

ORIGINAL

TRADEMARK LICENSE AGREEMENT

THIS AGREEMENT, effective as of 1st day of April, 2020 is by and between **City of Tacoma, Department of Public Utilities, Light Division**, a municipal corporation of the state of Washington, ("Licensor") and Rainier Connect North, LLC, a Washington limited liability company ("Licensee"). The parties hereto are hereinafter collectively referred to as the "Parties." Capitalized terms used herein and not defined shall have the meanings assigned to them in the IRU Agreement.

WHEREAS, Licensor is the owner of two (2) Washington state trademarks, one for "Click! Cable TV" and symbol (Washington trademark registration number 53233 under trademark classifications 35 and 38) and one for "Click! Cable TV" (Washington trademark registration number 54077 under trademark classification 41), shown in **Exhibit P1** hereto (collectively the "Marks");

WHEREAS, Licensor has used the Marks in connection with the marketing and operation of its retail and wholesale communications business ("Click! Business") but intends to cease operations and transfer control of the assets related to the Click! Business, including but not limited to the Tacoma Power Commercial System, to Licensee as of the Effective Date of that certain IRU Agreement executed by the Parties;

WHEREAS, Licensee desires to use the Marks in connection with the use of the Tacoma Power Commercial System in the manner and subject to the terms and conditions set forth in this Agreement and the IRU Agreement; and

NOW, THEREFORE, In consideration of the premises and the mutual covenants and agreement of the Parties set forth herein and other good and valuable consideration, the sufficiency of which is hereby mutually acknowledged, the Parties agree as follows:

1. **GRANT OF LICENSE.** Licensor grants to Licensee an exclusive, royalty-free non-transferable license to use the Marks in connection with the Tacoma Power Commercial System, throughout the Tacoma Power Commercial Service Area depicted in IRU Agreement, Exhibit A1.

2. **USE OF THE MARKS.** Licensee shall comply with the following requirements when using the Marks:

2.1 The use must be accompanied by the following text:

All rights reserved. [Insert Mark] is a trademark of City of Tacoma.

2.2 The use must comply with the applicable provisions of the guidelines set forth in **Exhibit P2** attached hereto.

3. **NO ASSIGNMENT.** This license to use the Marks may not be assigned or otherwise transferred by Licensee, under any circumstances, without the prior, express, written consent of Licensor. Licensor does not grant, and nothing in this Agreement shall be construed as granting, to Licensee the right to license, sublicense, or authorize others to use the Marks.

4. OWNERSHIP.

4.1 Licensee acknowledges that the Marks are valid, are the exclusive property of Licensor, and can lawfully be used only with the express license or consent of Licensor. Licensee shall not at any time do, or cause to be done, any act or thing contesting or in any way impairing or intending to impair the validity of the Marks and/or Licensor's exclusive rights, title, and interest in and to the Marks.

4.2 Licensee shall not register or apply to register the Marks, either alone or in combination with any other word(s) and/or design(s), in any country, state, or jurisdiction. Licensee shall not in any manner represent that it owns the Marks, and Licensee hereby acknowledges that its use of the Marks shall not convey any rights, title, or interest in or to said Marks in Licensee's favor, but that all use of the Marks by Licensee shall inure to the benefit of Licensor.

4.3 Licensee shall be responsible for all costs associated with maintaining the registration of the Marks, including all fees charged by the Washington Secretary of State associated with renewing the Marks. Licensee shall provide copies of all filings and correspondence related to the Marks to Licensor.

5. TERM AND TERMINATION.

5.1 Unless sooner terminated under the provisions of Section 5.2 below, or by mutual agreement of the Parties in writing, this Agreement shall continue so long as the IRU Agreement is in full force and effect. In the event that the IRU Agreement is terminated, by either Party and for any reason, this Agreement shall automatically terminate.

5.2 If Licensee fails to comply with any of the provisions of this Agreement, Licensor may terminate this Agreement by express written notice to Licensee; provided, however, that if Licensee, within 60 days after Licensor's notice, cures or otherwise corrects such violation or noncompliance to Licensor's reasonable satisfaction, said termination notice shall be of no further force or effect and this Agreement shall be reinstated under all the terms and conditions as existed before the notice of termination.

5.3 Upon termination of this Agreement, Licensee shall permanently discontinue all use of the Marks and refrain from using any other service mark, trademark, trade name, corporate name, or any other designation confusingly similar to any one or all of the Marks.

6. INDEMNITY.

6.1 Licensee shall indemnify and defend Licensor against any loss or losses incurred through claims, actions, or lawsuits by third parties against Licensor involving or arising from the use of the Marks by Licensee, and shall hold Licensor harmless for any damages, attorney fees, or other costs that Licensor may be required to pay as a result of any such claims, actions, or lawsuits being asserted against Licensor.

6.2 If Licensee brings to Licensor's attention an unauthorized third party use of the Marks, Licensor shall take steps to abate such use at Licensor's expense if Licensor, after investigation and evaluation of such unauthorized use, concludes that such use constitutes an infringement of its rights and that there is a reasonable probability of success in taking action to abate such infringement.

7. NOTICES.

Except for routine operational communications, which may be delivered personally or transmitted by electronic mail all notices required hereunder shall be in writing and shall be considered properly delivered when personally delivered, when received if personally delivered, or on the third day following mailing, postage prepaid, certified mail, return receipt requested to the Parties at the following addresses:

Licensor:

Tacoma Public Utilities
3628 South 35th Street
Tacoma, WA 98409
Telephone: (253) 502-8600
Telecopy:
Email:
Attention: TPU Contract Administrator

Licensee:

Rainier Connect North, LLC
P.O. Box 639
Eatonville, Washington 98329
Telephone: (253) 683-4100
Email: brian.haynes@rainierconnect.net
Attn: Brian Haynes

With a copy to:

City Attorney
City of Tacoma
747 Market Street, Suite 1120
Tacoma, WA. 98402
Telephone: (253) 591-5626
Telecopy: (253) 591-5755
Attention: City Attorney

8. **BINDING EFFECT.** This Agreement shall be effective as of the date first above written and shall be binding upon and inure to the benefit of the Parties hereto and their respective successors or assigns as permitted by this Agreement.

[REMAINDER OF PAGE INTENTIONALLY LEFT BLANK]

IN WITNESS WHEREOF, each Party has caused this License Agreement to be executed by its duly authorized representative as of the date indicated below.

CITY OF TACOMA, DEPARTMENT OF PUBLIC UTILITIES, LIGHT DIVISION,

d/b/a Tacoma Power

By: 

Print Name:

JACKIE FLOWERS

Title:

DIRECTOR/CEO

Date:

3/31/2020

RAINIER CONNECT NORTH, LLC

By: 

Print Name:

Brian L. Haynes

Title:

CEO

Date:

3/18/2020

Exhibit P1

Marks

Exhibit P2

Guidelines

**EXHIBIT P1
MARKS**

UNITED STATES OF AMERICA

The State of Washington



Secretary of State

I, **KIM WYMAN**, Secretary of State of the State of Washington and custodian of its seal, hereby issue this certificate that according to records on file in this office, trademark:

THE WORD "CLICK!" AND THE WORDS "CABLE TV" AND A SYMBOL CONSISTING OF THE LETTER "C" WITH AN EXCLAMATION MARK, WHEREBY THE EXCLAMATION MARK IS LOCATED IN THE MIDDLE OF THE LETTER "C" AND THE EXCLAMATION TAIL IS LOCATED ABOVE.

registered in the State of Washington to

CITY OF TACOMA/TPU

with home jurisdiction of (if any) WASHINGTON and business address of (if any) 3628 S 35TH ST, TACOMA, WA 98409-3115, USA

I certify that such trademark with registration # 53233 was renewed on 04/01/2019 and will expire on 03/31/2024.

