

# GENERAC<sup>®</sup>



## GENERAC POWER SYSTEMS BRAND GUIDELINES

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Updated 01/27/21

FOR CHANNEL PARTNERS

# Introduction

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These brand guidelines detail proper use of the elements that form Generac's brand identity. This includes visual elements such as the logo, color palette, and typography, and also covers the proper channels for acquiring merchandise, vehicle wraps, photography and more.

All partners are responsible for upholding the company's image by utilizing the Generac name and brand correctly.

If you have any questions or concerns on the use of this document or the guidelines within it, please refer to the last page of this document for contact information.

# GENERAC®



The **Generac logo** is the most important element of the visual identity, and its usage must be consistent at all times.

The black and orange Generac logo is considered the **primary logo** and should be used whenever possible.

For situations where the primary logo is not suitable, several alternate logos are available for use, which are detailed in this document.

**The Generac logo must never be modified or altered in any way.**

## PRIMARY LOGO



## REVERSED LOGO



## BLACK LOGO



## WHITE LOGO



The black and orange Generac logo is considered the **primary logo** and should be used whenever possible.

For situations where the primary logo is not suitable, alternate logos are available for use.

The **reversed logo** should be used on black or dark backgrounds.

The **black** and **white logos** are only to be used in special circumstances where the other logos are not applicable.

**The minimum size the logo should be displayed at is 1 inch in width. Never feature the Generac logo smaller than this.**



The Generac logo is made up of several elements: the **logotype**, a typographic version of the logo.

**The logotype must never be altered or used without the other elements of the logo.**

The other main element of the logo is the **Power Bar**, a visual representation of Generac's powering-forward strategy and confidence in their products

**The Power Bar must never be altered or used on its own, or as a design element.**

The combination of these two elements, along with the registration mark, make up the **logo**. There are several rules on the best practice for its use, which are detailed in this document.



A **logo safe zone** should be maintained when using the Generac logo in any print or digital media.

This space can be measured by using the “G” from the Generac logo, to scale with the logo, using the height of the “G” to establish a consistent safe zone in every direction.

# DO'S AND DON'TS



**DO:** Use the logo on a simple, readable background image or texture.



**DON'T:** Use the logo on a busy, complex background image or texture.



**DO:** Place the logo in a highly visible area when using photography.



**DON'T:** Place the logo in a hard-to-see area when using photography.



**DO:** Overlay the logo on a photo in a way that provides enough contrast.



**DON'T:** Overlay the logo on a photo in a way that does not provide enough contrast.



**DON'T:** Stretch, squash, or unevenly scale the logo in any way.



**DON'T:** Rotate, twist, or turn the logo.



**DON'T:** Alter the color of the logo.



**DON'T:** Skew or change the orientation of the logo.



**DON'T:** Alter the Power Bar or use the Power Bar on its own.



**DON'T:** Alter or substitute the logotype.



# GENERAC®



The **Generac brand family** contains several brands that have been acquired or consolidated over Generac's long history. The following page details these acquisitions and the evolution of the Generac brand family.

When using these brand family logos, always use the most updated versions.

**If available, follow the specific brand guidelines laid out for each family brand.**

# Color Palette

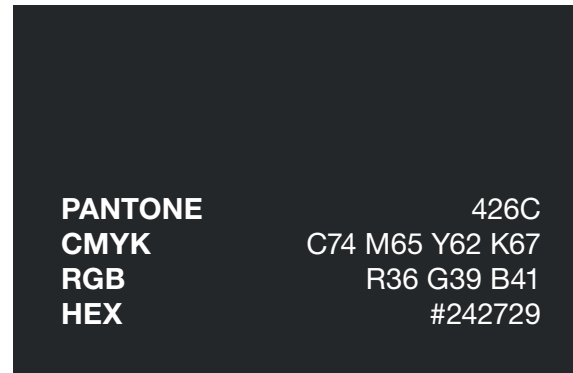
## GENERAC MORANGE



The primary color of the brand color palette is Generac Morange. This is the color of the Power Bar, and it is the defining color of the Generac brand.

