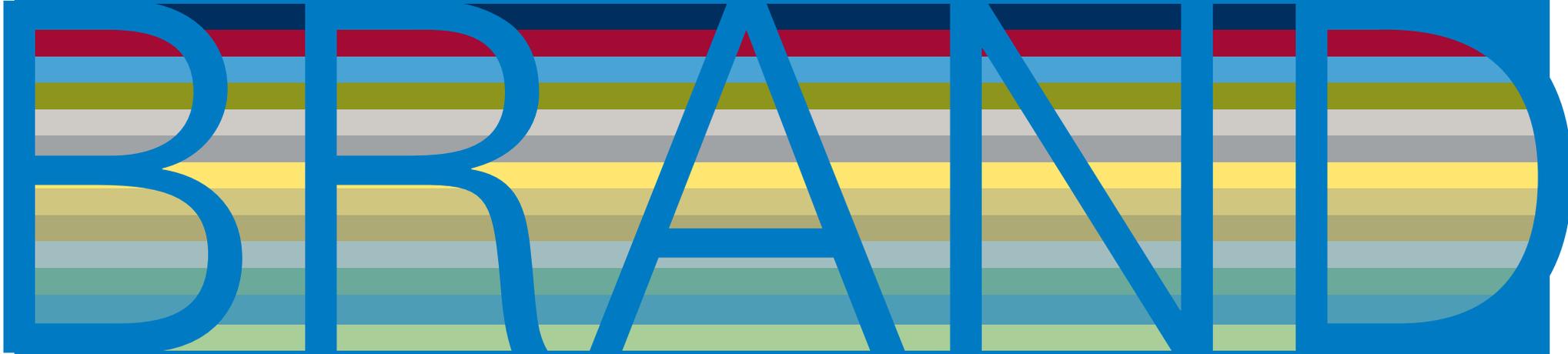


The Clipper BRAND: Doing Your Part



Employee Guidelines



The Clipper BRAND: Doing Your Part

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What is a “BRAND?”

Our brand is a snapshot of who we are, what we are doing and how it's unique.

It's just like looking at a person's face. If it's the first time you've met them, you can size them up in a single glance. If you know them, your whole experience with them comes flooding back.

A brand is an embodiment of the reputation connected to a company, product or service.

A brand serves to create associations and expectations among products made by a particular entity.

Some say the brand is the “personality” or public perception connected to a product, service or entity.

A brand is an idea in the minds of our employees and customers that is formed by what we say and what we do.

Brand recognition is created by the accumulation of experiences with the specific product or service, both directly relating to its use, and through the influence of advertising, design, media and other communication channels.

WHY does it matter?

Studies consistently show that people prefer brands they know and trust. Strong brands can also help a company command a price premium, grow market share, reduce the cost of sales and become more competitive in the marketplace.

Our goal is to clearly associate Clipper's products and services with a positive image or identity in the minds of our employees and our audience. A strong brand is a quick way to show and tell the public what our organization represents and what we have to offer. We want our image in the marketplace to be strong, positive, and compelling.

AND THIS IS WHY:

Branding keeps a company together.

When divisions and departments forget their place in the larger team, they often resist and impede each other—which hurts everyone. The strong sense of identity that is symbolized and strengthened by the brand is the only way to avoid this.

Branding makes marketing easier.

Companies with strong brands know who they are, what they stand for, and what they want to say. As a result, their marketing is focused, easier to manage and more effective.

Branding makes selling easier.

Companies with strong brands build clear market images. Clipper's success depends on the interactions people have with our products, services and employees every day. More positive associations with our brand mean that more customers place their trust in us. They'll think of us before our competition, and may give us more business as a result.

Brand and reputation are interlinked.

Both brand and reputation are driven by the daily actions of every person at Clipper. Externally, it aids immediate recognition, ensures familiarity and consistency, adds value, creates loyalty and often makes the intangible, tangible. Internally, it reinforces the sense of pride we all rightfully have in Clipper and what we do.

What's MY Part?

Every Clipper employee should consider his/her self as a "Brand Steward."
In other words, be conscious that everything you do will influence the brand image of Clipper.

Each time you answer the phone. Each time you speak to a potential or existing customer. The way you present yourself. How you're dressed. Your demeanor and attitude. In a nutshell, each and every communication touch-point - whether inside or outside of the company.