I further certify that the classification number(s) of the trademark is/are 35,38 and the actual goods or services with which the trademark is used are: 35 - Advertising & Business, 38 - Telecommunications.

The date the trademark was first used anywhere is 06/01/2007 and the date the trademark was first used in Washington is 06/01/2007.



Given under my hand and the Seal of the State of Washington at Olympia, the State Capital

A handwritten signature in blue ink that reads "Kim Wyman".

Kim Wyman, Secretary of State

Date Issued: 04/01/2019

UNITED STATES OF AMERICA

The State of Washington



Secretary of State

I, **KIM WYMAN**, Secretary of State of the State of Washington and custodian of its seal, hereby issue this certificate that according to records on file in this office, trademark:

CLICK! CABLE TV

registered in the State of Washington to

CITY OF TACOMA

with home jurisdiction of (if any) WASHINGTON and business address of (if any) 3628 S 35TH ST, TACOMA, WA 98409, USA

I certify that such trademark with registration # 54077 was issued on 07/07/2010 and will expire on 07/07/2015.

I further certify that the classification number(s) of the trademark is/are 41 and the actual goods or services with which the trademark is used are: 41 - Education & Entertainment.

The date the trademark was first used anywhere is 01/01/2009 and the date the trademark was first used in Washington is 01/01/2009.



Given under my hand and the Seal of the State of Washington at Olympia, the State Capital



Kim Wyman, Secretary of State

Date Issued: 08/21/2019

**EXHIBIT P2
GUIDELINES**

Click! is the cable TV service satisfaction leader. A division of Tacoma Power, Click! Network is a local company dedicated to local needs. Through Click! Cable TV, we deliver all the cable channel variety you want, better customer service from conscientious local experts and simple, straightforward plans.

We give local residents the best possible blend of reliability, accountability and value for their dollar.

CLICK!, THE BRAND

In our ongoing efforts to demonstrate the inherent value that Click! has to offer, we have focused on reshaping our brand. In doing so, we have created a strategy that will allow us to build our awareness and our customer base. We have always focused on quality and service and will continue to do so. The cornerstone to this new strategy is to adequately and accurately deliver this message to our customers, both new and existing. We are truly a local company that can deliver programming that is on par with the big cable companies and can offer unique regional programming they cannot. Not only can we deliver a quality product, but we can deliver it at a lower price point. We are THE local choice for cable, in quality, service and price.

In order to solidify this message to our customers, we are adding new layers to the Click! brand. The first step is creating the branded service Click! Cable TV. This provides clear messaging about who and what Click! is, and is the first step in a series of branded services and ultimately an umbrella brand for Click! The road map below will provide insight into where Click!, the brand, is headed.

DIVISION OF PUBLIC UTILITY



CURRENTLY IN USE.
MAINTAIN FOR B2B-LEVEL CORRESPONDENCE AND "CORPORATE"-LEVEL COMMUNICATIONS

POTENTIAL UMBRELLA BRAND FOR SERVICES



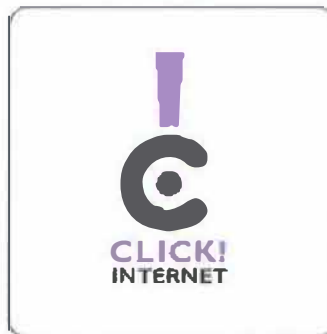
STEP 2.
SUITE OF SERVICES
 BUILD OUT A BRANDED UMBRELLA BRAND THAT COVERS THE SUITE OF SERVICES.
 THIS UMBRELLA BRAND WILL ALLOW FOR EFFORTS THAT ARE FOCUSED AROUND POTENTIAL BUNDLED SERVICE OFFERINGS AND SOLUTIONS.

STEP 1.
THE "SHORTCUT"
 BUILD OUT BRANDED SERVICE LINE FIRST WITH CLICK! CABLE TV AS THE LEAD SERVICE OFFERING.
 THIS PROVIDES THE "SHORTCUT" TO THE "WHO" AND "WHAT" WE ARE. FIRMLY ESTABLISH THE "CLICK!" BRAND PRESENCE.

BRANDED SERVICE IMMEDIATE NEED



POSSIBLE FUTURE BRANDED SERVICES



CLICK! NETWORK CORPORATE IDENTITY

The identity shown below represents the corporate identity of Click! Network. The Click! Network corporate identity (shown here in positive and reverse) should be the first choice for any company wide communications such as business papers, fax forms, payroll, etc. If space is limited, alternate versions (shown on pages C.3 and C.4) may be used.



SPECIFICATIONS

CLICK! NETWORK CORPORATE IDENTITY

Size

This is the preferred version of the Click! Network corporate identity. It can be used at any size 1" in width or greater.

Clear space

A clear space should be maintained around the identity. The size of this area depends on the size of the identity in a given application. A distance equal to the width of the top of the "exclamation point" (indicated by "x"—see diagram) should be maintained on all sides.

Color

The Click! Network corporate identity uses PMS 2593 and black. This identity should be used only on white or very light backgrounds. When the identity appears on a colored background, the one-color version should be used (see page C.3).

CLICK! NETWORK CORPORATE IDENTITY, REVERSED

When the Click! Network corporate identity appears on a black or very dark background, the reversed version should be used for maximum readability.

CLICK! NETWORK CORPORATE IDENTITY

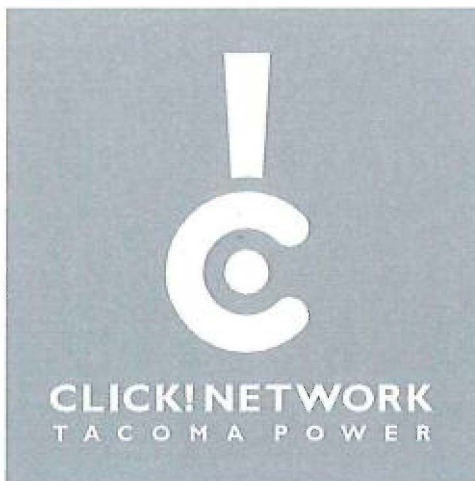
When the Click! Network corporate identity appears on a photograph or on a colored field, or when printing limitations make it necessary, the one-color version should be used. The one-color identity can be used in either black or white (no other colors), whichever provides the higher contrast against the background.



CLICK! NETWORK
T A C O M A P O W E R



CLICK! NETWORK
T A C O M A P O W E R



CLICK! NETWORK
T A C O M A P O W E R

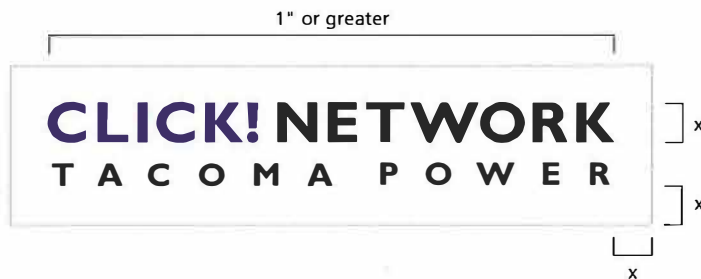
SPECIFICATIONS

ONE-COLOR CLICK! NETWORK CORPORATE IDENTITY

Note that when the Click! Network corporate identity appears in only one color, all artwork is solid color (there are no halftones).

