

2 BRAND IDENTITY

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INTRODUCTION

The recognition and perception of the ESB brand is highly influenced by its visual presentation.

The outward expression of the ESB (including its name, trademark, communications, and visual appearance) is brand identity. It reflects how we want our target audiences e.g. customers, stakeholders and staff to perceive our brand – and by extension the branded company, organisation, products and service.

ESB brand identity is fundamental to audience recognition and symbolises the brand's differentiation from competitors.

This is in contrast to the brand image, which is our audience's mental picture of our brand.



2. BRAND IDENTITY

2.1 ESB BRANDMARK

HERITAGE AND CONTINUITY

This is a fresh and contemporary brandmark building on the heritage of the previous version by retaining the blue lozenge shape and the connected letters.

The addition of shading to the background and in the letters is a reference to ESB's journey from the past, into the present and towards an exciting future.

CONNECTED ENERGY AND UNITY

The blend of blues and the dimensional letters bring a new energy to the brandmark.

The natural dynamic flow of the letters illustrates connectivity and shows ESB as a more unified and agile organisation.



Energy for
generations

*PLEASE NOTE

For regulatory reasons, ESB Networks are not permitted to use the "Energy for generations" strapline

2.2 APPLYING THE BRANDMARK

1 MAIN BRANDMARKS

The brandmark with the strapline “Energy for generations” should be used on all communications. **Using the version without the strapline is an exception** that will only be allowed by contacting ESB’s Corporate Communications and Public Affairs Department.

2 CLEARANCE SPACE

Ensure that the brandmark is always clear of other graphic elements such as text or a distracting photographic image by applying the minimum clearance space, equal to the height of the ‘E’ in the brandmark.

3 MINIMUM SIZE

The brandmark should always be legible, clear and reproduced to the highest standards. The recommended minimum size for the brandmark with the strapline is where the brandmark shape is 12mm wide.

There will be exceptions to this (e.g. very small items such as pens) which can be assessed on a case by case basis.

4 POSITIVE AND REVERSE VERSIONS

Our brandmark will appear mostly against a white background but a reverse version has been created for use against dark colours.

Ensure that the strapline is clearly visible and avoid placing the brandmark against clashing colours such as red or pink.

5 DO NOT ALTER THE BRANDMARK

Always use the brandmark master artworks as supplied. The brandmark should not be altered under any circumstances.

1



ESB brandmark with strapline
(Preferred version)



ESB brandmark without strapline
(Exceptional usage only)

2



Clearance space guide



Clearance space guide

3



Minimum size with strapline

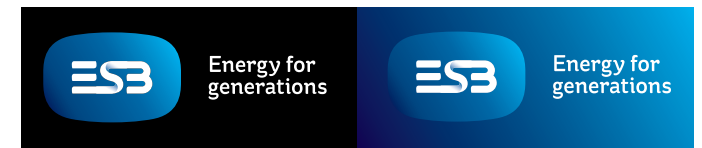


Minimum size without strapline

4



Positive brandmark on light colours



Reverse brandmark on dark colours

5



Don't re-type the strapline



Don't make the lozenge white



Don't change colours



Don't change proportions

2.3 SPECIAL USAGE VERSIONS OF THE BRANDMARK

SPECIFIC PRINT FORMAT VERSIONS

There will be occasions when the full colour print brandmark is not applicable.

This includes certain print colour restrictions or the physical environment and materials in which the brandmark must be produced.

1 Single colour print

These versions have shading in the letters but the background lozenge shape uses a flat colour.

2 Linear

These have a cut in the 'S' to replicate the shading. Only use these versions if replication of the shading in the letters is not possible.

ALTERNATIVE STRAPLINE VERSIONS FOR OCCASIONAL USAGE

Sometimes a particular format requires the use of an alternative brandmark version where the strapline has been locked up differently.

3 Stacked strapline

This is used to help improve the brandmark's visual presence on restricted width applications such as narrow pull-up banners, social media icons or TV endframes.

4 Single line strapline

This version will only be used on items where the standard strapline would be too small on two lines, e.g. on a pen.

1



Energy for generations

Single colour: Pantone 3005
When only 1 colour print is available.



Energy for generations

Single colour: Black
When only black print is available.

2



Energy for generations

Non print materials: Linear
For use on non-print materials (vinyl, laser etching, embroidered clothing).



Example
Effect of frosting on glass.



Energy for generations

Non print materials: Linear keyline
For use – always in white* – on non-print materials with dark backgrounds (vinyl, laser etching, embroidered clothing).
*Note that files are provided in black.



Energy for generations



Energy for generations

Example
Effect of frosting on glass.

3



Energy for generations

Stacked strapline
For very narrow vertical formats.



Example
Pull-up banner.

4



Energy for generations

Single line strapline
For very narrow horizontal formats.



Example
Promotional pen.

2.4 ESB NETWORKS BRANDMARK

OUR SUB-BRANDS

Our two sub-brands, ESB Networks and ESB International have their own brandmarks.

The application of a sub-brand brandmark follows the same basic rules as the main ESB brandmark shown in this guide.

1 STACKED VERSION

This is used to help improve the brandmark's visual presence on restricted width applications such as narrow pull-up banners, Social media icons or TV endframes.

2 STRAPLINE

There is no strapline lock-up version for the ESB Networks brandmark. However the strapline (*which is "Serving all electricity customers" and not Energy for generations*) can be typeset and aligned as shown:

- Typeset in St Ryde Medium and ESB Corporate Blue
- Type size is based on the above alignment but as a guide, the strapline is 10pt on an A4 page
- The baseline of the strapline aligns with the baseline of the word NETWORKS
- The top of the S (of Serving) aligns with top of crossbar in the B (of ESB)



ESB Networks brandmark



Reverse brandmark on dark colours

1



Stacked
Only for use on restricted width applications such as narrow banners, Social media, TV endframes etc.



Clearance space guide



12mm

Minimum size



Single colour: Pantone 3005
When only 1 colour print is available.



Single colour: Black
When only black print is available.



Non print materials: Linear
For use on non-print materials (vinyl, laser etching, embroidered clothing).

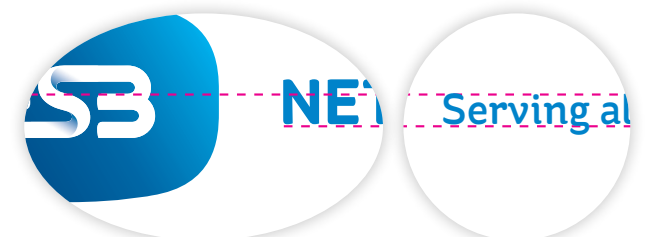


Non print materials: Linear keyline
For use, (always in white*) on non-print materials with dark backgrounds (vinyl, laser etching, embroidered clothing). *Note that files are provided in black.

2



Strapline alignment



2.5 ESB INTERNATIONAL BRANDMARK

OUR SUB-BRANDS

Our two sub-brands, ESB Networks and ESB International have their own brandmarks.

The application of a sub-brand brandmark follows the same basic rules as the main ESB brandmark shown in this guide.

1 STACKED VERSION

This is used to help improve the brandmark's visual presence on restricted width applications such as narrow pull-up banners, Social media icons or TV endframes.

2 STRAPLINE

There is no strapline lock-up version for the ESB International brandmark. However the strapline (*which is Energy for generations*) can be aligned as shown:

- Typeset in St Ryde Medium and ESB Corporate Blue
- Type size is based on the above alignment but as a guide, the strapline is 10pt on an A4 page
- The baseline of the strapline aligns with the baseline of the word INTERNATIONAL
- The top of the E (of Energy) aligns with top of crossbar in the B (of ESB)



ESB International brandmark



Reverse brandmark on dark colours

1



INTERNATIONAL

Stacked
Only for use on restricted width applications such as narrow banners, Social media, TV endframes etc



Clearance space guide



Minimum size



Single colour: Pantone 3005
When only 1 colour print is available



Single colour: Black
When only black print is available

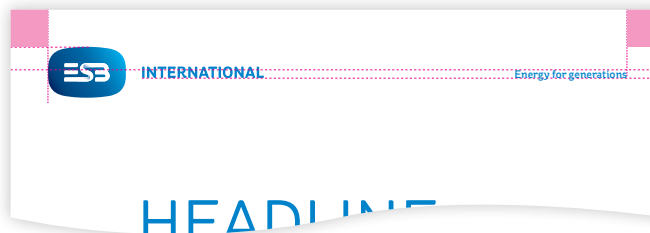


Non print materials: Linear
For use on non-print materials (vinyl, laser etching, embroidered clothing).

