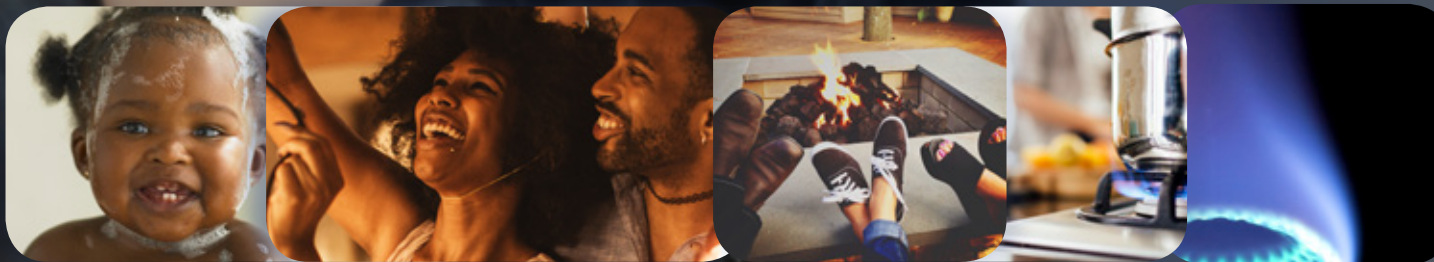


CONSUMER CAMPAIGN

STYLE GUIDE



NATURAL GAS
GENTUS.

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CAMPAIGN OVERVIEW

A natural gas campaign that doesn't lead with natural gas? Genius.

Welcome to "Natural Gas. Genius." — a consumer marketing campaign that speaks from the heart and mind of today's homebuyer/remodeler. It's refreshing, sassy and right on target with this target audience.

In each component of the campaign, we experience people's **stories** that show us how they are **transforming** into **providers of better living** for themselves and those they love **because they are choosing natural gas**.

The voice of the campaign comments on this transformation, acknowledges the "genius" moves these people are making and **encourages** them to do more with natural gas — all while poking a little fun and **laughing with them** about who they used to be and how far they have come.

The **campaign look** shows a primary photograph of the person in the story, with several smaller images that give us glimpses into the person's family and friends and the warm, cozy, comfortable, fun **moments** they are enjoying enabled by natural gas.

PURPOSE OF THIS GUIDE

Consider this your owner's manual for the "Natural Gas. Genius." campaign. Here, you'll find all the basic "rules of the road" for customizing existing campaign materials or creating new campaign-related assets. By always using the campaign elements as specified, you will be helping to maintain consistency across all media channels, thus strengthening the campaign's reach and effectiveness.

We've done the homework for you. Now, go have fun with it, Genius!

For questions about the campaign or contents of this style guide, please contact Audrey Anderson, AAnderson@apga.org.

COPY ELEMENTS

Regardless of the medium, there is a common copy structure for each execution within the campaign.

Headline/opening thought pulls you into the story and speaks to some aspect of what is happening with the featured person.

Body copy/script/social post copy briefly tells us what is going on with the person (they are different than how they used to be), specifies one or two things they are doing that are different (getting into cooking, entertaining, relaxing, etc.) and closes by making a fun comment on how they are progressing or what they'll take on next.

The **tone/voice** is personal, informal and fun — the way you would talk with someone you know well and like/are proud of their accomplishments.

Call to action encourages readers/viewers to visit a website for more info/inspiration/ideas, such as:

See how natural gas turns homes into havens. naturalgasgenius.com

Make your genius move to natural gas. naturalgasgenius.com

See how one genius move leads to another. naturalgasgenius.com

Campaign microsite and hashtag: A campaign microsite, **www.naturalgasgenius.com**, is currently being developed. It will provide a central destination for audiences to learn more about how they can provide better by choosing natural gas. The microsite will carry through the campaign look and feel and provide a way for audiences to connect with their local gas supplier. For social media communications, include **#naturalgasgenius** as a way for audiences to learn more and find additional assets and conversations related to the campaign.

WWW.NATURALGASGENIUS.COM

#NATURALGASGENIUS

LOGO USAGE

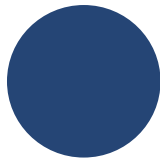
The logo is a key visual element in the campaign and should be used on all assets, where appropriate. Logo placement should be in lower or upper corners or centered at the top or bottom of an asset, but it should not be used as a headline.

SAFETY ZONE:

A "G" exclusion zone should be kept around the logo at all times, and no other elements or edges should come within that zone.



