

WE
GENERATE
CONFIDENCE



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INDUSTRIAL - COMMERCIAL - RESIDENTIAL

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NORTHEAST GENERATOR

*They're in
one business:
generators!*

In a broader sense they are in the Power Insurance business. They sell, rent, lease, install, maintain and service backup power systems of every size and description for every type of application. From portable power for the job site to permanent installations anywhere reliable standby power and prime power is important.

We've been commissioned to refresh the Northeast Generator's logo and create a new and modern brand look.

We've refreshed the logo, it's more readable and simple now with equal horizontal spacing.

Also created an arrow pattern, pointing to the right and symbolizing the movement of the electric current in a forward thinking way.

SALES

FOR OVER 50 YEARS...

Northeast Generator has been an authorized dealer of the leading brands & manufacturers for whole home generators including Cummins, Generac, Kohler, Winco, and Briggs & Stratton. Our diverse team of engineers, technicians, and sales associates are all factory trained and certified making them uniquely qualified to tackle any and all of your generator needs!

Contact our trained sales staff today and receive professional assistance tailored for any of your home standby generator needs. Our sales staff works with you to determine the perfect size generator for your needs, proper fuel source, and the best location for installation. Northeast Generator sales staff is with you throughout the entire process from the first site visit to the generator startup!

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COMMERCIAL & INDUSTRIAL

Northeast Generator Co. is an authorized dealer of the leading brands/ manufacturers for Commercial & Industrial generator systems including Cummins, Generac, Kohler, Winco, and Briggs and Stratton. Our diverse team of Engineers, Technicians, Electricians and Sales Associates are factory trained and certified making them uniquely qualified to tackle any and all of your generator project needs. Whether your project has bid specifications and drawings or you require a custom design build Contact Us today to discuss your generator project.

Equipment Sales for all Generator

Applications:

- Standby Generators
- Towable Generators
- Transfer Switches
- ATS
- MTS
- Fire Pump TS
- Docking Stations
- Electrical Switchgear

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BRAND GUIDELINES
2021 / v1.1

1.0 OUR STORY

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2.0 Our Toolkit

2.1 TOOLKIT

A single set of components combine together to create the unique look and feel of the Northeast Generator brand.

LOGO
NORTHEAST GENERATOR

PATTERN

COLORS

TYPOGRAPHY
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

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2.0 Our Toolkit

2.2 LOGO

The logo is the element of our brand that appears in a program on all communications. It cannot be registered as a trademark.

Note: The logo should be presented in white.

We present our logo in two ways, in normal and inverted versions also known as:

2.3 MINIMUM SIZE

As the size of the Northeast Generator logo should be as small as possible, it is smaller than the

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2.4 CLEAR SPACE

The usage of the logo should always respect the required clear space.

This space is measured from the width of the "N", as indicated here.



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2.0 Our Toolkit

2.5 LOGO COLOR VERSIONS

Four distinct color variations of the corporate logo are available, allowing for flexibility with different types of backgrounds and media. You'll have a choice of CMYK, RGB and hexadecimal hex coloration. Appropriate. No other color variations can be used.

NORTHEAST GENERATOR

color logo on white background

NORTHEAST GENERATOR

color logo on blue background

NORTHEAST GENERATOR

black logo on white background

NORTHEAST GENERATOR

white logo on black background

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2.0 Our Toolkit

2.7 COLOR PALETTE

Our primary colors are blue and red.

Blue is the color of stability, inspiration and depth. It often symbolizes the positive human qualities of trust, loyalty, confidence and intelligence. It is the color of the sky and the ocean, symbolizing possibility, depth and exploration.

NEG BLUE
R 25 G 23 B 79
C 100% M 100% Y 34% K 38%

NEG RED
R 210 G 32 B 38
C 11% M 100% Y 99% K 2%

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HEX 19174F Pantone Solid Coated PANTONE 274 C Pantone Solid Uncoated PANTONE 280 U

HEX d22026 Pantone Solid Coated PANTONE 1795C Pantone Solid Uncoated PANTONE 2347 U

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2.0 Our Toolkit

2.6 INCOMPLETE LOGO

It is important to the logo usage.

The logo should be added to the website or other media. It should only be a work product over a long period.

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2.0 Our Toolkit

TYPE HIERARCHY

This page demonstrates a standard type hierarchy between EUROSTILE and PROxima Nova.

When setting up styles, be sure to create a clear hierarchy and limit the number of sizes or weights.

HEADLINES

- Use all caps on headlines.
- Be concise and allow headlines to pop.
- In most cases, headlines are left aligned.

SUBHEADS

- The subhead is optional.
- Use end punctuation only if it's a complete sentence.

BODY COPY

- The leading is more rounded out than the headlines and subheads for better legibility.
- Body copy should range from 9-12 pt font depending on the size of the composition.

HEADLINES / EUROSTILE NEXT LT COM / BOLD EXTENDED

HEADLINES ARE BOLD, SIMPLE AND DIRECT

SUBHEADS / EUROSTILE NEXT LT COM / REGULAR EXTENDED

Subheads clarify, continue the thought or add meaningful detail.

BODY COPY / PROXIMA NOVA / REGULAR

Body copy tells the relevant story about our brand, tailored to the audience and digs into the detailed value of what we offer for them.

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2.0 Our Toolkit

HEADLINES ARE BOLD, SIMPLE AND DIRECT

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HEADLINES ARE BOLD, SIMPLE AND DIRECT

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2.0 Our Toolkit

2.9 PATTERNS

Subtle patterns add recognition to the brand usage and can create consistency across different applications. It's important to use patterns sparingly as they can become repetitive and distracting.

Our pattern has evolved from the underline of our logo forming repetitive forward pointing arrows.

Pattern evolution

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2.0 Our Toolkit

Brand pattern for print usage



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2.0 Our Toolkit

REPETITIVE

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3.0 OUR BRAND IN ACTION

3.0 Our Brand in Action

The following pages demonstrate how all our brand elements come together to create engaging brand communications.

3.1 TEMPLATE

We use templates for things we produce on a regular basis like social media cards, announcements and publications.

This helps us to be consistent and speeds up the process.

The templates are using the same color palette and formatted for use on Facebook and Instagram.



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3.0 Our Brand in Action



PUBLIC ANNOUNCEMENT

Dear esteemed customers,
Simply note that due to low paper guaranteed, customers in Michigan are currently experiencing low paper supply. Our technical team are working continuously to ensure the reliable supply is distributed equitably.
We sincerely apologize for the inconvenience.

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3.0 Our Brand in Action

3.5 CAR WRAPS



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3.0 Our Brand in Action



RAM PROM

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