

N I S C

[NATIONAL INFORMATION SOLUTIONS COOPERATIVE]

BRAND BOOK



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01

OUR BRAND STORY

Like most organizations, we've had our share of ups, downs, mergers and acquisitions. For some, moments of ambiguity can become breaking points. For us, they've been moments of resiliency.

The NISC brand officially began in 2000 as the result of a merger between two information technology cooperatives who knew they would accomplish much more together than they ever could independently. Since then, our intent has always been to build and uphold a trusted brand that stands for innovation and dedicated service to our Members.

Today, we have our sights set on the future. NISC is committed to remaining a trusted partner, but we're also devoted to an innovative spirit of adopting new technologies that will improve the lives of our Members for years to come.

As you flip through this book, we hope our brand, the NISC brand, does just that: Provides a sense of comfort and familiarity paralleled with excitement for what's next.

02 WHO WE ARE

The best stories start with a group of people who band together over a common need. In this case, it was a need to embrace new technology and provide better service for customers. And to do so in a way that puts customers first – considering not only their needs and desires, but also the financial impact. It's only fitting that we begin NISC's story by telling you that our story wouldn't be possible without our Members, our customers. It wasn't some wild, fly-by-night idea that helped us get our start. It was our customers—innovative electric and telecommunications companies—who came together and realized that to best keep up with the growing needs of their customers, they had to have a better grasp of the technologies that could move them towards their goals.

What's even better about our story? Our founding companies, that shared a common vision and realized they could be more effective together, started as competitors. Central Area Data Processing (CADP) in Missouri and North Central Data Cooperative (NCDC) in North Dakota were both information technology cooperatives creating solutions and serving Members across the country. And they both realized in the late '90s that they would soon need to rewrite code to keep up with demand.

Instead of continuing independently, the two did the unthinkable; they merged in 2000 knowing they would be stronger together, and their collective Members would be better served. Two competitors became one cooperative with an unyielding mission to serve Members. That cooperative is NISC – National Information Solutions Cooperative.

Since that time, we've been fortunate to acquire other organizations with that same mission to serve. And though oftentimes mergers and acquisitions can cause uncertainty and disruption, we've remained strong and unified as one NISC.

Today, NISC (pronounced by vocalizing each letter, "N-I-S-C"), is composed of more than 1,300 employees across six locations – Lake Saint Louis, Mo., Mandan, N.D., Cedar Rapids, Iowa, Shawano, Wis., Blacksburg, Va. and Austin, Texas. We also have three subsidiary companies – iGEAR, Capturis and Electrical Distribution Design (EDD). We have a full enterprise suite of solutions in areas including accounting and business, engineering and operations, data analysis, customer engagement and more. Essentially, we design products and services that improve daily workflows for our Members and enable them to provide top-notch support to their customers.

If there's one thing you glean from this book, we hope it's that our passion for serving Members is undeniable. We wouldn't be here without them, and we're committed to not only creating quality solutions that will improve business processes, but to also doing the right thing, always. It sounds simple, but it's something we put into practice each and every day. And we look forward to continuing that tradition into the future.



2.1

MISSION STATEMENT

To deliver information technology solutions and services that are Member and Customer focused, quality driven and value priced.

VISION STATEMENT

To enhance the success of our Members-Owners by providing world class information technology solutions while building lasting business relationships.

2.2

STATEMENT OF SHARED VALUES

When CADP and NCDC merged in 2000, one of the most important tasks at hand was to work on unification. A team was quickly formed, comprised of employees from both founding organizations, with the goal of deciding on shared values that NISC would be inspired and guided by. The result of that meeting are the six values, which every employee adopts upon the start of their career at NISC.

INTEGRITY | We hold ourselves to the highest professional, moral and ethical standards. We are committed to doing the right thing, always.

RELATIONSHIPS | We believe that people are the heart of our organization. We are committed to building, nurturing and preserving lasting relationships with our Members-Owners, customers, partners, our families and friends and with one another. We are passionate about the service we provide, and we demonstrate that by being responsive to the needs of our customers and constantly striving to exceed their expectations. We believe in engaging in honest communication, showing respect for others and treating all people with the dignity they deserve. Because we understand the importance of relationships, we support a healthy balance between work and family.

