



Entergy Solutions Graphic Standards

Updated June 2012

Entergy Energy Efficiency (EE) Contractors

An Entergy EE Contractor is defined as a company, hired by Entergy Arkansas, Inc., that is responsible for the implementation and marketing of energy efficiency programs. The Entergy EE Contractors will produce such materials as brochures, letters, envelopes, mailing labels, signage, banners, fact sheets, vehicle decals/signs/wraps, email correspondence, name badges, print ads, post cards, Web commerce, and PowerPoints using the Entergy Solutions and Entergy logos. All materials produced by Entergy EE Contractors will be routed through the appropriate Entergy approval process.

Entergy Solutions Program Participants

An Entergy Solutions Program Participant is a company hired by Entergy EE Contractors to service and carry out energy efficiency program implementation. Materials produced by Program Participants will be routed through and approved by the hiring Entergy EE Contractor. The Entergy EE Contractor may provide approved Entergy Solutions communication templates and marketing items to Program Participants for promoting the incentives available to customers. These items could include clothing (shirts, hats, etc.), logo premiums (pens, water bottles, etc.), business cards and print ads. The Entergy logo will not be used on any materials produced by Program Participants.

Ad templates developed by Entergy EE Contractors and provided to Program Participants with Entergy Solutions and Entergy logos are allowed.

The following guidelines are provided to assist Entergy EE Contractors and Program Participants in the proper use of Entergy and Entergy Solutions logos and design parameters.

Any exceptions to these guidelines must be approved by the Entergy Advertising Manager.

Entergy Solutions Color Palette & Fonts

Any of these colors **except Pantone 185** can be used as screened percentages for background.

Entergy Red (Pantone 185) is reserved for the Entergy logo only.

Solex Font Family is the main Entergy font used in headings and body copy.

Minimum point size for body copy in print should be 9.5 pts.

For Digital Use:

Trebuchet MS is the universal font that should be used on websites or digital applications where Solex is not available.

<p>Entergy Logo Red</p> <p>CMYK 0 91 76 0 Pantone 185 RGB 233 49 71</p>	<p>CMYK 0 40 30 16 Pantone 7522 RGB 209 146 139</p>	<p>CMYK 7 0 31 13 Pantone 5787 RGB 209 216 172</p>	<p>CMYK 57 0 6 13 Pantone 7459 RGB 92 179 206</p>
<p>CMYK 0 12 35 25 Pantone 7503 RGB 197 177 140</p>	<p>CMYK 0 25 45 40 Pantone 7504 RGB 164 132 100</p>	<p>CMYK 42 8 0 40 Pantone 5415 RGB 98 134 160</p>	<p>CMYK 20 32 58 0 Pantone 465 RGB 203 171 124</p>
<p>CMYK 100 57 0 38 Pantone 541 RGB 0 68 125</p>	<p>CMYK 0 4 22 32 Pantone 7536 RGB 184 177 153</p>	<p>CMYK 25 0 40 15 Pantone 7494 RGB 169 197 154</p>	

Entergy Solutions Logo Guidelines for Print/ Collateral for Entergy EE Contractor Use

The Entergy Solutions logo should always appear before the Entergy corporate logo in materials and should maintain a proportional distance from it either horizontally or vertically.

When addressing the name of a specific subprogram that uses Entergy Solutions as part of the name, the program title should be type only and should not use the logo as part of the name.

ENTERGY SOLUTIONS HORIZONTAL LOGO USAGE

The Entergy corporate logo is placed to the right with the correct minimum distance. There is no maximum distance apart, so imagery, text or design elements can separate the Entergy Solutions logo from the Entergy Corporate logo.



Maintain a minimum horizontal distance of 4x the diameter of the Entergy systemmark.



Maintain a minimum horizontal distance of 4x the diameter of the Entergy systemmark.

OR

The Entergy corporate logo is placed below the Entergy Solutions logo with the correct minimum distance. There is no maximum distance apart, so imagery, text or design elements can separate the Entergy Solutions logo from the Entergy corporate logo.



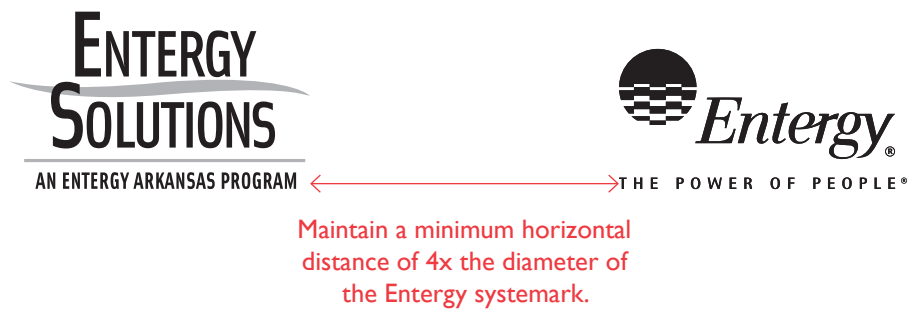
Maintain a minimum vertical distance of 3x the diameter of the Entergy systemmark.