PRIMARY COLOR:



PMS: 654 C
HEX: 284776
RGB: 40/71/118
CMYK: 94/78/28/14



BLACK:



REVERSE:



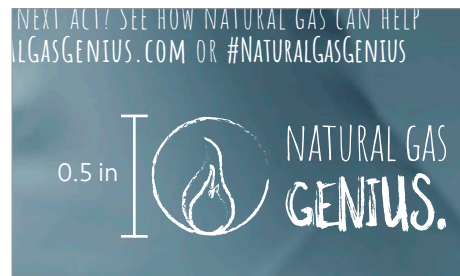
LOGO USAGE

MINIMUM LOGO SIZE:

To ensure legibility, avoid using the logo at sizes smaller than indicated below.

PRINT: The minimum height of the logo should be no less than 0.5 inches.

WEB: The minimum height of the logo should be no less than 70 pixels.



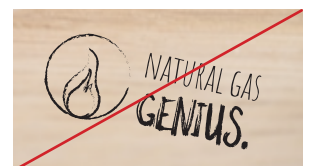
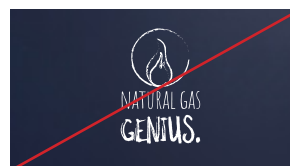
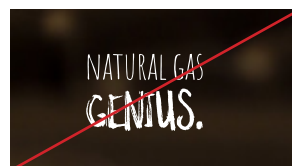
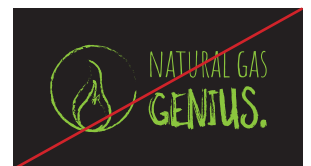
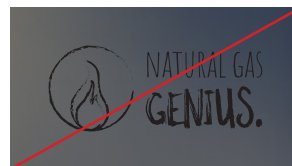
DOS:

Only use this logo in the provided black-and-white versions; do not alter the color or transparency. Use the black version on white or light-colored backgrounds or photography, and use the white version on black or dark-colored backgrounds or photography.



DON'TS:

Do not change the color or proportions of the logo. Do not stretch, alter, rotate or rearrange the logo in any way. Do not use the white version of the logo on white or light-colored backgrounds or photography, and do not use the black version of the logo on black or dark-colored backgrounds or photography. Make sure all parts of the logo are fully visible in each usage.



CAMPAIGN FONTS

Three distinct fonts give our campaign a different, casual, contemporary and eye-catching look that separates it from others in the energy category. Our three faces — Amatic, Something Wild and Seravek — work together to form a key visual component of the campaign. Amatic is used the most for headlines/main thoughts, with Something Wild used to emphasize important words. Easy-to-read Seravek is the typeface for larger blocks of body copy.

HEADLINE: AMATIC:

Amatic is a casual, handwritten font used to express the personality and individuality of the campaign subjects. Most headlines are made up primarily of Amatic, with Something Wild used to emphasize key words. Amatic is also used for body copy but should not be used for more than two to three sentences. Seravek Light should be used on longer paragraphs exceeding two to three sentences. Amatic does not include lowercase characters.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789,.:?@#\$*%()<>&

HEADLINE ACCENT: SOMETHING WILD:

Something Wild is a bold, hand-brushed font used to express the uniqueness of the campaign subjects and add visual texture to the campaign aesthetic. Something Wild is used with Amatic to create headlines, and specifically to emphasize key words. In some instances, Something Wild is used without Amatic but should not be used for headlines exceeding six to seven words. Something Wild should never be used in body copy. Something Wild does not include lowercase characters.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789,.:?@# \$*%()<>&

BODY FONT: SERAVEK:

Seravek is a simple sans-serif font with a bit of personality. Seravek Light is the primary weight, but Seravek Bold can be used sparingly to highlight important words and phrases. Seravek should be used for any body copy exceeding two to three sentences and any legal copy. Seravek should not be used for any headlines. Seravek includes uppercase and lowercase characters and should only be used in sentence case, never all capitals.

SERAVEK LIGHT:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,.:?@%()<>&

SERAVEK BOLD:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,.:?@%()<>&

TYPOGRAPHY STYLES

Typography helps support the brand essence of any campaign. The correct use of typography in this campaign is just as important as finding the right photo and telling the right story.

DOS:

YOU KNOW ONCE YOU HAVE THE
FIRST TASTE, YOU'LL BE WANTING
MORE, RIGHT?

BECAUSE WHO CAN RESIST MAKING
HOME THEIR FAVORITE

PLACE
TO BE.

SIZZLING SAVINGS
ON GAS COOKING.

