



# The TECO Brand

## **LOGO USAGE GUIDELINES**

FOR **EXTERNAL** USE ONLY | FEBRUARY 2011



# The TECO<sup>®</sup> Brand

*These guidelines were designed to corner use of the TECO logo by third parties.  
For use within the company, see **Internal Guidelines**.*

## **Overview**

In order to protect and further establish the TECO mark, a comprehensive graphic identity program has been designed for flexible usage on facility signage, vehicles, computer monitors and all printed materials.

On the following pages are specific logotype treatments for the use of the mark by TECO Energy, Inc., as well as an approved variation for each of the four core business units.

**Guidelines for use of colors must be strictly adhered to, and reproduction of any of the logotypes must be done from master artwork provided by TECO Energy's Corporate Communications Department. The logos may be enlarged or reduced, as appropriate to their application; however, the proportions may not be altered in any way nor may elements be moved or assigned different colors.**

Failure to abide by the guidelines may result in consumer confusion or erosion of the brand name.

Any variation from the guidelines is prohibited without the approval of the Legal Department and the Corporate Communications Department.

TECO Energy, Inc., reserves the right to take appropriate action when the TECO name or logo is used without permission or when the name or logo has been adapted, modified or otherwise used inappropriately. Such action may include disciplinary action or termination, and/or civil or criminal prosecution.

The registered trademark symbol (®) must always appear with the logo. It should be enlarged or reduced proportionally with the logo as shown in this guide. When the logo is enlarged to 16 inches wide or more or reduced to 4 inches wide or less, the ® should be resized to be no larger than 18 point and no smaller than 6 point, respectively.



## **Use of the Corporate Logo**

Any use of the TECO name or logo by a third party must serve a corporate need and must be approved by the Legal Department and the Corporate Communications Department. Examples of approved usage include corporate sponsorships, advertising, community events and print materials. Logo use is prohibited without written approval.

Improper use of the TECO Energy logo:

- **Except as provided above, the logo cannot be used in a manner that would imply sponsorship or endorsement of an outside company's product or service.**
- **The logo cannot be modified or distorted, and must be displayed in accordance with the company's branding and logo-use guidelines.**
- **The logo cannot be used without written permission.**

**Exceptions:** In some cases, the corporate logo can be used to identify TECO Energy or one of its core business units as a customer or show a company facility in news releases, technical and trade articles and other published materials. Written permission to do so must be obtained through TECO Energy's Corporate Communications Department.

## **A Note About Corporate Identity**

As TECO Energy and its subsidiaries conduct business, they are separate entities, and special care should be taken to use the appropriate logo for the specific business you are conducting. This includes, but is not limited to, Tampa Electric and Peoples Gas, which are divisions of Tampa Electric Company and each division conducts business separately. If you have a question about the appropriate logo, please email your inquiry to [logorequest@tecoenergy.com](mailto:logorequest@tecoenergy.com).

## **Obtaining the logo**

To request permission to use the TECO Energy logo or any of the logos registered with TECO Energy's four core business units, visit [tecoenergy.com/logos](https://tecoenergy.com/logos) and follow the steps. Once written permission is granted, TECO Energy will provide you with the appropriate logo file.

## TECO Energy Logo Overview

The *TECO Energy* logo refers to the holding company, *TECO Energy, Inc.* The *TECO Energy* graphic identity may be used only in the versions shown.



TECO Energy 2-color

### TECO Energy

#### 2-color logo

When printing, the logo should appear in black + Pantone 116 yellow or the equivalent 4-color process build as follows: C0, M15, Y94, K0. No other color combinations are acceptable.



TECO Energy I-color

#### I-color logo

When printing, the paper color should show through the letters "TECO Energy" and the "loop." The I-color logo box can be printed in any color, but care should be taken to ensure there is sufficient contrast between the color of the paper and the logo box. Whenever possible, black is the preferred color for the logo box.



TECO Energy B&W Positive

#### B&W Positive logo

The logo should be displayed in solid black on white or any light-colored background. It can also be reproduced in color as long as there is an adequate contrasting background color.



