

Brand Guide

GENERATION180

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



Primary Logo Cont.

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.

Primary Black and White



Do Not...



COLOR COMBINATIONS TO AVOID:



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, Favicons, business cards, letterheads, and any other items that would be considered core elements.

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

Primary Colors



Secondary Colors



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.

Generation180

Alternate Logo

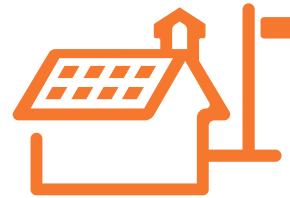
In some cases, an alternate format for the primary logo may be desired. The logo shown here may be used in place of the primary logo or logotype to represent the brand.

Gen180

Pathways for Actions

These icons represent Generation180's various programs.

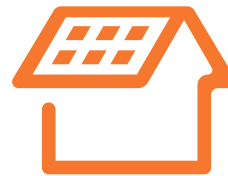
All icons use the same stroke weights and rounded corners, show objects from the front, use flattened perspective, and are made solely from geometric shapes.



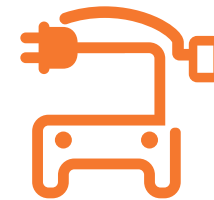
SOLAR FOR ALL SCHOOLS



ELECTRIFY YOUR RIDE



SOLAR REVOLUTION



ELECTRIC BUSES

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

Aa

Reader Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmopqrstuvwxyz
 1234567890!@#\$%^&*()

AAAA

APERCU MONO

Aa

Apercu Mono Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmopqrstuvwxyz
 1234567890!@#\$%^&*()

AAAA

TIEMPOS TEXT

Aa

Tiempos Text Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmopqrstuvwxyz
 1234567890!@#\$%^&*()

AAAA

TIEMPOS HEADLINES MEDIUM

Aa

Tiempos Text Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmopqrstuvwxyz
 1234567890!@#\$%^&*()

A

Typography Application

Examples of typography combinations and scales are shown here to convey the intended format for various uses.

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.



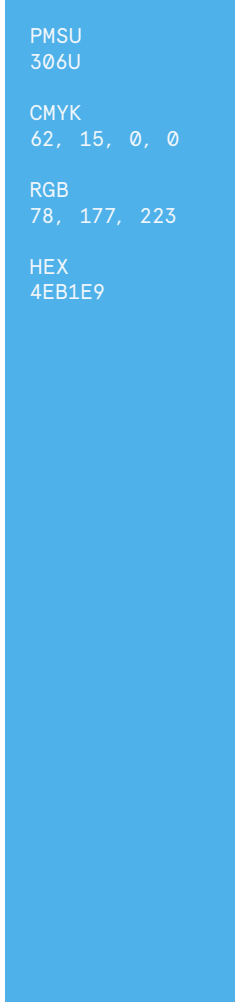
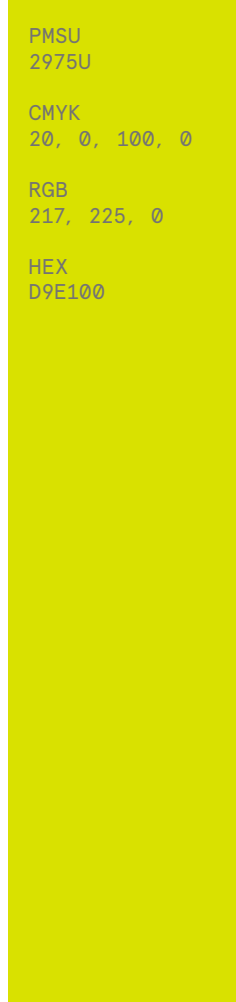
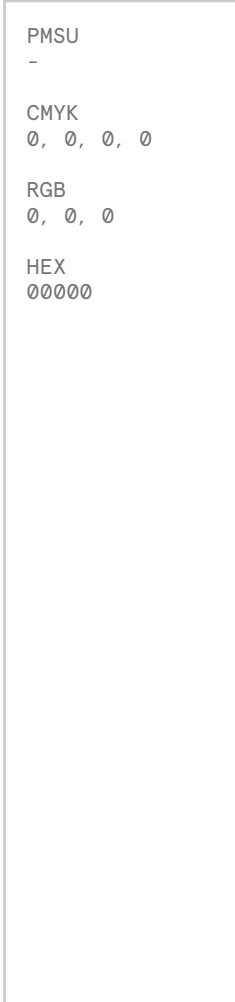
Read the full story —>

