![Southern Company logo]

# Building our brand together

Southern Company enterprise basic brand guidelines

April 2020

Welcome!

Our Southern Company brand conveys who we are and unites us in our shared mission to build the future of energy. To reinforce the Southern Company brand, it is important to present ourselves consistently and distinctively.

We developed these guidelines to help us accomplish this goal. The guidelines outline all of the 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.

# Our 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 afford-able 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

# Our 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

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 Alabama Power

 Georgia Power

 Mississippi Power

 Southern Power

 Southern Nuclear

 Southern Company Gas

 Atlanta Gas Light

 Chattanooga Gas

 Nicor Gas

 Virginia Natural Gas

 Sequent Energy Management

 Southern Linc

 Southern Telecom

 PowerSecure

# Our 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

Sequent Energy Management

Southern Linc

Southern Telecom

PowerSecure

# 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

Southern Company

**Minimum size**

H = 0.2 in or 5mm

Southern Company

Our logo should never appear smaller than this.

# 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**



65% H
H
65% H

Southern Company

65% H
H
65% H

Nicor Gas

**Minimum-size examples**

H = 0.2 in or 5mm

Georgia Power

Southern Nuclear

Atlanta Gas Light

H = 0.2 in or 5mm

Alabama Power

Southern Linc

Nicor Gas

# 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 only on applications that have production limitations and/or require special techniques such as etching, embossing or one-color embroidery. Avoid using the one-color or special usage logo variations in digital or print communication materials.

# 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 only on applications that have production limitations and/or require special techniques such as etching, embossing or one-color embroidery. Avoid using the one-color or special usage logo variations in digital or print communication materials.

# 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.
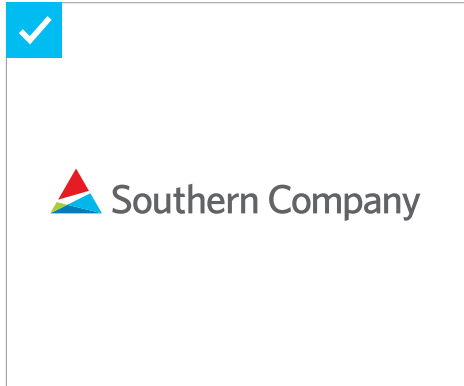
Do use only the approved logo artwork.
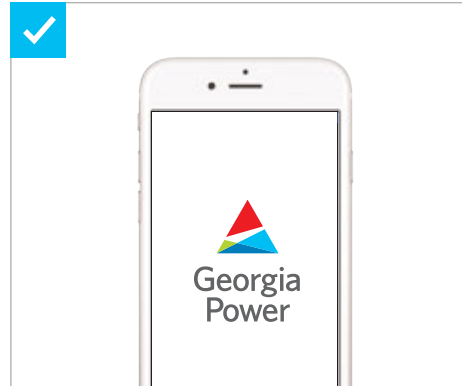
Do use our stacked logo variation only where horizontal space is limited.
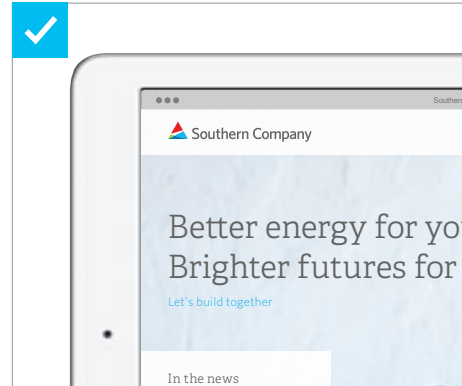
Do respect the minimum clear space around the logo (65% of the height of the symbol).

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 to 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.
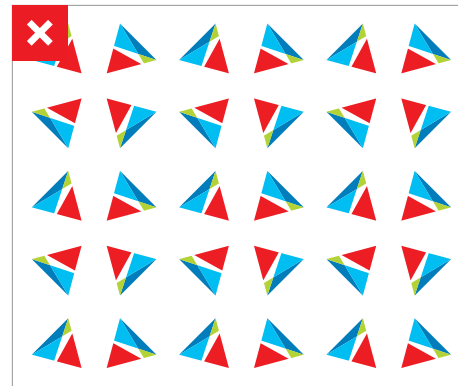


Do not create unapproved patterns.



