

INTRODUCTION

Our Cooperative desires to present a consistent and appealing image to our member-consumers and the public. To assist our staff, communications team, and vendors in this endeavor, we have prepared this booklet: the East-Central Iowa Rural Electric Cooperative Branding Standards Guide.

The new ECI REC brand is clean and simple. It depicts a cooperative that is energetic and forward moving—a cooperative that uses modern technology to bring reliable, affordable, and environmentally responsible electric power to East-Central Iowa. ECI REC's new tagline, *Energy Wise, Community Connected*, means we are energy experts rooted in the communities of our service territory.

Strengthening our new brand will take the combined efforts of the entire ECI REC team, and this easy resource demonstrates approved uses of ECI REC logo and tagline to help everyone in this process.

Branding standards are a valuable asset and should be followed explicitly in both internal and external communication pieces used to promote or educate customers about ECI REC. Eventually, ECI REC will rely on our branding and communications standards to legally protect our unique brand.

The following pages outline specific usages and applications of these standards to help you to present a consistent message to the public and member-consumers. Compliance with these standards is mandatory.

If you have any questions regarding these standards, please contact the ECI REC executive team.

APPROVAL PROCESS

It is required that all logo and tagline uses on external communication pieces follow the branding examples outlined in the following pages. The ECI REC executive team must approve all uses of the logo and tagline intended for external use—uses in which the logo and tagline will be seen by members-consumers or the public, such as apparel, signage, advertising, bill stuffers, etc.

Please submit all branding uses to the executive team for approval at least 8 business days before your deadline.

It is required that all logo and tagline uses on internal communication pieces follow the branding examples outlined in the following pages. If you desire to use the logo and tagline in other ways, please seek guidance of the executive team.

COLORS

Spot Colors

The standard color system of Pantone® Matching System (PMS) will be referred to.

The primary colors approved to represent ECI REC are PMS 348 C (blue) PMS 348 C (green).

When precise color reproduction and consistency is required, PMS colors are recommended. PMS colors will be used in 2-color jobs professionally printed on a press.

Common uses for spot color logos include screen printing banners or imprinting on shirts, as well as to add color to an advertisement in addition to black. Business cards and letterhead are commonly printed in 2-color press runs as well, which would require a 2-color file.

Note: Most professional printers find it easiest to work with EPS files when PMS colors are required.

Four Color Process

The Logo can be reproduced in 4-color process builds of Cyan (C), Magenta (M), Yellow (Y), and Black (K).

The four-color builds of the ECI REC colors are

Blue: 100% C, 56% M, 0% Y, 23% K

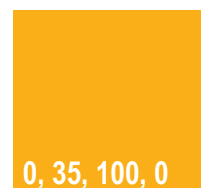
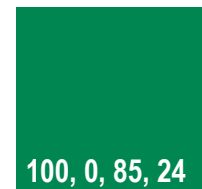
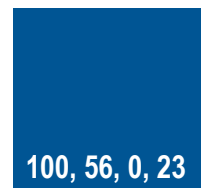
Green: 100% C, 0% M, 85% Y, 24% K

The CMYK version of the ECI REC logo will be used frequently: newsletters, bill stuffers, letterheads, and any other collateral document printed internally in color.

Accent Colors

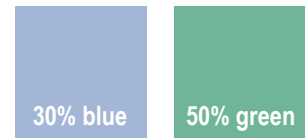
Several options exist for accent colors to the main ECI REC blue and green.

For a bright accent, we recommend the use of a yellow gold: 0% C, 35% M, 100% Y, 0% K. This color is not recommended for backgrounds or large fill areas.

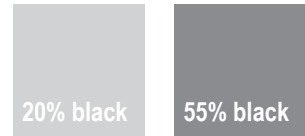


Accent Colors, cont.

For less attention-grabbing accents, such as backgrounds or large fill areas, any tint of the correct PMS or CMYK green or blue may be used.



Additionally, a tint of black (a gray) may be a suitable accent and background color.

**Black And White**

The logo elements can be reproduced in black and white as well. Typically, for uses in newspaper and flyers, elements that are blue in the color logo should be 100% black. The green elements in the logo should be filled with 50% black. (See sample.)

**LOGO AND TAGLINE - General Guidelines**

A brand is built on a logo and tagline—that is why proper usage of both elements is so important. The logo and tagline should be reproduced exactly as demonstrated in the branding standards. Please use only the graphic files provided by the ECI REC executive team.

Always reproduce the logo and tagline exactly as they have been designed. When our trademark is received, the logo and tagline must always appear with a registered trademark. Digital files with the trademark in the approved place will be available from the executive team.

Definitions

The ECI REC logo is defined as the “Power Iowa” image in combination with the letters “ECI REC.” The ECI REC logo is designed to be used in conjunction with the Cooperative’s tagline “*Energy Smart, Community Connected*” or to function as a separate element. The Cooperative tagline may also be used alone in the proper typestyle and with the required trademark. Please see pages 4-6 for specific usage guidelines.

Size

The logo and tagline, in solo capacity or when used in combination, should not be reprinted at a width of less than 1¼ inches without the approval of the ECI REC executive team.

White Space

The logo and tagline, in solo capacity or when used in combination, should be surrounded by a visually comfortable amount of white space. We recommend that white space of at least 1/8 of an inch surround the logo and tagline on all sides. More white space is almost always preferable to too little.

No element of the logo or tagline should ever touch another graphic element or text. If you have questions about the appropriate amount of white space, please consult with the ECI REC executive team.

Typestyle of Logo and Tagline

The ECI REC letters are set in Franklin Gothic Heavy Italic. Adjustments were made to the typestyle in the creation of the logo. Therefore, do not attempt to recreate the ECI REC letters for any reason. Always use graphic files provided by the ECI REC executive team.

The ECI REC tagline is set in Trebuchet MS Italic. Adjustments were made to the typestyle in the creation of the tagline. Therefore, do not attempt to recreate the tagline for any reason. Always use graphic files provided by the ECI REC executive team.

These guidelines are not guidelines for typesetting internal business documents and external communication pieces. Please see page ### for recommended fonts for use in those circumstances.

LOGO AND TAGLINE - Approved Usage

Combination Logo and Tagline

It is preferred that the ECI REC logo and tagline be used in combination when they will stand by themselves and are not surrounded by a significant amount of text or other graphic elements. Using the combination image only as recommended will ensure that the message receives the deserved attention from the audience. Examples of appropriate uses are billboards, apparel, telephone directory ads, etc.

The combination of the logo and the tagline should be scaled proportionately to the size and spacing shown. Please use the graphic files provided or contact the ECI REC executive team for further information and/or materials for reproduction.

Do not attempt to manually combine the individual logo and tagline images to create the combination logo and tagline image.

The logo and tagline should not be reprinted at a width of less than 1¼ inches without the approval of the ECI REC executive team.

