EAGLE EYE
POWER SOLUTIONS

BRANDING GUIDELINES

Table of Contents

0.0 Intro.....Page 3
1.0 Our Passion.....Page 4
2.0 Core Values.....Page 5
3.0 Visual Identity.....Page 6
3.1 Logo.....Page 7
3.2 Logo Placement.....Page 8
3.3 Logo Variations.....Page 9
3.4 Logo Sizing.....Page 10
3.5 Logo Violations.....Page 11
3.6 Color Pallete Primary.....Page 12
3.7 Color Pallete Secondary.....Page 13
3.8 Typeface.....Page 14
4.0 Photography Field Images.....Page 15
4.1 Photography Field Images Bad Shots.....Page 16
4.2 Photography Product Images.....Page 17
4.3 Photography Product Images Bad Shots.....Page 18

0.0 Intro

Eagle Eye Power Solutions, headquartered in Mequon, WI, is the global leader in combining Critical Power **Education**, **Solutions**, and **Services**. Our goal is to increase reliability, decrease costs, and meet compliance.

We are a company that lives by our core values each day. We have strong partnerships in the Utility industry in America and Canada, while also serving Telecom, CATV, UPS, Data Center, Industrial, Government & Defense, Green Energy, and Motive Power customers domestically and abroad.

1.0
Our Passion

"TO MAKE OUR CUSTOMERS, EMPLOYEES AND COMMUNITY POWERFUL"

2.0
Core Values

CUSTOMER
First

We take
OWNERSHIP

Lead through
EDUCATION

3.0 Visual Identity

A visual identity that combines powerful and industrial elements.

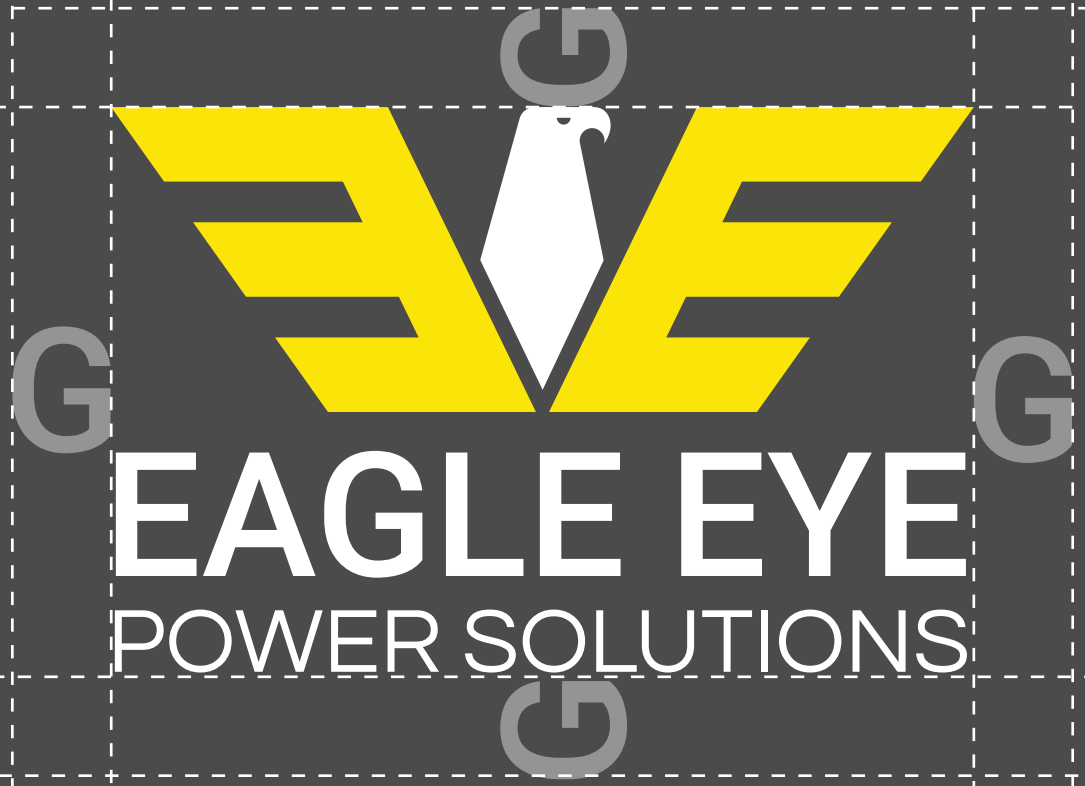
Our brand uses bold and efficent designs that reflect the critical power industry.

3.1 Logo

Our logo is a critical part of our brand. Both yellow wings reflect the ‘E’s in our company name. Our bird represents keeping a watchful eye on critical power systems.

3.2 Logo

Placement



There should be a sufficient, clear space around the logo to let it breathe and prevent its clarity and visual impact from being obstructed. You can determine how much clear space should be provided around the signature by using the width of the “G” in Eagle.

*Exception may be our tagline

3.3 Logo

Variations

We have two different layouts of our logo - stacked and horizontal. Our stacked logo is typically used in branding campaigns, signage, ads and other creative marketing collateral. Horizontal is typically used on documents, footers, catalogs, data sheets, marketing flyers, and manuals.

Our white variation is used over a dark background. Our yellow variation is used when placed on a white background. Our grayscale variation is used on documents or when unable to print in color.

3.4 Logo

Sizing

To ensure the quality and integrity of our logo, our minimum size requirement for our stacked logo is 0.5 inches in height. Our minimum size requirement for our horizontal logo is 0.25 inches in height.

3.5 Logo

Violations

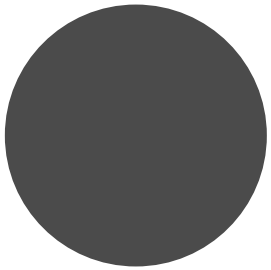
Do not manipulate our logo in any way. This includes changing the color, taking parts out, stretching, distorting, or violating the size requirements.