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

# Color specifications — Primary 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 |

# Color specifications — Secondary palette

| Secondary palette | | Pantone | CMYK | RGB | HTML |
|---|---|---|---|---|---|
| **Red family** | Southern Company Red | *See primary palette* | | | |
| | 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 | *See primary palette* | | | |
| | 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 | *See primary palette* | | | |
| | Southern Company Blue | *See primary palette* | | | |
| | 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 |

# 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.
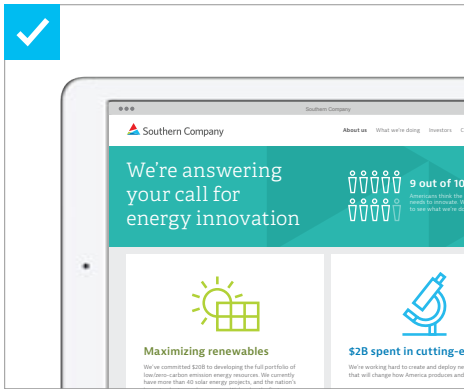
Do use harmonious colors for a visually compelling look and feel.
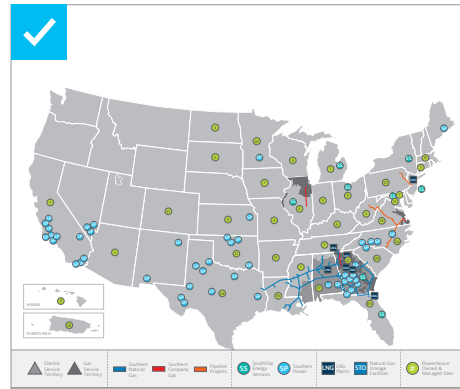
Do use colors strategically when highlighting key information.
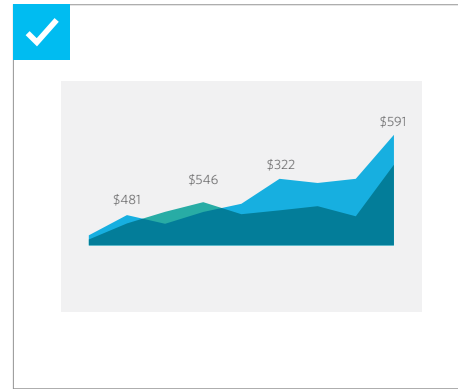
Do use colors that work well together when using a multiply effect.
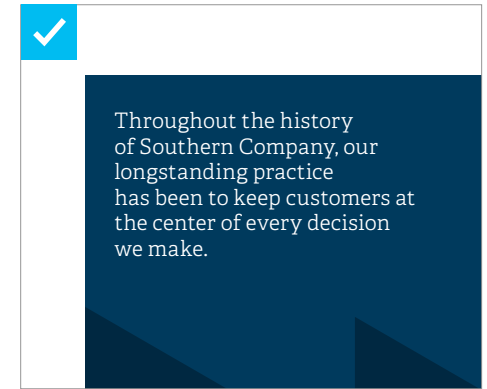
Do choose colors from our dark color palette for a more friendly look.
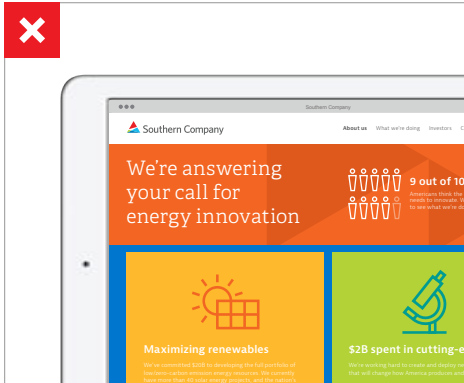
Do not arbitrarily apply or overuse color in a way that may diminish its effectiveness.
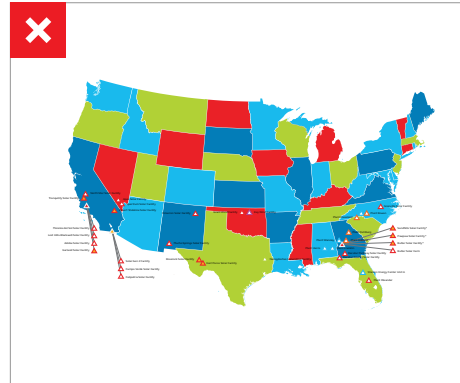
Do not use multiple colors when it is not necessary to use colors for differentiation.
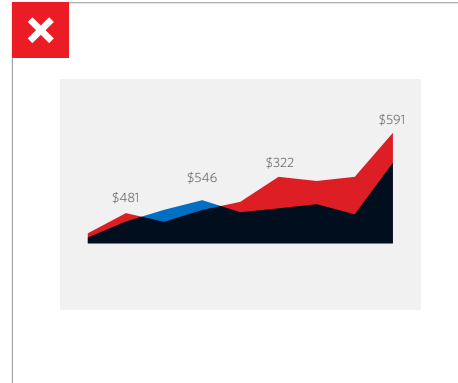
Do not use colors that are jarring or that appear too dark when combined.
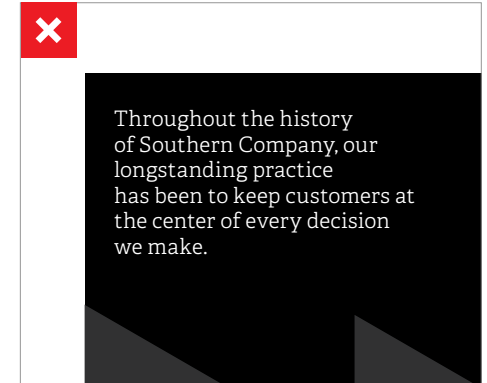
Do not use black or any other colors that are not part of our color palette.

