

BRAND GUIDELINES



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Who We Are

Welcome to the EPB family, a brand that believes anything is possible.

Using the world's fastest internet and smartest smart grid as our backbone, we provide our community with world-class, reliable energy and connectivity solutions. But more than that, we do whatever it takes to make our customers' lives easier and better one innovative product, service, or idea at a time.

We deliver products that help improve the quality of life for our customers: smart, reliable energy; 100% fiber optic, high-speed, symmetrical internet; cutting-edge, streamable television; crystal clear phone service; expert consultation, and so much more.

EPB is not only known for its high-tech solutions. We are also famous for providing local, friendly customer service to nearly 180,000 homes and businesses. We work around the clock every day of the year to help our customers save money, use less energy, and stay ready for the future.





Mission

Our Mission is to enhance the quality of life in our community by providing energy, communications and related services reliably, efficiently, and courteously at the best possible value.

EPB Corporate Brand Positioning

For the people of the Chattanooga region...

EPB continuously exceeds the expectations of people working to bridge the present to the future. EPB is the anything-is-possible energy and connectivity solutions provider — we start with “Yes” when it comes to personal service and technological possibilities. EPB is America’s living laboratory where the nation’s most advanced community infrastructure empowers people, businesses, and homes to perform at such a high level that it illuminates the possibilities of tomorrow.



Brand Benefit

Providing world-class power and connectivity solutions to exceed your expectations today while pioneering, defining, and enabling the possibilities of tomorrow.

Our Voice & Tone

Voice and tone, combined together, define the language, messaging, and general editorial execution of our brand. Using the correct voice and tone helps us ensure communication across all mediums.

What is Voice?

Voice is how the EPB experience sounds in all forms of media. It communicates our personality and helps to convey the thoughts, actions, and expressions of the brand.

What is Tone?

Tone refers to the attitude, mood, and mindset of a brand. Tone is a subset of voice.

A well-defined voice and tone serve as the bridge between our brand and our audience. They reflect our brand's personality and help guide us when responding to current, real-world situations. Use this direction in all EPB-branded communications and media to help us ensure consistency.

The essential character of our voice can be broken down into four pillars.



Our Voice & Tone (cont'd)

Why Expert?

With over 80 years of experience, we have redefined energy and emerged as a leader. We are future-ready and continuously make changes to adapt to new technology. We do our best to efficiently fulfill our customers' future energy needs and expectations.

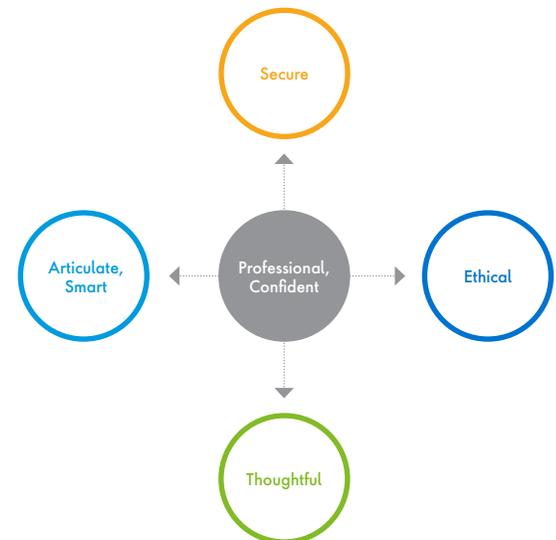
Our rich history and expertise enable us to speak with a voice of authority. Our integrity enables us to be authentic. We communicate by focusing on our customers with language that is crisp and to the point.



Why Professional?

Our services are delivered to the highest standards of professionalism to build trust among our customers. We go above and beyond by actively recommending the best suited products and solutions. We know that our customers' needs are evolving and changing with time.

We adapt our products accordingly. We keep our customers at the center of our universe. Focusing on our customers' quality of life is at our core. We communicate warmly with our customers in a way that's both conversational and smart.

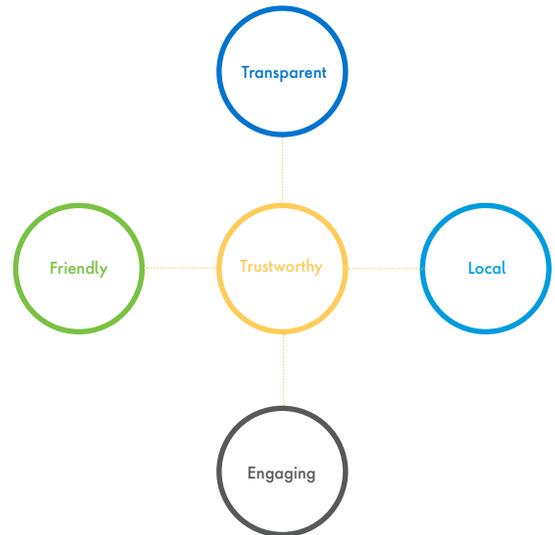


Our Voice & Tone (cont'd)

Why Trustworthy?

Our customers trust us not only to provide the best-suited energy solutions, but also to respond swiftly and in a fitting manner. We treat our customers and their homes with respect.

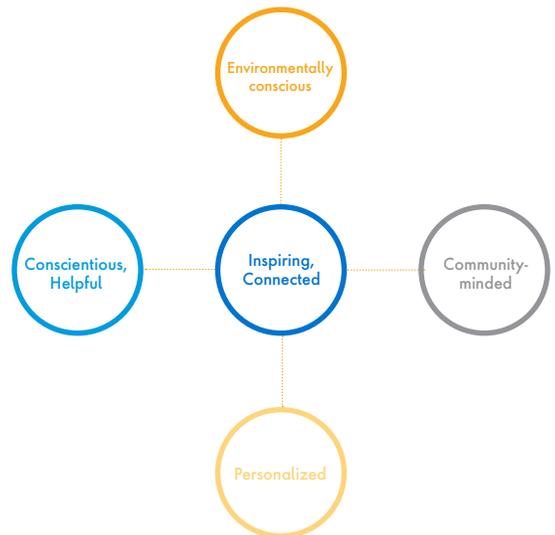
We are transparent in our operations. There are no “tricks” or “surprises” in our policies and services. We let our value speak for itself through our customers’ stories about our services.



Why Inspiring?

As a municipal utility who pioneered America’s first gigabit city, we are not afraid to boldly tackle new territory. We are future-ready and remain ahead of our competitors. We explore renewable and other environmentally safe sources of energy.

We are inspired to help build better communities. And in turn, we inspire others to join us in our journey. We empower our customers by engaging and connecting with them.



Voice Scale

Getting the voice just right is a balancing act. The voice scale below provides a way of thinking about the process of balancing our voice between opposing, but valid, options. The elements of the brand personality that best describe the voice and tone for EPB are presented here.

Elements	Neither here	Nor There	Right Way
Expert	Neither jargonistic or braggy	Nor lengthy	Crisp, to the point, focus on the customer
Professional	Neither dull	Nor supercilious	Conversational, warm, smart
Trustworthy	Neither emotional	Nor superficial	Narrative, story telling
Inspiring	Neither preach	Nor patronizing	Bold, purposeful, conscientious

EPB LOGO
GUIDELINES

| EPB Logo Guidelines

The most concise, recognizable representation of our brand is the EPB logo. It's one of our most valuable assets.

Altering or recreating our logo in any way — both internally and to the public — negatively impacts the integrity of our brand. Please follow these guidelines when using our visual identity.

EPB has four approved logos. The primary EPB logo represents our company as a whole. The others represent specific divisions of the company: EPB Fiber Optics; EPB Energy; EPB Broadband Solutions.

If you have any questions or requests regarding logo and other resources, please contact EPB's Marketing department: Marketing@epb.net.



