



# We're delivering a bright future.

BRAND STANDARDS AND GRAPHIC GUIDELINES



May 2023

**NorthWestern**<sup>®</sup>  
**Energy**

*Delivering a Bright Future*



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# What is our brand?

The NorthWestern Energy brand is about more than a logo, tagline or website. It defines the collective promise we make to customers, shareholders and employees, a promise we must live up to and deliver consistently. The following pages demonstrate how you should convey the spirit of the company in your communication efforts. This includes brand standards and advertising graphic guidelines. Any deviations from these standards need to be approved by the Corporate Communications staff.



# Our Brand Name

The legal name of our company is NorthWestern Corporation. However, we have registered NorthWestern Energy as an assumed name and, in most cases other than legal documents, we conduct our business as NorthWestern Energy. In writing, NorthWestern Energy should be spelled out in full for the first reference. After the first reference and if limited space is a factor, the company name can be shortened to NorthWestern, although NorthWestern Energy is preferred.

Assumed: NorthWestern Energy	Legal: NorthWestern Corporation d/b/a NorthWestern Energy
Company stationery	Legal documents, financial statements
Press releases that do not reference company financials	Press releases including financials, distributed on PR Newswire
Advertising, signage and other marketing material	All contracts, permits and licenses
Bank accounts and checks if opened under legal name	Any transfer or receipt of an interest in real property and related documents
Communications: invoices, bills, email, faxes, customer notices	Negotiable instruments other than checks
	Filings/correspondence related to any regulator/governmental requirement, proceeding or investigation
	Tax filings and correspondence
	Judicial proceeding documents

## STOCK SYMBOL

NorthWestern Energy trades on the New York Stock Exchange under the ticker symbol **NWE**. Unless referencing financials or the stock, do not abbreviate the company name to NWE.



# Our Brand Promise

Our brand promise upholds the company's mission, vision and values, which should also be considered and referenced when communicating on behalf of NorthWestern Energy.

## Mission

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Working together to deliver safe, reliable and innovative energy solutions that create value for customers, communities, employees and investors.

## Vision

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Enriching lives through a safe, sustainable energy future.

## Values

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We live our values every day through a strong and binding commitment to: safety in our work practices; excellence in service to our customers; treating everyone with respect; creating value for our stakeholders; conducting our business with the utmost integrity; community involvement; and environmental responsibility.

Safety Excellence Respect  
Value  
Community Integrity  
Environment



# Our Brand Expressed

## Tone

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At NorthWestern Energy, we consider ourselves a professional, responsible energy company that can relate to customers. Because we are a trusted partner, the personality we communicate when speaking about NorthWestern Energy should be friendly yet professional, down-to-earth but accountable.

## Voice

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By using a **first-person plural** (we, us) voice, we position ourselves as an all-encompassing group. This voice allows us to communicate facts as well as feelings in a way that appears both authoritative and reliable. All communications coming from NorthWestern Energy should be grammatically correct. Reference the [style sheet available on iConnect](#), the AP Stylebook. Contact Corporate Communications when editing.

## Message

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Our brand pillars lead our message strategy in the development of marketing, advertising and communications efforts. They are designed to help move us beyond being a provider to a partner.

### **RESPONSIBLE**

#### **We serve and protect.**

From educating about the importance of safety to restoring lost power and ensuring an ample energy supply, we conduct business in a responsible manner.

### **DRIVEN**

#### **We are looking ahead.**

Driven to satisfy our customers' needs, we care about improving the quality of our communities and making investments that deliver a bright future.

### **SINCERE**

#### **We are a trusted partner.**

As a sincere advocate for our communities, we provide the opportunities, programs, information and support needed to keep our customers comfortable and safe.

### **ENGAGED**

#### **We are connected to the community.**

As a proactive partner and a good corporate citizen, we are engaged in developing the communities and businesses we serve and investing in our customers.



# Brand Standard Elements

## OUR LOGO AND TAGLINE

Our logo is the primary instrument for visually communicating our brand. The proper use of our logo is fundamental to maintaining a consistent brand image.

The tagline, “Delivering a Bright Future,” is a statement of what our company stands for – it embodies the brand essence. Proper use of the tagline is essential. Please reference the following instructions when using the NorthWestern Energy logo and tagline.



Only one logo is approved for use in all company communications. Any old versions or alterations to the logo – proportions, size, colors or fonts – are not acceptable. The registered symbol, ®, protects our brand and is part of the logo. The symbol must always be located above the “n” as displayed above.

