4 INTERNAL COMMUNICATIONS

INTRODUCTION

Internal communications are one of the way we express our brand in our day to day communications with each other as employees of ESB.

It is essential that we bring our brand into the heart of our business by engaging with its meaning and expression. Internal communication is a core channel for creating this engagement with our brand.

How we communicate internally is a reflection of our external communication. Our branded internal communications are as important as those pieces created for an external audience.

4.1 KIT OF PARTS

USING OUR KIT OF PARTS

Our brand identity elements (e.g. our brandmark, colour palette, typeface, etc) act as an ownable "kit of parts". These elements give us the tools to create our design system, which makes our brand visually recognisable and unique.

Details on all of these elements are in Section 2: Brand Identity.

CREATING AN INTERNAL DOCUMENT

There are two ways to create a communication piece for an internal audience:

• Created by *ESB staff members* and predominantly generated using the programmes Microsoft PowerPoint and Microsoft Word.

• Or created by *third party suppliers* (outside suppliers, such as agencies and suppliers specialising in print, design, digital and merchandising) using industry standard design programmes for print, digital or signage / environment applications.

It is important to know when a communication should be created by a third party supplier because Microsoft Powerpoint and Microsoft Word may not be suitable.

BRANDMARK & STRAPLINE
See Section 2.2 - 2.5

ESB Energy for generations

ENERGY WAVE
See Section 2.6

COLOUR PALETTE
See Section 2.7

TYPOGRAPHY
See Section 2.8

AaBbCc 123

AaBbCc 123

TONE OF VOICE
See Section 2.9

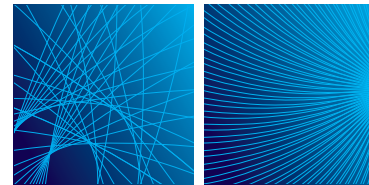" How we speak and write "

PHOTOGRAPHY
See Section 2.10
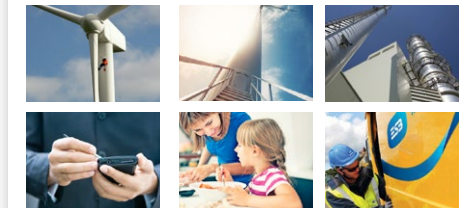
ILLUSTRATION
See Section 2.11

PATTERNS
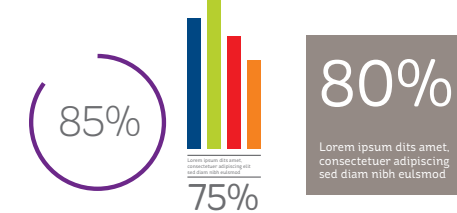See Section 2.12

ICONS
See Section 2.13

Full guidelines on each of the above elements is explained in the specified sections of the guidelines.

INFORMATION GRAPHICS
See Section 2.14

85%

75%

80%
Lorem ipsum dits amet, consectetuer adipiscing sed diam nibh eulsmod

4.1 KIT OF PARTS AS APPLIED TO INTERNAL COMMUNICATIONS

BRANDMARKS

The brandmark is embedded in all of our Microsoft templates at the correct size and position.

Remember that the RGB versions of the brandmarks are only for use on screen based communications.

The CMYK versions are for all printed communications.

Third party suppliers should always be supplied with the correct file type depending on the production method.

Items such as clothing may require the use of the alternative versions of the brandmark such as the linear and stacked options.

For full details on all brandmarks see Section 2: Brand Identity (2.1 - 2.5).

TYPOGRAPHY

Documents created by *ESB staff members* use the typeface Arial. The typefaces St Ryde and Akzidenz Grotesk are not available on staff PCs.

Arial is to be used on digitally produced communications such as Microsoft Word® and PowerPoint® presentations. Arial is also to be used online as a web safe typeface.

Documents *created by a third party supplier* use the typefaces St Ryde (and Akzidenz Grotesk) are the brand typefaces available for all internal and external communications. For full details on typography see Section 2.8.

Full colour

Single colour Pantone 3005

Single colour Black

Stacked version

Linear version

Linear keyline version

Arial is used on all internally created documents

Created by ESB staff
Text layout in Microsoft Word using Arial.

St Ryde is only used on documents created by a 3rd party

Created by third party supplier
Text layout in Adobe InDesign using St Ryde and Akzidenz Grotesk.

* LOCK RATIO FOR SCALING IN MICROSOFT PROGRAMS

When placing the Brandmark in Microsoft Word, Excel or Powerpoint to avoid distortion or incorrect scaling of the brandmark, please do the following:
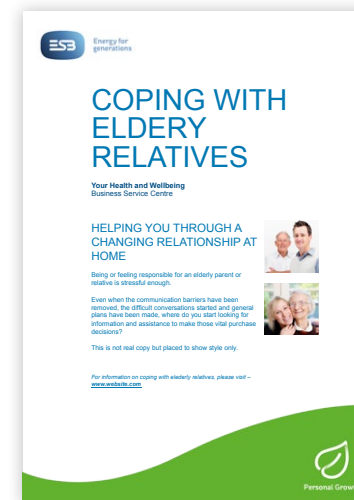
• Right click on the Brandmark

• Select **Format Picture** and then to **Size**

• Click ☑ Lock aspect ratio

• Click ☑ Relative to original picture size

This will ensure the brandmark always appears at its correct proportions and is never skewed.