EPB Logo Guidelines

Corporate Brands

EPB CORPORATE LOGO

EPB's corporate brand is represented with our primary logo. Use our primary logo when you refer to our company as a whole, internally and externally. (Fig. 1)



Fig. 1

EPB LOGO WITH THE TAGLINE

Use our approved tagline, “Energy, Connectivity & Community” when desired and appropriate. (Fig. 2)



Energy, Connectivity & Community

Fig. 2

Use our other three logos when you refer to a specific division of our company, internally and externally.

EPB ENERGY LOGO

Use the EPB Energy logo when referring to energy-related products and services. (Fig. 3)



Fig. 3

EPB FIBER OPTICS LOGO

Use the EPB Fiber Optics logo when referring to EPB Fiber Optics products and services. (Fig. 4)



Fig. 4

EPB BROADBAND SOLUTIONS LOGO

Use the EPB Broadband Solutions logo when referring to our wholesale services. (Fig. 5)



Fig. 5

EPB Logo Guidelines

Corporate Logo

EPB's primary logo is our corporate logo. It represents our company as a whole, including EPB Energy, EPB Fiber Optics, and EPB Broadband Solutions. This logo is the most recognizable to our community.

It is important that the appearance of the EPB corporate logo stay consistent for all mediums. Do not misinterpret, modify, or add to this logo. Please do not alter this logo in any way, including orientation, color, and composition. Never include the logo in-line with other text as part of a sentence (Fig. 6). In marketing/advertising copy, letters, memos, etc., EPB should be written in plain text (Fig. 6b).

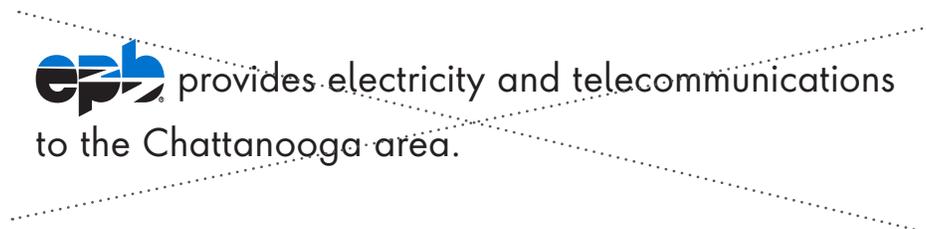


Fig. 6

EPB provides electricity and telecommunications
to the Chattanooga area.

Fig. 6b

EPB Logo Guidelines

Corporate Logo Color

Our logo is available in full color, solid black, and solid white.

1. Full Color: The full color logo is always preferred. When in print, our EPB blue must match PMS 285 C (Fig. 10). (Fig. 7)



Fig. 7

2. Solid Black: Use the solid black logo on monochrome mediums with a very light, grey, or white background. You may also use it in rare cases where the black logo looks more aesthetically pleasing than the full color logo (e.g. when EPB Blue clashes with the background). (Fig. 8)



Fig. 8

3. Solid White: Use the solid white logo on monochrome mediums with a darker background. You may also use it in rare cases where the white logo looks more aesthetically pleasing than the full color logo (e.g. when EPB colors clash with the background). (Fig. 9)



Fig. 9

All printed materials using EPB Blue must match PMS 285 C. (Fig. 10)

PMS 285 C



Fig. 10

EPB Logo Guidelines

Corporate Logo Tagline

The EPB corporate logo may also be used with the tagline beneath it when appropriate. For example, in a non-local publication, the tagline is an easy way to give the audience a brief overview of who we are as a company.

When using the logo with the tagline, please make sure the tagline is centered below the logo (Fig. 11). Use a black tagline with our full color logo. Otherwise, match the tagline to the color variant used for the logo (Fig. 12).



Fig. 11



Fig. 12



Fig. 13

EPB Logo Guidelines

Corporate Logo Environment

The EPB logo must remain aesthetically consistent and easy to see. Only place the full color EPB logo on a white, grey, or other light, solid-colored background.

There should be no texture, imagery, pattern, or lines showing through in our logo. Do not place the full color logo on top of a photograph or gradient.

It is important that the appearance of our logos stay consistent for all mediums. Do not misinterpret, modify, or add to our logos. Our logos should not be altered in anyway, including orientation, color, and composition. There are no exceptions to the logo guidelines in this document.

Below, you will find several examples of how our logos should not be used. If you have any questions, please contact EPB's marketing department.

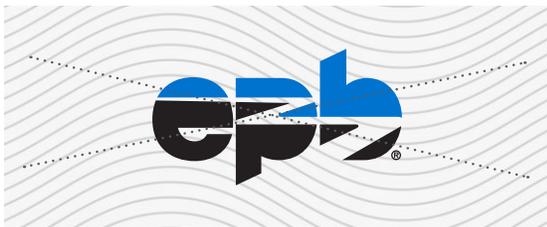


Fig. 14



Fig. 15



Fig. 16



Fig. 17



Fig. 18

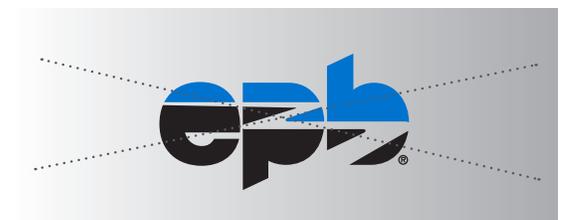


Fig. 19

EPB Logo Guidelines

Corporate Logo Environment

Maintain a margin around the logo

To further ensure that the appearance of our logos should not be altered, please maintain a margin around the border of the logo equal to the size and width of the “e.”

This applies to all graphical elements, including other companies’ logos, symbols, or other copy. (Fig. 20, Fig. 21)

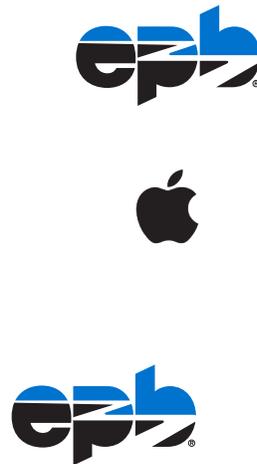


Fig. 20

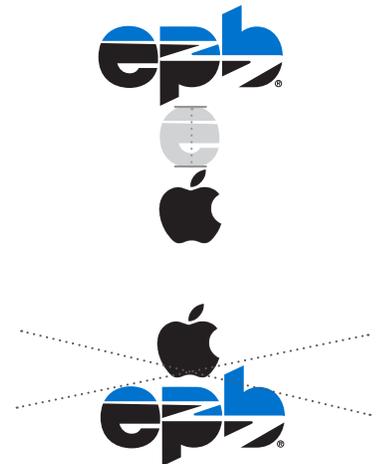


Fig. 21

Align with other logos

For a clean, crisp look, the center of our logo should be in-line with other design elements, such as symbols or other logos. When logos and symbols are aligned unevenly, the design appears messy and less professional. (Fig. 23)



Fig. 23



Fig. 24

Size consistently with other logos

If our logo appears next to another logo, make sure that both are the same relative size. Both brands should appear equally prominent. (Fig. 24)



EPB ENERGY
LOGO GUIDELINES

| EPB Energy Logo Guidelines

The EPB Energy logo is used to refer to our energy services. This includes residential and business energy distribution, the EPB Smart Grid, renewable energy services, the E-Team, and much more. Our energy experts serve our community as the go-to source of information about saving energy, installing solar panels, and other information regarding electric power.



EPB Energy Logo Guidelines

Color

Our energy logo is available in full color, solid black, and solid white.

1. Full Color: The full color logo is always preferred when in print, our EPB Blue must match PMS 285 C. (Fig. 25)



Fig. 25

2. Solid Black: Use the solid black logo on monochrome mediums with a very light, grey, or white background. You may also use it in rare cases where the black logo looks more aesthetically pleasing than the full color logo (e.g. when EPB Blue clashes with the background). (Fig. 26)



Fig. 26

3. Solid White: Use the solid white logo on monochrome mediums with a darker background. You may also use it in rare cases where the white logo looks more aesthetically pleasing than the full color logo (e.g. when EPB colors clash with the background). (Fig. 27)



Fig. 27

All printed materials using EPB Blue must match PMS 285 C.