The tagline is an important element to visually communicate the brand and should accompany the logo whenever possible in communications from NorthWestern Energy. When using the logo on permanent executions, such as signage, avoid using the tagline.

## TAGLINE EXCEPTIONS

The following cases are considered exceptions to the rule and incorporating the tagline, “Delivering a Bright Future,” on the logo is not required.

- When the width of the logo is less than 1" or 100px.
- When the primary, displayed message on the communication piece is “Delivering a Bright Future.”
- When used in combination with approved sub-brand logos.
- When used in conjunction with the logo on permanent signage.

## APPROVED LOGO USAGE AND OPTIONS

Primary Use

Secondary Uses



### FULL COLOR

North and Energy print in PANTONE® 186 red. Western® prints in PANTONE® 293 blue.



### ONE COLOR

All components print 100% black. The only exception is when the entire application is one color other than black.



### ONE COLOR REVERSED

All components reverse to 100% white on either black, PANTONE® 186 red or 293 blue.

### AREA OF ISOLATION



In all instances, an area of isolation or clear space around the logo must be maintained on all four sides of the NorthWestern Energy logo. The clear space is measured by the width of the “N” in NorthWestern. This is the minimum amount of space the logo should have from every other element on the page or screen. More generous amounts of space surrounding the logo are recommended whenever possible.

### SIZE



Select an appropriate size for the logo based on the relationship between it and the medium on which it will appear. The absolute minimum width used for the NorthWestern Energy logo is one inch in print and 100 pixels on screen. The height and width ratio should always remain the same.

## LOGO: DO NOTS

The logo may not be altered or modified in any way. Do not attempt to recreate the logo. Here are examples of things you may not do to the NorthWestern Energy corporate logo.

- DO NOT change the configuration of the logo's components.
- DO NOT change the font of the logo.
- DO NOT place the logo on a confusing background or one that makes the logo hard to see.
- DO NOT change the color.
- DO NOT separate the logo elements.
- DO NOT rotate the direction of the logo.
- DO NOT change the proportions of the logo.
- DO NOT distort the logo either horizontally or vertically.
- DO NOT alter the logo by enlarging, stretching or compressing certain elements.
- DO NOT delete or alter the location of the ® symbol.
- DO NOT use a drop shadow or outline on the logo.

## DOWNLOAD LOGOS

All approved logos are available for download on [iConnect](#).

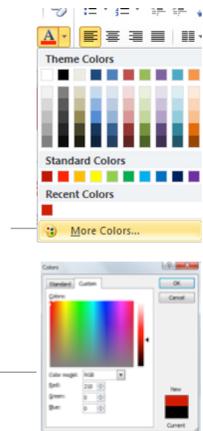
## PILLAR BRAND COLORS

The pillar brand colors (seen below) serve as the anchor palette for NorthWestern Energy. These colors and rules for use should be implemented and followed when developing marketing and communications materials. A series of alternate colors have been created and utilized in some of our campaign advertisements. Those colors and rules for use can be found on the following page.

Primary Color	Secondary Color
 <b>PANTONE® 186</b>  <b>CMYK:</b> 4/100/83/1  <b>RGB:</b> 210/0/0  <b>HTML:</b> #D20000	 <b>PANTONE® 293</b>  <b>CMYK:</b> 100/87/0/0  <b>RGB:</b> 0/61/165  <b>HTML:</b> #003DA5

## SETTING COLORS IN MICROSOFT OFFICE

1. Select More Colors under the color drop-down for text or other objects.
2. On the Custom tab, input the RGB numbers as noted to create the custom red or blue.



### Acceptable Colors for Specific Design Interests

<b>100% BLACK</b> <b>CMYK:</b> 0/0/0/100 <b>RGB:</b> 0/0/0 <b>HTML:</b> #000000	<b>PANTONE® 187</b> <b>CMYK:</b> 22/100/91/14 <b>RGB:</b> 185/1/1 <b>HTML:</b> #B90101
<b>90% BLACK</b>	
<b>80% BLACK</b>	
<b>70% BLACK</b>	
<b>60% BLACK</b>	
<b>50% BLACK</b>	
<b>40% BLACK</b>	
<b>30% BLACK</b>	
<b>20% BLACK</b>	
<b>10% BLACK</b>	
	<b>PANTONE® 294</b> <b>CMYK:</b> 100/91/29/17 <b>RGB:</b> 9/46/110 <b>HTML:</b> #092E6E

## GRAPHIC ELEMENT - EXPANDED COLORS

Additional colors are used in certain marketing and communications campaigns to provide additional lift and excitement. These colors have been thoughtfully created to work with our pillar brand colors.