Color Palette

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

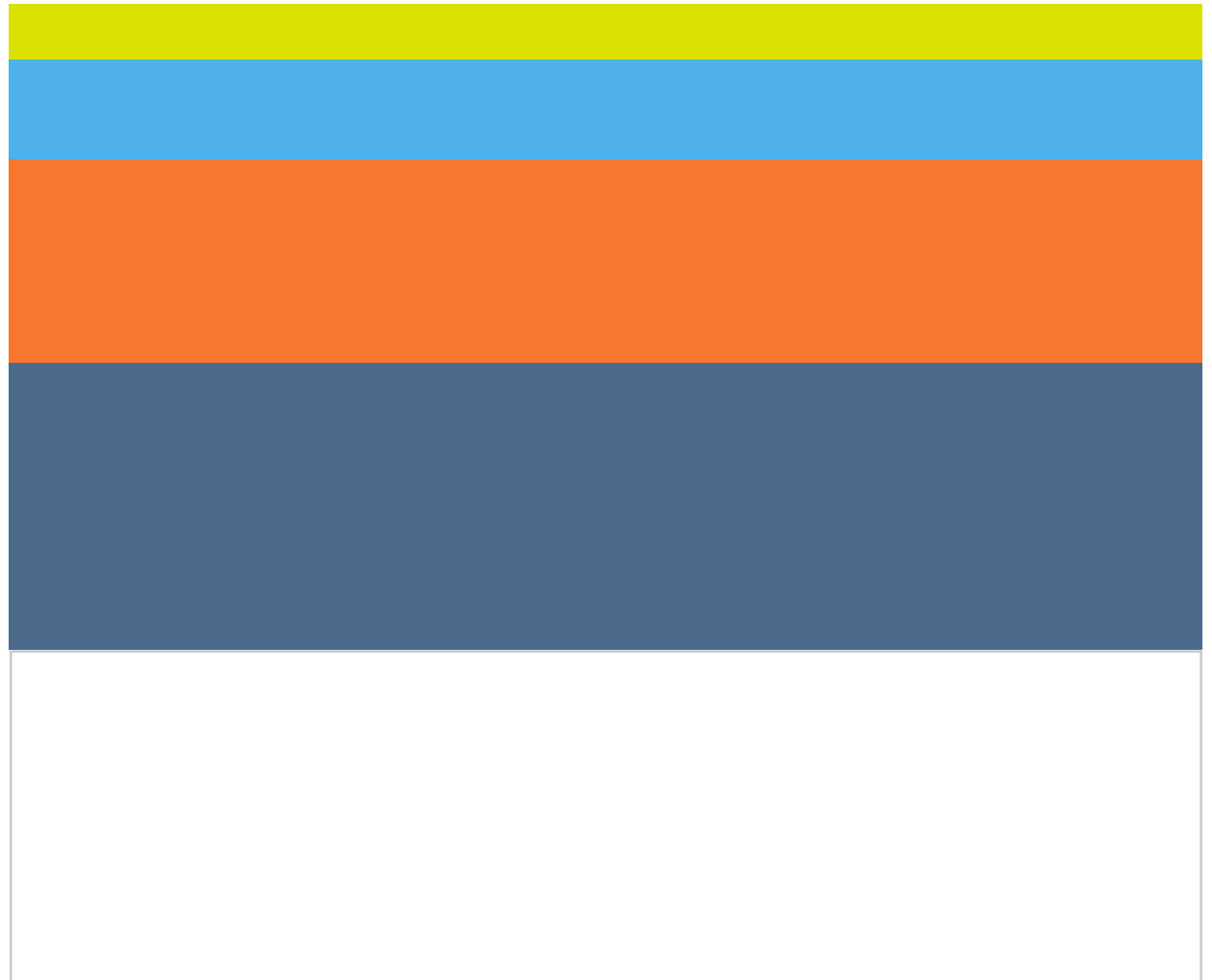
In keeping with this palette, using papers that coordinate will only enhance and add depth to the color story.

