

**Verve Energy**

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If you have any queries or questions relating to the Verve Energy branding and its reproduction that are not addressed in this guide please contact Corporate Relations:  
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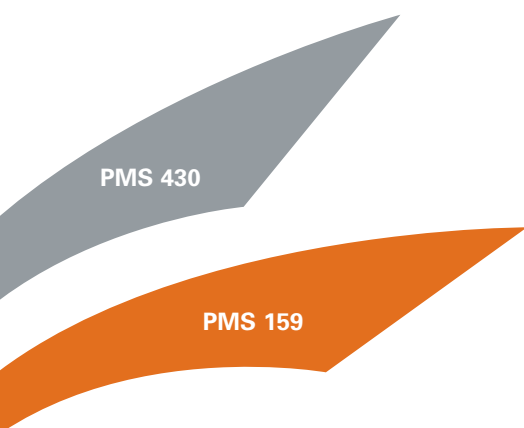


This guide sets out how to use the Verve Energy logo in various design situations.

By familiarising yourself with these simple guidelines, you'll be well equipped to make an easy decision on the best way to use the logo or how to brief any designer working for you.

For more information on using the Verve Energy logo, contact Corporate Relations:

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### The Verve Energy logo

The logo is one of the most visible signs of our united corporate image.

It's important the logo is used in a consistent manner to gain the maximum impact.

These guidelines set out how and when the logo should be used. By following these simple rules we ensure the logo and our identity as a company are not weakened or compromised in any way.

### What is the Verve Energy logo?

The Verve Energy logo device represents forward momentum and a new sense of opportunity in the energy generation sector. The logo projects movement using turbine blades and, placed over the 'Verve Energy' type, also symbolises a new beginning.

Use the logo in complete form and do NOT try to digitally recreate it. Wherever possible, the logo should appear as shown above.

### Acceptable colour versions of the Verve Energy logo

Where the logo can't be reproduced in the two corporate colours, a single colour version can be used. In this instance we are restricted to reproducing the logo in either black or the Verve Energy Grey.

When using 4 colour process printing use the following Cyan, Magenta, Yellow, Black breakdowns:

Pantone 159  
CMYK Breakdown - C1,M74,Y100,K7

Pantone 430  
CMYK Breakdown - C33,M18,Y13,K37



Verve Energy 1 Spot Colour (Mono) **Black**



Verve Energy 1 Spot Colour (Grey) **PMS 430**



Verve Energy 2 Spot Colour **PMS 430 Grey, PMS 159 Orange**

### Background colours

Ideally, the Verve Energy logo should appear on a white background. If this is not possible, it is acceptable to put the logo on other background colours however, not those that are similar to those of the logo.

Additionally, it is not appropriate to position the logo over photography or a pattern background. If you need clarification or want some advice please contact Corporate Relations.

### The Verve Energy logo in reverse

If the background colour is similar to that of the 2 spot logo, the reverse white version of the logo should be used.



Verve Energy 2 Spot Colour **PMS 430 Grey, PMS 159 Orange**



Verve Energy reverse **White**

Acceptable on various solid background colours. Do NOT place logo over photography.

### The size of the Verve Energy logo

Legibility is one of the key considerations when using the Verve Energy logo. To ensure the logo is clearly visible it should not be reproduced any smaller than 15mm high. If the logo is reproduced any smaller the text becomes unclear. When sizing or placing the logo, you should always maintain its proportions. Never distort it with horizontal or vertical stretching.



**Minimum Logo Height - 15mm**

### Where to use the logo

These guidelines apply equally to every situation where the Verve Energy logo is used; from cars, trucks, stationery and signage, to t-shirts, jackets, pens and coffee cups. Verve Energy's logo is the combination of the blade device centred over the 'Verve Energy' type.

### Elements of the logo



The elements of the logo should not be used individually, apart from using two blades (shown) as a secondary design element.

### Business Unit and Branch Branding

Branches and operating groups are not permitted to create their own logos.

### Playing it safe

Corporate Relations is the coordinator of all communications and provides an advisory service for Verve Energy for all communications.

Anything produced incorporating the Verve Energy logo must have the approval of Corporate Relations before being printed.

Contact Corporate Relations for supply of electronic versions of the logo and with design proofs before proceeding with any printing.

### Acceptable Typefaces

To achieve consistency in printed material, all communications must use common typefaces (fonts). Printed material should always use typefaces belonging to the **Univers** font family. As well as giving all Verve Energy printed material a common look, you will find these typefaces best complement the typeface used in the Verve Energy logo.

**Univers 45 Light** - ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890!@#% ^&\*()

**Univers 55 Regular** - ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890!@#% ^&\*()

**Univers 65 Bold** - ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890!@#% ^&\*()

### Secondary typefaces

Where the Univers family is not available, secondary fonts Arial or Verdana are acceptable.

**Arial** - ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890!@#% ^&\*()

**Verdana** - ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890!@#% ^&\*()