<b>PANTONE® 187</b> <b>CMYK:</b> 67/0/27/0 <b>RGB:</b> 57/192/195 <b>HTML:</b> #39c0c3	<b>PANTONE® 7476</b> <b>CMYK:</b> 100/0/30/70 <b>RGB:</b> 0/76/84 <b>HTML:</b> #004c54	<b>PANTONE® 809</b> <b>CMYK:</b> 15/0/100/0 <b>RGB:</b> 226/228/26 <b>HTML:</b> e2e41a	<b>PANTONE®</b> COOL GRAY 7 <b>CMYK:</b> 34/28/22/10 <b>RGB:</b> 157/157/166 <b>HTML:</b> #9d9da6	<b>PANTONE® 7545</b> <b>CMYK:</b> 68/56/44/19 <b>RGB:</b> 89/96/110 <b>HTML:</b> #59606e
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## TYPOGRAPHY

Used in body copy, bullets, charts and as the first line in branded headlines.

### Proxima Nova Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

### Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

Used in headlines, subheads, callouts and for emphasis.

### Proxima Nova Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 0123456789**

### Proxima Nova Extra Bold

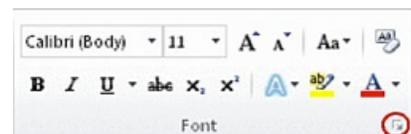
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 0123456789**



**For individuals without access to the Proxima Nova font family, Arial is also acceptable. All employees don't need to use a standard font all the time. We don't have a general use license.**

To set Proxima Nova as the default font on Microsoft Office programs, follow these instructions.

1. Start with a blank document.
2. On the Home tab, click the Font Dialog Box Launcher, and then click the Font tab.
3. Select Proxima Nova as the font and Regular as the font style. Font size can be changed as well.
4. Click the Default button on the bottom of the window and then click OK.



## LETTER FORMATTING

New standardized location-specific, pre-printed letterhead is available from Printing Services.

Follow these instructions to set up a Microsoft Word document to draft your letter to print on the letterhead.

1. Start with a blank document.
2. Under the Page Layout tab, select the Margins drop-down.
3. Select Custom Margins at the bottom of the drop-down.
4. Input the following numbers into the top, bottom, left and right fields.
  - Top: 1.5
  - Bottom: 1.25
  - Left: .75
  - Right: .75
5. Select the Default button on the bottom of the window and then click OK.
6. If you would like to customize your letterhead with your contact information, simply include your name and contact information as part of the signature block of your letter.



**See an example on the following page.**

## LETTER EXAMPLE

**NorthWestern<sup>®</sup> Energy**  
Delivering a Bright Future

Date X, XXXX

Recipient Name  
Recipient Company  
Recipient Address  
Recipient City, State Zip

Body Copy:  
Proxima Nova Regular  
Black  
10 pt. Font  
14 pt. Leading or 1.25 Line Spacing

Dear Recipient Name,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed vel ultricies turpis. Maecenas lobortis ornare dolor a dictum. Sed vitae sollicitudin magna, vestibulum luctus diam. Sed sagittis nunc lorem, a semper felis cursus sit amet. Donec porttitor vulputate magna eget pulvinar. Aenean sit amet lectus vitae erat placerat condimentum. Nulla lacus massa, molestie quis mi sed, volutpat elementum dolor. Fusce at ante rhoncus, iaculis tellus feugiat, tempus arcu. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Curabitur fermentum, leo id aliquam blandit, sapien metus adipiscing libero, eu pulvinar leo libero pharetra magna.

Suspendisse sit amet eros at est bibendum dictum. Etiam tristique velit ultricies mauris auctor vestibulum. Suspendisse potenti. Phasellus bibendum cursus dolor. Interdum et malesuada fames ac ante ipsum primis in faucibus. Praesent sed sapien malesuada, tincidunt enim ornare, consectetur tortor. Aliquam eleifend tortor at congue tempor.