4.1 **KIT OF PARTS** AS APPLIED TO INTERNAL COMMUNICATIONS

THE ENERGY WAVE

The Energy Wave is only to be used when the format can accommodate it.

There are two versions of the Energy Wave (Master and Shallow).

The Master Energy Wave is the preferred version to be used on documents that can accommodate it.

The Shallow Energy Wave is for use on documents with:

- Restricted format or size
- Content heavy documents where space is at a premium

There is no formal positional "lock-up" between the brandmark and the Energy Wave.

The Energy Wave is intended to go across the full width of any communication.

Refer to Section 2.6 and Section 3 (especially 3.2 - 3.6) for full details on its application.

Master Energy Wave

Shallow Energy Wave

USING A SINGLE COLOUR WAVE

A single colour wave is intended to be used primarily for internal audiences. It can help:

- Create differentiation between a suite of internal documents
- Create a wave on a document that is printing in only one colour
- Create a wave on a document that is functional in tone where the full colour Energy Wave is not appropriate

The Single Colour Wave is created by a third party supplier using the White Mask Wave (which is part of the master artworks).

This is applied with the same logic as the white mask version of the Energy Wave but is simply a white curved shape. A single colour box (any colour from the ESB colour palette) is then added behind the White Mask Wave to create the effect as shown opposite.

Do not use a single colour wave in conjunction with the full colour Energy Wave.

Using the Master version of the White Mask Wave is preferred but the Shallow version can be used on documents with a restricted format or size, or on content heavy documents where space is at a premium.

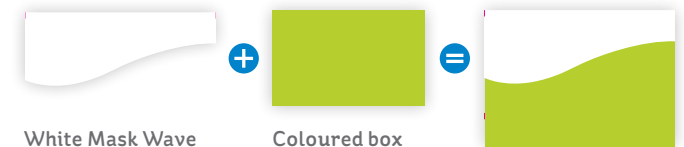*A single colour wave can be built into new templates by a third party on request.*

Master Single Colour Wave

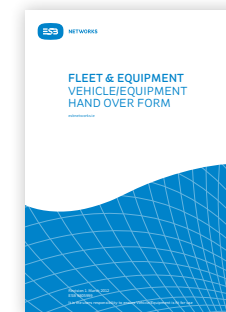Shallow Single Colour Wave

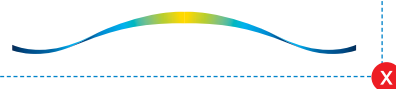White Mask Wave   +   Coloured box   =

Pleas note
Do not use a single colour wave in conjunction with the full colour Energy Wave.

*PLEASE NOTE
Do not flip the Energy Wave to create a longer graphic

STATIONERY TEMPLATES

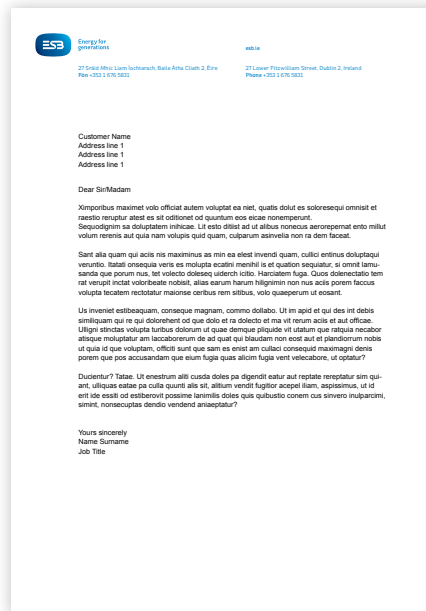A set of templates for letterheads, compliment slips and business cards has been created.

All company details are pre-set and any new stationery should be requested through the approved supplier.

TONE OF VOICE

All letters to customers should be written according to our guidelines in Section 2.9: Tone of Voice with specific attention paid to varying the tone for the relevant audience.

Our brand typography is used consistently across all letters. All company details are preset in the template using St Ryde. *ESB staff members should write letters using the typeface Arial.*

