



Centuri



Canyon

A Centuri Company



Linetec

A Centuri Company



National

A Centuri Company



NEUCO

A Centuri Company



NPL

A Centuri Company



NPL Canada

A Centuri Company



Riggs Distler

A Centuri Company



BRAND GUIDELINES 2024



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Why a New Brand

Over the last 10 years, Centuri has transformed into a premier infrastructure services company, providing electric and natural gas utility services to energy providers coast to coast in the U.S. and in parts of Canada. Our commitment to best-in-class performance and strategic growth have brought us to where we are today – a trusted partner to our customers, distinguished by our culture and values, with a proven track record of growing our business to match customer needs and geographies. Our brand is evolved to tell this story.

There's a strong rationale for adopting a shared logo mark, including:

- Demonstrate the full strength and scale of our operating companies harnessed to meet the needs of our diversified customer base.
- Raise the visibility of all entities that are part of the Centuri family.
- Powerfully making the point that we are One Team working together to serve our clients.

A unified brand identity adds value to operating companies by:

- Demonstrating strength, maturity, and resources as part of a larger organization.
- Reflecting the ability to meet needs in other parts of customers' businesses by demonstrating connectedness across Centuri companies.
- Increasing visibility and raising the profile of all companies.



Leading The Way For The Next 100 years

At Centuri, we take pride in our service to our customers and our communities. We realize the work we do matters to those we serve.

Our collective success is built on a shared commitment to safety, quality, an exceptional culture, and unmatched customer service with a focus on building long-term partnerships.

OUR MISSION:

Centuri Group, Inc. is a comprehensive utility services enterprise dedicated to delivering a diverse array of solutions to North America's gas and electric providers.

Through sound investment, shared services, and an unwavering commitment to the safety of our employees and the communities we serve, Centuri supports the performance of its operating companies across the U.S. and Canada.

Our growing aggregate of well-established brands includes NPL, NPL Canada, Canyon Pipeline, NEUCO, Linetec Services, National,

Riggs Distler, and WSN Construction. Together we think ahead, creating sustainable, safe, efficient and enduring energy systems for North American markets. Driven by the expertise and accountability of our team of over 12,000, we're laying the groundwork for the next 100 years.

OUR VISION:

Centuri will support and advance the mission of our subsidiary brands, the careers of our employees, and the energy demands of the communities we serve. We aim to raise the bar higher in our pursuit of excellence.

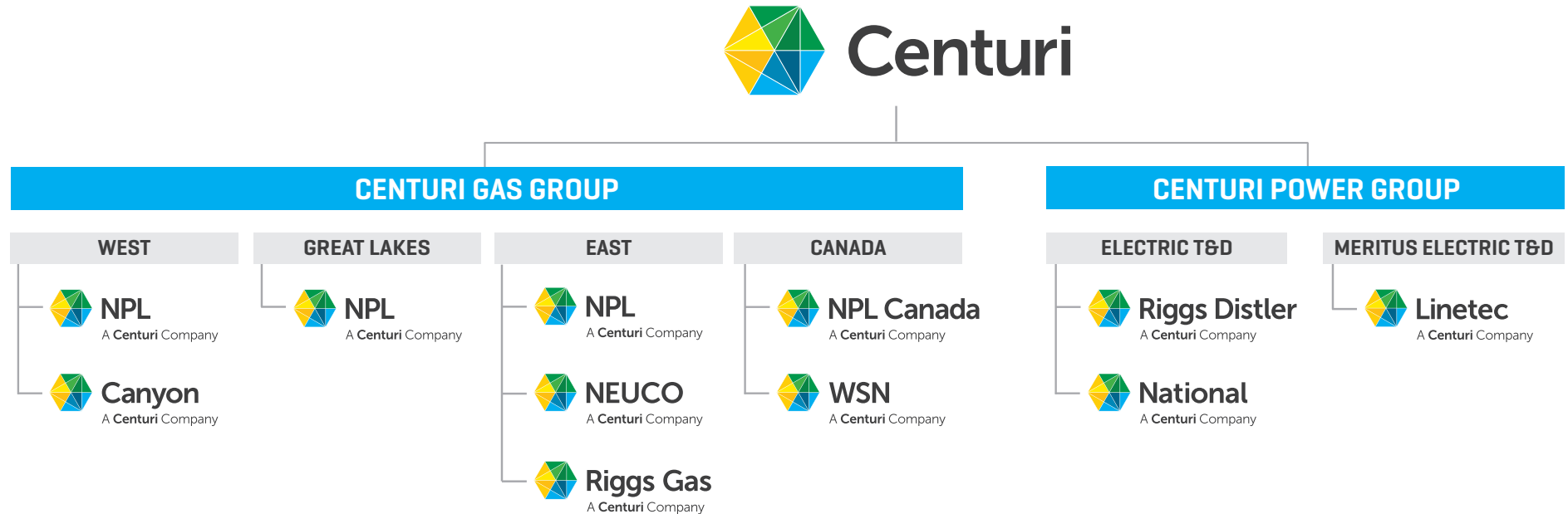
Visual Identity

Centuri's visual identity is a reflection of all the ways we come together to care for our customers and our teams. A shared visual mark creates a consistent presence for all our operating companies wherever people engage with us. It's more than a visual mark – it's about how we connect people to power as one company, and meet the needs of our diversified customer base. The Centuri logo symbolizes the many facets of our operating companies, and the hexagon represents safety, quality, and the entire sustainability framework that guides the organization.

