



brand playbook

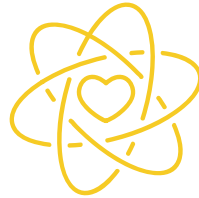


vision

Trusted partners energizing lives in the communities we serve.

mission

We are a team committed to providing reliable and competitive electric services and quality user experience.



core values

For decades, LCEC has been guided by solid core values, established, embraced, and upheld by employees.

LCEC values safety as everyone's responsibility.

LCEC values providing quality external and internal customer service.

LCEC values commitment to integrity, diversity and respect.

LCEC values employees working together to make success happen.

LCEC values accountability for results.

LCEC values our responsibility to energize the community.



brand

The LCEC brand is more than just a logo, it is our reputation. Our brand is the overall feeling people have when they think of LCEC. The brand is shaped by how the company communicates and serves members.

It builds trust, loyalty, and engagement.

This playbook is designed to provide clear instructions in order to maintain consistency and protect brand integrity for LCEC teams creating content across all channels.



voice

The LCEC voice is our personality and humanity. This is how we connect with the members we serve.
Our tone is always member-centric.

Everything we create should speak to these character traits:

reliable · trustworthy · responsive · friendly · community-oriented · innovative · safe





character traits

Trustworthy & Reliable

One of the cornerstones of the LCEC brand character is reliability. Members trust LCEC to keep the lights on forever. Reliability extends beyond service—it's also about trust in leadership, financial decisions, and commitment to improving infrastructure.

Resilient & Responsive

Especially in the face of challenges like hurricanes or power outages, the LCEC brand character shines through as resilient and responsive. LCEC is known for its fast, efficient response to crises, working around the clock to restore power, and supporting the community.

Approachable & Friendly

The LCEC communication style is approachable, warm, and easy to understand. The organization seems more like a trusted neighbor than a utility provider. The personal touch resonates with members and strengthens the connection to the cooperative.

Community- Oriented

LCEC takes pride in being a vital part of the community. The brand actively engages in local initiatives, supporting economic growth, and giving back through charitable efforts. Whether through sponsorships, volunteerism, or educational programs. Community spirit is central to a powerful reputation.

Innovative & Future-Focused

LCEC embraces innovation. From adopting modern technologies like smart grid and energy-saving programs, to exploring advanced operating processes, LCEC positions itself as forward-thinking. This helps build a reputation as a cooperative that is keeping up with change and often leading it, always seeking new ways to benefit members.



member vs. customer

When to use “member”

The term “member” should be used when highlighting the cooperative nature or principles such as ownership, governance, and community engagement. We use “member” to emphasize the relationship beyond providing service. In most cases “member” reflects the unique structure and values of the cooperative business model. “Members” are not passive recipients of services; they have a say in governance and invest in the financial success of the organization.

Membership privileges include and are not limited to:

Voting rights that can influence decisions about LCEC leadership, operations, and policies.

Benefits such as equity ownership, Co-op Connections, GenerLink, net metering, and energy surveys.

Community connections which support education, wellness, environment, economic, government, and civic programs.

When to use “customer”

The term “customer” should be used when the focus is on the transactional aspect of the relationship such as billing, energy usage, or service-related relationships. When acknowledging individuals without membership rights, who use or purchase services or when referencing the broader idea of providing service, “customer” is appropriate.



key messaging pillars

Messaging pillars provide a clear and consistent foundation for all communication. Each pillar represents a core LCEC theme for strategic communication. It is represented in our tagline: **People. Power. Possibilities.** These pillars guide content, support our identity, enable consistency, and clarify our values.

Examples include:

PEOPLE

LCEC is Southwest Florida's electric cooperative in business to serve its members.

POWER

LCEC is not in business for profit, but instead to serve its members and energize its communities.

POSSIBILITIES

LCEC ensures the electric system provides required capacity and reliability now and for future member needs.



communication

Communicating with members and the public is a big part of the brand. This includes how we speak, the words we choose, and the tone we use verbally in person, or in writing in emails, social media, and other correspondence or publications. The tone should be friendly, helpful, and professional.

Tone may shift slightly based on context, but should always reflect the LCEC Core Values.

Press Releases *formal, authoritative*

Social Media *conversational, upbeat, witty*

Internal Communication *friendly, informative, transparent*

External Communication *informative, concise, transparent*

Crisis Response *calm, direct, reassuring, transparent, formal*

Do

- Be factual
- Be friendly
- Share clear next steps
- Provide reasoning
- Be empathetic
- Follow through

Don't

- Use slang
- Be overly formal
- Exclude key details
- Use overly technical terms
- Make promises you can't keep
- Be dismissive

The LCEC voice should remain the same across all channels while also adapting to the appropriate platform.



tips

Create sample messaging ahead of time

Have an “elevator speech” ready in case the opportunity arises. Know what to say during an emergency response, community events or meetings, and in social settings. Be armed with energy-saving tips, a high-level equity or rates explanation, the cooperative difference, and other common topics.