# Our typefaces

Typography is particularly important for us due to our volume of communications and our emphasis on dialogue. To embody our tone, we use Adelle as our primary font and Bernina Sans as our secondary font. Both of these font families are well-crafted, approachable, human and readily legible.

# Hi! I'm Adelle
## and I'm Bernina Sans

| | |
|---|---|
| Adelle Light | Bernina Sans Light |
| *Adelle Light Italic* | *Bernina Sans Light Italic* |
| Adelle Regular | Bernina Sans Regular |
| *Adelle Italic* | *Bernina Sans Italic* |
| **Adelle SemiBold** | **Bernina Sans Semibold** |
| *Adelle SemiBold Italic* | *Bernina Sans Semibold Italic* |
| **Adelle Bold** | **Bernina Sans Bold** |
| *Adelle Bold Italic* | *Bernina Sans Bold Italic* |
| **Adelle ExtraBold** | **Bernina Sans Extrabold** |
| *Adelle ExtraBold Italic* | *Bernina Sans Extrabold Italic* |
| **Adelle Heavy** | |
| *Adelle Heavy Italic* | |

# How we use our typefaces

For all professional designs, keep it simple by using only a few key type styles and weights. We use Adelle Light for headlines and large callouts. We use Bernina Sans Light for body text and Bernina Sans Semibold for sub-headlines. In situations where legibility might be a concern (such as for outdoor billboards, directional signage, or small footnotes), other weights (such as Regular or Bold) may be used. Use Southern Company Dark Gray (PMS Cool Gray 11 or 85% black) for small body text to ensure legibility.

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

**Keep it light** ·········→

We prefer to use our fonts at a light weight for most communications.

Southern Company

2017 Corporate Responsibility Report

## At the heart of our community
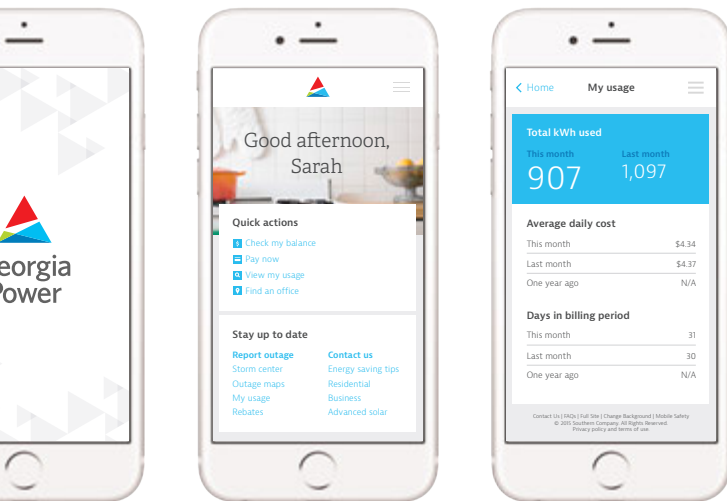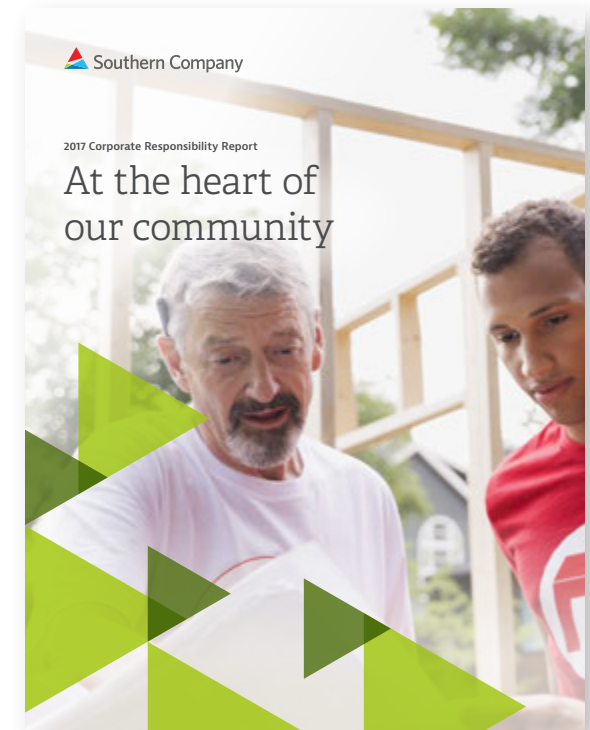
←········· **Keep it clear**