The intention of this Brand Book is to create consistency in the application of our visual identity, which is an important part of our brand and the way we are represented.

THE CENTURI FAMILY OF COMPANIES

Centuri is divided into service groups which include Gas, Power, and Canada. This illustrates our position to offer 360° of service coverage to our gas & electric provider customers. The Meritus descriptor denotes non-union subdivisions within the groups.



Sustainability Framework



At Centuri, we believe in thinking ahead, in looking forward 100 years, in being committed to systems that endure over time—in short, sustainability. We define sustainability as six guiding principles to our business.

SAFETY IS WHAT WE STAND FOR.

QUALITY IS WHAT WE LEAVE BEHIND.

EMPLOYEES ARE OUR LIFEBLOOD.

COMMUNITY IS WHO WE SERVE.

ECONOMY IS A LONG-TERM INVESTMENT.

ENVIRONMENT IS OUR HOME.

CENTURI SUSTAINABILITY FRAMEWORK

SAFETY | ACCOUNTABILITY

We stand behind our work. For over 50 years, the companies of Centuri have minimized risk by meeting commitments, surpassing quality standards, and contributing to the safe delivery of energy to millions of homes across North America.

QUALITY | CUSTOMERS

Our customers rely on Centuri to apply our knowledge and expertise—ensuring that projects are completed on time, meet stringent standards, and benefit the communities they serve.

EMPLOYEES | TEAMWORK

The knowledge and expertise of our employees is the most valuable asset in ensuring project success. Our commitment to safety is matched only by our commitment to our diverse team members—their careers, their families, and their futures.

COMMUNITY | RESPONSIBILITY

As part of the fabric of the community, we promote supplier diversity, hire locally, and believe in charity — fostering productive and enduring results.

ECONOMY | EFFICIENCY

We are committed to supporting the communities where our companies serve through job creation and growing local businesses. Centuri is committed to being right-sized and positioned for strategic growth in these markets.

ENVIRONMENT | STEWARDSHIP

A restrained impact is central to a resilient environment. Centuri is committed to avoiding unnecessary degradation of air, land, and water systems in the communities where we work. We challenge ourselves, and those who work alongside us, to reduce our carbon footprint.

OUR LOGO

The Centuri logo is the result of a deep analysis of our past, our present, and our forward-thinking 100-year vision – creating safe, efficient and sustainable energy systems for North American markets.

The Centuri logo consists of two elements, the company name and the Centuri hexagon, and they should never be separated. Operating company logos also have “A Centuri Company” text, which is known as “the lockup”.

The logo should never be recreated or altered, which could cause inconsistencies that dilute the impact of the brand’s power.

When operating company logos are shown together, they must all be shown in the same format, “stacked” or “horizontal”.

HORIZONTAL LOGOS

When displaying logos together, the height of the hexagons must be the same. The top of the hexagon and the bottom of the lockup must be on the same line.

The horizontal version of the logo is the PREFERRED layout, and should be used whenever possible.



STACKED LOGOS

The same standard applies to the stacked version of the logos.

To maintain consistent use and ensure the integrity of the logo, Centuri’s Business Development office will provide logo files and usage guidelines directly to approved suppliers.

Logo Basics

The logo should appear in a 4-color version (process) with solid colors of blue, green, and yellow. The words are in 90% black.

In alternate versions, dependent upon the printing process or application, the lettering can be reversed out to white. Alternate versions include an all all-white or all-black version with a "wireframe", 1-color logo.

The logo may appear in either the horizontal or stacked version. The same color breakdowns apply to both versions.

The horizontal version is the preferred layout for all logos and should be used whenever possible.

To maintain consistent use and ensure the integrity of the logo, Centuri's Business Development office will provide logo files directly to approved suppliers.

PREFERRED PRINT LOGO (4-Color CMYK/PROCESS)



POSITIVE



REVERSED

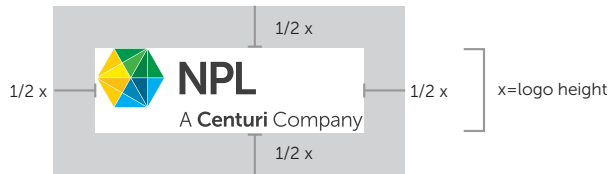
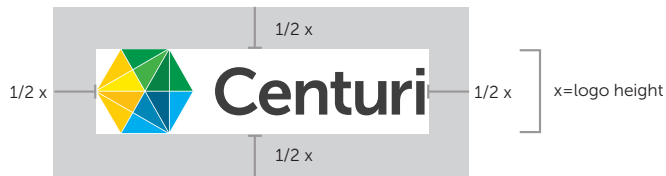
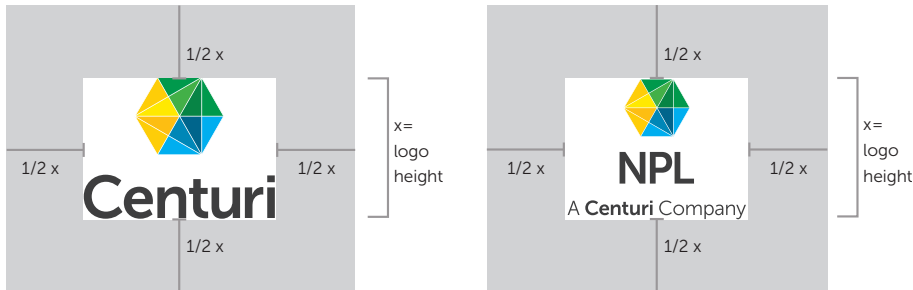
ALTERNATE - WIREFRAME (1-Color)



Logo Guidelines

CLEAR SPACE

Maintain a uniform area around the logo (at least one-half of the logo's height) to prevent other elements crowding the logo.