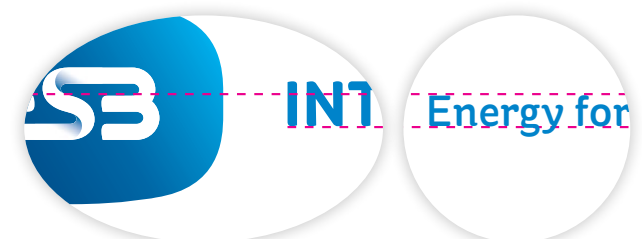


Non print materials: Linear keyline
For use (always in white*) on non-print materials with dark backgrounds (vinyl, laser etching, embroidered clothing). *Note that files are provided in black.

2



Strapline alignment



2.6 THE ENERGY WAVE

OUR ENERGY WAVE

The Energy Wave is an integral part of our design system and gives us an ownable and unique visual element to help make our communications consistent and recognisable.

Its shape and treatment help represent:

- Energy and momentum through its shape and dimensional shading
- The journey of ESB from its past to present and into the future
- The unified range of ESB services
- Sustainable energy sources through the colours (blue, green and yellow)

TWO VERSIONS OF THE ENERGY WAVE

Due to the requirements of various sizes and formats there are two versions of the Energy Wave (see opposite).

These are the only versions to be used and have been created as master artworks for use across print and digital media.

CREATING A SINGLE COLOUR WAVE

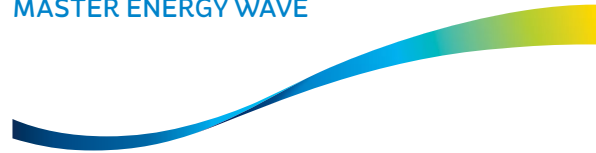
A Single Colour Wave can be created by using the **White Mask Wave** (which is part of the master artworks). It is primarily intended for use on document covers and templates for **internal audiences only**. It can be used on internal spreads of customer facing communications. Please see Section 4.1: Internal Communications for full details.

***PLEASE NOTE**

Do not flip the Energy Wave to create a longer graphic



MASTER ENERGY WAVE



This is the **preferred version** to be used as often as possible, and is suitable for:

- Most print formats (portrait and landscape)
- Environments
- Vehicle livery
- Certain online/digital



SHALLOW ENERGY WAVE

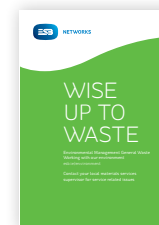


This is the **secondary version** for use on specific (often landscape) formats such as:

- Online/digital where vertical space is limited
- Wide exhibition stands
- Certain advertising formats
- Items with heavy information content such as signage or information sheets



White Mask Wave
This is used to create a single colour wave and a shallow version can also be created.



For internal audience
Can be used on covers, posters etc in place of full Energy Wave.



For external audience
Only use inside as a graphic shape.

2.7 COLOUR PALETTE

The ESB colour palette includes a new, brighter version of the ESB Corporate Blue and a reduction in the number of colours available to help create a more unified and consistent look and feel.

BRAND COLOUR

This brighter, optimistic blue is the new brand colour of ESB.

SECONDARY COLOURS

With the Corporate Blue, these colours form the core palette to be used in ESB communications.

The Blue Blend will help establish a more unique look and feel.

SUPPORT COLOURS

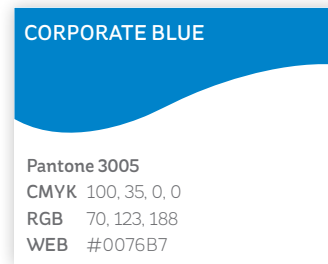
These colours can be used inside documents to add colour and variety to communications. They can also feature in charts and information graphics.

WHITE SPACE

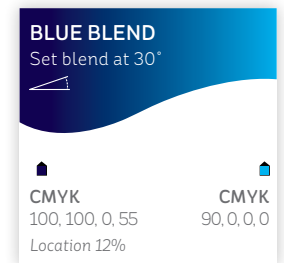
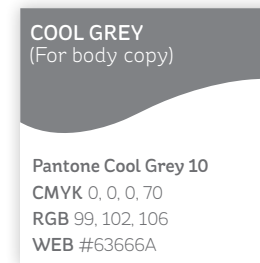
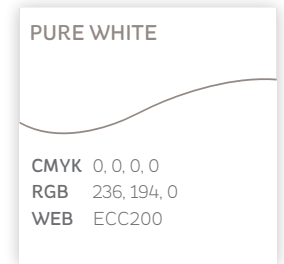
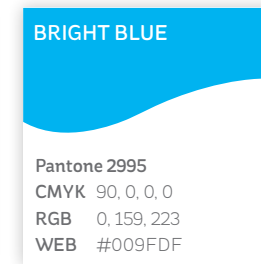
Our communications should feature white space as part of the colour palette. On covers, the design system deliberately creates an area of white for the brandmark and headlines. See Section 3.4, Design and Layout Options.

***PLEASE NOTE**

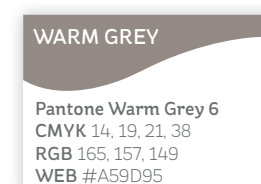
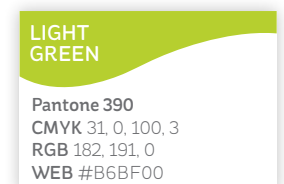
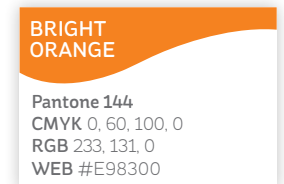
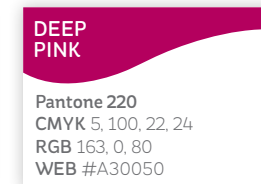
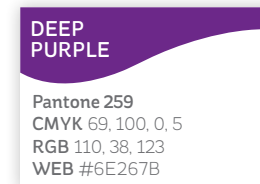
The colour palette has been built in to our **PowerPoint templates** and details of it can be found in Section 4. (Slight adjustments were made to the Corporate Blue to improve legibility when using projectors.)



Brand Colour



Secondary colours



Support colours

2.8 TYPOGRAPHY

Our choice of typefaces are a reflection of our brand and our personality. Good typography also aids clear, distinctive and memorable communication. Here is a guide on when and where to use our chosen typefaces.

1 SIGNATURE TYPEFACE (FOR PRINT)

St Ryde is to be used for:

- Headlines (in all caps)
- Subheadings
- Feature text such as introductory paragraphs

It was used to craft the ESB strapline “Energy for generations” as well as the ESB Networks and ESB International brandmarks.

2 SECONDARY TYPEFACE (FOR PRINT)

Akzidenz-Grotesk is to be used for large sections of bodycopy and is especially suitable for financial figures.

3 DIGITAL TYPEFACE (FOR SCREEN)

Arial is to be used on *internally produced* communications such as Microsoft Word® and PowerPoint® presentations.

It is also to be used online as a **web safe** typeface.

1 Signature print typeface

St Ryde
for HEADLINES,
subheads and
feature text

*PLEASE NOTE

The standard setting of St Ryde uses misaligned numbers. This creates ‘drop’ numbers so **please set numbers to all-caps** to control their alignment, especially where numbers are prominent.

Preferred weights

LIGHT & LIGHT ITALIC
AaBbCcDdEeFf 1234567890.,/?!@€%&*()

REGULAR & ITALIC
AaBbCcDdEeFf 1234567890.,/?!@€%&*()

MEDIUM & MEDIUM ITALIC
AaBbCcDdEeFf 1234567890.,/?!@€%&*()

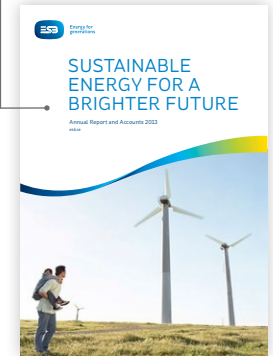
Avoid using non-aligned numerals:

123456789 (St Ryde Plain) ❌

Instead use aligned numerals:

123456789 (St Ryde Caps) ✅

Example



2 Secondary print typeface

**Akzidenz
Grotesk**
for Bodycopy

Preferred weights

LIGHT
AaBbCcDdEeFf 1234567890.,/?!@%&*()

REGULAR & ITALIC
AaBbCcDdEeFf 1234567890.,/?!@%&*()

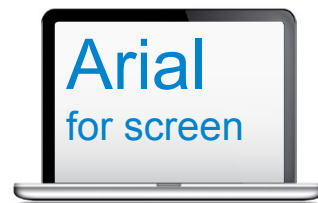
MEDIUM & MEDIUM ITALIC
AaBbCcDdEeFf 1234567890.,/?!@%&*()

BOLD & BOLD ITALIC
AaBbCcDdEeFf 1234567890.,/?!@%&*()

Example



3 Digital typeface



Preferred weights

REGULAR & ITALIC
AaBbCcDdEeFf 1234567890.,/?!@%&*()

BOLD & BOLD ITALIC
AaBbCcDdEeFf 1234567890.,/?!@%&*()

Example



2.8 TYPOGRAPHY

THE ROLE OF ST RYDE AS A BRAND ELEMENT

St Ryde is our signature brand typeface and has an important role to play in our design system. It will be a key recognisable element and should be used for all high level information.