EPB Energy Logo Guidelines

Environment

The EPB Energy logo must remain aesthetically consistent and easy to see. Only place the full color EPB Energy logo on a white, grey, or other light, solid-colored background.

There should be no texture, imagery, pattern, or lines showing through in our logo. Do not place the full color logo on top of a photograph or gradient.

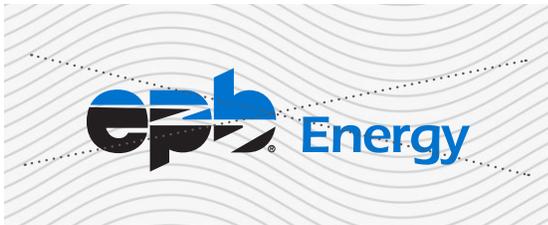


Fig. 28



Fig. 29

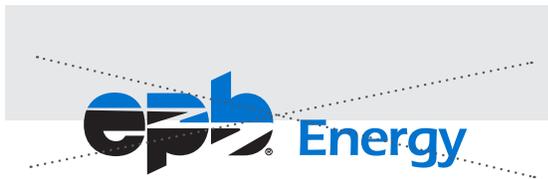


Fig. 30

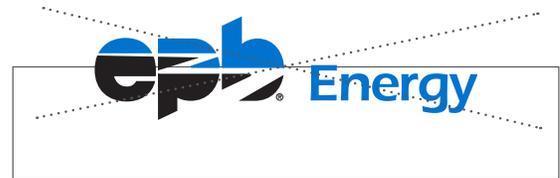


Fig. 31



Fig. 32

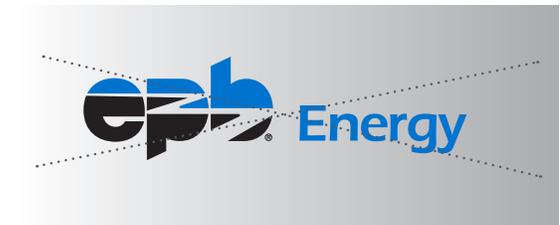


Fig. 33

EPB Energy Logo Guidelines

Environment

Maintain a margin around the logo

To further ensure that the appearance of our logos should not be altered, please maintain a margin around the border of the logo equal to the size and width of the “e.”

This applies to all graphical elements, including other companies’ logos, symbols, or other copy. (Fig. 34, Fig. 35)



Fig. 34

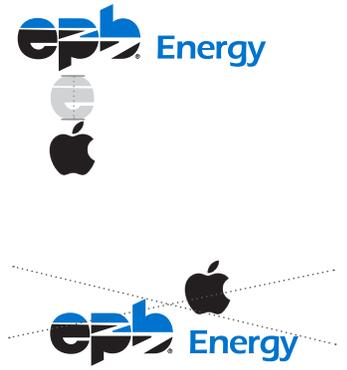


Fig. 35

Align with other logos

For a clean, crisp look, the center of our logo should appear to be in-line with other design elements, such as symbols or other logos. When logos and symbols are aligned unevenly, the design appears messy and less professional. (Fig. 36)

Size consistently with other logos

If our logo appears next to another logo, make sure that both are the same relative size. Both brands should appear equally prominent. (Fig. 37)

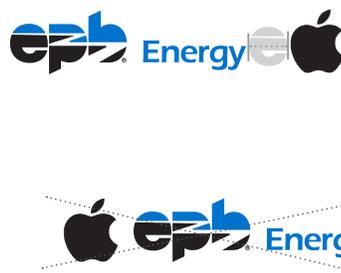


Fig. 36

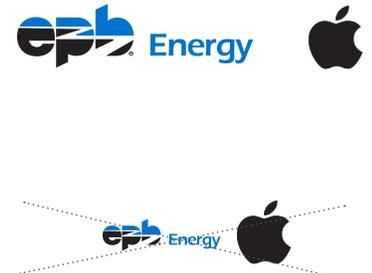


Fig. 37

EPB FIBER OPTICS
LOGO GUIDELINES

| EPB Fiber Optics Logo Guidelines

The EPB Fiber Optics logo is used to refer to our communications, connectivity, and entertainment services. EPB Fiber Optics is known world-wide for being the first internet service provider to offer gigabit internet. We are also famous for offering the World's Fastest Internet, and we continuously develop Internet of Things services for smart homes and commercial efficiency. We are innovative, future-ready, and keep our neighbors connected to the world.

It is important that the appearance of the EPB Fiber Optics logo stays consistent for all mediums. Do not misinterpret, modify, or add to this logo. Please do not alter this logo in any way, including orientation, color, and composition.



EPB Fiber Optics Logo Guidelines

Color

Our EPB Fiber Optics logo comes in full color, solid black, and solid white.

1. Full Color: The full color logo is always preferred. When in print, our EPB blue must match PMS 285 C. (Fig. 38)



Fig. 38

2. Solid Black: Use the solid black logo on monochrome mediums with a very light, grey, or white background. You may also use it in rare cases where the black logo looks more aesthetically pleasing than the full color logo (e.g. when EPB Blue clashes with the background). (Fig. 39)



Fig. 39

3. Solid White: Use the solid white logo on monochrome mediums with a darker background. You may also use it in rare cases where the white logo looks more aesthetically pleasing than the full color logo (e.g. when EPB colors clash with the background). (Fig. 40)



Fig. 40

All printed materials using EPB Blue must match PMS 285 C.

EPB Fiber Optics Logo Guidelines

Environment

The EPB Fiber Optics logo must remain aesthetically consistent and easy to see. Only place the full color EPB Fiber Optics logo on a white background.

There should be no texture, imagery, pattern, or lines showing through in our logo. Do not place the full color logo on top of a photograph or gradient.



Fig. 41



Fig. 42



Fig. 43

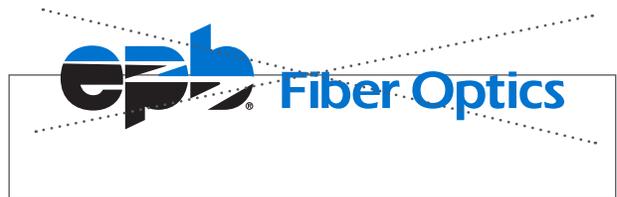


Fig. 44



Fig. 45

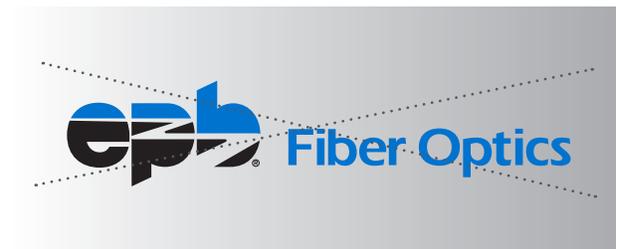


Fig. 46

EPB Fiber Optics Logo Guidelines

Environment

Maintain a margin around the logo

To further ensure that the appearance of our logos should not be altered, please maintain a margin around the border of the logo equal to the size and width of the “e.”

