Southern Company enterprise brand guidelines

Building our brand: stronger together

October 2026

Southern Company

Welcome!

Our Southern Company brand conveys who we are and unites us in our shared purpose of building the future of energy for the customers and communities we serve. Presenting ourselves consistently and distinctively underscores the strength of our system, enhances our reputation for excellence, and maximizes brand equity across our family of brands.

Our shared goal is to support the continued success of business and brand. We developed these guidelines to help us accomplish this goal. Refreshing our messaging and visual presence helps us reinforce relevance and ensure new freshness and flexibility.

What you'll find inside is an overview of all elements of our brand, and how they come together to create a cohesive expression of who we are. With these specifications and design examples, we hope to empower everyone with the capacity and the passion to effectively communicate our brand to the world.

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What we stand for

Our purpose

Why we do what we do

Building the future of energy

We bring customers the vital energy and solutions that drive growth and prosperity

Our commitments

What we deliver

Trusted solutions

We are bold and optimistic in our vision for the future and thoughtful in how we get there, empowering our expert employees to proactively build what works for the people and communities we serve—delivering resilient operations, clean and affordable energy mix, superior safety and financial performance.

Community value

The people we serve are not only our customers, our employees and our shareholders, they are also our neighbors. And we devote our time and resources to making a positive, meaningful impact on the communities we serve. Whether it's energy progress, social, economic, or environmental progress, we consider what better looks like and work collaboratively with our operating companies to make it a reality.

Leadership through action

We own the responsibility of finding the best path forward, working tirelessly to advocate for renewable energy and rigorously evaluating the innovative ideas and solutions that will get us to our goal of net-zero carbon operations. More than that, we take action and implement, so our communities and customers get the best of what's next.

Our design principles

How we feel

Make it authentic

Show momentum

Give it meaning

Make it authentic

We demonstrate empathy and relatability to the customers, communities and partners who rely on us by presenting our brand through a lens of "real-ness" and authenticity.



Why it works:

- Presents as more relevant, relatable and appropriate for the times
- Communicates "real" rather than "over-polished"
- Reflects our diverse communities through imagery that feels in the moment
- Humanizes our impact by featuring the people and communities we serve, front and center

How to execute:

- Choose authentic, less 'perfect' imagery
- Highlight the people and communities we serve, (generally) placing less emphasis on us and our brand elements

Show momentum

We're motivated to improve the daily lives of our customers and the future of our communities, and we convey our optimism and commitment to progress through the vibrant and dynamic expression of our brand.

Why it works:

- Creates a more energized, active expression, built for the digital-first world through bold scale and cropping and dynamic perspectives
- Conveys our impact, progress and innovation through storytelling, to tangibly demonstrate industry leadership

How to execute:

- Choose active and energizing imagery and language to show motion and represent progress in the modern world
- Use bold scale and cropping, and dynamic perspectives to reflect our leading position



Give it meaning

Our ultimate focus is on meeting and exceeding the needs of the people we serve every day, and we honor that focus and those we serve by applying elements with simplicity and intention.

Why it works:

- Highlights our vision through use of singular, simple visual
- Provides more ability to flex the toolkit to speak to all subject matter in a considered, personalized way

How to execute:

- Apply elements with intention and purpose
- Focus on one main visual element at a time
- Use generous white space

How we look

Leading with focus

Our design tenets are key to consistency and creating focus



Authentic customer-centric photos with a strong focal point

- Photos that elevate and focus on the people and communities we serve
- Photos that frame subjects and impact through strong depth of field with simple surroundings and bold cropping
- Photos that naturally show our energetic brand colors, if possible



A single color spectrum, elevating one color family at a time

- Flexible single color family approach that aligns with message/information or surroundings of the design (but not by business, as that approach was deemed restrictive, limiting and likely to stifle creativity)
- Intention is to collectively show a vibrant, prismatic approach to color, applied in a focused, coordinated way



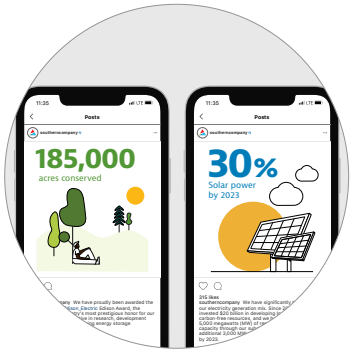
Dynamic patterns that direct the eye forward

- Intended for use sparingly as a background
- Aims to spotlight our forward-looking purpose of building the future of energy



Clean, modern typography reflecting our leadership

- Large-scale, lightweight headlines and bold subheads to express confidence and leadership
- Serif typeface used sparingly to differentiate quotes and key data
- Text in black to show strength, commitment, determination



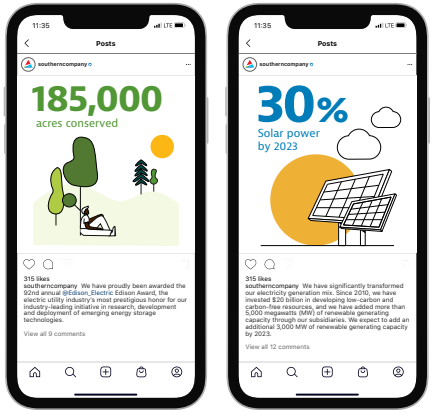
Crisp linear illustrations with vibrant highlights

- Linear style illustration highlights key subjects with monochromatic color and one accent for pop
- Breadth of skin tones represented to show diversity

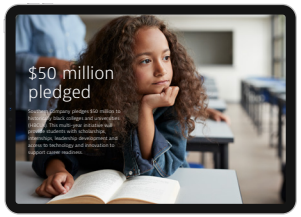
Visual identity system at a glance













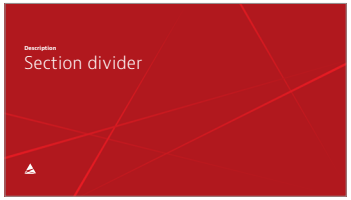


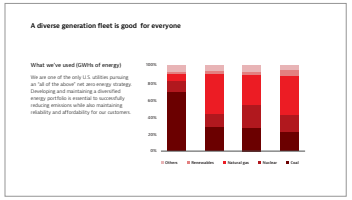


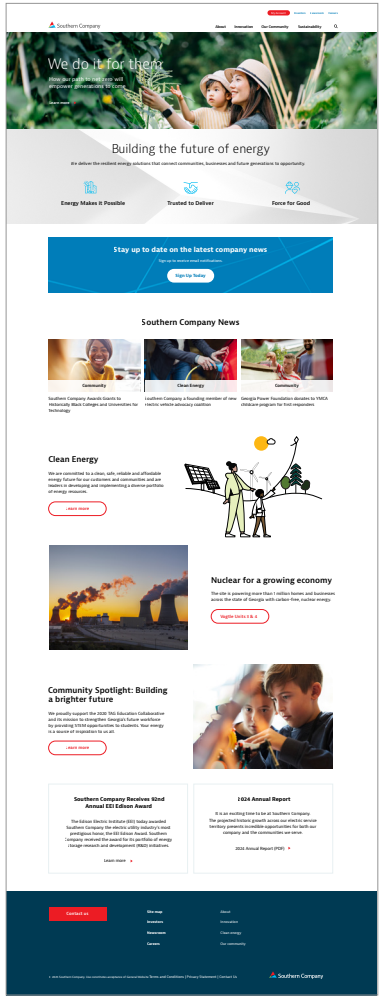












Brand elements

We use our brand elements, illustrated below, across all of our communications regardless of the business, region or channel. Through consistent application, our audiences will always know who we are and what we stand for—and we will continue to build equity and recognition for our brand and differentiate ourselves from our competitors.

Logo

Southern Company

Southern Company

Typography

Bernina Sans
Light for headline

**Bernina Sans Bold
for sub headline**

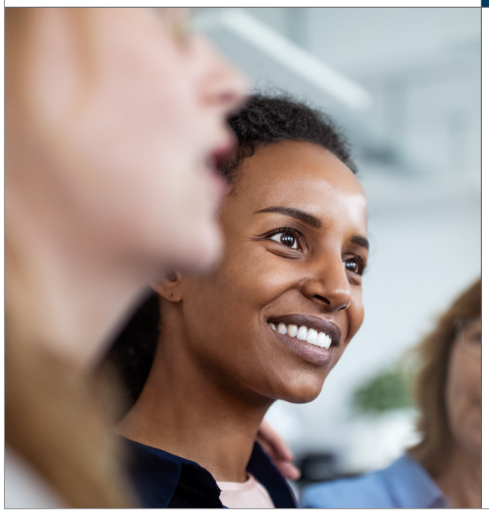
Bitter family
for facts, figures and quotes

Color

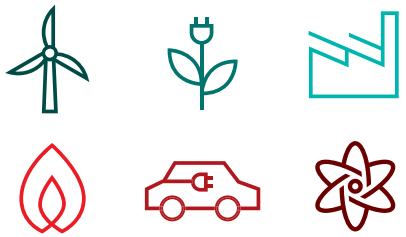


Patterns

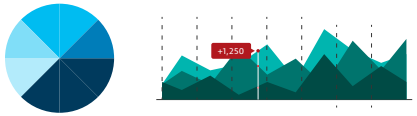


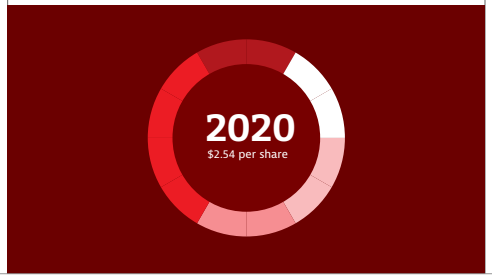


Imagery



Iconography





Infographics



Illustration

Logo

Our logo is the most prominent and recognizable symbol of who we are. Through its colors, dynamic forms and typography, we express our brand purpose: to build the future of energy.

Logo

Our symbol features Southern Company's iconic red triangle atop new components in a fresh color palette, signifying the increasing breadth of our capabilities and our commitment to better delivering clean, safe, reliable and affordable energy. The prominent position of the red triangle suggests both leadership and our drive for growth and prosperity.

The bright light-green and light-blue colors convey vitality and a spirit of optimism; their overlap creates a sophisticated dark blue to signal our expertise and dependability. This dynamic and open symbol speaks to our future of possibility and innovation, while the transparent, layered shapes speak to our culture of working together.

We compose our wordmark in a well-crafted typography, with angled edges to represent our warm personality while hinting at our visionary outlook. The sentence-case type style in a neutral gray adds a modern, human touch.

The symbol and wordmark appear together. Never manipulate the symbol or use with other text.



Our symbol

Our wordmark

Horizontal logo and portfolio of brands

The Southern Company logo is the cornerstone of our visual identity and the basis for all other logos in our portfolio. Most of our logos share the same symbol and type style to create a strong, unified visual expression of our brand.*

*Gas retail is the exception, per legal and regulatory requirements. Other exceptions may be established in the future.





























Vertical logo and portfolio of brands



Alabama Power

Georgia Power

Mississippi Power

Southern Power

Southern Nuclear

Southern Company Gas

Atlanta Gas Light

Chattanooga Gas

Nicor Gas

Virginia Natural Gas

Southern Linc

Southern Telecom

PowerSecure

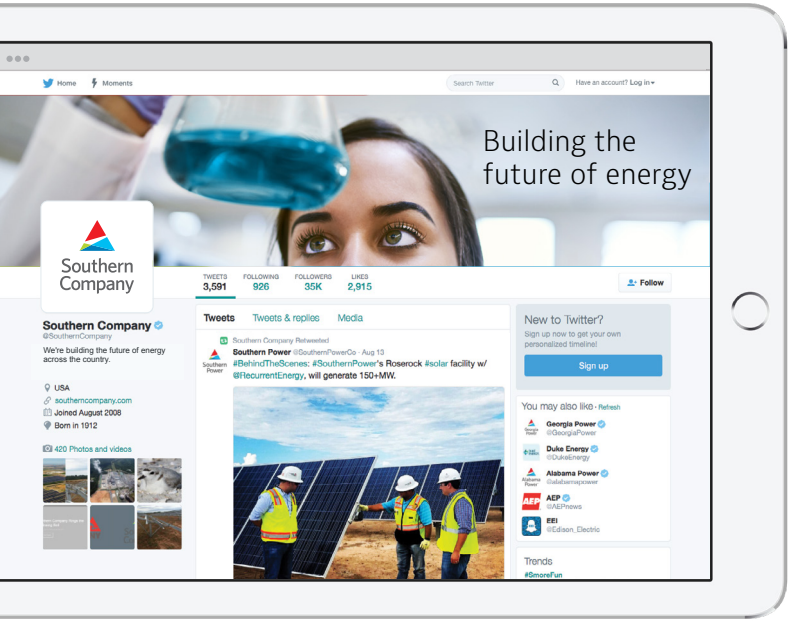
How we use our logo

To build equity and recognition for our brand, we prefer to use our full-color logo with our company name whenever possible, unless strong functional or aesthetic design reasons require alternate versions.

Note: Please refer to our Logo artwork page for more details on logo variations.

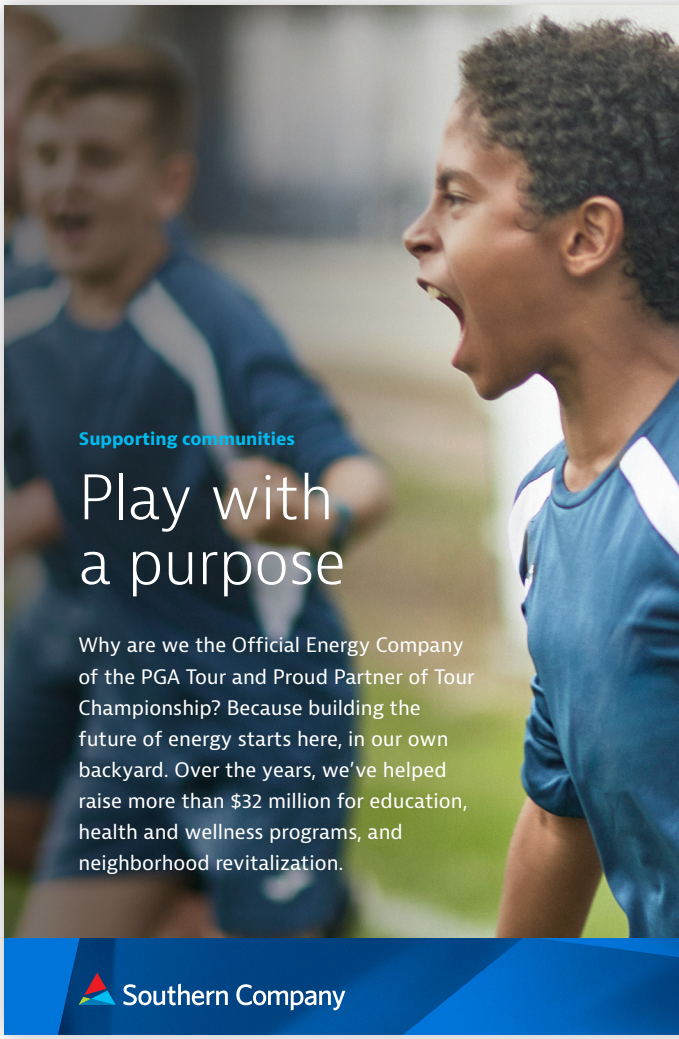
Maximize presence and impact

We use our vertical logo when there is limited horizontal space. Be sure to fully represent our company name along with our symbol.



Focus on the customer

For most applications, we place the emphasis on the image—focusing on the people we serve.



Be practical

We may use our symbol without our name for select applications, such as an app icon or the front of a hard hat.



Ensure logo visability

The logo can appear on a color pattern as long as the symbol remains clear with sufficient contrast.

Clear space and minimum size

Clear space

The gray dotted lines in the illustration at right represent the clear space that we leave around the logo to ensure its visibility and presence.

The minimum clear space on all sides of the logo equals 65% of the height of the symbol.

The clear space within the symbol should always show as negative space and not be filled in with white.

