Southern Company enterprise basic brand guidelines

Building our brand: stronger together

June 2022

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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☰ ?

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Table of contents

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

Southern Company enterprise basic brand guidelines. June 2022.
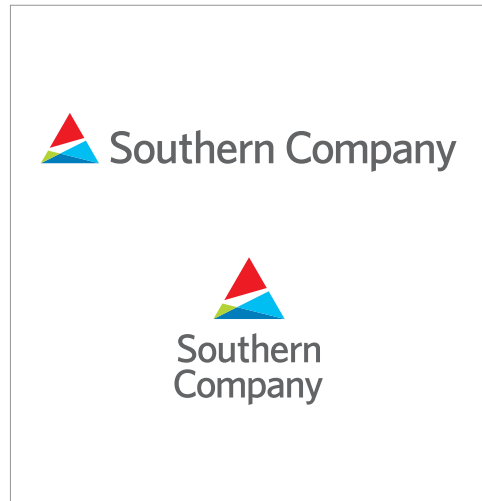
5
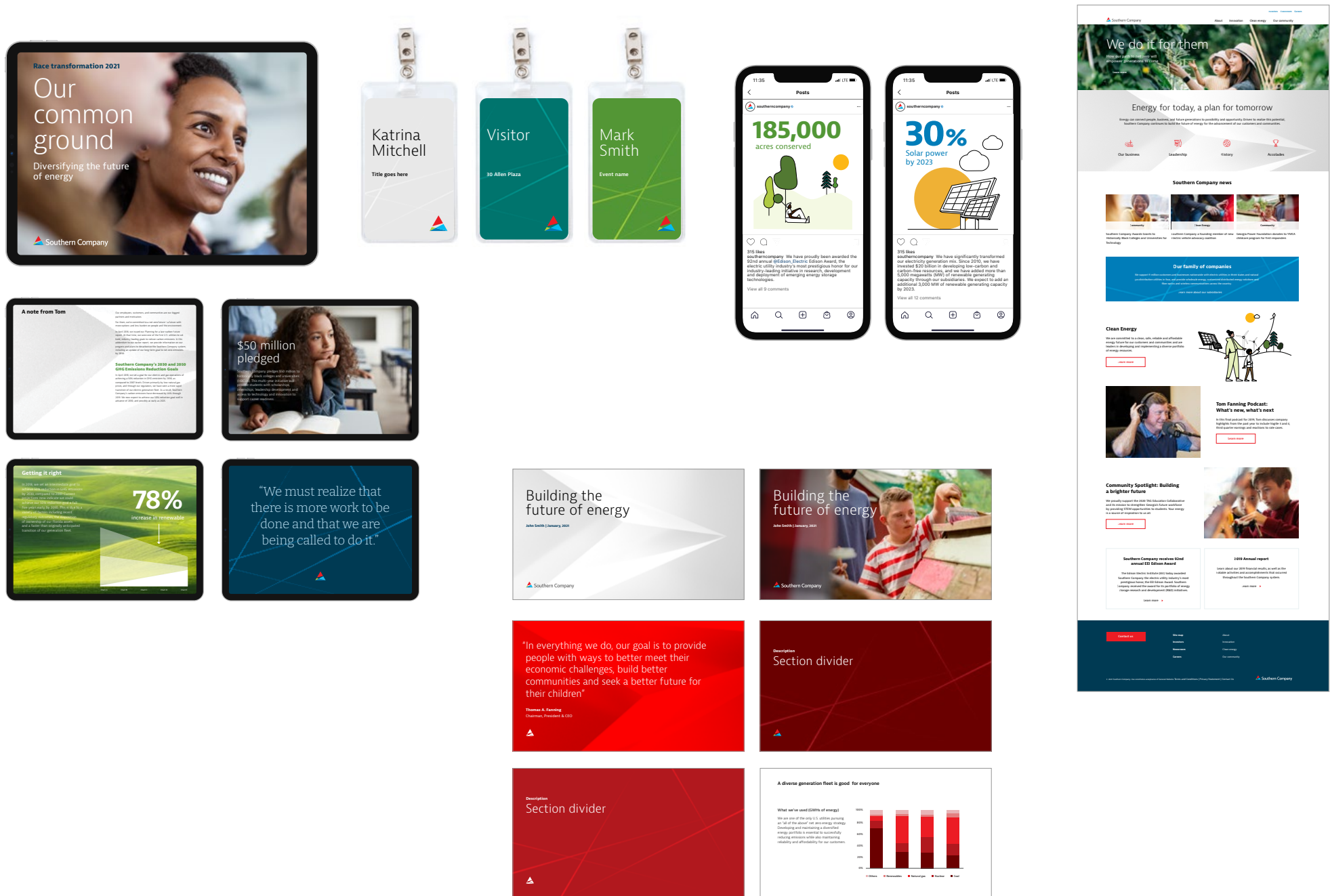
Brand elements

