

Brand Guidelines

A guide to using the mua brand

Version 1: November 2020



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1.0

About mua

mua is the acronym for Murphy Utility Assets, a joint venture between gas distribution company SGN and infrastructure and construction group J. Murphy & Sons.

mua Group was established in 2019 as an Independent Gas Transporter (IGT) and an Independent Distribution Network Operator (IDNO), with a view to become a leading multi-utility asset owner and operator.

To support our ambitions, we have developed a new, dedicated brand that reflects our vision and our values as a business. This document captures and demonstrates how the brand is constructed, and rules around visual identity applications.

Our vision

To be the first-choice, multi-utility network operator.

Our mission

To offer investment and multi-utility expertise to help build better and more sustainable places to live and work. Using connected thinking to deliver value to our customers and to society.

Customer proposition

Forward thinking utility assets to energise homes and businesses.

Our values

• Deliver

We always deliver and exceed expectations. We add value to our customers and society through everything we do. We'll reach our goals by helping our customers reach theirs.

• Lead

We lead the way, constantly pushing boundaries. We embrace technology and innovate. We see new possibilities and make it happen. Others will follow.

• Adapt

The world, our industry and our customers' lives are constantly changing. We are flexible. We make the right changes at the right time to convert opportunities quickly and to serve our customers in the best way possible. We adapt and evolve to succeed.

• Care

We care about safety. We care about service. We care about sustainability. We are focussed on being the best in the industry, recognised for how we serve, enable and protect people, businesses and the planet.

1.1

About mua

Our elevator pitch

We invest in long-life utility assets to connect homes and businesses to essential utility infrastructure, and deliver energy and multi-utility services through our networks in the simplest, smartest and greenest way possible. We make connections a simple and seamless experience, adding expertise and value every step of the way.

Our brand narrative

mua Group invests in long-life utility assets, to connect homes and businesses to energy and multi-utility services in the simplest, smartest and greenest ways possible.

We understand the needs of our land developer and house builder customers, and are proactive about meeting their needs.

We leverage our shareholders expertise in engineering and utilities to be truly innovative, and we embrace the use of data and digital technology to help build better and more sustainable places to live and work. We are focussed on being the best in the industry recognised for how we serve, protect and enable people, businesses and the planet.

Our connected thinking approach considers the entire multi-utility network, looking at the big picture to improve the speed, precision and efficiency of how new communities are energised, pushing the boundaries of what is considered possible and always adding value.

2.0

Our logo

Our logo is formed of three key elements: the pipe device; the wordmark; and the descriptor.

Starting with the graphic device – the pipe device – we have developed a stylised and simplified shape that echoes our assets, the pipes that connect new homes and businesses to the utilities they need to thrive. This device has been conceptualised to also convey our multi-utility approach, and impart forward motion to our visual identity, to reflect our values and behaviour.

The device is complemented by the wordmark, which uses a rounded typeface that conveys our flexible, easy-to-work-with approach. The descriptor spells out the full name of our business. The logo uses colours derived from our parent companies, to help convey our heritage.

If the logo is illegible against a specific background, you can use the single colour alternatives. These can be used over bright backgrounds that clash with our logo colours, over complex images, or on a support that doesn't allow colour print.

FULL COLOUR

DEVICE

WORDMARK



EXCLUSION ZONE





The safe area for the logo is 1/4 of the device.

Minimum size of logo with strapline = 30mm

Minimum size of logo without strapline = 20mm

SINGLE COLOUR



WHITE OUT



05

2.1

Logo – misuse

Keeping our logo integrity

- Don't stretch our logo either horizontally or vertically
- Don't change the case of the logo
- Don't alter the colours in our wordmark and/or device
- Don't move any elements
- Don't change the proportions of one element in isolation



2.2

Logo – utility variations

Although the primary logo is set and should be used throughout, we have also developed variations for each of the utility markets, using simple descriptors.

Please note that these are the only approved variations on the descriptor, and no other versions should be used – neither with a descriptor styled differently, nor with a different descriptor.



Gas



Electricity



Heat



Fibre



Water

3.0

Colour palette

The primary colour palette is inspired by our parent companies, and should be used as the main colour in documents.

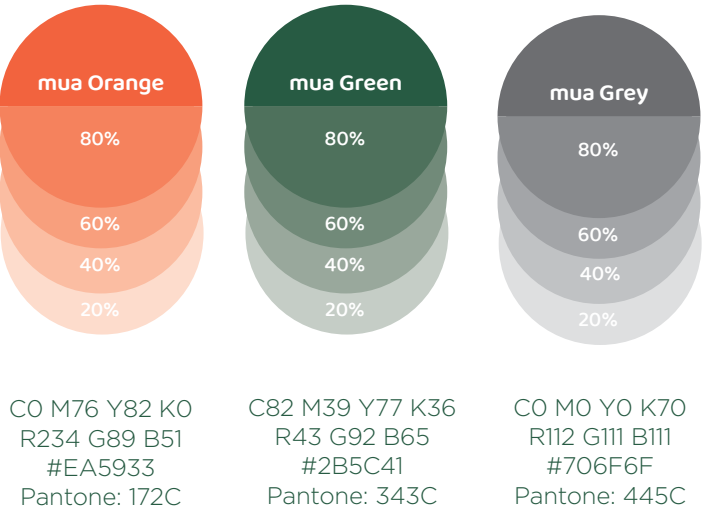
The secondary palette should be used to complement the primary palette colours, and should be used more sparingly, e.g. as accent.