The core values at Clipper are what drives its brand image. As a member of the Clipper team, each of us has a responsibility to embrace and represent the following messages in all that we do:

smart
visionary
responsible
clean
modern
reliable



The Clipper SIGNATURE

The Clipper Signature is one of the key components of Clipper's visual brand. It's the graphic expression that represents the company across all global communication channels. Proper use of the Clipper Signature is essential in developing a consistent global message. Please reference the following guidelines as you extend the Clipper Brand via use of the Clipper Signature.

The Clipper Signature consists of two main elements:
The Clipper logotype (Clipper custom font) and Clipper Symbol (oval and flag with lightning bolt).

To protect and maintain the integrity of the Clipper brand, under no circumstances should any element of the Clipper Signature be redrawn, modified or altered in any manner. The proportions and relationship of the logotype and symbol to one another should not be modified. The symbol and logotype should never be separated from one another.



To request use of logo art, please contact the Brand Manager at sfischer@clipperwind.com
Logo files are released on a case-by-case basis depending on intended use.



The Clipper SIGNATURE

ACCEPTABLE USE:

The preferred version of the Clipper Signature is the vertical, stacked version (example A).

However, in rare cases where vertical space is limited, the Signature may be positioned in a horizontal manner - placing the Symbol and Logotype next to one another (example B). In the horizontal orientation (B), the symbol must always appear to the left of the logotype.



A



B

REGISTERED MARK:

The registered trademark symbol "®" is only currently used on our red and blue logo for use in the USA. All other single color logos use a TM. The ® or TM should appear to the right of the Clipper "r" as shown above. It can be removed if there are problems in the reproduction and/or printing processes, but only with the approval of the Clipper Art Director.

The Clipper SIGNATURE

PROPER CLEAR SPACE:

When using the Clipper Signature, please ensure that it's not competing with other elements such as text, graphics, other logos, etc. The proper spacing around the Clipper Signature will allow it to communicate effectively and stand alone. The Clipper Signature should be an oval's distance from other elements at all times. The size of the oval used for space requirement should equal the size of the Clipper oval Symbol at the time of its use. See below for details.



The Clipper SIGNATURE

MINIMUM SIZE:

It's important that the Clipper Signature retain its integrity, clarity and readability. The Clipper Signature should never appear smaller than 1/2" (.5" or ~13mm) from the left of the "C" in the Logotype to the right of the "r" in the Logotype.

NOTE: at smaller sizes, the size of the "®" or "TM" Symbol may need to increase or be removed to ensure readability.

Actual Minimum Size:



1/2" (.5" or ~13mm)

SINGLE COLOR APPLICATIONS:

On occasion, the Clipper Signature will need to work in a single color. To ensure brand consistency, the Clipper Signature must only be printed in Pantone 300 blue, Pantone 295 navy, white (reversed), or as a last resort, black when a single color application is necessary. If the two color signature is an option, it should always be used before a single color application.

If a one color application is absolutely necessary, the Pantone 295 navy and white (reversed) options are preferred.

The Clipper Signature must have a TM (not a ®) in all single-color applications.



Pantone 300 Blue



Pantone 295 Navy



White (Reversed)



Black



Silver/Gray Metallic

The Clipper SIGNATURE

IMPROPER USE

Under no circumstances should any element of the Clipper Signature be redrawn, modified or altered in any manner. The proportions and relationship of the logotype and symbol to one another should not be modified. Below are a few improper use examples to avoid:



Do not skew or stretch the Clipper Signature



Do not use unapproved colors



Do not separate the Clipper Symbol and Logotype



Do not change the proportion of either element of the Clipper signature - the symbol or the logotype



Do not place the Signature over a background that makes it difficult to read or unrecognizable

The Clipper COLOR PALETTE

The proper use of color enhances the Clipper brand. It also reflects and reinforces the vision and values of the company. The corporate color palette represents Clipper as the environmental, high-tech, responsible, clean, modern and trustworthy company that it is. The Clipper Signature colors are Pantone® 201 red and 300 blue. The additional colors shown below will be used in a complimentary fashion, dependent upon medium and application. We will always use the correct color specifications when using the Clipper color palette.