Clear space rules and minimum sizes apply to all operating company logos

MINIMUM SIZES

To maintain full legibility, logos have minimum sizes as shown below. There is no maximum size limit, but use discretion when sizing the logo. In most situations, it should never be the most dominant element on the page, unless it is the only element on the page.



PRIMARY USE

Ideally, the logo should be reproduced using CMYK (process) depending upon application. In the preferred version, the logo appears in full-color, with color triangles inside the Centuri hexagon and Centuri Black (90% Black) for the company names.

Digital versions of the logo should always be reproduced using the full-color RGB logo, or with the text reversed out to white. The 1-color logo (wireframe) logo in both positive and reversed versions may also be used in certain digital applications.

Although the Centuri logo and operating company logos consist of two elements, the word and Centuri brandmark (hexagon) should never be separated.

The logo should never be recreated or altered, which could cause inconsistencies that dilute the impact of the brand's power.

Proper Logo Usage

We have built a great deal of flexibility into the Centuri logo so that it can be used for a variety of purposes and applications. Please follow these examples as a guide in proper usage and always keep in mind the clear space that surrounds the logo.

When using the logo in ads, photographs, or similar applications, it is

preferable that the logo be placed in the upper right-hand, upper left-hand, lower right-hand or lower left-hand corner of the ad.

However, there are variations that are acceptable. The Business Development office will approve these applications, and will review requests outside of these guidelines.



Use the entire logo.



DO use the positive logo on a light background.



DO use the 4-color positive logo on light colored t-shirts, embroidered golf shirts and other apparel items.



DO use the reversed logo on a dark, uncomplicated background area. The 1-color reversed logo may also be used when the color logo does not provide enough contrast with the background area.



DO place the positive logo on light colored backgrounds that are not busy or have a pattern, and provide good contrast and legibility to ensure that it is clearly recognizable.



DO use the reversed logo on one of the approved dark accent colors, including black.



DO use the 4-color reversed logo on dark colored (black is preferred) t-shirts, embroidered golf shirts, and other apparel items.



DO use the 1-color logo for 1-color applications on light backgrounds and the reversed 1-color logo on dark backgrounds.

Improper Logo Usage

Ensure that the logo is clearly recognizable and not altered in any way. Consider the logo version and the background it is placed on to provide the best legibility. Do not alter the logo in any way, examples shown below.



DO NOT change the logo's color.



DO NOT stretch or change the logo's proportion.



DO NOT add drop shadows, embossing or other effects to the logo.



DO NOT outline the logo text or change the color of the white lines in the hexagon.



DO NOT rotate the logo to any other angle than 0 degrees horizontal or 90 degrees vertical.



DO NOT place the logo on a complicated background or a background that reduces its legibility.



DO NOT remove the Centuri logomark (symbol) from the logo.



DO NOT add other shapes, graphics or unapproved descriptions to the logo.

Centuri Groups

Centuri companies are categorized in groups, Centuri Power Group, Centuri Gas Group, and Centuri Canada Group.

Special guidelines apply to these group names when combined with the Centuri logo.

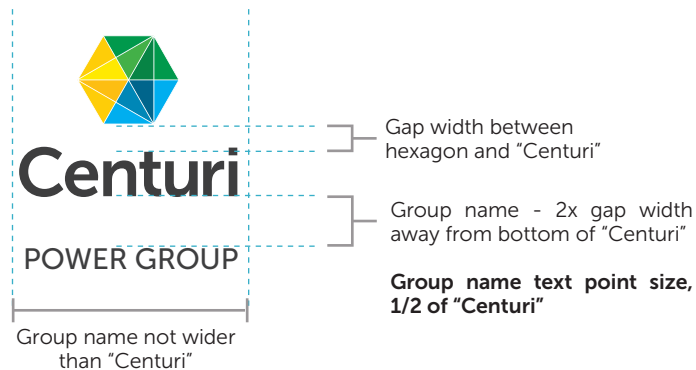
Group names are only to be shown as text. When displayed vertically, they should be as far away from the word "Centuri" as the group name text height.

Text for Group names should be in all capital letters, the font should be sans-serif, in either Arial Bold, or Museo Sans 700.

Group names should not be wider than the word "Centuri" in the Centuri logo.

If you create any Group logos in your materials, please send a proof to the Business Development office at MarketingMailbox@NextCenturi.com for final approval.