This applies to all graphical elements, including other companies’ logos, symbols, or other copy. (Fig. 47, Fig. 48)

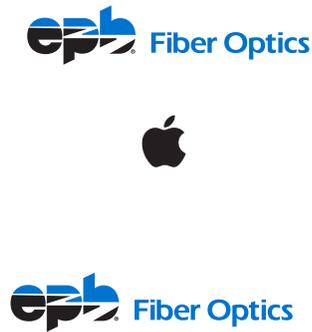


Fig. 47

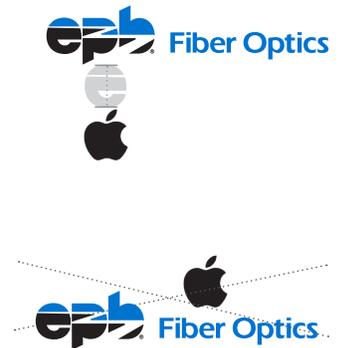


Fig. 48

Align with other logos

For a clean, crisp look, the center of our logo should appear to be in-line with other design elements, such as symbols or other logos. When logos and symbols are aligned unevenly, the design appears messy and less professional. (Fig. 49)



Fig. 49



Fig. 50

Size consistently with other logos

If our logo appears next to another logo, make sure that both are the same relative size. Both brands should appear equally prominent. (Fig. 50)



Fig. 49



Fig. 50

EPB BROADBAND SOLUTIONS LOGO GUIDELINES

| EPB Broadband Solutions Logo Guidelines

The EPB Broadband Solutions logo is used to refer to our wholesale services. We use our 100% fiber optic infrastructure and local call centers to provide customized broadband solutions, scalable bandwidth, tech support, and other services to other companies and utilities.

It is important that the appearance of the EPB Broadband Solutions logo stays consistent for all mediums. Do not misinterpret, modify, or add to this logo. Please do not alter this logo in any way, including orientation, color, and composition.



EPB Broadband Solutions Logo Guidelines

Color

Our EPB Broadband Solutions logo comes in full color, solid black, and solid white.

1. Full Color: The full color logo is always preferred. When in print, our EPB blue must match PMS 285 C. (Fig. 51)



Fig. 51

2. Solid Black: Use the solid black logo on monochrome mediums with a very light, grey, or white background. You may also use it in rare cases where the black logo looks more aesthetically pleasing than the full color logo (e.g. when EPB Blue clashes with the background). (Fig. 52)



Fig. 52

3. Solid White: Use the solid white logo on monochrome mediums with a darker background. You may also use it in rare cases where the white logo looks more aesthetically pleasing than the full color logo (e.g. when EPB colors clash with the background). (Fig. 53)



Fig. 53

All printed materials using EPB Blue must match PMS 285 C.

EPB Broadband Solutions Logo Guidelines

Environment

The EPB Broadband Solutions logo must remain aesthetically consistent and easy to see. Only place the full color EPB Broadband Solutions logo on a white, grey, or other light, solid color background.

There should be no texture, imagery, pattern, or lines showing through in our logo. Do not place the full color logo on top of a photograph or gradient.



Fig. 54



Fig. 55



Fig. 56



Fig. 57



Fig. 58



Fig. 59

EPB Broadband Solutions Logo Guidelines

Environment

Maintain a margin around the logo

To further ensure that the appearance of our logos should not be altered, please maintain a margin around the border of the logo equal to the size and width of the “e.”

This applies to all graphical elements, including other companies’ logos, symbols, or other copy. (Fig. 60, Fig. 61)



Fig. 60



Fig. 61

Align with other logos

For a clean, crisp look, the center of our logo should appear to be in-line with other design elements, such as symbols or other logos. When logos and symbols are aligned unevenly, the design appears messy and less professional. (Fig. 62)



Fig. 62

Size consistently with other logos

If our logo appears next to another logo, make sure that both are the same relative size. Both brands should appear equally prominent. (Fig. 63)