3.6 Color Palette

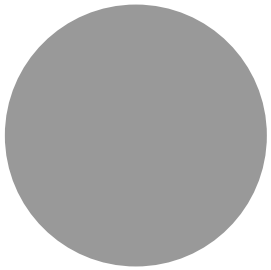
Primary

Our primary colors express our brand recognition with an eye-catching yellow, dark gray, black, and light gray for accents. Bold and industrial, this palette reflects the critical power industry. We always ensure a presence of yellow and gray, either within the composition, or through the presence of our logo.

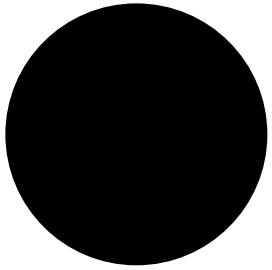
CMYK 2 5 100 0
RGB 255 277 0
Pantone 102 C
Color Hex fee300



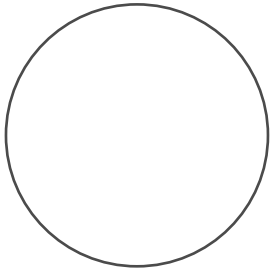
CMYK 66 58 57 38
RGB 76 76 76
Pantone 7540 C
Color Hex 4c4c4c



CMYK 43 35 35 1
RGB 153 153 153
Pantone Cool Gray 7C
Color Hex 999999



CMYK 100 100 100 100
RGB 0 0 0
Pantone Black C
Color Hex 000000

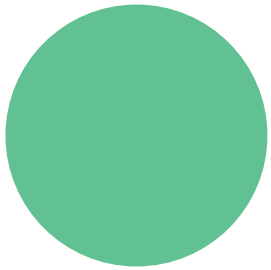


CMYK 0 0 0 0
RGB 255 255 255
Pantone N/A
Color Hex ffffff

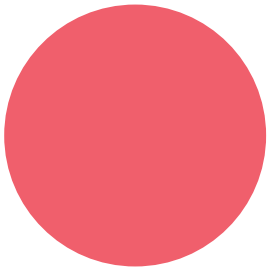
3.7 Color Palette

Secondary & Expressive

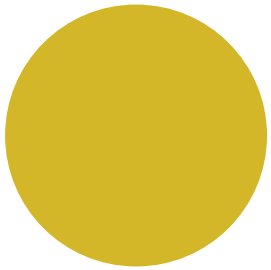
Our secondary colors act as accents in our branding. These are typically used internally, advertisments, and other marketing collateral. As seen in the critical power industry, bright colors are meant to demand attention. Our signature yellow and primary grays should always have a presence either within the composition, or in the logo.



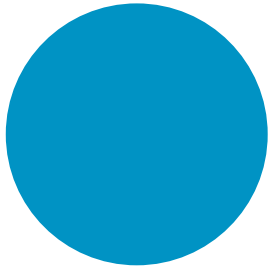
CMYK 60 0 56 0
RGB 101 194 147
Pantone 346 C
Color Hex 65c293



CMYK 0 78 47 0
RGB 241 96 108
Pantone 709 C
Color Hex f1606c



CMYK 19 24 100 0
RGB 213 183 42
Pantone 7752 C
Color Hex d5b72a



CMYK 87 0 0 23
RGB 0 147 196
Pantone 639 C
Color Hex 0093c4

CMYK 23 0 23 0
RGB 197 228 205
Pantone 621 C
Color Hex c5e4cd

3.8 Typeface

Aa
Montserrat

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
1 2 3 4 5 6 7 8 9 0 ! ? . , ; ‘ “

Branding. Headlines. Highlighting key words or phrases. Can use regualr, bold, italic, medium.

Aa
Roboto

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
1 2 3 4 5 6 7 8 9 0 ! ? . , ; ‘ “

Webfont and body copy for marketing collateral.

Aa
Arial

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
1 2 3 4 5 6 7 8 9 0 ! ? . , ; ‘ “

Body copy for technical notes, white papers, manuals, and data sheets.

4.0 Photography

Field Images

Our field images should directly reflect our brand: clean, reliable, & trustworthy.

Take photos of clean installations with battery banks, trucks out in the field, techs working on installations, etc. Try to limit stock footage as much as possible.

4.1 Photography

Field Images - Bad Shots

Do not use images of messy installations, techs not wearing their PPE equipement, distorted angles of the installation, or images that don't focus on our EEPS product or brand.

Not wearing PPE

Bad angle, not showing enough of the batteries

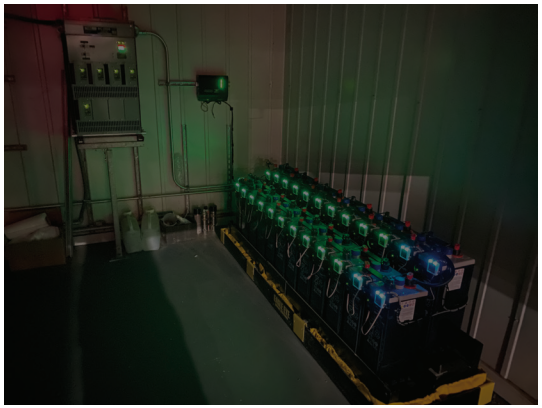


Image is too dark

4.2 Photography

Product Images

Products should always have a ‘glamour shot’ - angled shot showing the entire product. The background should also be removed. Product images are typically used in data sheets. Try to use field images as much as possible when marketing a specific product.

4.3 Photography

Product Images - Bad Shots

Do not use products with backgrounds or shots at weird and distorted angles.

Background not taken out

Bad angle

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