



# Cleco Media Kit





## ABOUT CLECO

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

Cleco Power is a regulated electric utility that owns 8 generating units at 5 facilities with a rated capacity of 2,676 megawatts and operates 946 megawatts on behalf of its generation partners. Assets also include approximately 1,386 miles of transmission lines and approximately 12,288 miles of distribution lines.

Cleco Power uses multiple generating sources and multiple fuels to serve approximately 295,000 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.



## BOILERPLATE

*Cleco Corporate Holdings LLC is a regional energy holding company that conducts its business operations through Cleco Power LLC, a regulated electric utility company that owns eight generating units with a rated capacity of 2,676 MWs and serves approximately 295,000 customers in Louisiana through its retail business and supplies wholesale power in Louisiana. For more information about Cleco, visit [www.cleco.com](http://www.cleco.com).*

## LET'S CONNECT



@ClecoPower



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



# 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](http://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

# 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"