Clipper Signature Colors: Pantone 201  Pantone 300 

Clipper Complimentary Color Palette:

						
Pantone 201	Pantone 300	Pantone 295	Pantone 542	Pantone 384	Warm Gray 3	Pantone 422
CMYK Formulas: 7/100/65/32	100/42/0/0	100/68/8/52	64/19/1/4	24/5/98/35	6/7/9/15	16/11/11/29
RGB Formulas: 152/30/50	0/101/189	0/47/95	100/160/200	142/147/0	199/194/186	162/164/163
HTML Formulas: 981E32	0065BD	002F5F	64A0C8	8E9300	C7C2BA	A2A4A3
						
Pantone 128	Pantone 617	Pantone 5845	Pantone 5507	Pantone 556	Pantone 549	Pantone 577
CMYK Formulas: 0/7/68/0	7/6/52/15	14/9/51/25	26/5/13/15	51/5/37/15	58/8/9/19	33/1/49/4
RGB Formulas: 242/214/83	198/191/112	174/170/108	167/184/180	112/164/137	100/160/200	171/199/133
HTML Formulas: F2D653	C6BF70	AEAA6C	A7B8B4	70A489	64A0C8	ABC785

Clipper TYPOGRAPHY

Typography plays a major role in shaping the corporate brand. It provides a consistent visual identity for all printed and electronic materials generated by Clipper. The Univers family was chosen because of its elegance, simplicity and contemporary appearance. It should be used in every function of communication possible. **Univers 45 and Univers 55 are the two faces most appropriate for lengthy copy and they should be used at a minimum of 9 pt. in size.** All other faces should be used sparingly: for headlines, decor, contrast, unique documents, etc. Avoid setting Univers families in the complimentary colors - the preferred color for text is Pantone® 295 dark navy, but black may be used if necessary. Some electronic media (e-mail, the web, Powerpoint, etc.) may not contain the correct Clipper typography - please refer to the electronic media guidelines for exceptions.

Univers 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Univers 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Univers 45 Light Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Univers 55 Roman Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Univers 65 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Univers 65 Bold Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ

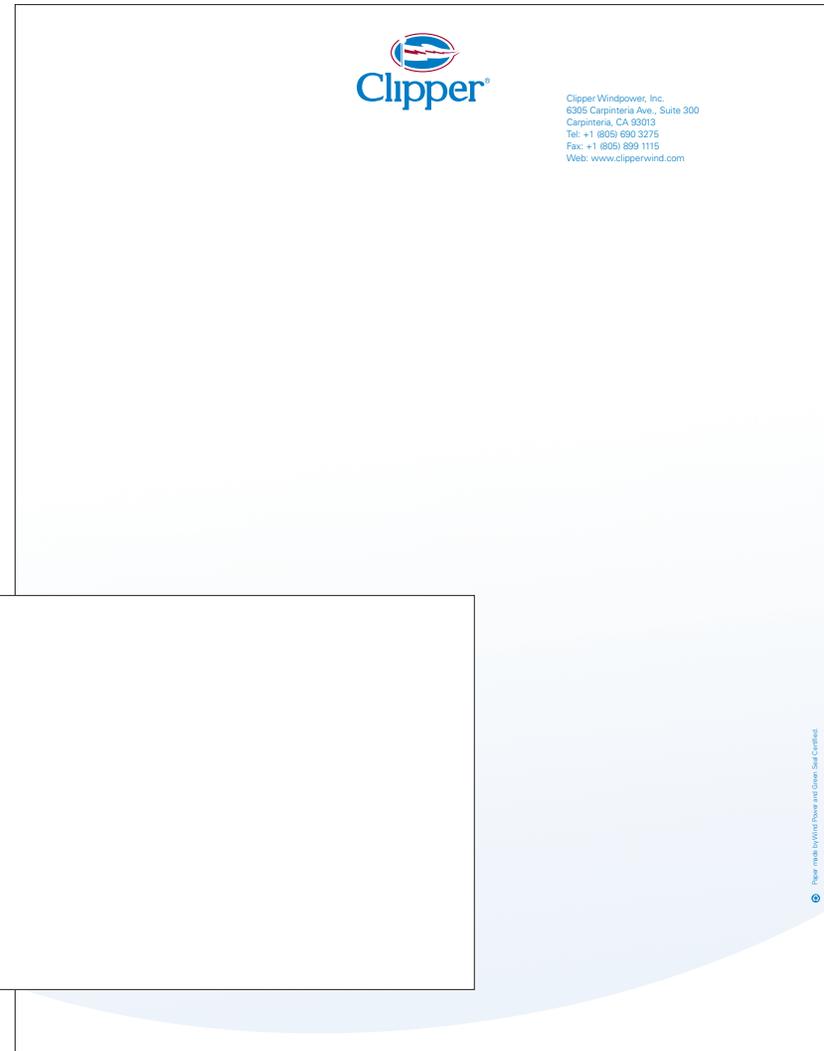
abcdefghijklmnopqrstuvwxyz

Clipper STATIONERY

Using the Clipper signature colors and typography, the Clipper stationery system continues to reinforce the brand elements. The addition of a soft color tint and white space is a direct visual tie to Clipper's clean, innovative, elegant, contemporary image. Sizes and formatting may vary per region/country. Please contact your communications department for details.

NOTE: samples not to scale.

BUSINESS CARD ORDERS: Complete the business card order form available on the Brand Sharepoint (link below)



To order business cards, visit the business card order form here:
<http://my.clipperwind.com/apps/businesscards>

Clipper BUSINESS FORMS

Business forms will also be used to reinforce the Clipper brand and communicate the company's vision and values. Since more than one color may not always be an option on certain forms, it is essential that the Clipper Signature, typography and design elements remain consistent. As renewable company, we should abstain from using black whenever possible. The examples below are printed in 295 dark navy, which reproduce well on a fax machine or photocopier. If you have unique business form needs, please contact your communications department. Do not create and/or distribute business forms without prior approval from your communications department. **NOTE:** samples below not to scale.



Clipper[®]

Clipper Turbine Works, Inc.
4621 Bowling Street SW
Cedar Rapids, Iowa 52404
Tel: +1 (319) 364 2860
Fax: +1 (319) 364 2960
Web: www.clipperwind.com

Fax:

To: _____

Number: _____ Company: _____

From: _____

Number: _____ Company: _____

CC: _____

of pages, including cover: _____ Date/Time: _____

Message: _____

This communication may contain information that is confidential and privileged. The information is intended to be for the use of the individual or entity named. If you are not the intended recipient, please note that any disclosure, copying, distribution or use of the contents of this transmission is prohibited. If you are not the intended recipient, please contact the sender. Thank you.



Clipper[®]

Clipper Turbine Works, Inc.
4621 Bowling Street SW
Cedar Rapids, Iowa 52404
Tel: +1 (319) 364 2860
Fax: +1 (319) 364 2960
Web: www.clipperwind.com

Memo:

To: _____

From: _____

Date: _____

Message: _____

Clipper E-MAIL SIGNATURES

E-mail Signatures are an important customer touch-point and an opportunity to extend and enforce the Clipper brand. Body text must be black or dark navy blue. The following E-mail signature guidelines should be applied by all Clipper personnel.

FONT: Arial SIZE: 9 or 10 pt. COLOR: Dark Navy Blue (Pantone 295 RGB value - 0/47/95) or black

FORMAT:

<Return>	_____	_____
First and Last Name (Bold)	_____	Mary McCann-Gates
Title	_____	Director, Global Communications
<Return>	_____	_____
Legal Entity Name (Bold)	_____	Clipper Windpower, Inc.
Address 1	_____	6305 Carpinteria Avenue, Suite 300
Address 2	_____	Carpinteria, CA 93013
Direct Phone (Tel:)	_____	Tel: +1 (805) 576 1323
Fax (Fax:)	_____	Fax: +1 (805) 899 1115
Cellular (Cell:)	_____	Cell: +1 (661) 301 0400
Email address (Email:)	_____	Email: mmccann@clipperwind.com
Web address (Web:)	_____	Web: http://www.clipperwind.com

NOTE: Graphics and colored text should never be used in e-mail signatures or e-mail content. This includes company logos, wallpaper, background colors, misc. graphics, "emoticons", etc. E-mail content should be text only (excluding attachments).

MANDATORY CONFIDENTIALITY NOTICE (Smallest available 7 pt size, also Arial in Dark Navy Blue) :

This email and any files transmitted with it are confidential, may contain information proprietary to Clipper Windpower Inc., and are intended solely for the use of the recipients named. Recipients are expressly prohibited from distributing this communication or any transmitted files to anyone not included in the original distribution. If you are not an intended recipient you are hereby notified that disclosing, copying, distributing, or taking any action in reliance on the contents of this information is strictly prohibited. Please notify the sender immediately by e-mail if you have received this e-mail in error and destroy any electronic or paper copies of the original communication. The integrity and security of this message cannot be guaranteed on the Internet.