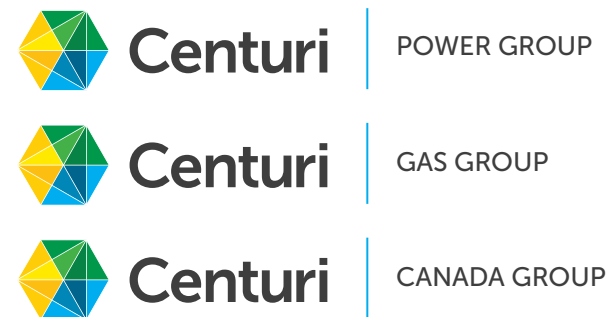
CENTURI GROUPS VERTICAL



CENTURI GROUPS HORIZONTAL



Add vertical line, no taller than the Hexagon. Vertical line should be 2x the gap width away from the Group text and the "l" in Centuri.



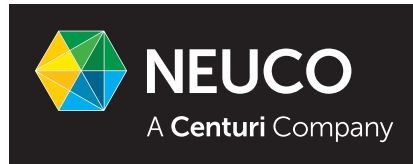
Centuri Companies

Together, we are stronger. That's why it's important to identify our subsidiary companies as being "A Centuri Company."

"A Centuri Company" text should not be separated from the following logo lockups and should always be reproduced in 90% black (the same as the company name), or reversed out to all white, or all 100% black.

The guidelines for the Centuri logo apply to each of the Operating Companies.





Colors

The principal color palette is made up of four colors: Centuri Blue, Centuri Yellow, Centuri Green, and Centuri Grey (90% Black).

Due to licensing restrictions, Pantone colors are avoided, and instead use the print color breakdowns of CMYK. Computer and digital applications should use RGB or web Hex colors.

The additional hexagon color palette consists of the additional colors used in the hexagon shape, and can be used as accent colors.

The accent palette also includes four "Safety" colors: Safety Yellow, Safety Green, Safety Red and Safety Orange. These four colors are to be primarily used for safety-related applications, but can also be used as accent colors.

Variations in color may occur between RGB and CMYK color space. For printing, the 4-color (CMYK) color breakdown is preferred.

Color variations may also occur on-screen as a result of different screen calibrations and/or software application being used.

CENTURI PRINCIPAL COLOR PALETTE



Centuri



Centuri Blue
 RGB = R0, G174, B239
 CMYK = C100, M0, Y0, K0
 HEX = 00aef



Centuri Green
 RGB = R0, G152, B76
 CMYK = C97.03, M10.72, Y100, K1.33
 HEX = 00984c



Centuri Yellow
 RGB = R255, G206, B2
 CMYK = C0.05, M18.48, Y100, K0
 HEX = ffe02



Centuri Grey
 RGB = R65, G64, B66
 CMYK = C0, M0, Y0, K90
 HEX = 414042

CENTURI ADDITIONAL HEXAGON COLORS



Medium Blue
 RGB = R0, G135, B182
 CMYK = C100, M28.24, Y14.9, K2.35
 HEX = 0087b6



Lighter Yellow
 RGB = R255, G232, B0
 CMYK = C0, M3.92, Y100, K0
 HEX = ffe800



Lighter Green
 RGB = R67, G174, B73
 CMYK = C74.32, M4.57, Y100, K0.1
 HEX = 43ae49



Darker Blue
 RGB = R0, G101, B140
 CMYK = C100, M0, Y0, K52.55
 HEX = 00658c



Darker Yellow
 RGB = R254, G190, B16
 CMYK = C0, M27.06, Y100, K0
 HEX = febe10



Darker Green
 RGB = R0, G131, B70
 CMYK = C95.29, M26.67, Y100, K5.49
 HEX = 008346

CENTURI ACCENT COLORS



Silver
 C0, M0, Y0, K53
 R141, G144, B147
 Hex #8D9093



Charcoal
 C0, M0, Y0, K75
 R84, G88, B90
 Hex #54585a



Sea Blue
 C89, M47, Y25, K4
 R0, G115, B152
 Hex #007398



Sea Blue Dark
 C100, M47, Y25, K50
 R0, G67, B95
 Hex #00425e



Safety Green
 C29, M1, Y100, K0
 R196, G214, B0
 Hex #c4d600



Safety Orange
 C0, M74, Y98, K0
 R255, G103, B31
 Hex #ff671f



Safety Red
 C12, M100, Y92, K3
 R200, G16, B46
 Hex #c8102e



Safety Yellow
 C5, M22, Y100, K0
 R245, G196, B0
 Hex #F1C400

Centuri Design Elements

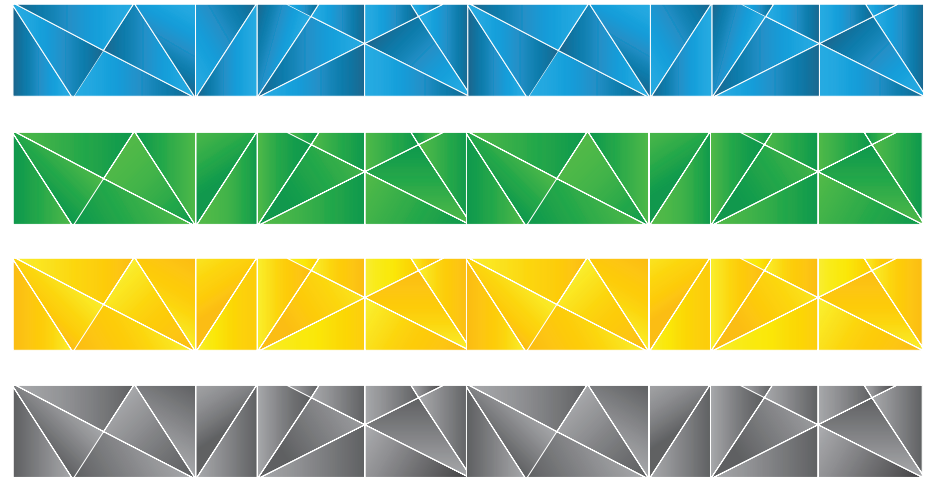
FRACTAL PATTERN

The Centuri fractal pattern can be used to add a bold and consistent accent.