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.
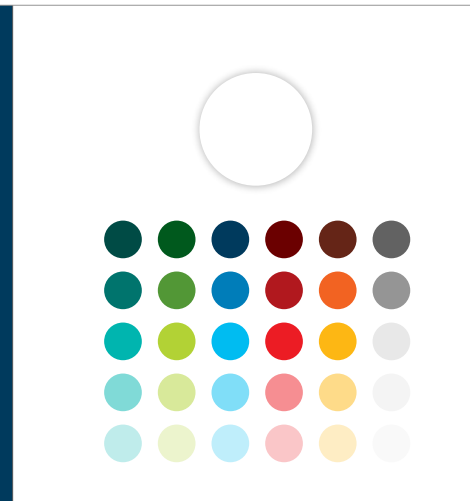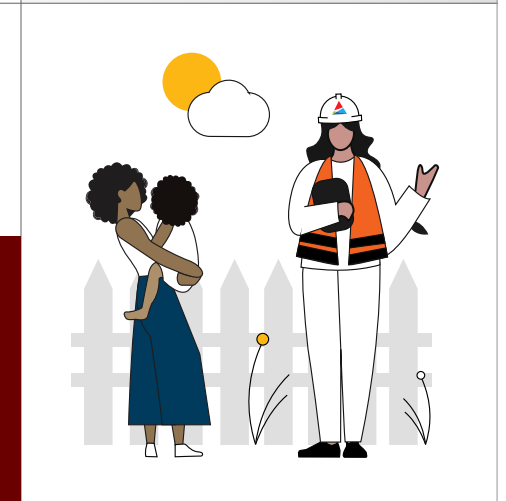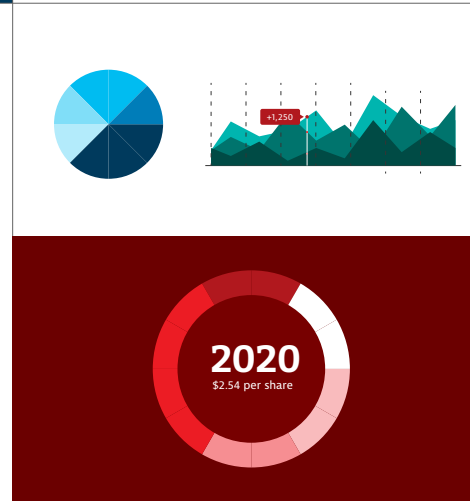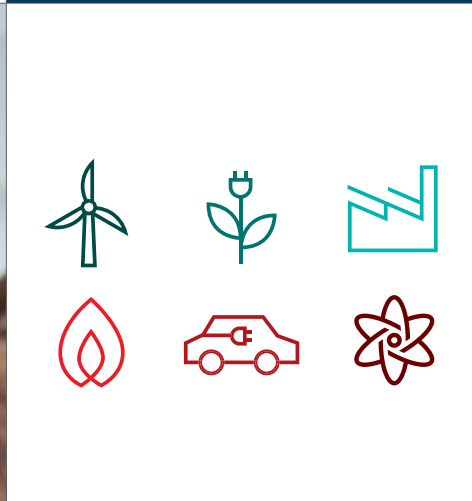
[Logo](#)   [Typography](#)   [Color](#)   [Pattern](#)

Bernina Sans
Light for headline

**Bernina Sans Bold
for sub headline**

Bitter family
for facts, figures and quotes

2020
$2.54 per share

[Imagery](#)   [Iconography](#)   [Infographics](#)   [Illustration](#)

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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

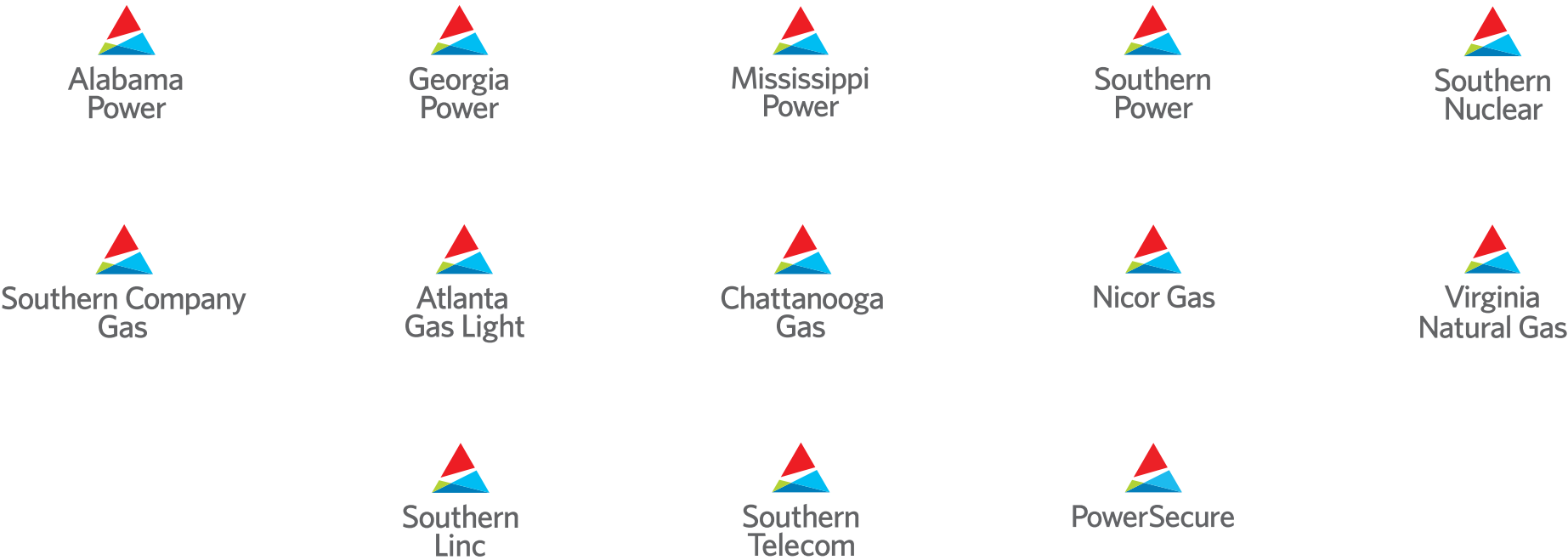Southern Company enterprise basic brand guidelines. June 2022.

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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.

