Brand Guide
Primary Logo

This document is an overview of the elements of the identity and a guide for their application. Following these guidelines will ensure the protection and strength of the Generation180 brand.

The Generation180 brand uses bold visual details to create a progressive, exciting style. The primary logo is a combination of the bold, primary mark and strong, simple letterforms.

The One Color Logo is not typically used - it should only be utilized if a print job allows just one color.

When using the Generation180 logo for Electrify Your Ride assets, use the logo on Page 22.

Primary Colors

One Color
If the logo should ever be used in Black and White attempt to first use shades between the mark and wordmark – if this is not possible, use the full black or full white versions.
How Not to Use

Do Not Change Colors

Avoid Background Colors with Low Contrast

When spelling out “Generation180” please note that there is no space between “Generation” and “180”.

Incorrect: Generation 180 created this.

Correct: Generation180 created this.
Primary Mark

The primary mark may be used independently of the logotype to represent the brand. The bold and simple shapes that make up the mark are carried into subsequent details in the application of the brand.

Primary colors are used for Social Icons, Favicon, Business cards, Letterheads, and any other items that would be considered core elements.

Secondary Colors

Secondary colors are used as accents on the website, creative pieces, stickers, and social posts.
Logotype

In some cases, a simplified version of the primary logo may be more fitting or necessary, such as at the top of a website being viewed on a mobile screen.

Alternate Logo

In some cases, an alternate format for the primary logo may be desired. The logo shown here may be used in place of the primary logo or logotype to represent the brand.
Pathways for Actions

These icons represent Generation180’s various programs.

All icons use the same stroke weights and rounded corners, show objects from the front, use flattened perspective, and are made solely from geometric shapes.
Typography

Three coordinating typefaces have been selected to represent the brand voice: Reader, Apercu and Tiempos.

Reader is the primary typeface used in various branding elements. Reader Medium and Regular should be used for large headlines and sub-headlines. They may also be used for smaller elements for various application.

Apercu Mono should be used in small settings such as photo captions or number details for a print piece.

Tiempos Text Regular should be used for longer sections of text, such as blog articles or biographies of team members.

Tiempos headlines should be used for larger moments, such as headlines and titles.

The typefaces for Generation180 are limited to the ones shown here.
LEARN ABOUT GENERATION180

We’ve got the solutions and the momentum to get to 100% clean energy — and you have a role to play.

May 01, 2021

Generation180’s founding was prompted by a growing realization that we are at a tipping point in America’s transition to clean energy. The convergence of macro trends across the power, commercial, finance, and political sectors, as well as the arrival of rooftop solar power and electric vehicles to the mass market, have made it possible for our generation to fundamentally change our direction.

Read the full story →
Color Palette

The color palette uses bold colors that may be paired with one another to create energetic brand moments throughout various applications.

In keeping with this palette, using papers that coordinate will only enhance and add depth to the color story.

Color may shift across material substrates and computer screens. The color selections listed use Pantone uncoated swatches as the basis for tone and value.
Color Priority

Shown here is the proportional usage of various colors in the palette. This should direct how often to use a certain color in an application.
Usage Examples

We've got the solutions and the momentum to get to 100% clean energy—and you have a role to play.

Your Energy Matters
ACCELERATING OUR TRANSITION TO CLEAN ENERGY
Solar for All Schools
Program Logo

Solar for All Schools is a program of Generation180’s. It shares a strong branded connection with the core identity.

The Solar for All Schools primary logos are a combination of a custom icon and simple letterforms.

In some cases, a simplified version of the primary logo (the Logotypes) may be more fitting or necessary, such as at the top of a website being viewed on a mobile screen.

The Mark may also stand alone as a graphic and be used in various iterations.

Primary Logos

Mark

Logotypes
Program Motif

This motif is used to add texture and interest into the background of designs.

While the motif is most often used cropped and zoomed in, the icon in the center should remain clearly recognizable. See Usage Examples.
Program Color Palette

The Solar for all Schools brand utilizes a bright and welcoming palette. It is a variation of the Generation180 colors with the addition of a light yellow.

In keeping with this palette, using papers that coordinate will only enhance and add depth to the color story.

Color may shift across material substrates and computer screens. The color selections listed use Pantone uncoated swatches as the basis for tone and value.