TECO Energy Green

#### Green logo, Green Positive logo

The logo is available as an option for use on materials related to environmental or renewable energy communications.

When printing, the logo should appear in Pantone 576 or the equivalent 4-color process build as follows: C56, M0, Y91, K38. The color of the paper should show through the letters "TECO Energy" and the "loop." Care should be taken to ensure there is sufficient contrast between the color of the paper and the green logo.



TECO Energy Green Positive



Tampa Electric 2-color



Tampa Electric 2-color with black background



Tampa Electric 1-color



Tampa Electric 1-color with black background



Tampa Electric B&W Positive



Tampa Electric Green



Tampa Electric Green Reverse



Tampa Electric Green Positive

## Tampa Electric

### 2-color logo

When printing, the logo should appear in black + Pantone 179 red or the equivalent 4-color process build as follows: C0, M79, Y94, K0. No other color combinations are acceptable.

### 2-color with black background logo

The same 2-color logo guidelines apply, however, this logo should be used when the background space is busy or distracting, to ensure clear readability of the "Tampa Electric" name, avoiding any clashes with background graphics or colors.

### 1-color logo

When printing, the paper color should show through the letters "TECO" and the "loop." The 1-color logo box can be printed in any color, but care should be taken to ensure there is sufficient contrast between the color of the paper and the logo box. Whenever possible, black is the preferred color for the logo box.

### 1-color (reverse) with black background logo

The same 1-color logo guidelines apply, however, this logo should be used when the background space is busy or textured, to ensure maximum readability of the "Tampa Electric" name, avoiding any clashes with background graphics or colors.

### B&W Positive logo

The logo can be used only in solid black on white or any light colored background. It can also be reproduced in color as long as there is an adequate contrasting background color.

### Green logo, Green Positive logo

The logo is available as an option for materials related to environmental or renewable energy communications.

When printing, the logo should appear in Pantone 576 or the equivalent 4-color process build as follows: C56, M0, Y91, K38. The color of the paper should show through the letters "TECO Energy" and the "loop." Care should be taken to ensure there is sufficient contrast between the color of the paper and the green logo.



Peoples Gas 2-color



Peoples Gas 2-color with black background



Peoples Gas 1-color



Peoples Gas 1-color with black background



Peoples Gas B&W Positive



Peoples Gas Green



Peoples Gas Green Reverse



Peoples Gas Green Positive

## Peoples Gas

### 2-color logo

When printing, the logo should appear in black + Pantone 3125 blue or the equivalent 4-color process build as follows: C83, M0, Y23.5, K0. No other color combinations are acceptable.

### 2-color with black background logo

The same 2-color logo guidelines apply, however, this logo should be used when the background space is busy or distracting, to ensure clear readability and emphasis of the 'Peoples Gas' name, avoiding any clashes with background graphics or colors.

### 1-color logo

When printing, the paper color should show through the letters "TECO" and the "loop." The 1-color logo box can be printed in any color, but care should be taken to ensure there is sufficient contrast between the color of the paper and the logo box. Whenever possible, black is the preferred color for the logo box.

### 1-color (reverse) with black background logo

The same 1-color logo guidelines apply, however, this logo should be used when the background space is busy or distracting, to ensure clear readability of the "Peoples Gas" name, avoiding any clashes with background graphics or colors.

### B&W Positive

The logo should be displayed in solid black on white or any light-colored background. It can also be reproduced in color as long as there is an adequate contrasting background color.

### Green logo, Green Positive logo

The logo is available as an option for materials related to environmental or renewable energy communications.

When printing, the logo should appear in Pantone 576 or the equivalent 4-color process build as follows: C56, M0, Y91, K38. The color of the paper should show through the letters "TECO Energy" and the "loop." Care should be taken to ensure there is sufficient contrast between the color of the paper and the green logo.



TECO Coal 2-color



TECO Coal 1-color



TECO Coal B&W positive



TECO Coal Green



TECO Coal Green Positive

## TECO Coal

### 2-color logo

When printing, the logo should appear in black + Pantone 116 yellow or the equivalent 4-color process build as follows: C0, M15, Y94, K0. No other color combinations are acceptable.