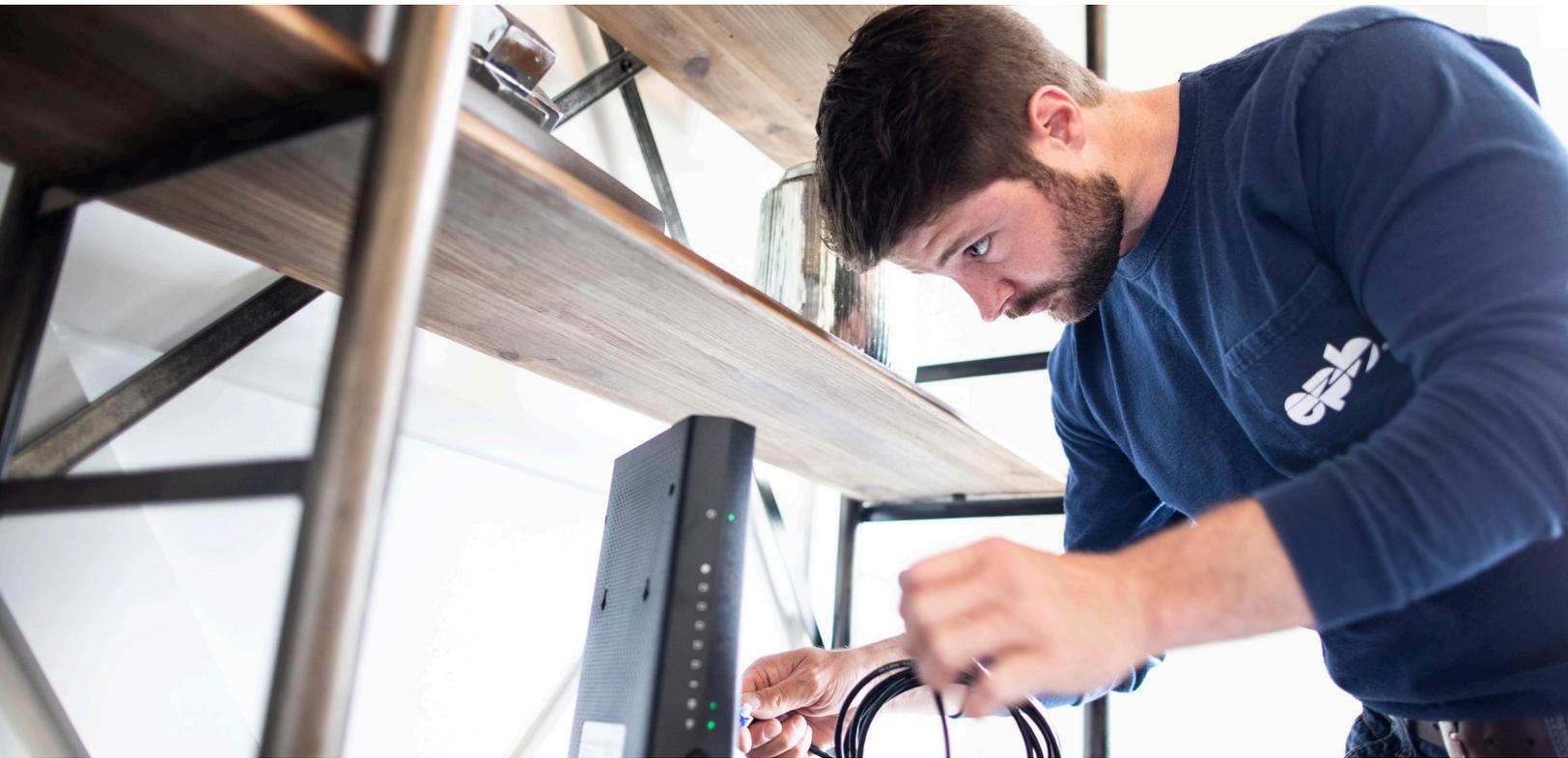
Fig. 63

BRAND STYLE GUIDE

| Brand Style Guide

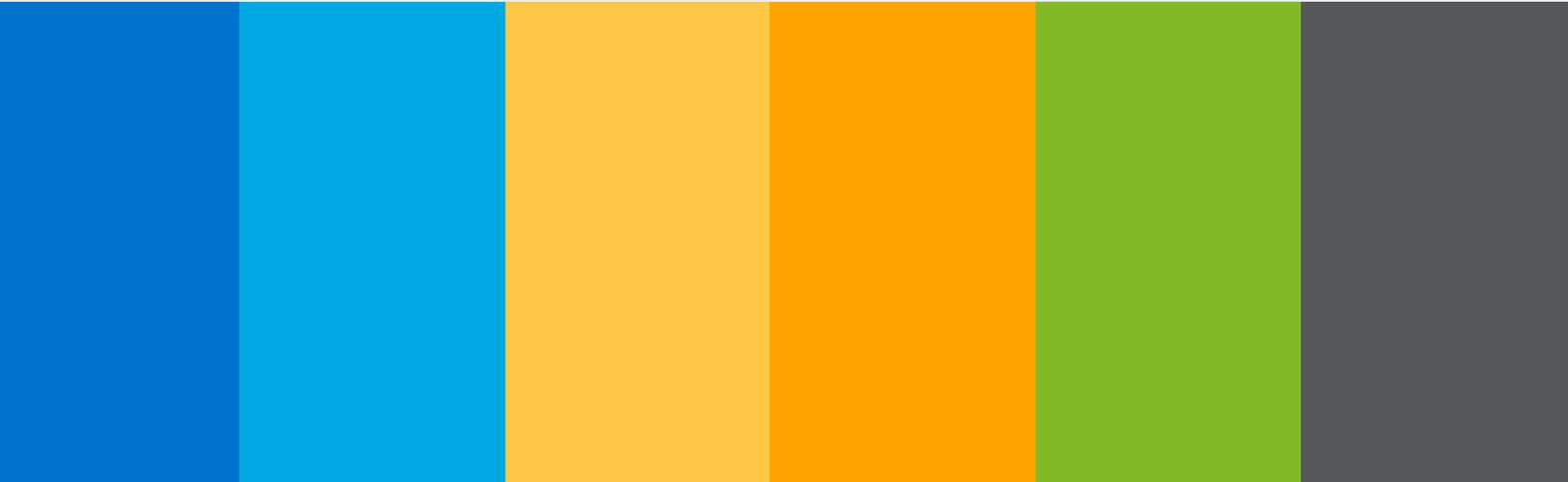
Overview

Design elements such as color palette, typeface, and photography work together with content and voice to express a brand's personality. We have chosen these elements with intention to create particular associations and emotions. We want our audience to see us as warm, approachable, trustworthy, technologically advanced, and future-ready.



| Brand Style Guide

Colors



COLOR PALETTE

Our colors are easily recognized by members of our community. They express our friendly, world-class, and approachable personality. It is extremely important to always maintain a clean, professional aesthetic in EPB-branded designs.

EPB Blue (PMS 285 C) is the most prominent color for our brand. Use EPB Blue for headlines, accents, or backgrounds when appropriate. White may be used generously to create clean backgrounds and a balance of negative space. Grey (0, 0, 0, 80) may be used for most type, including body copy and headings.

All of our colors work together to support each other and enhance our messaging. When referencing technical products or expertise, our Blue shades (EPB Blue and 100, 0, 0, 0) are recommended. Our warmer shades (0, 20, 75, 0 and 0, 39, 100, 0) may be used to convey an energetic tone or when referencing solar energy. Green (57, 0, 99, 0) works well for environmental or eco-friendly messages.

Brand Style Guide

Colors

	PMS	HEX	RGB (Digital)	CMYK (Print)
	285 C	#0071BA	0, 112, 185	91, 53, 0, 0
	2995 C	#0392CF	10, 146, 206	100, 0, 0, 0
	1225 C	#FFCC5B	255, 205, 91	0, 20, 75, 0
	137 C	#F9A606	250, 168, 25	0, 39, 100, 0
	368 C	#7AC043	122, 193, 68	57, 0, 99, 0
	Cool Gray 11 C	#484747	88, 89, 91	0, 0, 0, 80



GRADIENT OPTION

PANTONE 285 C TO PANTONE 2995 C

Brand Style Guide

Typeface

APPROVED TYPEFACES

It is vital that our communications materials are easy to read. Our official typefaces give us the clean, legible, professional look we're after.

HEADLINES

Futura Next is the approved typeface for all EPB-branded headings. It's legible, versatile and reflects our expert and professional voice.

Futura Next

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&*()

Header 1

Futura Next Bold

Header 2

Futura Next Medium

Header 3

Futura Next Book

Brand Style Guide

Typeface

BODY COPY

Circular Std Book is the approved typeface for body copy within a document. Its clean, crisp, legible appearance complements Future Next.

Circular Std Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&*()

EMAIL

For email communications, please use Verdana. This standard font is pre-installed on the majority of operating systems both internally and externally to ensure consistency.

Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&*()

| Brand Style Guide

Photography

In EPB-branded designs, we use illustration and photography as major graphical elements to enhance our storytelling. Photographs help spark interest and entice the reader to perform the call to action or look for further information.



Photographs that accompany our brand should communicate a friendly, neighborly, local personality. Equally important, they should enhance our credibility as technologically advanced and future-ready.

| Brand Style Guide

Photography

We take pride in our beautiful hometown of Chattanooga, Tennessee and the people who live here. Since we are 100% local, our photographs should include Chattanooga scenery when possible. We also like to include our local experts, employees, and customers working with and enjoying technology.



| Brand Style Guide

Photography

Photographs should be high-quality, soft, and genuine. They should reflect our authenticity as a company that puts people first. Please avoid using overly commercial stock images or photographs that look like stock, since our brand is personable and relatable.



TRADEMARKS & REGISTERED MARKS

Trademarks & Registered Marks

Refer to the list below for our service marked and registered names. Use our branded fonts when typing out each product or service name (do not create logos or type treatments). Any time a product or service name is used, an EPB logo must be included somewhere on the page.

EPB[®] Fiber Optics	Registration mark after EPB, no SM after Fiber Optics
Fi TV[®]	Registered
Fi TV[®] Bronze	Registration mark after Fi TV
Fi TV[®] Silver	Registration mark after Fi TV
Fi TV[®] Gold	Registration mark after Fi TV
Fi-Speed Internet[®]	Registered
Fi Phone[®]	Registered
MyFi[®]	Registered
Tri-Fi Bundle[®]	Registered
Fi for BusinessSM	Service Mark
Fi Phone[®] for Business	Registration mark after Fi Phone
Fi TV[®] for Business	Registration mark after Fi TV
Smart Move	NO LOGO
Make the Smart Move	No Logo, Tagline

Trademarks & Registered Marks (Cont'd)

EPB Smart Network	Use with EPB to avoid need for registration
EPB Smart Network Plus	Use with EPB to avoid need for registration
Hosted Phone SolutionSM	Service Mark
Gig City[®]	Registered
EPB Smart Build[®]	Registered in Georgia and Tennessee
NextNet[®]	Registered
NetBridgeSM	Service Mark
Solar ShareSM	Service Mark

Type Treatments

Approved type treatments may be used for the services and products below to emphasize branding and maintain consistency. Please do not create type treatments or team logos outside of these guidelines

SMART BUILD



SOLAR SHARE



PROFESSIONAL POWER



COMMUNICATION MATERIAL TEMPLATES

EPB Branded Materials

Letterhead

EPB templates and other branded materials are available on the intranet (Work Resources > Communications Materials). You can also find them on the N-Drive at the following directory: N:/Media/CorporateCommunications/Public/Communication Materials. Printed stationery and envelopes may be ordered from Materials Management (Stores) at this [link](#).

LETTERHEAD: When formatting text onto corporate stationery, please adhere to the guidelines below:

The diagram illustrates the EPB letterhead template with the following guidelines:

- Copy starts 2" from Top Edge:** Indicated by a vertical dashed line from the top edge to the start of the main text block.
- Logo is 3/4" from Top Edge to Top of "b":** Indicated by a vertical dashed line from the top edge to the top of the 'b' in the EPB logo.
- 1" Left and Right Margins from the edge of the paper:** Indicated by vertical dashed lines from the left and right edges of the paper to the inner margins of the text block.
- At least 3/4" Bottom Margin:** Indicated by a vertical dashed line from the bottom of the text block to the bottom edge of the paper.