The corporate name is typically not possessive

The proper reference is LCEC, the LCEC _____, Lee County Electric Cooperative, or the Cooperative.

LCEC members earn “equity”

Throughout the industry, it is often referred to as capital credits, patronage capital, dividends, or refunds. LCEC sometimes refers to it as ownership equity or equity ownership.

LCEC is a not-for-profit

We can distribute margins to members or investors.

Avoid utility or department jargon and acronyms

Provide clear, simple messages.

Avoid blaming or negative language

When talking about outages or issues, focus on actions to resolve the issue and ways LCEC prepares to prevent future similar situations.

Steer away from bureaucratic language

Demonstrate empathy and understanding, and a willingness to meet member needs.

Know when to use humor...and when not to

Avoid using pronouns unless appropriate

Use LCEC to represent the cooperative as a whole and not an unidentified segment or individual.



visual identity

The LCEC logo and tagline tell a story. They are an immediate and recognizable representation of the LCEC brand. The icon was modernized in 1998 and symbolizes a new era with a link to the past, present, and future. The oval links our long-standing heritage to the communities we serve. The triple lines signify the wires at the top of a power pole and the three pillars of the organization identified in the tagline:

People. Power. Possibilities.

Using the LCEC logo correctly helps to build brand recognition, tying together all that we stand for. Our logo is a part of a design system that maintains brand consistency across all media.

The logo, colors, and typography make up the most visible part of our brand, therefore it is important to use them correctly.

Design System

The LCEC design system is composed of 3 core elements:

logo
typography
color



logo

A legacy of power.

As Southwest Florida's Electric Cooperative, LCEC provides reliable, cost-competitive electricity to customers throughout the region.

typography



color

LOGO OPTIONS

Logo

There are 3 versions of the LCEC logo.

primary

secondary

symbol only

When placing the logo, maintain correct proportions by holding down “shift” as you resize the logo to fit a layout.

Also, be sure to maintain clearspace the height of the “L” all around the logo.



primary



secondary



symbol only



clearspace

LOGO

Division Logo

Each division has a logo lockup which includes the division name.

These names are set in Open Sans Regular and are left aligned to the "L" in LCEC.

If you need access to a division logo file, please contact Public Relations.

When placing the logo, maintain correct proportions by holding down "shift" as you resize the logo to fit a layout.

Also, be sure to maintain clearspace the height of the "L" all around the logo.

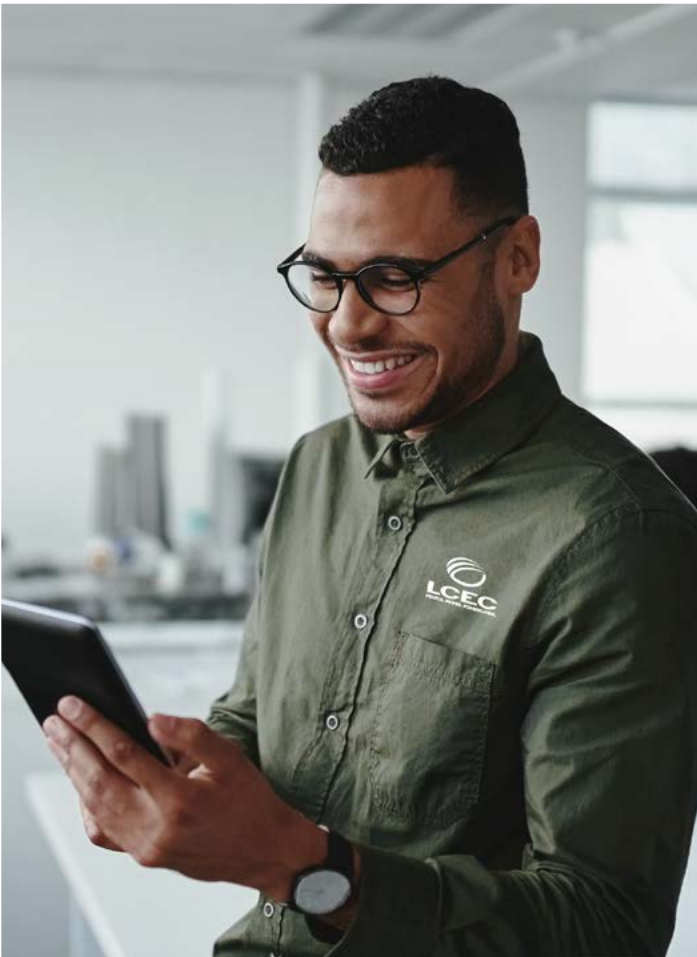


division logo





apparel



Fonts

These are the fonts to be used to maintain brand integrity.

