



# Identity and Usage Specifications

## Trademark License Agreement

*The CUSTOMER CHOICE name, symbol and tagline are trademarks of FortisBC Energy Inc. and are used with permission.*

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## CUSTOMER CHOICE IDENTITY USAGE AND SPECIFICATIONS OVERVIEW

These guidelines have been developed to ensure consistent use of the CUSTOMER CHOICE symbol to identify gas marketers that have been approved and licensed by the BCUC; and promote the CUSTOMER CHOICE symbol in educational and promotional material.

Please ensure that the responsible agents of your organization have read and understood these guidelines and that they apply them when designing and producing material that promotes the CUSTOMER CHOICE program.

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## REGISTRATION OF THE CUSTOMER CHOICE NAME AND SYMBOL

FortisBC Energy Inc. has officially registered the CUSTOMER CHOICE symbol in Canada with the Canadian Intellectual Property Office. FortisBC Energy Inc. is responsible for promoting and monitoring the use of the CUSTOMER CHOICE name and symbol in Canada. Monitoring entails overseeing the use of the symbol in the marketplace and communicating directly with entities that misuse it. You may use the name and symbol only in accordance with the following guidelines and by [signing the License Agreement](#).

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## CUSTOMER CHOICE LOGO REVIEW POLICY

Upon request, or if required by FortisBC Energy Inc., the company shall review and approve any educational or promotional materials that feature the CUSTOMER CHOICE name or symbol, — or the tag line, “Natural gas pricing. Your say. Your way.” — before final production or printing to ensure consistency with these guidelines. Materials must be submitted upon request to your primary FortisBC Energy Inc. contact, who will ensure timely turnaround of review.

Organizations misusing the CUSTOMER CHOICE logo, wordmark or tagline will be directed to correct situation at their expense.

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## CUSTOMER CHOICE IDENTITY

The CUSTOMER CHOICE identity consists of two parts: the CUSTOMER CHOICE name and the CUSTOMER CHOICE logo.

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## CUSTOMER CHOICE NAME

CUSTOMER CHOICE

CUSTOMER CHOICE

**CUSTOMER CHOICE**

The words "CUSTOMER CHOICE" must always appear in capital letters. Use the same font that is used in the paragraph or head in which it appears.

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## CUSTOMER CHOICE LOGO



The CUSTOMER CHOICE logo is composed of three graphic elements, the CUSTOMER CHOICE symbol, the CUSTOMER CHOICE wordmark, and the CUSTOMER CHOICE tagline "Natural gas pricing. Your say. Your way."

All acceptable versions of the logo are available as digital artwork. They must never be altered or manually reproduced in any way.



The CUSTOMER CHOICE logo may be used with or without the CUSTOMER CHOICE tagline. In cases where the logo must be reduced in size smaller than 36mm wide (see minimum size specifications on page 9-10) it is used without the tagline.

Each logo version is available for download from the FortisBC Energy Inc. website. Visit [fortisbc.com](http://fortisbc.com) and go to: About FortisBC>Becoming a gas marketer>Forms and publications



Pantone 583  
CMYK - 23-0-100-17  
RGB - 169-181-9



Pantone 2765  
CMYK - 100-94-0-34  
RGB - 55-20-108

## Colour

The CUSTOMER CHOICE symbol, wordmark and tagline have been created using Pantone 583 and Pantone 2765 as shown here.



preferred

## USING THE POSITIVE LOGO

Whenever possible the CUSTOMER CHOICE logo mark should appear in its two colour positive version on a white background. When colour is limited, such as in one colour applications, the preferred colours are either 100% Pantone 2765 or 100% Black.



alternative



alternative



CUSTOMER  
CHOICE

alternative



acceptable



acceptable



acceptable



acceptable



acceptable



unacceptable



unacceptable



unacceptable



acceptable



unacceptable



unacceptable



acceptable



acceptable



unacceptable



unacceptable



acceptable

## POSITIVE LOGO ON A BACKGROUND

All positive logos may also appear on a background. Care should be taken that the logo is never placed over a busy or distracting background. The background should also be light enough in tone to contrast well with the logo. This is of special concern when using the two colour logo because the background must be considerably lighter than the green portion of the logo. Consideration should also be given to the colour of the background. It will need to complement the logo colours as well as afford colour contrast.

## USING THE REVERSE LOGO

Where a reversed application is necessary, use one of the available reverse versions of the logo. The one colour version is white, while the two colour version is white and Pantone 583.

Care should be taken that the logo is never placed over a busy or distracting background. The background should also be dark enough in tone to contrast well with the logo. This is of special concern when using the two colour logo because the background must be considerably darker than the green portion of the logo. Consideration should also be given to the colour of the background. It will need to complement the logo colours as well as afford colour contrast.

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## CLEAR SPACE



To ensure the greatest visual impact, the logo must always be framed within a zone of minimum protected clear space. The clear space, for all four sides of the logo, is equal to or greater than x, which equals the height of the letter E in the word CUSTOMER in the CUSTOMER CHOICE wordmark. No other graphic element should appear inside this space.

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## MINIMUM SIZE



In order to ensure legibility, the logo should never be reproduced smaller than the below minimum specifications:

### SYMBOL, WORDMARK AND TAGLINE

Min. 36mm wide, (100px wide for web)



### SYMBOL AND WORDMARK

Min 19mm wide, (53px wide for web)

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## INCORRECT USAGE

The words "CUSTOMER CHOICE" and the CUSTOMER CHOICE logo must never be used in a manner that:

- Suggests that FortisBC Energy Inc. endorses a particular organization, company or product.
- Associates the name or symbol with products or services not within FortisBC Energy Inc.'s scope for CUSTOMER CHOICE.
- Promotes gas marketers that are not approved to participate in the CUSTOMER CHOICE program; or disparages FortisBC Energy Inc. or the BCUC in any way.



Do not flip the symbol.



Do not outline or add any special effects to the logo, wordmark or tagline (e.g., drop shadows, glow effects).



Do not typeset or alter the font of the wordmark.



Do not attempt to create an unauthorized logo.

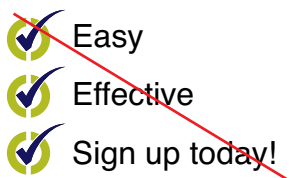


Do not place the logo, wordmark, or tagline within a sentence or body text. However, it can be used as a graphic element within a text box. See pg. 11 for further information.



Do not reproduce the logo, wordmark, or tagline in unofficial colours.





Do not use the symbol as a bullet.



Do not change the position, scale or arrangement of the logo elements.



Do not contain the logo within a shape.



Do not use the logo, wordmark or tagline as a pattern.

## USING THE CUSTOMER CHOICE LOGO IN ADVERTISEMENTS

When preparing print advertisements or brochures, you may place the symbol anywhere on the page. However the CUSTOMER CHOICE logo must be used in a secondary role to your organization's logo and identity.

The CUSTOMER CHOICE logo should not be the primary graphic element on an ad or within the document. (See pg. 11 for sample ad layouts.)

Use of the CUSTOMER CHOICE verifies that your organization is a licensed gas marketer with the BCUC, and authorized to use the CUSTOMER CHOICE logo.

SAMPLE ADVERTISEMENTS  
SHOWING ACCEPTABLE  
LOGO USAGE

# What's life without choice?





**CUSTOMER  
CHOICE**

## Enjoy the freedom of choice

Now you can now choose who you buy your natural gas from.

Recent changes by the BC Utilities Commission allow other companies, called gas marketers, to sell natural gas directly to residential customers. Now you can choose from a variety of companies and a variety of pricing options, too.

Gas marketers are independent businesses, licensed by the BC Utilities Commission. Starting this May, marketers can sell long-term, fixed-rate contracts to residential customers. With a fixed-rate, the price you pay for your natural gas will remain the same for the duration of the contract. It will not fluctuate with the daily changes of energy prices. Marketers



include a markup in the price that allows them to earn a profit.

FortisBC offers a rate that varies over the short term. Our variable rate is reviewed quarterly by the BCUC and adjusted to reflect current changes in market supply and demand. FortisBC earns its money from the delivery of natural gas to your home. And we don't markup the cost of the gas we sell to you.

If you choose to sign a contract with a gas marketer, the rate will be effective starting November 1.

No matter how you choose to purchase your natural gas, FortisBC will continue to deliver it. And provide the customer services you expect, including billing and emergency response.

Please visit [fortisbc.com](http://fortisbc.com) for more information about CUSTOMER CHOICE, including a list of licensed gas marketers and a video presentation.



**FORTIS BC**

Sample advertisement shown at approximately reduced size for layout only.

This example of a FortisBC Energy Inc. advertisement is included here only to provide you with an example of placement of the Customer Choice logos. You are not licensed to use the FortisBC Energy Inc. name or logos.

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## FURTHER INFORMATION

### FORTISBC ENERGY INC. CORPORATE COMMUNICATIONS

Email: [communications@fortisbc.com](mailto:communications@fortisbc.com)


### USAGE GUIDE

This usage guide is available for download from the FortisBC Energy Inc. website. Visit [fortisbc.com](http://fortisbc.com) and go to: About FortisBC>Becoming a gas marketer>Forms and publications

### DIGITAL ARTWORK

Each logo version is available for download from the FortisBC Energy Inc. website. Visit [fortisbc.com](http://fortisbc.com) and go to: About FortisBC>Becoming a gas marketer>Forms and publications

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