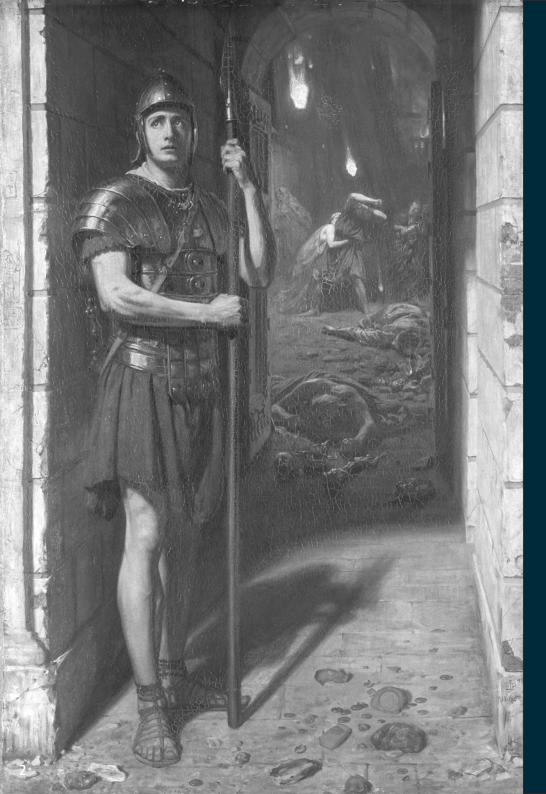


BRANDING STYLE GUIDE





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

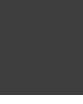


Two-tone primary logo

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.



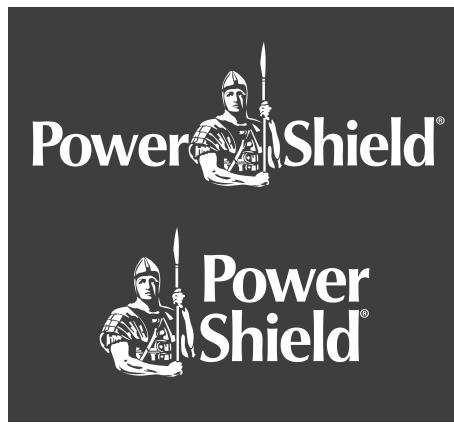
Power Shield Blue CMYK 100 | 69 | 0 | 38 **Pantone** 654C **RGB** 0 | 58 | 112 #003a70

Power Shield Centurion

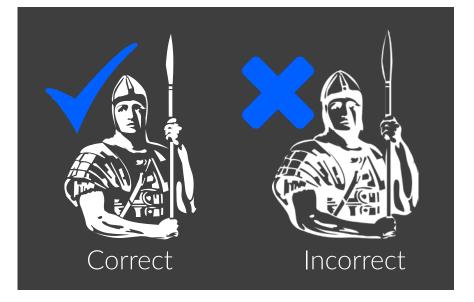
CMYK 0 | 0 | 0 | 90 90% Pantone Black RGB 62 | 62 | 63 #3e3e3f

Power Shield Centurion Fill – White

LOGO – WHITE / REVERSED



Logo reversed out of a solid background



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 stretch the logo



Do not squash the logo





Do not rotate the logo or put at an angle



Exclusion zone and sizing



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

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.

AUSTRALIAN

OWNED

'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



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.



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



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.



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.



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

Date

Address line 1 Address line 2 Address line 3

Dear Name

Start letter here. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur laoreet massa un ialiquam posuere. Sed lacinia mauris vitae eleifend volutpat. Nam tristique sapien feugiat, varius libero quis, pulvinar enim. Nunc rutrum purus laoreet metus facilisis, ac convallis arcu lobortis. Integer vestibulum ligula ac tempus iaculis. Sed sed gravida eros. Aenean molestie libero lacus, in sagittis dolor imperdiet ut.

Nullam at vehicula leo. Vivamus interdum ultricies bibendum. Fusce pharetra, felis et porta sagitts, risus urna finibus arcu, et malesuada lacus risus at augue. Suspendisse potenti. Pellentesque pharetra blandit metus eget bibendum. Duis tempus molestie portitor. Nunc a est augue. Pellentesque non maera non nunc posuere aliquet. Quisque non gravida magna. Morbi a ullamcorper orci, varius egesta eget justo laoreet, auctor ligula at, ornare ante. Nulla finibus feugiat laoreet. Fusce at nisi at dignissim eleffend. Proin interdum id dui sit amet portitore. Etiam auctor condimentum me In nisi augue, volutpat at finibus vel, imperdiet id ipsum. Proin a sapien ante. Quisque luctu arcu eu mattis. Mauris orci turpis, vestibulume aed turpis vulputate, venenatis maximus lore

Aliquam gravida, orci non imperdiet convallis, arcu ipsum pellentesque erat, a ultricies ipsu volutpat purus. Duis auctor felis venenatis sodales varius. Fusce iaculis neque a libero hend eleifend. Ut placerat in dui sed egestas. Donec cursus molestie enim eget efficitur. Donec o vel nisl ornare, eget ornare mi sagittis. Donec dictum nunc nec sapien sodales, ac ullamcorr interdum. Vestibulum ac ullamcorper metus.

Fusce at nisi sit amet nunc dignissim eleifend. Proin interdum id dui sit amet porttitor. Etiam auctor condimentum metus vel porta. In nisi augue, volutpat at finibus vel, imperdiet id ipsum. Proin a sapien ante. Quisque luctus venenatis acru eu mattis.

Yours sincerely,

Name Surname

Unit 3, 205 Camboon Road, Malaga WA 6090, Australia
+618 9209 3839
www.powershield.com.au



Anita Carbone

m 0407 447 560

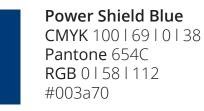
Marketing & Communications Manager

e anitac@powershield.com.au

t 1300 305 393 - ext 112

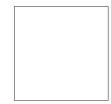
Head Office Unit 3/205 Camboon Road

Malaga WA 6090





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.



LiFePO₄ 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.