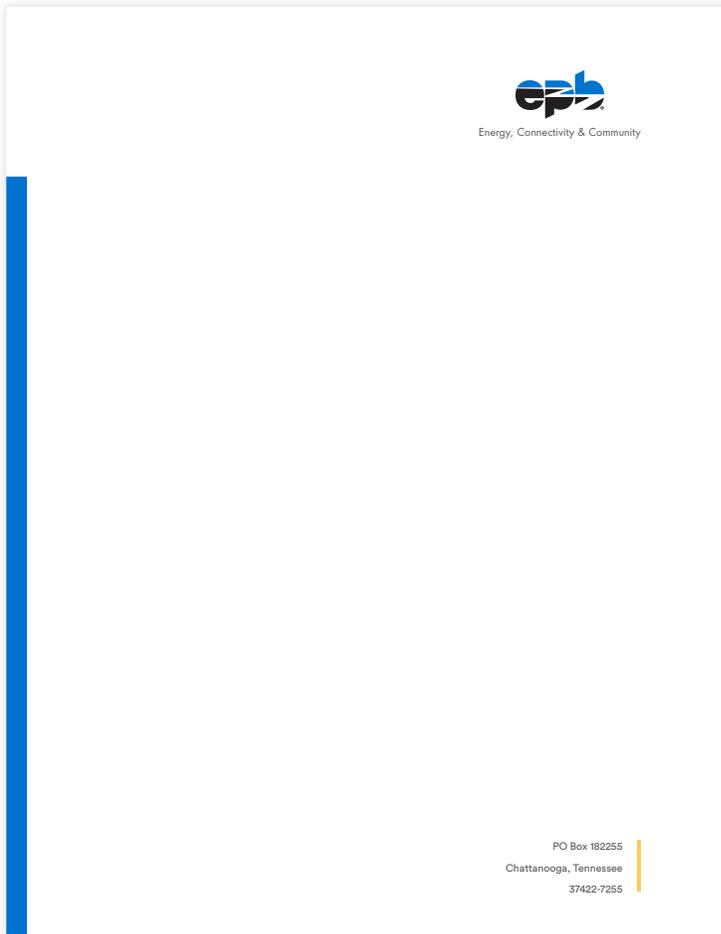
The letterhead content includes the EPB logo (Energy, Connectivity & Community), a salutation "Dear John," a paragraph of placeholder text, and contact information at the bottom right: PO Box 182255, Chattanooga, Tennessee, 37422-7255.

EPB Templates

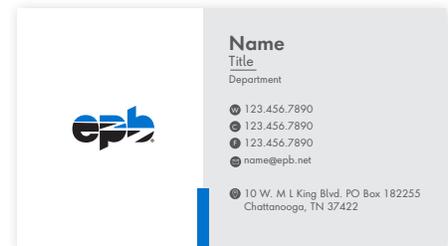
Stationery Package

Letter-sized Stationery

STOCK #S4



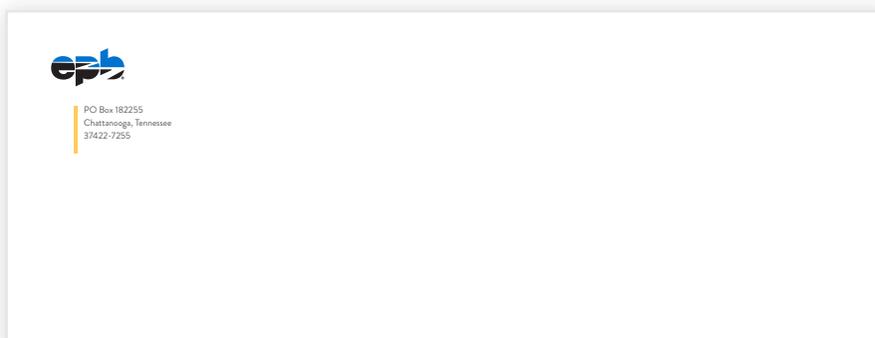
Business Card



You may request business cards by filling out the form located on the company intranet (<http://epbweb.epb.net/155>)

Stationery Envelope

AVAILABLE FOR ORDER SOON



EPB Branded Materials

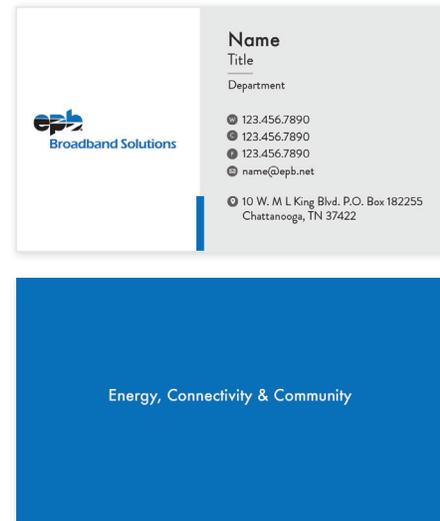
EPB Broadband Solutions Stationery Package

Letter-sized Stationery

CONTACT MARKETING TO ORDER



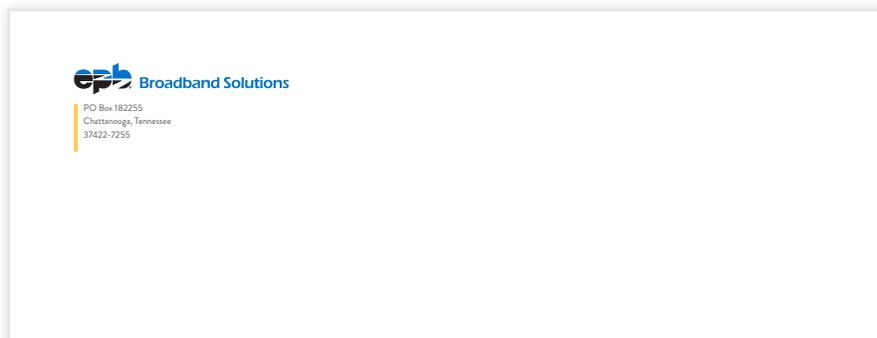
Business Card



EPB Broadband Solutions business cards may only be ordered via the Marketing Department. Please contact marketing@epb.net for more information.

Stationery Envelope

CONTACT MARKETING TO ORDER



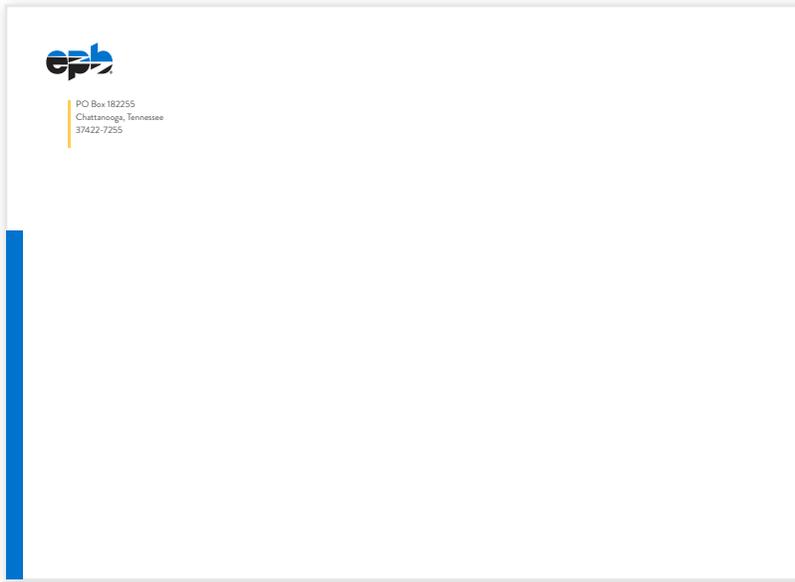
If you would like to request a sales sheet or other branded material, please contact the marketing department. We are happy to provide assistance or develop new materials to meet your needs.

EPB Templates

Envelopes

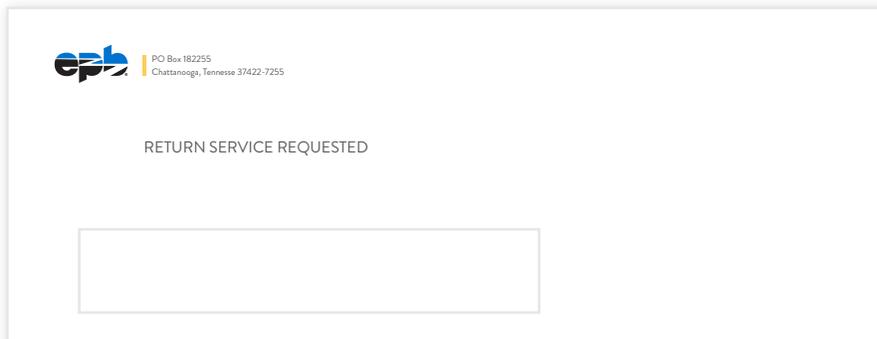
12 1/2" x 9 1/2" Envelope

AVAILABLE FOR ORDER SOON



Stationery Window Envelope

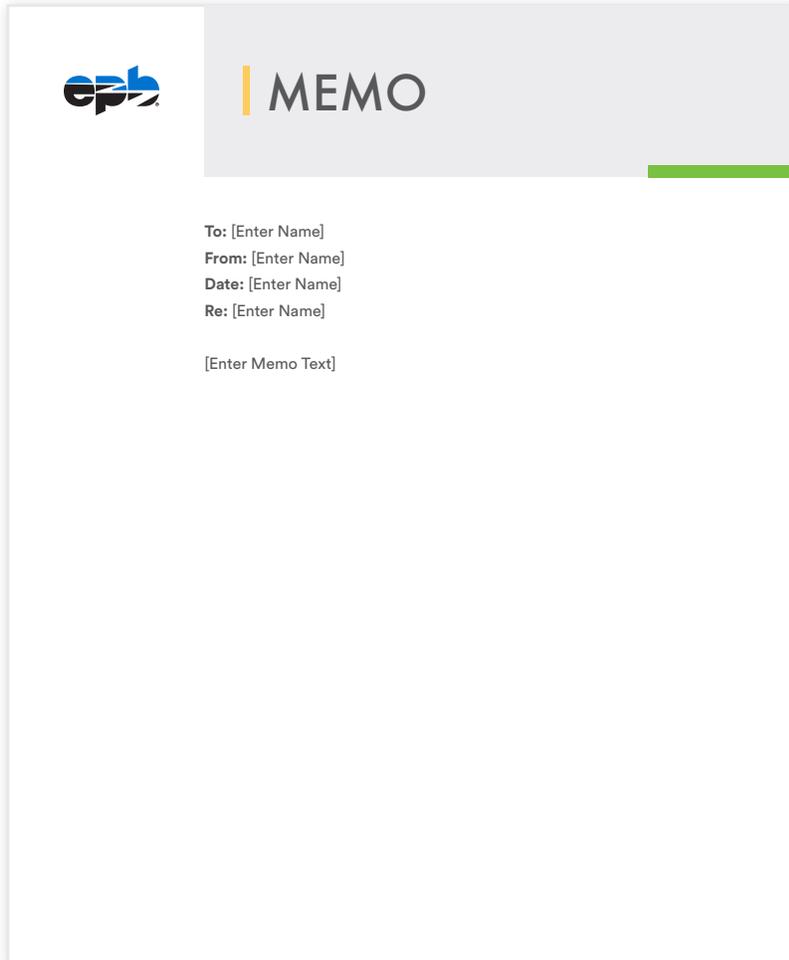
AVAILABLE FOR ORDER SOON



EPB Branded Materials

Memos

Internal Memo



The image shows a template for an internal memo. It features a header with the EPB logo on the left and the word "MEMO" in a large, bold, sans-serif font on the right, separated by a vertical orange line. Below the header, there are four lines of placeholder text: "To: [Enter Name]", "From: [Enter Name]", "Date: [Enter Name]", and "Re: [Enter Name]". At the bottom of the memo area, there is a larger placeholder "[Enter Memo Text]". The entire memo is contained within a white rectangular box with a thin grey border and a small green horizontal bar at the bottom right.

Download this template to create and print internal memorandums to fellow EPB employees. When communicating with external customers and vendors, please utilize the corporate letterhead.

Internal Email Memo Header



Download this image and use as an email header to send digital memorandums to fellow EPB employees.

EPB Templates

Sales Sheet

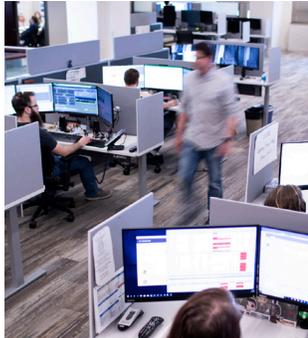


Header

Description

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Sub Header

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epb.com | 423.648.1372 | Chattanooga, TN

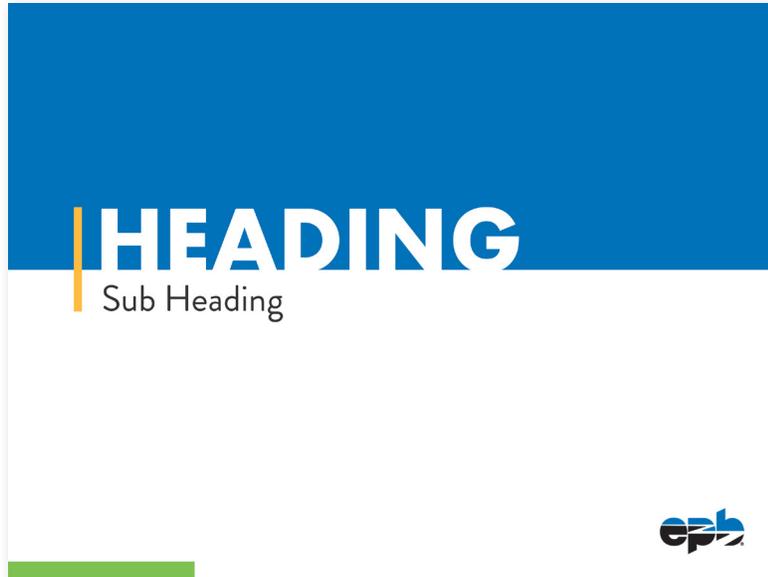
Sales Sheet for External Use

If you would like to request a sales sheet or other branded material, please contact the marketing department (marketing@epb.net). We are happy to provide assistance or develop new materials to meet your needs.

EPB Branded Materials

PowerPoint

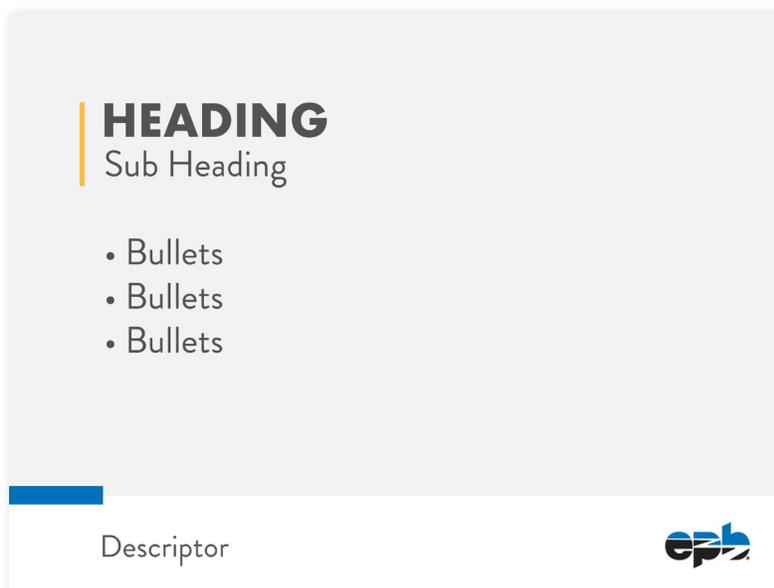
PowerPoint Title Page for Internal and External Use



Few opportunities can create an impactful impression and representation of our brand image like a well-done PowerPoint presentation. That's why we've designed templates that help you build your story while adhering to brand guidelines and the consistency of our corporate identity.