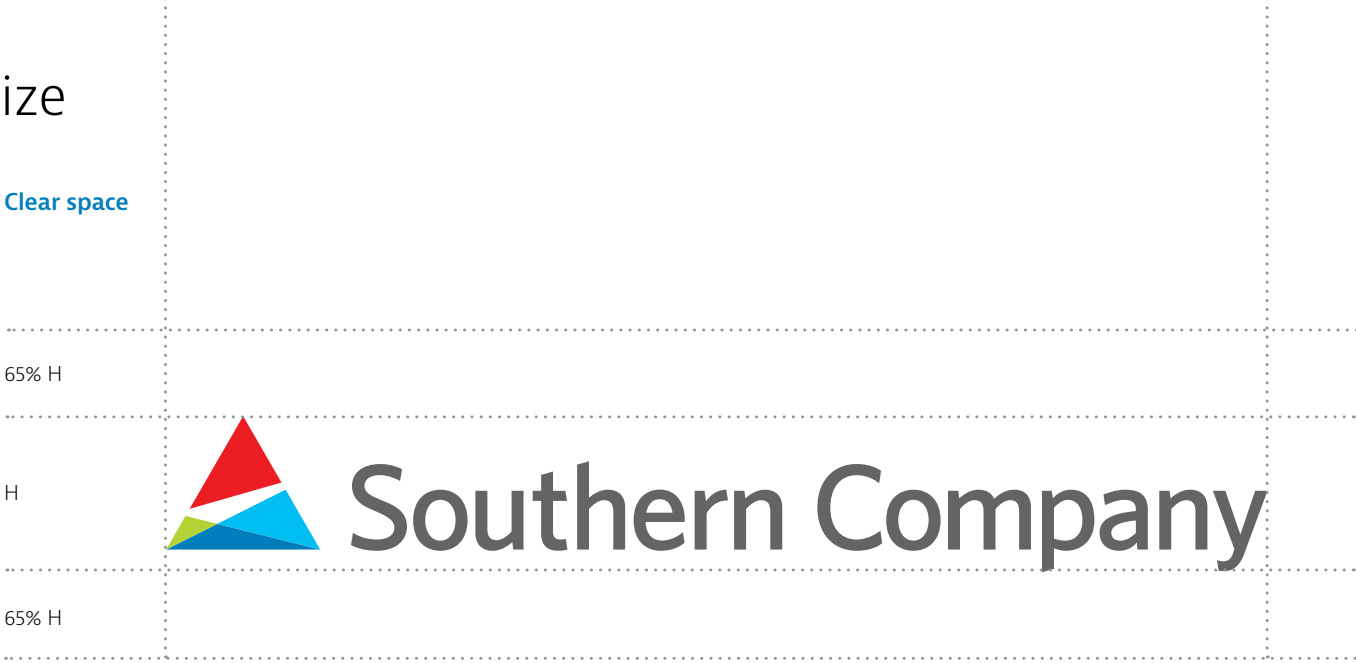
Minimum size

Minimum size is the smallest size to safely reproduce the logo for either print or digital applications.

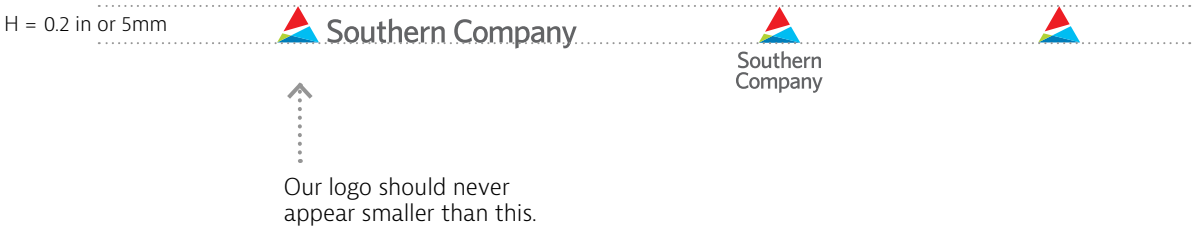
To ensure quality reproduction, do not reproduce the logo with the height of the symbol smaller than 0.2 inches or 5 millimeters.

Note: To present a clean graphical treatment of the logo, we prefer using our logo without a ™ symbol.

Clear space



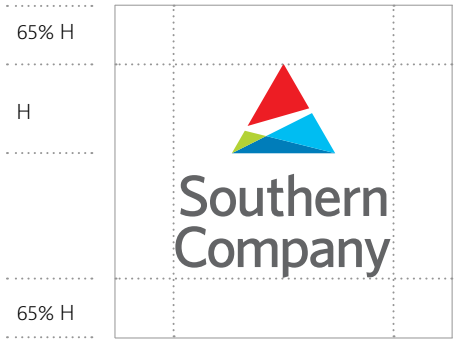
Minimum size



Clear space and minimum size *Continued*

Follow the approved clear space and minimum size specifications when using any of the logo variations.

Clear-space examples





Minimum-size examples





Logo artwork — Horizontal

Full-color



Full-color reversed



One-color or special usage, black*



One-color or special usage, white*



Note: To present a clean graphical treatment of the logo, we prefer using our logo without a ™ symbol.

*One-color or special usage logo variations are for use on applications for aesthetic design reasons or when special techniques such as etching, embossing or one-color embroidery are required.

Logo artwork — Vertical

Full-color



Full-color reversed



One-color or special usage, black*



One-color or special usage, white*

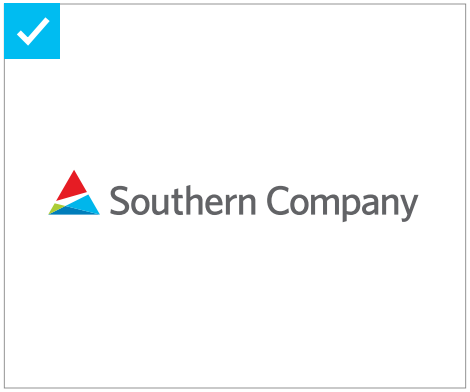


Note: To present a clean graphical treatment of the logo, we prefer using our logo without a ™ symbol.

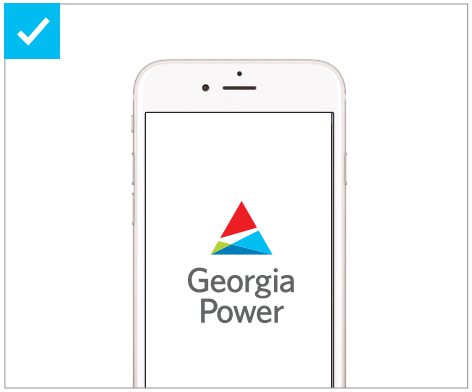
*One-color or special usage logo variations are for use on applications for aesthetic design reasons or when special techniques such as etching, embossing or one-color embroidery are required.

Helpful tips for using our logo

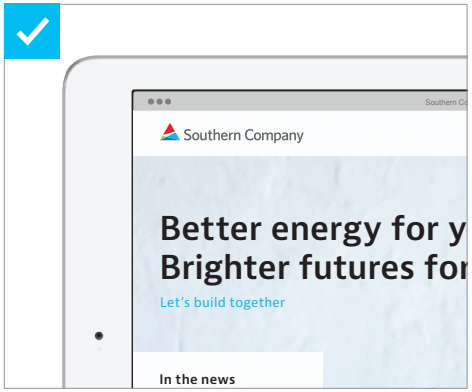
Respect the integrity of our logo at all times. Any modification of the logo confuses its meaning and diminishes its impact. Apply these same principles when using any of our logo variations.



Do use only the approved logo artwork.



Do use our stacked logo variation only where horizontal space is limited.



Do respect the minimum clear space around the logo (65% of the height of the symbol).



Do ensure the legibility and visibility of the logo on any background.



Do not create unapproved logos.



Do not add any unapproved text or elements to the logo.



Do not violate the minimum clear space requirements by placing any unapproved text or graphics too close to the logo.



Do not rotate the symbol.

Helpful tips for using our logo *Continued*



Do not distort, condense, stretch or modify our logo in any way.



Do not recreate the logo in another typeface or alter the color of the logo.



Do not alter the size and relationship or rearrange any elements within the logo.



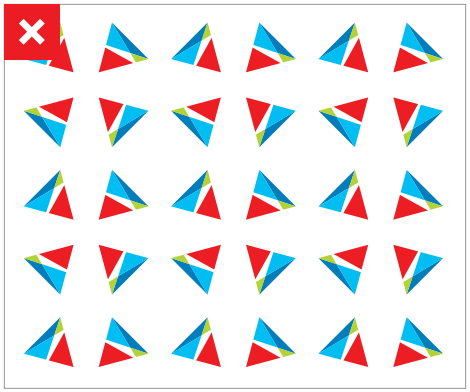
Do not add a drop shadow to the logo.



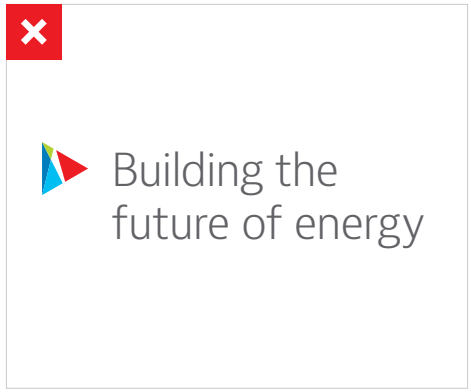
Do not use our logo on a background that may compromise the legibility of our logo.



Do not use our logo as a holding shape for imagery or graphics.



Do not create unapproved patterns.



Do not use our logo as a graphic pointer for messaging.

Colors

Our unique color palette expresses our personality and helps our customers recognize us among our peers. Southern Company red is bold and energetic, an important link to our heritage. The light green and light blue, along with our other bright colors, infuse our brand expression with a sense of liveliness, while the darker colors convey dependability and sophistication.

How we use our colors

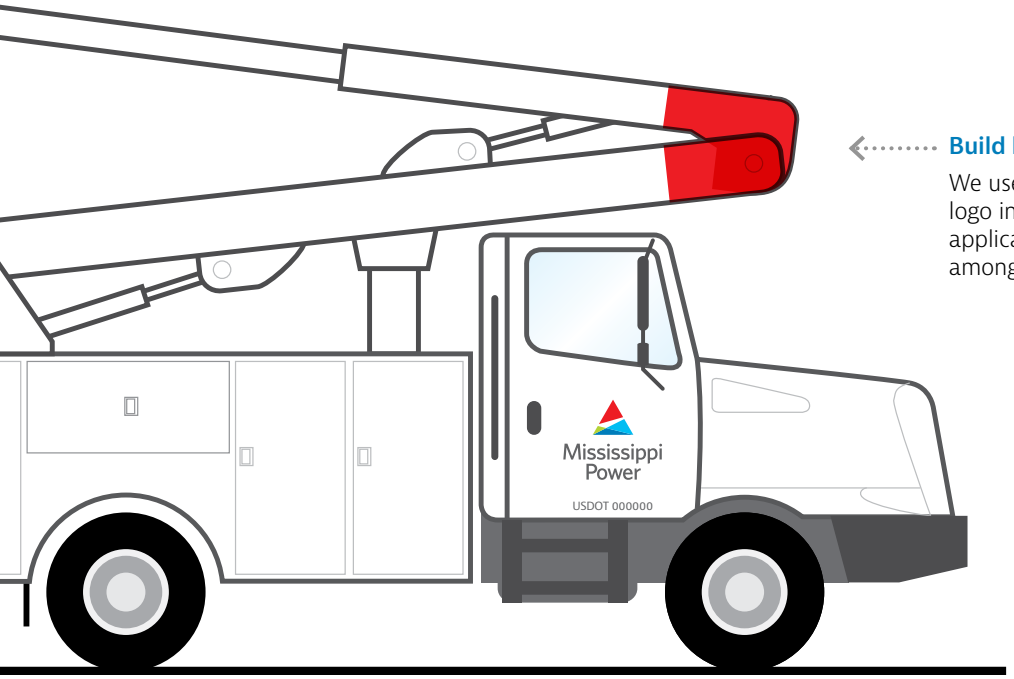
To build equity and recognition for our brand, we use our color palette exclusively.

Applying color in a focused way helps present purposeful and sophisticated content. We prefer to use a flexible single color family approach that aligns with the message or surroundings of the design, creating depth in an engaging and coordinated way. This collectively shows a vibrant, prismatic approach to color. Additional colors, outside of a specific color family, can be used to help differentiate various data points in complex charts and graphics.

Add vibrance

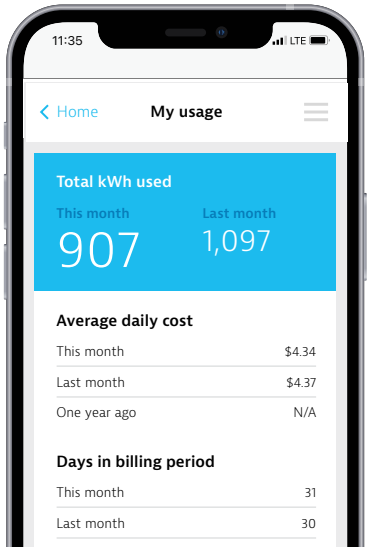
A single color spectrum, elevating one color family at a time.





Build brand equity

We use the red from our logo in this high-visibility application to stand out among our competitors.



Be purposeful

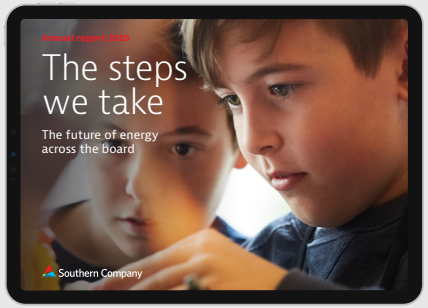
We use color to zoom in on important information.

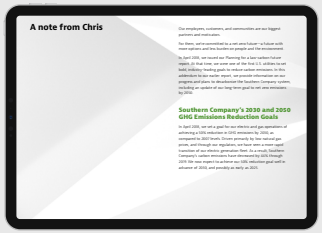
Choosing a color family for your communications

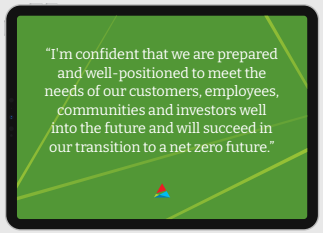
We recommend selecting one family of focus for each document or project. This delivers intention and focus at the project level—a sense of depth. Our customers and key audiences will also experience the full breadth of our palette over time and through further interaction with various brand elements. The extended range of colors within each family provides greater flexibility in designing your communication. Choose colors based on the tone of your messages and consider full-bleed color for visual pacing and impact.

We use brighter tones to make the communication feel energetic.







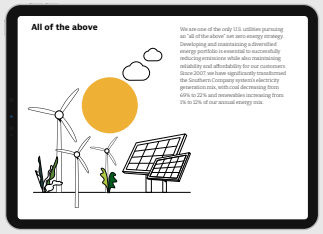


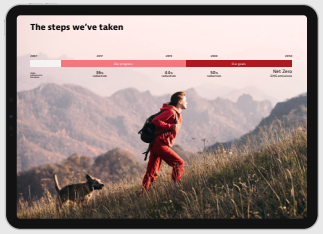


We choose a neutral or dark palette to create a sophisticated feel.

We use full-bleed color to add interest and provide visual pacing.







We select a color pair that complements our imagery and helps add variety to our communications.

Color specifications — Logo palette

Use CMYK specifications for print applications; use RGB specifications for digital applications. When Pantone® spot colors are necessary, match the spot color to Pantone solid-coated swatches.

For additional color information, refer to the color formulas below and on the following pages.

Primary palette	Pantone	CMYK	RGB	HTML*
Southern Company Red	PMS 485 C	C0 M100 Y100 K0	R236 G28 B36	EB161E
Southern Company Light Green	PMS 2299 C	C35 M0 Y100 K0	R178 G210 B53	B2D235
Southern Company Light Blue	PMS 306 C	C75 M0 Y0 K0	R0 G188 B241	00BDF2
Southern Company Blue	PMS 7461 C	C100 M25 Y0 K15	R0 G125 B185	007DB9
Southern Company Gray	PMS Cool Gray 10 C	C0 M0 Y0 K75	R98 G98 B98	626262
Southern Company White	n/a	C0 M0 Y0 K0	R255 G255 B255	FFFFFF

*Accessibility-friendly color codes.

Color specifications — Logo palette, embroidery and signage

Thread specifications

Refer to the Madeira thread specifications listed below. When using threads from other manufacturers, match the color to Pantone solid-coated swatches.

Paint specifications

Refer to the AkzoNobel formulas listed below. We prefer a satin finish for all colors.

Vinyl specifications

Refer to the 3M™ commercial graphic film specifications listed below.

Primary palette	Pantone	Madeira thread	AkzoNobel paint	3M commercial graphic films
Southern Company Red	PMS 485 C	1878	035-409C5	Scotchcal Poppy Red 3630-143
Southern Company Light Green	PMS 2299 C	1649	251-443A6	Scotchcal Custom Green VT20028
Southern Company Light Blue	PMS 306 C	1895	389-467A6	Scotchcal Custom Blue VT20014
Southern Company Blue	PMS 7461 C	1797	434-478A5	Scotchcal Intense Blue 3630-127
Southern Company Gray	PMS Cool Gray 10 C	1614	465-469F4* *or* 565-496F4*	Scotchcal Slate Gray 3630-61* *or* Day/Night Smoke Gray 3635-91*
Southern Company White	n/a	1801	555-508E6	Scotchcal White 3630-20

*Be sure to match the paint color to the film color you select.