*Final CMYK and PMSU details for Light Yellow are TBD.*

<table>
<thead>
<tr>
<th>Color</th>
<th>PMSU</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Light Yellow</td>
<td>3965U</td>
<td>C, M, Y, K</td>
<td>243, 241, 165</td>
<td>F3F1A5</td>
</tr>
<tr>
<td>Orange</td>
<td>306U</td>
<td>C, M, Y, 0</td>
<td>246, 119, 45</td>
<td>F6772D</td>
</tr>
<tr>
<td>Blue</td>
<td>7692U</td>
<td>C, M, 0, K</td>
<td>100, 38, 0, 27</td>
<td>4C6B8B</td>
</tr>
<tr>
<td>Gray</td>
<td>-</td>
<td>C, M, Y, K</td>
<td>0, 0, 0</td>
<td>000000</td>
</tr>
</tbody>
</table>
Color Priority

Shown here is the proportional usage of various colors in the palette. This should direct how often to use a certain color in an application.
Usage Examples

Join the virtual National Solar Tour
Shine a light on solar at your school
SEPTEMBER 28 – OCTOBER 4, 2020

Middlesex County Public Schools in Virginia is 100% solar-powered and will save taxpayers $4.74 million over 25 years.

Brighter Future
A STUDY ON SOLAR IN U.S. SCHOOLS

About the National Solar Tour
Generation180 is partnering with Solar United Neighbors and American Solar Energy Society for the 25th anniversary of the National Solar Tour. Last year, over 1,000 schools, homes, businesses, municipalities, places of worship, and community solar gardens opened their doors to the community to celebrate and learn about solar.

Over 10,000 tour attendees engaged with hosts about how to go solar and learn about various clean energy technologies, including solar power, energy efficiency, electric vehicles.
Electrify Your Ride

GENERATION180
Program Primary Logo

Electrify Your Ride is a program of Generation180’s. While it shares a typeface with the core identity, it varies in mark and color.

The Electrify Your Ride primary logos are a combination of a custom icon and simple letterforms.

In some cases, a simplified version of the primary logo (the Logotypes) may be more fitting or necessary, such as at the top of a website being viewed on a mobile screen.

The Mark may also stand alone as a graphic and be used in various iterations.

Primary Logos

Mark

Logotypes
Program Gen180 Logo

This version of the Generation180 Primary Logo should only be used on EYR branded elements.
Program Motif

This motif is used to add texture and interest into the background of designs.

While the motif is most often used cropped and zoomed in, the icon in the center should remain clearly recognizable. See Usage Examples.
Typography

In addition to the core Generation180 typefaces (Reader, Apercu and Tiempos) Electrify Your Ride utilizes Basicaline.

Basicaline is an accent typeface used in various branding elements. Basicaline should be used for large headlines and sub-headlines.

BASICALINE_REGULAR

Basicline Regular
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()
Program Palette

The Electrify Your Ride palette is cool and welcoming. It does not share any colors with Generation180’s core palette.

*Final CMYK and PMSU details are TBD.*

<table>
<thead>
<tr>
<th>Color</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cool</td>
<td>255, 247, 246</td>
<td>#EBF7F6</td>
</tr>
<tr>
<td>Welcome</td>
<td>183, 179, 177</td>
<td>#B7B3B1</td>
</tr>
<tr>
<td>203, 247, 246</td>
<td>#CBF7F6</td>
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</tr>
<tr>
<td>115, 115, 115</td>
<td>#737373</td>
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</tr>
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<td>78, 202, 197</td>
<td>#4ECAC5</td>
<td></td>
</tr>
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<td>70, 70, 70</td>
<td>#454545</td>
<td></td>
</tr>
<tr>
<td>232, 33, 33</td>
<td>#E82121</td>
<td></td>
</tr>
</tbody>
</table>
Color Priority

Shown here is the proportional usage of various colors and shades in the palette. This should direct how often to use a certain color in an application.
Usage Examples

Virginia Drives Electric 2020

Electrify Your Ride Campaign Report

EMPOWERMENT TOOLKIT
EV Charging for Multi-Unit Residents
Event Usage Examples

Electrify Your Ride event designs meant to engage a wider audience may expand upon the base language of the Electrify Your Ride brand. This being, all events should utilize the brand colors and typography to retain a harmonious aesthetic.

Expressions can range from adding new gradients, patterns, shapes, image editing, to outlining typography.

The Electrify Your Ride brand should have the flexibility to show events in individualized and unique ways.

Reports, word documents, and policy initiatives should not be as expansive.