

2024



BRAND
GUIDELINES
& Use

The Tampa Electric brand is built upon more than 125 years of expertise, reliability and service to our community.

The brand goes much deeper than simply a company logo or name. It's represented in each team member with interactions among co-workers, customers, community leaders and partners.

These guidelines were developed to help authentically and collectively live out the Tampa Electric brand. Whether it's using the right colors or email signature, or describing our vision to a new contact – every element matters and is a pivotal opportunity to strengthen Tampa Electric's brand position.



Reliable, Affordable,
Connected and, above all else, Safe.



Brand Guidelines & USE

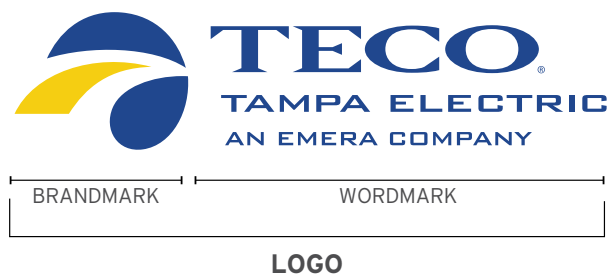
GUIDEBOOK FOR CORRECT USAGE

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Logo Guidelines

TAMPA ELECTRIC LOGO AND BRANDMARK

As illustrated, the Tampa Electric logo consists of a brandmark and a wordmark combined. Both elements of the logo have been carefully designed to reflect the impact, character and vibrancy of Tampa Electric.



Pantone Color Bridge System

Tampa Electric's color values are based on the **Pantone Color Bridge System**. One of the features in **Color Bridge** is the inclusion of the **CMYK, sRGB, and HTML/Hex** values printed directly underneath each set of color swatches. Their color measurement and evaluation tools make it possible to achieve consistent color from run to run. Use the following color values as defined by Pantone to achieve the correct Tampa Electric logo colors.

Colors and Conversion Values

PANTONE® 286 CP / PMS286

CMYK: 100, 80, 0, 12
sRGB: 36, 70, 142
HEX: #24468E

PANTONE® 109 CP/ PMS109

CMYK: 0, 5, 100, 0
sRGB: 245, 206, 0
HEX: #F5CE00



Logo Variations

TAMPA ELECTRIC BRANDMARK AND LOGO VARIATIONS

The Tampa Electric brandmark and logo variations for use are illustrated below.

Full Color Primary Logo

The full color primary logo is the preferred format and it should be used wherever possible.



Pantone conversion values also acceptable
File Name: TEC_2C spot

Solid Blue Primary Logo

The solid blue (PMS 286 CP) primary logo should be used where solid color print is preferred.



Use when limited to one color printing.
File Name: TEC_1C spot

Black Primary Logo

The black primary logo should be used when printing black ink is the only option. The black primary logo can also be used for special applications like embossing or foil stamping.



Use when limited to one color printing.
File Name: TEC_K

Do not place any of the primary color logos on top of complicated or dark imagery. **The logo must always be legible and have high contrast with the background.**

Brandmark

The brandmark should only be used when it is clear the item is a piece of Tampa Electric collateral, or when a tiny brand element is required.

Examples of appropriate application include social media profile images, footers of documents or a website favicon.



Full Color and Black Brandmark

Reversed Logo and Brandmark

The reversed logo and reversed brandmark should be used on solid darker colors, or darker imagery.

Reversed Primary Logo



(White and PMS 109CP)

File Name:

Whenever possible, the reverse primary logo and reversed brandmark is preferred.

Reversed Brandmark



Use solid reverse primary logo and solid reversed brandmark for instances where the yellow may not be visible.

Solid Reversed Primary Logo



(Solid White)

File Name:

Solid Reversed Brandmark



LOGO RESOURCES

Tampa Electric team members can download logos in various formats under **Tampa Electric Logos** at TEC0365 on the [Communications and Marketing](#) SharePoint page.

External partners and advertisers may request logos by emailing **Agnes Bradford** at Ab Bradford@tecoenergy.com

Logo Combination Guidelines

PEOPLES GAS AND TAMPA ELECTRIC COMBINATION LOGOS

Peoples Gas and Tampa Electric are often represented together in products, services and community events. These logo options can be used when both are represented.

Please note the side-by-side logo is the preferred version.