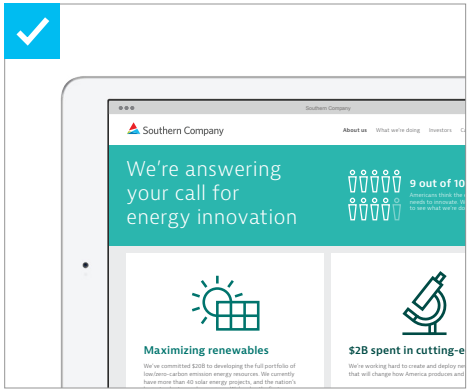
Color specifications — Color families

Palette		Pantone	CMYK	RGB	HTML
Red family	Southern Company Red	PMS 485 C	C0 M100 Y100 K0	R236 G28 B36	EB161E
	Southern Company Medium Red	PMS 7621 C	C0 M98 Y91 K30	R177 G24 B30	B1181E
	Southern Company Dark Red	PMS 7624 C	C0 M100 Y87 K68	R107 G0 B0	6B0000
Green family	Southern Company Light Green	PMS 2299 C	C35 M0 Y100 K0	R178 G210 B53	B2D235
	Southern Company Medium Green	PMS 370 C	C62 M0 Y100 K25	R82 G151 B54	48842F
	Southern Company Dark Green	PMS 2280 C	C75 M0 Y100 K64	R0 G89 B29	00591D
Blue family	Southern Company Light Blue	PMS 306 C	C75 M0 Y0 K0	R0 G188 B241	00BCF2
	Southern Company Blue	PMS 7461 C	C100 M25 Y0 K15	R0 G125 B185	007DB9
	Southern Company Dark Blue	PMS 302 C	C100 M48 Y12 K58	R0 G58 B93	003A5D
Orange family	Southern Company Yellow	PMS 7409 C	C0 M31 Y100 K0	R253 G183 B20	FDB714
	Southern Company Orange	PMS 166 C	C0 M76 Y100 K0	R242 G99 B34	F26322
	Southern Company Brown	PMS 483 C	C18 M79 Y78 K62	R101 G37 B23	652517
Teal family	Southern Company Teal	PMS 326 C	C81 M0 Y39 K0	R0 G181 B175	00B5AF
	Southern Company Medium Teal	PMS 7718 C	C100 M0 Y48 K40	R0 G116 B109	00746D
	Southern Company Dark Teal	PMS 7722 C	C89 M0 Y45 K72	R0 G75 B69	004B45
Gray family	Southern Company Light Gray	PMS Cool Gray 1 C	C0 M0 Y0 K10	R232 G232 B232	E8E8E8
	Southern Company Medium Gray	PMS Cool Gray 7 C	C0 M0 Y0 K50	R149 G149 B149	959595
	Southern Company Gray	PMS Cool Gray 10 C	C0 M0 Y0 K75	R98 G98 B98	626262
	Southern Company Dark Gray	PMS Cool Gray 11 C	C0 M0 Y0 K85	R77 G77 B77	4D4D4D
	Southern Company Black	PMS Black C	C0 M0 Y0 K100	R0 G0 B0	000000

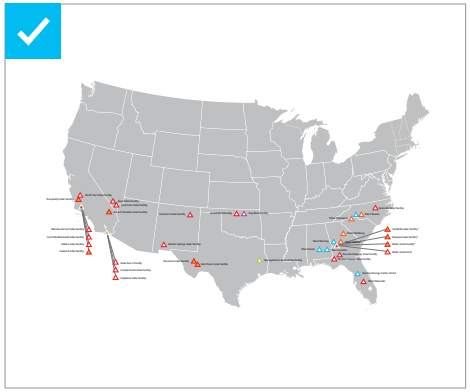
*Accessibility-friendly color codes.

Helpful tips for using our colors

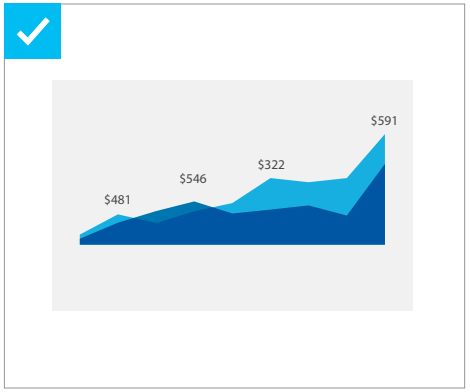
Here are examples of what to do and what not to do to help us maintain consistency across all of our communications.



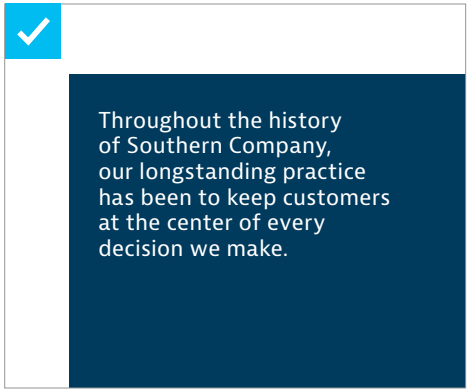
Do use harmonious colors for a visually compelling look and feel.



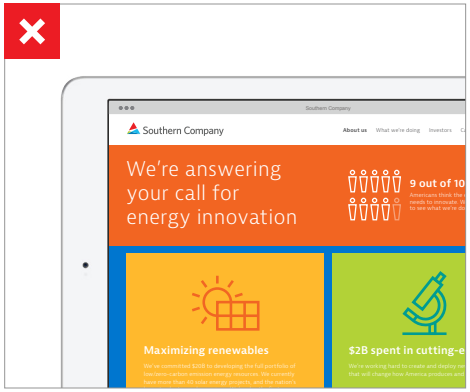
Do use colors strategically when highlighting key information.



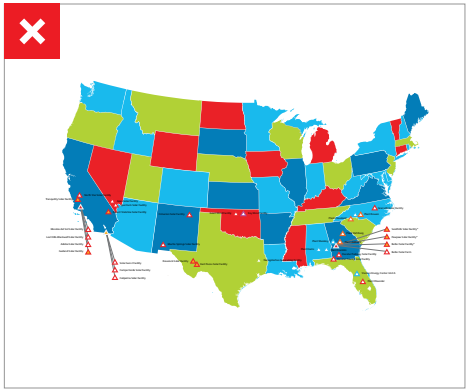
Do use color families whenever possible.



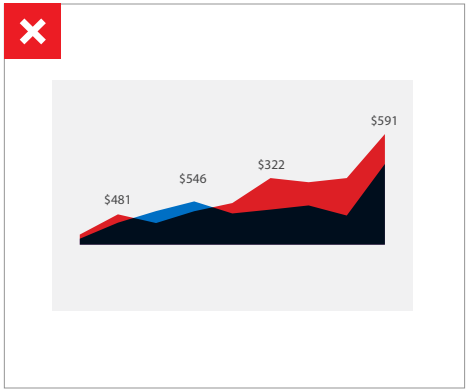
Do choose colors from our dark color palette for a more sophisticated look.



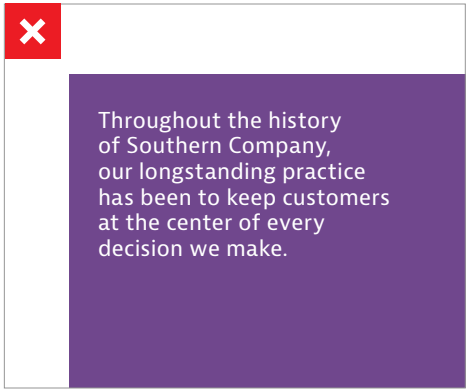
Do not arbitrarily apply or overuse color in a way that may diminish its effectiveness.



Do not use multiple colors when it is not necessary to use colors for differentiation.



Do not use colors that are jarring or that appear too dark when combined.



Do not use colors that are not part of our color palette.

Typography

A particularly important element for us due to our volume of communications and our emphasis on dialogue. To embody our tone, we use Bernina Sans as our primary font and Bitter as our secondary font. Both of these font families are modern, clean, sophisticated and readily legible.

Hi! I'm Bernina Sans

and this is Bitter

Bernina Sans Light
Bernina Sans Light Italic
Bernina Sans Regular
Bernina Sans Italic
Bernina Sans Semibold
Bernina Sans Semibold Italic
Bernina Sans Bold
Bernina Sans Bold Italic
Bernina Sans Extrabold
Bernina Sans Extrabold Italic

Bitter Extralight
Bitter Extralight Italic
Bitter Thin
Bitter Thin Italic
Bitter Light
Bitter Light Italic
Bitter Regular
Bitter Italic
Bitter Medium
Bitter Medium Italic
Bitter SemiBold
Bitter SemiBold Italic
Bitter Bold
Bitter Bold Italic
Bitter ExtraBold
Bitter ExtraBold Italic
Bitter Black
Bitter Black Italic

Limited-use typography

Bernina Sans Narrow and Condensed are now approved as primary font styles, providing expanded typographic flexibility within our brand system.

Note: New font style options added January 2026.

Bernina Sans Narrow Light

Bernina Sans Narrow Light Italic

Bernina Sans Narrow Regular

Bernina Sans Narrow Regular Italic

Bernina Sans Narrow Semibold

Bernina Sans Narrow Semibold Italic

Bernina Sans Narrow Bold

Bernina Sans Narrow Bold Italic

Bernina Sans Narrow Extrabold

Bernina Sans Narrow Extrabold Italic

Bernina Sans Condensed Light

Bernina Sans Condensed Light Italic

Bernina Sans Condensed Regular

Bernina Sans Condensed Regular Italic

Bernina Sans Condensed Semibold

Bernina Sans Condensed Semibold Italic

Bernina Sans Condensed Bold

Bernina Sans Condensed Bold Italic

Bernina Sans Condensed Extrabold

Bernina Sans Condensed Extrabold Italic

How we use our typeface

For all professional designs, keep it simple by using only a couple key type styles and weights on each communication. We use Bernina Sans for headlines and Bernina Sans Light for heavy body copy. We use Bernina Sans Semibold for sub-headlines and Bitter for quotes or large callouts. In situations where legibility might be a concern (such as for outdoor billboards or directional signage), other weights (such as Semibold, Bold or Extra Bold) may be used. Use Southern Company Black (100% black) for body text to ensure legibility and show determination.

For PC users, use Calibri, a standard system font available on all Windows computers.

Note: Refer to Contacts and resources for information on how to obtain Bernina Sans font. The Bitter font is a free Google font that can be downloaded online. Go to https://fonts.google.com/specimen/Bitter.

Keep it light

Headlines use large scale Bernina Sans to convey distinction and confidence.

We prefer to use our fonts in a light weight for most communications. Heavier weights may be used to enhance design and messaging of the piece.

Keep it clear

We use scale and color to help create a clear hierarchy of information.



Keep it interesting

We use Bitter, our serif font, sparingly to add variation on quotes, callouts or numbers.


"It is an exciting time to be at Southern Company. The projected historic growth across our electric service territory presents incredible opportunities for both our company and the communities we serve. We continue to challenge our team to approach these opportunities with a vision of innovation and collaboration, always keeping our customers at the center of all we do."

Christopher C. Womack–Chairman, President & CEO
Southern Company

Dear shareholders,

2024 was another outstanding year for Southern Company.

We celebrated monumental milestones and navigated unprecedented challenges. Our many achievements include delivering strong financial results, celebrating commercial operation for Georgia Power's Vogtle Unit 4, making progress on our net zero goal, continuing to advocate for sound energy policy, advancing our energy portfolio and transitioning for the future, seeking out opportunities to run more efficiently, executing a historic storm response and more, all while staying intently focused on Our Values and our culture.

We invested in our infrastructure as well as our team and leaders. Our success operationally, paired with our focus on people – customers and employees alike – is why we are recognized as one of the World's Most Admired Electric and Natural Gas Utility Companies by Fortune Magazine.

It is an exciting time to be at Southern Company. The projected historic growth across our electric service territory presents incredible opportunities for both our company and the communities we serve. We continue to challenge our team to approach these opportunities with a vision of innovation and collaboration, always keeping our customers at the center of all we do.

Excelling at the Fundamentals

I am, first and foremost, most proud of how our team continued to put customers first throughout 2024. While this is our daily mission, our dedication was especially evident as we came together over the past year in response to several weather events that impacted many of our customers, including the most destructive storm in Georgia Power's 140-year history.

In late September, Hurricane Helene swept through Georgia, leaving catastrophic damage in its wake so severe that entire sections of the power grid had to be rebuilt in areas of the state. The numbers were staggering – nearly 12,000 poles were broken, over 1,500 miles of wire downed and more than 5,800 transformers were damaged. But the response was even greater, and the effort was nothing short of monumental. More than 20,000 personnel worked to

Power and Mississippi Power. And Atlanta Gas Light, with support from Virginia Natural Gas teammates, safely completed more emergency leak calls in Augusta, Georgia across the final four days of September alone than they did in the first five months of 2024 combined. It was truly an all-hands-on-deck endeavor.

But Helene wasn't the first or the only severe weather the team faced last year. On January 17, Southern Company's system reliably served a historic amount of electric usage, reaching an all-time record winter peak load, surpassing that of past winter weather events, including 2014's polar vortex and 2022's Winter Storm Elliott.

Another monumental achievement from last year was the completion of Georgia Power's Vogtle Unit 4 - making Plant Vogtle the largest generator of clean energy in the nation. Bringing the first new nuclear reactors online in the United States in over 30 years was no small feat, but was made possible because of our steadfast belief in the project and the relentless efforts of thousands of our team members. This long-term investment will benefit customers and communities in Georgia for the next 60 to 80 years, helping us to meet the energy demands of our growing economy.

And our economy isn't just growing, it is booming. Economic development activities at our electric utilities continue to be robust. Over the past year, more than 150 companies announced expanded operations or made the decision to locate new facilities within our southeastern footprint – like the Meta $800 million data center that Alabama Power helped bring to Montgomery. These projects are expected to support over 20,000 new jobs, and the economic development pipeline from large electric load customers, including data centers and large manufacturers, represents over 50,000 MWs of potential incremental load by the mid-2030s. And we remain committed to our approach to sustainably serving this exciting growth opportunity, including

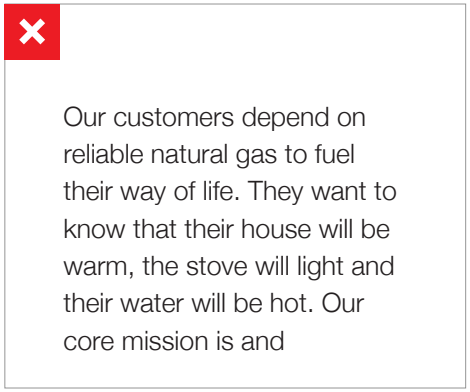
Keep it approachable

We use sentence case to convey a warm, conversational tone.

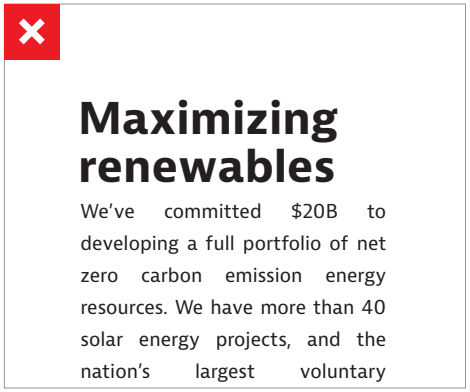
Use italics sparingly and only if necessary (e.g., when referencing titles of works, such as newspapers).

Helpful tips for using our font

Here are examples of what to avoid in order to help us maintain consistency across all of our communications. These principles apply to both print and digital applications.



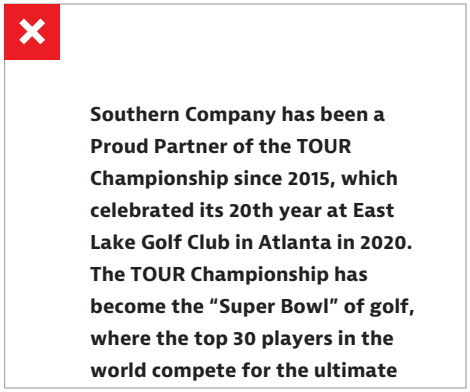
Do not use unapproved typefaces.



Do not use justified text alignment unnecessarily to avoid creating rivers and poor readability.



Do not use unapproved type styles.



Do not use a bold type weight for large amounts of body copy. Use type weight strategically to highlight key information.



Do not arbitrarily mix two typefaces in one sentence.



