

# BRAND

Guidelines and  
Standards



UPDATED **2024**

# TABLE OF CONTENTS

Who We Are.....	<b>3</b>
What We Do.....	<b>5</b>
Visual Style Guide.....	<b>7</b>
Logo.....	<b>8</b>
Color.....	<b>16</b>
Gradients.....	<b>17</b>
Typography.....	<b>18</b>
Photography.....	<b>19</b>
Applications.....	<b>22</b>
Copy Style Guide.....	<b>30</b>
Addendum.....	<b>37</b>
MyAccount Brand Guide.....	<b>38</b>

**WHO**

We Are

# WHO WE ARE

Cleco Corporate Holdings LLC is a regional energy holding company that conducts its business operations through two subsidiaries, Cleco Power and Cleco Cajun. Headquartered in Pineville, Louisiana, and in business since 1935, the company has approximately 1,300 employees.

## Cleco Power

Cleco Power is a regulated electric public utility that owns nine generating units with a rated capacity of 3,035 megawatts and operates 946 megawatts on behalf of its generation partners. Assets also include 1,335 miles of transmission lines and 12,152 miles of distribution lines.

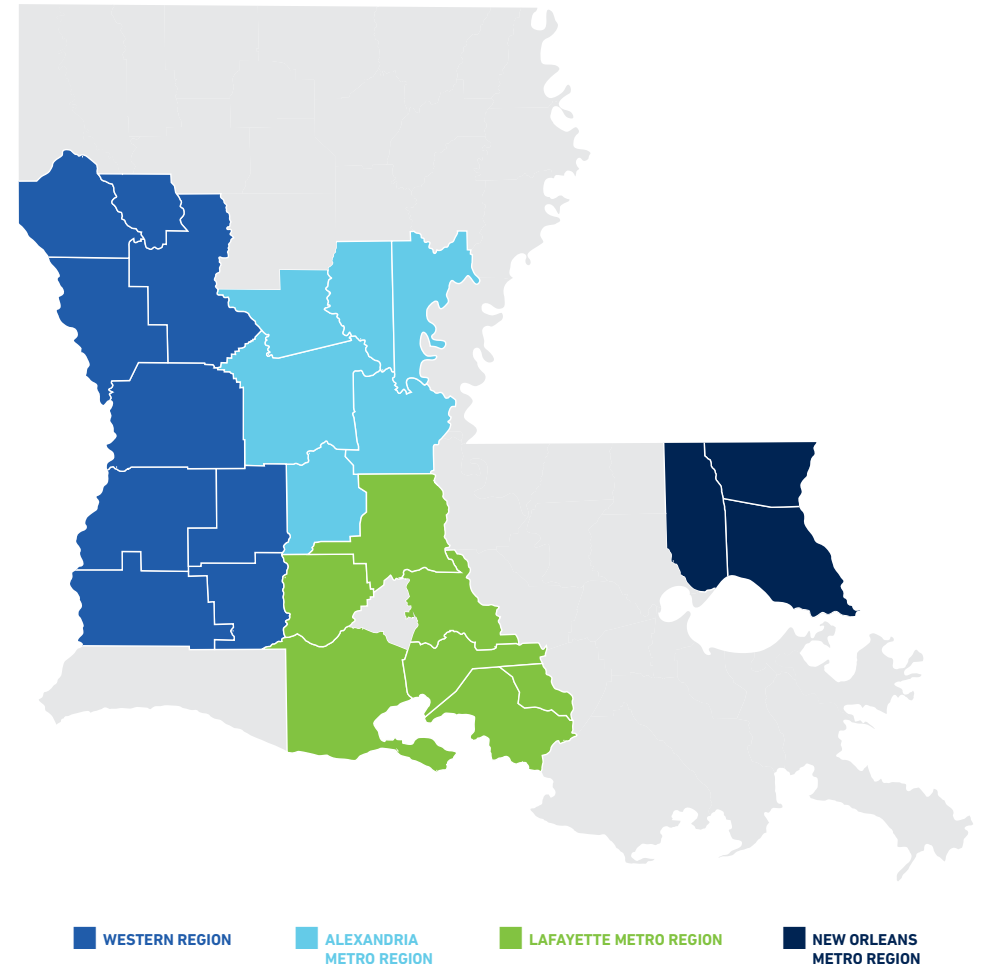
Cleco Power uses multiple generating sources and multiple fuels to serve approximately 290,000 customers in 24 of Louisiana's parishes through its retail business and supplies wholesale power in Louisiana and Mississippi.

Parishes served include Acadia, Allen, Avoyelles, Beauregard, Calcasieu, Catahoula, DeSoto, Evangeline, Grant, Iberia, Jefferson Davis, LaSalle, Natchitoches, Rapides, Red River, Sabine, St. Landry, St. Martin, St. Mary, St. Tammany, Tangipahoa, Vermilion, Vernon and Washington.