St Ryde has a significant role to play in:

- Signifying a business unit such as E Cars or Telecoms
- Titling on all document covers and forms
- Title sponsorship branding
- Online text when it can appear as an image (headlines, buttons etc)
- Any feature text for brochures, signage, advertising and specific messages on vehicles



IS GREEN
 ecars Your electric vehicle guide
 esb.ie/ecars

Signifying a business unit and document title



Business Service Centre
 NEWS UPDATE

Business unit on internal e-mail news update



At the forefront of innovative energy change

Website headline text



ESB LIVE 2013

Title sponsorship



CLICK HERE

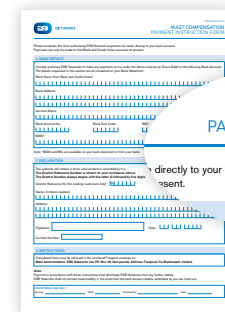
Online click through buttons



Featured text in brochures

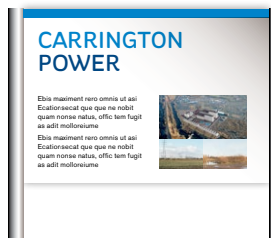
FRONT END PROJECT DEVELOPMENT
 ESB International has the expertise and knowledge to make our client's vision a reality

Type only branding (Power station development)



MAST COMPENSATION PAYMENT INSTRUCTION FORM

Titling on customer forms



ELECTRIC VEHICLE

Signifying an electric vehicle

2.9 TONE OF VOICE

OVERVIEW

The way we communicate about ourselves gives people an idea of who we are and what we stand for. So when we write as ESB our words represent the company to our audience.

That means not just getting the basics right, such as using correct grammar and avoiding slang or colloquial phrases. We also need to be able to communicate what makes us distinctive. We have a vision, a set of values, and a personality that sets us apart from any other company.

Because we all share this vision we can speak from the heart as well as the head. We can communicate more effectively, because we care about the message.

ESB ENERGY FOR GENERATIONS

ESB has a unique role to play across the generations. Our decisions and actions are as important for the decades to come as for today. We have a vital responsibility to future generations to make the best possible choices in building a sustainable energy.

We take this direction not because we have to, but because we want to. We're not followers, we are pioneers. We have the courage to invest and take difficult decisions today, in order to fulfill our mission of a low carbon world tomorrow.

We take personal responsibility because we understand ESB's role in all our futures. Our communications need to show that we are aware of this responsibility and that the task is safe in our hands.

OUR VALUES SHAPE THE WAY WE COMMUNICATE

The way we speak and write is always underpinned by our values (FIRST):

- 1 For safety
- 2 Integrity and respect
- 3 Reliable and competitive service
- 4 Sustainable innovation
- 5 Teamwork

OUR THREE KEY TONE OF VOICE CHARACTERISTICS

THESE ARE LINKED TO OUR BRAND ATTRIBUTES, (HOW WE WANT TO BE PERCEIVED)

1 WE ARE CONSISTENT BECAUSE WE HAVE ONE, UNITED VOICE

Relevant values:

Teamwork / Integrity and respect

2 WE ARE EXPERT BECAUSE WE ARE WISE AND FORWARD LOOKING

Relevant values:

Integrity and respect / Sustainable innovation

3 WE ARE ADVANTAGEOUS BECAUSE WE BRING A CLEAR BENEFIT TO OUR CUSTOMERS

Relevant values:

Reliable and competitive service / Sustainable innovation / Safety

2.9 TONE OF VOICE CHARACTERISTICS

1 WE ARE CONSISTENT BECAUSE WE HAVE ONE, UNITED VOICE

ESB is a single, integrated organisation. Our vision of a sustainable future helps us behave consistently over a period of time. We have a balanced point of view as both a generator and a provider of electricity, which means we are able to see the whole picture.

CONSISTENCY MEANS...

Speaking with one, united voice

We speak with one consistent voice, no matter what department or division we operate from. We don't have one point of view as an engineer and another in customer service.

Staying faithful to our reputation

We have a clear point of view because we think carefully before we make any claim and we support it with evidence. We are prepared to be patient and build trust over years and decades, not days and weeks.

Having a clear direction

Behind everything we say there is a sense of purpose and a direction. We are all ESB and we share the same vision.

2 WE ARE EXPERT BECAUSE WE ARE WISE AND FORWARD LOOKING

As one of Ireland's leading centres of excellence in innovation, it's in our nature to be open-minded about new ideas and share them with our customers. We are driven to find new and better solutions. We're excited about the future and our role in helping shape it.

BEING EXPERT MEANS...

We are knowledgeable

We have huge experience to share with our customers. Our customers are keen to benefit from our insights when we present them in an interesting, accessible way.

We have a clearer view

A balanced perspective comes naturally to us because we look at things as a vertically integrated utility.

We speak with confidence

We should always be trying to speak with greater authority because no one has a longer history or wider background in energy than us.

3 WE ARE ADVANTAGEOUS BECAUSE WE BRING A CLEAR BENEFIT TO OUR CUSTOMERS

In our communications there is always an ESB advantage that should be highlighted – whether it's for our customers, for the economy or for future generations.

WE BRING AN ADVANTAGE BECAUSE...

We demonstrate our vision

We know where we're going to. We combine our expertise and insights with a big picture vision of a sustainable future.

We show understanding of real issues

We always strive to make our solutions relevant and appropriate. We put ourselves in the minds of whomever we are talking to and consider their priorities equally with ours.

We are concise and focused

Whatever the purpose of the communication, there is always one key message that deserves priority.

2.9 TONE OF VOICE STYLE PRINCIPLES

The guiding principle that underlies all our communications is that we speak with a **positive and optimistic** tone of voice because fundamentally we believe that 100% sustainability is the right road to be on.

These 8 general principles of style can be applied to all ESB communications.

1 STRAIGHTFORWARD

We are always simple, open and direct. We don't say 'It has come to our attention.' We say 'I' or 'we'.

3 AUDIENCE SPECIFIC

Our potential stakeholder audiences range from individual customers, to businesses, to government ministers. We make sure we answer their priorities before we move on to ours.

5 LISTENING

We know that in order to give the best answers, we have to listen carefully to what our stakeholders say to us.

7 INFORMED

We always support what we say with all the relevant proof points, facts and information. If we offer our opinion, we try to ensure it's always given with reasons and explanations.

2 EVERYDAY LANGUAGE

Every industry has its secret language of technical phrases and buzzwords. But industry jargon is only appropriate if you're talking to someone else in the same industry. We are never more complicated than we need to be.

4 RESPECTFUL

We are open and approachable with our stakeholders but never over-familiar. Our language is a little more formal than we might use in everyday conversation and we don't use abbreviations or colloquialisms.

6 FOCUSED

When we write an ESB headline, we get to the point with a single key message. We never try to say two things at once.

8 FRESH

We've got some great stories to tell with innovative new developments in technology and energy happening all the time. We address each issue individually and we should never sound like we're just delivering an overly prepared speech.

2.9 TONE OF VOICE WRITTEN IN TEXT

It is important to manage and communicate our branding hierarchy in the way we write ESB in text.

Here are two simple principles to follow:

1 MASTER BRAND FIRST

Always build the master brand first when introducing our sub-brands, initiatives, products or services as text.

For example:

Say

'ESB's first wind farm construction project in the UK.'

Not

'ESB Wind Development's construction project'

Say

'Welcome to Telecoms at ESB'

Not

'Welcome to ESB Telecoms'

Say

'ESB is seeking 20 members of the public to test drive electric vehicles'

Not

'ESB ecars is seeking...'

2 DON'T CREATE SUB BRANDS

Describe the business unit or division in relation to ESB.

For example:

Say

'John McSweeney, Head of Innovation at ESB.'

Not

'John McSweeney, Head of ESB Innovation'

Say

'Brendan Barry, from ESB's Ocean Energy division'

Not

'Brendan Barry, from ESB Ocean Energy.'

2.9 TONE OF VOICE EXAMPLES

1 ANNUAL REPORT INTRODUCTION

Before

ABOUT ESB

ESB was established in 1927 as a statutory corporation in the Republic of Ireland under the Electricity (Supply) Act 1927. With a holding of 95%, ESB is majority owned by the Irish Government. The remaining 5% is held by an Employee Share Ownership Trust.

As a strong, diversified, vertically integrated utility, ESB operates right across the electricity market: from generation, through transmission and distribution to supply. In addition, we extract further value at certain points along this chain: supplying gas, using our networks to carry fibre for telecommunications, developing public charging infrastructure and more.

