PowerGistics

Brand

BRAND PROMISE
To create a seamless flow of technology into the modern classroom or business. Easy isn't always better. We do things the right way that stand the test of time.

BRAND ESSENCE
Proud, Forward thinking, Innovative, Original, Quality

BRAND VALUES
Efficency
Innovation
Education
Community

BRAND VOICE
Elegant
Versatile
Satisfying

Brand Color

Black, 100% PMS Black
Four color process: C 0/M 0/Y 0/K 100
Web safe: #000000

Blue, Pantone 2925 C
Four color process: C 85/M 21/Y 0/K 0
Web safe: #1d9add

Orange, Pantone 1495 C
Four color process: C 0/M 47/Y 90/K 0
Web safe: #ff9016

Green, Pantone 368 C
Four color process: C 61 M 0 Y 100 K 0
Web safe: #74Fbc1f

Grey, Pantone 430C
Four color process: C 0 M 0 Y 0 K 6045
Web safe: #79858b

Red, Pantone 199C
Four color process: C 15 M 100 Y 100 K 0
Web safe: #db0032

Brand Font

Typography plays an essential role in the visual communication of the PowerGistics brand identity. The brand typeface is Barlow or the Lato family of fonts. They are clean, stylish modern faces with a straightforward appearance which complements the logo. Use different weights to create a hierarchy of information that is simple and uncluttered.

Barlow Light
Barlow LIght Italic
Barlow Regular
Barlow Regular Italic
Barlow Medium
Barlow Medium Italic
Barlow Semi Bold
Barlow Semi Bold Italic
Barlow Bold
Barlow Bold Italic
Barlow Exta Bold
Barlow Exta Bold Italic
Barlow Black
Barlow Black Italic

Lato Light
Lato LIght Italic
Lato Regular
Lato Regular Italic
Lato Medium
Lato Medium Italic
Lato Semi Bold
Lato Semi Bold Italic
Lato Bold
Lato Bold Italic
Lato Heavy
Lato Heavy Italic
Lato Black
Lato Black Italic

Wisconsin Icon

The Made in Wisconsin Icon is used sparingly in brand communications. It should never appear larger than our main logo and it should be placed as an accent not a focal point.

Logo

The logo communicates technology savvy with a hint of heritage. Black with colored boxes is the preferred version of the logo and should be used whenever possible. A reversed white version of the logo is used on a black background. A reversed black version of the logo is used on a white background.

Tone of Voice

KEEP IT SIMPLE.
Word choice and sentence structure should be conversational with clear thoughts and easy-to understand language.

BE DIRECT AND TO THE POINT.
Be concise and deliver the benefits quickly. Headlines must be short, and body copy must not exceed four sentences in length.

Logo Restrictions

NEGATIVE SPACE
The PowerGistics logo must always have a white or negative-space margin around it – a minimum amount of clear space that is free of text, logos, symbols or other graphic elements. The recommended space should equal 100% of the height of the square shape in the PowerGistics logo. The logo must have this "buffer" space around it to maintain legibility.

1.5 inches
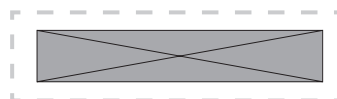
MINIMUM SIZE
The logo can increase in size as necessary for outdoor signage and advertisements such as billboards or indoor banners. For smaller needs, in order to keep the logo legible, it is recommended that the smallest use for the logo be not less than 1.5 inches wide.