Southern Company

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

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Vertical logo and portfolio of brands

Our symbol

Our wordmark

Southern Company

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

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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

65% H

H

65% H
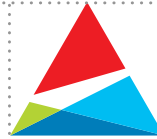
Minimum size

H = 0.2 in or 5mm

Our logo should never appear smaller than this.

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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

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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.

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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.

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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.
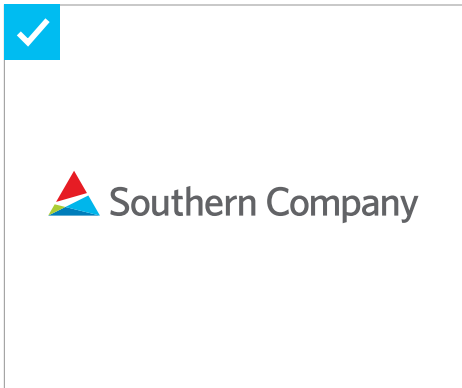
Do use only the approved logo artwork.
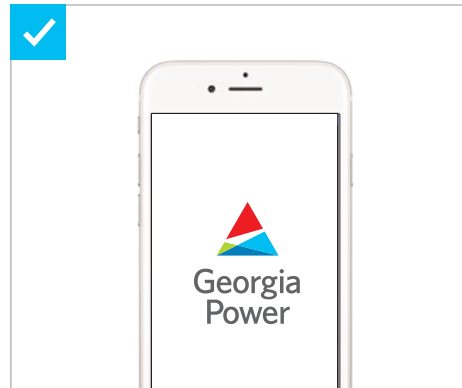
Do use our stacked logo variation only where horizontal space is limited.
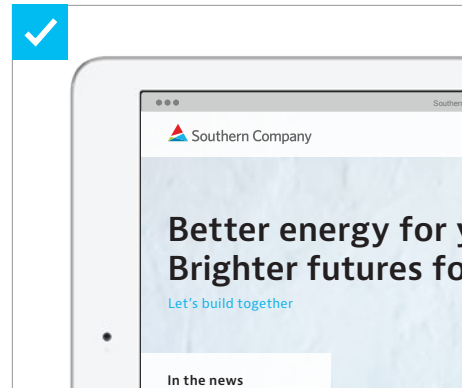
Do respect the minimum clear space around the logo (65% of the height of the symbol).
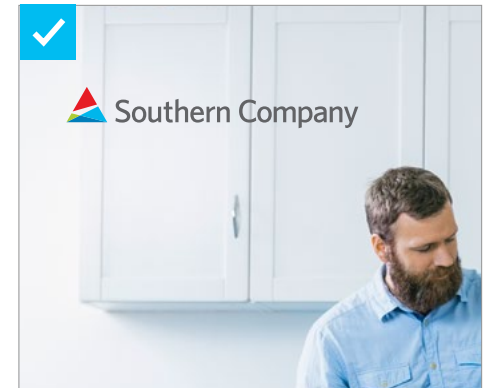
Do ensure the legibility and visibility of the logo on any background.

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.

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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.
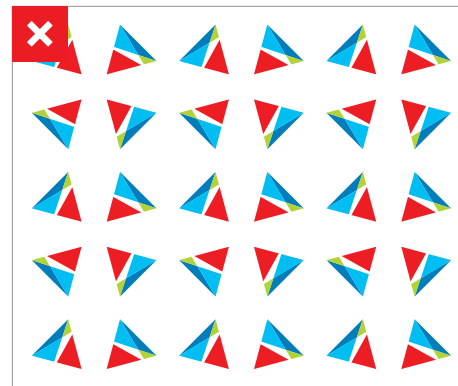
Do not create unapproved patterns.

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

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	EC1C24
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	00BCF1
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

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Color specifications — Color families

Palette		Pantone	CMYK	RGB	HTML
Red family	Southern Company Red	PMS 485 C	C0 M100 Y100 K0	R236 G28 B36	EC1C24
	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	529736
	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	00BCF1
	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 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

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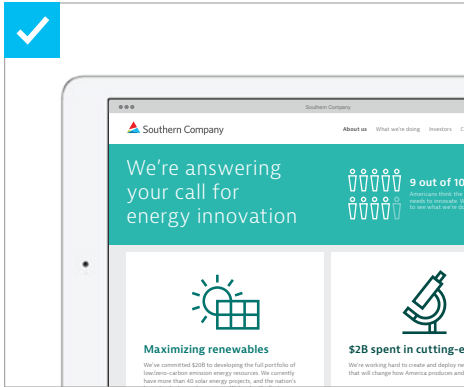
Do use harmonious colors for a visually compelling look and feel.