Letterheads
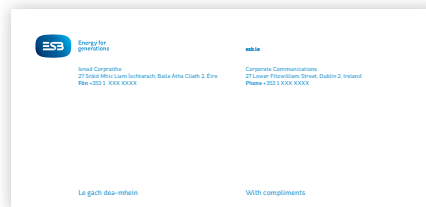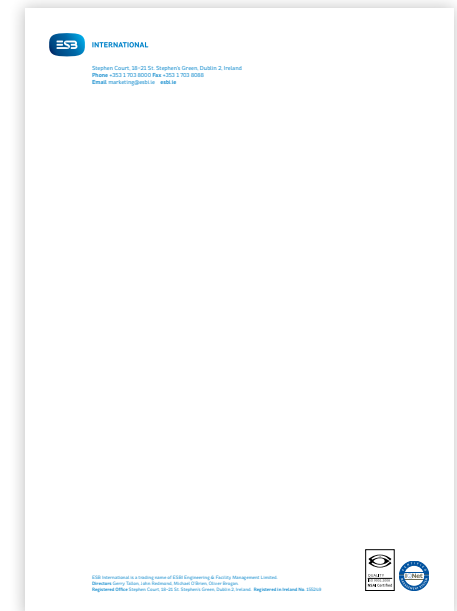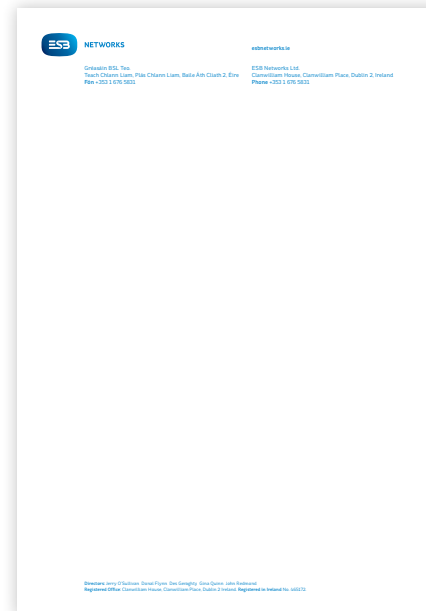
Compliment slips
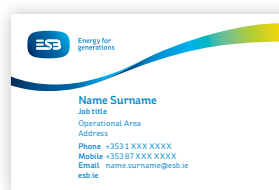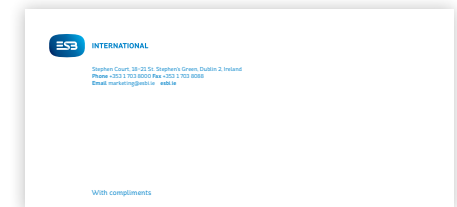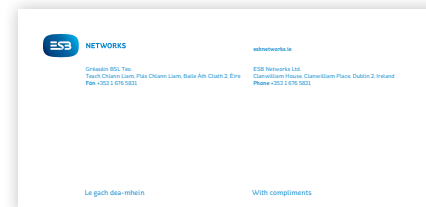
Business cards
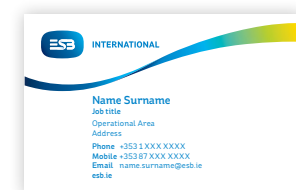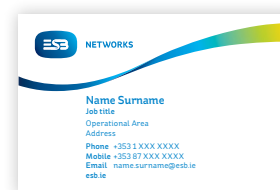
4.3 MICROSOFT POWERPOINT

Microsoft PowerPoint templates have been created to help represent the ESB brand appropriately and consistently on presentations.

The font we use in all PowerPoint presentations is Arial. Please do not use any other font.

① TITLE SLIDE

This is only to be used for the title of your presentation. Please do not use the title slide as a section divider or a final slide.
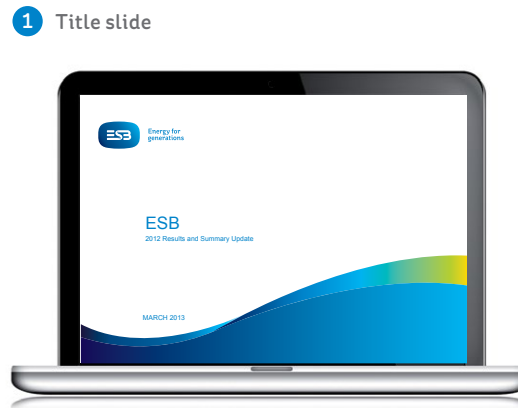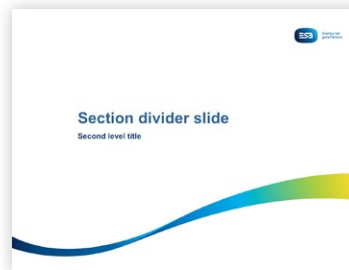
② CONTENT SLIDES

This is where most of your presentation content will be placed. Do not place any content over wave shape footer at the bottom of each slide. Please note that no text below 16pt in size is permitted.

③ SECTION DIVIDERS

These will help break up your presentation and come in a variety of colours from our colour palette. Please do not use section dividers as a background for main slide content, i.e. as a background for graphs, images or charts. Please do not put images into the section dividers.
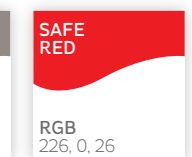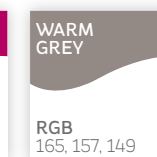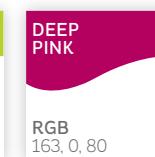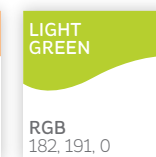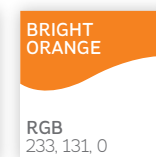
④ COLOUR PALETTE

Our new Microsoft PowerPoint template has a specific colour palette built-in. When using colours for highlights and images such as charts and diagrams, select only from the palette that is included in our standard template.

① Title slide

② Content slides

③ Section dividers

④ Colour palette for PowerPoint
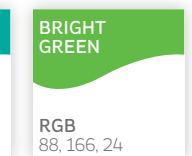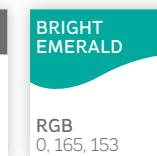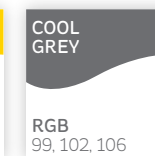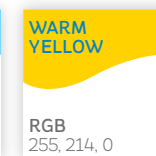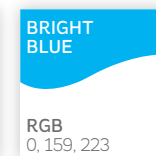
The Corporate Blue RGB breakdown has been adjusted for PowerPoint for optimum screen / projector performance. Therefore this RGB breakdown differs from the one in Section 2.7.