**HORIZONTAL CLICK! NETWORK CORPORATE IDENTITY
(LOGOTYPE ONLY)**

In situations where the primary Click! Network corporate identity will not work, the horizontal configuration may be used, either on its own or in conjunction with the logo mark (see page C.7).



CLICK! NETWORK
T A C O M A P O W E R



SPECIFICATIONS

Size

This identity may be used at any size 1" in width or greater.

Clear space

Maintain a clear space equal to the height of the "Click! Network" logotype (indicated by "x"—see diagram) on all sides.

Color

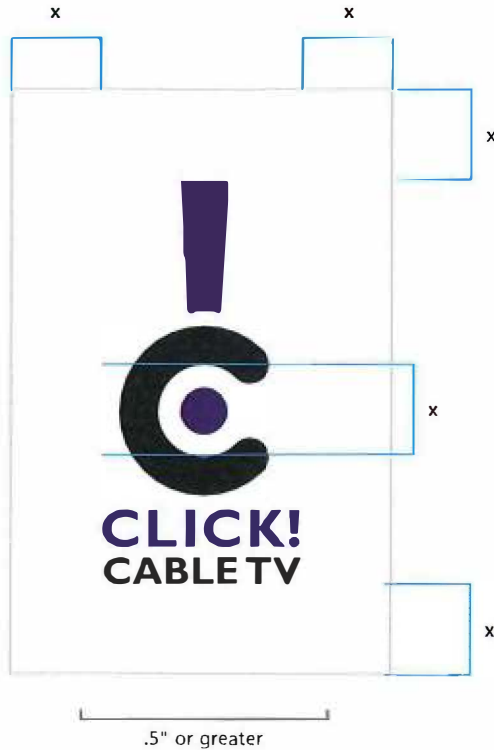
This identity uses PMS 2593 and black. It should be used only on white or very light backgrounds. When it appears on a black or very dark background, the reversed version should be used for maximum readability. When the identity appears on a colored background, the one-color version should be used.

Introducing our new branded service: Click! Cable TV

CLICK! CABLE TV IDENTITY

The identity shown below represents the core brand of Click! Cable TV. All offers and product lines within Click! Cable TV should use this identity.

The Click! Cable TV identity in positive and reverse should be the first choice for any given application. The one-color identity is the second choice.



SPECIFICATIONS

CLICK! CABLE TV IDENTITY

Size

This is the preferred version of the Click! Cable TV identity. It can be used at any size .5" in width or greater.

Clear space

A clear space should be maintained around the identity. The size of this area depends on the size of the identity in a given application. A distance equal to the height of the center negative space of the "C" (indicated by "x"—see diagram) should be maintained on all sides.

Color

The Click! Cable TV identity uses PMS 2593 and black. This identity should be used only on white or very light backgrounds. When the identity appears on a colored background, the one-color version should be used.

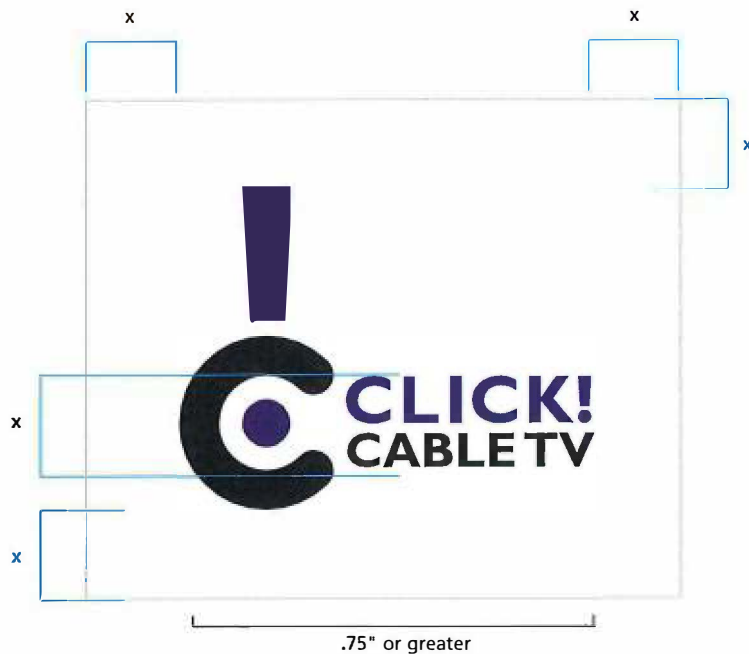
CLICK! CABLE TV IDENTITY, REVERSED

When the Click! Cable TV identity appears on a black or very dark background, the reversed version should be used for maximum readability.



CLICK! CABLE TV IDENTITY

The horizontal Click! Cable TV identity (shown here in positive and reverse) is an alternative to the preferred vertical version.



SPECIFICATIONS

CLICK! CABLE TV IDENTITY

Size

This is the horizontal version of the Click! Cable TV identity. It can be used at any size .75" in width or greater.

Clear space

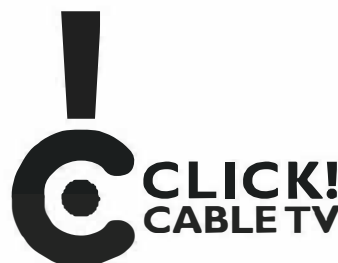
A clear space should be maintained around the identity. The size of this area depends on the size of the identity in a given application. A distance equal to the height of the center negative space of the "C" (indicated by "x"—see diagram) should be maintained on all sides.

Color

The Click! Cable TV identity uses PMS 2593 and black. This identity should be used only on white or very light backgrounds. When the identity appears on a colored background, the one-color version should be used.