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

**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).

Good afternoon, Sarah

**Quick actions**
Check my balance
Pay now
View my usage
Find an office

**Stay up to date**

**Report outage**    **Contact us**
Storm center    Energy saving tips
Outage maps    Residential
My usage    Business
Rebates    Advanced solar

Contact Us | FAQs | Full Site | Change Background | Mobile Safety
© 2015 Southern Company. All Rights Reserved.
Privacy policy and terms of use.

← Home    **My usage**    ≡

**Total kWh used**

This month    Last month
**907**    1,097

**Average daily cost**
This month    $4.34
Last month    $4.37
One year ago    N/A

**Days in billing period**
This month    31
Last month    30
One year ago    N/A

"We do much more than keep the lights on. We provide hope for customers – hope for a better way to meet their economic challenges, better communities in which to live and a better future for their children."

Thomas A. Fanning–Chairman, President & CEO
Southern Company

Dear shareholders,

This is such an 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 this unsettled environment.

Southern Company is leading our industry and, in many ways, our nation to provide real solutions to drive our economy, create jobs, grow personal incomes and make American lives better.

This past year was a memorable one in which our franchise operations continued to perform beautifully. We made significant progress with construction at Georgia Power's Plant Vogtle and Mississippi Power's Kemper facility. We continued to expand our renewable energy portfolio. We announced a merger with AGL Resources.

These are all major accomplishments of which I am quite proud. However, none is any more important than the work that is accomplished to deliver practical

In 2015, Southern Company earned the Edison Electric Institute's (EEI) National Key Accounts Customer Service Award for the 12th time. EEI also honored Alabama Power with its Emergency Recovery Award for going "above and beyond" to restore service after summer storms left more than 300,000 customers without electricity—the seventh time Alabama Power has received this honor.

Our traditional operating companies continue to be among the most highly rated utilities for customer satisfaction by J.D. Power, which ranks companies on the basis of power quality and reliability, price, billing and payment, corporate citizenship, communications and customer service. Also, for the 18th consecutive year, Southern Company and its traditional operating

# 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 the full portfolio of low/zero-carbon emission energy resources. We currently have more than 40 solar energy projects, and the nation's largest voluntary**

**Do not** use unapproved type weights.

With a renewed and strengthened partnership, Southern Company, Coca-Cola and the PGA TOUR announced today that the TOUR Championship will stay in Atlanta through 2020.

**Do not** use unapproved type styles.

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

**Do not** use a bold type weight for a large amount 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.

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.

# How we use our imagery

We use people-focused photography as our primary imagery to show that we put the needs and well-being of our customers, employees and communities at the center of all that we do. Our imagery should always have a simple, yet dynamic, composition and project our optimistic outlook and collaborative spirit.