The secondary colours aren't assigned to specific utilities.

The graph and chart colours should only be used in graphs and charts, and can't be used in other instances.

Tints should only be used as shown here and should only be applied to the core brand colours for use in boxouts and charts.

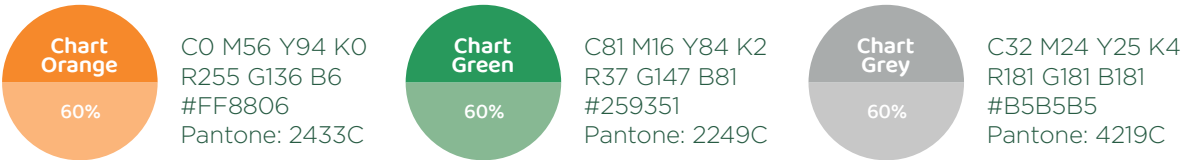
PRIMARY COLOUR PALETTE



SECONDARY COLOUR PALETTE



GRAPH AND CHART COLOURS



4.0

Typography

We use two different sets of typefaces depending on whether the materials are developed in professional publishing software, or in Microsoft Office and web applications.

For professional print purposes, Baloo Tamma is used for headlines, and Gotham Light is used for bodycopy.

For day-to-day use, Ubuntu Bold is used for headlines, and Ubuntu regular is used for bodycopy.

PRINT

HEADLINE TYPEFACE = Minimum printed size 30pt

Baloo Tamma 2 Semibold

STANDFIRST TYPEFACE = Minimum printed size 26pt (Must be set with +2.5pt leading)

Baloo Tamma 2 Medium

BODY COPY = Minimum printed size 9pt (Must be set with +2.5pt leading)

Gotham Light

WEB & MICROSOFT OFFICE

HEADLINE TYPEFACE (Google font)

Ubuntu Bold

BODY COPY

Ubuntu regular

5.0

Imagery

Our solutions are applied to the modern environment, from cities where businesses thrive to the new development creating thriving communities.

mua is energising homes and businesses through connected thinking. This is portrayed through this image style.

The images should show modern building, developments and the communities we connect.

The images should show buildings (where possible) with lights on (either night time or dusk).

Images shot at strong angles should be used.



6.0

Graphic devices – with imagery

The five mua pipes are built directly from the mua logo. They represent the five divisions of mua and show the forward thinking and dynamism of the mua brand.

The mua pipes should only ever be used that way over imagery, and should always be set on the left hand side of the images. The mua pipes should cover no more than half of the image and all five pipes must be visible. The mua pipes are constructed from the mua logo and their proportions can't be altered. A 70% opacity in Illustrator should be used to create the correct overlay effect.



6.1

Graphic devices – mua circle

The mua circle represents the digital aspect of the mua brand. It is used to highlight key information, for example titles on covers and key stats and icons within brochures. The mua circle should only ever be applied over imagery or on one of the core mua colours. It can be used either in its entirety or in part, but never less than a quarter.

The mua circle is available from the comms team – please do not recreate your own version.



6.2

Graphic device – flat graphics

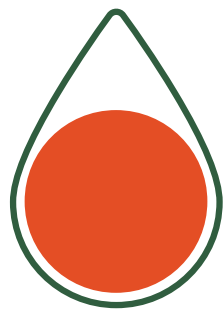
Where imagery is not appropriate or not required, the pipe device element from the logo can be applied in an abstract fashion. It should always be applied over one of the mua colours. All five pipes must be visible and it must always be set from left to right. Do not rotate or alter the device in any way. It can be set in any of the mua colours but must contrast with the background colour it is set on (see right for examples). It can be take up as much real estate on the cover / page as needed but there should never be less than half of the pipes showing.



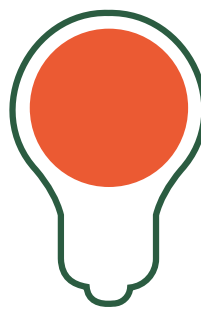
7.0

Iconography

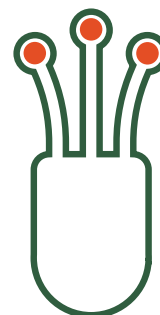
Simple icons have been developed to provide a shorthand for specific utilities. Although convenient, please refrain from overusing icons, as they can quickly dilute the brand or be used where not appropriate.



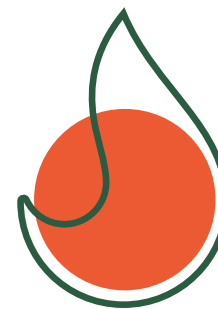
Water



Electricity



Fibre



Gas



Heat