CORPORATE BLUE						
RGB 51, 102, 188						

NIGHT BLUE	BRIGHT BLUE	WARM YELLOW	COOL GREY	BRIGHT EMERALD	BRIGHT GREEN
RGB 0, 60, 113	RGB 0, 159, 223	RGB 255, 214, 0	RGB 99, 102, 106	RGB 0, 165, 153	RGB 88, 166, 24

Secondary colours.

DEEP PURPLE	BRIGHT ORANGE	LIGHT GREEN	DEEP PINK	WARM GREY	SAFE RED
RGB 110, 38, 123	RGB 233, 131, 0	RGB 182, 191, 0	RGB 163, 0, 80	RGB 165, 157, 149	RGB 226, 0, 26

Support colours.

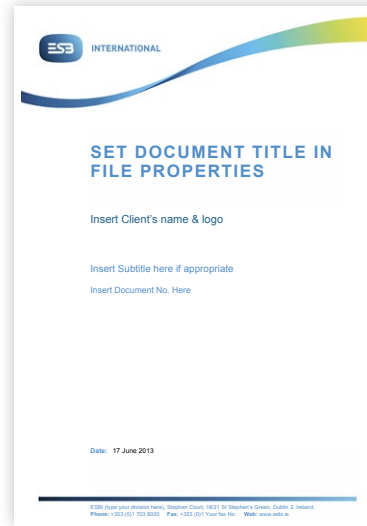# 4.4 MICROSOFT WORD TEMPLATES DAY TO DAY USE

TEMPLATES

A suite of Microsoft Word templates have been created for general day to day use. These are standard templates for items such as:
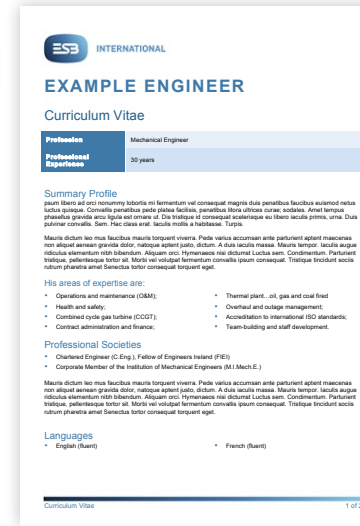
• Report covers
• Minutes of meeting
• Meeting agenda
• CV's

Microsoft Word templates are available to download from the staff intranet ESB Net.
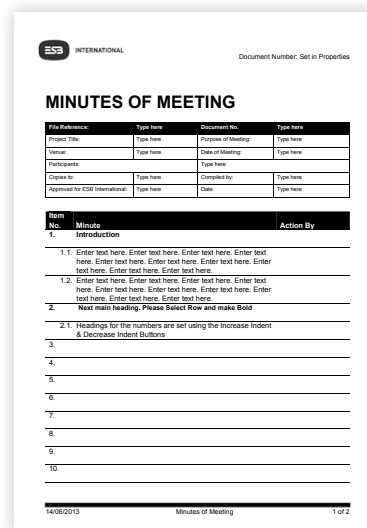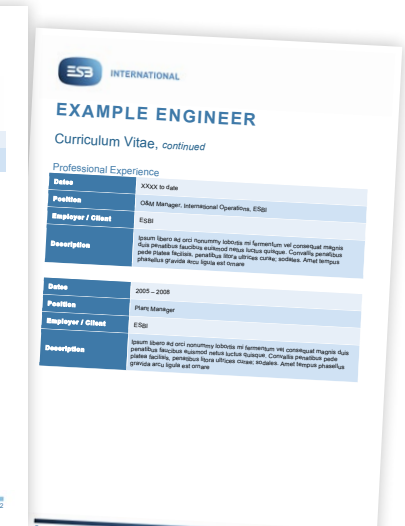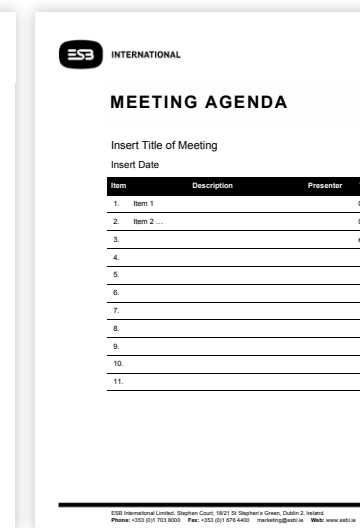
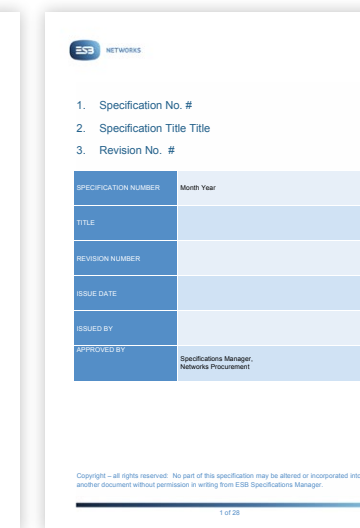New templates can be created on request.