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



**Keep it dynamic**
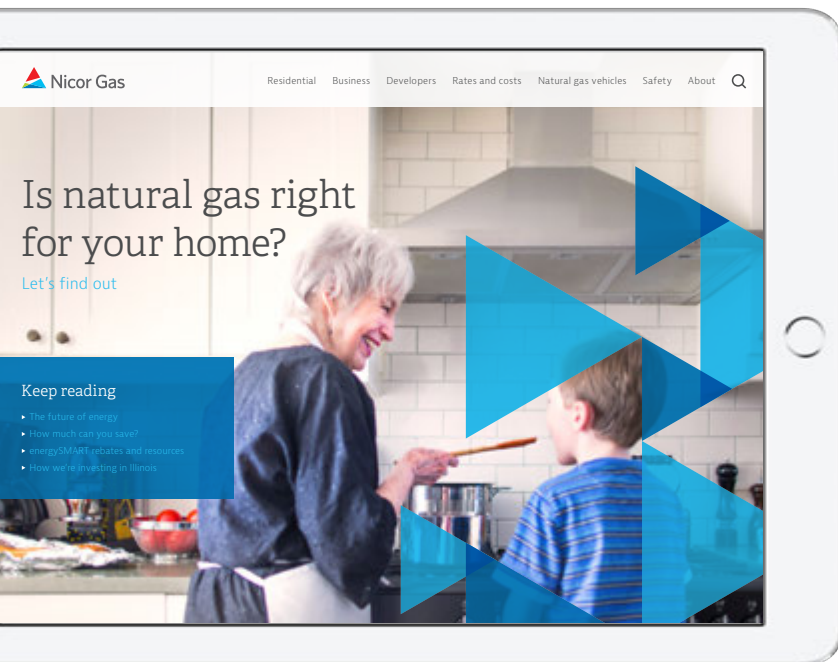We use imagery with a sense of movement and a positive outlook.

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

**Be authentic and relatable**
We use imagery that captures everyday people and activities.

# Our primary imagery palette

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.

· Natural lighting and a straight-on or eye-level view are preferred.

· The surrounding environment should be simple and have a light-color tone 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.

# Our supporting imagery palette

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 tone-on-tone 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 that appears dark.



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.
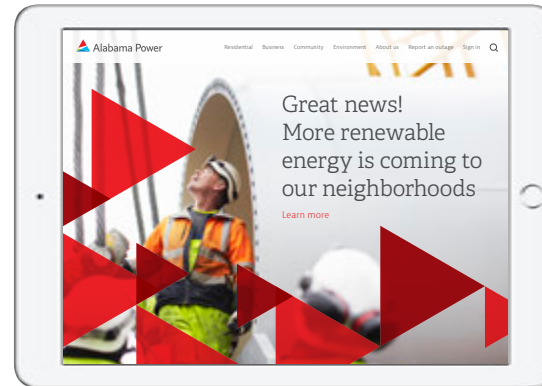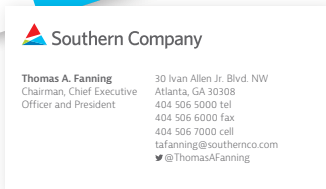
# How it comes together

Here are some key characteristics that make up
our unique visual identity system.

## Human and optimistic

Our visual system feels
open and approachable, with
people-focused imagery and
a warmhearted tone of voice.

## Dimensional and forward-looking

Multiple transparent pieces
convey the depth and breadth of
our portfolio, while infusing our
sense of momentum, progress and
collaborative spirit.

## Bold and confident

Interacting triangle shapes
guide our visual system,
echoing our unique logo
form and color palette.
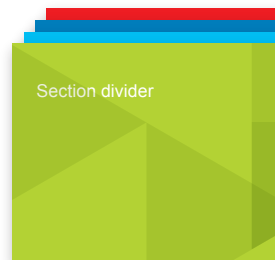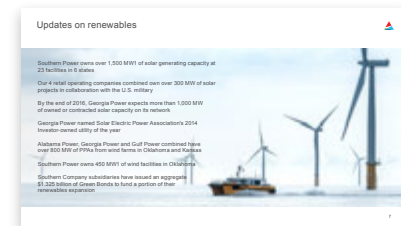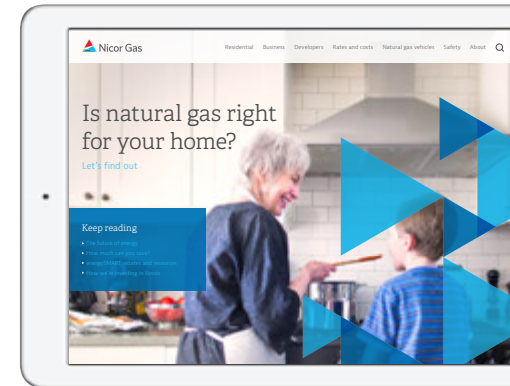
## Functional and engaging

