BRANDING STYLE 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.

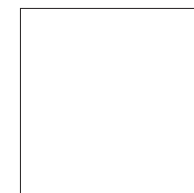# LOGO – PRIMARY

Two-tone primary logo

Main logo for use in print media and digital

Power Shield Blue
CMYK 100 | 69 | 0 | 38
w 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

LOGO – SECONDARY
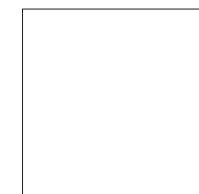

Two-tone secondary logo

This is the secondary format for the PowerShield logo. Use this when a vertical or square format suits layout better.

Power Shield Blue
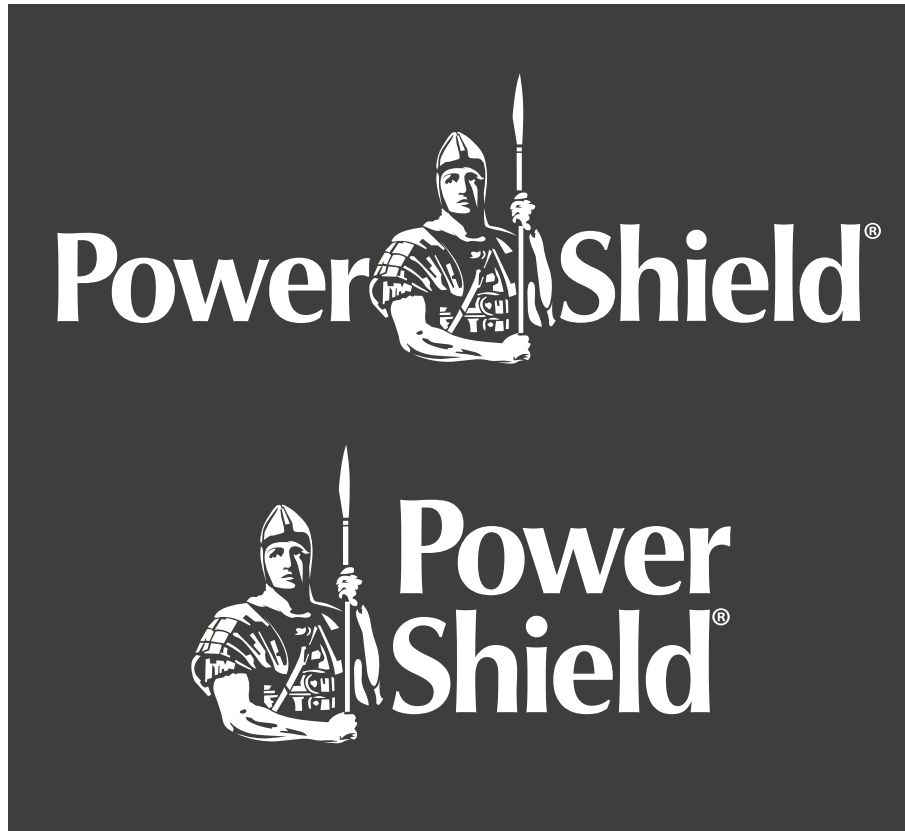CMYK 100 | 69 | 0 | 38
Pantone 654C
RGB 0 | 58 | 112
#003a70

Power Shield Centurion
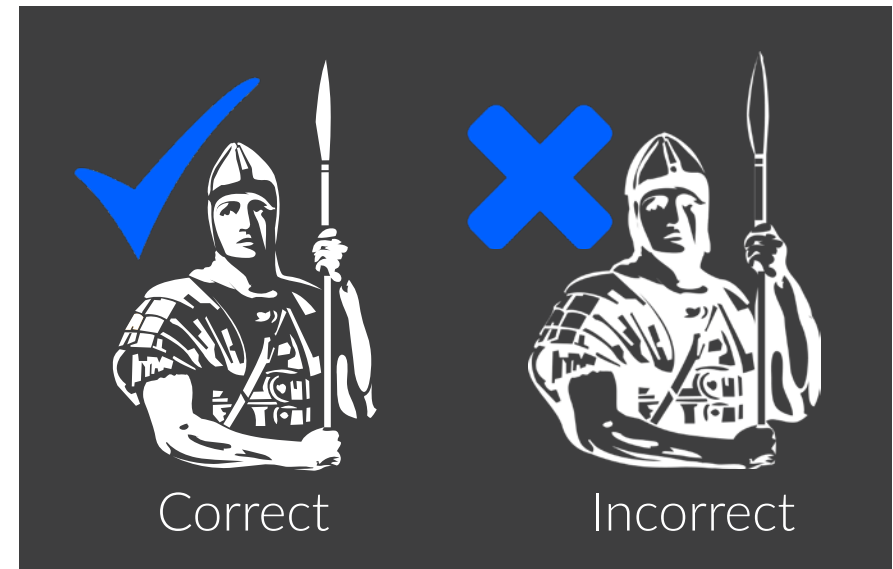CMYK 0 | 0 | 0 | 90
90% Pantone Black
RGB 62 | 62 | 63
#3e3e3f

Power Shield Centurion
Fill – White

LOGO – WHITE / REVERSED

Logo reversed out of a solid background

Correct   Incorrect

When using the reverse version of the logo it is important to use the correct REVERSED 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 stretch the logo

Do not squash the logo

Do not recolour the logo

Do not rotate the logo or put at an angle

Exclusion zone and sizing

35mm

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

Minimum size

AUSTRALIAN DESIGNED LOGO – PRIMARY

This logo reinforces the message that PowerShield are an Australian company, while illustrating the point that PowerShield products are 'Designed by Australians for Australian Conditions.'

