

# New Jersey Resources

## Identity Guidelines





## New Jersey Resources

Our brand tells our story. It represents who we are as a company. These identity guidelines will help **you** tell our story and ensure consistency with the New Jersey Resources (NJR) brand across all channels and communications. They are designed with you in mind – internal and external development, marketing and consulting teams working with NJR. Through this guide you will learn about our company, our employees, our values – our brand.

Unified and recognizable visual elements and language strengthen a brand. Included in this document are branding standards for key assets such as logos, typography, color, imagery, tone, voice and more. Above all, these guidelines should inspire you to make good brand design choices and give structure to creativity.

Questions about our identity guidelines and brand standards should be directed to NJR Corporate Communications at [corpcomm@njresources.com](mailto:corpcomm@njresources.com).



## Our Story

At NJR, we deliver safe, reliable and responsible energy. As a diversified energy company, we are committed to ensuring a clean energy future – leading the way by challenging, innovating and rethinking what sustainability means for our business and our customers.

Environmental stewardship, corporate responsibility, sound governance and caring for our communities are fundamental values of our company. They influence how we operate and the way we work with our customers, regulators, business partners, shareowners and employees.



Our brand represents what we stand for – our core values. These values define our guiding principles as illustrated in our Commitment to Stakeholders (CTS).



1

Safe, Reliable and Competitively Priced Service



2

Customer Satisfaction



3

Growth



4

Quality



5

Valuing Employees



6

Corporate Citizenship



7

Superior Return

NJR is committed to enhancing our customers' quality of life by meeting their expectations for reliability and value in an environmentally responsible way — every day. Guided by these seven key principles, our CTS drives our actions, measures our performance and represents the core values of our company.





## Brand Values

Brand values represent the character of the company and what we stand for. NJR is:

Sustainable, Reliable,  
Safety-focused, Innovative,  
Inclusive, Customer-centric,  
Caring, Welcoming,  
Peace of Mind and Trustworthy





## **Our Voice**

Our voice is clear, consistent and concise. Remember, less is more. Our tone is always respectful, warm and welcoming. Straightforward, informative language helps stakeholders interact with us quickly and efficiently, providing a positive customer experience and cultivating brand loyalty. We use inclusive language that is accessible to diverse users.

Our messaging should empower anyone reading to take action. We do not preach – we guide. We are not quirky. We do not use slang, jargon, legalese or technobabble. We follow AP Stylebook writing standards. Corporate Communications can provide additional assistance with these standards, when needed.



Logos

## Correct use of the Company Logo



The preferred use of any of the company logos is the two-color, full logo.

A stacked logo should only be used when space is limited and must be approved by the company's corporate communications department.

The "N" may be used as a stand-alone element on a limited basis and must be approved by the company's corporate communications department. When using the "N" as a stand-alone element, the full company logo must also appear on the design piece.

Logo colors:

Blue – pms 301 Green – pms 363 Yellow\* – pms 123

*\*The Sunlight Advantage™ is the only logo that uses this third color.*



## Correct use of the Company One-color Logo

### One-color Use

When only one color can be used for the logo, it is preferable to print the NJR company logos in all-black on a white background. The all-black version of the logo may overprint on a background that is no darker than a 30% screen of black. This allows for sufficient contrast to make the logo legible.

When the background color is too dark to provide legibility with a black logotype, the logotype should be reversed out of the background color to white. If reproducing the logotype on a background that is 100% black, darker than a 30% screen of black, the logo must reverse to white.



WHITE BACKGROUND (PREFERRED)



WHITE REVERSE ON 100% BLACK



WHITE REVERSE ON COLOR



## Incorrect Use of the Company Logos

Never alter or recreate the company logos. When using the logos, make sure the colors, proportions and placement are brand compliant. To preserve clarity of the brand, do not use the logos in any of the situations outlined below.



 Do not alter the logos



 Do not distort the proportions of the logos



 Do not put the logos on a low contrast background.



 Do not use any variation of the logo on busy images.



 Do not use pms 363 for the leaf when using the reversed logos.



 Do not use the reversed logo on backgrounds lighter than 30% black.



## Spacing



An area of isolation surrounds the logo on all sides to separate it from any other visual material. This surrounding space gives the logo prominence and makes it easier to see.

The minimum dimension for the area of isolation is equivalent to the height of the company name. This value is the height of the New Jersey Resources name, from the top line of New Jersey to the baseline of Resources. This value scales proportionally as the logo scales up or down.



# Company Logos

All logos follow company logo standards



Conserve to Preserve®





## NJR Corporate Colors



PMS 301 C

CMYK: 100, 72.34, 27.4, 11.68

RGB: 0, 73, 135



PMS 363 C

CMYK: 74.64, 23.82, 100, 8.59

RGB: 74, 139, 44

## NJR Secondary Colors



PMS 645 C

CMYK: 53.07, 28.56, 9.94, 0

RGB: 123, 160, 196



PMS 360 C

CMYK: 61, 0, 95.58, 0

RGB: 106, 191, 75



PMS 644 C

CMYK: 16.1, 8.18, 4.72, 0

RGB: 210, 220, 229



PMS 123 C

CMYK: 0, 23.43, 91.16, 0

RGB: 225, 198, 41



PMS 542 C

CMYK: 51.38, 20.53, 5.61, 0

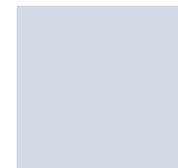
RGB: 123, 173, 211



PMS 358 C

CMYK: 34.57, 0, 63.67, 0

RGB: 161, 214, 131



PMS 642 C

CMYK: 21.34, 10.08, 4.84, 0

RGB: 197, 212, 226



PMS 1205 C

CMYK: 3.49, 9.72, 53.22, 0

RGB: 248, 223, 141



Imagery



## Visual Elements – Photography

Photography should be simple and have a clear focal point, while approaching subject matter.

Content must represent our diverse customer base and environment. As an energy company, it can be challenging to show the product directly; therefore, always aim to reinforce the NJR brand as an advocate for safety and quality service.

Photography should be primarily evergreen and visually relevant year-round. When appropriate, consider seasonality and relevant lifestyle moments to best achieve specific messaging purpose.

*Only select professional photos authorized for NJR use. Before using a photo, you must secure the appropriate usage rights. When possible, choose royalty-free images.*

### IMAGE STYLE

Simple compositions with a clear, singular focal point. Avoid busy, cluttered imagery.

Directly supports the communication purpose, message and story.

Feels friendly, bright, optimistic, believable and realistic.

Shows diversity of both people and subject matter that represent NJR's customer base.

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### PEOPLE

Use realistic looking people, not models.

They are naturally in the moment, not posed.

They are warm and relatable.

They represent the diverse NJR customer base. When selecting images with people, be aware of any negative biases or stereotypes that may be associated with portraits.



## Visual Elements – Photography Examples

These are examples of images that embody the brand tone.



## Visual Elements – Icons

We use icons as instant identifiers, helping our audience easily navigate and understand communications. When creating icons, keep the visual style consistent, with even stroke weight throughout.



Utilize responsible sourcing strategies and monitor supplier sustainability efforts within NJR's supply chain.



Engage with our local communities and nonprofits in the spirit of support and cooperation.



Be a leading energy infrastructure company driven by innovation



Operate high-integrity, environmentally responsible assets that safely and reliably serve customers



Deliver clean, decarbonized fuel to safely and reliably heat homes and businesses