Vibrant supportive colors,
photography and iconography
add flexibility and a touch of
vitality to our communications.
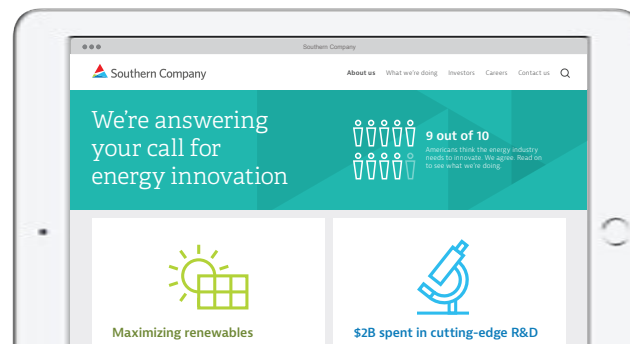
# Stationery

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.

· For letterhead body copy, use Arial 10/14pt 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.
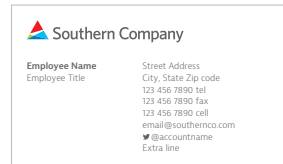


Standard
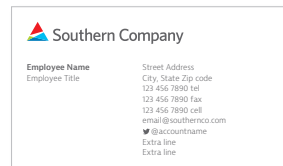


Copy-heavy



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 new brand, use the full-color logo whenever possible. A tone-on-tone or white logo treatment will be available, but it's strongly preferred to use the full-color logo to help build recognition for our new logo.

## 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.

65% H

H

65% H

Southern Company

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**Minimum size for embroidery**

**Horizontal lockup**

H = 0.4 in or 10mm

Southern Company

**Vertical lockup**

H = 0.55 in or 14mm

Southern
Company
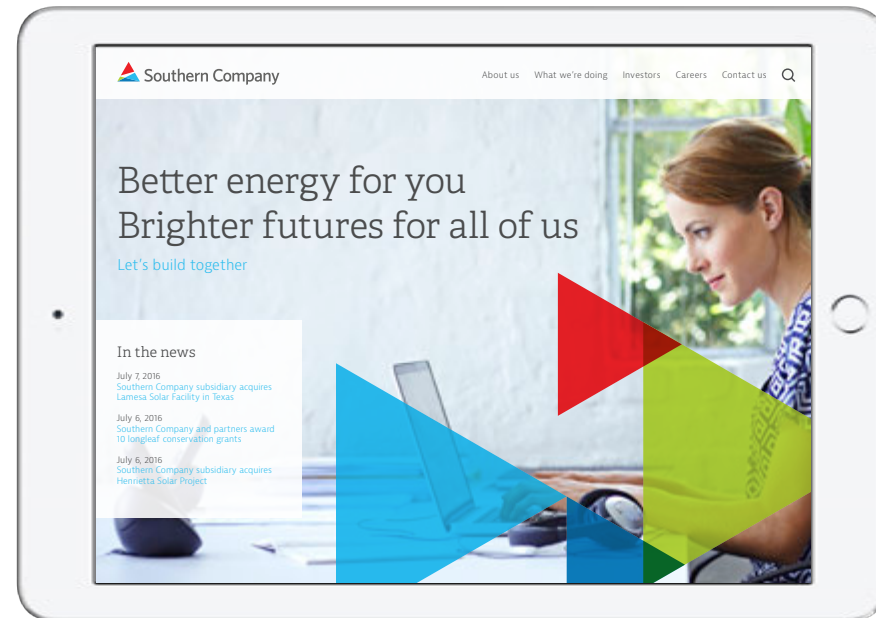
**Symbol only**

H = 0.4 in or 10mm
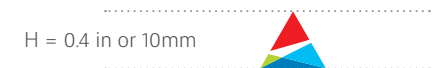
# How we use our supergraphics

We overlay our supergraphics on images that appear on the primary surface of an application, such as website home pages, posters or presentation covers. Our supergraphics are also effective when used as the hero element in an application to help build equity and recognition for our brand, such as in fleet design and promotional items.

Additionally, we use our supergraphics as tone-on-tone pattern backdrops to highlight key messages and add flexibility to our communications.