The Marketing Department is ready to assist you in reviewing your presentations. Please contact the Marketing Department at marketing@epb.net.

PowerPoint Content Page for Internal and External Use



EPB Branded Materials

PowerPoint

PowerPoint Image Layout Options

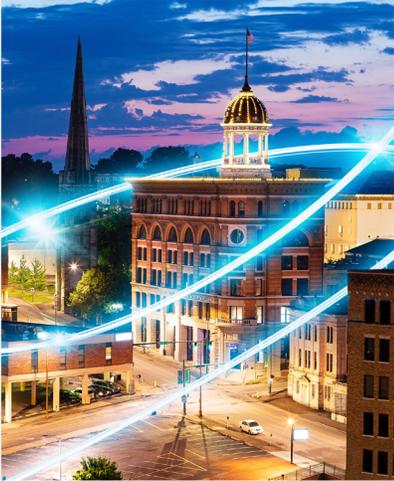
HEADING
Sub Heading



Descriptor



HEADING
Sub Heading



Descriptor



EPB Branded Materials

Legal Documents and Forms



ACCEPTABLE USE POLICY

This Acceptable Use Policy ("Policy") applies to Electric Power Board of Chattanooga ("EPB") fiber optics television, Internet, and telephone services ("Services") and any equipment that is owned and provided by EPB ("EPB Equipment") in connection with the Services provided to the customer of record as shown on the EPB bill (collectively "Customer", "you" or "your"). This Policy is designed to require Customer to use the Services responsibly and to enable EPB to provide secure, reliable, and functional Services. If you use or otherwise accepts any Services or EPB Equipment, you are agreeing to comply with this Policy and be bound by its terms. It is Customer's sole responsibility for ensuring that other users of the Services and EPB Equipment understand and comply with this Policy.

GENERAL CONDUCT

The Services and EPB Equipment may be used only for lawful purposes. Customer may not use the Services or EPB Equipment in order to create, transmit, or store any information, data or material (a) in violation of any applicable law, (b) in a manner that will infringe the copyright, trademark, trade secret or other intellectual property rights of others, (c) that will unlawfully violate the privacy, publicity, or other personal rights of others, or (d) that is illegal or contains a virus, worm, or other malware.

Customer may not use the Services and EPB Equipment in a way that violates applicable federal, state, or local laws or regulations regarding unsolicited, false, or fraudulent e-mail or electronic communications, including, without limitation, Tenn. Code Ann. § 47-18-2501, et seq., and Ga. Code Ann. § 16-9-100, et seq., or in a way that could be reasonably expected to adversely impact the Services or deny or limit the full, intended use of the Services by others.

You are also subject to the acceptable use policies, as amended from time to time, of any third party provider of services to EPB.

CUSTOMER RESPONSIBILITY FOR CONTENT

EPB does not assume any responsibility, control, oversight, or other interest in the e-mail messages, websites, content or any other data (in any form) of its Customers, whether or not such data and information is stored in, contained on, or transmitted

over property, equipment or facilities of EPB. Customer is and shall remain solely responsible for such data and information.

SYSTEM AND NETWORK SECURITY

Customers are prohibited from breaching or attempting to breach the security of EPB or others, including, without limitation, (a) accessing data not intended for such Customer or logging into a server or account which such Customer is not authorized to access, (b) attempting to probe, scan, or test the vulnerability of a system or network, (c) attempting to interfere with, disrupt, or disable service to any person, host, or network including, without limitation, a denial of service attacker overloading or flooding a service or network, (d) impersonating any person or entity or falsifying or forging any information or data, or (e) taking any action in order to obtain Services to which Customer is not entitled. Violations of system or network security may result in civil or criminal liability. EPB may investigate occurrences that may involve such violations, and EPB may involve and cooperate with law enforcement authorities in prosecuting Customers who are alleged to be involved in such violations.

INTERNET SERVICES

Commercial and wholesale Customers may choose either Small Business ("SMB") or Professional Internet Services depending upon Customer needs, which will be assessed by an EPB sales representative.

SMB Internet

- Designed to allow low cost access to small businesses that do not require Internet to drive revenue or performance
- Best Effort Service (no Service Level Agreement)
- Network design is similar to residential with similar usage patterns expected
- Maintenance and upgrades performed as needed

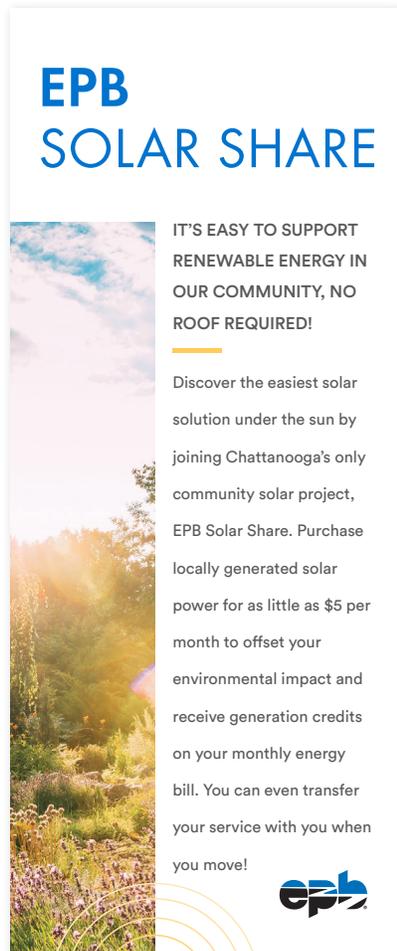
02/01/2019

All legal documents forms should comply with our logo/image guidelines. Marketing is available to provide any assistance necessary from helping to create new forms to reviewing and providing recommendations.

EPB Branded Materials

Rack Card

Rack Card for External Use



EPB
SOLAR SHARE

IT'S EASY TO SUPPORT RENEWABLE ENERGY IN OUR COMMUNITY, NO ROOF REQUIRED!

Discover the easiest solar solution under the sun by joining Chattanooga's only community solar project, EPB Solar Share. Purchase locally generated solar power for as little as \$5 per month to offset your environmental impact and receive generation credits on your monthly energy bill. You can even transfer your service with you when you move!



How it works

Join our solar community by leasing one or more panels from our 4,408-panel array.

1. Choose a plan that works best for you.
 - **Month-to-Month License** — \$5 per panel per month
 - **20-Year License** — \$612 per solar panel up front; \$10 per panel yearly for maintenance
2. Receive a Solar Share Credit on your electric bill for the energy your number of panels generate
3. Work toward a cleaner, brighter Chattanooga with your neighbors



Other ways to go green

- **Monthly energy offsets** — \$5 per 100 kWh per month
Offset carbon emissions from activities like heating and cooling your home or business with locally generated renewable energy.
- **Offset an event** — \$5 per 100 kWh
Make your wedding, business conference, travel, or other activities eco-friendly by purchasing energy offsets generated by EPB Solar Share panels. Use our calculator to see how many offsets you'll need for any portion of your emissions at epb.com/solarshare/offset-calculator

Find out more at EPB.com/solarshare or call 423-648-1372.

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If you would like to request a sales sheet or other branded material, please contact the marketing department. We are happy to provide assistance or develop new materials to meet your needs.

Have questions or need assistance? The EPB Marketing department is happy to help. Email us at marketing@epb.net. Thank you for helping us maintain our brand!

Contact Marketing for questions or assistance. Marketing@epb.net.