Report document

Curriculum Vitae

Minutes of meeting

Meeting agenda

Specification document

4.4 MICROSOFT WORD TEMPLATES BUSINESS UNIT SPECIFIC

TEMPLATES

A suite of Microsoft Word templates has been created for business units with specific template needs.

These templates are *created by a third party* and populated by ESB employees.

These include templates for Monthly Briefings, internal A4 posters, internal A3 newsletter and Job Aids. These templates use more visual elements from our "kit of parts".

Many of these templates use the Single Colour Wave. This shape is only for use on internal communications.
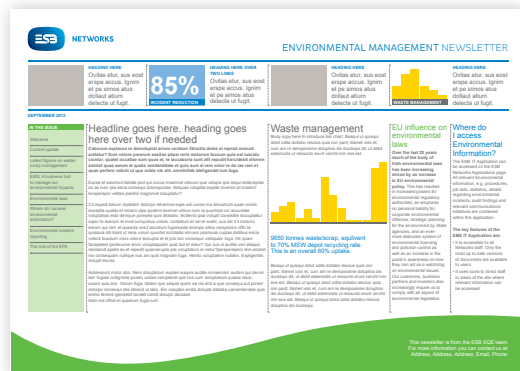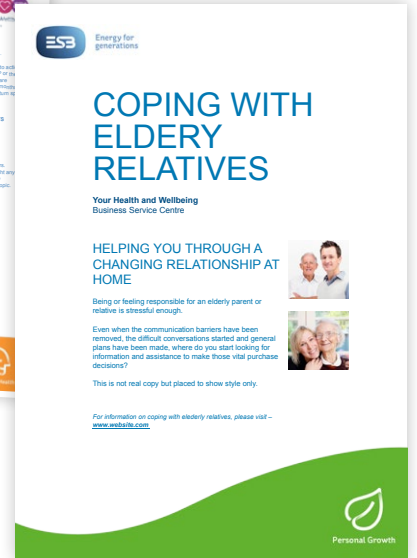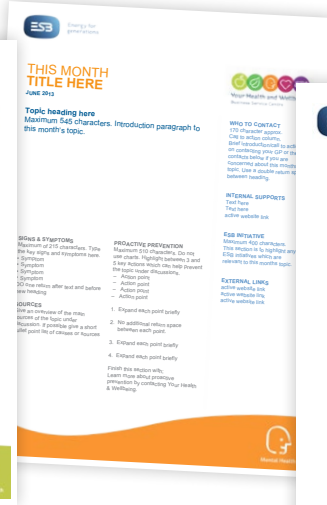
See Section 4.1 within this chapter for more information on the Single Colour Wave.
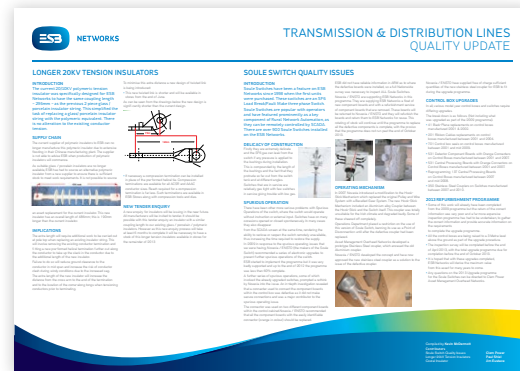

BSC internal vacancy ads
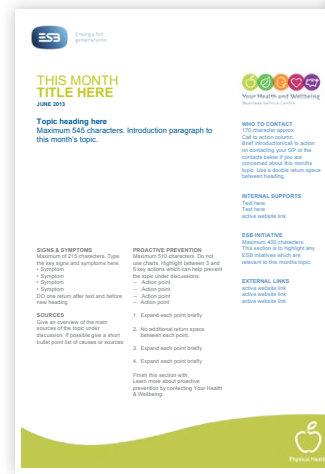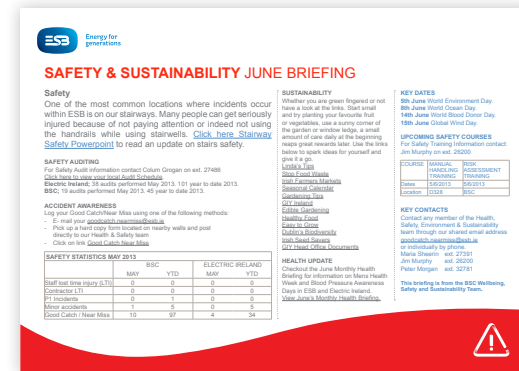

Health & Wellbeing monthly briefings and posters

A3 newsletter

A3 information poster

A4 BSC Safety & Sustainability briefing

ESB Networks Job Aids

4.5 ONLINE COMMUNICATIONS

Internally we communicate online through our emails, intranet and ezine style documents (such as corporate newsletter) received over our email.

When creating communications for online or screen we adhere to our digital guidelines which follow our brand "kit of parts". See Section 3.8: Digital Branding for full details.

Digital (RGB) versions of our brandmarks and brand elements should always be used in online communications.