OPTIONAL ENVIRONMENTAL NOTICE: Please consider the environment before printing this message.

Clipper ELECTRONIC MEDIA & FONT USE

When possible, convert all electronic documents to PDF (and embed fonts) prior to sending.

This strengthens the Clipper brand by allowing the use of the Univers font family and extends a consistent brand across all touch-points.

If for some reason the electronic document cannot be converted to pdf, the font "Arial" should be used, especially if the document has the potential to be seen outside of the company. The minimum point size should be 9 pt.

The Arial face was chosen because:

- 1) It was developed with electronic media in mind
- 2) It compliments the standard Univers font family
- 3) It is standard across multiple computer platforms

THIS IS UNIVERS (preferred):

Univers 45 Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Univers 55 Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

THIS IS ARIAL:

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Clipper PRESENTATION GUIDE

Because external presentations are important customer touch points, we have developed a common template to be used by Clipper employees. This will ensure that we're communicating the proper vision and values of Clipper, and reinforcing the brand visually. The template should act as the starting point for all Clipper presentations.

FONTS:

The font "Arial" should be used for all Powerpoint presentations. Navy blue should be the main color for fonts.

TITLES:

Use a minimum font size of 36 pt. Font color should be navy or olive green.

BODY TEXT:

Use a minimum font size of 20 pt. Font should be Arial and color blue or navy.

USE OF PHOTOS / IMAGERY:

Only use images approved by communications in your presentations. Avoid the use of clip art and other unapproved images. Use visuals that correlate with the content of the slide.

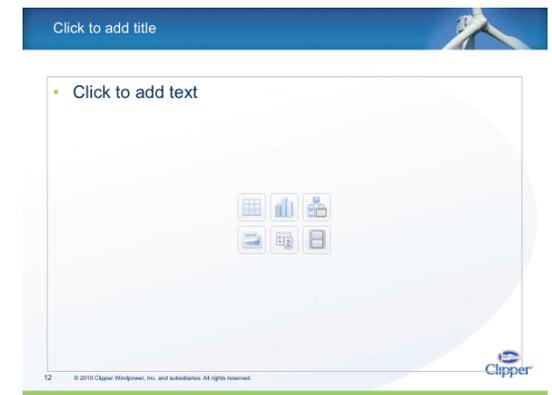
CONTENT:

Keep text to a minimum. Charts should use same colors as type if possible. The presentation should merely act as an outline for what you're about to say - only list key points that you speak to during the presentation. The tone of your presentation should be consistent with the vision and values of Clipper.

NOTE: Be sure to convert your presentations to PDF format before distributing outside of Clipper.



Every external presentation should be submitted to your communications department at least 1 week prior to the date given. Please submit your presentations to a member of your communications department.

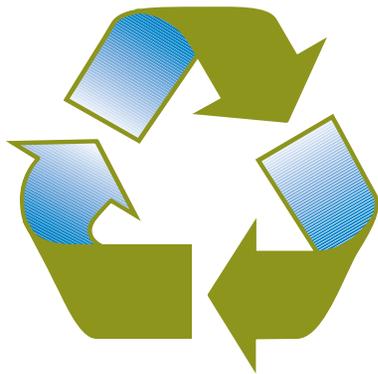


PRACTICE What We Preach

The Clipper brand extends far beyond visual elements. It's what we say... what we do... and how we do it. The products we produce... and the manner in which we conduct business. It's as simple as the way we answer the phone. Part of being a member of Clipper is being responsible to the environment. So let's practice what we preach.

At Clipper, we use recycled materials whenever possible. When printing materials, we request recycled, uncoated paper. We ask that our printers use soy inks. We recycle unused office paper. It is the responsibility of each of us on the Clipper team to build and maintain the Clipper brand.

Let's all "BE PART OF THE SOLUTION."



For questions or help about anything related to the Clipper Brand, please contact one of the members of the communications department:

Mary Gates, Director, Global Communications <mgates@clipperwind.com>

Steven Fischer, Creative Director, Brand Manager <sfischer@clipperwind.com>

Nick Giotta, Sr. Web Engineer <ngiotta@clipperwind.com>

Matt Hostetler, Communications Specialist <mhostetler@clipperwind.com>