AUSTRALIAN DESIGNED
POWER PROTECTION
SOLUTIONS

AUSTRALIAN
OWNED

Two-tone logo with grey text
This version may be used on a white or a very light background. A shortened version (above right) may be used where space is limited.

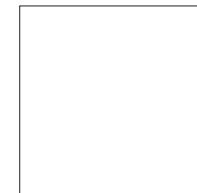**'A' symbol**
CMYK 0 I 58 I 58 I 38
RGB 166 I 91 I 70
#a65b46

Star symbol and text
CMYK 0 I 0 I 0 I 90
90% Pantone Black
RGB 65 I 64 I 66
#58595b

White

AUSTRALIAN DESIGNED
POWER PROTECTION
SOLUTIONS

Two-tone logo with white text on a dark solid background

AUSTRALIAN DESIGNED
POWER PROTECTION
SOLUTIONS

Monochromatic logo
This version may be used for black and white or greyscale projects.

AUSTRALIAN DESIGNED
POWER PROTECTION
SOLUTIONS

Reversed logo out of a solid background

'A' symbol

CMYK 0 | 58 | 58 | 38
RGB 166 | 91 | 70
#a65b46

Star symbol and text

CMYK 0 | 0 | 0 | 90
90% **Pantone** Black
RGB 65 | 64 | 66
#58595b

White

AUSTRALIAN DESIGNED LOGO – SECONDARY

This logo reinforces the message that Power Shield are an Australian company, while illustrating the point that PowerShield products are 'Designed by Australian's for Australian Conditions.'

Australian Designed Power Protection Solutions

Two-tone logo with grey text
This version may be used on a white or a very light background.

Australian Designed Power Protection Solutions
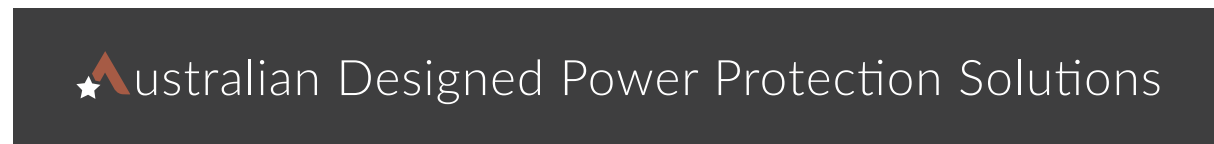
Two-tone logo with white text
This version may be used against a dark background.

Australian Designed Power Protection Solutions

Monochromatic logo
This version may be used for black and white or greyscale projects. This may also be reversed out of a dark background.

'A' symbol

CMYK 0 | 58 | 58 | 38
RGB 166 | 91 | 70
#a65b46

Star symbol and text

CMYK 0 | 0 | 0 | 90
90% **Pantone** Black
RGB 65 | 64 | 66
#58595b

White

BRANDING ELEMENTS

For printed and digital promotional materials, the PowerShield branding consists of parallelogram shaped design elements. The vertical sides are set at either a 25° or −25° angle. Never apply an outline to these shapes.

The elements can be applied in blue (PMS 303), ochre (PMS 153) and various tints of grey (Pantone Black 7C). These shapes can also be filled with images, depending on application; and can be used separately or together. These elements work best when set in white background or light grey.

Design elements

**Sample of application –
Product Catalogue**

Blue
CMYK 97 | 73 | 52 | 56
Pantone 303C
RGB 0 | 42 | 58
#002A3A

Ochre
CMYK 20 | 65 | 100 | 7
Pantone 153
RGB 192 | 107 | 19
#C06B13

Grey
CMYK 65 | 61 | 64 | 54
80% Pantone Black C7
RGB 61 | 57 | 53
#3d3935

The parallelogram shapes are adjusted for the PowerShield stationery and other various applications. For example, they are used as thin borders on the edge of the letterhead at 6mm wide. The horizontal sides are set at a 50° angle.

Power Shield Blue
CMYK 100 | 69 | 0 | 38
Pantone 654C
RGB 0 | 58 | 112
#003a70

Power Shield Centurion (Grey)
CMYK 0 | 0 | 0 | 90
Pantone Black
RGB 62 | 62 | 63
#3e3e3f
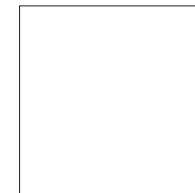
Power Shield Centurion
Fill – White

NO POWERSHIELD =
NO SECURITY LOGO

This logo aligns PowerShield with Security solutions. It illustrates that without Power, infrastructure is not secure.

Two-tone logo
This version pf the logo may be used on a white or a very light background.

Logo with reversed out text
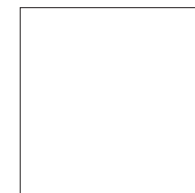This version may be used on a dark background.

Symbol

CMYK 0 | 50 | 100 | 0
RGB 247 | 148 | 29
#f7941d

Text

CMYK
0 | 0 | 0 | 80

Text

White

LiFePO$_4$ LOGO

This logo represents Lithium Iron-Phosphate batteries and distinguishes it from lithium ion polymer batteries. The LiFePO4 battery has a cycle life of over 4 x that of Lithium-ion batteries.

Two-tone logo
This version pf the logo may be used on a white or a very light background.

Logo with reversed out text
This version may be used on a dark background.

Monochromatic logo
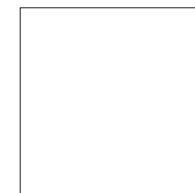This version may be used for black and white or greyscale projects.

Symbol

CMYK 85 | 10 | 100 | 10
RGB 0 | 148 | 68
#464944

Text

CMYK
0 | 0 | 0 | 80

Text

White

Power Shield®