Do not use all uppercase in large blocks of copy. Use it sparingly when needed for strong type hierarchy.



Do not use a type size or color that does not provide sufficient contrast and legibility.



Do not overuse type size, weight and color in a way that makes it difficult for readers to understand a clear information hierarchy.

Patterns

We use the dynamic energy of our prism and linear patterns to guide our look and feel, echoing the angles that live within the triangle of our logo. The dimensionality of these patterns signals our momentum and ongoing commitment to deliver vital energy to our customers and communities.

Patterns

The new patterns take inspiration from our symbol. The patterns expand on the dynamic angles that live within the triangle, creating a connective, active, 3D perspective with gradient color. We have two patterns for added flexibility in our communications with each serving a different purpose.



Prism

Our primary pattern inviting our audiences to take notice. The prism represents the energy and forward motion inherent in our brand.



Linear

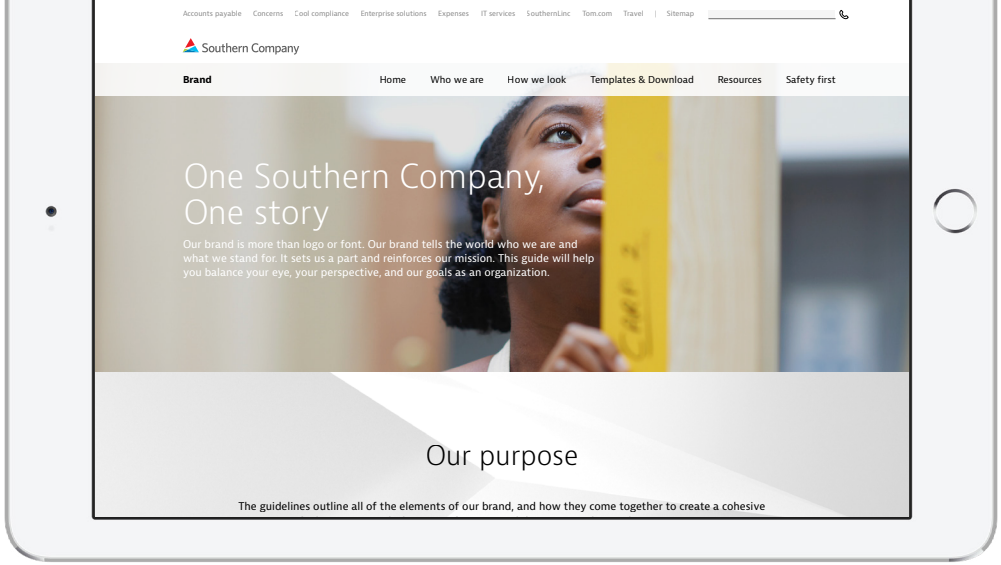
Also inspired by our brand mark, this simplified pattern is a secondary option.



How we use our patterns

Our dynamic patterns direct your eye forward creating energy. We prefer to place the prism pattern in larger applications that showcase its depth and dimension. The prism pattern appears on the primary surface of an application, such as websites or presentation covers. It is also effective when used as the hero element in an application to help build equity and recognition for our brand, such as in ads and social posts.

Our linear pattern is a simplified, secondary pattern that can be used on large and small applications. The minimalistic linework and open solid color space provides a nice backdrop to highlight key messages and add flexibility to our communications. Never use the patterns side by side and in general, avoid using more than one pattern on a page, except in certain instances like long-form web pages.



Keep it dynamic

We place the prism pattern to draw the eye to key messages. Use scale and placement to help create a dynamic composition.

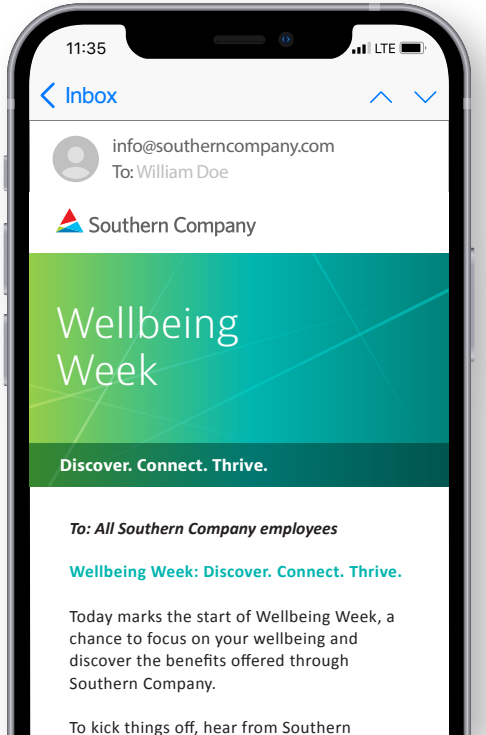


Catch the eye

We use a linear pattern to organize content and lead the eye to messages that we want to highlight.

Use it purposefully

We use our linear pattern as a bold and dynamic backdrop to add energy and create visual impact.



Prism pattern colors

Each of our core color families are available in the prism pattern. When using these patterns, only use one color on an application.

Red color family



- Southern Company Red
- Southern Company Medium Red
- Southern Company Dark Red

Green color family



- Southern Company Medium Green
- Southern Company Dark Green



- Southern Company Light Green
- Southern Company Medium Green

Gray color family



- Southern Company White
- Southern Company Light Gray
- Southern Company Medium Gray

Blue color family



- Southern Company Light Blue
- Southern Company Blue
- Southern Company Dark Blue



- Southern Company Blue
- Southern Company Dark Blue

Orange color family



- Southern Company Orange
- Southern Company Brown

Teal color family



- Southern Company Teal
- Southern Company Medium Teal
- Southern Company Dark Teal

How to crop the prism pattern

When scaling the prism pattern, always crop in to showcase the angles inside the prism. Never show the full image, hard edges or solid blocks of color found in the corners.

When applying the prism pattern, use in large applications or backgrounds. Do not use the prism in small boxes where the full depth of the angles are obstructed, instead you should use the linear pattern or solid color blocks.

On an image

When applying a prism pattern on imagery, refer to the step-by-step guide at below.

Layer 1: Imagery background
Select an area to place the prism pattern. Consider how the pattern will interact with the focal subject of the image.

Layer 2: Light gray prism pattern

Place the light gray prism pattern, apply a screen effect and set transparency to 70% to use it as a base layer. This helps ensure that the colors of the prism pattern placed on top remains vivid and true to the original colors. The transparency level may be adjusted, depending on the tone of the image.

Layer 3: Color prism pattern

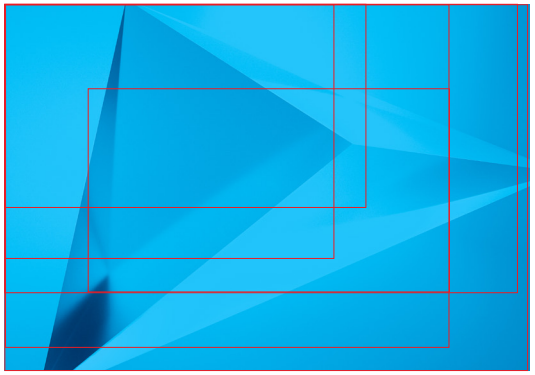
Place the color prism pattern over the light gray prism pattern, then apply a multiply effect.

Note: Once the prism pattern is placed in a frame, crop the bounding box to create complimentary angles within the pattern over your photo for a dynamic layout.

Core art



Crop into corners



Various crops at common ratios

zoomed in ⟷ zoomed out



On an image
With a multiply effect (preferred)



Layer 1



Layer 2



Layer 3

Linear pattern colors

Red color family



- Southern Company Medium Red
- Southern Company Red



- Southern Company Dark Red
- Southern Company Medium Red

Green color family



- Southern Company Green
- Southern Company Light Green



- Southern Company Dark Green
- Southern Company Green

Blue color family



- Southern Company Blue
- Southern Company Light Blue



- Southern Company Dark Blue
- Southern Company Blue

Orange color family



- Southern Company Orange
- Southern Company Yellow



- Southern Company Brown
- Southern Company Orange

Teal color family



- Southern Company Medium Teal
- Southern Company Teal



- Southern Company Dark Teal
- Southern Company Medium Teal

Gray color family



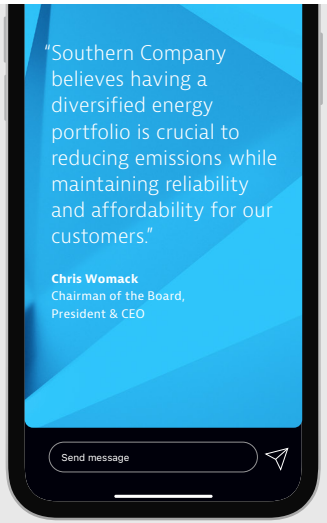
- Southern Company White
- Southern Company Light Gray

- Southern Company Light Gray
- Southern Company White

Scaling and cropping the patterns

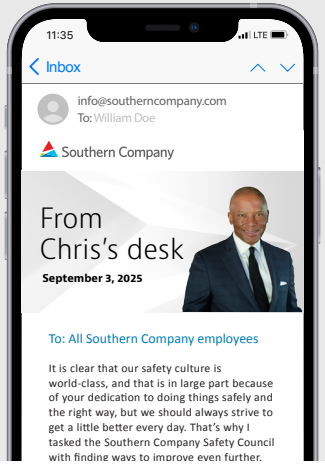
Below are examples of how to effectively scale and crop the prism and linear patterns. Be careful not to show the dark corners of the prism pattern.

We purposefully use scale and cropping to allow for quiet space to ensure our key messaging is clearly legible.





Keep the composition of the background pattern simple to ensure that key messaging is clearly legible.



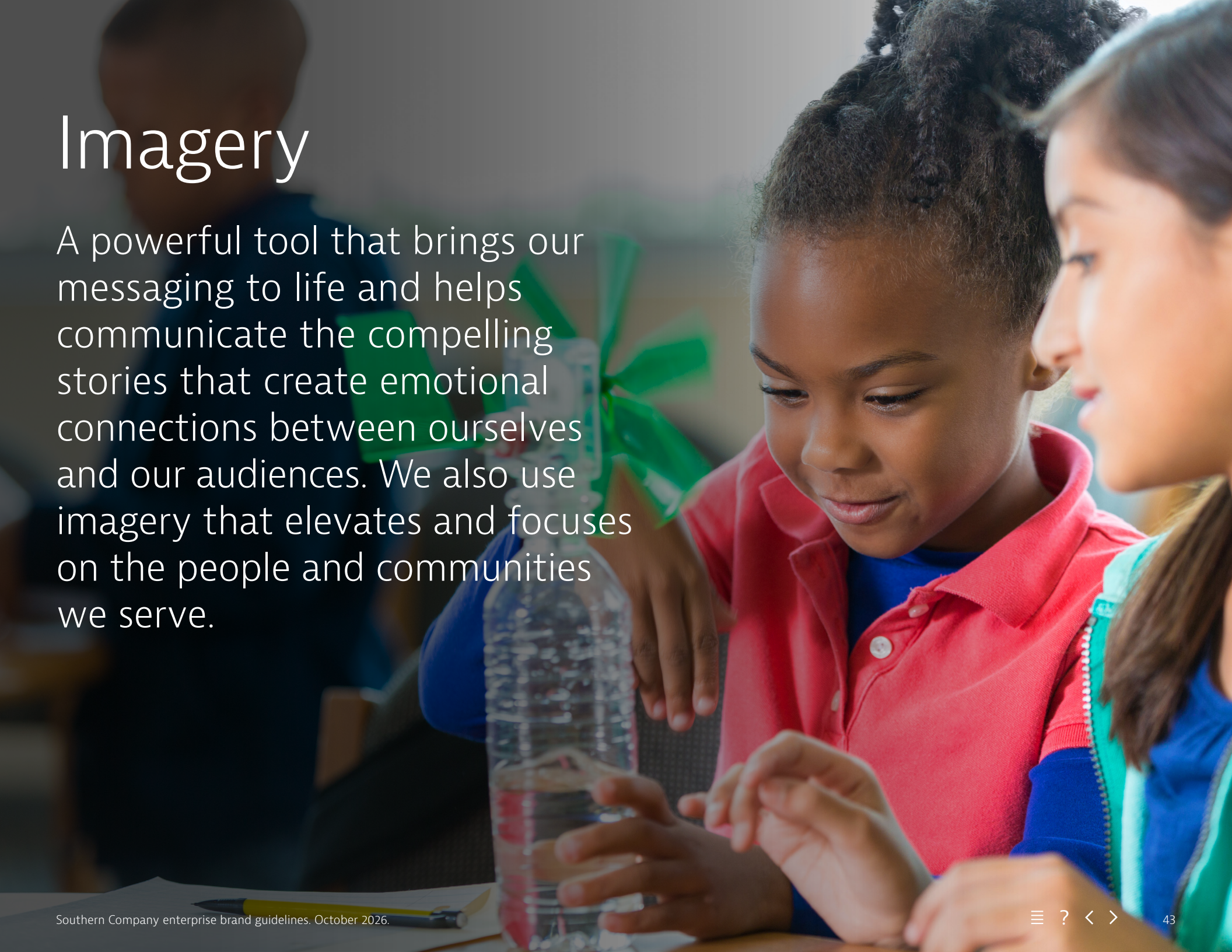
Use cropping and placement that best complement the image composition and does not interfere with the focal subject matter of the image.

When used as an overlay over an image, we balance the two elements by showcasing the prism pattern on no more than 50% of the surface area.



Imagery

A powerful tool that brings our messaging to life and helps communicate the compelling stories that create emotional connections between ourselves and our audiences. We also use imagery that elevates and focuses on the people and communities we serve.



AI-generated graphic content use

AI is a powerful tool we are embracing in all parts of our business. **At this time, we are not using AI-generated graphics externally unless explicitly approved by system brand experts**, in part because AI-generated graphics generally do not qualify for copyright protection. Employees and vendors are required to follow established brand guidelines to ensure consistency and integrity of our brand.

We are continuously evaluating our use of AI-generated graphics, understanding that the tools, copyright protections and consumer acceptance will evolve.

How we use our imagery

We use people-focused, documentary-style photography as our primary imagery to underscore that we put the needs and well-being of our customers, employees and communities at the center of all that we do. Our imagery provides a strong focal point with depth of field, and should always have a simple background and natural light. Our imagery projects authenticity and optimism, and often shows action.

When we select or shoot still imagery or video, we apply the same principles for both style and content as outlined in these guidelines.

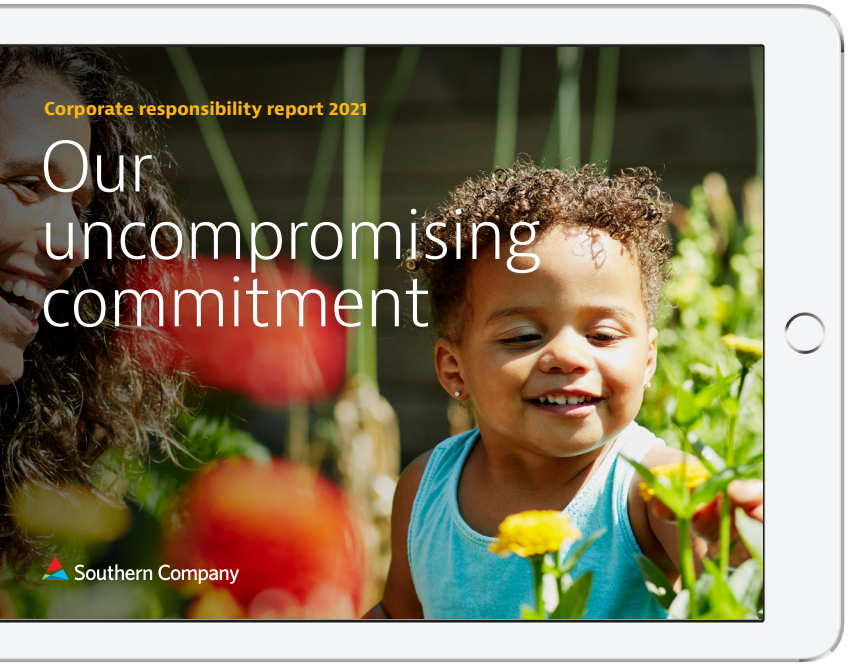


Simple surroundings

We use imagery with a simple composition and background to provide space for our full-color logo and messaging.