Quisque bibendum auctor lobortis. Nunc risus neque, eleifend ut elit ac, sollicitudin aliquet sem. Ut vestibulum libero in tellus porta eleifend. Vivamus ipsum ante, gravida sed tortor ut, cursus congue odio. Curabitur ac porta velit. Suspendisse tincidunt auctor tellus sit amet elementum. Suspendisse quis nisl venenatis lectus hendrerit tincidunt sed rhoncus tellus. Cras commodo bibendum nulla sed accumsan. Fusce risus velit, cursus id sem id, accumsan tristique ante.

Sincerely,

..... Space for signature. If no signature is used, remove space.

**Sender Name**  
Sender Position  
Sender Email  
O XXX-XXX-XXXX  
C XXX-XXX-XXXX

..... Name, O and C:  
Proxima Nova Bold  
Red

..... Position:  
Proxima Nova Italic

..... Office Number/Extension

..... Cell Number

11 E Park St | Butte, MT 59701 | O 406-497-1000 | F 406-497-2535

NorthWesternEnergy.com

## LOGOWEAR

When ordering branded merchandise and wearables, make sure you are using the correct logo and adhering to the brand standards put forth in this guide. An all-white logo is preferred on any darker-colored clothing or materials. A full-color logo can be used on white or sometimes light blue.

When wanting to feature your department or project, follow this model when creating a design: wear our logo on your heart and the department (project) on your sleeve.



Contact Corporate Communications with questions regarding brand element usage and appropriate file formats, or for recommendations on preferred vendors. Logos are available on iConnect. Custom sleeve artwork is available from Creative Services.



# Marketing Graphic Guidelines

## GRAPHIC ELEMENT - ARROW

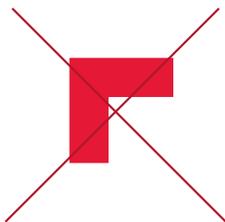
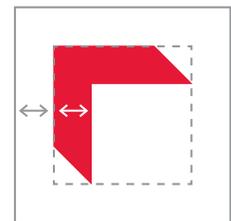
Always pointing to the northwest (top left) corner, the arrow represents direction, focus and movement. The arrow should be used as a graphic element in marketing and communications. Follow these guidelines when working with the arrow. If you have questions, contact Corporate Communications.



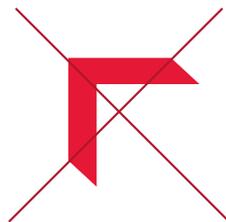
When used as a primary graphic element, the arrow should always be larger than 0.5 inches.



The arrow is most effective when surrounded by as much open space as possible. The area of isolation must be at least equal to the thickness of the arrow.



DO NOT adjust angles or points of the arrow.



DO NOT distort or alter line width.



DO NOT direct the arrow in any direction but northwest.



DO NOT place the arrow next to the NorthWestern Energy logo as an extension of our logo.

## VISUAL STANDARDS



### Employees

When using photos of our employees, show them in a work setting, such as in the field or in the office. Whether you're using a single employee or a grouping, crop employee(s) mid-thigh for print ads that have a lot of copy; and at the natural waist for pieces like banners and gas pump toppers that have very little copy.



### Landscape

When using outdoor photography, use images of actual places in our service territory. If you're taking a new photo, pick a time of day with good light, leave lots of space around the image so you can crop in as much as you want, and consider where in your photo a headline would go.



### 3D Objects

The Bright Ideas campaign uses an isolated 3D object to capture attention and relate to what we are communicating.

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### Stock Photography

We try to always use images that belong to NorthWestern Energy. But stock photography can be licensed when needing to show an image that could be anywhere – like a thermostat on a wall.

### Image Library

The Creative Services department has an image library of employees, landscape photos, icons and 3D objects. If you need an image, please contact us.

### Icons

Icons are utilized to bring a visual element to small spaces such as bulleted lists

## RESOLUTION REQUIREMENTS

When using photography to support communication messages, ensure the photos have high enough resolution for producing at the best quality. Low resolution graphics have limited use. Follow these guidelines when working with photography in various applications. Contact Corporate Communications with questions regarding photo resolution.

Resolution Requirements by Software Application	
Microsoft Office programs such as Word, Excel, Access and PowerPoint	JPG resolution 300 dpi / color mode RGB (printed applications) JPG resolution 72 dpi / color mode RGB (PowerPoint only) WMF color mode CMYK
Web pages	JPG resolution 72 dpi / color mode RGB
Merchandise	Check with vendor for preferred file format

## COPYRIGHT AND PRIVACY GUIDELINES

Copyrighted material cannot be used without permission or proper sourcing. If you didn't originally create the image or graphic, look for any 'conditions of use' statements before use. The following guidelines apply when taking pictures or videotaping people at public events.