Invest in solar to power homes and businesses



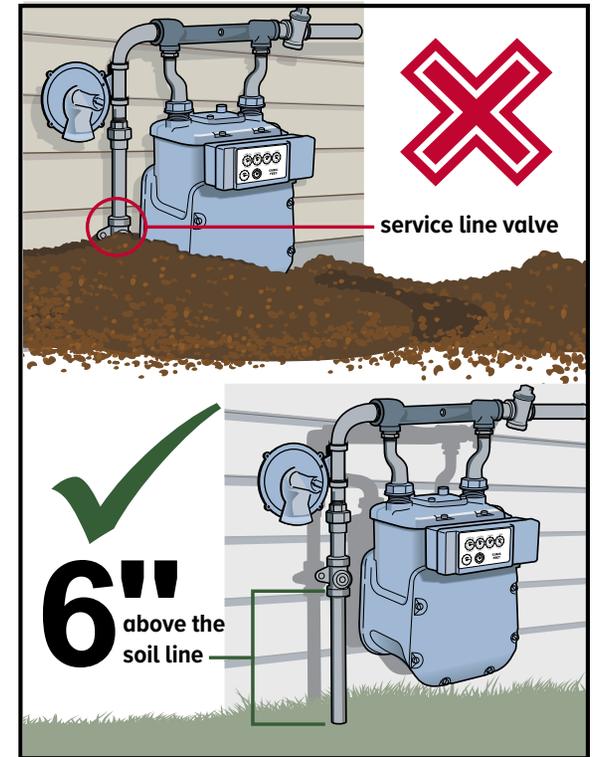
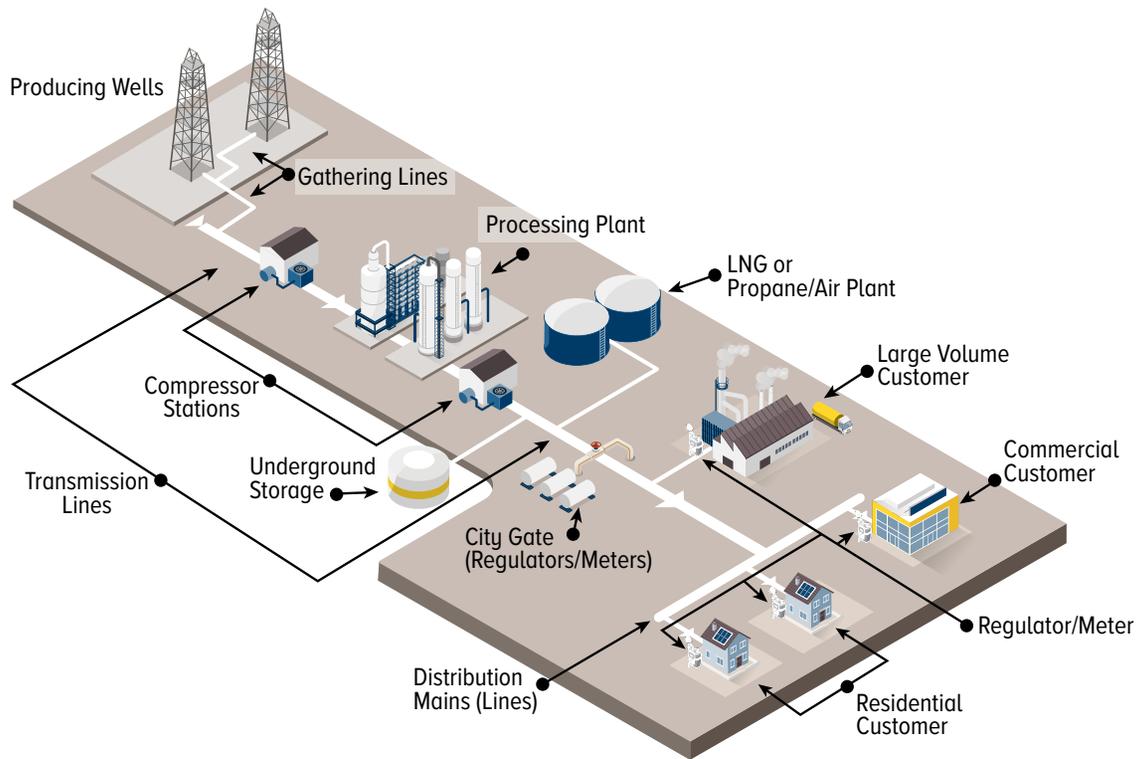
Leverage expertise to support emerging technologies and market opportunities



## Visual Elements – Information Graphics

Avoid the use of gradients, shadows or overly busy visuals.  
Nothing should detract from clearly conveying the information.

Labels, captions and legends should be set in readable typeface.  
Key lines should be lightweight and have low contrast with the background.



# Typography



NJR does not have an official typeface.

Any typeface used should be clean and readable.