Do use colors strategically when highlighting key information.
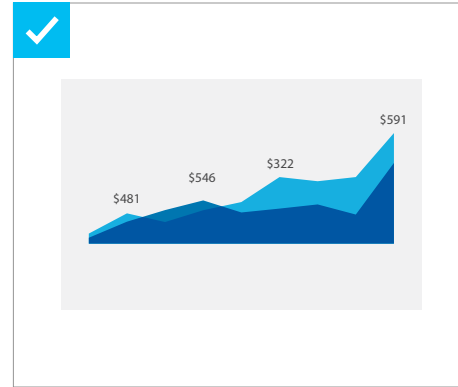
Do use color families whenever possible.
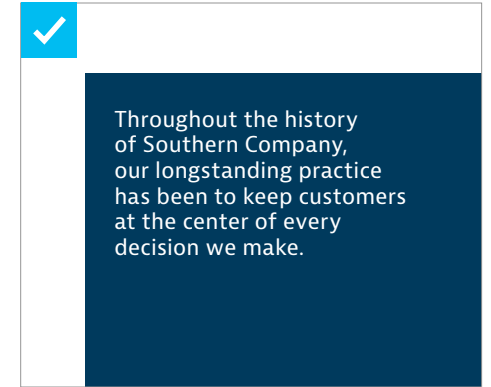
Do choose colors from our dark color palette for a more sophisticated look.
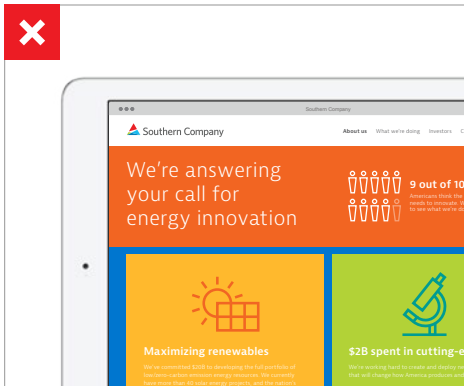
Do not arbitrarily apply or overuse color in a way that may diminish its effectiveness.
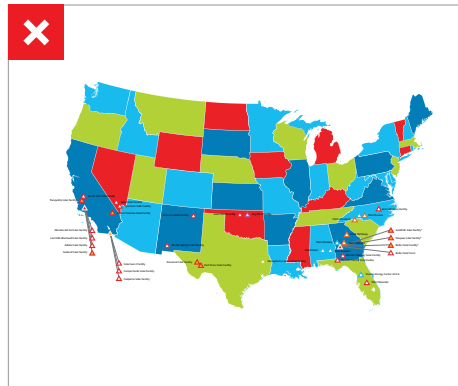
Do not use multiple colors when it is not necessary to use colors for differentiation.
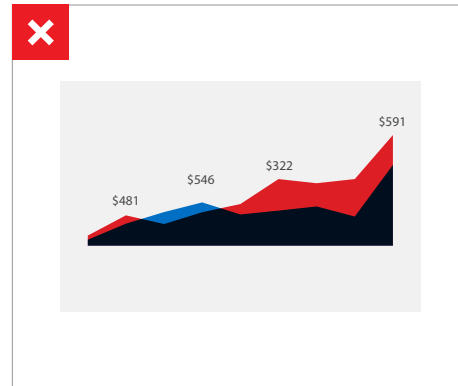
Do not use colors that are jarring or that appear too dark when combined.
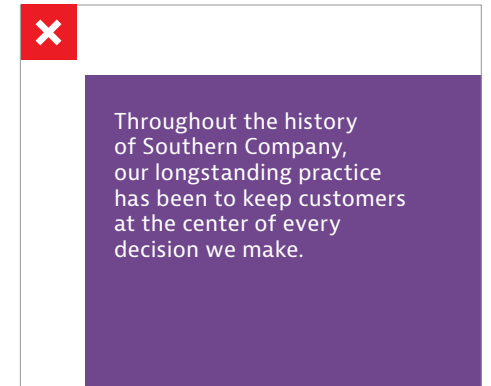
Do not use colors that are not part of our color palette.

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Typography

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.

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

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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.
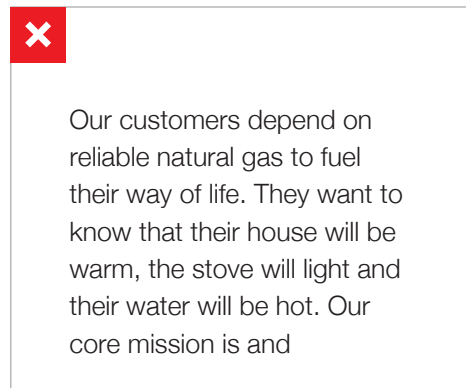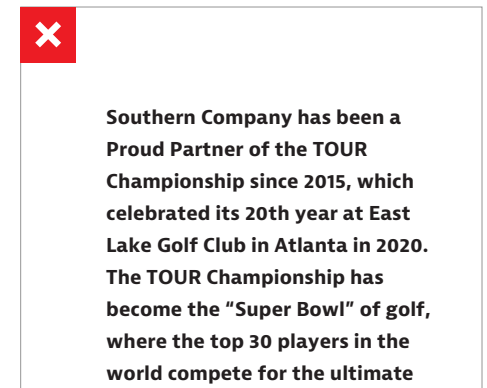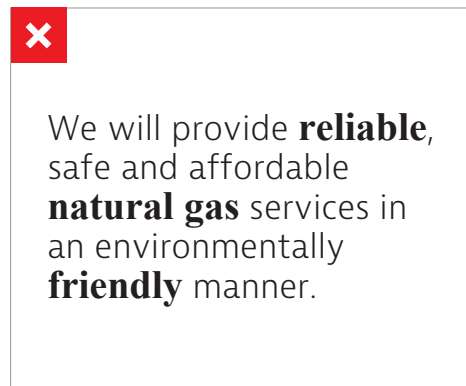

Our customers depend on reliable natural gas to fuel their way of life. They want to know that their house will be warm, the stove will light and their water will be hot. Our core mission is and

Do not use unapproved typefaces.

Maximizing renewables

We've committed $20B to developing a full portfolio of net zero carbon emission energy resources. We have more than 40 solar energy projects, and the nation's largest voluntary

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

We have several other landfill gas projects in our development pipeline and look forward to reporting on those in the future.

Do not use unapproved type styles.