Sear, grill, bake to perfection. And save up to
XX% on gas cooktops, ovens and stoves.

ONCE YOU
GET IT,
YOU TOTALLY
GET IT.

DON'TS:

O'NCE YOU GET IT,
YOU TOTALLY
GET IT.

SIZZLING SAVINGS
ON GAS COOKING.

YOU KNOW ONCE YOU HAVE THE
FIRST TASTE, YOU'LL BE WANTING
MORE, RIGHT?

BECAUSE WHO CAN RESIST MAKING
HOME THEIR FAVORITE

PLACE
TO BE.

PHOTOGRAPHY STYLES

Photography for the “Natural Gas. Genius.” campaign is the primary emotional trigger that draws viewers into our message. So, of course, not just any photos will do. In fact, there are two distinct types of photos that work together to tell our stories. You’ll notice that whether it’s a **Subject Portrait** or a **Moments** visual, campaign photography is always:

- Warm, human, inviting and personal
- Relatable to your audience and authentic
- Rich in color and emotion

Confident — As in, “This homeownership thing? Yuh, I’m doing it.”

Smiling and likable — As in, “I’m a lot like you.”

Irreverent — “Even I can’t believe I did this — go me!”

Sassy — “I am not a cookie-cutter person — I have my own way of doing things.”

Positive outlook — “I am happy with my choices and can’t wait to try the next homeowner thing.”

SUBJECT PORTRAIT:

Because the crux of our campaign depends upon interesting stories about people evolving as homeowners, our Subject Portraits must be chosen with care. Think of them as our visual brand ambassadors. They must be confident, a bit sassy, likable and relatable — never arrogant/unrealistically accomplished.



PHOTOGRAPHY STYLES

MOMENTS:

Beyond a great Subject Portrait, we also need to show Moments that give us glimpses into the subject's home life with natural gas and give viewers more story information and inspiration. Choose moments that are not posed but as if the camera caught people at that moment without them even knowing. When showing gas appliances, keep the emphasis more on the people enjoying the warmth, comfort, etc. rather than the appliance itself.

TANKLESS: It's about the fun and comfort of enjoying more tub time — not the BTUs. What a nice way to provide for your family and yourself.



STOVE: Great-looking food (you're getting hungry, right?), but there's a human element in there, too.



FIREPLACE: Just a hint of the human tells us a lot about how gas helps to bring people together.



BARBEQUE: Yes, it is about better grilling, but it is even more about how natural gas helps provides good times together.



PHOTOGRAPHY STYLES

In print ads, video end frames or other single-page/frame materials, we have created a Moments Bar. This customizable bar allows communications to show various moments and use cases of natural gas appliances that coincide with the story or that you wish to highlight in your market.

MOMENTS BAR:

The Moments Bar can consist of four to five different images that help tell the story of the subject in the asset. It should be considered a supporting graphic and not overpower the subject. It should live on the bottom third of the assets and not exceed more than 15 percent of the vertical space in the assets.

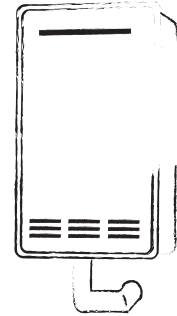


SUPPORT GRAPHICS

The included graphics are illustrations of some of the most commonly used natural gas appliances. These are not intended to be used as the main focal point but are supporting graphics to direct the audience to an appliance without utilizing photography of the specific appliance. These graphics are only to be used in the provided black-and-white versions and only as line drawings, never filled in. The graphics should not be used in combination or excess; graphics should be limited to one per page or post.

TANKLESS:

Tankless water heaters offer the convenience of instant, endless hot water. This graphic should be used with photography that evokes children's playful bathtime, or a relaxing bubble bath retreat.



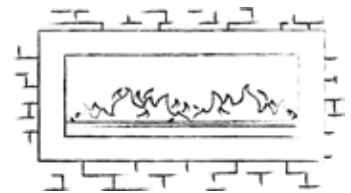
STOVE:

Gas stoves are simple and reliable, making a last-minute feast worry-free. This graphic should be used with photography of gas stoves in action and families and couples gathered in the kitchen.



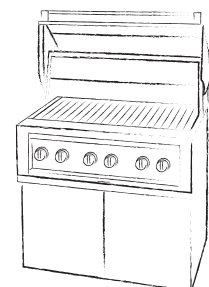
FIREPLACE:

Natural gas fireplaces offer the coziness and festivity of a log fire at the flick of a switch. This graphic should be used with photography that shows a warm, snuggly night in, or the celebration of friends coming together around the fire.