Staff intranet ESB Net

Corporate email newsletter
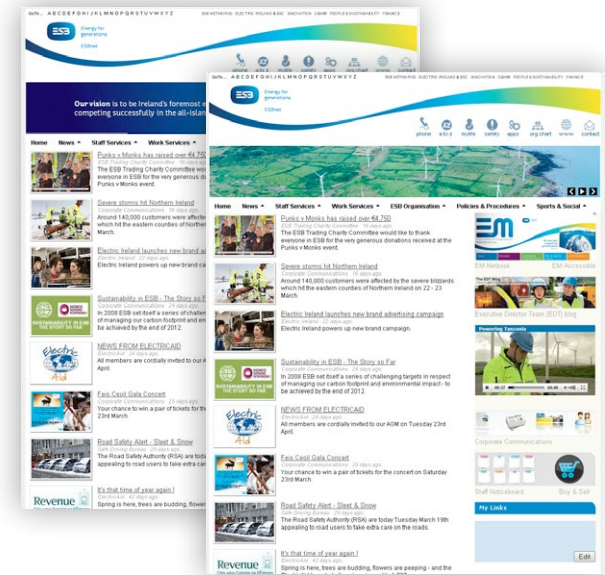
Screens/LEDs

Name Surname | Job title | Business Unit | T: +353 1 234 5678 / M: +353 87 12 34 567 | web address

Email sign off

4.6 PRINTED COMMUNICATIONS THIRD PARTY

A number of communication pieces require a third party to create them using industry standard design packages. Examples include:

A1 posters, booklets, brochures, folders and our ESB community newspaper "EM".

These communications should all follow our brand identity elements (See Section 2) and our design system (See Section 3).

CHARTS

Simple graphic charts can be used to communicate key information and break up text-heavy documents. See Section 2.14 Brand Identity (Information graphics) for more guidelines on creating charts.
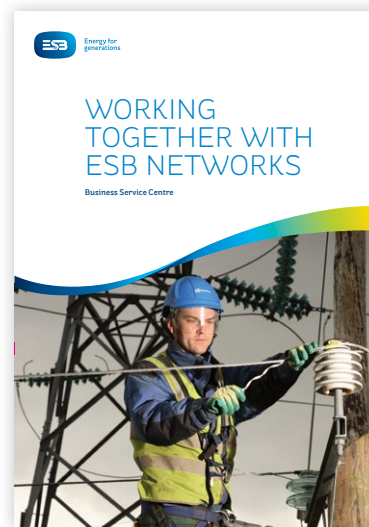
PHOTOGRAPHY

Photography is used on internal documents to create an emotive engaging image. See Section 2.10 Brand Identity (Photography) for more guidelines when choosing photography.
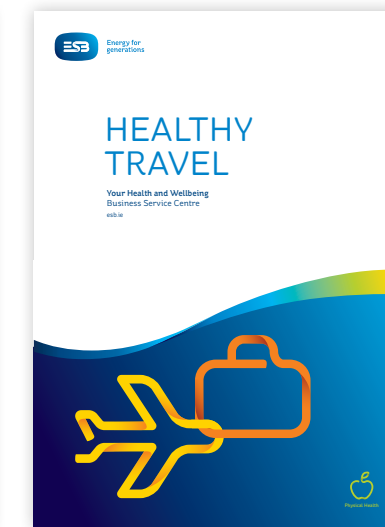
ICONS

Bespoke icons can be created for specific campaigns or needs. See Section 2.13 Brand Identity (Icons) for more guidelines when creating icons.

ESB Networks CSIP

BSC A1 poster

Health & Wellbeing A5 brochure

EM newspaper

USING THE SINGLE COLOUR WAVE

Some of the documents created by a third party use the Single Colour Wave.

For more information on how to use the Single Colour Wave see 4.1 within this Section.

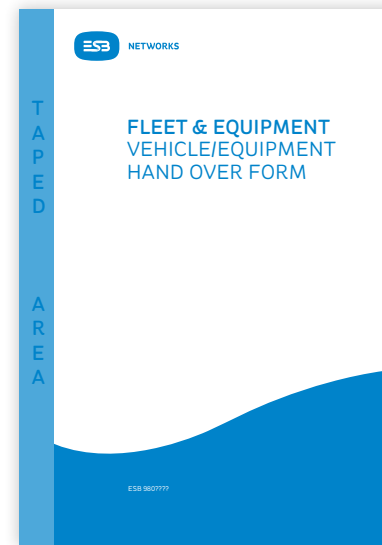*The Single Colour Wave is intended predominantly for internal audiences.*

ADDING ILLUSTRATION OR PATTERNS

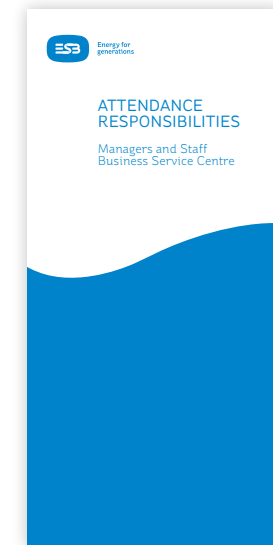On single colour print applications, illustrations can help with differentiation within a busy internal environment.