Southern Company has been a Proud Partner of the TOUR Championship since 2015, which celebrated its 20th year at East Lake Golf Club in Atlanta in 2020. The TOUR Championship has become the "Super Bowl" of golf, where the top 30 players in the world compete for the ultimate
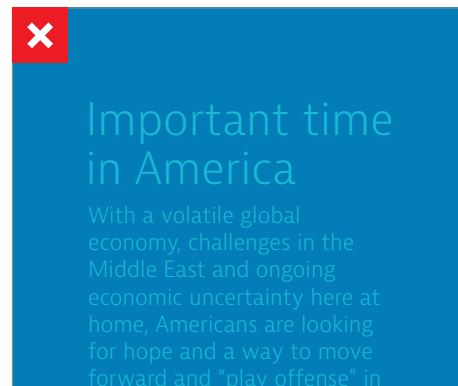
Do not use a bold type weight for large amounts of body copy. Use type weight strategically to highlight key information.

We will provide **reliable**, safe and affordable **natural gas** services in an environmentally **friendly** manner.

Do not arbitrarily mix two typefaces in one sentence.

SOUTHERN POWE OWNS OVER 1,500 MW1 OF SOLAR GENERATING CAPACITY AT 23

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

Important time in America

With a volatile global economy, challenges in the Middle East and ongoing economic uncertainty here at home, Americans are looking for hope and a way to move forward and "play offense" in

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

A brighter future

Southern Company is leading ou nation to provide real solutions grow personal incomes and mak

This past year was a memorable operations continued to perform progress with construction at Ge
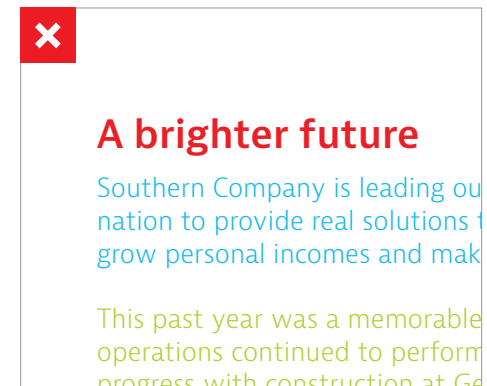
Do not overuse type size, weight and color in a way that makes it difficult for readers to understand a clear information hierarchy.

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.

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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

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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.
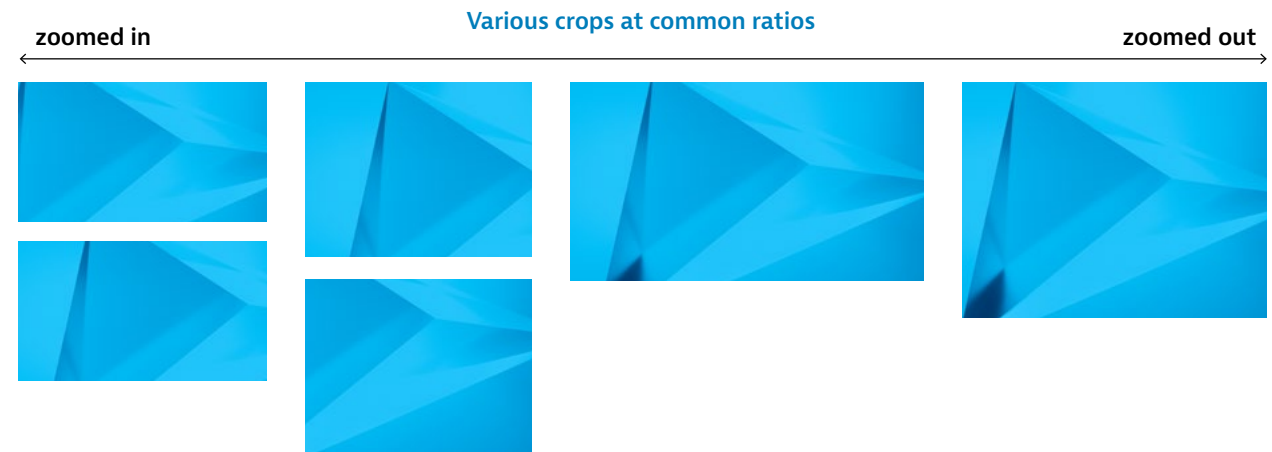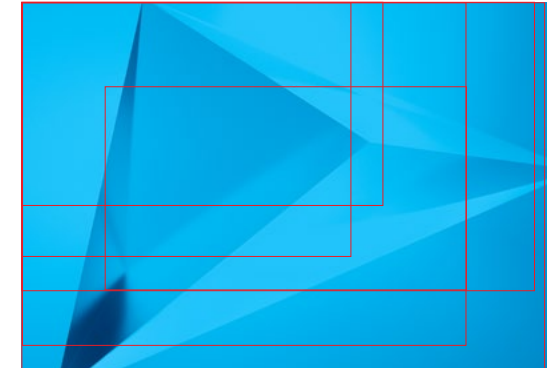
Layer 3: Color prism pattern
Place the color prism pattern over the light gray prism pattern, then apply a multiply effect.

Note: A screen and multiply effect are two of the color blending techniques available in many industry-standard design applications.

