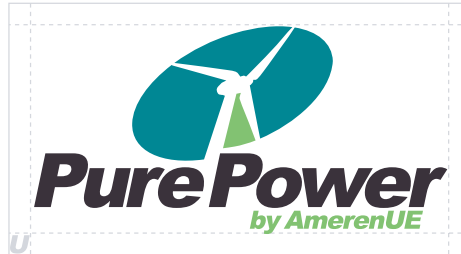




STANDARD USE OF AMEREN UE'S PURE POWER LOGO.

› PRIMARY LOGO

› **SPACE** – A clear space, no smaller than the size of the U, should be maintained around the Pure Power logo. This space should be kept free from any other text or graphics to ensure the signature stands out in any environment.



› COLOR



3 COLOR	
	PANTONE 322 U
	PANTONE 360 U
	BLACK



4 COLOR	
PMS COLOR CMYK BREAKDOWN	
	PANTONE 322: 100c - 0m - 33y - 35k
	PANTONE 360: 58c - 0m - 80y - 0k



2 COLOR	
	PANTONE 322 U
	PANTONE 360 U



1 COLOR	
---------	--



## STANDARD USE OF AMEREN UE'S PURE POWER LOGO.

### > INCORRECT USE

Care must be taken to ensure the Pure Power logo is used correctly. Altering the icon or type weakens the brand recognition.



Do not change the logo colors.



Do not reposition the logo elements.



Do not use logo elements by themselves.



Do not distort any part of the logo.



Do not alter the logo typeface.



Do not add other elements to the logo.



STANDARD USE OF AMEREN UE'S PURE POWER LOGO.

> BACKGROUND

When using the Pure Power logo on a background, make sure the background is not too busy, and allows enough contrast for the logo to be read. Do not use color logo on dark backgrounds, use only all-white logo.



PMS 322 parts of logo go white when on PMS 322 background



wedge is 50% black when on white background



wedge is 27% black when on black background



logo is all white when on other dark backgrounds