### 1-color logo

When printing, the paper color should show through the letters "TECO Coal" and the "loop." The 1-color logo box can be printed in any color, but care should be taken to ensure there is sufficient contrast between the color of the paper and the logo box. Whenever possible, black is the preferred color for the logo box.

### B&W Positive logo

The logo should be displayed in solid black on white or any light-colored background. It can also be reproduced in color as long as there is an adequate contrasting background color.

### Green logo, Green Positive logo

The logo is available as an option for materials related to environmental or renewable energy communications.

When printing, the logo should appear in Pantone 576 or the equivalent 4-color process build as follows: C56, M0, Y91, K38. The color of the paper should show through the letters "TECO Coal" and the "loop." Care should be taken to ensure there is sufficient contrast between the color of the paper and the green logo.



TECO Guatemala 2-color



TECO Guatemala 1-color



Peoples Gas B&W positive



TECO Guatemala Green



TECO Guatemala Green Positive

## TECO Guatemala

### 2-color logo

When printing, the logo should appear in black + Pantone 116 yellow or the equivalent 4-color process build as follows: C0, M15, Y94, K0. No other color combinations are acceptable.

### 1-color logo

When printing, the paper color should show through the letters "TECO Guatemala" and the "loop." The 1-color logo box can be printed in any color, but care should be taken to ensure there is sufficient contrast between the color of the paper and the logo box. Whenever possible, black is the preferred color for the logo box.

### B&W Positive logo

The logo should be displayed in solid black on white or any light-colored background. It can also be reproduced in color as long as there is an adequate contrasting background color.

### Green logo, Green Positive logo

The logo is available as an option for materials related to environmental or renewable energy communications.

When printing, the logo should appear in Pantone 576 or the equivalent 4-color process build as follows: C56, M0, Y91, K38. The color of the paper should show through the letters "TECO Guatemala" and the "loop." Care should be taken to ensure there is sufficient contrast between the color of the paper and the green logo.



TECO Partners 2-color



TECO Partners 1-color



TECO Partners B&W positive



TECO Partners Green



TECO Partners Green Positive

## TECO Partners

### 2-color logo

When printing, the logo should appear in black + Pantone 116 yellow or the equivalent 4-color process build as follows: C0, M15, Y94, K0. No other color combinations are acceptable.

### 1-color logo

When printing, the paper color should show through the letters "TECO Partners" and the "loop." The 1-color logo box can be printed in any color, but care should be taken to ensure there is sufficient contrast between the color of the paper and the logo box. Whenever possible, black is the preferred color for the logo box.

### B&W Positive logo

The logo should be displayed in solid black on white or any light-colored background. It can also be reproduced in color as long as there is an adequate contrasting background color.

### Green logo, Green Positive logo

The logo is available as an option for materials related to environmental or renewable energy communications.

When printing, the logo should appear in Pantone 576 or the equivalent 4-color process build as follows: C56, M0, Y91, K38. The color of the paper should show through the letters "TECO Partners" and the "loop." Care should be taken to ensure there is sufficient contrast between the color of the paper and the green logo.



Tampa Electric and Peoples Gas Associated  
2-color



Tampa Electric and Peoples Gas Associated  
2-color with black background



Tampa Electric and Peoples Gas Associated  
1-color



Tampa Electric and Peoples Gas Associated  
1-color with black background



Tampa Electric and Peoples Gas Associated  
B&W Positive



Tampa Electric and Peoples Gas Associated  
Green



Tampa Electric and Peoples Gas Associated Green Positive

## Tampa Electric and Peoples Gas Associated

Please use these logos for formal, binding documents (such as contracts and agreements).

### 2-color logo

For 2-color printing, the logo must always appear in black + Pantone 179 red (Tampa Electric) and black + Pantone 3125 blue (Peoples Gas), as shown. No other 2-color combinations are permitted.

### 2-color with black background logo

The same 2-color logo guidelines apply, however, this logo should be used when the background space is busy or distracting, to ensure clear readability and emphasis of the “Tampa Electric” and “Peoples Gas” name, avoiding any clashes with background graphics or colors.