Patterns can also be used to add differentiation across a series of documents.
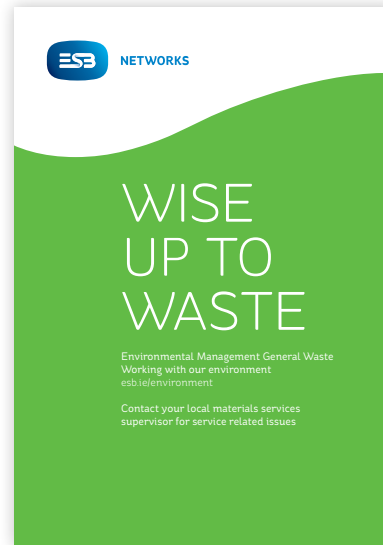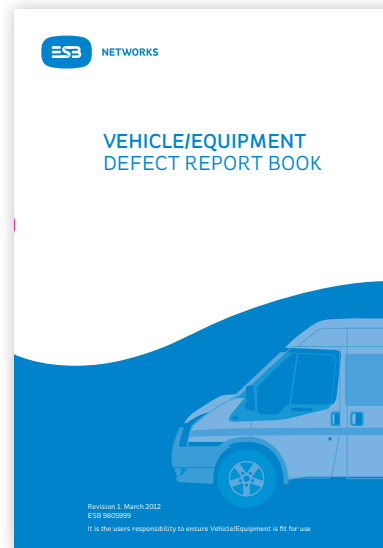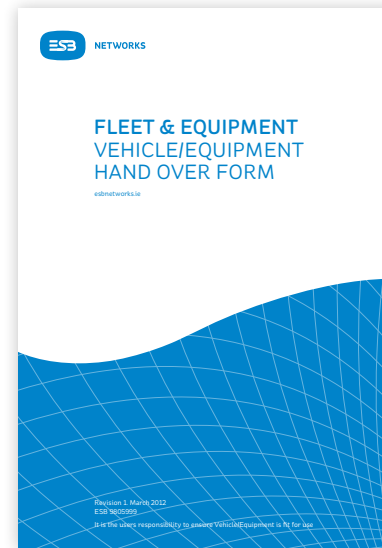
Waste A5 sticker

A4 pad

DL leaflet

Single colour report book
Adding illustration.

Single colour report book
Adding pattern.

4.7 ENVIRONMENTS

Our work environments are important and give us the opportunity to bring the brand to life. Our "kit of parts" is particularly suitable for use within our work spaces.

Walls or areas can be branded in many ways. Here's a few examples;

- Wall graphics with large scale photographs or illustrations.

- Impactful use of St Ryde typography.

- Applying the Energy Wave to a surface.

- Simply a wall painted with one of our brand colours.

- Creating a suite of bespoke posters for a business division or area.

- Applying patterns as a vinyl onto walls or flat surfaces.

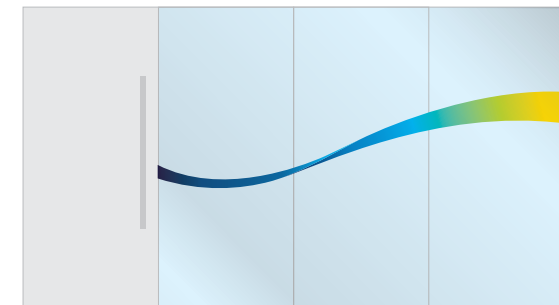- Combining a number of our brand identity elements following our design system.

Posters with text
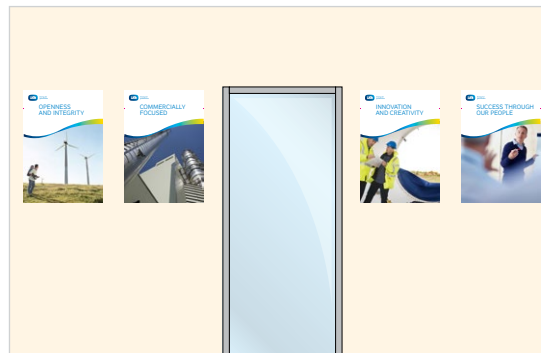
Posters with imagery

Wall graphics

Wall Graphic

Meeting Room

Wall graphics

4.7 ENVIRONMENTS

Our brand gives us a framework for creating any other item within our environment, such as signage and exhibition stands, creating a consistent experience throughout our working spaces.

Elements may include:

• Branded signage in reception and lobby areas.

• Informational signage communicating safety messages.

• Wayfinding signage aiding navigation through a building.

• Pull up banners, displays and exhibition stands to share key brand messages and create visual impact.
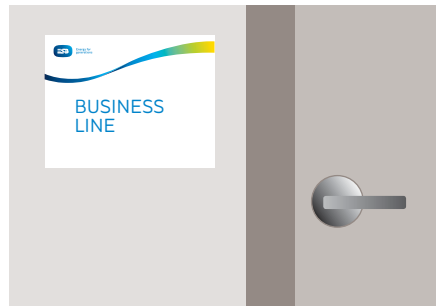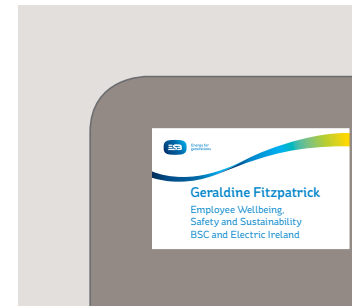