## Cleco Cajun

Cleco Cajun is an unregulated utility company that owns 14 generating units with a rated capacity of 3,379 megawatts, and wholesale contracts serving electric cooperatives, municipalities, an electric utility and a nonprofit corporation.

CLECO POWER'S SERVICE TERRITORY



**WHAT**

We Do

## WHAT WE DO

At Cleco, we consider it an honor to provide the next generation with the resources they need for personal and professional success through sustainable, clean and safe energy solutions. It is our responsibility to create a world-class utility customer experience—one that will service the growing needs of our customers and grow energy-related opportunities and innovation.

Cleco Power's mission is to become the state's leading clean energy supplier with the goal of reducing carbon emissions 60% by 2030 and achieving net zero by 2050 in reliable and affordable ways. Our investments in renewable energy, electric vehicles and decarbonization projects are the future of Louisiana's power supply.

# Energizing Your Tomorrow

The background of the slide is a solid green color with a pattern of thin, light green, wavy lines that create a sense of movement and depth. The lines are scattered across the entire page, with some appearing more prominent than others.

# **VISUAL**

Style Guide

# LOGO

## The Cleco Logo

The Cleco logo has three elements: the burst graphic **symbol**, the Cleco **logotype** with the registered trademark symbol and the Cleco corporate **tagline**: Energizing Your Tomorrow. Together, these elements comprise the brand logo. It is the cornerstone of the Cleco brand identity.

## Color Application

Colors play an essential role in brand recognition. They are a powerful resource used by businesses to help communicate who they are and what type of product to expect. Colors also are used to convey new corporate initiatives. Cleco's decarbonization strategy and transition to cleaner energy sources for increased sustainability are illustrated by the inclusion of navy and green in our branding. Environmental preservation and stewardship are conveyed through the addition of green—while the blue and navy colors portray the legacy of reliability and trust that Cleco has continued to build upon over the years.

The Cleco logo can be used in these color configurations: 2-color logo (navy/green), 1-color logo (navy, blue or black) and 1-color (white or reversed).

It will take time to transition from the traditional red and blue colors. Therefore, the red and blue colors are acceptable for existing company materials and assets (i.e., vehicle decals, signs, uniforms, brochures, letterhead, envelopes, etc.). As materials and assets with the Cleco logo are purchased, replenished and/or replaced due to wear and tear, the new logo colors should be used. For example, when the Transportation department adds a new vehicle to Cleco's fleet, the decal should include the new logo colors. New employee shirts with the Cleco logo should include the updated brand colors.



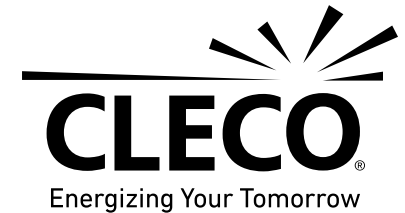
2-COLOR LOGO, NAVY/GREEN



1-COLOR LOGO, NAVY



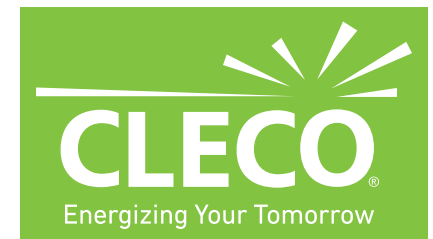
1-COLOR LOGO, BLUE



1-COLOR LOGO, K



1-COLOR LOGO, KO



1-COLOR LOGO, K



# LOGO

## Registered Trademark and Exceptions

### Registered Trademark

The Cleco logotype has been trademarked with the U.S. Patent and Trademark Office. In general, use the logo with the registered trademark symbol as shown on page eight.

### Exceptions

While maintaining a consistent corporate image is a priority, Cleco Corporate Communications understands that there could be necessary exceptions for various business needs and distinct visual communication applications (e.g. using the logo without the registered trademark symbol on inner pages of Cleco's website.)

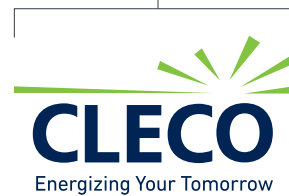
When using at reduced sizes, it may be necessary to remove the registered trademark symbol for legibility.

All exceptions must be vetted and approved by Cleco Corporate Communications.



REGISTERED LOGO

Smaller than 1.5 INCHES  
remove the registered  
trademark symbol



EXCEPTION

# LOGO

*Usage: Spacing and Sizing*

## Clear Space

Providing the right amount of clear space around the Cleco logo makes it easier to distinguish, and reinforces the prominence of the Cleco identity. Using the width of the letter "E" in "Cleco" ensures maximum visibility and legibility of the logo.

## Minimum Size

To ensure legibility, the logo should not be reproduced smaller than 1" wide. The logo should always be scaled proportionally.

There could be necessary exceptions for various business needs (e.g. printing on promotional materials) that would necessitate removing the registered trademark symbol and tagline for legibility. All exceptions must be vetted and approved by Cleco Corporate Communications.



