

# Color

## Use the correct corporate colors

Cleco red and Cleco blue should be used whenever possible, preferably on a white or light-colored background. The Cleco signature may only appear as a two-color logo with the burst graphic in Cleco red and the logotype in Cleco blue. A one-color signature may appear in black on any light or medium background color or white on any dark background color.



### Two Colors

Cleco red and Cleco blue on a white or light background



### One Color

Black on a white or medium to light background



### One Color

White on a dark background



- The Cleco signature may not be used in any other color.
- Make certain that the background is a solid color.

# Type

## Use the official type styles

Frutiger is the office typeface used in any text accompanying the Cleco signature. In the event that Frutiger is not available, Helvetica may be used as a substitute.

## Trademark and Exceptions

**Trademark** - Cleco's signature or logo has been trademarked with the U.S. Patent and Trademark Office. In general, use the logo with the trademark symbol. There are times when using the trademark symbol is not desired, and you can work with Corporate Communications in that instance.

**Exceptions** - While maintaining a consistent corporate image is a priority, Corporate Communications understands there could be necessary exceptions for various business needs. All exceptions must be approved by Corporate Communications.

For questions, call (318) 484-7400 and ask for a Corporate Communications representative.

# Basic Corporate Identity Standards

Our corporate identity is how people know us. It represents our company, services and reputation, and it's important to use it consistently. The four rules provided here cover the basics for using our identity.



# Consistency

## Use the Cleco signature consistently

The corporate signature consists of the Cleco burst graphic, the Cleco logotype and the trademark symbol. They are specially drawn and always appear together to form the Cleco signature or logo.

**Departments, lines of business, profit centers and company names**, i.e., Rodemacher Power Station, Electric Production, Generation Services, Cleco Power, etc., appear smaller and below the Cleco signature and are aligned with the left edge of the “E” in the signature.



**Special program names**, i.e., Power Miser, Hot Spot, etc., appear above and larger than the Cleco signature and text is aligned with the left edge of the “E” in the signature. Lengthy lines may be stacked.

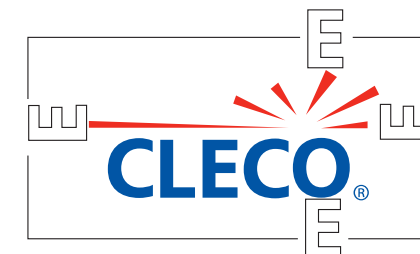


Cleco's Corporate Communications team can answer any questions you may have regarding use of the Cleco signature.

# Visibility

## Keep the Cleco signature clearly visible

The Cleco signature should always be surrounded by a generous amount of clear space. This keeps it free of visually-distracting elements. Please observe the minimum clear space requirement as shown below. Using the height of the “E” for measurement, allow 1/2 “E” height on top, 3/4 “E” height on bottom and 1 “E” height on both sides.



## Incorrect use of the Cleco signature

The Cleco signature may never be altered or distorted in any way. Always use authorized electronic artwork or printed reproduction artwork from Cleco's Corporate Communications team.

### DON'T...

alter the burst graphic or change its size or proportion above the Cleco logotype.



### DON'T...

use the Cleco signature as part of a sentence or phrase.



### DON'T...

use the Cleco signature inside a shape of any kind.



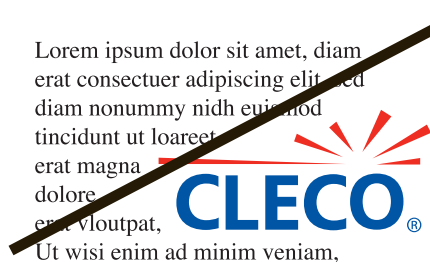
### DON'T...

attempt to recreate the Cleco logotype using any other typeface or use the burst alone.



### DON'T...

crowd the Cleco signature with other logos or type.



### DON'T...

use the Cleco signature against a heavily-textured or patterned background such as stripes, herringbone or camouflage.



### DON'T...

use the Cleco signature against a photograph or background that doesn't offer enough contrast.