Core art
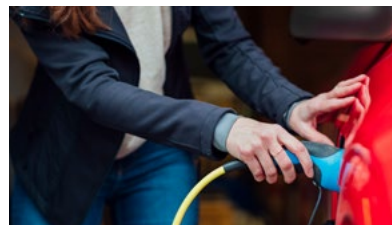

Crop into corners

Various crops at common ratios

zoomed in ← → zoomed out

On an image
With a multiply effect (preferred)

Layer 1

Layer 2

Layer 3

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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
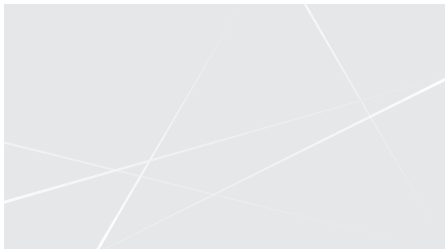- ● Southern Company Teal

- ● 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

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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.
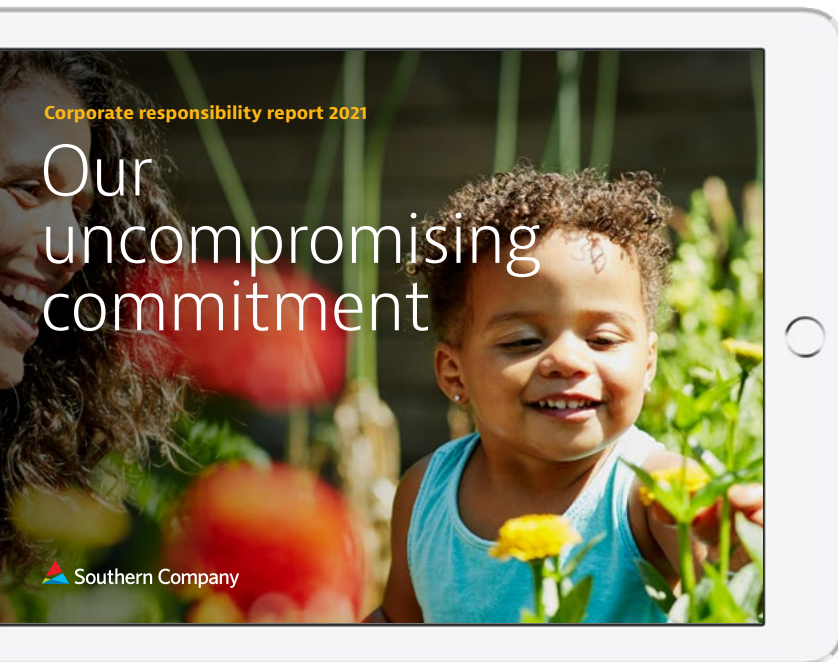

Simple surroundings

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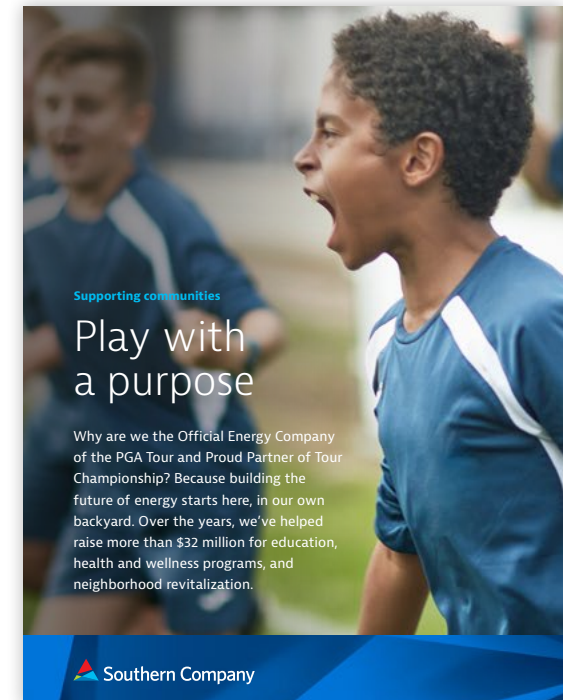
Dynamic and optimistic

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.

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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.

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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 coloration, 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

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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).

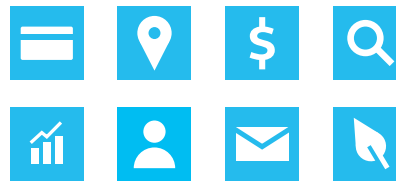Note: For more information about creating new icons, please contact your brand ambassador.
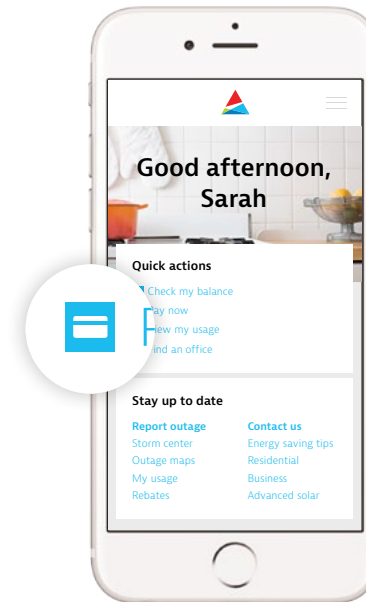
Featured icons
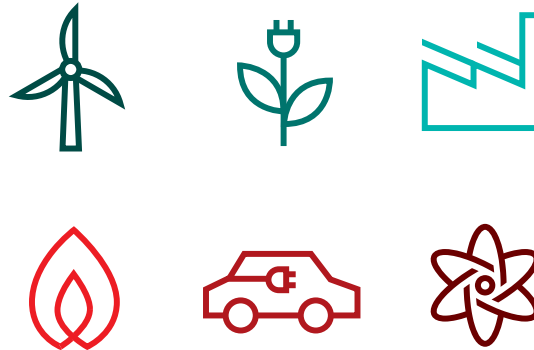
Example
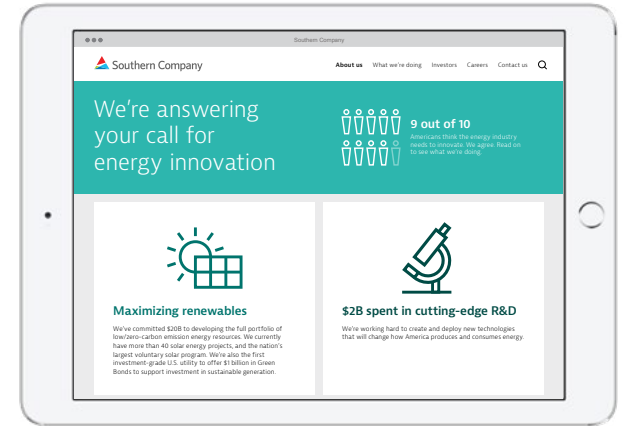
Simplified icons