After

ABOUT ESB

ESB is Ireland's foremost energy utility, committed to providing safe, reliable and sustainable electricity to all Irish households and businesses. ESB was established as a statutory corporation in the Republic of Ireland under the Electricity (Supply) Act of 1927.

With a holding of 95%, ESB is majority owned by the Irish Government. The remaining 5% is held by an Employee Share Ownership Trust.

As a strong, diversified vertically integrated utility, **ESB has expertise** right across the electricity market: from generation, through transmission and distribution to supply. In addition, we extract further value at certain points along this chain: supplying gas using our networks to carry fibre for telecommunications, developing public charging infrastructure and more.


WHAT CHANGED?

- Emphasis placed on our tone of voice characteristic of ***We are expert.***
- Emphasis on our values of ***Safety and sustainability.***

2.9 TONE OF VOICE EXAMPLES

2 PRESS RELEASE 1

Before



27 Sráid Mhic Liam Iochtarach, Baile Átha Cliath 2, Éire
Fón +353 1 676 5831

27 Lower Fitzwilliam Street, Dublin 2, Ireland
Phone +353 1 676 5831


esb.ie

Pat O’Doherty, ESB Chief Executive said;
“ESB is delighted to be selected to represent Ireland as a National Champion in the next phase of these awards. It is an honour to be recognised as one of the leading organisations in our country and in our field.

Our strategy positions ESB as Ireland’s foremost energy company competing successfully in the converging Ireland/Great Britain electricity market. We are committed to being competitive across all areas of our business to ensure that we give the best value to our customers.

The European Business Awards is widely recognised as the showcase for Europe’s most dynamic companies and we’re looking forward to the next round of the competition.”

After



27 Sráid Mhic Liam Iochtarach, Baile Átha Cliath 2, Éire
Fón +353 1 676 5831

27 Lower Fitzwilliam Street, Dublin 2, Ireland
Phone +353 1 676 5831

esb.ie

Pat O’Doherty, Chief Executive, ESB said:
“It’s a great honour for ESB to be chosen as a National Champion to represent Ireland in the European Business awards. We believe it’s only by providing the best possible service here at home, that we can hope to expand into markets overseas.

Our strategy is to ensure that ESB remains Ireland’s foremost energy company, able to compete successfully in the converging Ireland/Great Britain electricity market. We are committed to promoting sustainable energy and bringing our customers the best possible standards and value.

These awards are widely recognised as the showcase for Europe’s most dynamic companies and we’re looking forward to flying the flag for Ireland. It is an honour to be recognised as one of the leading organisations in our country and in our field.”

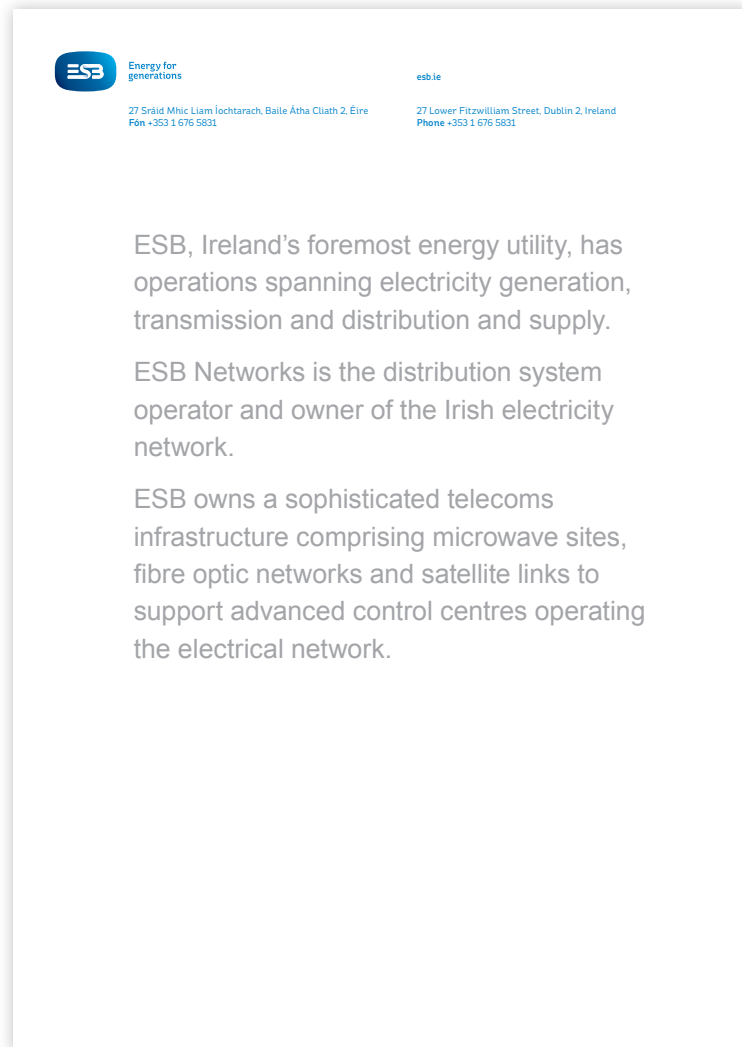
WHAT CHANGED?

- Greater emphasis on pride for representing Ireland, as opposed for pride in representing ESB (to be recognised as *Irish and International*).
- More *customer oriented* - emphasising the need for good service at home first and foremost is more relevant to a domestic customer.

2.9 TONE OF VOICE EXAMPLES

3 PRESS RELEASE

Before



ESB Energy for generations
esb.ie

27 Sráid Mhic Liam Iochtarach, Baile Átha Cliath 2, Éire
Fón +353 1 676 5831

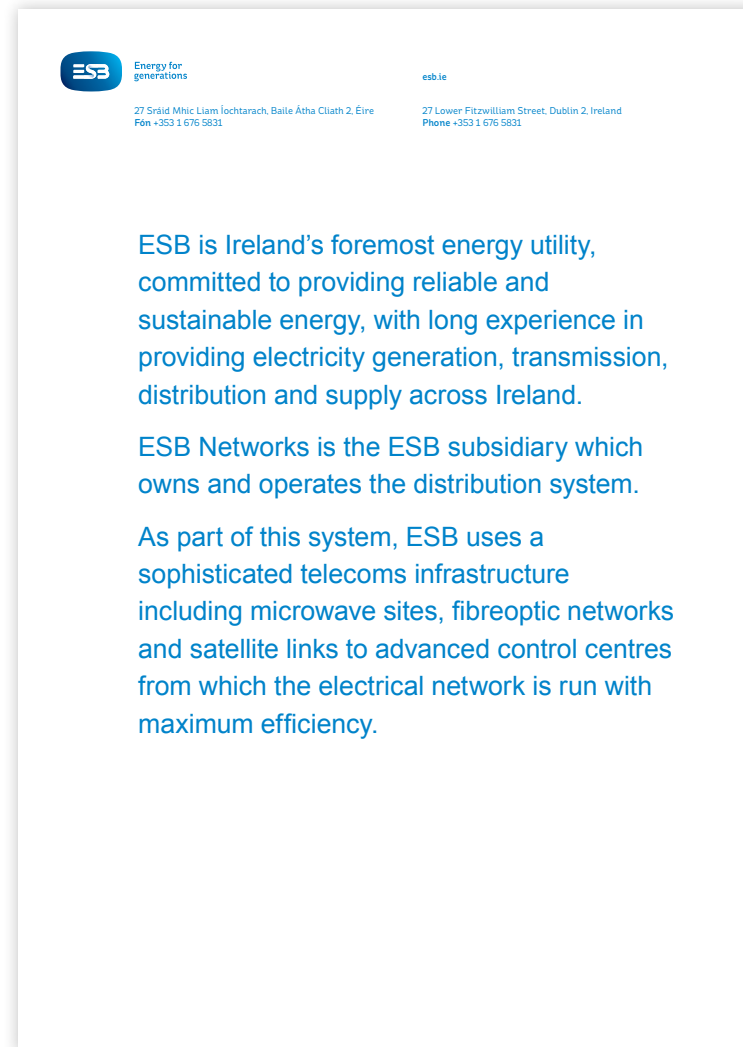
27 Lower Fitzwilliam Street, Dublin 2, Ireland
Phone +353 1 676 5831

ESB, Ireland's foremost energy utility, has operations spanning electricity generation, transmission and distribution and supply.

ESB Networks is the distribution system operator and owner of the Irish electricity network.

ESB owns a sophisticated telecoms infrastructure comprising microwave sites, fibre optic networks and satellite links to support advanced control centres operating the electrical network.

After



ESB Energy for generations
esb.ie

27 Sráid Mhic Liam Iochtarach, Baile Átha Cliath 2, Éire
Fón +353 1 676 5831

27 Lower Fitzwilliam Street, Dublin 2, Ireland
Phone +353 1 676 5831

ESB is Ireland's foremost energy utility, committed to providing reliable and sustainable energy, with long experience in providing electricity generation, transmission, distribution and supply across Ireland.