The patterns have been created to complement designs and should be used in a **subtle manner**.

The colors may also be screened, multiplied, or overlayed over images for subtle effect.

The Centuri fractal pattern should always be reproduced in a flat design with no drop shadows, embossing, or other similar effects. Only scale the pattern proportionally and do not distort the shape of the triangles or the patterns.



CENTURI FRACTAL PATTERNS

HEXAGON SHAPE

The hexagon shape can be used to add an interest and consistency.

Shapes should be used in a subtle, random manner and can be a mix of outline and filled patterns, with differing sizes.

The pattern should always be reproduced in a flat design with no drop shadows, embossing, or other similar effects.

The outline stroke should never be less than 1/2 point, and when scaling proportionally, be sure to select the option to scale strokes and effects.

The hexagon shape can either be outlined in a solid color or contain a photo. Colors used must be from the Centuri color palette.



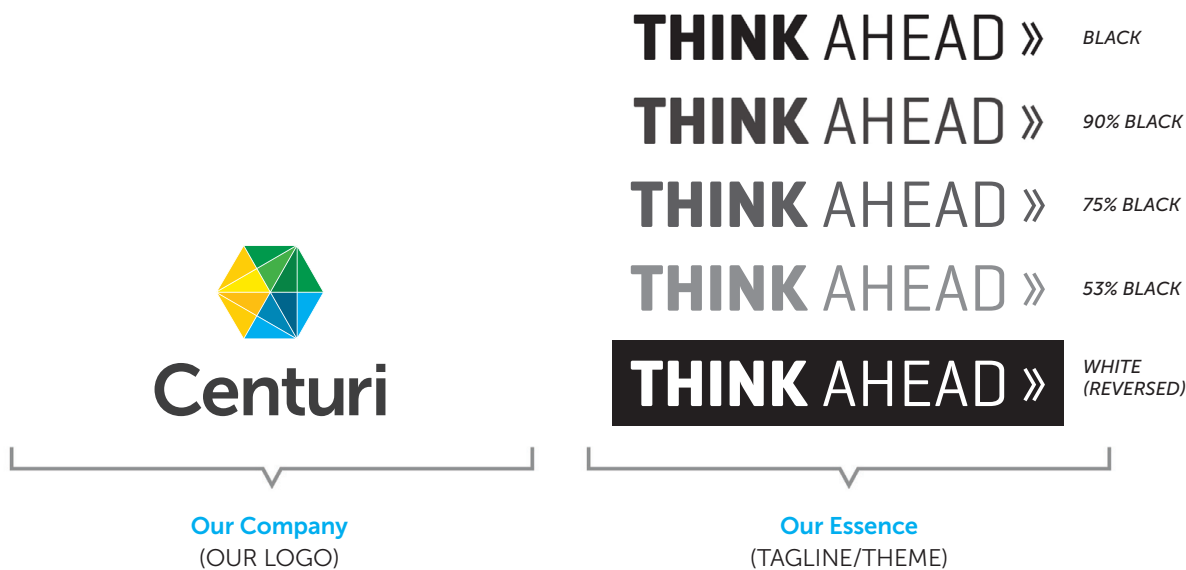
Theme Components

THINK AHEAD

The Centuri tagline: THINK AHEAD, is a concise statement of our company's essence. It is the culmination of our mission, our vision and every value and promise we make to our company and customers into one simple statement.

THINK AHEAD tagline can be used alone, or in conjunction with the Centuri logo, but it does not replace the primary logo. It should always play a supporting role.

It is preferred that the tagline be reproduced in the the variations of black shown below, or reversed out to white.



SAFETY AND QUALITY

We created our Safety and Quality triangles as a reminder to our team, our customers and the communities that we serve, of the importance that we place on these values.

The Safety and Quality labels should always appear together, and reproduced in the colors shown below. They should be placed on the side of helmets, vehicles and heavy equipment.

For specific label application details and placement for vehicles and equipment, please refer to the Vehicle Decal Guide and Order Form.



Safety Orange
C0, M74, Y98, K0
R255, G103, B31
Hex #ff671f

Safety Yellow
C5, M22, Y100, K0
R245, G196, B0
Hex #F1C400

Centuri Grey
RGB = R65, G64, B66
CMYK = C0, M0, Y0, K90
HEX = 414042

DO NOT ALTER THE COLORS OF THE SAFETY AND QUALITY TRIANGLES, AND DO NOT SEPARATE THEM.

Theme Components

SUSTAINABILITY FRAMEWORK

The Sustainability Framework contains our guiding principles. These six facets guide how we treat our customers, our colleagues, and the communities where we live and work every day.