**Keep it dynamic**
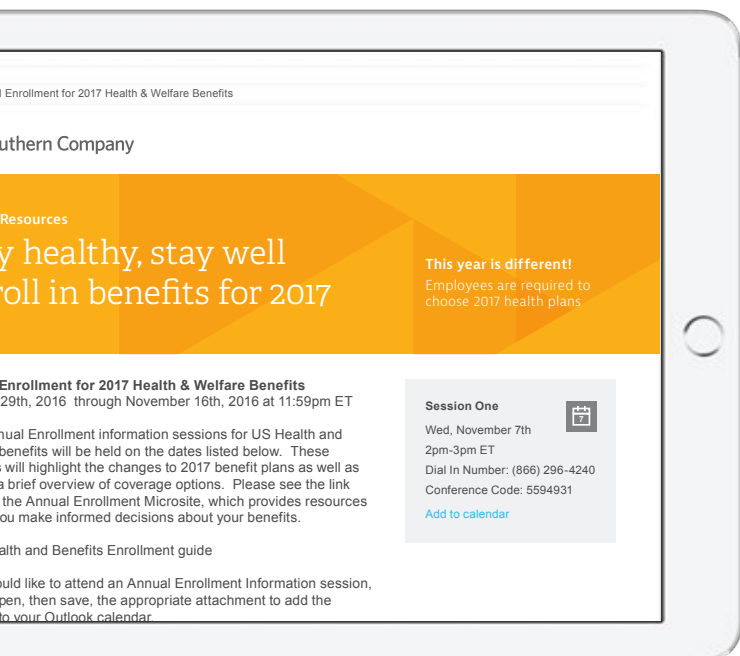We crop at least one side of the graphic off the page. Use scale and placement to help create a dynamic composition.



**A Southern Company**
About us  What we're doing  Investors  Careers  Contact us

## Better energy for you
## Brighter futures for all of us

Let's build together

In the news

July 7, 2016
Southern Company subsidiary acquires
Lamesa Solar Facility in Texas

July 6, 2016
Southern Company and partners award
10 longleaf conservation grants

July 6, 2016
Southern Company subsidiary acquires
Henrietta Solar Project

**Catch the eye**
We use a tone-on-tone pattern to organize content and lead the eye to messages that we want to highlight.

**Use it purposefully**
We use our tone-on-tone pattern as a bold and dynamic backdrop to provide visual pacing, add energy and create visual impact.



Enrollment for 2017 Health & Welfare Benefits

Southern Company

Resources

y healthy, stay well
roll in benefits for 2017

**This year is different!**
Employees are required to choose 2017 health plans

**Enrollment for 2017 Health & Welfare Benefits**
29th, 2016  through November 16th, 2016 at 11:59pm ET

nual Enrollment information sessions for US Health and benefits will be held on the dates listed below.  These will highlight the changes to 2017 benefit plans as well as a brief overview of coverage options.  Please see the link the Annual Enrollment Microsite, which provides resources ou make informed decisions about your benefits.

lth and Benefits Enrollment guide

uld like to attend an Annual Enrollment Information session, pen, then save, the appropriate attachment to add the to your Outlook calendar.

**Session One**
Wed, November 7th
2pm-3pm ET
Dial In Number: (866) 296-4240
Conference Code: 5594931

Add to calendar



"We do much more than keep the lights on. We provide hope for customers – hope for a better way to meet their economic challenges, better communities in which to live and a better future for their children."

Thomas A. Fanning–Chairman, President & CEO
Southern Company

Dea

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incomes and r

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customer solu

The following

# Promotional items

Community power

Smarter energy

Happy future

We prefer to use our primary colors on promotional items to build equity and recognition for our brand.

We celebrate Red, our legacy color, and use it boldly to create impact and differentiation.

Southern Company

Southern Company
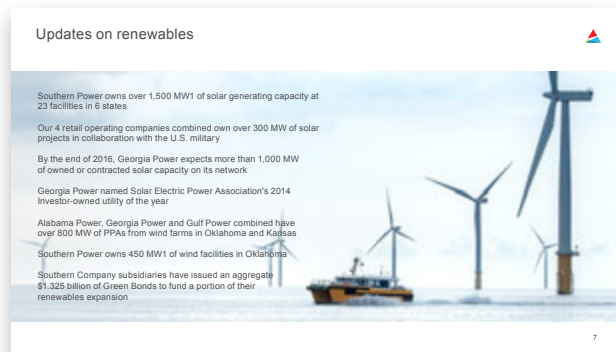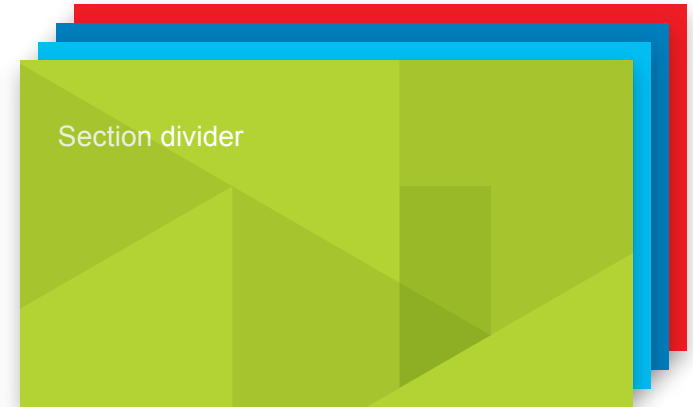