Preferred typefaces are:

#### SANS SERIF FONTS

Montserrat

Proxima Nova Condensed

Avenir Next

#### SERIF FONTS

Archer

Merriweather

Montserrat 12 pt.

We are committed to enhancing our customers' quality of life by meeting their expectations for reliability and value in an environmentally responsible way — every day.

Proxima Nova Condensed 12 pt.

We are committed to enhancing our customers' quality of life by meeting their expectations for reliability and value in an environmentally responsible way — every day.

Avenir Next 12 pt.

We are committed to enhancing our customers' quality of life by meeting their expectations for reliability and value in an environmentally responsible way — every day.

Archer 12 pt.

We are committed to enhancing our customers' quality of life by meeting their expectations for reliability and value in an environmentally responsible way — every day.

Merriweather 12 pt.

We are committed to enhancing our customers' quality of life by meeting their expectations for reliability and value in an environmentally responsible way — every day.





When working with system fonts in programs such as Word and PowerPoint, any typeface used should be professional, clean and readable. Use common system fonts that will not cause a conflict with internal users.

Preferred typefaces are:

#### SANS SERIF FONTS

**Arial**

**Calibri**

**Helvetica**

#### SERIF FONT

**Times New Roman**

Arial 12 pt.

We are committed to enhancing our customers' quality of life by meeting their expectations for reliability and value in an environmentally responsible way — every day.

Calibri 12 pt.

We are committed to enhancing our customers' quality of life by meeting their expectations for reliability and value in an environmentally responsible way — every day.

Helvetica 12 pt.

We are committed to enhancing our customers' quality of life by meeting their expectations for reliability and value in an environmentally responsible way — every day.

Times New Roman 12 pt.

We are committed to enhancing our customers' quality of life by meeting their expectations for reliability and value in an environmentally responsible way — every day.

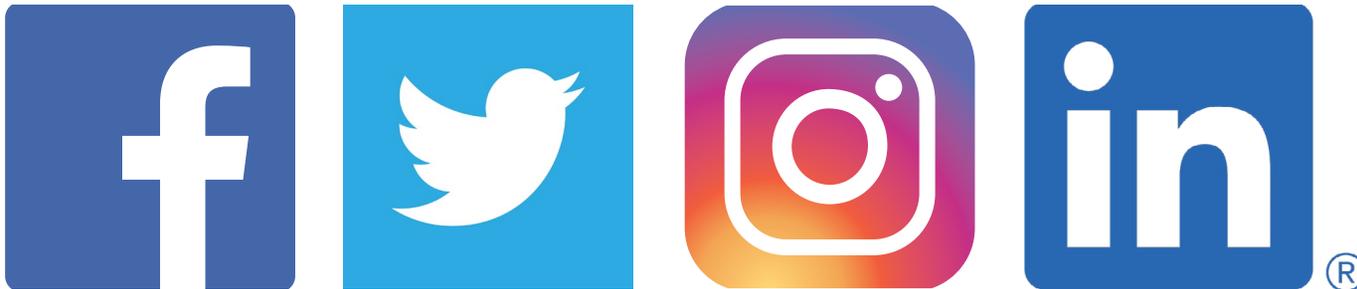


# Social Identity



## Social Identity

Social media is the perfect place to show our brand personality and connect with customers. It's important when they come to one of our channels, customers get the same professional, informative experience every time. This gives us credibility and promotes brand recognition.



## Images

On social, we're all bombarded with messages. We need to entice followers to stop and read our content.

- Use realistic, high-quality images of customers, employees and our company whenever possible.
- Do not post images from a camera or phone that cannot produce high-resolution images. They should always be professional or purchased on a stock image site.
- However ... we should also limit use of stock photos on social. Too many of these may appear impersonal and even “spam-like.”
- Especially on Instagram, the colors of images should be consistent so our grid looks appealing, professional and cohesive (yellow, green and blue).



# Incorrect Imaging



Don't overuse stock photos.



Always check platforms after posts go live. Be sure images are not cut off – especially if using a scheduling program.



Avoid posting flyers or images with too much text. Instead provide a link to the flyer.



Do not overuse picture collages – this makes the feed look too busy. All platforms are optimized for multiple photo sharing. Instead, post the photos individually so users can scroll through. If you must use a collage, make sure it is professional, organized and uncluttered.