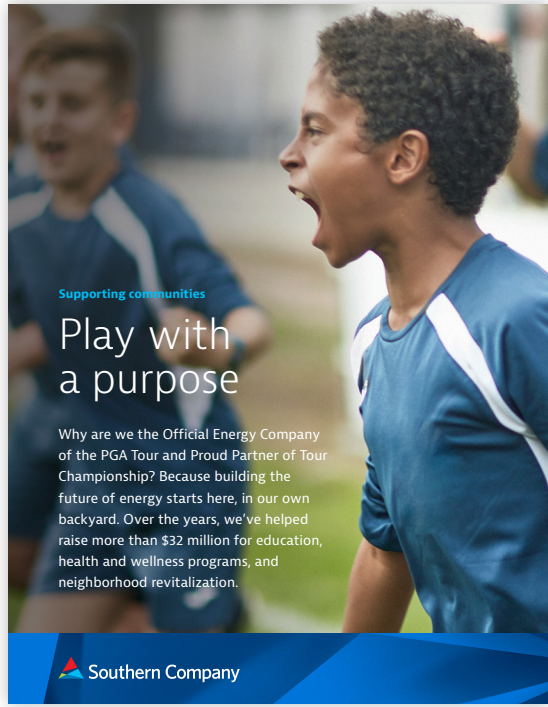
Dynamic and optimistic

We choose photos that convey energy and use brand colors in our imagery when possible.



Bold cropping and strong depth of field

We select documentary-style photos and frame subjects for impact.



Primary imagery style

Our people-focused imagery should always look authentic and relatable, capturing everyday activities in real environments.

Consider these principles when selecting an image:

- The image should have a strong focal subject.
- Consider a focal subject with a sense of movement and vivid colors to add energy and optimism.
- The surrounding environment should be simple to provide quiet space for other visual elements (such as our logo and messaging) to reside with clear legibility.
- Consider how the focal subject interacts with the overlay graphics to create a visually compelling composition.
- For situations where the image is used independently (without overlay graphics), use scale, cropping and placement to create a dynamic composition.








Important note: For any images or video footage used in our communications, it is the user's responsibility to secure the necessary usage rights and ensure adherence to any restrictions or requirements for use.

Supporting imagery style

We use supporting imagery to more explicitly speak to specific subject matters, such as fuel sources, our products and services, the industries and regions in which we serve, our communities and our employees. Our supporting imagery should follow the same basic style principles used for our primary imagery, including colora-tion, lighting, cropping and composition.

For portraits, consider these additional principles:

- The subject should dress in simple, yet realistic, clothing. When featuring our employee(s), the clothing should be neutral and professional.
- Posture should appear comfortable and approachable.
- The surrounding environment should be simple.
- Use a strong depth of field to highlight the subject against the background.
- When a color backdrop is preferred, choose a color from our color palette. The prism or linear pattern may be used.

Important note: For any images or video footage used in our communications, it is the user's responsibility to secure the necessary usage rights and ensure adherence to any restrictions or requirements for use.

Fuel sources



Residential/commercial/industrial



Facilities/locations/regions



Objects



Community and employee activities



Portraits



Helpful tips for selecting the right image

Here are examples of what to avoid in order to help us maintain consistency across all of our communications. These principles apply to both still photography and video footage.



Do not use imagery with hard hats in colors that are not used within the company.



Do not use imagery with a busy background or complex composition.



Do not use imagery that looks posed or staged.



Do not use imagery that doesn't convey a forward-looking and optimistic quality.



Do not use imagery with a blurry composition.



Do not use imagery that depicts a clichéd concept or that literally illustrates an idea.



Do not use imagery that looks manufactured or that has been excessively manipulated.



Do not use imagery that looks flat or has no clear subject.

Iconography

We use iconography as a shorthand or representation of simple objects, actions or ideas. Our icons use only one color, but the color choice is flexible, depending on the color theme selected for the specific application.

Consider using featured icons in one color family to highlight key subjects or ideas or to help create engaging presentations. Consider using simplified icons for functional purposes or as call-to-action buttons.

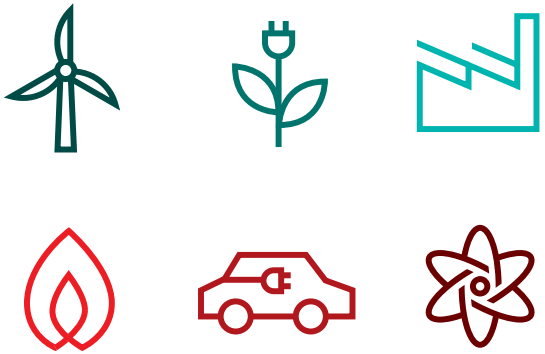
Creating new icons

When creating new icons, follow the design principles below:

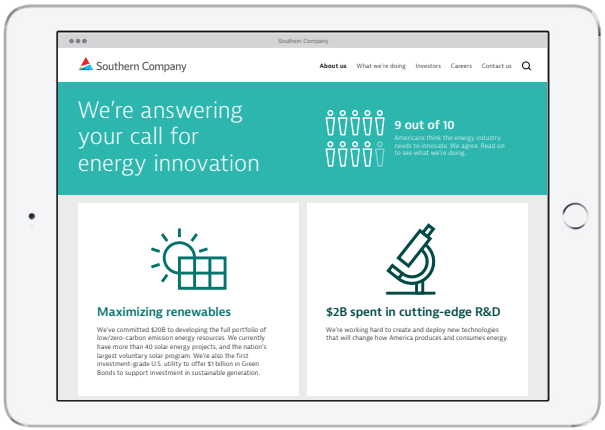
- For featured icons, use linear forms without any holding shapes.
- For simplified icons, choose solid forms whenever possible, as these icons will mostly be used at a small size. Use a square holding shape for all simplified icons.
- Keep the icon simple and minimalistic.
- Use only geometric forms.
- Add details only when necessary.
- Do not add decorative elements (such as patterns).
- Do not use unapproved effects (such as drop shadows, 3D).

Note: For more information about creating new icons, please contact your brand expert.

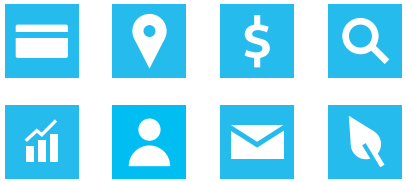
Featured icons



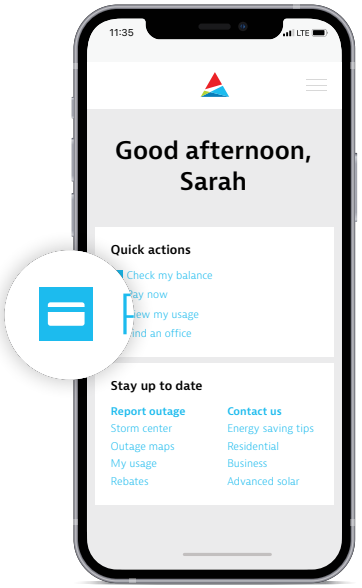
Example



Simplified icons



Example



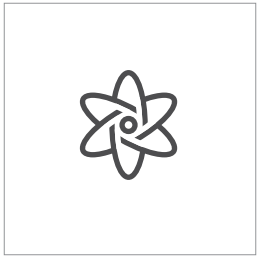
Icons for PowerPoint

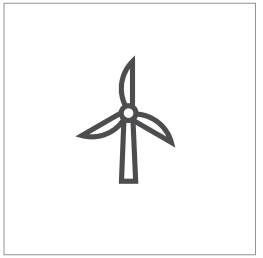
We provide an extensive icon library for use in PowerPoint presentations. You can customize the color of the icon by selecting and changing the fill to one of our branded colors within the template. Use of these icons keep presentations consistent across all our departments and companies.

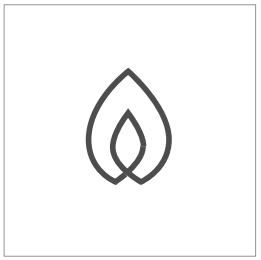
You can download these icons on our branding website under Brand Resources.
branding.southernco.com

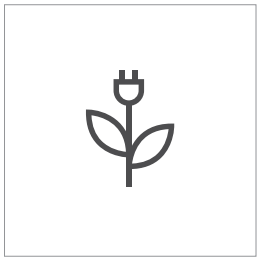

Research/Innovation

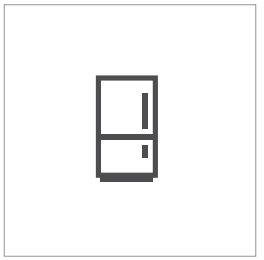

Solar/Renewables


Nuclear/Science


Wind/Renewables


Natural gas


Biofuel/Renewables

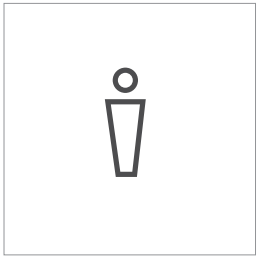

Appliances

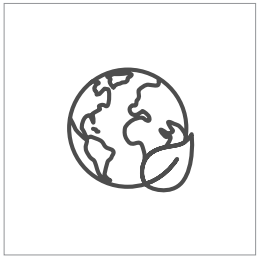

Electric car


Plant/Industrial


Business/Commercial

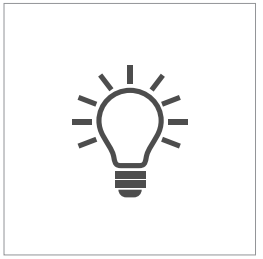

Home/Residential


Person


Net Zero


Charitable giving


Network/Wifi


Light bulb

Infographics

Keep in mind the principles below when using our infographics.

Theme-emphasis infographics

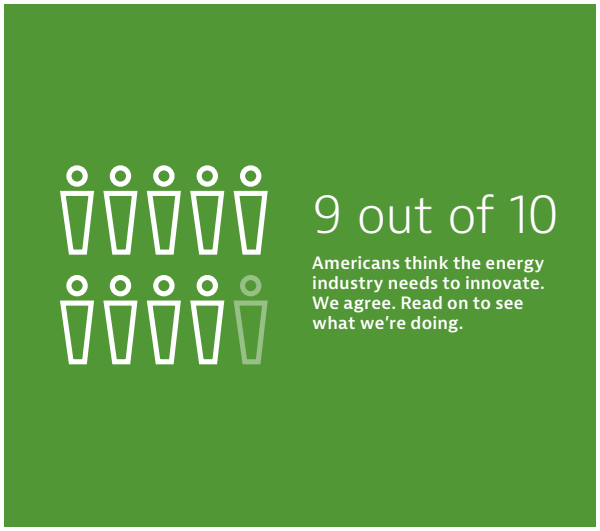
Use theme-emphasis infographics where strong visual interest and audience engagement are needed (e.g., promotional materials, social media, website landing pages). This approach also works well when presenting complex or abstract ideas and when professional design support and time are available.

Effective ways to create engaging and visually compelling infographics include, but are not limited to, incorporating featured iconography, using a single color family for a cohesive visual or using a multiply/layered effect for key charts and graphs.

Data-emphasis infographics

We use data-emphasis infographics to present both figures and easy-to-understand content, where simplicity is powerful. This approach is also useful for answering a specific question or when professional design support and time may not be available.

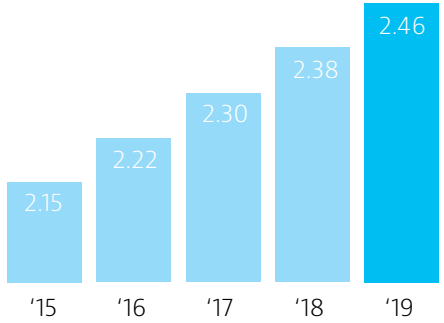
Theme-emphasis infographics





Data-emphasis infographics





Dividends paid (in dollars)

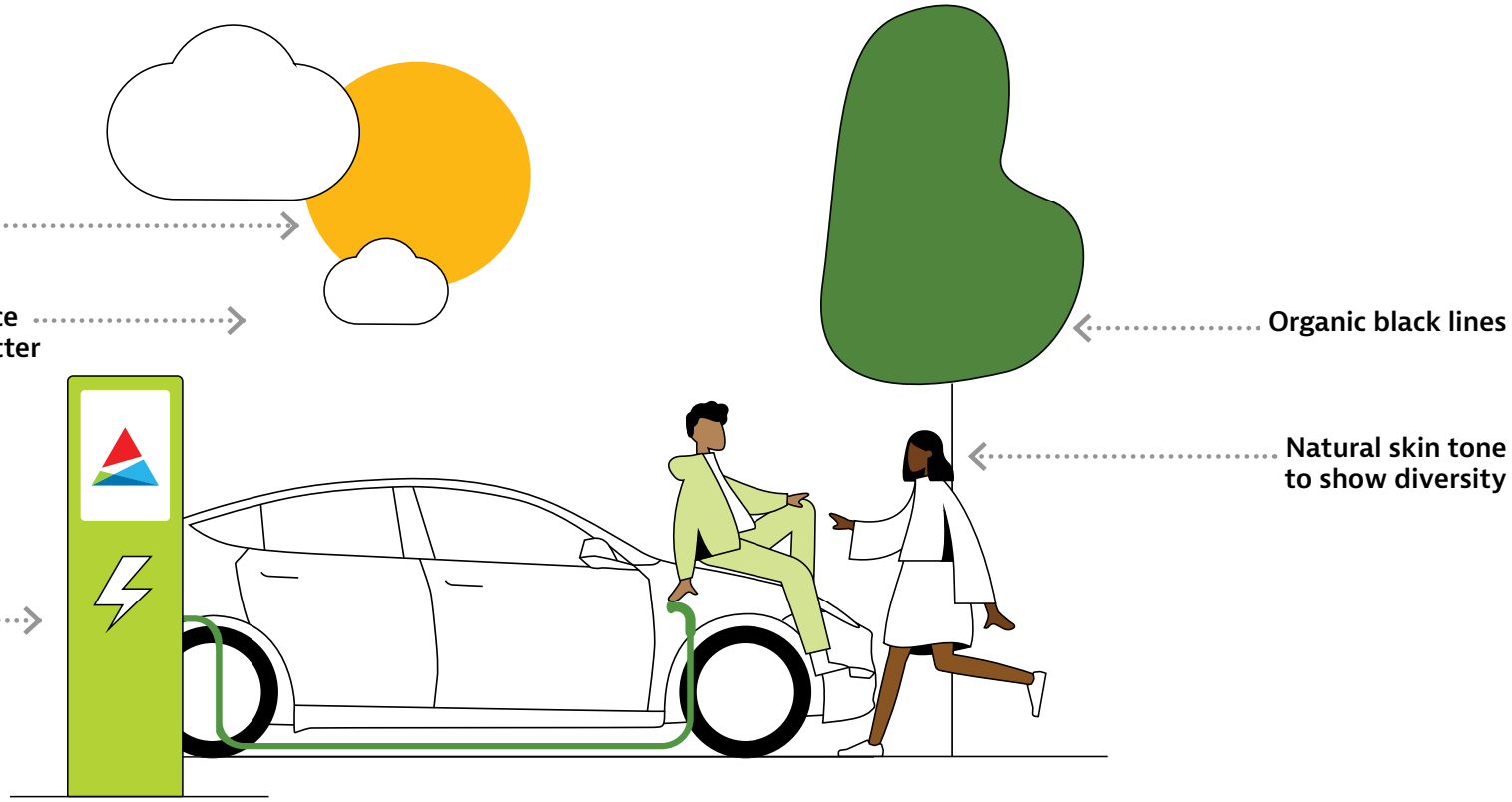
Illustrations

We define our custom style using crisp linear illustrations with vibrant highlights that focus on key subjects. The linear style illustration utilizes monochromatic color and one accent for pop. We add skin tones to visually represent the diversity of our customers, employees and communities we serve.

Note: To obtain our illustration style guide and vector library, or for more information about creating new illustrations, please contact your brand expert.

