



Logo Guidelines



Logo Use

The Idaho Power logo is the cornerstone of our brand. Please help maintain its positive, recognizable image by properly and consistently using the approved logo artwork in accordance with these guidelines. (The logo guidelines contained in this booklet apply to Idaho Power, IDACORP and all subsidiaries.)

Please do not try to recreate or modify the logo for any reason. If you need assistance or have questions, contact the Corporate Communications Department at (208) 388-2465.

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Logo Formats

The preferred logo format should be used whenever possible. The horizontal logo format is to be used **only** when vertical space prevents or limits the use of the preferred format.

Always use the approved logo provided in an electronic file format. Do not scan artwork for reproduction.

Preferred Logo



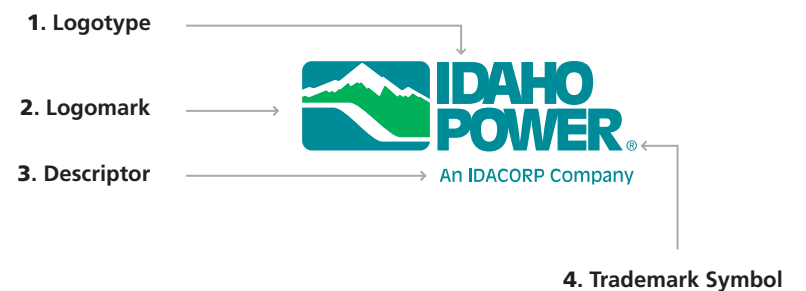
Limited-Use Horizontal Logo




Logo Components

The logo is comprised of four parts:

1. Idaho Power logotype;
2. Logomark, composed of three unique parts, represents an environmental focus;
3. Descriptor, placed beneath the logotype; and
4. Trademark symbol.



These elements should not be resized, repositioned, redrawn or changed in any way. The trademark symbol is particularly important to protect the authenticity and integrity of our company name. The name and logo have been registered by the U.S. Patent and Trademark Office since 1996.

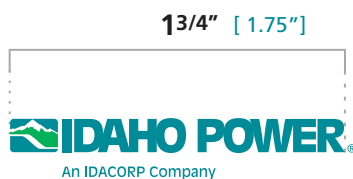
The logomark  may be used as a secondary element once the complete logo and/or company name has been clearly identified on the document or printed material.

Logo Sizing

The logo should never be reproduced smaller than the minimum sizes shown. A logo that is too small may weaken the quality of the logo components and compromise recognition.

Contact the Corporate Communications Department to address unique situations that may require smaller logo reproduction.

Minimum Sizes



Trademark Symbol

The trademark symbol is considered an important component of the logo and should not be removed or repositioned. Below are instructions about resizing the trademark symbol. Contact Corporate Communications for assistance.

Two sizes of the symbol are available to account for large and small reproduction needs. The 1/4 y® is the preferred size that should be used for collateral materials and larger applications. The 1/4 y® has been proportioned to ensure that the symbol does not appear awkwardly sized on larger applications of the logo.

The 3/8 y® should be used only for logo reproductions smaller than 1^{9/16} inches and specialty applications to ensure readability.



For logo sizes 1^{9/16}\" and larger use 1/4 y trademark symbol.



For logo sizes smaller than 1^{9/16}\" use 1/8 y trademark symbol.



Company Colors

Pantone 321 teal and Pantone 354 green are the official company colors. Our logo should appear in these colors whenever possible. Always clear any alternative color formats with the Corporate Communications Department, (208) 388-2465.

321

354

Logo Color Formats

Use the preferred two-color logo treatment on a white background whenever possible.

For black-and-white applications, the black logo with gray tonal treatment in the logomark is preferred. For one-color applications, the teal logo with two-tone treatment is preferred because it best recreates the dimensional quality of the two-color logo.



The one-color solid black or teal logo should be used only when printing reproduction will not permit the use of the two-tone treatment black or teal logo.