Headlines: Open Sans Bold

Sub Headings: Open Sans Light

Body Copy: Open Sans Regular

Line spacing should be equal to font size for headlines and sub headings. For body copy, increase line spacing by at least 30% for legibility.

A Commitment to Our Members

headline

LCEC Members Receive Power Cost Credits for Nine Straight Months

sub heading

For much of 2024, LCEC members enjoyed a welcome break on their electric bills thanks to a sustained Power Cost Adjustment (PCA) credit. For nine consecutive months members received a credit, easing the impact of fluctuating energy costs.

body copy

The PCA reflects the difference between the actual cost of purchased power from the LCEC power supplier and the amount factored into the energy charge. Since fuel costs for power generation shift constantly, the PCA adjusts monthly—sometimes resulting in an added charge, and other times, like in 2024, delivering savings.



COLOR PALETTE

Colors

These are the corporate colors to be used to maintain brand integrity.

Blue

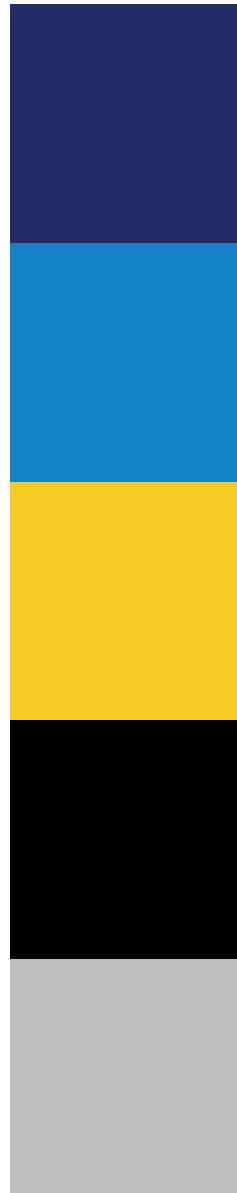
Light Blue

Yellow

Black

Gray

When choosing colors for type, contrast should always be considered for legibility.



Blue

CMYK 100, 94, 28, 23
RGB 1, 33, 105
HEX 012169

Light Blue

CMYK 82, 40, 0, 0
RGB 18, 131, 198
HEX 1583c6

Yellow

CMYK 4, 18, 95, 0
RGB 246, 203, 37
HEX F6CB25

Black

CMYK 0, 0, 0, 100
RGB 35, 31, 32
HEX 231f20

Gray

CMYK 0, 0, 0, 30
RGB 188, 190, 192
HEX BCBEC0



the look

The overall look created by LCEC visuals should reflect the organization's unique culture, community focus, diversity, and commitment to reliability and sustainability.

This means using high-resolution, candid photos favoring natural lighting and real people when possible. Use stock photos only when no other option is available. Avoid busy backgrounds.

A color palette inspired by the geography of the LCEC service territory may also be used. Shades of blues, greens and earth tones reinforce our commitment to the community. These additional colors provide LCEC with more flexibility, when it comes to adapting the brand for specific uses.



Clean. Simple. Modern.

Our design work should emphasize reliability and professionalism. Therefore, a minimalistic approach should be taken. Functional layouts promote visual hierarchy, legibility, and above all, clarity.

People-Focused Imagery

Photography should highlight the utility industry, employees, members, and the communities LCEC serves. People should appear positive and authentic, reflecting diversity, collaboration, interaction, local scenery, teamwork, volunteerism, community, and innovation in action.

Community and Member Experience

Capture organic situations as they are happening and experiences that tell the LCEC story. Demonstrate the member and employee journey in a way that needs no words if possible.

Strike a balance between tradition and forward progress.



examples



We energize our community.

LCEC
PEOPLE. POWER. POSSIBILITIES.

lcec.net/people
f i n



Working together.

LCEC ensures you get the most out of every dollar you spend on electricity.

For us, that means working effectively and efficiently to provide power that you can rely on.

LCEC
PEOPLE. POWER. POSSIBILITIES.

lcec.net/rates
f i n



Serving our members.

LCEC has been recognized as an industry leader for the work that employees do in the community.

LCEC
PEOPLE. POWER. POSSIBILITIES.

lcec.net/community
f i n



Here for you.

LCEC
PEOPLE. POWER. POSSIBILITIES.

lcec.net/contactus
f i n



summary

The LCEC brand is built on a foundation of service, trust, community, and innovation. LCEC is a cooperative that genuinely cares about our members, stays ahead of the curve, and remains deeply involved in the well-being of the communities we serve.

If you have any questions about this brand playbook, contact LCEC Public Relations.



800-599-2356
lcec.net