CLEAR SPACE: X = WIDTH OF "E"



MINIMUM SIZE

# LOGO

## Affiliations: Horizontal Orientation

When representations of departments, lines of business, power plant facilities, program and company names are required, the logo and affiliation should be composed in a unified horizontal lockup. In this lockup, the affiliate name is placed to the right of the Cleco logo, separated by a thin vertical rule.

### How To Create:

1. Typeset the affiliate name in DIN Next LT Pro Medium. Keep tracking and kerning fairly tight. The affiliate name should always be set on a maximum of two lines. Begin with the type size and leading set to the same values.
2. Place the Cleco logo to the left of the affiliate name. The size of the logo is determined by the cap height of two set lines of type (H). The affiliate name should align vertically with the thin vertical rule.
3. Create a thin vertical rule, its length equivalent to value H. The rule should align with the rightmost extremity of the Cleco logo (X). The affiliate name should be placed to the right of the vertical rule at a distance equivalent to one-half the width of the letter "E" in the Cleco logotype.



### PLEASE NOTE:

An affiliate name should not be set to a width greater than the Cleco logotype.

# LOGO

## Affiliations: Vertical Orientation

When space restrictions prohibit the use of the horizontal version of the Cleco logo with affiliation, a vertical version can be used. Please note that this version does not include the corporate tagline.

### How to Create:

1. Using the typesetting specifications established in the creation of the horizontal logo/affiliation artwork on page 11, place the affiliate name under the Cleco logotype.
2. The distance between the Cleco logotype and the affiliate name is equivalent to the cap height of the logotype (H) and is measured from the logotype's baseline (B1) to the baseline of the first line of the affiliate name (B2).
3. Once in position, the affiliate name should be left-justified from the leftmost edge of the Cleco logotype at a distance equivalent to the width of a vertical stroke of a capital letter in the affiliate name (W).



# SPECIAL PROGRAMS

Special program lockups utilize the Cleco logo along with the program name set in DIN Next LT Pro Medium. The diagram to the right provides guidelines for the creation of special program artwork.

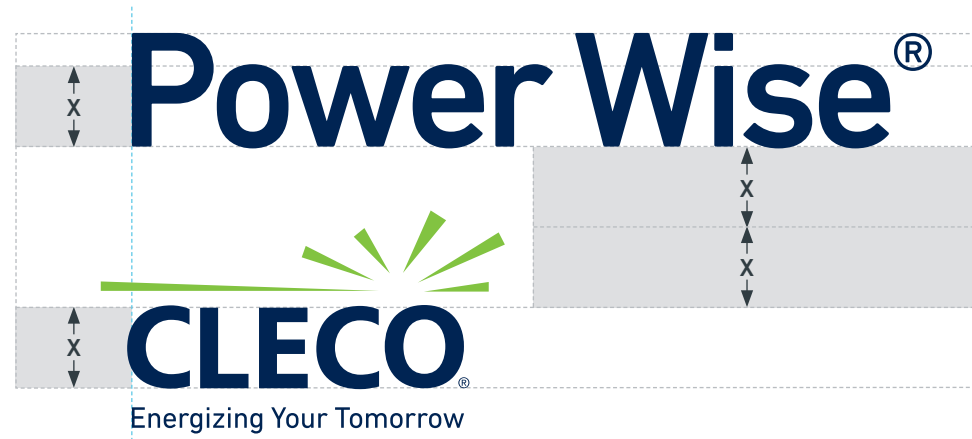
## How To Create

1. Typeset the program name in DIN Next LT Pro Medium. Keep tracking and kerning fairly tight.
2. Place the Cleco logo below the program name. The overall height of the logo should be equivalent to the x-height of the program name (X).

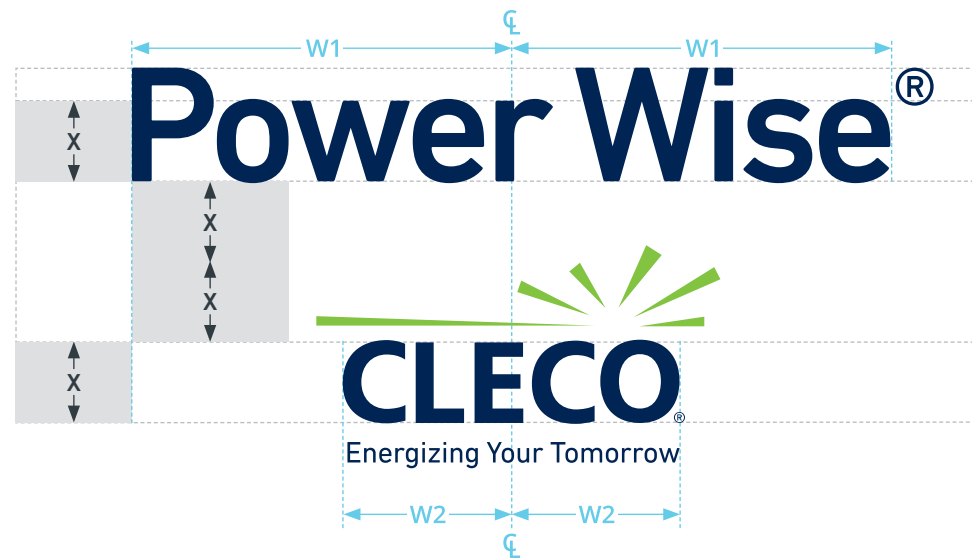
The distance between the baseline of the program name and the top of the Cleco logotype is equivalent to 2X.

3. The preferred lockup logos should have the typography for the Cleco logo aligned flush-left with the first letter of the program name. Please note that the burst will sit slightly beyond the justification margin.

As a secondary option, the program name and the Cleco logo are centered vertically. This option should be used when the content of the application is centered and a left logo would look unbalanced.



**PRIMARY USAGE:** Cleco logotype left-justified with program name



**SECONDARY USAGE:** Cleco logotype centered with program name

# LOGO

## Usage Guidelines: Color and Backgrounds

When using any of the configurations of the Cleco logo against a background, there are ideal scenarios and those to avoid. The following examples provide basic guidelines to keep in mind when using the logo in the creation of visual communications. All applications of the logo should be approved by Cleco Corporate Communications prior to production.



**1-COLOR LOGO** For use on white and light to medium backgrounds and when color reproduction is not an option. Avoid using this logo on darker backgrounds or on color photography.



**1-COLOR LOGO, KO** For use on medium to dark backgrounds, as well as full-color or grayscale photography. Avoid using this logo on lighter backgrounds or backgrounds that provide minimal contrast.

# LOGO

## Usage Guidelines: Incorrect Practices

The impact of the Cleco logo is dependent on proper and consistent use. Any changes to its shape, color and/or composition will diminish the integrity of the Cleco brand. For this reason, adherence to the established structure and implementation is critical. Please avoid the following common mistakes when using the Cleco logo.



**DO NOT** alter the logo's colors.



**DO NOT** substitute the logo's colors.



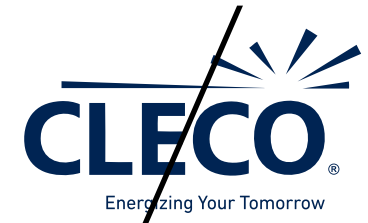
**DO NOT** alter the logo's typography.



**DO NOT** apply gradients to the logo.



**DO NOT** apply visual effects.



**DO NOT** alter size or composition of the logo's elements.



**DO NOT** alter the logo's proportions.



**DO NOT** remove any logo elements.

# COLOR

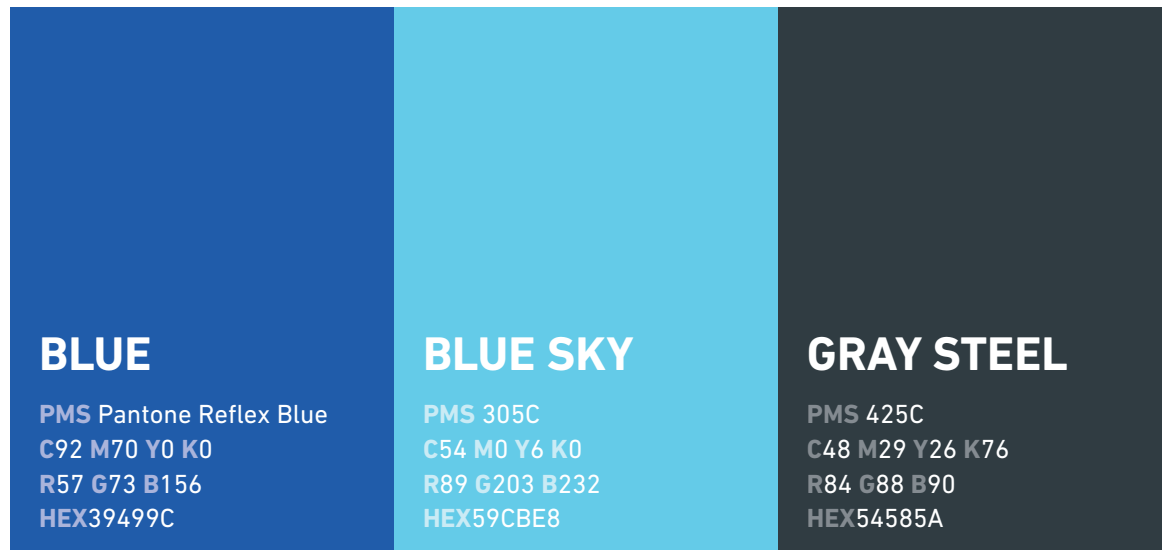
## Brand Color Palette

Cleco Navy and Cleco Fresh Green are the primary colors of the brand palette. Cool, modern and minimalist, they provide a sense of openness, innovation and unity with nature to the Cleco logo—one that reflects Cleco’s mission to provide clean, reliable energy for generations to come. This harmonious triad can also be used where large fields of color are required for marketing purposes.

The secondary brand colors are Blue, Blue Sky and Gray Steel. Due to their strength and weight, these colors should be used sparingly in visual communications. In addition, tints ranging from 90% opacity to 10% opacity may be used for extended applications.



### PRIMARY COLORS



### SECONDARY COLORS



# GRADIENTS



APPROVED GRADIENTS

# TYPOGRAPHY

## Brand Font

The principal typeface for Cleco visual communications is DIN Next LT Pro. DIN Next is a legible, modern and versatile type family with a wide variety of weights and styles. Available in both desktop and web font formats, it is to be used for both headlines and body copy.

### Web Font

In the absence of a usage license for the DIN Next LT Pro web font, Titillium Web should be used in all Cleco web-based, visual communications applications. Titillium Web is a free offering from Google's Fonts service and can be downloaded at [www.google.com/fonts](http://www.google.com/fonts).

### Windows OS Font

When creating Windows-based presentation documents (e.g. PowerPoint), Calibri is to be used. It is pre-installed as part of the Windows OS font suite and is available for both PC and Mac.

---

#### DIN NEXT LT PRO

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz  
1234567890

Light Regular **Medium Bold**

---

#### TITILLIUM WEB

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz  
1234567890

Extra Light Light Regular **Bold**

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#### CALIBRI

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz  
1234567890

Light Regular **Bold**

# PHOTOGRAPHY

Photography plays a vital role throughout Cleco's visual communications to solidify the visual strength of the brand. Thematically, the photography will break down into two distinct categories that encapsulate the pillars of the brand: people and technology.

Prior to production, all photo selections and applications should be reviewed by Cleco Corporate Communications for adherence to brand standards, as well as legal and safety compliance.



# PHOTOGRAPHY

## *People*

All imagery should strive to underline Cleco's work as Louisiana's leading clean energy provider—by focusing on the impact it has on current customers—as well as demonstrate the ways the company will provide for future generations.

Photography should consistently feature a wide range of subject demographics (including age, race, gender and background, to name a few) in a variety of indoor and outdoor settings. This will convey to audiences that Cleco's services extend far beyond an outlet ... rather, they help provide comfort today, and a better future tomorrow.





# PHOTOGRAPHY

## *Technology*

Technology-themed photography—especially images focused on alternative fuel, industrial development and rural accessibility—will strengthen Cleco’s brand association among customers when it comes to connecting Louisiana’s future. Alternatively, images showing human interaction with technology may be used for advertising and visual communications.

Images including human interaction should be documentary in style, and if stock, as true-to-life as possible when it comes to Cleco’s work with technology (per specifications on the previous page). Technology-only images should employ a short depth of field wherever possible to create visual dynamism.

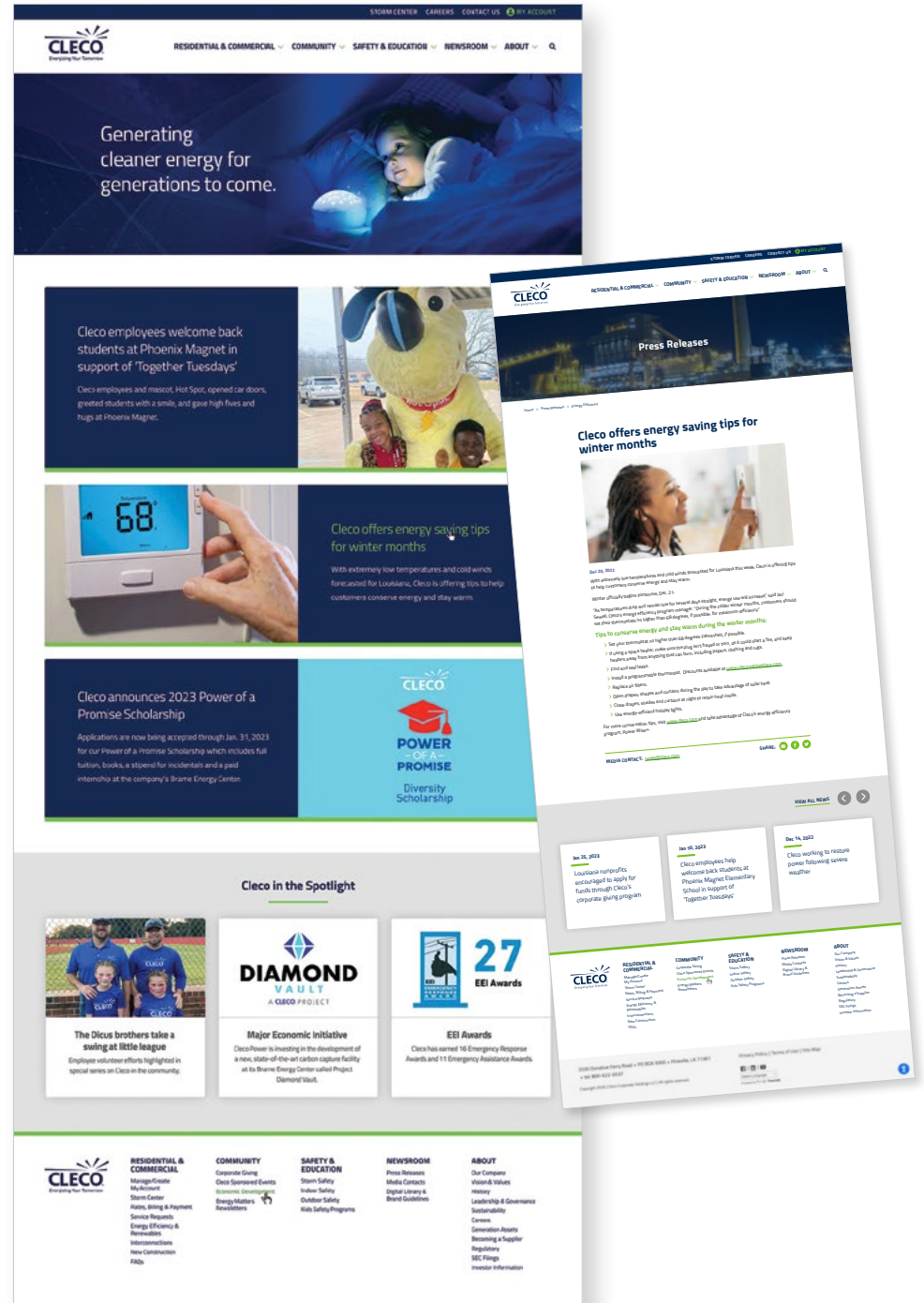


# APPLICATIONS

# APPLICATIONS

## Website

The Cleco brand standards are also applied to Cleco's website.



# APPLICATIONS

## Newsletter

The Energy Matters newsletter should be approached with the same aesthetic considerations as all other Cleco visual communications: a dominant principal image, a generous outer border, clean visual order and attention to white space. Layouts should be uncluttered and allowed to breathe. Keep the number of elements per page to a minimum and the copy short and direct.

# ENERGY MATTERS



MARCH - APRIL 2023

### Get help with your social needs through Unite Us

Cleco has partnered with Unite Us, a coordinated care referral network of health and social service providers, to address the various needs of our customers and connect them with resources in Louisiana. Providers in the network are connected through the Unite Us shared technology platform which enables them to send and receive electronic referrals, address social needs and improve health across communities. Unite Us providers include state and federal government agencies, councils on aging, homeless shelters, food pantries, community action agencies, churches, literacy councils and other organizations who want to help meet the needs of our communities.



Scan the QR code for more information on how you can get help.

### Reminder about Cleco's Energy Emergency Deferred Billing Program

Cleco's Energy Emergency Deferred Billing Program allows some customers to defer an excess portion of their bill for several months during an energy emergency declared by the Louisiana Public Service Commission. Customers must meet certain eligibility requirements in order to qualify for the program and must re-qualify every two years. For eligibility requirements and enrollment information, visit [cleco.com](http://cleco.com), call 1-800-622-6537 or visit your nearest Cleco customer service office. Louisiana is not currently in an energy emergency.

### Energy Efficiency Bundle available on Cleco Marketplace

Interested in energy-efficient home devices, but not sure where to start? Order an energy efficiency bundle through the Cleco Marketplace at [clecomarketplace.com](http://clecomarketplace.com). The bundle includes three dimmable 9W LED bulbs, one dimmable 15W LED bulb, one dual-spray kitchen swivel faucet aerator, one dual-threaded bubble faucet aerator and one Earth® 3-spray showerhead. The best part is that you'll only pay the tax and shipping! This is a limited time offer for residential customers and available on a first-come, first-served basis. One bundle available per home.



### Cleco callback service now available

At Cleco, we are always looking for ways to better serve our customers. Customers who contact Customer Service at 1-800-622-6537 now have the option to receive a callback instead of waiting on hold. With the callback option, we will hold your place in line and call you back when it's your turn. It's easy and gives you the flexibility to do other things while you wait.



Scan the QR code to order now!



# APPLICATIONS

## PowerPoint Templates

The Cleco brand standards are also applied to Cleco's PowerPoint templates. Cleco Corporate Communications has three approved PowerPoint templates for immediate use. Please contact them for assistance with your presentation needs. Do not manipulate fonts, type sizes, weights, colors and/or layout structures.



# APPLICATIONS

## Business Card

The Cleco brand standards are also applied to Cleco's corporate business card. The layout provides visual balance, as well as flexibility to accommodate different affiliate logo lockups.

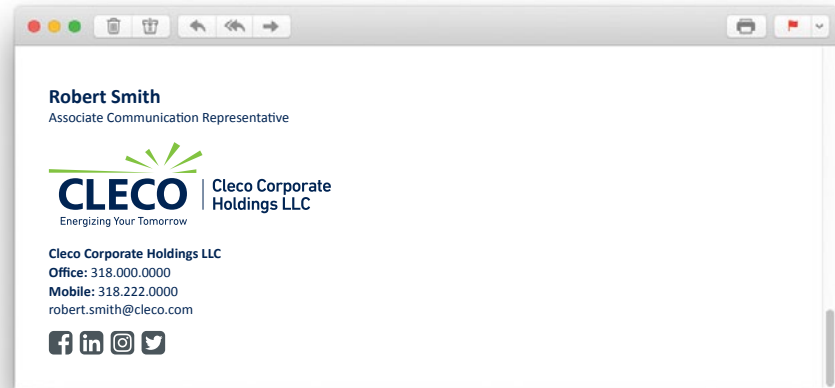
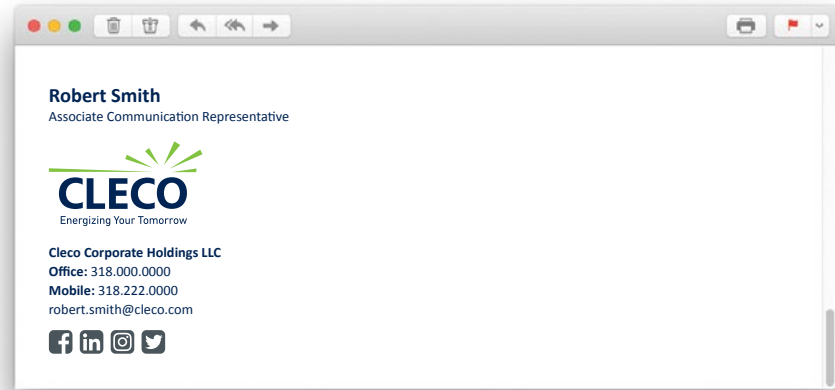


Actual Size

# APPLICATIONS

## Email Signature

The following specifications are provided for company-wide consistency in the Cleco email signature.



**Robert Smith** — **NAME:** 20pt Calibri Bold  
Associate Communication Representative — **TITLE:** 14pt Calibri Regular

 — **LOGO:** Approx. 150px wide

**Cleco Corporate Holdings LLC** — **INFO:** 14pt Calibri Bold/Regular  
**Office:** 318.000.0000  
**Mobile:** 318.222.0000  
robert.smith@cleco.com

 — **SOCIAL ICONS:** 25 x 25px, R84 G88 B90

# APPLICATIONS

## *Uniforms and Corporate Apparel*

### **Screen Printed**

All screen-printed apparel should utilize white ink. Employee-issued work T-shirts should be the closest match to Cleco Navy Blue and utilize the 1-color KO logo. Other primary colors, Cleco Blue, Cleco Fresh Green are additional main color options and should also utilize the 1-color KO logo. Event T-shirts or premiums can be printed on the closest match to any of the three primary brand colors. Subpalette colors, which include Cleco Blue Sky and Cleco Steel Gray, are also acceptable as secondary options.

See Brand Color Palette page of this document for more information on the Cleco brand colors.



# APPLICATIONS

## *Uniforms and Corporate Apparel*

### **Embroidered**

For consistency with screen-printed apparel, work shirts should be embroidered with the Cleco logo above the left breast pocket using white thread. Should direct embroidery prove to be cost prohibitive, embroidered patches in Cleco Navy Blue should be used. All Cleco apparel will use the approved company logo version without the Cleco corporate tagline.



**COPY**

Style Guide

# COPY STYLE GUIDE

## *The Brand Promise*

Cleco's renewable energy investments go beyond serving the current needs of our communities. They set precedents for the future of energy, the economic success of our service areas and the well-being of generations to come. We are proud to express our commitment to our stakeholders and ask for your support in ensuring the following:

- Cleco energizes your tomorrow (As a utility and as an employer)
- Cleco's work connects people and communities to share moments that matter (Our shared purpose)
- Cleco powers Louisiana's future through cleaner energy (Our transformation, Vision 2025)

# COPY STYLE GUIDE

## *The Brand Narrative*

As an industry leader, we're dedicated to ushering in advancements that ensure better futures and opportunities for all. Our teams are continuing to build on Cleco's legacy by keeping the following initiatives in mind:

- Continuing our history of excellence in service and communication.
- Providing customers with a variety of offerings that ensure comfort, safety and reliability.
- Investing in innovation, while always offering accessibility to all.
- Protecting our environment so that future generations can enjoy moments that matter.
- Equipping our customer base with the knowledge they need to light their life—their way.
- Continuing to set industry standards in Louisiana and beyond.



# **COPY STYLE GUIDE**

*Voice and Tone*

Community Focused.  
Technology Driven.  
Forward Thinking.

# COPY STYLE GUIDE

*Voice and Tone: Before and After*

**BEFORE:** We believe in all forms of safety. Safe from injury. Safe to speak up. Safe at work. Safe at home.

**AFTER:** Safety is universal and extends far beyond injury. We're committed to keeping our employees, customers, communities and environment safe.

**BEFORE:** We understand that we're only as strong as our employees, customers and the communities in which we live, work and serve.

**AFTER:** This is why our focus on safety is relentless. Every day. Every hour. Every minute. Safety is always our primary focus.

**BEFORE:** For Cleco, working safely and delivering a safe product are actions that best describe our safety culture. It's more than protocol. It's a way of life.

**AFTER:** We watch out for each other, and we plan every detail to avoid injuries, prevent property damage and keep coworkers, contractors and customers safe.

**BEFORE:** Given the choice between doing things fast or safe, we choose to work safely.

**AFTER:** Our work is measured, deliberate and well-done. Safety is a craft.

# COPY STYLE GUIDE

## *References to “Cleco” in the Content*

In 1945, what was once the Louisiana Ice & Electric Company changed its name to Central Louisiana Electric Company, Inc, otherwise known as “CLECO.” 1998 ushered in change as CLECO became Cleco Corp., known simply as “Cleco.”

In April 2016, Cleco was acquired by North American led investor group Macquarie Infrastructure and Real Assets and British Columbia Investment Management Corporation with John Hancock Financial and other infrastructure investors and became Cleco Corporate Holdings LLC, the parent company of Cleco Power LLC.

In February 2018, Cleco Corporate Holdings LLC, owner of regulated electric utility Cleco Power LLC, announced plans to acquire NRG South Central Generating LLC, a subsidiary of NRG Energy, Inc. The assets were acquired through a new unregulated subsidiary, Cleco Cajun LLC. The sale closed in 2018.

# **COPY STYLE GUIDE**

*References to "Pulse" in Content*

For in-text references to Cleco's internal communications manager called "Pulse," please use title case.

# **ADDENDUM**



**MyAccount**  
Brand Guide

# LOGO

## The MyAccount Logo

The MyAccount logo has two elements: the burst graphic **symbol** and the MyAccount **logotype**.

## Color Application

The MyAccount logo exists in three basic color configurations: Full Color (green and navy), 1-color logo (blue or black) and 1-color white or reversed. In the full color, the "My" and burst graphic symbol are always green and "Account" is always navy.



FULL COLOR



1-COLOR LOGO, BLUE



1-COLOR LOGO, K



1-COLOR LOGO, KO



1-COLOR LOGO, KO



1-COLOR LOGO, KO

# LOGO

## Usage: Spacing and Sizing

### Clearspace

Providing the right amount of clear space around the MyAccount logo makes it easier to distinguish and reinforces the prominence of the MyAccount identity. Using the width of the letter “c” in “Account” ensures maximum visibility and legibility of the logo.

### Minimum Size

To ensure legibility, the logo should not be reproduced smaller than one inch wide. The logo should always be scaled proportionally.

There could be necessary exceptions for various business needs (e.g. printing on promotional materials). All exceptions must be vetted and approved by Cleco Corporate Communications.



CLEARSPACE: X = WIDTH OF "C"



MINIMUM SIZE



# LOGO

## Usage Guidelines: Color and Backgrounds

When using any of the configurations of the MyAccount logo against a background, there are ideal scenarios and those to avoid. The following examples provide basic guidelines to keep in mind when using the logo in the creation of visual communications. All applications of the logo should be approved by Cleco Corporate Communications prior to production.



**1-COLOR LOGO** For use on white and light to medium backgrounds and when color reproduction is not an option. Avoid using this logo on darker backgrounds or on color photography.



**1-COLOR LOGO, KO** For use on medium to dark backgrounds, as well as full-color or grayscale photography. Avoid using this logo on lighter backgrounds or backgrounds that provide minimal contrast.

# LOGO

## Usage Guidelines: Incorrect Practices

The impact of the MyAccount logo is dependent on proper and consistent use. Any changes to its shape, color and/or composition will diminish the integrity of the MyAccount brand. For this reason, adherence to the established structure and implementation is critical. Please avoid the following common mistakes when using the MyAccount logo.



**DO NOT** alter the logo's colors.



**DO NOT** substitute the logo's colors.



**DO NOT** alter the logo's typography.



**DO NOT** apply gradients to the logo.



**DO NOT** apply visual effects.



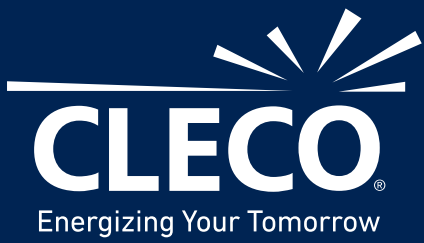
**DO NOT** alter size or composition of the logo's elements.



**DO NOT** alter the logo's proportions.



**DO NOT** remove any logo elements.



[cleco.com](http://cleco.com)