# PowerPoint® presentation

For the cover, we use imagery that supports the content of high-visibility presentations.
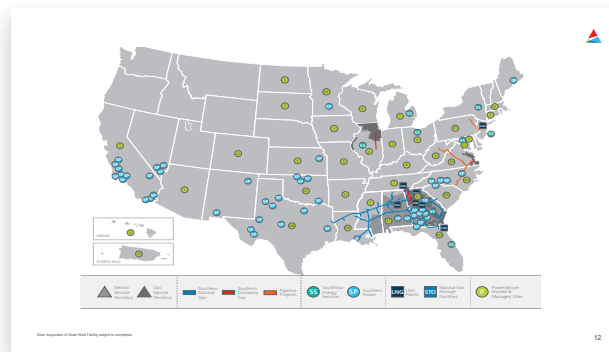
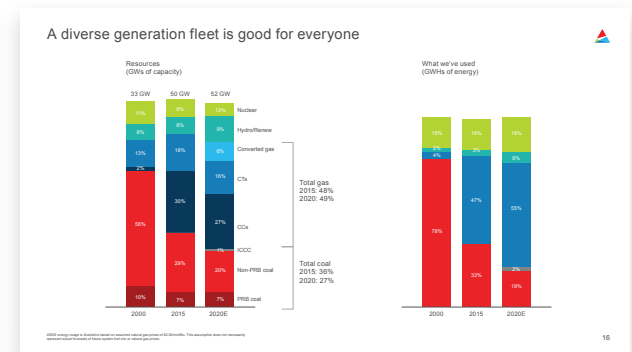For everyday use, choose a printer-friendly cover.

We use color dividers to clearly organize content.



We use large imagery to bring the content to life and provide visual pacing.

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

We use differentiating colors to make information clear and easy to understand.

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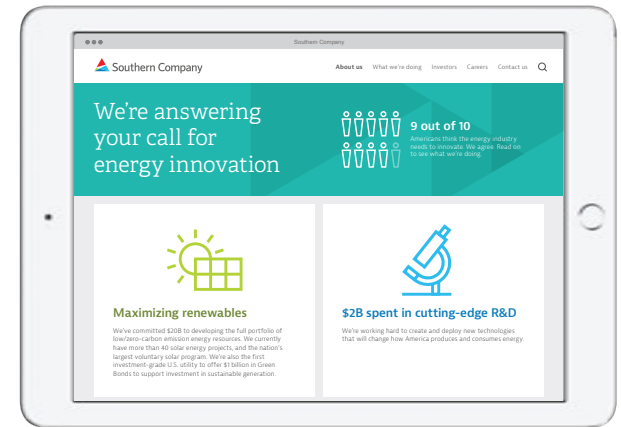
Consider using featured icons to highlight key subjects or ideas or to help create engaging presentations. Consider using simplified icons for functional purposes or as call-to-action buttons.

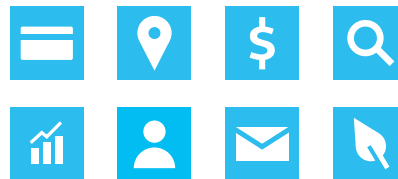Note: For more information about creating new icons, please contact your brand ambassador.
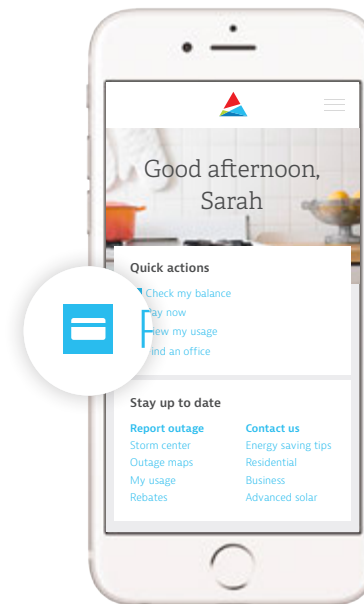
**Featured icons**

*Example*

**Simplified icons**

*Example*

# 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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