PowerShield®

Branding Guide

Logo Origin.

Faithful Unto Death...

During the excavations at Pompeii in the early 19th century, the skeleton of a soldier in full armour was discovered. Romantic historians of the period assumed that he had remained loyally at his post while all the other inhabitants of Pompeii were fleeing from the eruption of Mount Vesuvius in 79 AD.

In 1865 artist Edward Poynter painted a night scene, with the sentry standing in an entrance sharply and theatrically illuminated by the glare of the eruption at which he is staring, holding a stoic stance.
By contrast behind him others are desperately struggling to escape the encroaching flames.

This painting was an inspiration for the company that would become known as PowerShield, who began in 2000 with the goal to develop products that would stand up and protect equipment from damage - a strong first line of defence.

Over 20 years later, Power Shield is defending some of the most critical equipment in Australia, with a growing range of strong, innovative and powerful power protection products.

Logo

Two colour - primary logo

Main logo for use in print media and digital.

PowerShield_Logo

Power Shield Blue

CMYK
100 | 73 | 0 | 33
Pantone 654C
RGB
0 | 58 | 112
#003a70

Power Shield Centurion (Grey)

CMYK
0 | 0 | 0 | 90
Pantone Black
RGB
62 | 62 | 63
#3e3e3f

Power Shield Centurion Fill (White)

White

Logo - Secondary

Power Shield®

Two colour - secondary logo

Secondary logo for use in digital & websites.

To be used where space is limited and the logo will be too small to read.
For use in most digital formats, including partner website links.

PowerShield_Square_Logo

Power Shield Blue

CMYK
100 I 73 I 0 I 33
Pantone 654C
RGB
0 I 58 I 112
#003a70

Power Shield Centurion (Grey)

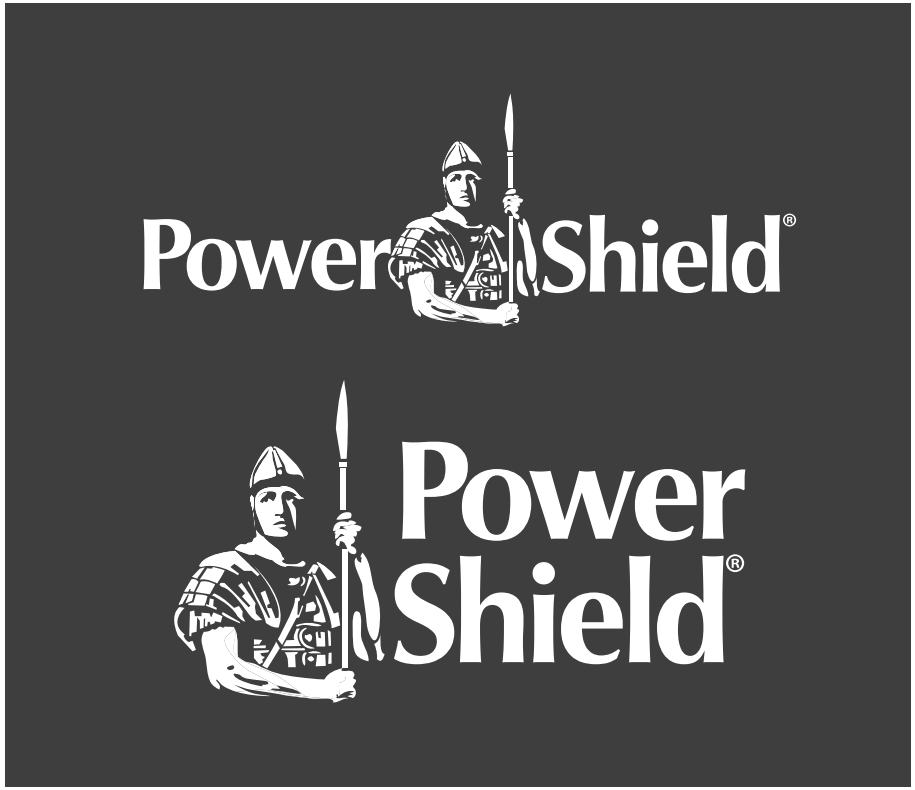
CMYK
0 I 0 I 0 I 90
Pantone Black
RGB
62 I 62 I 63
3e3e3f

Power Shield Centurion Fill (White)

White

Logo - White/Reverse

Reversed - Transparent Fill

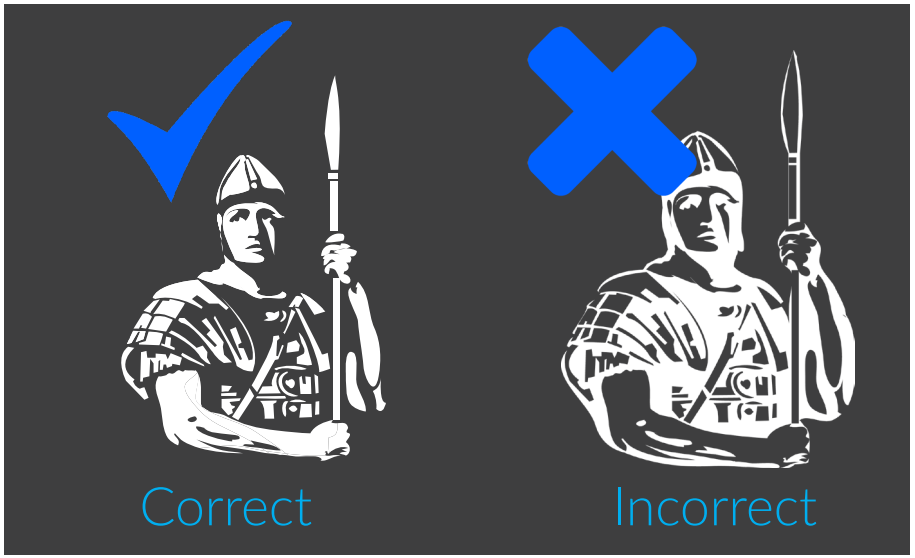


PowerShield_Logo_White.
PowerShield_Square_Logo_White.

Reversed

When using the reverse version of the logo **it is important to use the correct REVERSE version to preserve the features of the Centurion's face**. You can NOT simply colour overlay the logo as this will show the face in negative.

The background to the Centurion is transparent in this version



Logo - Improper Use

Do not remove the Registered TradeMark symbol “®”

Do not rotate the logo or position vertically.

Do not stretch the logo

Do not squash the logo

Do not recolour the logo

Exclusion zone and sizing:

Minimum Size:

35mm

Should the logo be less than 35mm in width, the square logo (right) is to be used.