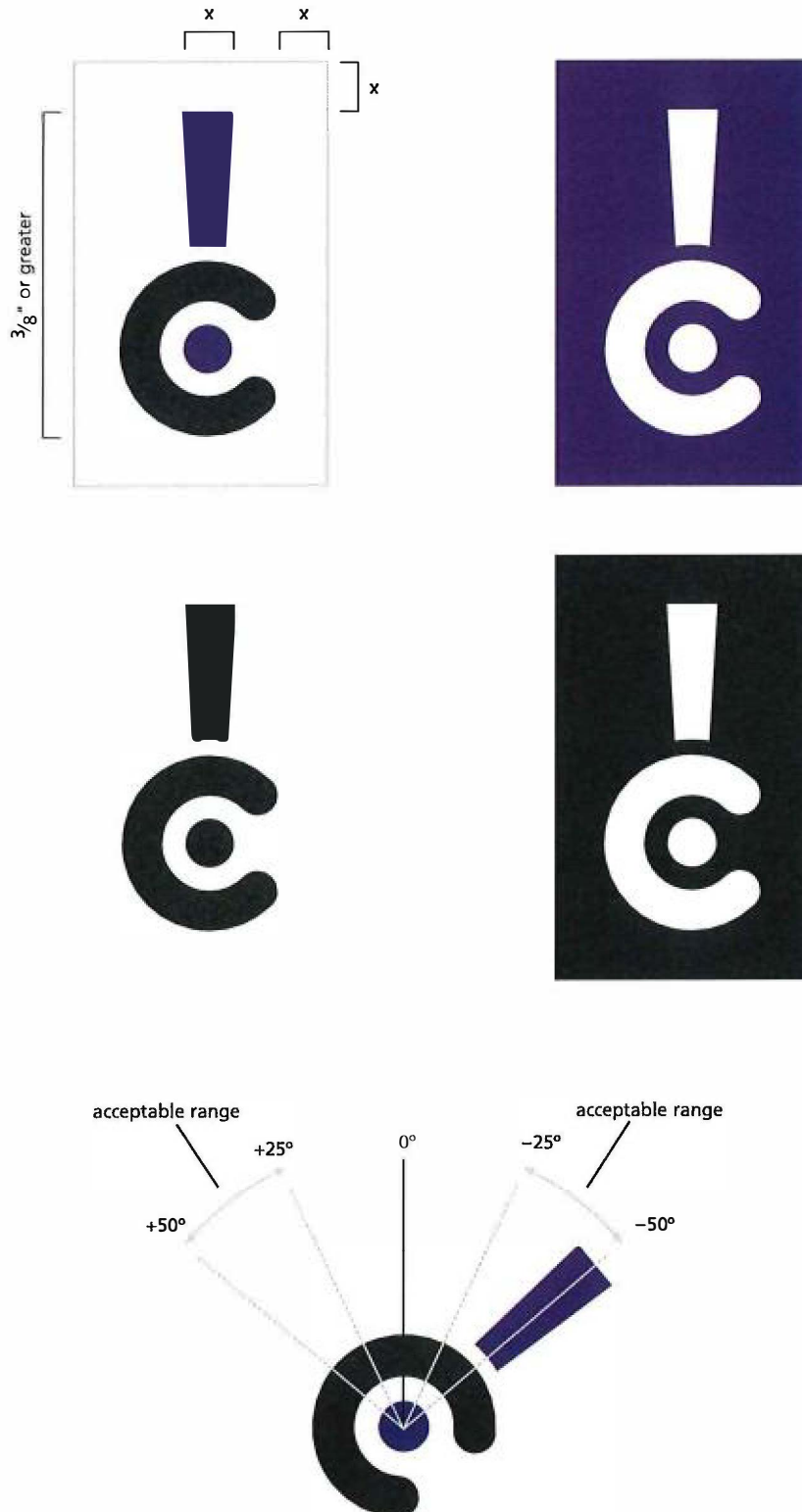
CLICK! INTERNET IDENTITY, REVERSED

When the Click! Cable TV identity appears on a black or very dark background, the reversed version should be used for maximum readability.



CLICK! LOGO—MARK ONLY

The Click! logo mark may be separated from the logotype for the purpose of creating engaging artwork, animations, or for layout considerations. Because the logo mark does not incorporate the name of the company, it is important that it be accompanied by either the full Click! Network identity (page C.6), the logotype (page C.4) or one of the branded services identities somewhere in the layout.



SPECIFICATIONS

Size

The Click! logo mark may be used at any size $\frac{3}{8}$ " in height or greater.

Clear space

Maintain a clear space equal to the top of the "exclamation point" (indicated by "x"—see diagram) on all sides.

Color

This identity uses PMS 2593 and black. It should be used only on white or very light backgrounds. When it appears on a black or very dark background, the reversed version should be used for maximum readability. When the identity appears on a colored background, the one-color version should be used.

Rotation

The Click! logo mark may be rotated to create interesting and engaging layouts, or for animations, but it is important to follow these guidelines when doing so:

1. When the rotated mark appears on its own (not part of a series or animation), the rotation angle should fall between $\pm 25^\circ$ and $\pm 50^\circ$ (see diagram).
2. When rotated and cropped, the logo mark should maintain enough of its original form to be recognized easily. (See business cards, page C.19, for an example.)
3. When animated, or used in a series, the mark may be rotated to any angle.

UNACCEPTABLE USES OF CLICK! NETWORK IDENTITIES

The different Click! Network identities allow for a wide variety of uses. However, to present a consistent image of Click! Network, Click! Cable TV and Tacoma Public Utilities, it is important to use the identities properly. Below are some examples of unacceptable use of the identities. If you have any questions about proper use, please contact the Graphics section.



SPECIFICATIONS

Incorrect scaling

The identities should never be stretched vertically or horizontally.

Incorrect background

The color versions of the Click! Network identities should never appear on fields of color. When an identity must appear on a colored background, use the one-color version.

Incorrect color

The Click! Network identities should only appear in the color configurations shown previously. Never substitute other colors for any part of the identity.

Incorrect rotation

Do not rotate the Click! Network identities (logo mark and logotype together).

Incorrect configuration

The Click! Network identities should only appear in the configurations shown previously.

POSITIONING LINE

The positioning statement is a key element in establishing Click! Cable TV as a competent local choice. When used in tandem with the Click! Cable TV identity, and Click! offers, it provides an additional layer of reinforcement in the consumer's mind to choose Click!.

Your local choice.

Preferred color PMS Cool Gray 11. Positioning line minimum size is 7 pt. or .75".

Your local choice.

Alternate color PMS 2593.

Your local choice.

Alternate color black.

Your local choice.

Alternate color white.

Maximum height for positioning line.

x Your local choice.



SPECIFICATIONS

POSITIONING LINE

Size

There is not specific point size for the positioning line as it will vary per the communication material created. There is a minimum point size of 7 pt.

Clear space

There is no specific clear space dedicated to the positioning line, but it should follow any recommended clear space requirements for the Click! Cable TV identity or third party logos.

Color

The positioning can be used in multiple color options depending on the communication material created. The preferred color is PMS Cool Gray 11 or 75% tint of black on a white background.

The alternate colors for the positioning line are PMS 2593 and black. These colors should only be used when the positioning line is not in close proximity to a Click! branded service logo, such as Click! Cable TV. Additionally, these colors should be used only on white or very light backgrounds. When it appears on a black or very dark background, the reversed version should be used for maximum readability.

Size relationship

The positioning line has a size relationship that maps to the size of the Click! branded service logo as illustrated to the left. It should never be larger than the cap height of "CLICK!" when used in close proximity of the logo. When it is used separately, it has no set maximum size. In all cases the minimum size for the positioning line always applies.

COLOR

The color palette for the Click! brand is focused on delivering maximum impact through owning the color purple. The primary color is PMS 2593 or the Click! purple blend. These colors should be used whenever possible to help build equity into the brand. There is a secondary palette that can be used for accent colors.

PRIMARY PALETTE



Click! Purple
PMS 2593
c79 m100 y100 k0
r102 g51 b153



Click! Gray
PMS Cool Gray 11
c0 m0 y0 k75
r102 g102 b102



Click! Black
PMS Black
c0 m0 y0 k100
r0 g0 b0



Light Purple
PMS 2563
c41 m55 y100 k0
r178 g153 b204



Dark Purple
PMS 2593
c79 m100 y100 k0
r102 g51 b153

SECONDARY PALETTE— WEB SITE ONLY



Orange
PMS 180
c0 m50 y98 k3
r233 g143 b7



Text
PMS 621
c15 m5 y8 k0
r218 g230 b231

BRAND ELEMENTS

CLICK! CABLE TV SUPPORTING GRAPHICS

There are several elements that are used to create the Click! Cable TV brand presence. These elements include a Mt. Rainier illustration, vibrant purple blend of color, a cable, and distinctive typographic treatments. These elements provide a flexible canvas in which to create compelling, offer-centric advertisements and communication materials with strong continuity.



SPECIFICATIONS

CLICK! PURPLE BLEND

The Click! purple blend is one of the key supporting graphics. It provides a strong backdrop for messaging, and a cohesive visual bond between all Click! communications. The strength of the new Click! purple should be leveraged whenever possible.

MT. RAINIER ILLUSTRATION

The Mt. Rainier illustration is an optional supporting graphic. This element provides an additional visual layer that ties back to the local community and region. It should only appear in a subtle fashion and never conflict with the primary messaging or offer. It should be used as a layer on top of the Click! purple blend. The layer setting is set to "Screen" and has a transparency of 60-80%.