This graphic contains the six elements of our guiding principles, and use colors from our primary and secondary color palettes.

The “flower” design must be kept together, and not broken apart. The Think Ahead graphic appears in the middle, and is part of the design.



SAFETY IS WHAT WE STAND FOR.
QUALITY IS WHAT WE LEAVE BEHIND.
EMPLOYEES ARE OUR LIFEBLOOD.

COMMUNITY IS WHO WE SERVE.
ECONOMY IS A LONG-TERM INVESTMENT.
ENVIRONMENT IS OUR HOME.

Safety Orange
C0, M74, Y98, K0
R255, G103, B31
Hex #ff671f

Safety Yellow
C5, M22, Y100, K0
R245, G196, B0
Hex #F1C400

Safety Green
C29, M1, Y100, K0
R196, G214, B0
Hex #c4d600

Charcoal
C0, M0, Y0, K75
R84, G88, B90
Hex #54585a

Black
RGB = R0, G0, B0
CMYK = C0, M0, Y0, K100
HEX = 000000

Safety Red
C12, M100, Y92, K3
R200, G16, B46
Hex #c8102e

Typography

To help provide a consistent, unified look in Centuri's use of typography for print or web, Museo Sans and Geogrotesque fonts should be used in all business communications when possible.

Museo Sans can be used with headlines, the recommended weights for headlines are 900

or 700. Headlines can be mixed in weights for emphasis when appropriate.

Geogrotesque is the font of our Theme Components: Think Ahead, Safety and Quality Triangles, and Think SAFE. Geogrotesque can be used as a sub-head font, or body copy. Italics can be used for emphasis when appropriate.

Please do not use small caps at any time.

*Recommended MS Office alternative fonts should only to be used in MSOffice applications when Museo Sans and Geogrotesque fonts are not available.

HEADLINES | Museo Sans

Museo Sans 900
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmnopqrstu**vwxyz**
1234567890!@£\$%^&*()_+|

Museo Sans 700
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmnopqrstu**vwxyz**
1234567890!@£\$%^&*()_+|

Museo Sans 500
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmnopqrstu**vwxyz**
1234567890!@£\$%^&*()_+|

Museo Sans 300
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmnopqrstu**vwxyz**
1234567890!@£\$%^&*()_+|

Museo Sans 100
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmnopqrstu**vwxyz**
1234567890!@£\$%^&*()_+|

Museo Sans 900 Italic
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmnopqrstu**vwxyz**
1234567890!@£\$%^&*()_+|

Museo Sans 700 Italic
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmnopqrstu**vwxyz**
1234567890!@£\$%^&*()_+|

Museo Sans 500 Italic
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmnopqrstu**vwxyz**
1234567890!@£\$%^&*()_+|

Museo Sans 300 Italic
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmnopqrstu**vwxyz**
1234567890!@£\$%^&*()_+|

Museo Sans 100 Italic
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmnopqrstu**vwxyz**
1234567890!@£\$%^&*()_+|

BODY TEXT | Geogrotesque

Geogrotesque Bold
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmnopqrstu**vwxyz**
1234567890!@£\$%^&*()_+|

Geogrotesque Semibold
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmnopqrstu**vwxyz**
1234567890!@£\$%^&*()_+|

Geogrotesque Medium
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmnopqrstu**vwxyz**
1234567890!@£\$%^&*()_+|

Geogrotesque Regular
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmnopqrstu**vwxyz**
1234567890!@£\$%^&*()_+|

Geogrotesque Light
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmnopqrstu**vwxyz**
1234567890!@£\$%^&*()_+|

MS OFFICE ALTERNATIVES*

ARIAL BLACK (HEADLINES)
ABCDEFGHIJKLMNOPQRSTUVWXYZ****
abcdefghijklmnopqrstu**vwxyz**
1234567890!@£\$%^&*()_+|

ARIAL BOLD (SUBHEADS/HEADLINES)
ABCDEFGHIJKLMNOPQRSTUVWXYZ****
abcdefghijklmnopqrstu**vwxyz**
1234567890!@£\$%^&*()_+|

CALIBRI (BODY TEXT, DOCUMENTS)
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmnopqrstu**vwxyz**
1234567890!@£\$%^&*()_+|

ARIAL REGULAR (CALL-OUTS)
ABCDEFGHIJKLMNOPQRSTUVWXYZ****
abcdefghijklmnopqrstu**vwxyz**
1234567890!@£\$%^&*()_+|

TYPOGRAPHY EXAMPLES

Below is an example of correctly applying recommended typography standards. The standards are not absolute, but are recommended as a guideline to ensure that the look and feel for Centuri is consistent in design style across all applications.

Text kerning should be -5 to -10. Line spacing should be at least 3 points for smaller text sizes. Line spacing in headlines tighter.

Headlines
Museo Sans 900

Trusted Brands Working Together

SubHeads
Museo Sans 500
Can have accent color

Centuri Group, Inc. is a nationally recognized leader in diversified utility infrastructure services, with over 50 years of experience in building energy–distribution systems across North America.