ESB Networks is the ESB subsidiary which owns and operates the distribution system.

As part of this system, ESB uses a sophisticated telecoms infrastructure including microwave sites, fibreoptic networks and satellite links to advanced control centres from which the electrical network is run with maximum efficiency.

WHAT CHANGED?

- Introduces attributes of experience, expertise.
- More clarity between ESB and ESB Networks.

2.9 TONE OF VOICE EXAMPLES

1 WEBSITE CUSTOMER SERVICE TEXT - ESB NETWORKS

Before

Customer Service

Our Commitment To Customer Service

With a countrywide staff of more than 3,000 people, we always aim to respond to the needs of our customers when delivering our services and to conduct our business with the highest levels of integrity. We strive to provide our services to a high standard of quality and in a timely fashion to meet customers' requirements. In this context, we are committed to making service excellence the hallmark of all aspects of our dealings with you.

After

Customer Service

Our Commitment To Customer Service

With a workforce of 3,000 across the country, we are committed to maintaining a safe, reliable and sustainable energy service for all our customers.

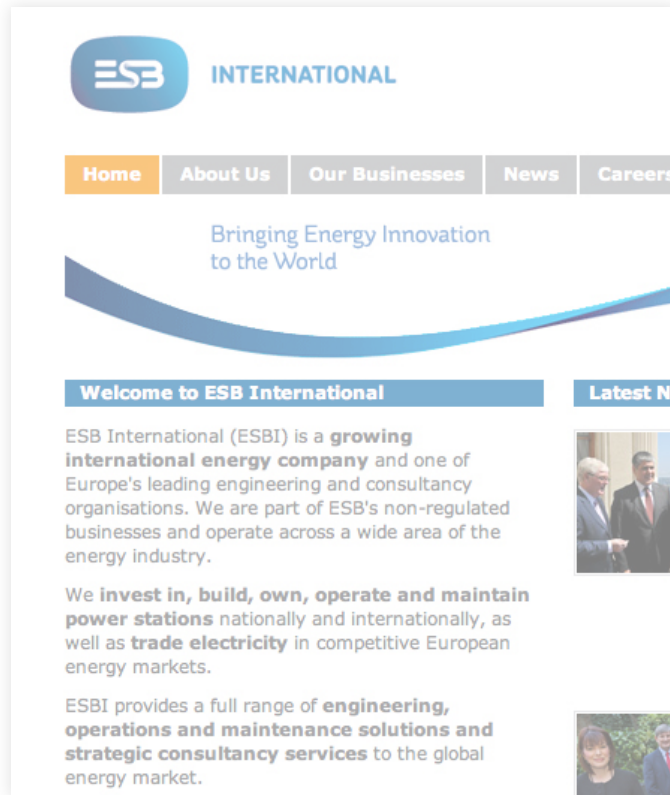
WHAT CHANGED?

- More *customer oriented* - more matter of fact everyday language.
- Introduces attributes of commitment, expertise, and sustainability.

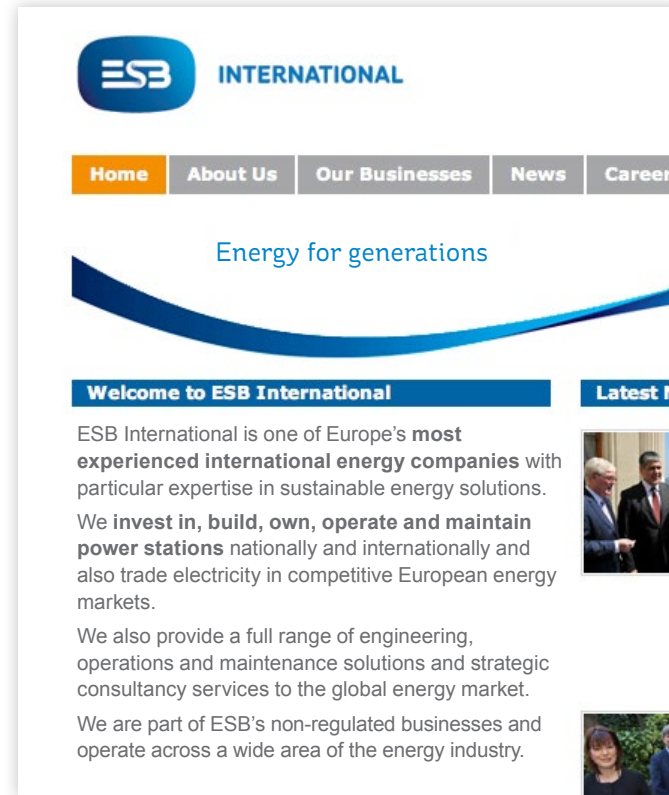
2.9 TONE OF VOICE EXAMPLES

5 WEBSITE INTRODUCTION (ESB INTERNATIONAL)

Before



After



WHAT CHANGED?

- Replacement of abbreviation ESBI with full name.
- Emphasis placed on the characteristic *We are expert.*
- Building brand attributes *Irish and International* and *Modern and Growing.*

2.9 TONE OF VOICE EXAMPLES

6 CSR ADVERT

Before



After



WHAT CHANGED?

- A sense of personal involvement.
- Clearer messaging.
- More optimistic and positive.
- Emphasis placed on the characteristic **We are advantageous** (by bringing a clear benefit to customers).

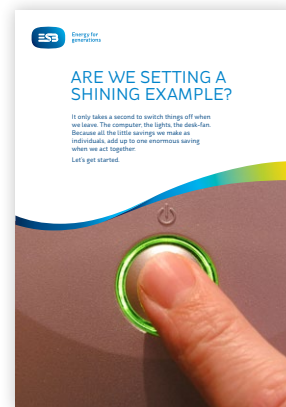
2.9 TONE OF VOICE EXAMPLES

7 INTERNAL STAFF POSTER

Before



After



WHAT CHANGED?

- Building brand attribute *Unified and One*.
- Overall tone is optimistic and positive.

2.9 TONE OF VOICE EXAMPLES

8 RECRUITMENT ADVERT

Before

CAREER OPPORTUNITIES IN ESB

Electrical Apprenticeships in ESB

ESB, Ireland's leading energy company is seeking dynamic people like you to join the company to help us deliver our 2025 Corporate Strategy over the coming years.

ESB Networks carries out the construction and maintenance of the distribution and transmission electricity network in the country. This includes sub stations and the overhead and underground electricity infrastructure that are used to bring electricity to Ireland's 2.3 million domestic, commercial and industrial customers.

We are now seeking applicants for Electrical Apprenticeships. Training will commence in autumn 2013.



After

BE PART OF OUR NEXT GENERATION

Electrical Apprenticeships with ESB

To help us be Ireland's foremost energy company, ESB is seeking dynamic people like you to join the company and help us deliver our mission to bring sustainable and competitive energy solutions to all our customers.

We want you to share in our vision of a sustainable energy future with ESB Networks. You will be part of a team helping in the construction and maintenance of the distribution and transmission electricity network – the backbone of Ireland.

Your responsibilities will include sub stations as well as the overhead and underground electricity infrastructure.

Join ESB Networks and play your part in bringing a better, cleaner energy future to our 2.3 million domestic, commercial and industrial customers.



WHAT CHANGED?

- Less generic and more specific about the organisation you would be joining
- A sense of common purpose (**Unified and One**)
- Emphasis placed on the characteristic **We are expert**
- Optimistic and positive

2.9 TONE OF VOICE EXAMPLES

9 CUSTOMER CONTACT INTRODUCTION (ESB NETWORKS)

Before

ESB Networks Enquiries

ESB Networks, a separate business within ESB Group, is responsible for providing new connections, metering and other customer services associated with the building, operation and maintenance of the electricity network. ESB Networks serves all electricity customers, regardless of their electricity supply company.

If you need to contact us on any matter, the staff at our Networks' Customer Care Centre can deal with all of your networks related queries. For efficiency, please have your MPRN number to hand when you phone us. This is the 11-digit number (e.g. M 10) printed on the bill you receive from your electricity supplier.

After

SERVING ALL ELECTRICITY CUSTOMERS

The key responsibility of ESB Networks is to enable a safe, reliable energy supply through the building, operation and maintenance of the electricity network. You will most often come across us when we install and read your electricity meter, and we will also be on hand if you need a new connection.

ESB Networks is a separate business within ESB serving the whole country, regardless of your chosen electricity supplier.

WHAT CHANGED?