- DO NOT photograph or videotape anyone if they have an "expectation of privacy." For example, don't capture images in semi-public places (like restrooms) or in instances that a person would want to keep private (like a mother sitting on a bench nursing her child). If they are trying to avoid being photographed, don't take their picture.
- DO NOT photograph or videotape embarrassing situations including private, non-newsworthy moments such as someone taking medication.
- DO NOT photograph or videotape where it is prohibited by law or at a secure location. Photography of certain government facilities, usually military in nature, is prohibited. Watch for signage indicating a protected facility.
- DO NOT photograph or videotape people if it would portray them in a false light, like including a headshot of someone amidst a collection of other head shots labeled "drug addicts."
- DO NOT photograph or videotape people without being fully aware of the background of the photo and the scene.

**GRAPHIC ELEMENT - IMAGE ANGLE**

Angles may be added to the bottom left corner of images to add additional interest to our marketing and communications materials. When used, all angles should be 45 degrees and proportionally match the size of the northwest arrow.



Angles are on the left side of graphic.

← Angles are 45 degrees.

**GRAPHIC ELEMENT - HEADLINE FORMATTING**

In marketing and communications, use headlines as a quick way to engage with our customers, capture attention, deliver a safety message or request a call to action. Here are some guidelines for how to treat headlines. If you have questions, contact Corporate Communications.

**OPTIONAL**

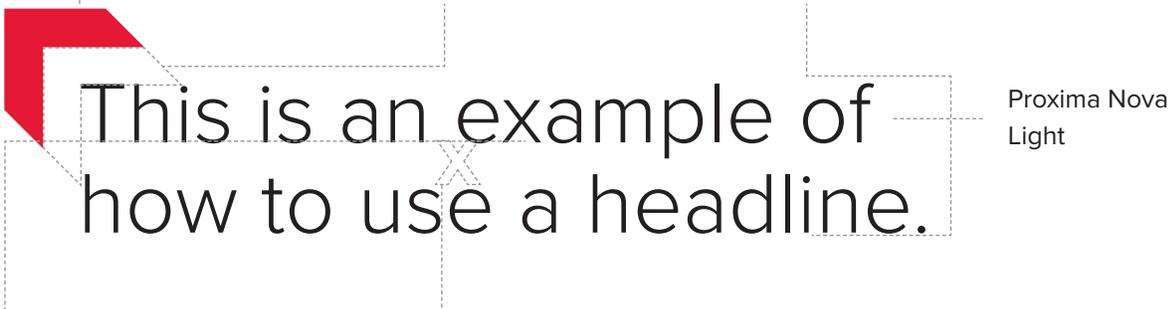
Headlines may be used with or without the arrow.

**ARROW SPACING**

The distance between the arrow and the headline should be equal to the thickness of the arrow.

**FONT SIZE**

All copy in the headline should be the same point size. Headlines are written in sentence case.



**ARROW ALIGNMENT**

The lowest point of the NorthWestern Energy arrow should always meet the baseline of the text.

**LEADING**

The space between the two lines in the headline should be the “x” height of the following line.

Headline

Headline



**COLOR**

Black  
PMS 186  
PMS 7545

**GRAYSCALE**

Black

**REVERSE COLOR**

White

**REVERSE GRAYSCALE**

White

## GRAPHIC ELEMENT - BODY COPY AND CALLOUTS

### SUBHEAD

Proxima Nova Bold. Color may vary in subheads. Subheads may be ALL CAPS or sentence case. Suggested font size is 13 pt, with 14 pt leading (1 line spacing).

### BODY COPY

Proxima Nova Regular at 100% black. Suggested font size is 10 pt, with 14 pt leading (1.25 line spacing).

### CALLOUTS

Callouts are more flexible. A variety of typefaces, colors, font sizes, leading and treatments may be used.

### LLABORI BUSAMUSDA

Tatem doluptaque simosap iendeli quisquo est, tem expliqu idelit, voloriscit, consed quianim quis eum autemporest ut volorenesto et, si cus dolorei cipsand ellorit peruptassim aut fugiatq uatusapid ut maionec usdaepe llabori busamusda iscid maximilit etur asima inis magnist istint ipsum sam et ape necab ipsamendiam repudig niaspic idignih icidunt verchil lestiat esecto est, te dolorib ustempe rrumquaes et quidia consequi dolupta tiatibus nonsequia inihill estint.