Body Text
Geogrotesque Regular

Atemque veniscit repersperum rem nis eniminis et officit lautam volupta turerit as ducilignis vel illiqui doluptate ius exerferorem. Nihicium ipsam num sinvend elluptatis el mo officiis alicimusaero odis et fugit veriate enducie turemos il maio que ex eiuntempore iderum fugiam doluptata sendias pellaut verum quis eariand itatus ut quundam faccatur? Qui quis eatur sus solent.

Saperia etur mincipit quam doluptur? Agnis rehent volupid endipsam, sim aliquis asitat. Cum consequodio tectae num que di con eicaeprovit harchil idenditisto dentis dolum aut alibus volupturitas eatiunt essum a qui num ut repedit laciumquo et lignatur, simi, sitassunt quiaspellore elibus moditat umquissequo explatqui renduntur?

Call Out
Geogrotesque Light
Can have accent color

“Centuri companies work together to provide 360° of service coverage. That’s how we have the Energy to Serve.”

TYPOGRAPHY EXAMPLES

Style 2

Headlines
Geogrotesque
Semibold
[kerning -10]

Trusted Brands Working Together

SubHeads
Geogrotesque
Medium

Centuri Group, Inc. is a nationally recognized leader in diversified utility infrastructure services, with over 50 years of experience in building energy-distribution systems across North America.

Body Text
Museo Sans 300
(3 point leading)

Atemque veniscit repersperum rem nis eniminis et officit lautam volupta turerit as ducilignis vel illiqui doluptate ius exerferorem. Nihicium ipsam num sinvend elluptatis el mo officiiis alicimusaero odis et fugit veriate enducie turemos il maio que ex eiuntempore iderum fugiam doluptata sendias pellaut verum quis eariand itatus ut quundam faccatur?

Saperia etur mincipit quam doluptur? Agnis rehent volupid endipsam, sim aliquis asitat. Cum consequodio tectae num que di con eicaeprovit harchil idenditisto dentis dolum aut alibus volupturitas eatiunt essum a qui num ut repedit laciumquo et lignatur, simi, sitassunt quiaspellore elibus moditat umquissequo explatqui renduntur?

Call Out
Museo Sans 100 or 300

“Centuri companies work together to provide 360° of service coverage. That’s how we have the Energy to Serve.”

E-Mail Signatures

All Centuri Companies' personnel should have a consistent email signature. A signature template has been designed for easy import into your email application.

Below is an example of how your email signature will look. Do not adjust spacing, color, font size, or links once you have placed the file into your email application.

The full instructions and links to create an email signature for Outlook can be found on CORE.

Follow the link to the page [HERE](#).

If you have trouble creating your email signature, please reach out to MarketingMailbox@Centuri.com

Name: Arial (bold)

9pt type / 11pt leading

Title: Arial (regular)

9pt type / 11pt leading

E-mail address:

Arial *italic*

9pt type / 11pt leading

Phone & Number:

Phone: **Arial Bold**, Regular

9pt type / 11pt leading

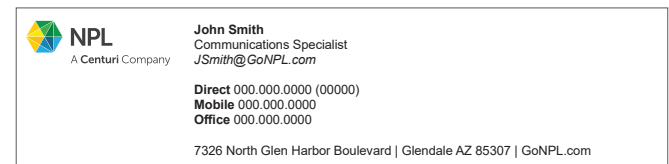
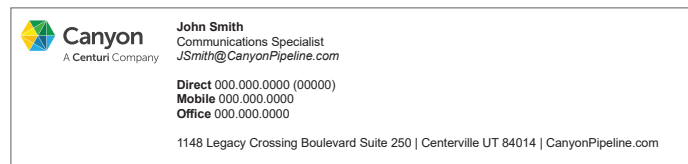
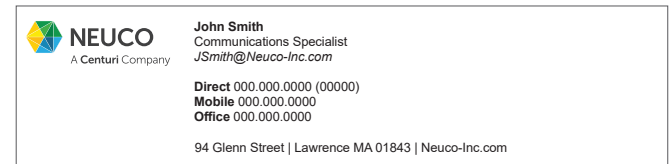
Address:

Arial Regular

9pt type / 11pt leading

SAMPLES

Your finished signature should look similar to these examples:



All Centuri operating companies have their own page to create their signature block, and will retain operating company email addresses.

All fonts should have the text color in black.

Presentations

Several branded PowerPoint slide templates have been created for your use. A variety of layout options are provided to allow flexibility in your slide presentations, while maintaining a consistent brand identity.