INNOVATION | We promote the spirit of creativity and we champion new ideas. We believe that a passion for quality and the desire to constantly improve what we do is critical to our success. We challenge each other to continually strive for excellence and to define new ways to build our future.

TEAMWORK | We exemplify the cooperative spirit by working together with respect for one another's ideas and contributions. We believe in using both our individual and our collective knowledge and skills to improve our organization and we agree to show support for all decisions once they are made. We know that the combination of our talents allows us to accomplish great things because there is greater potential for success when we share our diverse experiences.

EMPOWERMENT | We believe individuals have the power to make a difference. We agree to be accountable and responsible in the decisions that we make, to use good judgment and to take pride and ownership in our work.

PERSONAL DEVELOPMENT | We believe that the free exchange of knowledge and information is absolutely necessary to the success of each individual as well as to the organization's success. We agree to work every day to learn new things and are committed to sharing our ideas with one another. We support education and learning and are dedicated to providing opportunities for every individual to grow in their abilities.

03

WHO WE SERVE

Our diverse Membership is comprised of electric cooperatives, public utility districts, telecommunications organizations, municipalities and public power entities. Our more than 840 Members serve more than 20 million consumers across all 50 United States as well as in American Samoa, Canada and Palau.

Speaking of our Members, that capitalized “M” is no typo. When referring to our Member-Owners, we capitalize the “M” to signify the importance we place on serving them. NISC’s Members are always our top priority and deserve the utmost respect.





04 LOGO

The NISC logo was designed with our history, our future and our valued relationships in mind. The red and gray swooshes pay homage to our original logo, while the smaller, light gray swooshes reflect the unity between our employees and our Members. The three colors that form our logo represent our Members, our employees and the relationship and partnership that binds us.

The NISC logo also represents our spirit of innovation and our forward-thinking ideals. We are an ever-changing technology cooperative, dedicated to staying one step ahead when it comes to our Members' needs, while also providing a sense of comfort and accountability.

4.1

LOGO EVOLUTION

The industries we serve have changed drastically since we've been in business, but what has remained constant is the importance of our relationship with our Members. Over time, our logo has become a symbol of familiarity within our markets, and as we've progressed with changing technologies and functionality, our logo has subtly progressed as well.



4.2 | STACKED

HORIZONTAL



4.3 PRIMARY PALETTE



9C1B30

R: 156
G: 27
B: 48

C: 25 %
M: 100 %
Y: 81 %
K: 22 %



CFD3D3

R: 207
G: 211
B: 211

C: 18 %
M: 12 %
Y: 13 %
K: 0 %



545759

R: 84
G: 87
B: 89

C: 66 %
M: 56 %
Y: 53 %
K: 29 %

SECONDARY PALETTE



126A7A

R: 18
G: 106
B: 122

C: 89 %
M: 46 %
Y: 42 %
K: 14 %



00C0F2

R: 0
G: 192
B: 242

C: 68 %
M: 0 %
Y: 0 %
K: 0 %



B4D234

R: 180
G: 210
B: 52

C: 34 %
M: 0 %
Y: 100 %
K: 0 %

05 WHITE SPACE CORRECT USE +



The NISC logo should have ample space surrounding it, free of other logos, text or graphics.

HORIZONTAL



STACKED



TYPOGRAPHY



06 INCORRECT USE



The symbol should not be used alone, without the NISC text



The NISC logo should not be rotated



The NISC logo should not be used without the Trademark symbol



The NISC logo should not be flipped



The NISC logo should not be distorted



The NISC logo should only use the approved color palette

07

DISCONTINUED LOGOS



We know that moving to our new logo will take time, but the following logos should be phased out as quickly as possible.

08

S
T
N
O
F

NORDSTERN

MUNDO SANS

HELVETICA NEUE

SHREE DEVANAGARI

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z



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