### Quisquo est

Tatem doluptaque simosap iendeli quisquo est, tem expliqu idelit, voloriscit, consed quianim quis eum autemporest ut volorenesto et, si cu.

**Tatem doluptaque simosap iendeli quisquo est, tem expliqu idelit, voloriscit, consed quianim quis.**

### QUISQUO EST, TEM EXPLIQU

Tatem doluptaque simosap iendel.

## CAMPAIGN EXAMPLE - BRIGHT IDEAS



The Bright Ideas campaign is used to deliver value-based messages, including energy-saving tips, safety information and public notices. The look is visually interesting and often fun. The tone is smart and personal. The messages provide valuable information and empower customers.

### Visual Identifiers:

- **Headlines:** With this campaign, headlines play an important role in creating intrigue while delivering quick digestible bits of copy that provide value.
- **3D Object:** A clever but recognizable 3D image is used to support the headline and/or message being delivered in the ad. The 3D object is isolated and used as a focal point of the ad in order to instantly connect with the audience.

### Extras:

- **Employees:** From time to time, and when space allows, the use of an employee on the footer of a Bright Idea ad connects this fun concept to our friendly staff.
- **Additional Line Art:** Occasionally, simple tick-mark line art is used to accentuate a word or highlight an action.
- **Bright Ideas Logo:** Occasionally, a small Bright Ideas logo is used to brand this ad as part of a larger campaign. This is most prominent in video advertisements

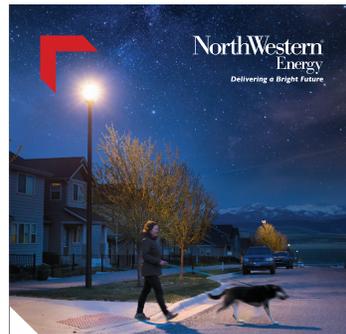
## CAMPAIGN EXAMPLE - BRIGHT STORIES



### Preventing wildfires is a group effort.

With humans causing more than 85% of wildfires, it's more important than ever to help prevent wildfires from starting or, at least, intensifying. At NorthWestern Energy, our Vegetation Management team works year-round to clear any trees and bushes that could contact our power lines, start fires, and cause outages. Our Wildfire Mitigation team, along with emergency response agencies, invests in proactive strategies to protect our system, our customers, and our favorite playground: Montana's forests.

To learn more about what we're doing to prevent wildfires, go to [NorthWesternEnergy.com/wildfires](http://NorthWesternEnergy.com/wildfires).



### Safe streets. Clear skies. Bright future.

Since 2018, NorthWestern Energy has installed nearly 80,000 new LED street lights throughout the big sky state to provide safe and reliable lighting for our communities. These energy-efficient light sources create a warm, focused beam to illuminate streets while eliminating unnecessary light pollution that blocks Montana's majestic mountain skies. We're proud to say that nearly 100% of the replaced lights were recycled to ensure a cleaner and brighter future for all customers.



See how Montana leads the way in LED streetlights: [NorthWesternEnergy.com/streetlights](http://NorthWesternEnergy.com/streetlights)

The Bright Stories campaign is used to deliver the often un-told reports of the positive impacts we have on our communities and customers. The tone is authentic and honest. And the messages convey our sincere dedication to making a difference and investing delivering a bright future. [Click here](#) to see our full suite of stories.

### Visual Identifiers:

- **Real-life Photography:** These advertisements share real-life stories. When executing creative for this campaign, a photoshoot with the real people and places involved should be scheduled and utilized for all media types.
- **Clean Design:** This is about bringing a greater focus to the story, so the design should be simple and clean.

### DESIGN NOTE

This format serves as a base design for most advertisements that utilize photography. So, if you need to create something in a pinch, start here.

## CAMPAIGN EXAMPLE - PICTURE-PERFECT



Keeping Montana Picture-Perfect is a campaign designed to be used when we communicate our renewable story and *heartfelt* messages to the public. It resolves with our commitment and partnership that our brightest days are ahead of us as we work to keep Montana and its natural resources beautiful and intact.

### Visual Identifiers:

- **Nature Imagery:** Between staff photographers and hired photographers this campaign is filled with natural beauty shots of Montana.
- **Utilizes a Serif Font:** To further lean into the heartfelt tone, Baskerville Italic is used for the headline.