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

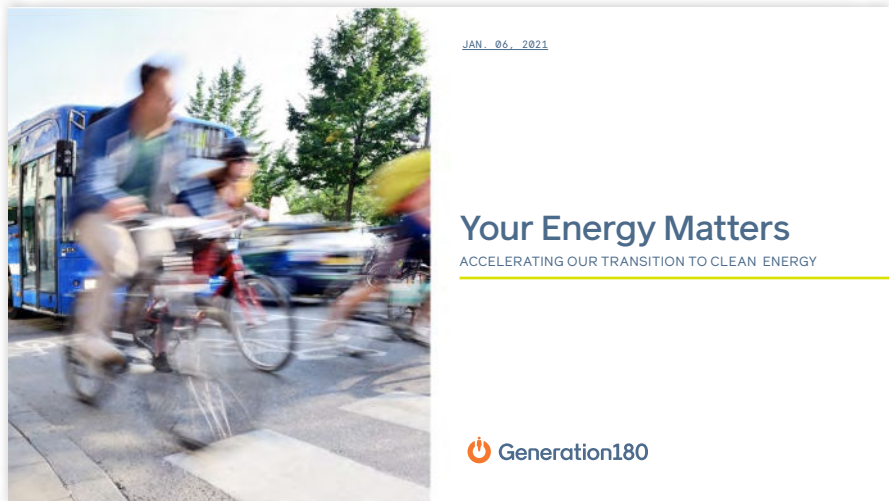
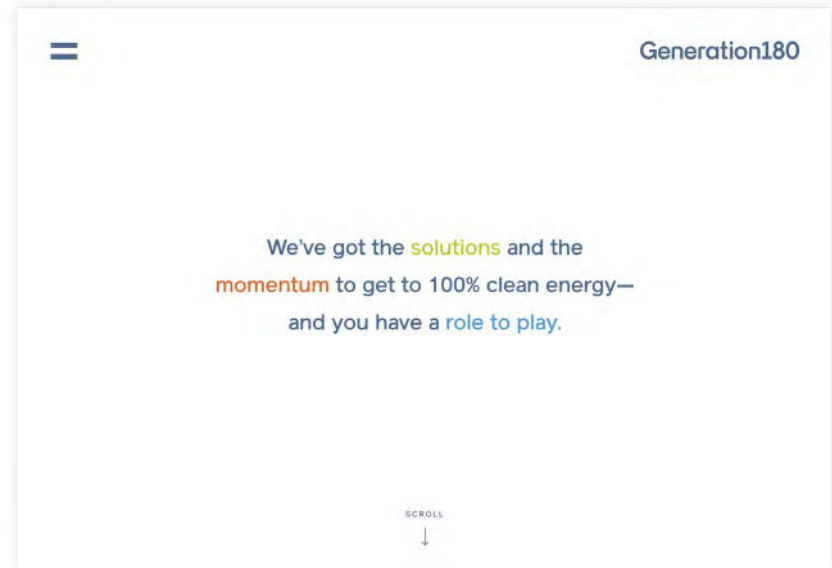
				
PMSU 7692U	PMSU 3965U	PMSU 306U	PMSU 2975U	PMSU -
CMYK 76, 51, 26, 9	CMYK 0, 67, 93, 0	CMYK 62, 15, 0, 0	CMYK 20, 0, 100, 0	CMYK 0, 0, 0, 0
RGB 76, 107, 139	RGB 246, 119, 45	RGB 78, 177, 223	RGB 217, 225, 0	RGB 0, 0, 0
HEX 4C6B8B	HEX F6772D	HEX 4EB1E9	HEX D9E100	HEX 000000

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



Solar for All Schools

GENERATION180

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 of the Generation180 colors with the addition of a light yellow.