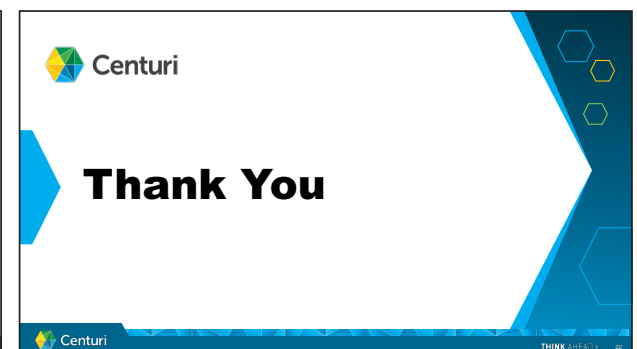
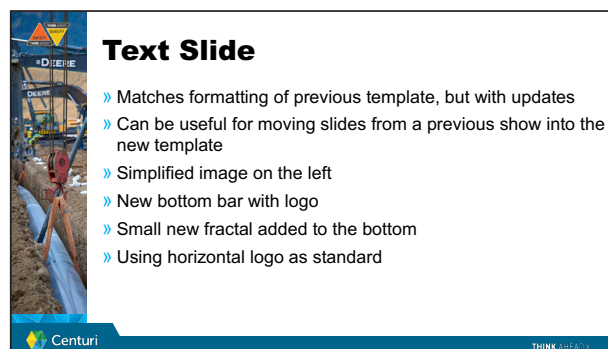
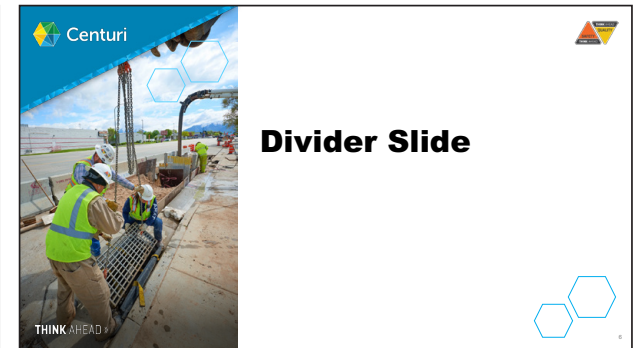
The templates are available on CORE, follow the link to the page [HERE](#).

If you cannot access the hyperlink, please visit CORE, select the Department "Marketing & Business Development", then "Branding Resources". Under the header "Stationery And Templates", Open the folder "PowerPoint Templates", and **download a copy of the template**.

POWERPOINT TIPS:

- Use templates provided, in 16:9, wide format.
- Keep your slides simple. Avoid animations or fancy transitions.
- Use branded colors, art and imagery.
- Use Arial Black (headlines) and Arial Regular (body) fonts as directed in templates.
- Use image slides and divider slides for topic transitions to create visual variation.
- Be consistent in your design throughout your presentation.

A separate PowerPoint template has been created for each Centuri Operating Company, available on CORE for download, or reach out to: MarketingMailbox@Centuri.com



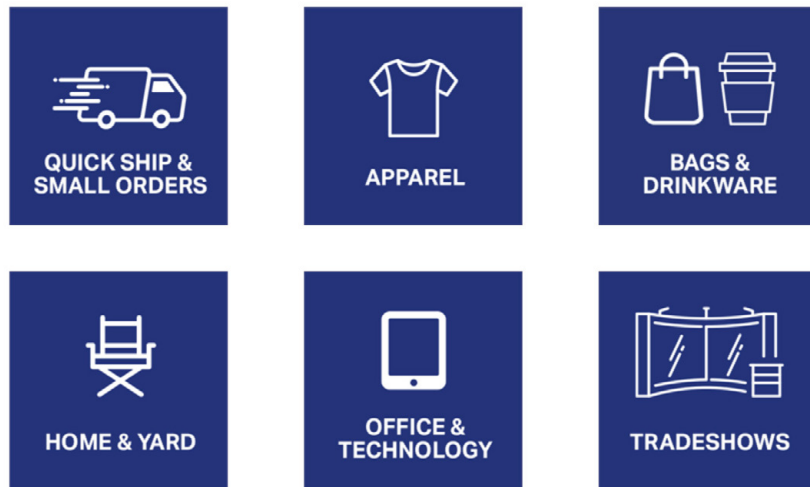
NOTE: Text sizes are for PowerPoint presentations only. Regular text documents should have text in point sizes of 9-12 point in the body copy.

Logo Merchandise

Centuri and all Operating Companies can order logo merchandise at CenturiTeamShop.com.

This one-stop shop has items such as notepads, mugs, drinkware, apparel, and other items, and can be ordered by any employee. If an item is needed that is not shown on the website, a wide variety of products are available through special order*.

Item categories include:



Samples:



*See CenturiTeamShop.com for details.

BRANDING RESOURCES

ARTWORK / LOGO USAGE / TEMPLATES

All artwork produced to promote Centuri or any of our business units must be approved by Centuri's Business Development office.

This step is necessary to ensure that our brand standards are being applied correctly and consistently within our guidelines.

Branded templates for electronic letterhead in Word, PowerPoint, and a Media Gallery of approved images can be found on CORE.

To Access Branding Resources

From the main page on CORE, choose "Departments", select "Business Development, Marketing, ESG". In the *Quick Links* section on the right, choose *Branding Resources*. Scroll down to see the *Stationery and Templates* folders.

These folders have different resources including PowerPoint templates, digital letterhead, and more. See the *Quick Links* on the upper right for more options, including the Media Gallery, to find company photos. Please be sure to follow the DOWNLOAD instructions for the assets.

Branding Resources on CORE [HERE](#).

QUESTIONS?

If you have any questions about these standards or need clarification and direction for special usages, contact Centuri's Business Development office at:

MarketingMailbox@NextCenturi.com

STEPS FOR APPROVAL :

- 1 Compose an email to:
MarketingMailbox@NextCenturi.com
- 2 Email subject line should read:
"Centuri Marketing Request"
- 3 Body of email must include the following:
 - Description of item needed
 - Date needed
 - Name and contact information of person managing or producing the project
 - Any supporting documents

The Business Development office will respond to your request as quickly as possible during regular business hours.



THINK AHEAD »