CLICK! CABLE ILLUSTRATION

The Click! cable graphic is an optional supporting graphic. This element provides a strong visual link to the cable industry vertical, while also functioning as a layout tool. The cable provides a clean break between the purple background and the signoff area for other key elements such as the positioning line or logo.

The cable has a black shadow set to 65% with a blur of .1 inch.

An alternate graphic with the cable is the "cable box" graphic. This graphic creates a clean area for the logo. The graphic should bleed off the left or right side of the page or screen. If this is not possible it may bleed off from the top of the page or screen. The cable box has a rounded corner of 0.15 inch and a black shadow set to 65% with a blur with a range of .1 -.07 inch.



TYPOGRAPHY

Integrity, accountability and accessibility are the values inherent in the Tacoma Public Utilities brand. We want to project these qualities in our printed and electronic materials.

We are using Frutiger and Bembo—two classic, timeless, and easy-to-read type families—to establish hierarchy, to allow flexibility, and to maintain consistency in the presentation of information. To acquire the brand fonts, contact the Graphics section.

PRIMARY TYPE FAMILY: FRUTIGER

Use the typefaces in this family for headlines and short amounts of body copy. They may also be used for captions and for text callouts.

<p>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0</p>	<p>Frutiger Light Use this typeface for large headlines. Do not use it for large blocks of text or in very small point sizes.</p>
<p>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0</p>	<p>Frutiger Roman Use this typeface for short headlines and for caption text. Use this typeface or Frutiger Bold in signage applications.</p>
<p><i>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0</i></p>	<p>Frutiger Italic Use this typeface to stress certain words in headline or caption text.</p>
<p>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0</p>	<p>Frutiger Bold Use this typeface for caption titles, text callouts, and small-type headlines. Do not use this weight of Frutiger for large-type headlines or for body text. Use this typeface or Frutiger Roman in signage applications.</p>
<p>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0</p>	<p>Frutiger Black Use this typeface for special situations when the Bold weight is not heavy enough (for instance, when printing limitations require a heavier weight).</p>

SECONDARY TYPE FAMILY: BEMBO

Use the typefaces in this family to change typographic emphasis—for example, to differentiate between headlines and body copy. Bembo, a serif type family, is more suitable for large blocks of text, but it may be used for headlines or captions when Frutiger would be unsuitable.

<p>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0</p>	<p>Bembo Regular Use this typeface mainly for large blocks of text.</p>
<p><i>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0</i></p>	<p>Bembo Italic, Old Style Figures Use this typeface to separate and differentiate lines within body copy.</p>
<p>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0</p>	<p>Bembo Small Caps Use small capitals for text callouts and for headlines when Frutiger doesn't produce the desired visual effect.</p>
<p>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0</p>	<p>Bembo Semibold, Old Style Figures Use this typeface for caption headlines or small-type headlines when Frutiger doesn't produce the desired effect. Generally, this typeface should be used at small point sizes.</p>
<p>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0</p>	<p>Bembo Bold, Old Style Figures Use this typeface for special situations when the Semibold weight is not heavy enough (for instance, when printing limitations require a heavier weight).</p>

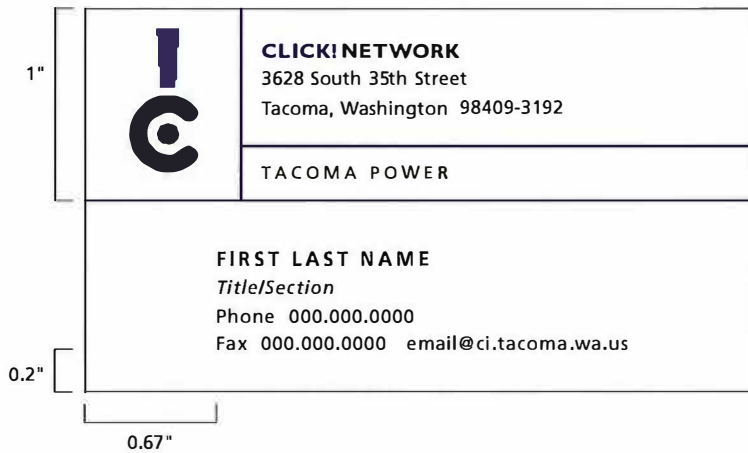
CLICK! NETWORK CORPORATE BUSINESS CARDS

To order Click! Network business cards, contact the Graphics section.

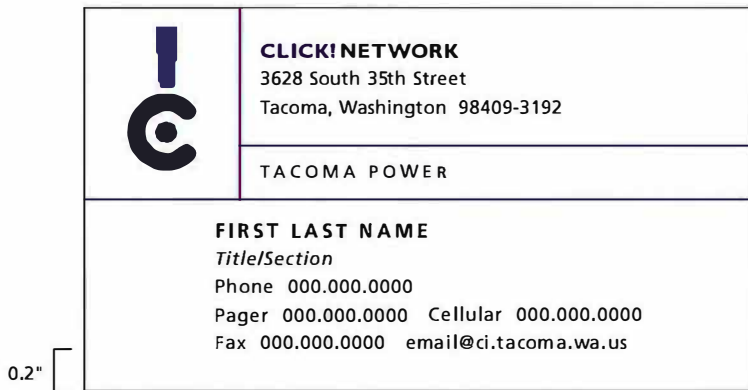
The address block will include the Click! Network logotype, appropriate street address, city, state, ZIP code and the "Tacoma Power" sign-off.

The employee block will include employee name, title and/or section (where applicable), telephone and fax numbers, and e-mail address. If necessary, up to two additional contact numbers can be listed.

4-LINE CONFIGURATION



5-LINE CONFIGURATION



BACK SIDE



FINAL EXECUTION COPY

0.2"

SPECIFICATIONS

Size
2" x 3 1/2"

Color
The Click! Network corporate identity uses PMS 2593 U and black. All rules are PMS 2593 U; all type is black. The back of the card uses PMS 2593 U and black.

Paper
Approved paper stock is Gilbert Cover Recycled White Wove 80-lb.

Typography
"Click! Network"
Use logotype artwork.

Address
Font: Frutiger Roman
Point size: 7
Leading: 11
Tracking: 3

"Tacoma Power"
Font: Frutiger Roman, all caps
Point size: 6.5
Tracking: 45

Employee name
Font: Frutiger Bold, all caps
Point size: 7.5
Leading: 10.5
Tracking: 30