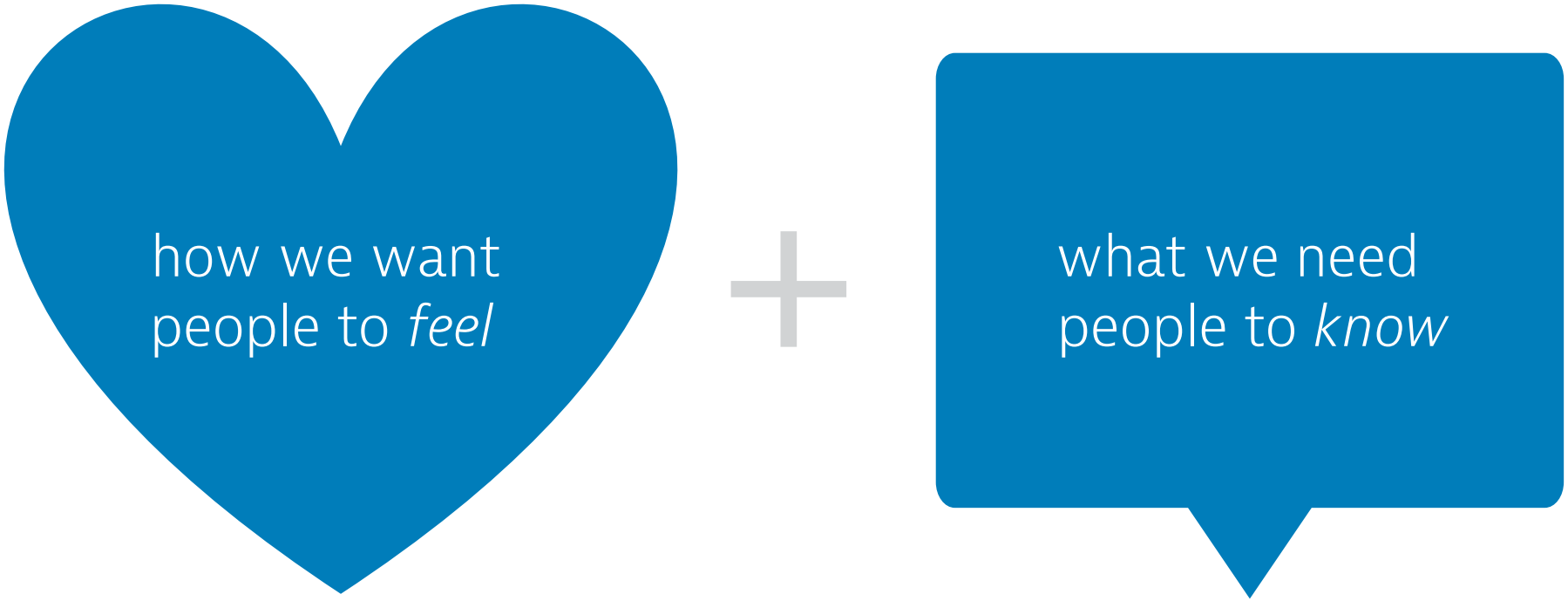






How we speak

Our voice is the unique expression of our brand personality. Messaging is what we say; our voice is how we say it.



Voice and visuals

Messaging

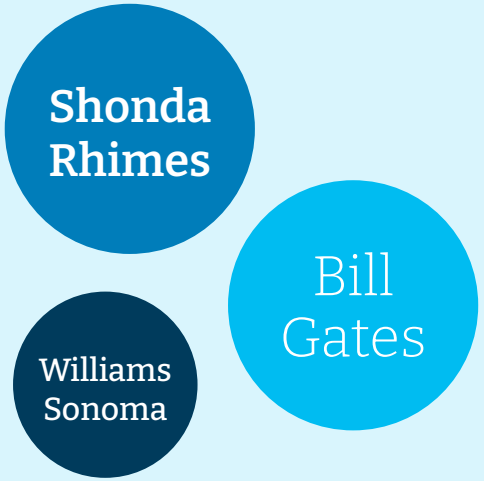
When we speak in our voice, we are a...

Go-to Pro

Strongly held beliefs, warmly spoken guidance.
The go-to pro captivates with expertise, but never forgets to bring you along. They're invested in what they know and unafraid to tell you what they don't. Adeptly balancing solving and listening, they lead you with years of first-hand expertise, but where they lead you will always be in service of your needs.

The energy industry is one of often conflicting ideals, but your go-to pro reminds us the "how" is just as important as the "why." To speak to customers and regulators, they employ equal parts mindfulness and decisive action, exploring every angle until it's the right time to act.

The voice guidelines in the following pages include six tactics for writing in our distinct voice and provide real examples of how these tactics can come to life in our communications.



Leadership: finds what works

Warmth: optimism and enthusiasm

Shifts the narrative: transitions from expertise to passion to innovation without feeling disconnected

Sets us apart: seeks to captivate as much as inform and lead; surprises people with honesty and transparency

Note: AP style is our preferred writing standard across the enterprise. For questions or additional information, please refer to the most current AP Stylebook.

So how does the go-to pro write?

Be human first

The energy industry is filled to the brim with companies telling you what they know. We recognize our audience's reality and infuse our copy with transparency to signal something different to audiences.

Start with the takeaway

Southern Company is a leader for a reason. We see things differently. Instead of building up to our unique point of view—the so what—start with what matters and back it up with the details.

Define what's possible

We don't innovate because we want recognition, we do it to open more doors. But whenever we talk about accomplishments or what's to come, make the implications tangible for our audience.

Show breadth

It's not uncommon for our communications to cover a lot at once—our industry is an interconnected network of topics. Go into this detail when you need to, but break it up with short, definitive statements.

Share what you know

If we want our audience to move with us, we need them to feel as up to speed as we are. Demystify complex topics by breaking them down to their most basic ideas.

Rename the topic

Net zero. Climate change. Carbon-free energy. Terms like these establish our know-how and expertise. But to expand the stories we tell, use headlines that reposition our work in new context.

Things to consider when writing in the go-to pro voice:

- Is it actionable?
- Can it help us shift the narrative?
- Can it apply to all audiences?
- Does it feel active and energizing?
- Can it express motion and progress?
- Does it seem relevant to business goals?
- Does it inspire other ideas?

So how does the go-to pro write? *Continued*

Be human first

Trying it on:

Vogtle 3 and 4
Southern Company's electric operating company Georgia Power is currently building the first new nuclear units in the U.S. in the last three decades.

Carbon-free nuclear plants look daunting. But because of Vogtle 3 and 4, Georgia can imagine its greenest future yet.

Start with the takeaway

Trying it on:

Through our commitment to innovation and a net-zero carbon emissions future, we are leaders in providing clean and resilient energy solutions that will sustain future generations.

The more diverse our portfolio, the more options you have. Through our commitment to...

So how does the go-to pro write? *Continued*

Define what's possible

Trying it on:

Southern Company has been named one of America's Best Large Employers for 2021 by *Forbes* magazine. Of the 500 larger employers ranked, Southern Company was No. 1 among industry peers.

It moves us to say *Forbes* magazine named Southern Company one of America's Best Large Employers for 2021—number one among our peers. But this isn't about us. It's about making a difference for the over 28,000 who trust us with their career.

Show breadth

Trying it on:

We support 9 million customers and businesses nationwide with electric utilities in three states and natural gas distribution utilities in four, and provide wholesale energy, customized distributed energy solutions and fiber optics and wireless communications across the country.

9 million people depend on us to keep the lights on. Our business is nationwide with electric utilities in three states and natural gas distribution in four. But those 9 million need more, so we provide wholesale energy, tailored distribution, and fiber optics and wireless communications across the country.

So how does the go-to pro write? *Continued*

Share what you know

Trying it on:

- Using natural gas to enable transition to lower emmitting generating fleet
- Enhancing energy efficiency programs
- Expanding zero-carbon resources, including renewables and nuclear, and negative carbon strategies

→ Make better use of existing technology

Rename the topic

Trying it on:

Our Community
Our mission to provide clean, safe, reliable and affordable energy is about more than our bottom line. We're committed to supporting and improving our communities and environment...

→ Where We Call Home

How does the go-to pro sound?

When casting voice-over talent, let these simple principles be your guide.

Keep in mind the voice of a go-to pro

Avoid commercial-sounding, overly polished voices. Listen for authenticity.

Ask: Would I trust the advice of this person?

Cast for honesty and believability

Avoid exaggerated types such as folksy, homespun, rugged, etc. Listen for modern, plainspoken voices.

Cast for a big footprint

Avoid strong regional accents, keeping in mind that, while the company's roots are in the Southeast, we operate in regions with various spoken accents (e.g., Texas and California). Listen for voices that reflect modern mobility and a neutral American spoken quality.

Cast for innovation and forward thinking

Listen for vitality and optimism; think youthful, though not young, voices. Balance the confidence of experience with the energy of youth.

Cast for inclusion

Incorporate female, male, African American, Hispanic, Asian and other culturally varied voices throughout the year or individual campaign. Listen for voices that reflect the confidence of our character and the energy of our business.

Cast for the audience

When creating a video, keep the audience in mind. A voiceover for an investor audience requires a more authoritative tone than a voiceover celebrating an achievement for an internal company-wide audience.

Along with tone of voice, there are two messaging tools defining what we say

1. **A brand narrative:** a long-form, external inspirational story that can be used to anchor an 'about us' and pulled from as needed

2. **Core messages:** consistent foundational language for describing who you are, what you deliver and what makes you different

Brand narrative

Who we are

Energy is possibility. It helps people live more comfortable and connected lives. It fuels businesses that are shaping industries. It generates vital growth and opportunity for future generations. Driven to realize what's possible, Southern Company continues to build the future of energy for the advancement of our customers and communities.

Across our family of companies, we'll always deliver what's important to who we serve — clean, safe, reliable and affordable energy delivered with superior service for our customers. But the future of energy doesn't just mean being a modern, proactive energy company today. It means transforming energy into more social, economic, financial, and environmental progress for tomorrow. This is no small task—that's why we work together.

Our employees, customers, and communities are our biggest partners and motivators. For them, we're committed to a net zero future—a future with more options and less burdens on people and the environment. Through determination, collaboration and industry-changing research and development, we will make a positive impact for generations to come.

Core messages in the go-to pro voice

Who we are

Southern Company (NYSE: SO) is a family of changemakers* focused on building the future of energy for the customers and communities we serve and the industry we lead.

**Alt. Family of companies*

What we provide

Together with our subsidiaries, we deliver clean, safe, reliable and affordable energy anchored in remarkable service, safety and reliability to our 9 million customers. We're leaders who take action to meet our customers' and communities' needs while advancing our commitment to net zero emissions by 2050. We create community value through energy, social, economic, and environmental progress.

We do this through electric operating companies in three states and natural gas distribution companies in four. Our family of companies draw on diverse energy sources to create the best mix for our service areas, including electric, natural gas, solar, carbon-free nuclear, and other sustainable technologies. We also own a competitive, national generation company serving wholesale customers, a leading distributed energy infrastructure company, a fiber optics network, and telecommunications services.

How we're different

At Southern Company, we keep our customers and communities at the center of everything we do. We understand their needs and go out of our way to prepare them for what's ahead. This industry-leading reliability earned us recognition as Fortune Magazine's World's Most Admired Electric and Gas Utilities—and people see it, too. Our companies continue to be among the most highly rated utilities for customer satisfaction by J.D. Power.

Our history of performance and the partnerships we've fostered with business, government, and community leaders make our progressive energy solutions a reality. Together, we're developing carbon capture, battery storage, and distributed generation for the millions of residential and commercial customers who rely on us. We continually facilitate a "just transition" to the future of energy. That means we promote energy solutions that balance the need to preserve resources for future generations with the economic value and equity demands of customers today.

With a deep commitment to our service areas and employees, we're measured and mindful about the way we work. This unique combination of thoughtful, yet decisive action and industry-leading research and development create the engine behind our safe, reliable, resilient and affordable solutions for the future.

Where we're going

Our mission to provide clean, safe, reliable and affordable energy is about more than our bottom line. We're committed to supporting and improving our communities and environment at the local level and beyond, while conducting business with honesty, integrity and fairness.

The potential of our mission is vast and exciting. This common goal drives our family of companies: provide energy for today and create the right solutions for tomorrow while improving lives, environments, and communities.

Action paves the road to a sustainable future. From innovations to engagements, we turn possibilities into realities. Join us as we create the change that supports customers and communities for generations to come.

How it all comes together

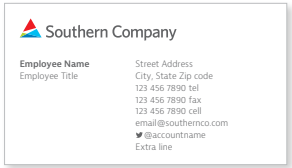
Enterprise-wide standards

Stationery

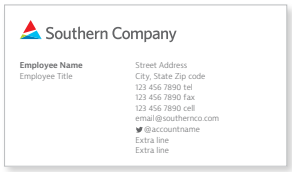
Stationery is a highly visible reflection of our brand in everyday correspondence. Displayed at right is our stationery design. The layouts are clean and open, featuring our horizontal, 1-line logo, along with our color palette and typefaces.

- Refer to the templates for default type size, styles and logo size.
- Respect and maintain template margins and structure.
- Use Bernina Sans Light at 7.75/10.5pt, -10 tracking, in Southern Company Gray color (PMS Cool Gray 10 C) for all preprinted addresses and personalized information, except for employee names which use Bernina Sans Semibold.
- For the copy-heavy business-card template, use Bernina Sans Light at 7/9.5pt, -10 tracking, in Southern Company Gray color (PMS Cool Gray 10 C) for all preprinted addresses and personalized information—except for employee names, which use Bernina Sans Semibold.
- For letterhead body copy, use Calibri Light 11/14pt in black only.
- When permitted, personal signatures may be applied to letterheads.
- Do not add unapproved photography or graphics to any of the stationery templates.

Note: Please order stationary through your OpCo print shop via ePrint.



Standard



Copy-heavy



Back (optional)

Standard and executive

Embroidery

Refer to the illustrations at right when selecting a logo version for your applications.

In order to build equity in our brand, use the full-color logo whenever possible. A tone-on-tone or white logo treatment is available, but it's preferred to use the full-color logo for brand recognition.

Thread specifications

Refer to the Madeira thread specifications listed below. When using threads from other manufacturers, match the color to Pantone solid-coated swatches.

Pantone	Madeira thread
PMS 485C	1878
PMS 2299 C	1649
PMS 306 C	1895
PMS 7461 C	1797
PMS Cool Gray 10 C	1614
n/a	1801

Full-color (preferred)

Use for white or very light-color fabrics
(saturation equivalent to 10% black or lighter)

Full-color reversed (optional)

Use for dark-color or black fabrics
(saturation equivalent to 75% black or darker)



Examples





Embroidery — Clear space and minimum size

Clear space for embroidery
Be sure to follow the standard minimum clear space, which equals 65% of the height of the symbol on all sides of the logo.

The clear space within the symbol should always show as negative space and not be filled in with white.

Minimum size for embroidery
To ensure quality reproduction, do not embroider the logo with the height of the symbol smaller than the size illustrated at right.

Clear space for embroidery



Minimum size for embroidery

Horizontal lockup



Vertical lockup



Symbol only



Uniforms

Our logo is the most prominent and recogni-zable symbol of our company. When featured appropriately on our uniforms, our logo differentiates our employees among contractors, visitors and business partners and helps our customers identify who we are.

Light khaki

The uniform consists of a light khaki shirt with a matching light khaki ball cap or white safety hard hat. Employees may choose to wear dark blue pants or jeans.

Refer to the illustration at right for recommended size and placement of our logo.

Safety apparel

If production cost is a concern, use the symbol in all black, on the back of the vest and rain suit. Do not use other logos or text on the front.

For the safety golf shirt, use the vertical logo in all black on the front left pocket area. Please use the same size specifications as the standard uniform shirt.

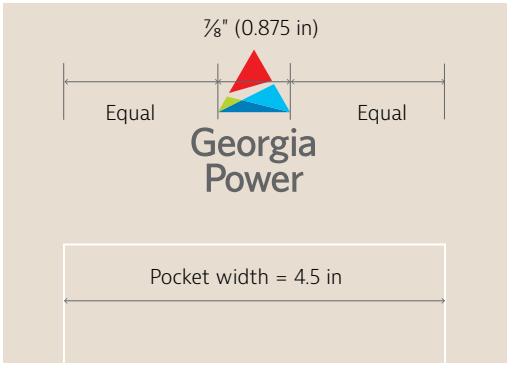


Standard uniform

Light khaki



All name lengths



Uniforms — Specifications

White safety hard hat

Use only the full-color symbol on the front of the hard hat. Use the full-color, vertical logo on both sides of the hard hat. A sticker with an employee's name, the American flag and the IBEW logo may be placed on the back of the hard hat, as needed.

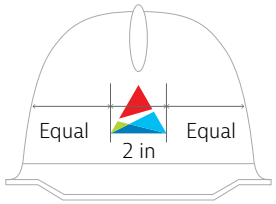
Light khaki ball cap

Use the full-color, vertical logo with a company name on the front of the cap. Do not use other logos or text on the sides and the back of the cap.

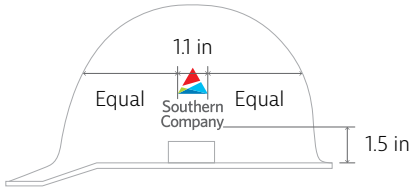
Refer to the illustrations at right for recommended sizes and placements of all elements.