- Less bureaucratic and box-ticking – more personal and relevant.
- Talking to the customer, not to ourselves (**Customer Oriented**)
- Helpful, accessible, yet also confident and informative
- **Unified and One** – we will help you find the right part of the Group to talk to

2.9 TONE OF VOICE EXAMPLES

10 ESB NETWORKS SAFETY PRESS ADVERT

Before

WATCH OUT FOR OVERHEAD ELECTRICITY POWER LINES

Making contact with overhead wires or even coming close puts you at serious risk of injury or death from electrocution.

So look up and look out – take extra care

Whenever you are involved in USING MACHINERY on the FARM or on the ROADS.

SILAGE AND GRAIN HARVESTERS • TRACTORS WITH FRONT LOADERS • SPREADING SLURRY • TRAILERS WITH HIGH LOADS

In case of emergency, call 1850 372 999.

www.esb.ie/esbnetworks

ESB NETWORKS

WATCH OUT FOR OVERHEAD ELECTRICITY POWER LINES

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In case of emergency, call 1850 372 999.

www.esb.ie/esbnetworks

After

WATCH OUT FOR OVERHEAD ELECTRICITY POWER LINES

Do you have overhead power lines crossing your land or the roads nearby? These systems are designed with safety in mind for powering homes and businesses like yours. But please remember, if you touch a power line it can kill you.

Take special care when using larger farm machinery such as:

Silage and Grain Harvesters • Tractors with front loaders • Slurry Spreaders • Trailers with high loads.

At ESB Networks your safety is our first priority.

FOR EMERGENCIES, CALL 1850 373 999.

esbnetworks.ie

ESB NETWORKS

WATCH OUT FOR OVERHEAD ELECTRICITY POWER LINES

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FOR EMERGENCIES, CALL 1850 373 999.

esbnetworks.ie

WHAT CHANGED?

- Increased personal relevance (*Customer Oriented*)
- Safety emphasised
- **Unified and One** – we will help you find the right part of the Group to talk to

2.9 TONE OF VOICE EXAMPLES

11 ESB NETWORKS SAFETY RADIO ADVERT

Before



The electricity that enhances the quality of all our lives is a powerful force of nature and can be dangerous. Every year, serious accidents happen on farms around the country when combine harvesters and other high machinery come into contact with overhead lines.

Watch out for overhead lines where you work, it could save your life.

ESB Networks, respect the power of electricity.

For emergencies call 1850 372 999.

After



The electricity that powers Irish homes and businesses...is also a powerful force of nature that can be dangerous. (Lightning). The overhead power lines that keep Ireland running are safely out of reach.

But every year we see serious incidents and even deaths among farmworkers using high combine harvesters and other machinery.

Please be careful never to get too close to overhead power cables on your farm.

At ESB Networks your safety is our first priority.

For emergencies, call 1850 373 999.

2.10 PHOTOGRAPHY

THE ROLE OF PHOTOGRAPHY

Photography plays a key role in communicating our personality and goals to all of our audiences. Our photography style should be consistent through all our communications and to help achieve this we have established a theme for our photography to help the selection and commissioning process.

OUR PHOTOGRAPHY THEME

INNOVATIVE VIEWPOINTS

This theme builds on our brand idea “Energy for generations” and reflects ESB’s record of generations of innovative and unique energy initiatives.

We are a world-class leading energy company and we aim to be at the forefront of the energy market. We have **distinctive**, **knowledgeable** and **insightful views** of energy needs.

As part of our mission to bring sustainable and competitive energy solutions to all our customers, our photography is an opportunity to show **our expertise** as well as the **end benefit** for our customers, stakeholders and staff.

The tone of our photography should express our **positive outlook** and, where appropriate, our **natural human energy**.



OUR EXPERTISE

We can show how we work hard together to be at the forefront of innovative and sustainable energy change.



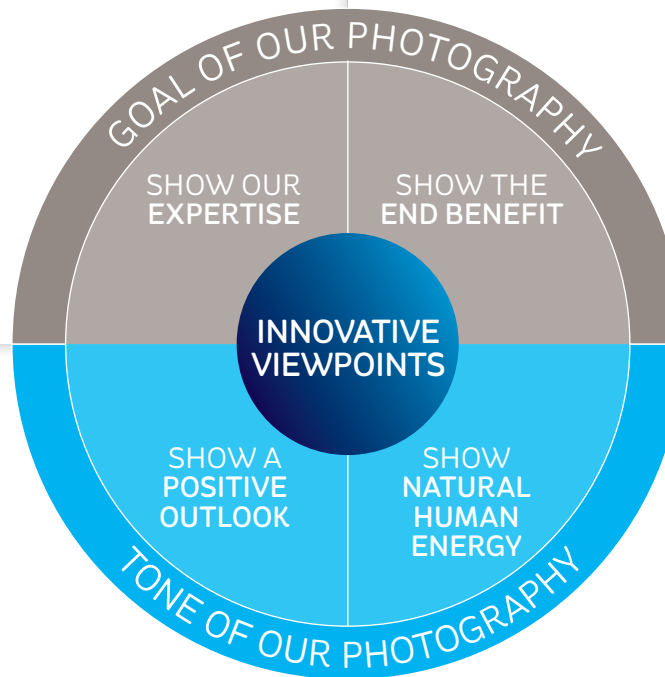
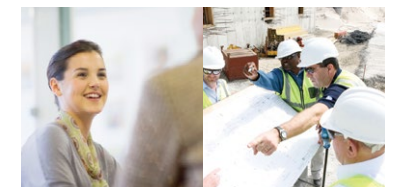
THE END BENEFIT

We can show how our work benefits customers locally and globally.

A POSITIVE OUTLOOK

This reflects the future that ESB is working towards for the energy sector and Ireland.

The **overall mood and tone** should always be positive and optimistic. We want to express the exciting and progressive nature of our sector.



OUR NATURAL HUMAN ENERGY

ESB is built on our people and our combined knowledge. We are always moving, thinking and interacting.

When we show people, they should be in their natural work environment, doing their job, sharing their point of view. People should appear natural yet professional.

2.10 PHOTOGRAPHY

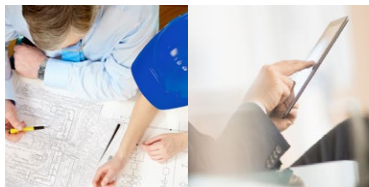
HOW TO CREATE AN INNOVATIVE VIEWPOINT

To help express our theme of Innovative Viewpoints we can apply these visual approaches:



CHOOSE AN UNUSUAL ANGLE OR AN UNEXPECTED VIEWPOINT

This creates a more *visually memorable* image and can also help create a *sense of scale* to convey a leading and world-class business.



CHOOSE AN INTERESTING CROP

This helps shed new light on images that we may have seen before. It also creates a more *confident, direct and impactful* image.

PHOTOGRAPHY CRITERIA SUMMARY

When choosing or commissioning any photography, the following criteria should be followed:

✓ Our photography should:



Show our expertise or an end benefit.

Be taken from an interesting angle or perspective.

Be engaging and memorable.

Show our people as human, natural and realistic.

Be believable as life within ESB.

Be bright and positive in mood and colour.

Show technology from a human and realistic perspective

✗ Our photography should not:



Be a purely functional depiction of a business activity or customer.

Be taken from a conservative or over-used angle.

Be uninspiring or forgettable.

Look unnatural and posed (avoid eye contact style portraits).

Look contrived (avoid cut out images).

Be overly dark or dull in colour or appear negative or pessimistic.

Be an unrealistic digital composite of images and illustration.

*PLEASE NOTE

The above criteria and the overall photography theme of "Innovative Viewpoints" **only applies to the main imagery** that appears on our brochures, advertising, websites. The criteria and theme **does not apply to instructional or technical imagery** (e.g. of meters, equipment) or **imagery recording staff events**.

2. BRAND IDENTITY
2.10 PHOTOGRAPHY



2.11 ILLUSTRATION

THE ROLE OF ILLUSTRATION

Illustration is primarily used to help communicate complex information where a photograph is not appropriate (e.g. Safety). The 3 main occasions for using illustration:

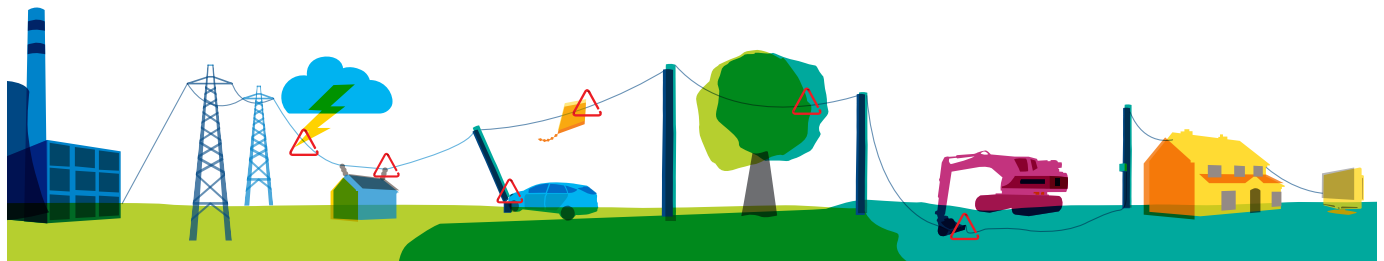
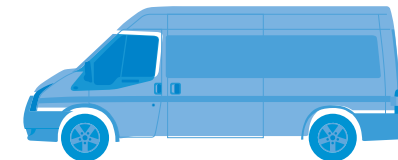
- To explain complex information
- When a photograph of good enough quality is not available
- To help differentiate internal documents

OUR ILLUSTRATION STYLE

The illustration style uses realistic yet simple shapes and bright colours from the ESB full colour palette.