Title/Section
Font: Frutiger Italic
Point size: 7
Leading: 10.5
Tracking: 10

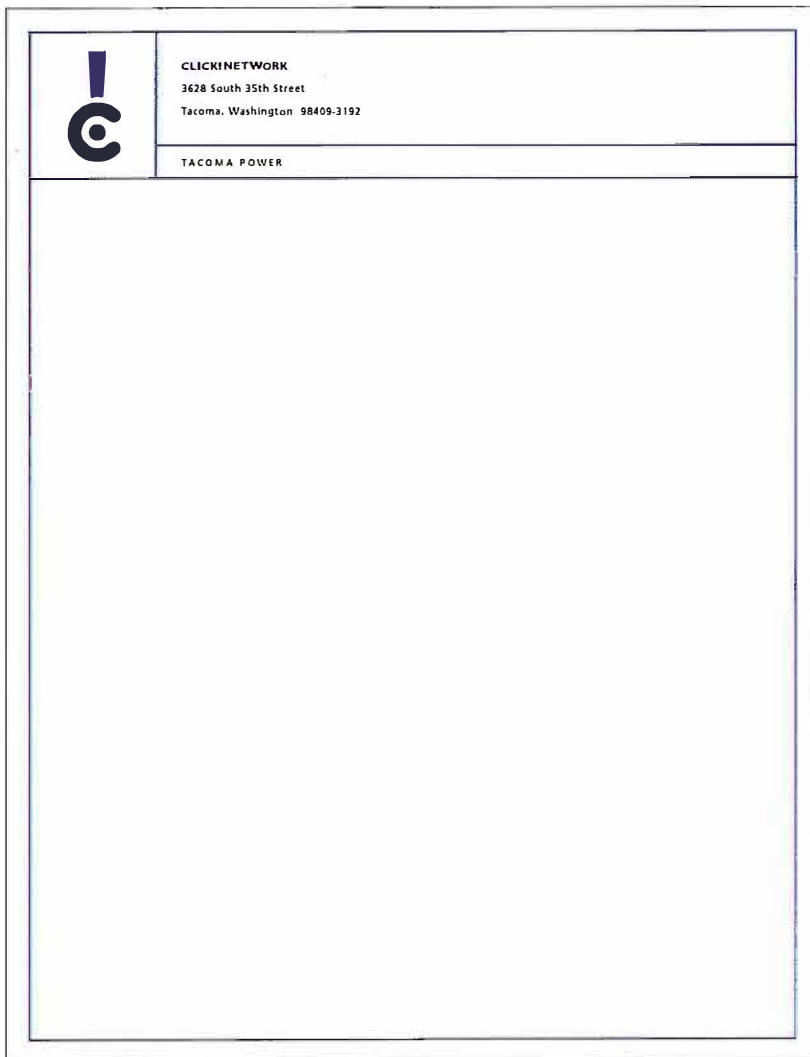
Contact information
Font: Frutiger Roman
Point size: 7
Leading: 10.5
Tracking: 10

Rules
Rule weight is .75 pt.

Logo mark on back of card
Rotation angle: 50° clockwise

CLICK! NETWORK CORPORATE LETTERHEAD

All Click! Network sections and product lines should use this letterhead. To order Click! Network corporate letterhead, contact the Graphics section.



SPECIFICATIONS

Size
8 1/2" x 11"

Color
The Click! Network corporate identity uses PMS 2593 U and black. All rules are PMS 2593 U; all type is black.

Paper
Approved paper stock is Torchglow Pearl White, 60-lb. Text, Vellum Finish.

Typography
"Click! Network"
Use logotype artwork.

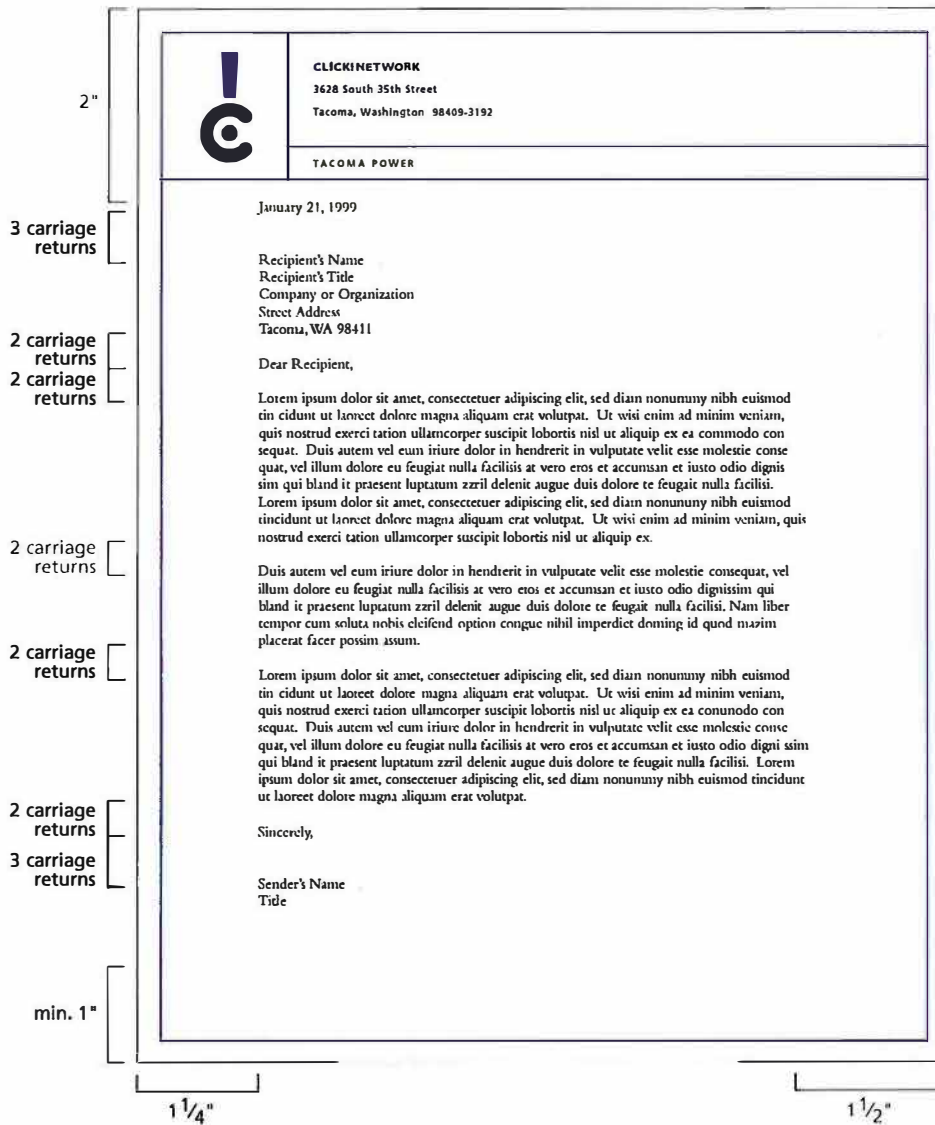
Address
Font: Frutiger Roman
Point size: 7.75
Leading: 17
Tracking: 11

"Tacoma Power"
Font: Frutiger Roman, all caps
Point size: 7
Tracking: 45

Rules
Rule weight is .75 pt.

CLICK! NETWORK CORPORATE STANDARD LETTER FORMAT

Customers will see our identity most frequently on stationery, which means how each document is formatted becomes a critical part of our identity program. Please use this format when typing your correspondence, and follow the same format on all pages.



SPECIFICATIONS

Typing standards

- Font: Times New Roman or equivalent serif typeface
- Alignment: flush left, ragged right
- Point size: 11
- Line spacing: single-spaced (11-point leading)
- Upper and lower case

Position

- Left margin: 1 1/4"
- Right margin: 1 1/2"
- Top margin: 2"
- Bottom margin: 1"

Personalized correspondence

Employees may personalize letters by entering name, position, and phone number, following these guidelines:

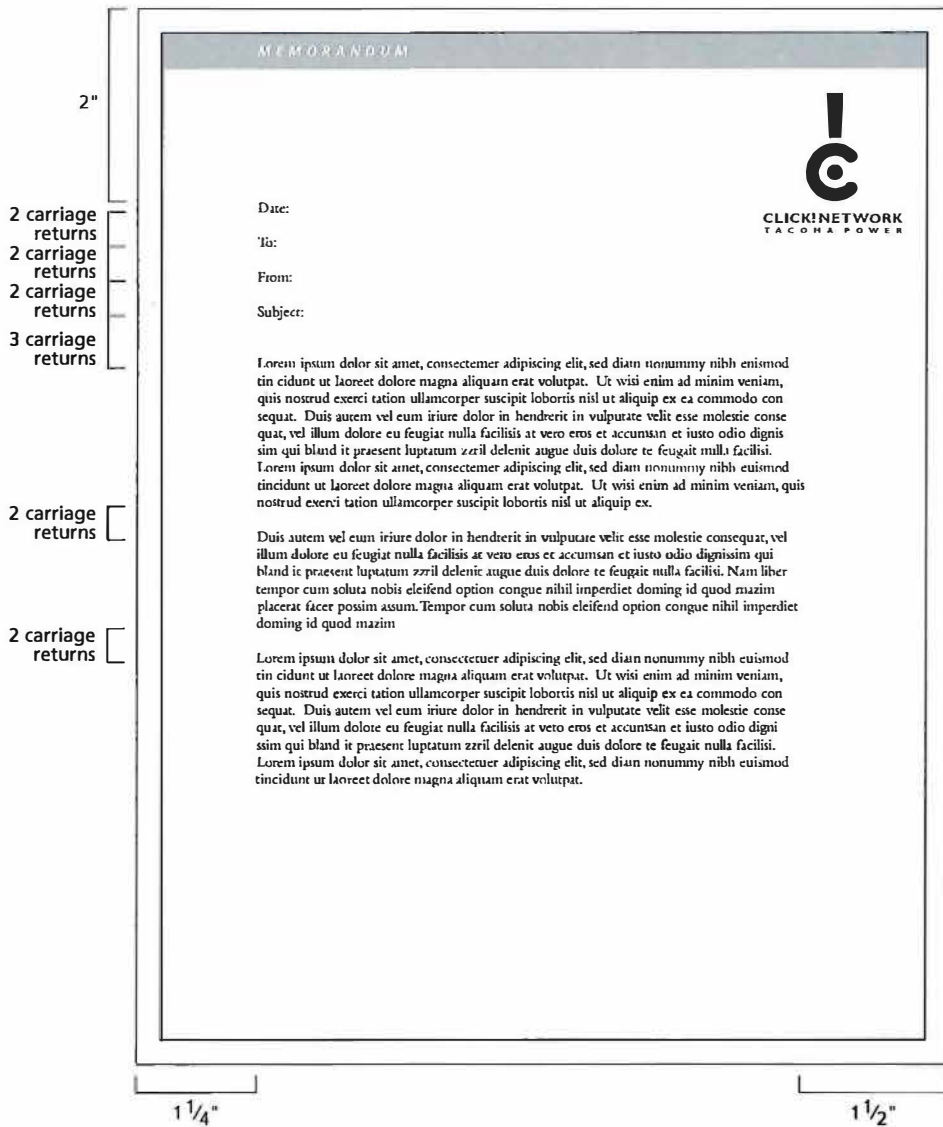
- Alignment: flush left
- Left margin: 1 1/8"
- Position: 2 returns after date

Additional pages

For correspondence longer than one page, use blank sheets of the same stock used for the first page. After page 1, top margin becomes 1 1/4".

CLICK! NETWORK MEMORANDUM AND STANDARD MEMO FORMAT

Memos should be set on the one-color Click! Network corporate memorandum form shown below. Margins and type specifications for body text on these forms should be consistent with the Click! Network corporate standard letter format shown on page C.21, with the exceptions noted below. A digital Microsoft Word version of this document is also available. Contact the Graphics section.



SPECIFICATIONS

Gray bar

Bar across top of page is a 60% screen of black and should be printed at no less than 80 lpi.

Position


Margin guides are the same as for the Click! Network corporate standard letter format, shown on page C.21. Use the format shown at left for the "Date" through "Subject" lines.

Typing standards

Typing standards for body text are the same as for the Click! Network corporate standard letter format, shown on page C.21.

CLICK! NETWORK CORPORATE FAX TRANSMITTAL COVER SHEET

This form should be used to send official Click! Network fax messages. It should be filled out by hand; there is room at the bottom to include comments or notes.

	CLICK! NETWORK 3628 South 35th Street Tacoma, Washington 98409-3192
	TACOMA POWER

FAX TRANSMITTAL

> To: _____ > From: _____

Company: _____ Department/Section: _____

Fax Number: _____ Phone No. or Ext: _____

Date: _____ Fax Number: _____

Pages (including cover): _____

SPECIFICATIONS

Size
 8 1/2" x 5 1/2"

Color
 All artwork, rules and type are black.

Paper
 Any white bond or fax paper.

Typography
 "Click! Network"
 Use logotype artwork.

Address
 Font: Frutiger Roman
 Point size: 8.5
 Leading: 19
 Tracking: 20

"Tacoma Power"
 Font: Frutiger Roman, all caps
 Point size: 8
 Tracking: 55

"Fax Transmittal"
 Font: Frutiger Bold, all caps
 Point size: 15
 Leading: 30
 Tracking: 40

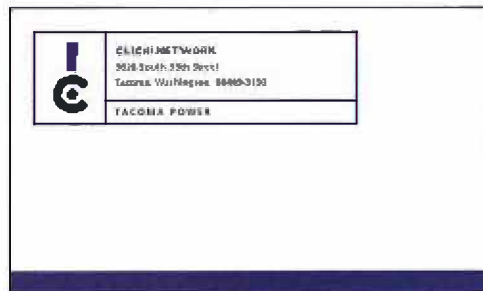
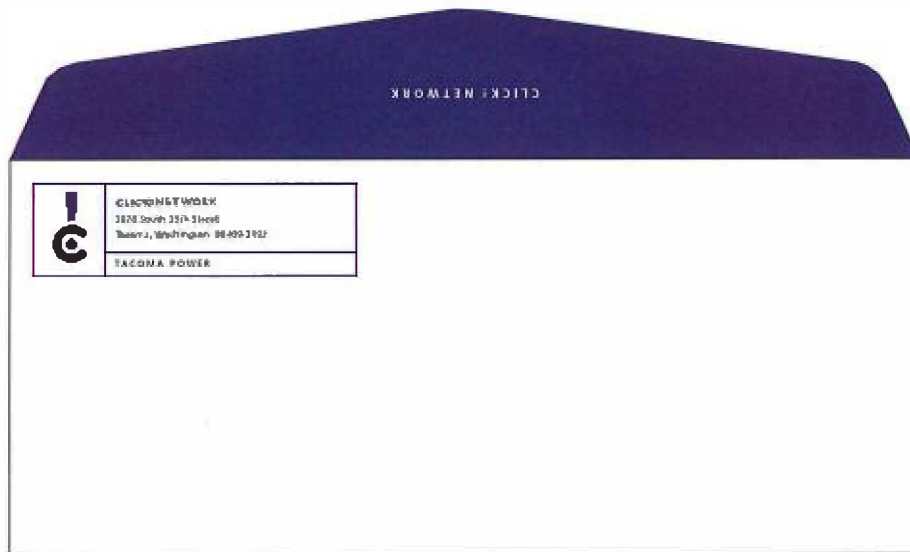
Sender/recipient information
 Font: Frutiger Roman
 Point size: 8
 Leading: 30
 Tracking: 11

Rules
 Rules surrounding address box are .75 pt.

Rules below content lines are .5 pt dotted lines.

CLICK! NETWORK CORPORATE #10 ENVELOPE AND MAILING LABEL

Use the #10 envelope for general correspondence. Use a mailing label for parcels or for envelopes larger than #10 size.



SPECIFICATIONS

#10 ENVELOPE

Size

4 1/8" x 9 1/2"

Color

The Click! Network corporate identity uses PMS 2593 U and black. All rules are PMS 2593 U; all type in address block is black. The words "Click! Network" reverse out of PMS 2593 U on flap.

Paper

Approved paper stock is Torchglow Pearl White, 60-lb. Text, Vellum Finish.

Typography

"Click! Network"

Use logotype artwork.

Address

Font: Frutiger Roman

Point size: 7

Leading: 12

Tracking: 3

"Tacoma Power"

Font: Frutiger Roman, all caps

Point size: 6.5

Tracking: 45

Rules

Rule weight is .75 pt.

MAILING LABEL

Size

5" x 4"

Color

The Click! Network corporate identity uses PMS 2593 U and black. Rules and color band are PMS 2593 U; all type is black.

Paper

Use any bright white, text weight, uncoated, crack 'n' peel stock, 1/8" radius kiss cut die.

Typography and rules are the same as for the #10 envelope.

C.20

CLICK! CABLE TV EXAMPLES


The following examples illustrate how to assemble the key supporting graphics to build cohesive Click! Cable TV branded communications.

MORE NEW CHANNELS HD PROGRAMMING FREE ON-DEMAND NO PRICE HIKE.

WE DO IT. THEY DON'T.

502-8900

Your local choice.
clickcabletv.com



Digital Cable with more than 130 channels for just \$31.99.* (Limited time offer.)

MORE NEW CHANNELS
Sure, there are lots of channels out there, but we have the ones you want! We've recently added loads of new channels including Superstation WISN-home of Lou Piniella and the Chicago Cubs. And for the kids, boomering out everything from Nickelodeon's *Round Up* to *Super Friends*.


MORE HD PROGRAMMING
But get a new HD TV? Then you've probably noticed that your favorite sports programs, movies and nature programs look amazing. Want more? Well, look no further. We have all the top HD channels including ESPN, HD Net and Discovery HD Theater.

MORE FREE ON-DEMAND
No time to watch your favorite TV shows? No problem. We have hours of FREE on-demand programming. The 6 o'clock live PBS Kids Sprout, while you can check out free programming from CNN HD TV or The Speed Channel. Best of all, we're adding new content all the time.

MORE FROM YOUR LOCAL CABLE COMPANY.
Here, we care more than the other guys? It's different. We're local and have been since we opened our doors nearly 10 years ago. That means we don't care about what people in New York or Miami want to watch. We spend all our time thinking about Tampa, University Park, Forest, Fair and Lakewood. It also means when you pay your bill, your money stays right here, so we can continue to provide you the kind of programming and service that we speak for.

Say goodbye to them and hello to who knows where and get more by making a Click! Cable TV. And, because we're neighbors, we'll give you free installation on your install and get you connected in just a few days.

Call today at 502-8900
or visit: clickcabletv.com



Sunday Insert



HOW SWEET IT IS. MORE LOU ALL SEASON LONG.

WE HAVE IT. THEY DON'T.

502-8900

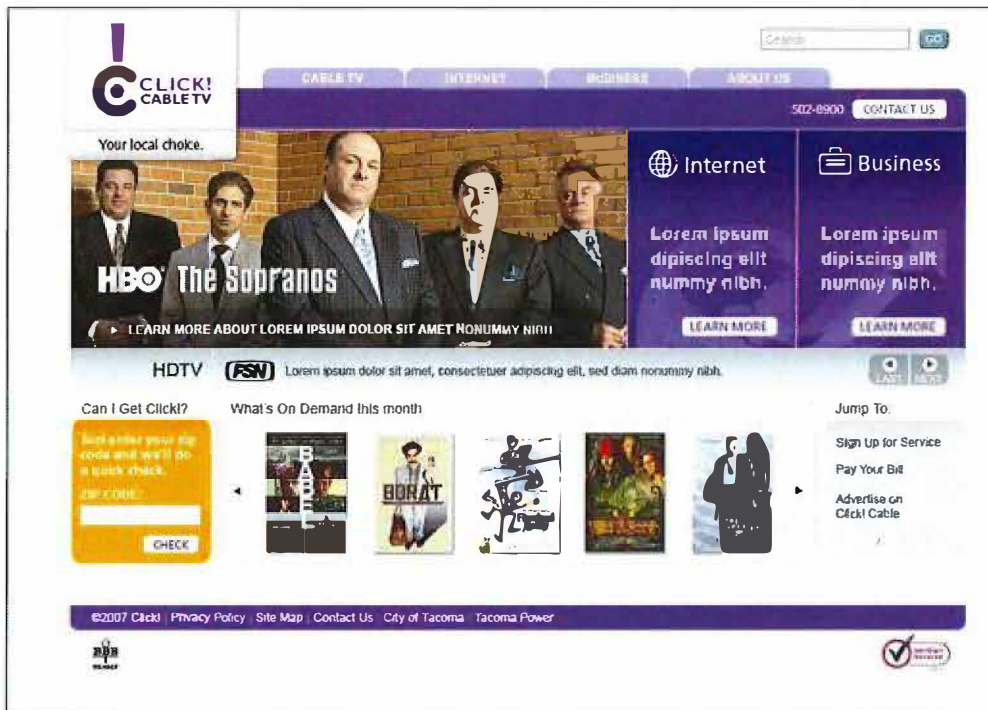
Your local choice.
clickcabletv.com



Outdoor Billboard

CLICK! CABLE TV EXAMPLES

The following examples illustrate how to assemble the key supporting graphics to build cohesive Click! Cable TV branded communications.



Web site—Home page



Web site—Interior page

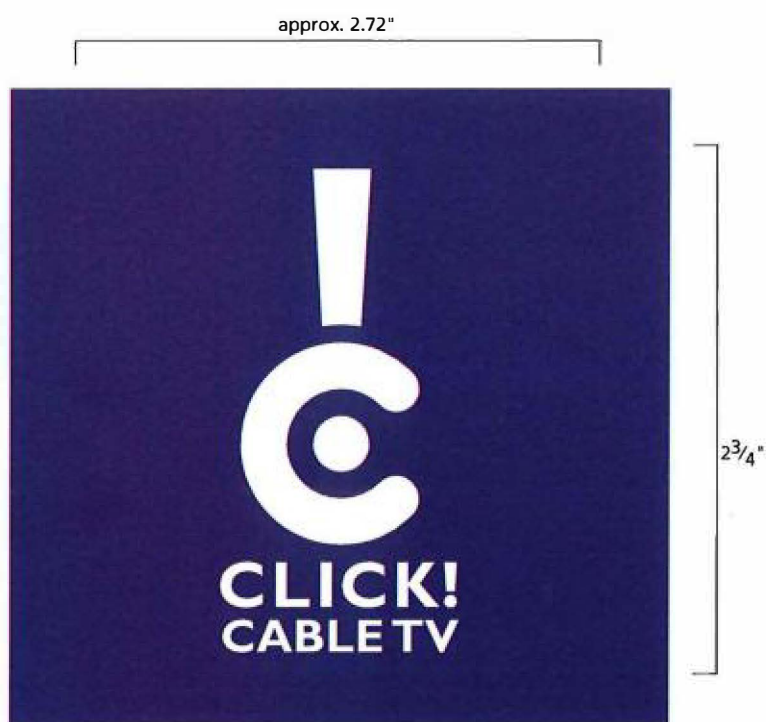
CLICK! CABLE TV POLO SHIRT

Applications for promotional products need to adhere to graphic standards. For assistance, contact the Click! Marketing Department or Community/Media Services.



SPECIFICATIONS

Recommended polo shirt fabric is purple colored, dark enough to allow clear contrast against for the white Click! logo. Artwork should be reproduced in embroidery. Refer to this drawing when positioning artwork.



ACTUAL SIZE