline font is Caliban:

'Here for the Community'


Stationery



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'Here for the Community'



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Cnr Victoria & London Streets
PO Box 1336 Hamilton 3240
P: 07 838 0093 F: 07 838 0070
info@welenergytrust.co.nz
www.welenergytrust.co.nz

Letterhead

Advertising newspaper



Wel Energy Trust Grant Application Dates for 2013

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Viva mus blandit, tellus in elementum placerat, tortor odio conva lis nisi, ac adipiscing nibh mi eu mauris. Nullam ultrices felis et felis convallis molestie id eleifend enim. Ut nec tincidunt arcu.

Sed et tortor quis elit auctor malesuada pharetra id lectus. Cras sed enim nunc, sit amet laoreet purus. Nunc velit est, euismod nec egestas a, egestas id justo. Quisque vel dui elit, vel molestie sapien. Nullam varius ante nec leo feugiat id rhoncus purus pulvinar. Sed sed diam quis urna congue pulvi nar. Integer eros velit, porta sed imperdiet eget, feugiat nec sed dui.

Quisque ut turpis dolor. Mauris ac libero lacinia eros cursus aliquet. Pellentesque egestas diam nec libero feugiat euismod. Nam fringilla neque a nibh vulputate auctor.

Integer egestas pulvinar nibh, eu mattis urna tempus sed sit sed amet.

**For more information about grant applications
go to our website: www.welenergytrust.co.nz
or Phone: 07 838 0093**

'Here for the Community'

← 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.