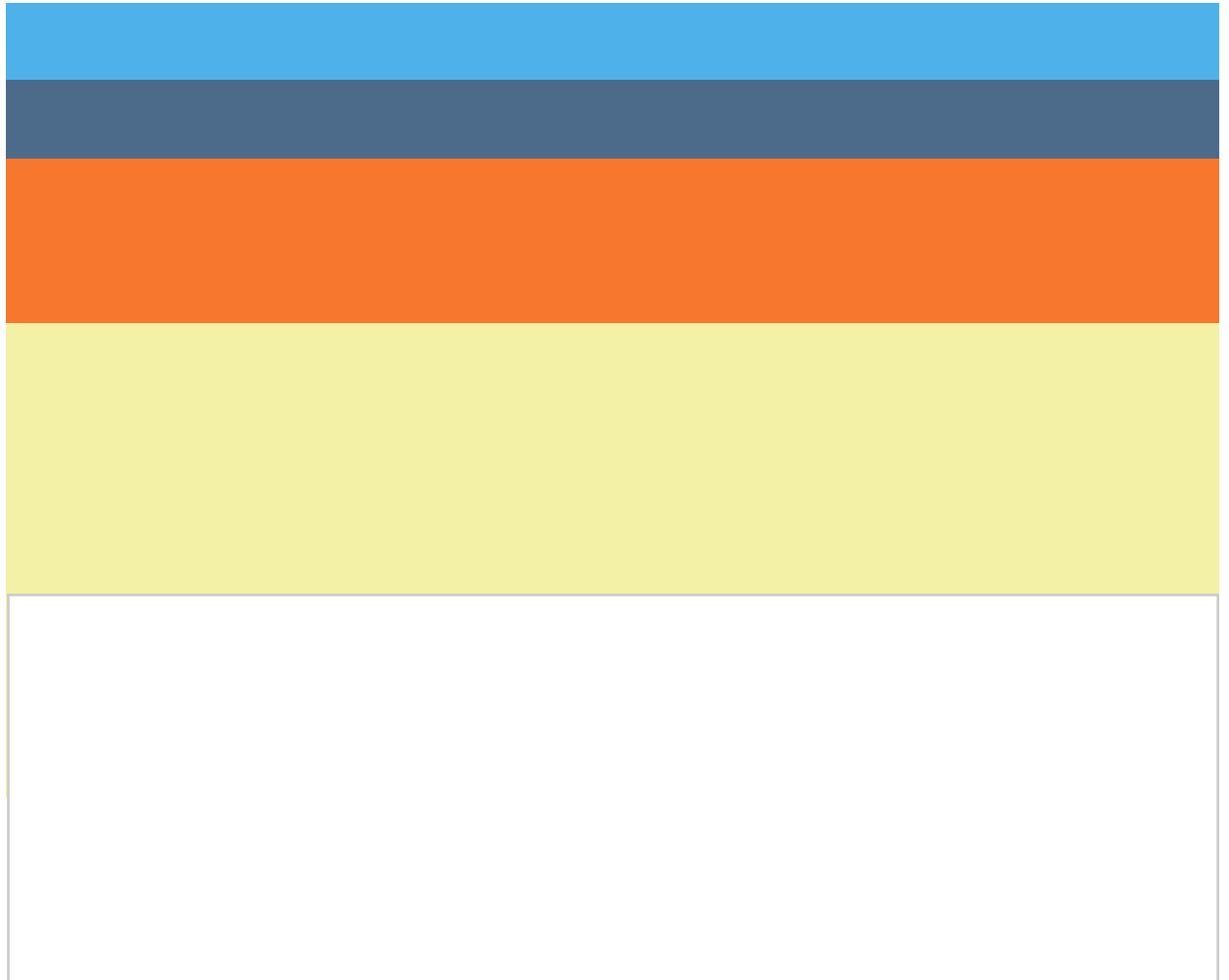
In keeping with this palette, using papers that coordinate will only enhance and add depth to the color story.

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

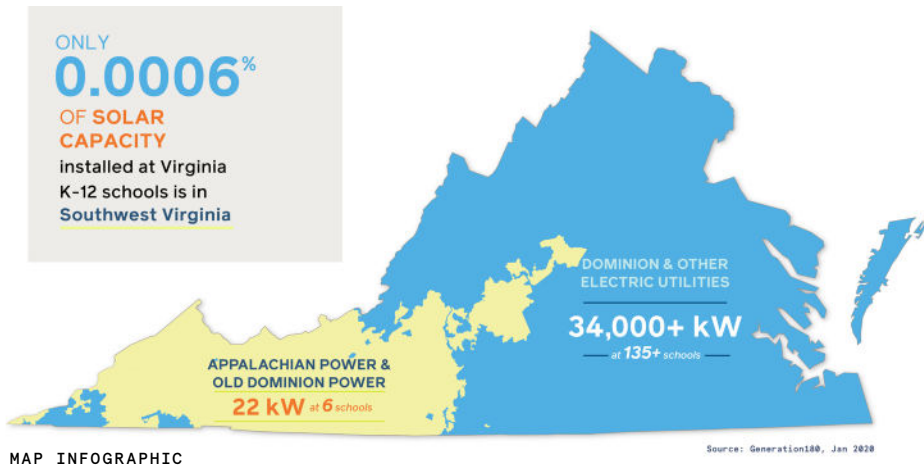
<p>PMSU -</p> <p>CMYK 5, 2, 47, 0</p> <p>RGB 243, 241, 165</p> <p>HEX F3F1A5</p>	<p>PMSU 3965U</p> <p>CMYK 0, 67, 93, 0</p> <p>RGB 246, 119, 45</p> <p>HEX F6772D</p>	<p>PMSU 306U</p> <p>CMYK 62, 15, 0, 0</p> <p>RGB 78, 177, 223</p> <p>HEX 4EB1E9</p>	<p>PMSU 7692U</p> <p>CMYK 76, 51, 26, 9</p> <p>RGB 76, 107, 139</p> <p>HEX 4C6B8B</p>	<p>PMSU -</p> <p>CMYK 0, 0, 0, 0</p> <p>RGB 0, 0, 0</p> <p>HEX 000000</p>
--	--	---	---	---

Color Priority

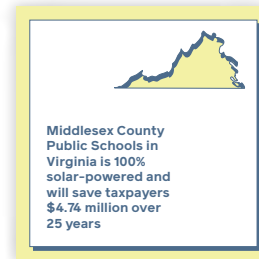
Shown here is the proportional usage of various colors in the palette. This should direct how often to use a certain color in an application.