### 1-color logo

When printing, the paper color should show through the letters “TECO” and the “loop.” The 1-color logo box can be printed in any color, but care should be taken to ensure there is sufficient contrast between the color of the paper and the logo box. Whenever possible, black is the preferred color for the logo box.

### 1-color with black background logo

The same 1-color logo guidelines apply, however, this logo should be used when the background space is busy or distracting, to ensure clear readability of the “Tampa Electric” and “Peoples Gas” name, avoiding any clashes with background graphics or colors.

### B&W Positive Logo

The logo should be displayed in solid black on white or any light-colored background. It can also be reproduced in color as long as there is an adequate contrasting background color.

### Green Logo, Green Positive logo

The logo is available as an option for materials related to environmental or renewable energy communications.

When printing, the logo should appear in Pantone 576 or the equivalent 4-color process build as follows: C56, M0, Y91, K38. The color of the paper should show through the letters “TECO” and the “loop.” Care should be taken to ensure there is sufficient contrast between the color of the paper and the green logo.

**Tampa Electric and Peoples Gas Combined**

*Certain employees have been authorized to represent the combined gas and electric divisions in day-to-day activities. The following logos can be used in these circumstances and on documents such as business cards, letterheads, envelopes and internal presentations.*

*Please note that these logos do not represent a single division, but are provided as a convenient option to represent the combined gas and electric divisions, and were designed for specific marketing purposes only. For formal, binding documents (such as contracts and agreements), the Tampa Electric - Peoples Gas “Associated” logos should be used. For further guidance, contact the Legal Department.*



Tampa Electric and Peoples Gas Combined 2-color / Red



Tampa Electric and Peoples Gas Combined 2-color / Blue



Tampa Electric and Peoples Gas Combined 1-color



Tampa Electric and Peoples Gas Combined 1-color with black background (reverse)



Tampa Electric and Peoples Gas Combined B&W Positive



Tampa Electric and Peoples Gas Combined Green Positive

**2-color logo**

For 2-color printing, the logo must always appear in black + Pantone 179 red (Tampa Electric) and black + Pantone 3125 blue (Peoples Gas), as shown. No other 2-color combinations are permitted.

**1-color logo**

When printing, the paper color should show through the letters “TECO” and the “loop” and the company names. The 1-color logo box can be printed in any color, but care should be taken to ensure there is sufficient contrast between the color of the paper and the logo box. Whenever possible, black is the preferred color for the logo box.

**1-color with black background logo**

The same 1-color logo guidelines apply, however, this logo should be used when the background space is busy or distracting, to ensure clear readability of the ‘Peoples Gas’ name, avoiding any clashes with background graphics or colors.

**B&W Positive Logo**

The logo should be displayed in solid black on white or any light-colored background. It can also be reproduced in color as long as there is an adequate contrasting background color.

**Green Logo, Green Positive logo**

The logo is available as an option for materials related to environmental or renewable energy communications.

When printing, the logo should appear in Pantone 576 or the equivalent 4-color process build as follows: C56, M0, Y91, K38. The color of the paper should show through the letters “TECO” and the “loop.” Care should be taken to ensure there is sufficient contrast between the color of the paper and the green logo.

**Changes regarding the use of the 4-color logo**

The use of 4-color TECO Energy and subsidiary logos are no longer permitted in any applications. This includes print, electronic media, signage, display materials, decals and embroidery.



TECO Energy - 4-color



Tampa Electric - 4-color



Peoples Gas 4-color



TECO Coal 4-color



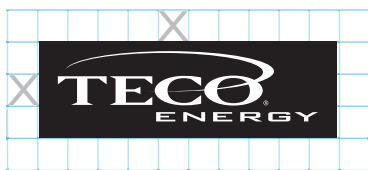
TECO Guatemala 4-color



TECO Energy 4-color / embroidery

**Clear space**

The clear space surrounding the logo is an integral part of its design. It is just as important as the font, the shape, and color of the logo. Keep the area around the logo clean and uncluttered. The clear space should be equal on all sides, where the unit of measure, “x” equals the height of the logotype, “TECO.” Do not place any other trademark, logo, logotype, graphic, text, photograph or illustration in the minimum clear space area.





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