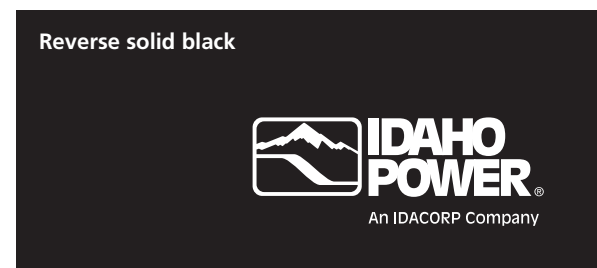
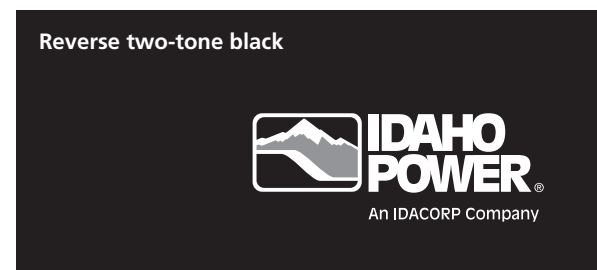


Reverse Logo Use

The reverse logo should be used only when necessary. When it is used, the reverse logo should be placed on a neutral color, which provides contrast sufficient for clear readability.

The reverse logo has been carefully developed. A white outline has been added around the logomark and its placement set slightly away from the logotype to allow for the outline. On darker backgrounds, the logotype and descriptor are white, while the logomark is two-color or two-tone.

All background colors will have a gray-scale value ranging from solid white to solid black. The two-color logo is used on white or light value background colors with a gray scale value less than 40 percent black. The reverse logo should be used on dark background colors that have a gray-scale value equivalent to 40 percent black or darker.

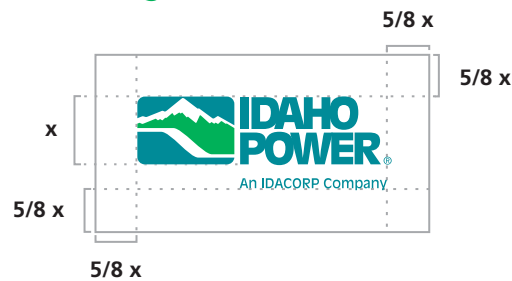


Logo Clear Zone

Maintaining a minimum clear space (or clear zone) around the logo allows the logo to be seen readily, without crowding or interference. Page edges, text and other graphic elements should never interfere with the logo clear zone. When layout space allows, use more clear space around the logo to enhance visibility and a clean, uncluttered appearance.

Minimum Clear Zones

Preferred Logo



Limited-Use Horizontal Logo



Logo Misuse

Please protect the integrity of the Idaho Power logo by following the established guidelines. Because it is essential to our company brand, the logo must be used correctly and consistently.

Do not skew the logo.



Do not outline the logotype.



Do not crowd the logo.



Do not distort the logo shape.



Do not outline the logo.



Do not add any special effects.



Do not rearrange the logo components.



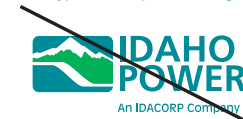
Do not screen the logo.



Do not use without trademark symbol.



Do not typeset or replace the logotype.



Do not use without descriptor.



Do not scale components individually.



Do not change or transpose the colors.



Do not place in any shape.



Do not place on a busy background.



Do not reduce below minimum standards.



Do not use old logo artwork.



Do not place on a background with insufficient contrast. Use approved reversed logo artwork.



Do not rotate the logo.



Do not use with other products, services or entity names.



Other Questions

Thank you for your adherence to the Idaho Power logo guidelines. Staff in the Corporate Communications Department are happy to assist employees or vendors with interpretation or clarification of the guidelines. Your questions are welcome and answers will be provided as quickly as possible. Please call the department at (208) 388-2465.



**Call
(208) 388-2465**



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