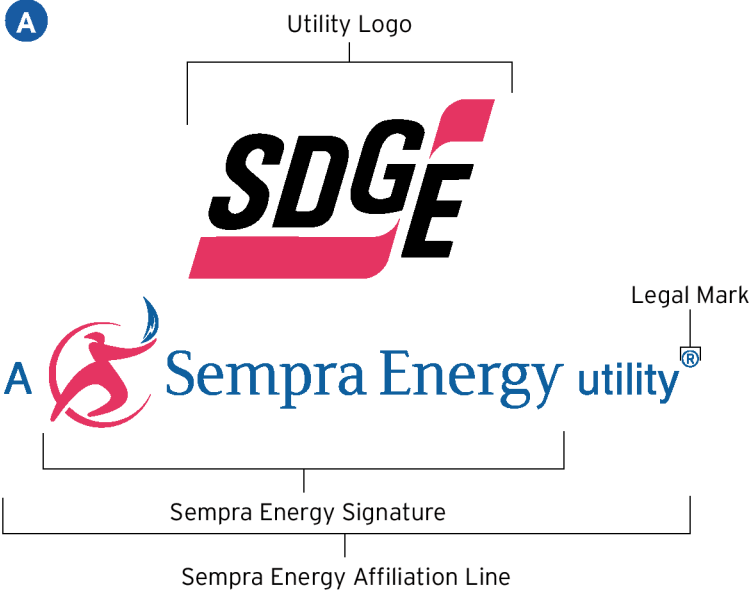


# Signature Guidelines

## SDG&E Transitional Signature Guidelines



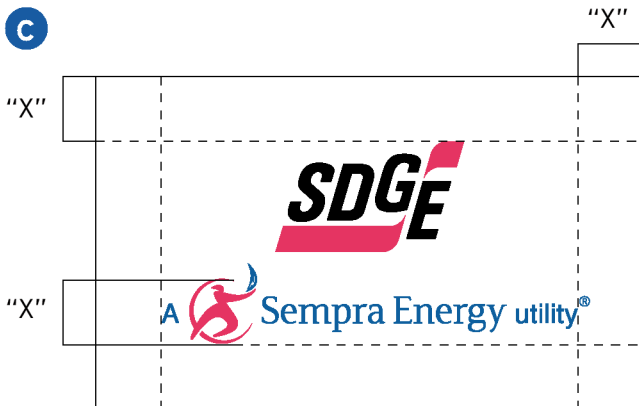
### A. The Preferred Signature

The SDG&E signature contains the utility logo in a fixed relationship to the Sempra Energy affiliation line. Do not alter any of the elements of the signature and always use the provided digital signature artwork. NOTE: The legal mark must be used on collateral pieces, billing and business forms, stationery, on the World Wide Web and in advertising. Every effort should be made to use the legal mark on signage, vehicles and uniforms providing that reproduction methods can ensure legibility and permanence of the mark.



### B. Optional Horizontal Signature

The Optional Horizontal Signature is available for use only when the Preferred Signature will not fit in the designated signature area. The Horizontal Signature must abide by the same guidelines as the Preferred Signature.



### C. Clear Space

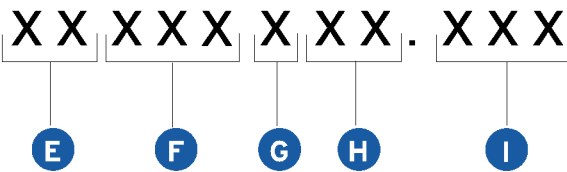
Minimum clear space equals “X”, where “X” is defined by the height of the crescent in the Sempra Energy signature. Clear space surrounding the signature should be equal to at least the minimum clear space indicated by the dashed lines. When placing the signature near the edge of printed piece, it may be necessary to double the measurement of “X”. Allowing additional clear space is always preferable.

D



1/4" Sempra Energy utility®

minimum signature size



## D. Minimum Size

To ensure signature legibility, the Sempra Energy crescent must measure at least 1/4" in diameter. (When using commercial printing methods with tight quality controls, a smaller crescent measurement of 3/16" may be used in exceptional cases.) All elements in the SDG&E signature are in a fixed relationship to the Sempra Energy affiliation line. Do not alter any of the elements or their size relationships.

## E. Company Name Abbreviation

Each Sempra Energy company name is represented by a two-letter abbreviation in the file name.

SD = San Diego Gas and Electric

## F. Legal Mark

"\_\_" = No legal mark, "LM" = Legal Mark.

## G. Signature Configuration

"H" = Horizontal signature, "C" = Centered signature.