- Objects should be realistic outlines (tracing over a photograph can help) and can be drawn to show perspective and dimension
- Shapes overlap to give added colour, depth and perspective
- Colours overlap and multiply to give a spectrum of vibrant colours
- Colours do not have to be realistic for specific objects; e.g. A television can be purple
- Shapes can be duplicated and placed slightly “off register” to create dimension and an ownable ESB style

For internal ESB documents one colour illustration can be used. The same illustration style applies.



2. BRAND IDENTITY
2.12 PATTERNS

A series of graphic patterns are available for use across all communications.

The patterns will help add visual variety to plain covers, page layouts, exhibition backdrops and online backgrounds.

They are an **optional visual element** and do not have to be used on all communications.

The curved linear designs are influenced by sustainable energy sources, the shape of the Energy Wave as well as reflecting concepts such as generating connections, engineering expertise and smart networks.

The 6 patterns shown are the only designs available. Please do not create new or alternate versions.

There are two colour variations for use on different backgrounds:

1. Primary use

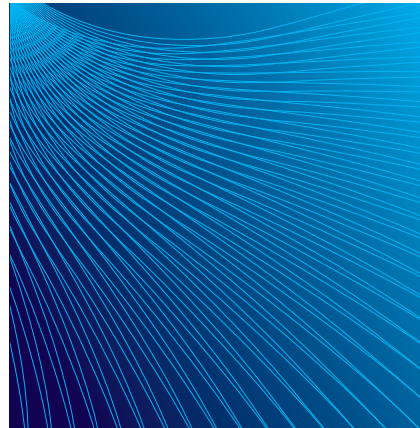
Bright Blue lines for use on Blue Blend and white backgrounds.

Most suitable for covers, posters, exhibitions, online backgrounds etc.

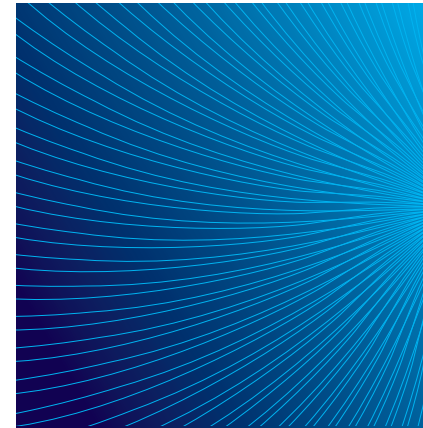
2. Secondary use

Tinted white lines for use on plain colour backgrounds.

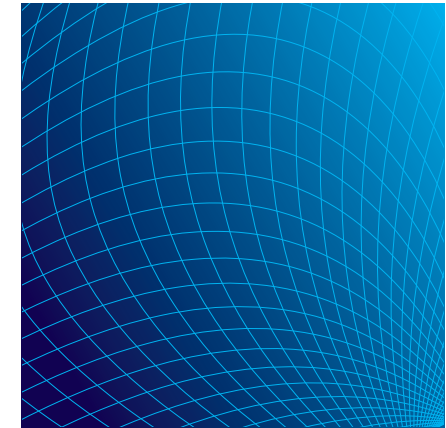
Most suitable for document layouts (when using support palette), single colour applications, internal documents and posters.



Pattern 1



Pattern 2



Pattern 3



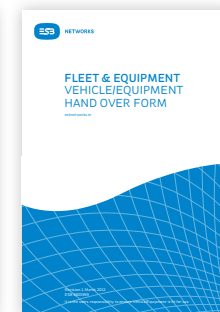
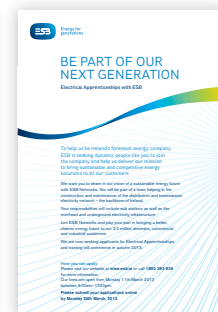
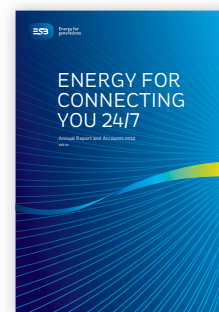
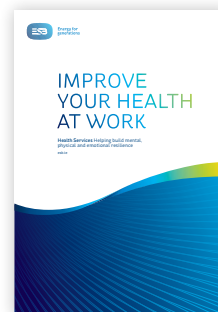
Pattern 4



Pattern 5



Pattern 6



Examples

HOW TO USE THE PATTERNS

- 1 Working in InDesign*, set up your document as normal (see Section 3.5, Step by Step Guide).
- 2 Place the preferred pattern file (they are artwork ready Adobe Illustrator AI files) in a separate image box. Don't place the pattern inside a box already filled with the Blue Blend.

The full height/width of the pattern should match the longest edge of the format. This sets the scale of the pattern and therefore the line weight.

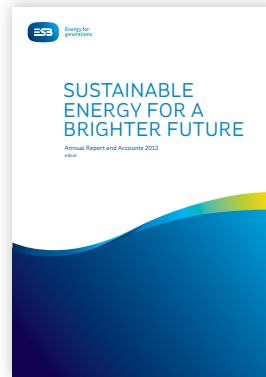
- 3 Crop the pattern's image box to suit the design layout. The pattern's position inside the box can be adjusted for the desired crop. (It should not be rotated or flipped.)

- 4 Apply a Gradient Feather (angle 105°) to the box containing the pattern. This softens the top edge of the pattern, creating a more integrated visual effect and also a safe area for the landmark and text on full page layouts.

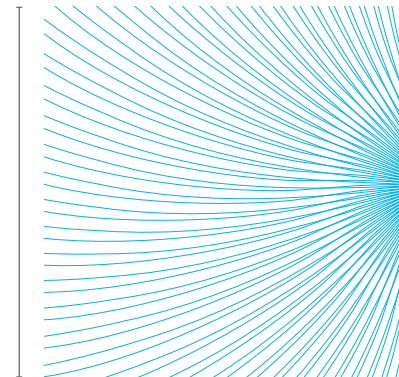
- 5 When using the Bright Blue line pattern on a white background set it to **40% opacity**. The pattern can sit across the full page or just in the area below the Energy Wave.

- 6 When using a white Blue line pattern on a coloured background set it to **40% opacity**.