BARBECUE:

Gas barbecues take the stress and prep out of grilling. This graphic should be used with photography of delicious meat and vegetables searing on the grill, pool parties and friends gathered around a summer feast.



SAMPLE DESIGN

SOCIAL MEDIA:

While human interest/lifestyle stories work well on many social media channels, including Facebook and Instagram, there may be times when the campaign copy structure is not a good fit. This may be due to character count and visual limitations, or that the nature of the channel's content is not story oriented.

With Twitter, for example, audiences engage better with news or fact-based information. On Pinterest, the audience is primed to see a visual décor idea first, which can then be followed by a story and additional visuals. In these instances, use what you can of the copy structure but adapt to the needs of the channel.

Campaign assets for Twitter, Facebook and Instagram have been provided.

Customization of social media assets would be done in the post copy and not the image. Feel free to use the post copy, as provided, or customize with your website or specific local information. Use of the campaign hashtag is always preferred.

FACEBOOK:



TWITTER:



INSTAGRAM:

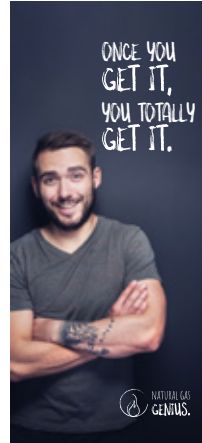


SAMPLE DESIGN

DIRECT MAIL:

A direct mail piece has been provided. The interior panels shows "Moments" that tell the story of the subject on the cover. Interior panel copy can be customized to reflect specific offers or localized messaging.

COVER:



GATEFOLD:



INTERIOR SPREAD:



SAMPLE DESIGN

:30 VIDEO CONCEPT:

There is a voiceover against a 30-ish woman who is proud and smiling at her past, self-confident in the woman she has become, a bit of a rebel. Then, life happens behind her with a hot-water incident.

Frame 1

OPEN ON A 30-SOMETHING WOMAN AGAINST AN UNDETAILED BACKGROUND.



VO: Now that you're going all adult, owning a home and everything —

Frame 2

AS SHE REACTS TO THE SCRIPT, WE SEE THAT SHE IS CONFIDENT, PROUD OF HER PROGRESS.



VO: — you'll probably become this pillar of domesticity. Learning to cook better and all that.

Frame 3

SUDDENLY, SHE IS SPRAYED WITH SOAPSUDS, AND WE HEAR SOUNDS OF MISCHIEVOUS GLEE.



VO: But knowing you —

Frame 4

WE SEE THAT ALL ALONG, SHE HAS BEEN IN THE BATHROOM AS HER KIDS TAKE A NICE, WARM, STEAMY BATH.



VO: — you'll still get into plenty of hot water.

Frame 5

SHE SMILES, HAPPY WITH HER ADULT LIFE AND HOME.



VO: Like every. Single. Day.

Frame 6

AN ARTCARD SHOWS MORE GLIMPSES OF HER LIFE WITH NATURAL GAS AND THE SIGNOFF AND URL INFORMATION.



VO: See how natural gas turns homes into havens at naturalgasgenius.com.

GRX: Branding elements and CTA fade in as support photography sweeps from right to left in a telescope motion.

SAMPLE DESIGN

PRINT ADVERTISING:

Two print ads have been provided — one for our primary audience that spans millennials and younger Gen Xers aged 25–44 and another for a secondary audience of older Gen Xers and baby boomers aged 45–70.

PRIMARY AUDIENCE:



FIGURED
IT OUT.
KNEW
YOU WOULD.

One day it clicked: Home is bigger than just its square feet. So, now you measure it in different ways, like how many more minutes the kids beg to play in the always warm tub. You say you're no math major, but you've definitely found the right answer.



SEE HOW NATURAL GAS TURNS HOMES INTO HAVENS AT
WWW.NATURALGASGENIUS.COM OR [#NATURALGASGENIUS](https://twitter.com/NATURALGASGENIUS)



NATURAL GAS
GENIUS.

SAMPLE DESIGN

SECONDARY AUDIENCE:



THIRD ACT. MORE LIKE
YOUR SECOND
CHILDHOOD,
RIGHT?

It's been years since all you had to think about was you. So, you're going for it. Upping your game in cooking, grilling, entertaining. Spending hours mastering the art of relaxation. This new chapter in life is so good, can't wait to see what you're up to next.

READY FOR YOUR NEXT ACT? SEE HOW NATURAL GAS CAN HELP AT WWW.NATURALGASGENIUS.COM OR [#NATURALGASGENIUS](https://twitter.com/NATURALGASGENIUS)

 NATURAL GAS
GENIUS.