White safety hard hat

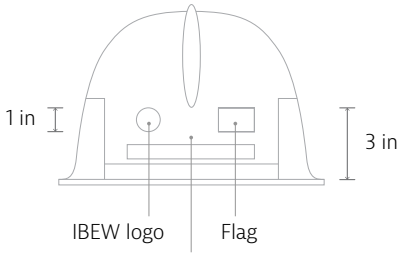
Front



Side

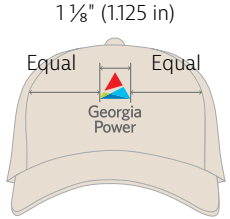


Back

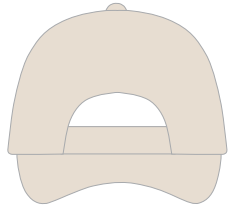


Light khaki ball cap

Front



Back



Fleet

Displayed at right is our fleet design, featuring our logo in a clear and consistent manner to help build recognition and equity for our brand.

Bucket truck

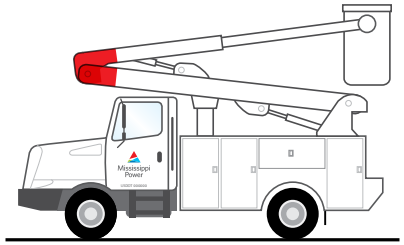
Use a vertical logo on the doors, along with the Southern Company Red elbow accent.

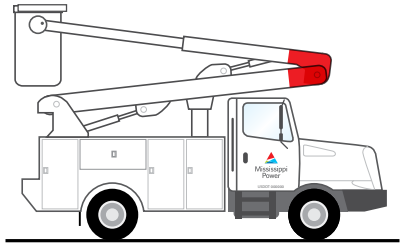
Light pickup truck

Use a vertical logo on the doors.

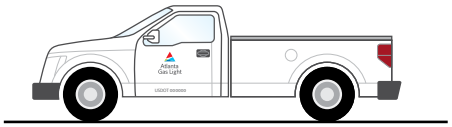
Note: Refer to the Fleet — Specifications page for more information.

Bucket truck





Light pickup truck





Fleet — Specifications

Logo

- Visually center the logo on the available surface.
- To maximize the visibility of our logo, use a vertical/stacked logo on the doors.
- Be sure to follow the established logo minimum clear-space requirements.
- For electric utility vehicles, the logo may be printed on white reflective film, as required.

USDOT number

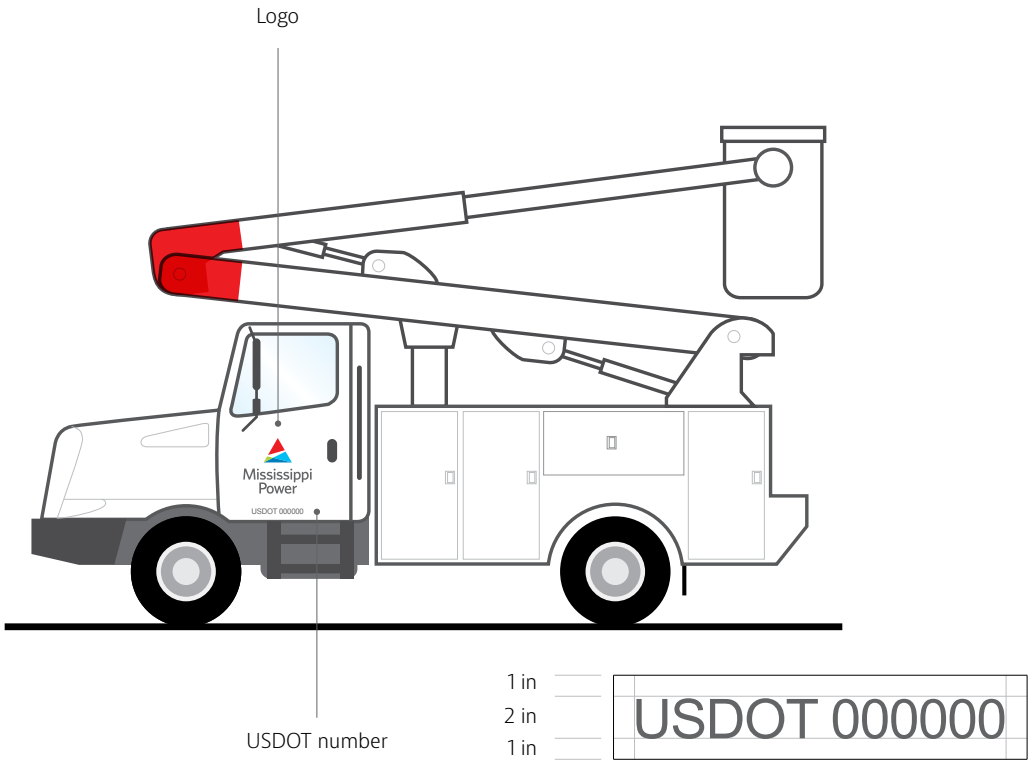
Font: Arial Regular

Height: 2 inches (200 pt)

Minimum clear space: 1 in on all sides

Color: PMS Cool Gray 10 or 75% black

Placement: Place the USDOT number on the door, center-aligned under the logo. Be sure to follow the established logo minimum clear-space requirements.



STACKED LOGO SIZE FOR DOORS
14.25"w x 13.5"h



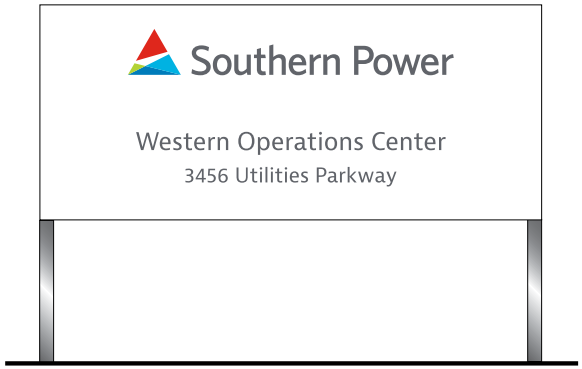
STACKED LOGO SIZE FOR DOORS
14.5"w x 11"h



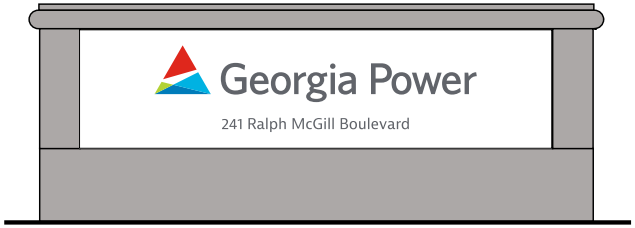
Signage — Specifications

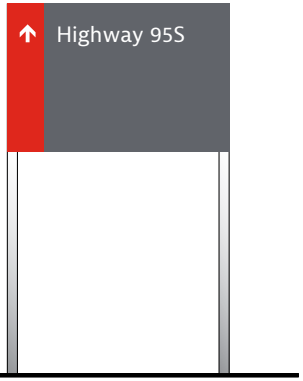
Unified color, metallic silver base

Note: Contact your brand expert for detailed specifications.









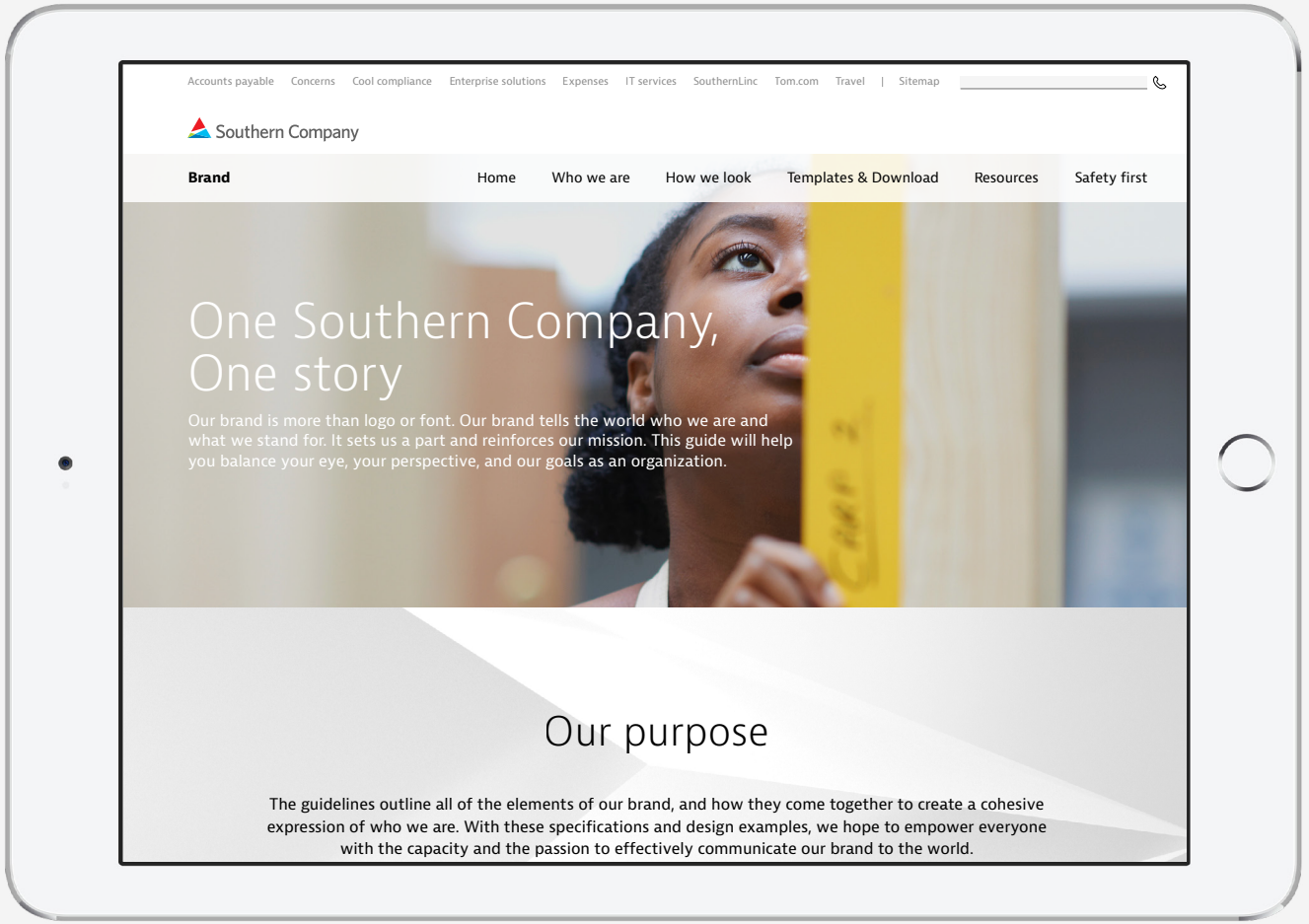


Application examples

Website homepage

We use authentic, relatable, everyday images to connect to our audiences.

We place the logo in the upper-left corner for clear and immediate identification.



We highlight our key message with a short, meaningful headline.

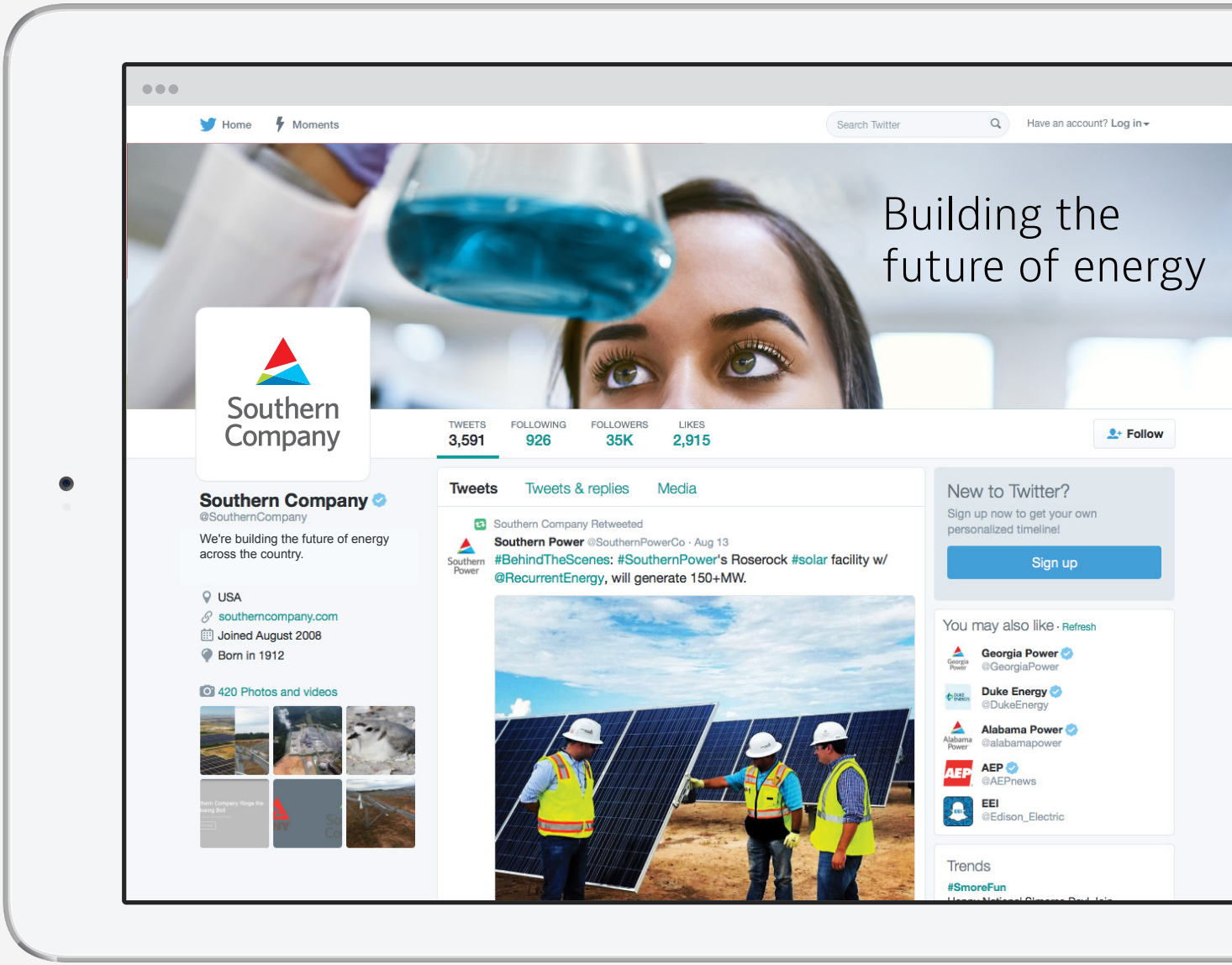
We use dynamic composition and cropping of our prism pattern to create a sense of movement and draw focus to our messaging.

We use our icons to visually represent key subjects found on our website.

Social media

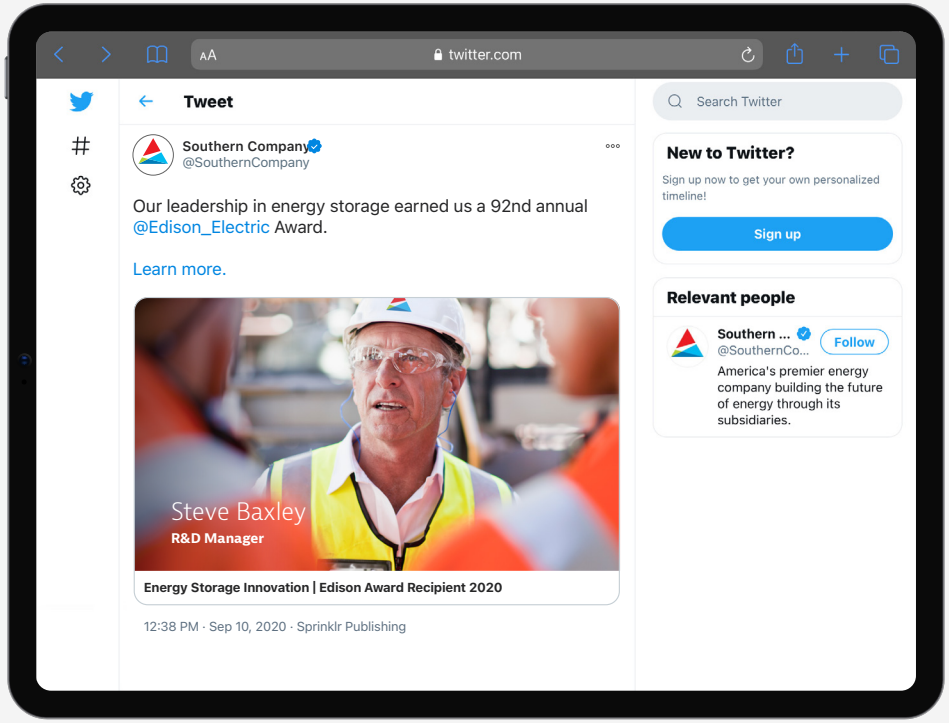
We prefer to use people-focused images that represent our employees, customers or communities.