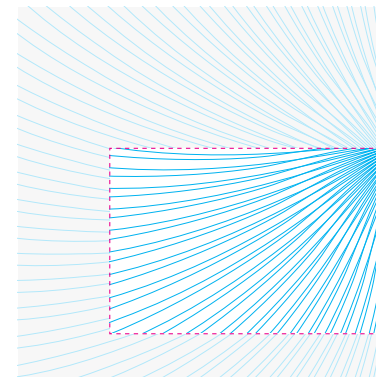
1 Basic layout



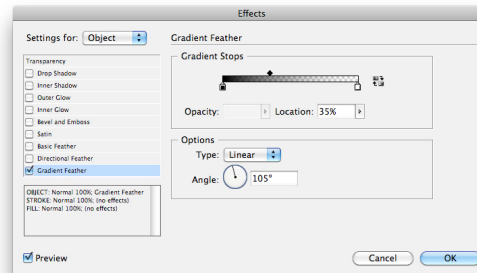
2 Sizing pattern to the format



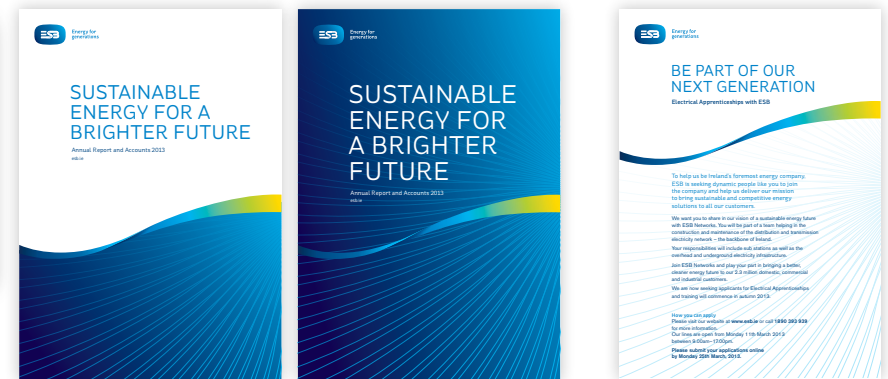
3 Cropping pattern to image area



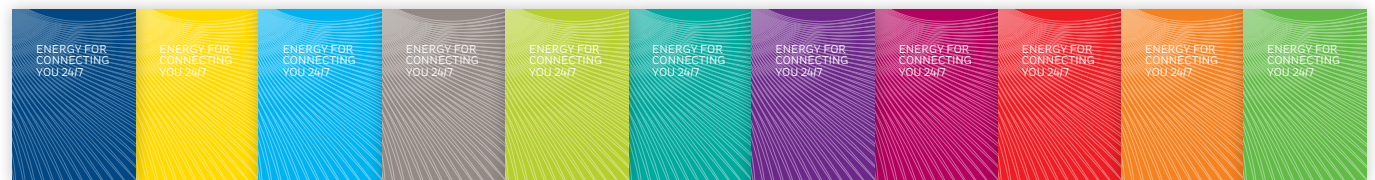
4 Gradient feather effect



5 40% opacity on white



6 White line patterns -set at 40% opacity- on plain coloured backgrounds (secondary and support palette)



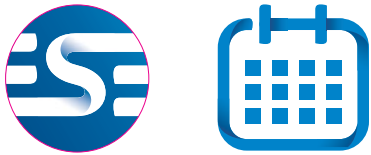
These are recommended for pages inside documents and for Internal Communications (see Section 4).

*If working in Illustrator or Photoshop please use the relevant programme tools to achieve similar visual effects.

2.13 ICONS

Icons may be required for signposting in brochures or as part of information graphics or to help symbolise a range of subjects within a particular internal initiative or programme.

Icons are built using the same continuous linear style of the brandmark lettering, including the shaded overlap and the bespoke shape at the end of the line.



HOW TO DRAW AN ICON

Follow the steps opposite.

Ensure that the icon follows these basic principles:

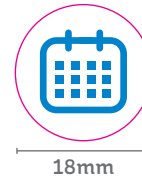
- 1 Draw with 2.5pt line with round end cap
- 2 Size within an 18mm circle
- 3 Insert a break in the line somewhere in the icon
- 4 The end of each line is modified to reflect the St Ryde font shape
- 5 Shading is added at certain overlap points
- 6 Different colours can be used for icons and shading is not required on icons meant for very small scale usage online

1 Draw basic shape



The basic shapes are drawn with a single stroke set at 2.5pt. Use the round cap line ending.

2 Scale of icon



For consistency of scale, place the basic icon inside a circle 18mm diameter. Ensure all line weights are equal (2.5pt width).

3 Add a break in the line



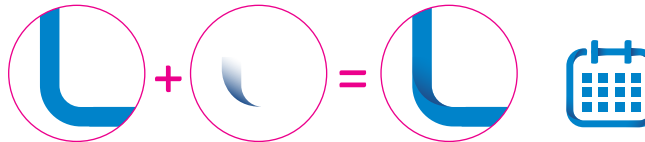
Once the basic design is finished, choose a place to break the line. This is a unique, consistent feature and all icons must feature a break in the line.

4 Add St Ryde line ending



The rounded end of the line should be modified by adding a finish from the St Ryde typeface. Use a hyphen from St Ryde (Medium) as a basic shape.

5 Adding the shading overlap



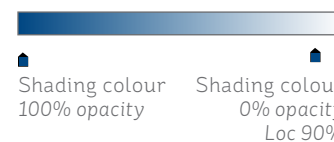
Icon colour
100/35/0/0

Shading colour
100/60/0/34

End effect



Draw a bespoke shape where an overlap is required on the icon. Add shading using a darker shade of the icon's colour. Use a gradient made with the darker colour and set with the opacity shown.



Shading colour
100% opacity

Shading colour
0% opacity
Loc 90%

The overlap shapes should be added where appropriate to help create a recognisable shape with the appearance of a single line. See further examples above.

6 Variations



Colour

Icons can appear in different colours (using our colour palette) and can be designed in white to appear on a colour background.



Reversed

If placing inside a shape, only use simple geometric shapes such as a circle or square. If the icon is white, the gradient overlap shading is always made from the background colour.



Small icons online

If the icon is to be used online at a very small scale, create a version without shading.

2.14 INFORMATION GRAPHICS

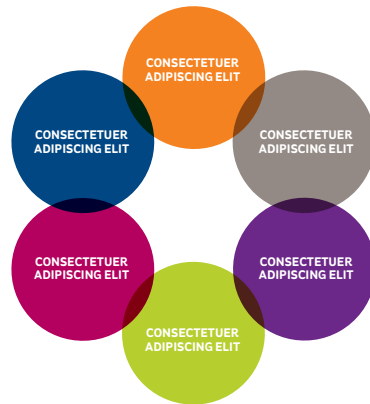
CHARTS AND TABLES

Information graphics should be self explanatory. They are intended to convey information visually and therefore should be simple, clear and easy to understand.

Please **only use standard geometric shapes** wherever possible (circles, squares, rectangles) and all square **corners should be sharp** and not rounded.

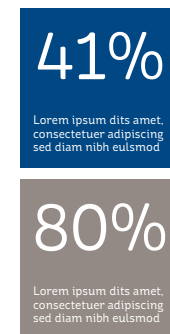
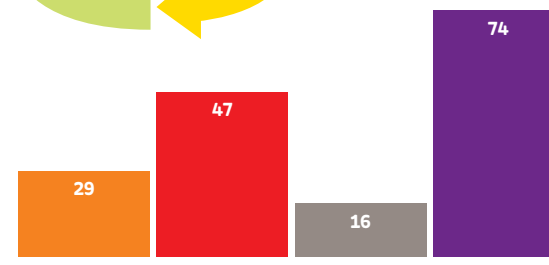
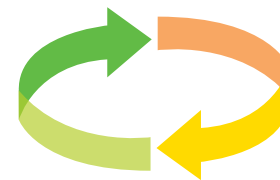
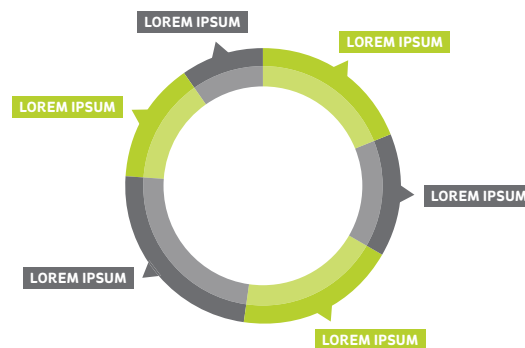
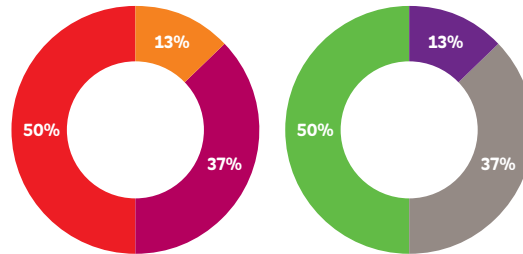
The colour palette can be used to add interest and help define information.

The “transparent and overlapping” technique of our illustration style can be used for certain diagrams.



SUMMARY OF THE DISTRIBUTION CODE REQUIREMENTS

	Nominal Distribution System voltages (all at 50 hertz)	Operating voltage range (volts)	
		High	Low
Low voltage (LV)	230 volts – phase to neutral	253	207
	400 volts – phase to phase	440	360
Medium voltage (MV)	10,000 volts (10 kilovolts)	11,100	See note 1 below
	20,000 volts (20 kilovolts)	22,100	See note 1 below
High voltage (HV)	38,000 volts (38 kilovolts)	43,000	See note 1 below
	110,000 volts (110 kilovolts)	120,000	See note 1 below



Review the following checklist when using the brand identity elements.

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|---|--|-------------------------------------|
| 1 | Is the appropriate brandmark correctly sized and positioned for the communication? | <input checked="" type="checkbox"/> |
| 2 | Has the Energy Wave been used correctly? Make sure it is not distorted or obscured by anything. | <input checked="" type="checkbox"/> |
| 3 | Has the St Ryde typeface been used correctly and is the headline set in all-caps? If required, has Arial been applied correctly? | <input checked="" type="checkbox"/> |
| 4 | Are you using the refreshed colour palette and true geometric shapes for charts and tables? | <input checked="" type="checkbox"/> |
| 5 | Has the Tone of Voice been applied correctly? Is the overall tone positive and optimistic as well as appropriate to the audience? | <input checked="" type="checkbox"/> |
| 6 | Is the main photography showing either our expertise or a customer benefit, reflecting a positive outlook and, if appropriate, natural human energy? | <input checked="" type="checkbox"/> |
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