MEMBER CUSTOMIZATION

All materials can be customized to include your company logo and contact information to provide a more localized experience and benefit from your existing brand recognition. To maintain the integrity of the campaign, always include the campaign logo. We have set up guidelines on a logo “lockup” with members, company logos and the campaign logo.

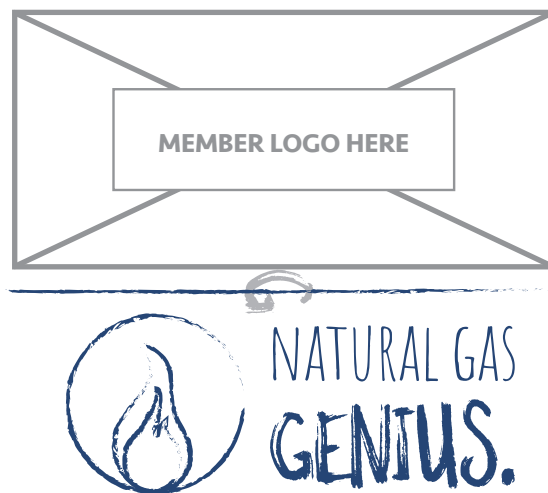
LOGO LOCKUP (HORIZONTAL):

A “G” exclusion zone should be kept on the left side of the logo at all times. The only element that can go in that zone is a divider line, which should span the height of the member logo. The “Natural Gas. Genius.” logo should be scaled to 60 percent of the size of the member logo.



LOGO LOCKUP (VERTICAL):

A “G” exclusion zone should be kept on top of the logo at all times. The only element that can go in that zone is a divider line, which should span the width of the member logo. The “Natural Gas. Genius.” logo should be scaled to 70 percent of the size of the member logo.

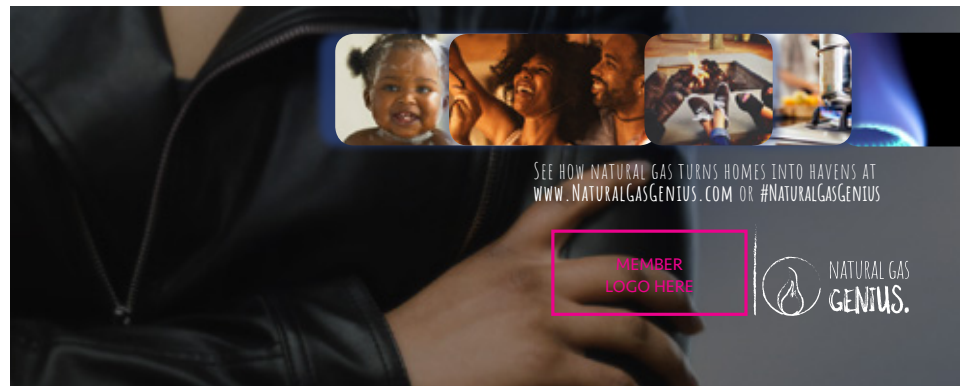


EXAMPLES:

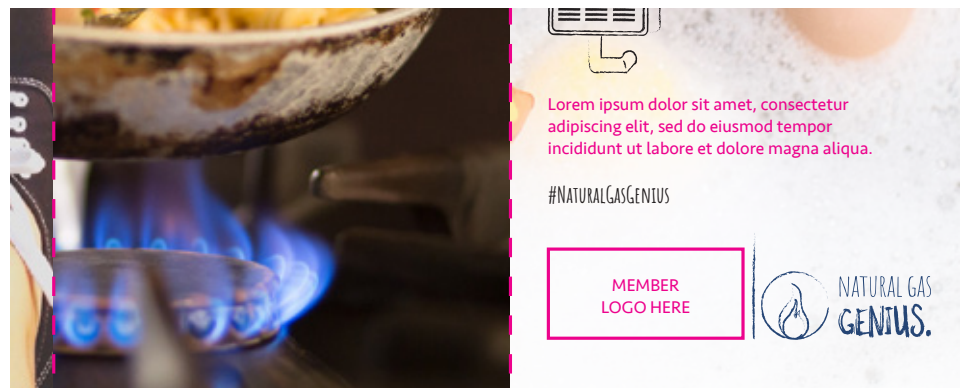


MEMBER CUSTOMIZATION

SAMPLE PRINT AD:



SAMPLE BROCHURE:



SAMPLE VIDEO FRAME:

