



Cleco Media Kit





ABOUT CLECO

Cleco Corporate Holdings LLC is a regional energy holding company headquartered in Pineville, La., with approximately 1,300 employees. Cleco conducts its business operations through two primary subsidiaries, Cleco Power LLC and Cleco Cajun LLC.

Cleco Power is a regulated electric utility that owns 9 generating units with a rated capacity of 3,035 megawatts, 1,335 miles of transmission lines and 12,152 miles of distribution lines. Cleco Power uses multiple generating sources and fuels to serve approximately 291,000 customers in 24 parishes through its retail business and supplies wholesale power in Louisiana and Mississippi.

Cleco Cajun is an unregulated utility that owns 14 generating units with a rated capacity of 3,379 megawatts and wholesale contracts serving nine Louisiana cooperatives, two wholesale municipal customers and one electric utility. Cleco Cajun serves approximately 298,000 customers in 43 parishes through wholesale power contracts.



BOILERPLATE

Cleco Corporate Holdings LLC is a regional energy holding company that conducts its business operations through its subsidiaries, Cleco Power LLC and Cleco Cajun LLC. Cleco Power is a regulated electric public utility company that owns nine generating units with a rated capacity of 3,035 MWs and serves approximately 291,000 customers in Louisiana through its retail business and supplies wholesale power in Louisiana and Mississippi. Cleco Cajun is an unregulated utility company that owns 14 generating units with a rated capacity of 3,379 MWs, and wholesale contracts serving electric cooperatives, municipalities, an electric utility and a nonprofit corporation. For more information about Cleco, visit www.cleco.com.

LET'S CONNECT

@ClecoPower

www.cleco.com

@Cleco

@Cleco

@ClecoPower

@ClecoCorp

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LEADERSHIP

BILL FONTENOT



President and CEO
Cleco Corporate Holdings LLC

ROBERT BREEDLOVE



Chief Operations Officer
Cleco Corporate Holdings LLC

KRISTIN GUILLORY



Chief Financial Officer
Cleco Corporate Holdings LLC

MARK KLEEHAMMER



General Counsel and
Chief Regulatory Officer
Cleco Corporate Holdings LLC

ANDRE GUILLORY



Chief Customer Officer
Cleco Corporate Holdings LLC

SYBIL MONTEGUT



Chief Administrative &
Sustainability Officer
Cleco Corporate Holdings LLC

SHANE HILTON



Chief Commercial Officer
Cleco Corporate Holdings LLC

RICHARD SHARP



Interim President
Cleco Cajun LLC

CLECO BRANDING

LOGO 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, KO

CORPORATE GIVING

Cleco has a robust corporate giving program that is implemented across its service territory. Cleco supports causes related to education, health and wellness, youth, low income, diversity and other causes that align with Cleco's corporate strategy.

Information on requesting support from Cleco can be found online at www.cleco.com/community.



CLECO BRANDING

B-ROLL

For additional Cleco B-roll, contact Cleco's Corporate Communications department.



Cleco Headquarters



Acadia Power Station



Brame Energy Center



Coughlin Power Station



St. Mary Clean Energy Center



Teche Power Station



Bayou Cove



Big Cajun I



Big Cajun II



Cottonwood

CLECO BRANDING



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.

CLECO BRANDING



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 BRANDING

LOGO USAGE: 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.



CLEAR SPACE: X = WIDTH OF "E"