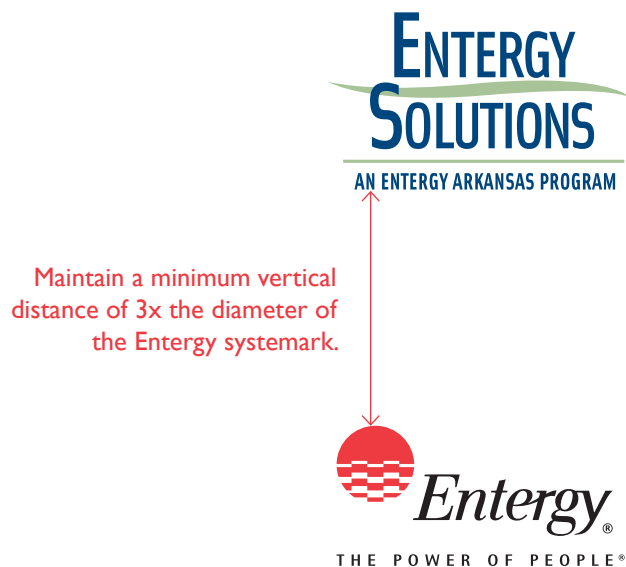
THE POWER OF PEOPLE®

ENERGY SOLUTIONS VERTICAL LOGO USAGE

The Entergy corporate logo is placed to the right with the correct minimum distance. There is no maximum distance apart, so imagery, text or design elements can separate the Entergy Solutions logo from the Entergy Corporate logo.



OR
The Entergy corporate logo is placed below the Entergy Solutions logo with the correct minimum distance. There is no maximum distance apart, so imagery, text or design elements can separate the Entergy Solutions logo from the Entergy corporate logo.



ENERGY CORPORATE LOGO USAGE



Leave 1/4x relief around logo. X is equal to the horizontal diameter of the systemark. See Entergy Corporate Identity Standards for more specific information.

THINGS TO REMEMBER

- Always leave 1/4x relief around Entergy logo (see above).
- Preferred logo size is 1.5" wide based on 9" x 12" ad.

TAG LINE USAGE

The Power of People®

When using The Power of People in copy, "The," "Power" and "People" should always be capitalized.

Use the same font and point size as the rest of the body copy. Do not italicize, bold or quote the line.

For External Use:

If the Entergy logo with the tag line appears on the same page as your usage, you do not have to include the circle R registration mark (®) within the body copy. Additionally, if the Entergy logo with the tag line is used on a collateral piece with relatively few pages, the circle R is not required within the body copy.

For Internal Use:

The circle R registration mark (®) is not needed for internal communications.

For Digital Use:

The minimum size for the Entergy logo with tag line is 143x70 pixels for all digital uses.

Entergy Solutions Program Participant Guidelines

PROGRAM PARTICIPANT PROMOTION AND ADVERTISING REQUIREMENTS

Program Participants of Entergy Arkansas, Inc., are encouraged to promote the incentives available to customers. When promoting the program:

- Program Participants may describe their firm as a “Program Participant.” However, companies shall not describe their firm as “approved,” “certified,” “accredited” or “recommended” by Entergy Arkansas, and they shall not use any other descriptive term which might imply a special relationship with Entergy Arkansas or imply that Entergy Arkansas warrants the abilities or work of the Program Participant.
 - The specific phrase that may be used in marketing is:
(Company name) is a Program Participant in the Entergy Arkansas energy efficiency programs.
- Program Participants shall not use the Entergy Arkansas seals, logos, etc., in any advertising or solicitation of business.
- Program Participants shall not make reference to Entergy Arkansas in any advertisement which makes claims or refers to a “specific level” of energy savings and dollar savings that customers may expect from energy efficiency products and services offered, except in the use of approved materials provided by Entergy or Entergy EE Contractors.
- ALL advertisements (including printed ads, website content, and radio or TV ad scripts) MUST be presented to the Entergy EE Contractor for review and approval before using or considered final. If changes are required after review, the edited version must be approved by the Entergy EE Contractor before use.

Entergy Solutions Logo Guidelines for Program Participants

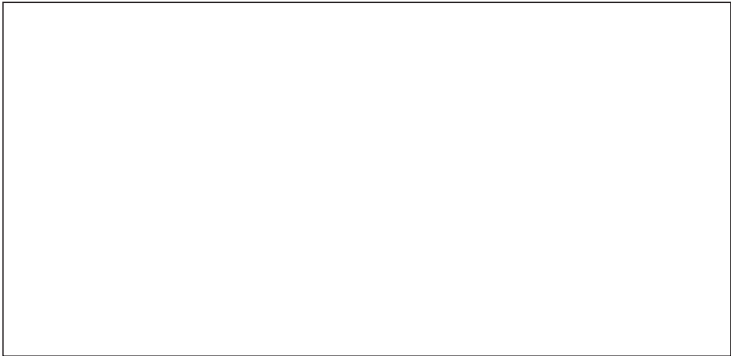
When a Program Participant logo is used, it should be placed as shown, to the side of the Entergy Solutions logo with a small .5 rule between them. It should be proportionally smaller than the Entergy Solutions logo.



Entergy Solutions Web/Digital Specific Guidelines

On a website, the Entergy Solutions logo should appear in the header. Its minimum size is 260 pixels wide for digital use. See page 5 for Entergy logo sizes.

The Entergy logo and line of nine people should appear in the footer.



The tallest person in the line should be a minimum of 66 pixels in height for all digital uses.



The Power of People tag line version of the logo must be used in all applications using the line of people.

In proportion to logo, line of people and logo should be no closer than indicated here.