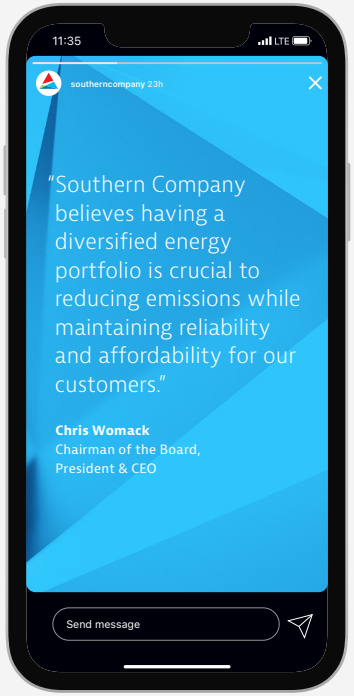
For our profile avatar, we use our vertical logo with our company name for visibility and impact and to build recognition for our brand.



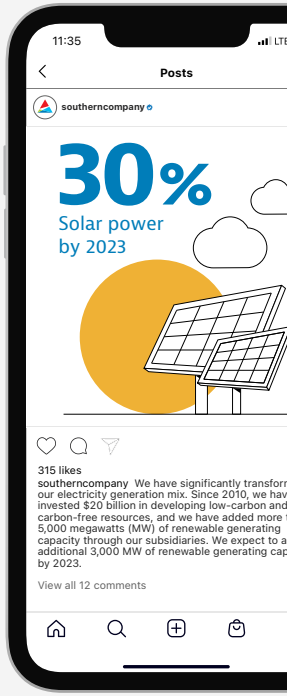
Social posts

We use our dynamic prism pattern to draw the user in.









We use bold color and cropping in our photos to add visual interest.

We use our custom, vibrant illustrations to enhance brand recognition.

Collateral

We use bold subheads in a color that provides legibility and compliments the image.



We use authentic photos that naturally show our energetic brand colors.

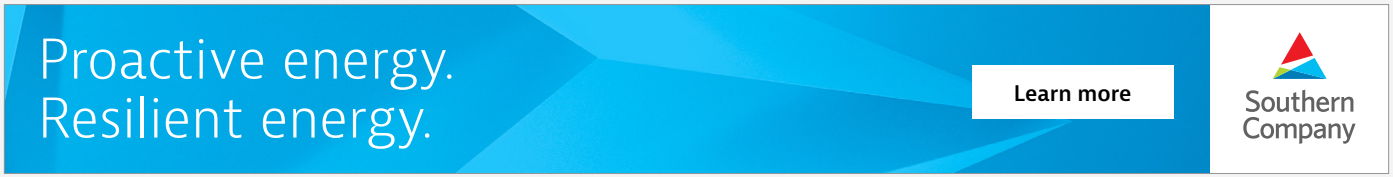


We modulate our messaging and imagery to suit the content and the audience but stay true to our voice and imagery style.

Advertising

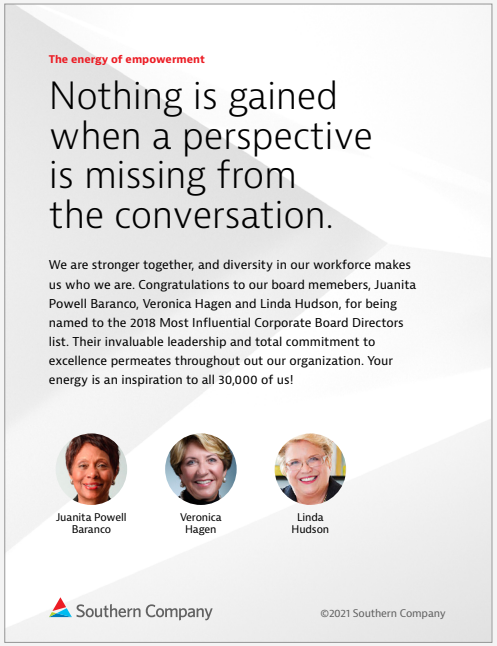


We use our vertical full color logo for brand recognition.



We use imagery that visually represents the message of the ad.

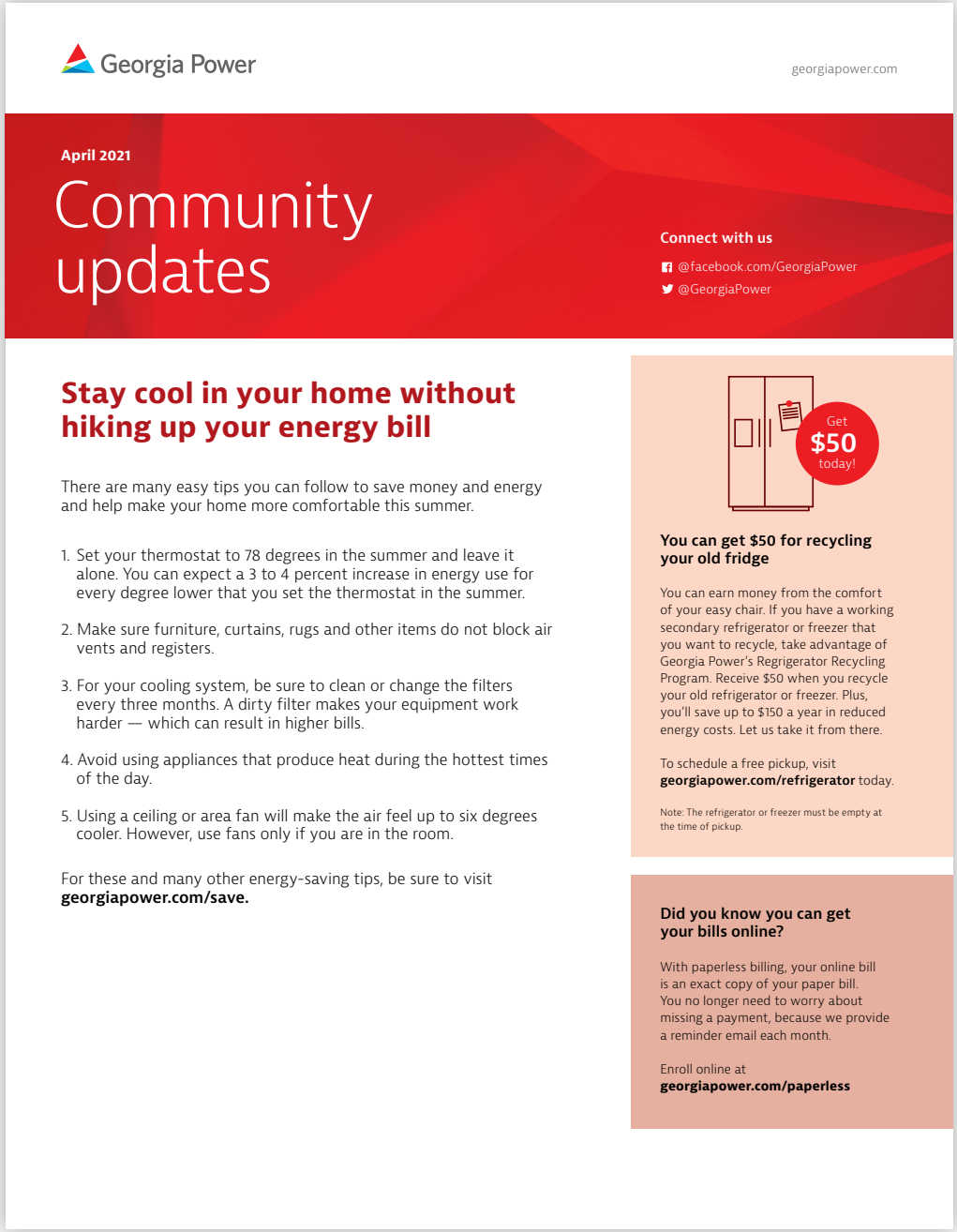




Customer newsletter

We place our logo in the upper-left corner for clear and immediate identification.

We use clean page-layout designs and color fields to organize content into digestible sections.



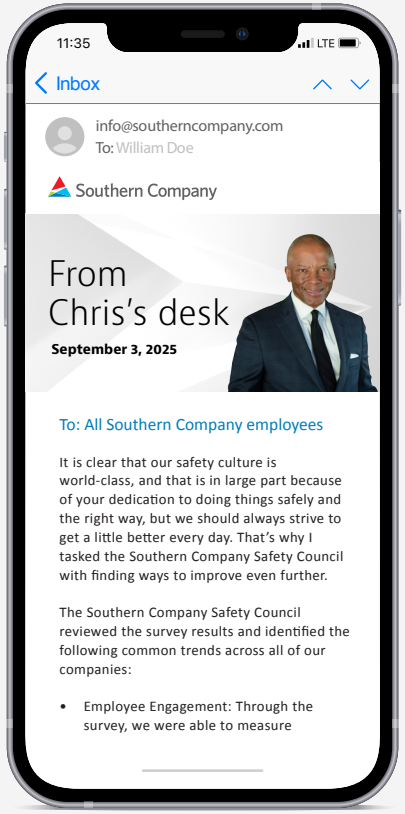
We use prism pattern for our masthead to make an impact.

We use featured icons to help present content in an engaging way.

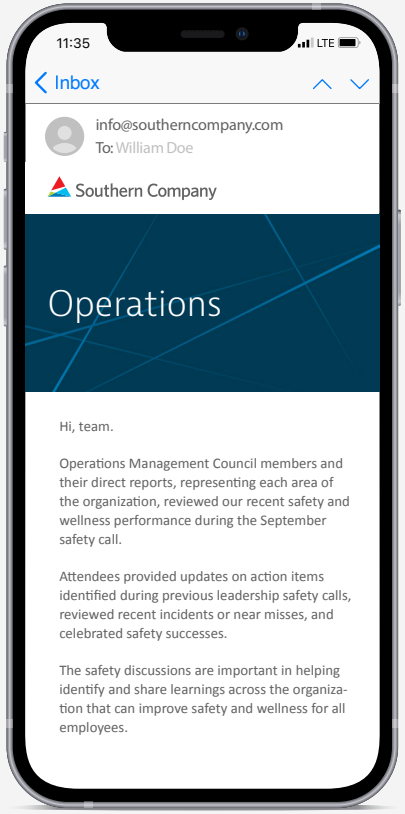
We use supportive colors within the same family to add vitality. Imagery may also be used as appropriate.

E-mail

We use silhouetted portraits on prism patterns for our executive email headers.

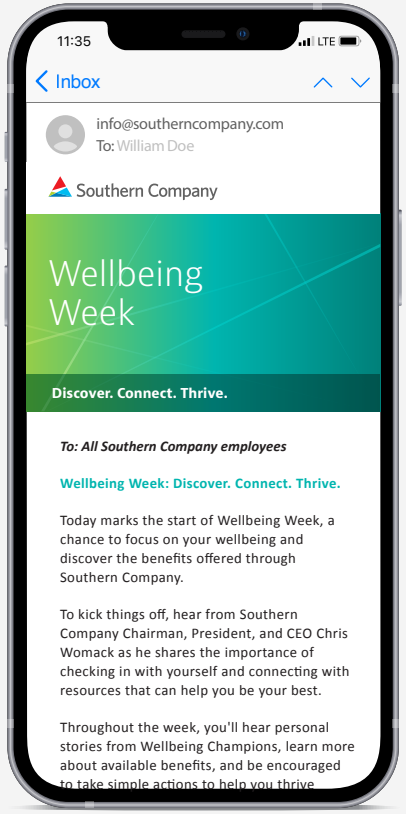


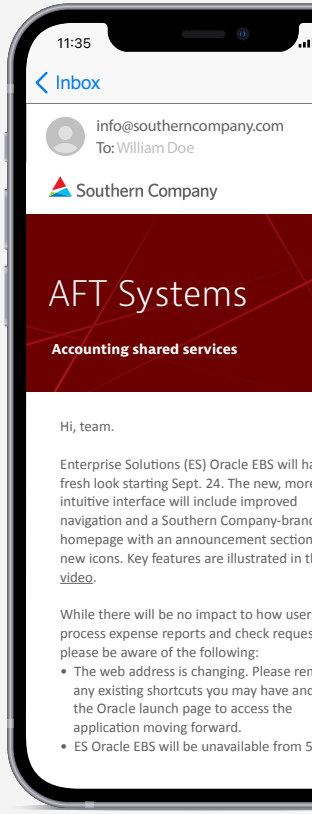
We use a neutral or dark palette to achieve a sophisticated look, as appropriate.



We use bright linear patterns to increase engagement in our communications.

We use short, to-the-point, approachable headlines to grab our audience's attention.





PowerPoint presentation

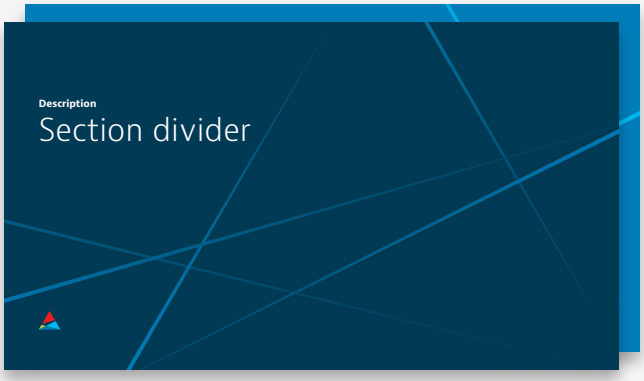
For the cover, we use imagery that supports the content of high-visibility presentations.



For everyday use, choose a printer-friendly cover.



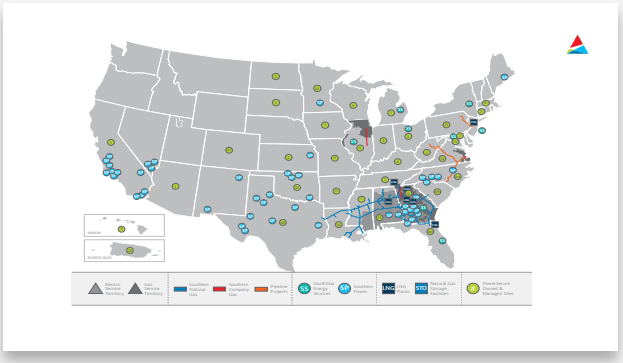
We use color dividers to clearly organize content.



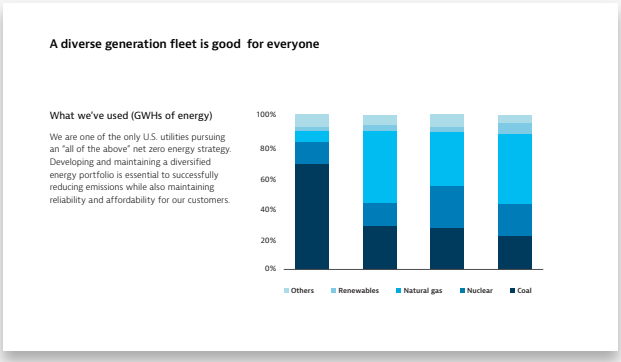
We use the prism pattern to bring the content of our messaging to life.



We use neutral colors, like grays, for secondary information and bright colors for key information.



We use a single color family to add sophistication in our charts.

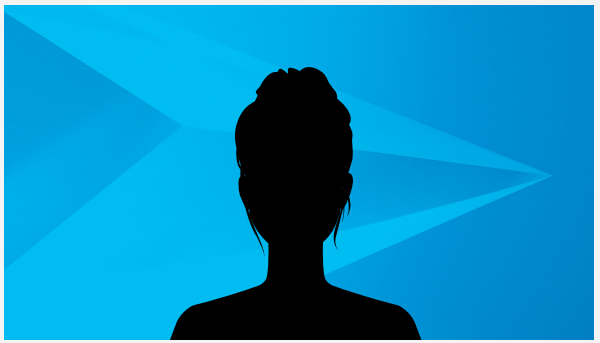


Video and virtual backgrounds

Choose a prism pattern for your video in the color that best aligns with the message.









Use the linear pattern as an animation at events for a dynamic background, as the lines move subtley behind the speaker.

Helpful resources

Contacts and resources

The most up-to-date information and downloads are available on our branding website.

branding.southernco.com



Brand Resources

Access PowerPoint and Word templates, logos, icons and additional assets for use in both print and digital materials under Brand Resources.



Digital Brand Guidelines

For detailed guidance on applying brand standards in digital environments, consult the Digital Brand Guidelines.



Brand Experts

For questions related to these guidelines or broader branding inquiries, contact your designated brand expert listed in the Brand Directory.



Company Print Shops

Find contacts for printing promotional materials, flyers, signage and other items in the Brand Directory.



Online Stores

Recommended and approved vendors offering branded items can also be found in the Brand Directory.


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