The Generac **color palette** is simple, clean, and impactful. The Generac brand is optimistic and bold, and the color palette reflects this.

## CHARCOAL



The secondary color of the color palette is Charcoal. This cool, dark gray tone should be used for large floods of color to contrast Generac Morange.

It is important that these colors are applied consistently and correctly to build brand awareness and recognition.

## BLACK AND WHITE



Black should be used for text and copy, and white should be used to create large areas of white space for copy to breathe or to display reversed text.

# Typography

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## HELVETICA NEUE LTD STD ROMAN

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Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

## HELVETICA NEUE LTD STD CONDENSED

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Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

## HELVETICA NEUE LTD STD EXTENDED

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Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

Generac's **primary font family** is Helvetica Neue LTD STD, and should be used whenever possible in all Generac marketing materials.

Regular or Uncondensed is the preferred font for body copy, with the Condensed and Extended variants to be used sparingly for headers or emphasis.

## HELVETICA NEUE LTD STD BOLD

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**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0**

## HELVETICA NEUE LTD STD BOLD CONDENSED

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**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0**

## HELVETICA NEUE LTD STD BOLD EXTENDED

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**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0**

## ARIAL REGULAR

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Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

## ARIAL BOLD

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**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0**

When Helvetica Neue LTD STD is not available or not compatible, Generac uses Arial as the **alternate font family**.

**Helvetica Neue LTD STD is always the preferred font choice whenever it is available.**

CHANNEL PARTNER  
NAME OR LOGO

**Sales:** (123) 456-7890  
**Service:** (123) 456-7890  
**Website:** www.Website.com

CHANNEL PARTNER  
NAME OR LOGO

**Sales:** (123) 456-7890  
**Service:** (123) 456-7890  
**Website:** www.Website.com

1234 Street Name, City, State ZIP

When **co-branding** print ads, billboards, or any other collateral, Generac partners must display their business contact information clearly and consistently.

Partner information should be formatted according to the typography guidelines detailed in this document, and can be represented with a logo or just type, vertically or horizontally as needed.

**The Generac logo should always be featured at equal or greater size to any partner logos, and all Generac logo rules, such as safe zones and sizing, must be observed.**



**Power your life**

Make power outages a thing of the past with a home standby generator.

**Trusted Protection During Unpredictable Weather**

The frequency in severe weather has led to an increase in power outages. More than ever, you need to be prepared. Without power, your everyday modern essentials are rendered useless. Think about it, you'll have no lights, heating or cooling, or refrigeration. You can't even charge your cell phone. But when you have a Generac home standby generator, you will have power when you need it the most. It's time to get serious about preparing your home.

**Call or go online today for more information**

CHANNEL PARTNER  
NAME OR LOGO

**Sales:** (123) 456-7890  
**Service:** (123) 456-7890  
**Website:** www.Website.com

**GENERAC**

1234 Street Name, City, State ZIP



Generac **photography** must come from Generac and be officially approved for use. Photography is shot in-house by Generac for use in print and digital advertising.

Always use the highest resolution photography available, which can be found on Generac's MOD portal.

# Promotional Materials

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All **promotional materials** (shirts, mugs, hats, etc.) must be ordered through Generac's preferred merchandise vendor. Details and links can be found on Generac's MOD portal.

# Vehicle Wraps

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Official co-branded **vehicle wraps** are available through Generac's preferred vehicle graphic vendor. A variety of designs in different product categories are available.

Channel partners must use the official vehicle wraps provided by our partner. Details and links can be found on Generac's MOD portal.



# Television Advertising



High-quality, professional **television advertising** is available through Generac's preferred vendor.

Available in multiple formats that allows channel partners to append their information to a Generac commercial spot.

Details and instructions for submitting an order can be found on Generac's MOD portal.



**LOGO INTRO/OUTRO**



**LOGO WATERMARK**

Generac-branded **video content** must include an official branded intro and outro featuring the Generac logo, according to the Generac visual brand guidelines.

The main content of the video must be watermarked with a visible Generac logo at no less than 50% opacity.



Any questions or concerns should be directed to [coop@generac.com](mailto:coop@generac.com) or your local Generac sales representative

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