Reception sign

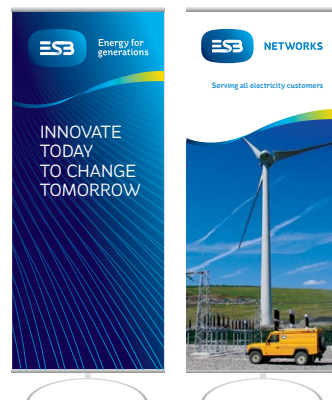

Office sign with the Energy Wave

Office sign: vinyl on glass

Business area sign

Desk sign

Pull-up banners

Pop-up display stand

Wayfinding

APPLYING THE BRANDMARK

If the print method allows, *always try and use the full colour versions* of the required brandmark.

The linear versions of the brandmarks will be used more frequently on clothing, especially when embroidery is required.

The stacked versions are more suited to hard hats as their size can be increased for better visibility on what is a restricted print area.

Always use the approved artwork files and never re-create any element of the brandmark.

Branding for ESB societies should use the full brandmark including the strapline.
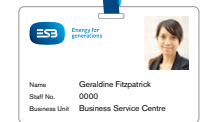
Branded items

Hi visibility clothing
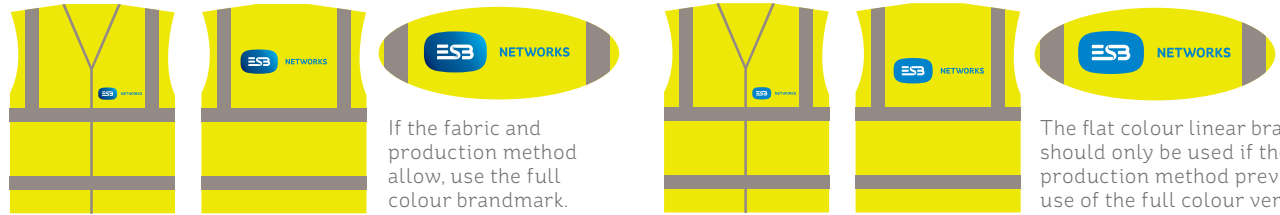
If the fabric and production method allow, use the full colour brandmark.

The flat colour linear brandmark should only be used if the production method prevents the use of the full colour version.
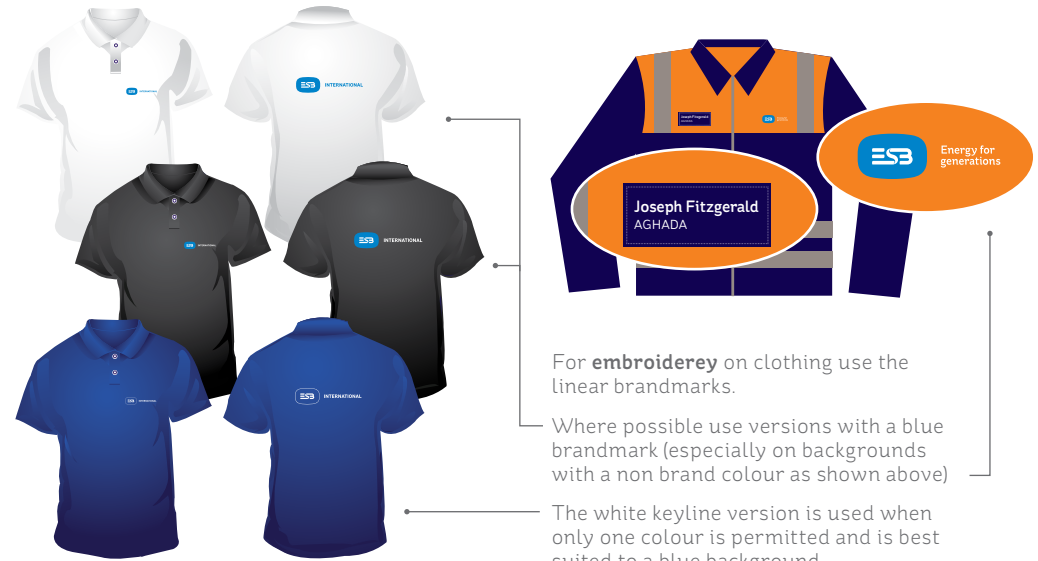
Hard hats

ID card

Branded clothing

If the fabric and production method allow, use the full colour brandmark.

For **embroiderey** on clothing use the linear brandmarks.

Where possible use versions with a blue brandmark (especially on backgrounds with a non brand colour as shown above)

The white keyline version is used when only one colour is permitted and is best suited to a blue background.

Review the following checklist when creating internal communications.

1 Is the appropriate brandmark correctly sized and positioned for the communication? ☑

2 Has the Energy Wave been used correctly? Make sure it is not distorted or obscured by anything. ☑

3 Has the correct typeface been used and is the headline set in all-caps? ☑

4 Is the latest version of our PowerPoint and Word templates being used including the refreshed colour palette and true geometric shapes for charts and tables? ☑

5 Has the Tone of Voice been applied correctly and is the communication clear and to the point? ☑

6 Does the communication help build a positive and collaborative internal culture? ☑