If space does not allow, use the TECO solo logo.

Full Color Side-by-Side (Combo) Logo



Preferred combination Logo

File Name: PGS_TEC_sidebyside_2C_spot

Black Side-by-Side Logo



Use when limited to one color printing.

File Name: PGS_TEC_sidebyside_K

Full Color TECO (Solo) Logo



Use when space does not allow use of Side-by-Side Logo

File Name: TEC_SOLO 2C spot

Black TECO (Solo) Logo



Use when limited to one color printing.

File Name: TEC_SOLO K

Reversed Side-by-Side (Combo) Logo



Preferred Combination Logo. Use on dark backgrounds.

File Name:

Solid Reversed Side-by-Side Logo



The logo and brandmark can be used on dark backgrounds.

File Name:

Reversed TECO (Solo) Logo



Use when space is limited and on dark backgrounds.

File Name:

Solid Reversed TECO (Solo) Logo



Use when space is limited and on dark backgrounds.

File Name:

For more information or other logo use questions contact

Agnes Bradford at Ab Bradford@tecoenergy.com or Janet Williams at Jhwilliams2@tecoenergy.com



Clear Space

CLEAR SPACE GUIDELINES



Clear Space

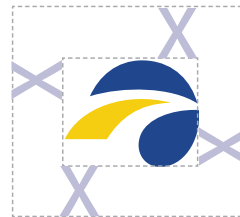
Always ensure to maintain the integrity and visibility of the logo by surrounding it with the required amount of clear space. Do not place any fonts, graphic elements or imagery within this space.

The clear space should be equal on all sides, where the unit of measure, "X" equals the height of the logotype "TECO."

This rule also applies when the brandmark alone is in use.

Brandmark and Text Spacing

The proper space between the brandmark and logo type (text) is determined by taking the width of the letter "E" from where Electric appears in the logo.



Create an X equivalent to height of the letters in "TECO".

Use the "X" as the unit of measure for clear space.

Space set around the logo and brandmark should be equal on all sides.



Use the letter E from Tampa Electric as the unit of measure between brandmark and the text (logotype) in "TECO".

Size Requirements

MINIMUM SIZE GUIDELINES

Minimum space is based on width of logo and brandmark.

Minimum Sizing

The logo has been carefully designed to reproduce well at small sizes, but will begin to degrade if reproduced too small. The logo should never appear smaller than 72 pixels wide when used online, or smaller than 1" wide when used in print.

The brandmark must never scale smaller than 0.25" or 18 px.



72 px

Online use



1"

Print use



18 px

Online use



.25"

Print use

Our brandmark is an energy wave,

a dynamic streak of power, and the open road of opportunity ahead. The spirit of Emera is our quiet confidence and commitment to succeed. We can take pride in being part of a growing energy company that makes a key contribution to the economy and the communities where we live.



Incorrect Use

The integrity of the Tampa Electric logo must always be intact and it should never be adjusted or edited in any way.

Improper use of the logo diminishes the impact of the brand identity. The following incorrect uses apply to all logo versions.



Do not stretch or distort the logo.



Do not add any elements into the logo clear space.



Do not adjust the size of any elements of the logo.



Do not add design elements to the logo.



Do not rearrange any elements of the logo.



Do not tilt or rotate the logo.



Do not place the logo in a box.



Do not remove any elements of the logo.



Do not use a low-quality version of the logo.



Do not alter the color of the logo.



Do not outline the logo.



Do not change any elements



Do not place the logo on a patterned or busy background.

Please contact **Agnes Bradford** at Ab Bradford@tecoenergy.com or **Janet Williams** at Jhwilliams2@tecoenergy.com with any questions about proper use of the logo or to report any improper uses of the logo.

Color Palette

PRIMARY COLORS

Tampa Electric's corporate colors are **PMS 286 CP blue** and **PMS 109 CP yellow**. The examples listed here provide conversion values of the primary colors. Process and spot colors are to be used for printing and the RGB and hex (hexadecimal) options are for online or digital use.

Color is essential when visually expressing a mood or feeling. Our color palette thoughtfully conveys our unique personality and celebrates energy. Refer to the colors shown here to ensure proper use of the TECO color palette.

Always use the primary blues and yellows as your main palette and use black as a text color.