## H. Color Configuration

"1P"= one-color/positive signature, "2P"= two-color/positive signature, "3P"= three-color/positive signature. "1R"= one-color/reverse signature, "2R"= two-color/reverse signature

## I. Available Digital File Formats

EPS, TIFF for Macintosh.

EPS, WMF, TIFF, PNG for PC programs.

J

For Energy Red use:  
PANTONE® 1935\*

**NOTE:**  
Special CMYK  
Formula =  
0c 100m 60y 6k

For Eternal Blue use:  
PANTONE® 662\*

**NOTE:**  
Special CMYK  
Formula =  
100c 75m 0y 20k

For Black use:  
100% Black

## J. Corporate colors

When you are able to print using PANTONE® Color Inks, in lieu of Energy Red and Eternal Blue you may use the PANTONE colors indicated at left, the standards for which are shown in the current edition of the PANTONE Color Formula Guide. **NOTE: When reproducing the corporate colors in four-color process, always use the formulas listed at left. These formulas differ from the PANTONE four-color process simulations. Extensive research has been conducted to find a four-color process formula which most closely matches the spot colors specified. Please note that when printing on uncoated paper, these formulas may require slight adjustment to match Energy Red and Eternal Blue.**

\*The colors shown throughout these guidelines are not intended as substitutes for the PANTONE® Color Standard. See the current edition of the PANTONE® Color Formula Guide for accurate color standards. PANTONE is a registered trademark of Pantone, Inc.

K



A Sempra Energy utility®

## K. Three-Color Positive Signature

The three-color signature features the utility logo in black letters with the Energy Red stripes. The Sempra Energy affiliation line features the Sempra Energy crescent and figure in Energy Red with the flame and typographic elements in Eternal Blue. The positive signature should always be reproduced on a light, neutral background to ensure legibility.

L



## L. Two-Color Positive Signature

The two-color signature features the Sempra Energy crescent and figure in Energy Red with the flame, typographic elements and utility logo stripes in Eternal Blue. The positive signature should always be reproduced on a light, neutral background to ensure legibility.

M



## M. One-Color Positive Signature (two options)

The one-color signature can be reproduced entirely in Eternal Blue or black. The positive signature should always be reproduced on a light, neutral background to ensure legibility.

N



## N. Two-Color Reverse Signature

A two-color reverse signature treatment may be used when the signature will appear against an Eternal Blue background. NOTE: When reversed, the entire Sempra Energy Symbol (including the flame) appears in Energy Red.

O



## O. One-Color Reverse Signature (two options)

A one-color reverse signature knocks out to white on solid Eternal Blue or black background colors. In some approved applications, the signature may also be reversed on other colored backgrounds having a visual density darker than a 50% value of black. When using the reverse logotype on photographic backgrounds, choose images that provide enough contrast to preserve optimal legibility.

P



## Incorrect Applications

Correct use of the company signature is essential to develop and maintain a strong brand identity. This page illustrates typical improper uses of the signature. All signature guidelines apply to both the Preferred and Special Use Horizontal Signatures. To prevent incorrect applications, always use the electronic signature files provided on the accompanying CD-ROM, diskette or e-mail attachment.

Q



## P. Incomplete Representation

Do not omit any elements from the signature.

R



## Q. Incorrect Relative Size

Do not alter the relative size proportions of any signature elements.

S



## R. Improper Signature Reconfiguration

Do not reconfigure any of the elements in the signature.

T



## S. Graphic Enhancement

Do not add graphic devices to a signature (e.g. drop shadows).

U



## T. Clear Space Violation

Do not allow other graphic elements or type to invade the minimum clear space. (Refer to exhibit "C".)

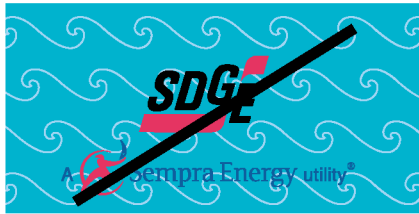
## U. Incorrect Typography

Do not substitute any typeface in place of the provided company logotype.

*(continued)*

# SDG&E Transitional Signature Guidelines

V



## V. Improper Background

Do not place the signature on any patterned background.

W



## W. Misuse of Color

Do not reassign corporate colors within the signature.

X



## X. Unapproved Color

Do not substitute another color in place of the approved corporate colors for signatures.

Y



## Y. Signature Tints

Do not use tints of the approved corporate colors or any other color.

Z



## Z. Signature Gradations

Do not use gradations within the signature.

ZZ



## ZZ. Signature Outlining

Do not outline the signature.