On Instagram, do not write in the caption “Click here” to view a website. Instagram does not allow you to link to websites in the post. Instead, put the link in the Instagram biography (commonly called the “bio”) or use the social media’s channel option to add a clickable button.





## Tone

Our tone on social media is colloquial and friendly, but not “jokey” or too casual. We want customers to view us as confident and knowledgeable, yet still helpful and kind.

This tone/voice should carry through to our responses to customers, as well. Responses should be friendly, upbeat and a human-like conversation – it does not need to be robotic. For assistance with complex or escalated messaging, please email [corpcomm@njresources.com](mailto:corpcomm@njresources.com).

Example in a Post:

### New Jersey Natural Gas

Published by DK January 24, 2020

We're kicking off this [#feelgoodfriday](#) with a special donation! Today, we gave [Habitat for Humanity in Monmouth County](#) one of our trucks to help them complete their goal of building homes, communities and hope. [#NJNGSpreadsWarmth](#)



Example in Response to a Customer:

Hi Sandra. Thank you for bringing your concerns to our attention again. We are so sorry to hear that the problem was not resolved! This has been escalated to the appropriate department and someone will be reaching out to you as soon as possible about this issue. Again, we apologize for any inconvenience.





## Writing

In line with our tone of voice, we recommend the following:

### *Exclamation points:*

We do not overuse these; our tone is friendly, but not over the top.

For example:

### **New Jersey Natural Gas**

Published by DK Feruary 24, 2020

We are thankful to have received the Outstanding Business Volunteers Award form the Asbury Park Salvation Army Corps this week! At NJNG, we are always proud to support local community organizations like the Salvation Army.

### *Contractions:*

It is ok to use these to promote a casual tone.

### AP Style:

We use AP style on social media, but some exceptions can be made where it makes sense digitally. For example, some words/phrases may be required to be written differently for Search Engine Optimization (SEO).

For more on AP Style, email [corpcomm@njresources.com](mailto:corpcomm@njresources.com).





## Hashtags

- Hashtags should be used thoughtfully. When overdone, it can appear “spam-like” and unprofessional.
- Because we only serve locations in New Jersey, we also don’t want hashtags that are too general (i.e. #kindness). It is better to have fewer, relevant followers than many followers who live in a different state and will never engage with us.
- Generic hashtags (i.e. #kindness) are so general they will likely get lost in the thousands of other posts with this tag.

## Emojis

- Emojis can be used, but should not be overdone. We want our digital presence to be professional, but don’t want to appear too stiff and boring. Emojis are great to use when listing information to break up the text.

### New Jersey Natural Gas

Published by DK Feruary 2, 2021

We are so proud of all our [#essentialemployees](#) who are keeping you safe during this time. We are only entering homes for emergencies, including turning on service.

*hashtags used sparingly*

### New Jersey Natural Gas

Published by DK Feruary 2, 2021

Learn more about these programs:

-  Call 800-221-0051
-  Email [energyassist@njng.com](mailto:energyassist@njng.com)
-  Visit [www.njng.com/energyassistance](http://www.njng.com/energyassistance)

*Emojis are used in a list to break up the text*



## On Screen: What to do for Video

- Videos should be short and sweet on social; under one minute is ideal.
- Animated videos should be used on a limited basis, unless we are specifically marketing to children or highlighting something children made.
- Videos always require content approval – email [corpcomm@njresources.com](mailto:corpcomm@njresources.com).
- Always use “native video,” or a video uploaded directly to the platform. For example, your video should be uploaded directly to Facebook, rather than sharing the link from YouTube. This is essential for more reach, engagement and SEO.



## Links

- Links should always be shortened with bit.ly. Visit the bit.ly website to shorten and track your link analytics.





## Additional Resources

[NJR Annual Report](#)

[NJR Corporate Substantiality Report](#)

[NJR Diversity and Inclusion Report](#)

For additional guidance, please contact the [NJR Corporate Communications Team](#).

NOTE: When planning a microsite, please refer to [NJR Sustainability.com](#) as an example of our digital presence and consult with NJR Corporate Communications prior to the project launch.