Example

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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.
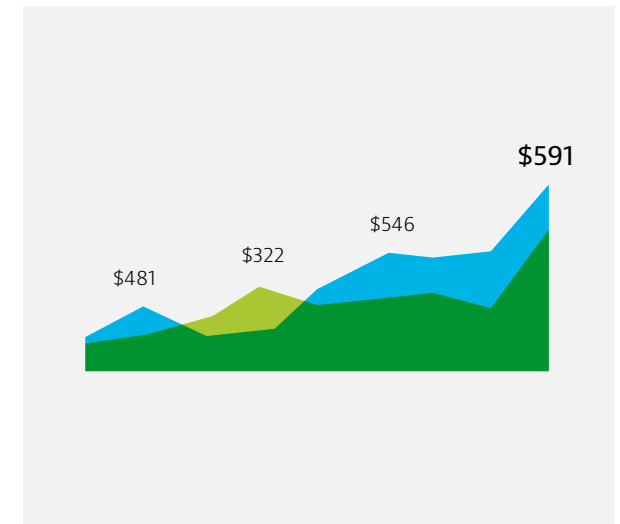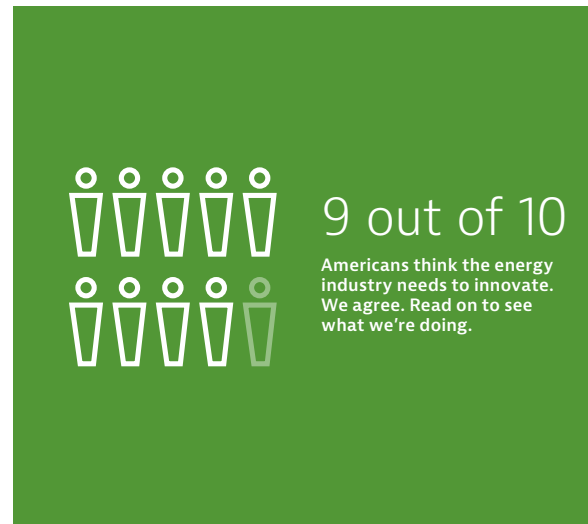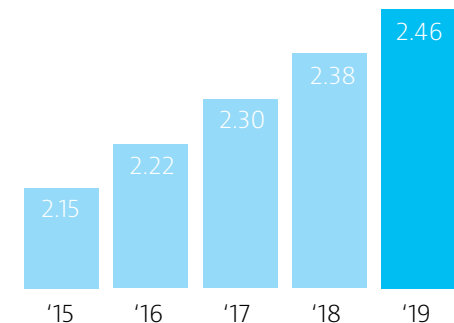
Data-emphasis infographics

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

9 out of 10

Americans think the energy industry needs to innovate. We agree. Read on to see what we're doing.

$481 $322 $546 $591

Data-emphasis infographics

9M

The number of customers
we serve across America

2.15   2.22   2.30   2.38   2.46

'15   '16   '17   '18   '19

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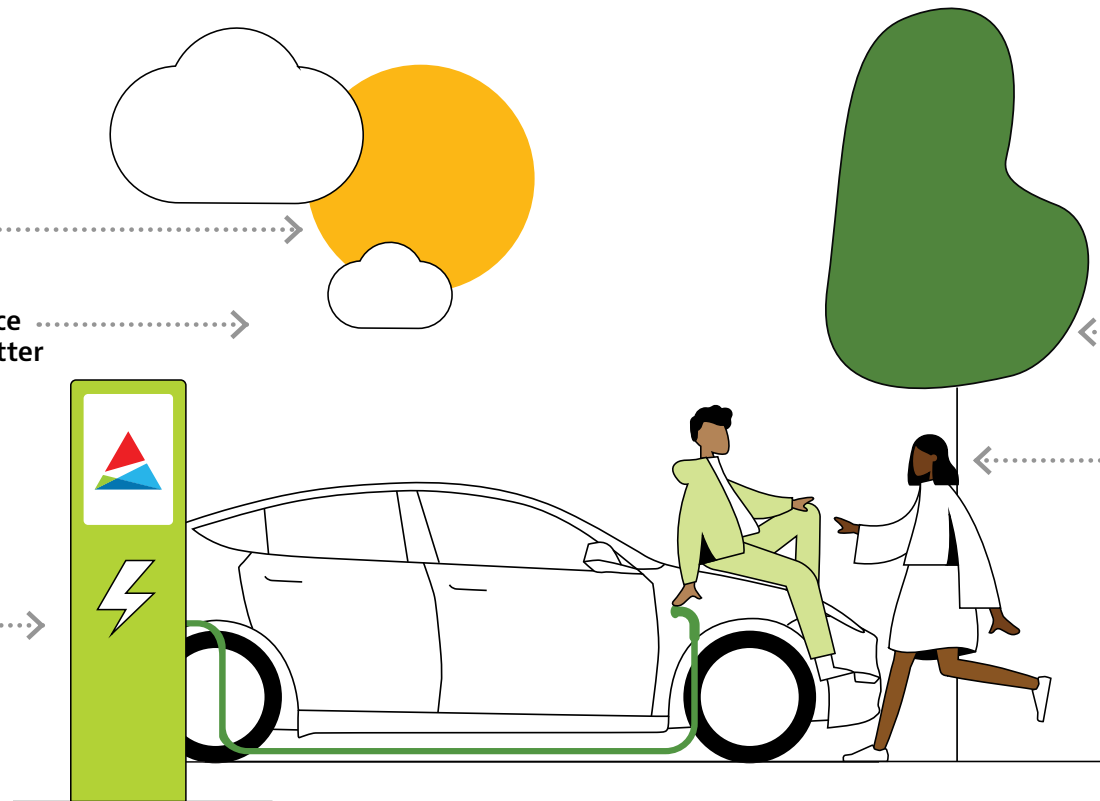
Note: To obtain our illustration style guide and vector library, or for more information about creating new illustrations, please contact your brand ambassador.

