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
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.
Do Not...

- 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.

Color combinations to avoid:
- Orange on light blue
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, Favicons, 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.

**Reader**

Reader Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#$%^&*

**Apercu Mono**

Apercu Mono Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#$%^&*

**Tiempos Text**

Tiempos Text Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#$%^&*

**Tiempos Headlines Medium**

Tiempos Text Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#$%^&*
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

Generation180
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

Solar for All Schools
SINGLE LINE

Solar for All Schools
STACKED

Mark

Logotypes

Solar for All Schools
SINGLE LINE

Solar for All Schools
STACKED
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.
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

**Map infographic:**
- **Title:** ONLY 0.0006% OF SOLAR CAPACITY
- **Details:** Installed at Virginia K-12 schools in Southwest Virginia

**Instagram post:**
- **Title:** Middlesex County Public Schools in Virginia is 100% solar-powered and will save taxpayers $4.74 million over 25 years

**PDF header:**
- **Title:** Join the virtual National Solar Tour
- **Details:** Shine a light on solar at your school
- **Dates:** September 28 – October 4, 2020

**Report cover:**
- **Title:** Brighter Future: A study on solar in U.S. schools
- **Edition:** Third Edition
- **Publication Date:** September 2020
Video

Shown here are examples meant to guide, not restrict, video production. These are Generation180’s preferred type-styling and color combinations for Solar for All Schools. Legibility and simplicity are the guiding visual factors.
Video

Opening Text Over Full Images

Small amounts of copy over video that may include a highlight

Block and text over 1/3 of the video

世代180 / SOLAR FOR ALL SCHOOLS

BRAND GUIDE
Electrify Your Ride
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 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 Palette

The Electrify Your Ride palette is cool and welcoming. It does not share any colors with Generation180's core palette.
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 2021

I’m Going Electric

We’ll only contact you about matters related to the Electrify Your Ride campaign.

Ask an EV Owner (me)

Pledge Card

Biden’s Electrifying First 100 Days

Report Design

Event Shirt

Event Social Post