Pantone Color Bridge System

Tampa Electric's color values are based on the **Pantone Color Bridge System**.

The benefit of **Color Bridge** is the inclusion of the **CMYK, sRGB, and HTML/Hex** values printed directly underneath each set of color swatches. This makes it possible to achieve consistent color from run to run. Use the following color values as defined by Pantone to achieve the correct Tampa Electric logo colors.

Designers Note:

Use PMS Color Book values only for spot specific printing on promotional items and some large format printing.



PANTONE® 286 CP

CMYK: 100, 80, 0, 12

sRGB: 36, 70, 142

HEX: #24468E

PANTONE® 109 CP

CMYK: 0, 5, 100, 0

sRGB: 245, 206, 0

HEX: #F5CE00

PMS® 286

PMS® 109



Secondary Palette

SECONDARY COLORS

The secondary colors have been selected to compliment the primary colors.

The colors have been chosen to comply with **Tampa Electric's Values Design System** and **Emera's (Tampa Electric's Parent Company) High Contrast Colors** to provide diversity in tone which ensures that there are a wide variety of color combinations that are high in contrast.

VALUES PALETTE	PANTONE® 116 CP	CMYK: 0, 10, 98, 0 sRGB: 242, 206, 27 HEX: #F2CE1B
	PANTONE® 2299 CP	CMYK: 38, 0, 94, 0 sRGB: 169, 202, 46 HEX: #A9CA2E
	PANTONE® 2414 CP	CMYK: 74, 0, 68, 0 sRGB: 78, 181, 124 HEX: #4EB57C
	PANTONE® 2132 CP	CMYK: 93, 66, 0, 0 sRGB: 56, 98, 169 HEX: #3862A9
	PANTONE® 294 CP	CMYK: 100, 74, 0, 45 sRGB: 14, 63, 117 HEX: #0E3F75
HIGH CONTRAST PALETTE	PANTONE® 539 CP	CMYK: 100, 43, 0, 83 sRGB: 8, 48, 69 HEX: #083045
	PANTONE® 2391 CP	CMYK: 85, 21, 11, 13 sRGB: 16, 131, 159 HEX: #10839F
	PANTONE® 7401 CP	CMYK: 0, 4, 38, 0 sRGB: 243, 224, 161 HEX: #F3E0A1
	PANTONE® 656 CP	CMYK: 10, 2, 0, 0 sRGB: 223, 230, 239 HEX: #DFE6EF

PRIMARY BRAND TYPEFACE

The primary brand typeface for Tampa Electric is Interstate. This is the preferred font. It is to be used throughout Tampa Electric design collateral to ensure brand consistency. **Interstate is used for web, print, and digital materials.**

The font is available in three variations, Interstate, Interstate Condensed and Interstate Compressed.

These variations are available in 8 weights with accompanying italic styles, and can be used for both headlines and body copy.

Interstate and Interstate Condensed are the preferred variations.

Weights and font sizes can be strategically used to create emphasis and hierarchy in all design collateral.

PRIMARY BRAND TYPEFACE

INTERSTATE

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & * () _ + { } | < > ?

INTERSTATE CONDENSED

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & * () _ + { } | < > ?

INTERSTATE COMPRESSED

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & * () _ + { } | < > ?

AVAILABLE WEIGHTS

REGULAR

Hairline

Thin

Extra Light

Light

Regular

Bold

Black

Ultra Black

CONDENSED

Hairline

Thin

Extra Light

Light

Regular

Bold

Black

Ultra Black

COMPRESSED

Hairline

Thin

Extra Light

Light

Regular

Bold

Black

Ultra Black



ALTERNATE TYPEFACE RECOMMENDATIONS

In some cases our preferred font is not available for use. The following represents typefaces that can be used when the primary brand typeface is not available.

Univers Condensed should be used for legal copy. This typeface is part of Microsoft 365. If needed for Adobe Programs, licensing must be purchased.

When using Microsoft Office 365 or other similar programs, Calibri is the preferred font to use, as the brand typeface will not be reliable in these programs.

LEGAL TYPEFACE

Univers Condensed

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & * () _ + { } | < > ?

MICROSOFT TYPEFACE

CALIBRI

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & * () _ + { } | < > ?

Please contact the Communications and Marketing team at
COMM_MARKETING@tecoenergy.com
with questions or requests.



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