**Touch of accent color to
create a focal point**

**Airy and open white/bright space
to help focus on the subject matter**

Organic black lines

**Natural skin tone
to show diversity**

**Thoughtfully filled
with one color family
to highlight the key subject**

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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.

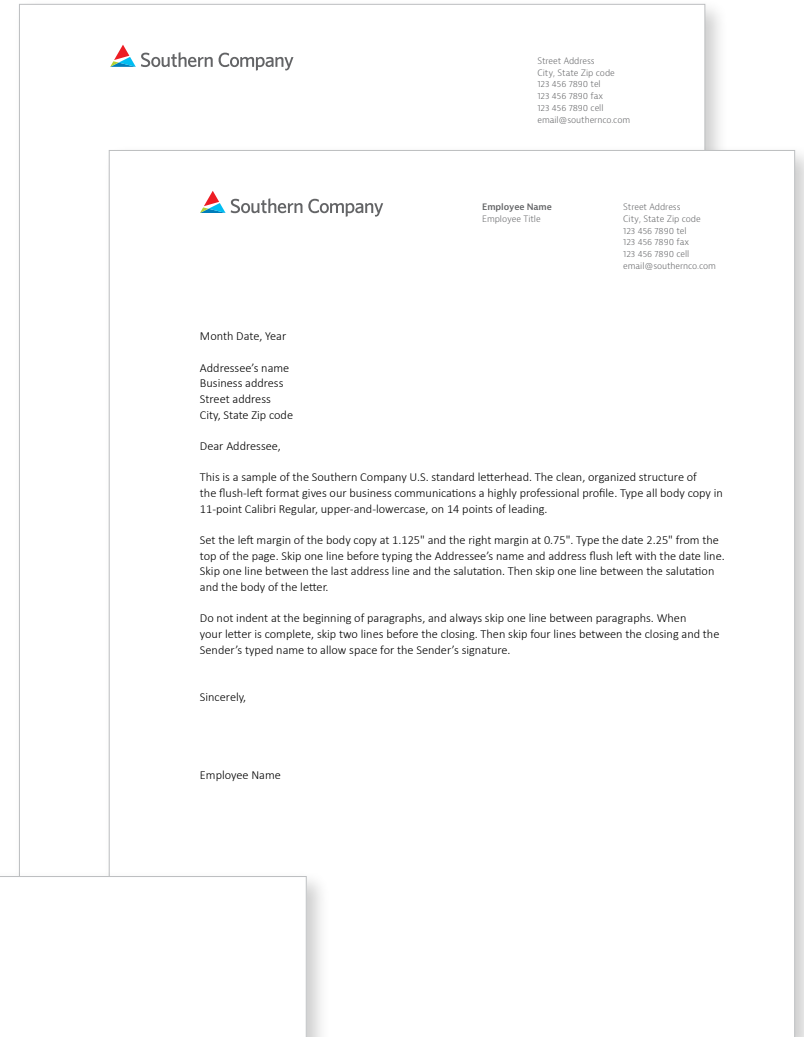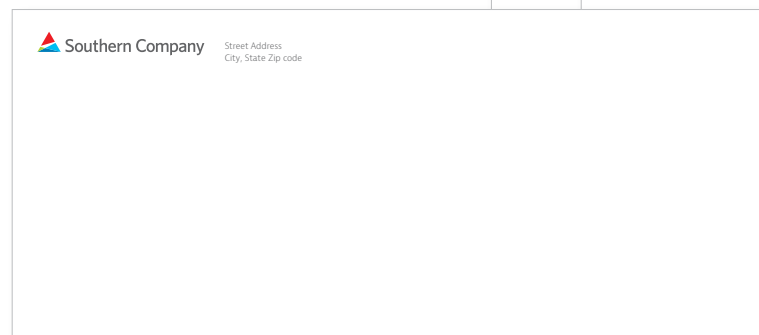Note: Please order stationary through your OpCo print shop via ePrint.
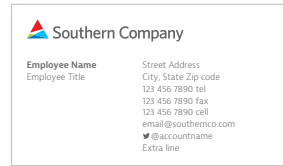
Standard
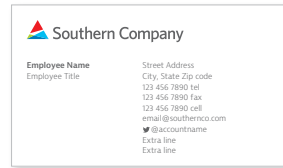
Copy-heavy

Back (optional)

Standard and executive

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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

65% H

H

65% H

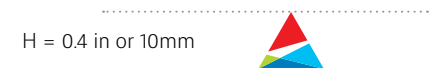## Minimum size for embroidery

Horizontal lockup

H = 0.4 in or 10mm

Vertical lockup

H = 0.55 in or 14mm

Symbol only

H = 0.4 in or 10mm

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Contacts and resources

For inquiries relating to these guidelines, templates, downloadable logos, fonts, artwork and assets please contact your brand ambassador:

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