

PRESS RELEASE



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Northwest Iowa Power Cooperative Unveils New Logo Reflecting Its Commitment to the Future of Energy

Le Mars, Iowa – On Tuesday, April 7, Northwest Iowa Power Cooperative (NIPCO) introduced a refreshed cooperative logo reflecting its continued commitment to delivering reliable, affordable power to rural Iowa and its evolving role in energy generation and transmission.

During its annual meeting, the updated logo was unveiled featuring a bold “N” symbol representing strength, stability, and forward momentum. Its design incorporates meaningful elements rooted in NIPCO’s history and mission to its members. Blue in the new logo symbolizes the cooperative’s hydroelectric generation heritage and commitment to reliability, while the green reflects the agricultural communities and rural landscape NIPCO serves. Three diagonal lines represent three-phase power transmission, reinforcing NIPCO’s role as a generation and transmission cooperative.

Subtle design also features references to NIPCO’s seven member cooperatives and the seven cooperative principles, embedding the cooperative’s foundation directly into its identity and purpose.

“This logo is a clearer expression of who we are,” said Matt Washburn, NIPCO’s Executive Vice President and General Manager. “It represents our history, our members, and our responsibility to provide reliable power, while preparing for the future.”

The new logo will be implemented gradually across digital platforms, communications, and physical assets as part of a fiscally responsible transition.

Media partners can access logo files, formats, and brand standards at: <https://www.nipco.coop/logo-brand-guide>

About Northwest Iowa Power Cooperative (NIPCO)

Northwest Iowa Power Cooperative (NIPCO) is a generation and transmission electric cooperative supplying wholesale electric power to seven distribution cooperatives covering 6,500 square miles in western Iowa. These distribution cooperatives supply retail power to over 30,000 members/consumers. NIPCO serves these customers with over 900 miles of 69kV transmission line and 82 distribution substations. Incorporated in 1949 and headquartered in Le Mars, Iowa, NIPCO is a Touchstone Energy® electric cooperative and a member of Basin Electric Power Cooperative. Visit them at www.nipco.coop and find them on Facebook at Northwest Iowa Power Cooperative.

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