Usage Examples



MAP INFOGRAPHIC



INSTAGRAM POST



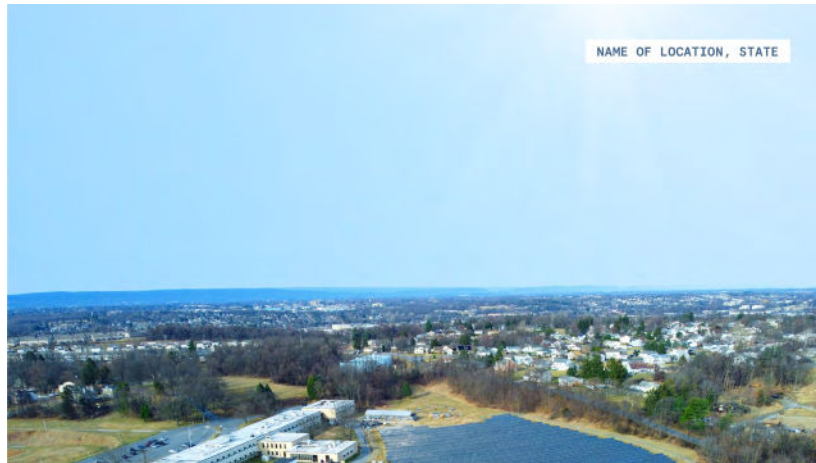
PDF HEADER



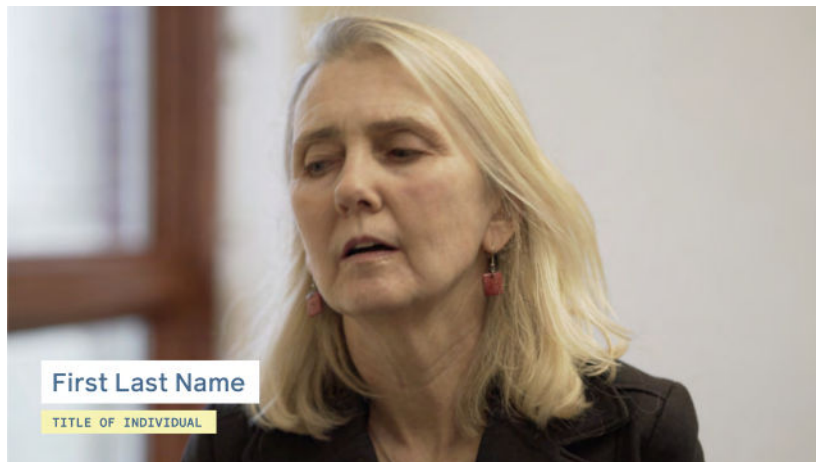
REPORT COVER

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.

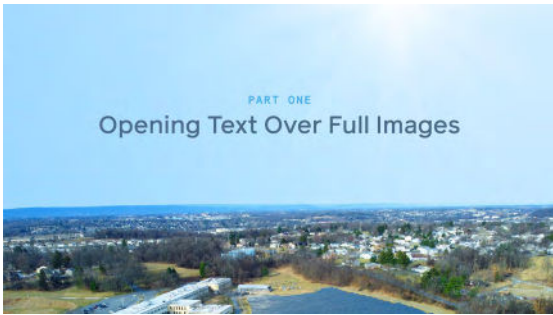


LOCATION TAGS



NAME AND TITLE TAGS

Video



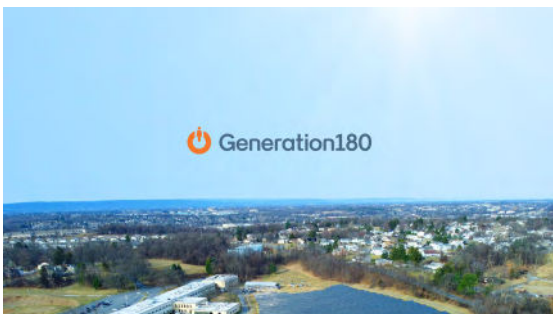
COPY
OVER
FOOTAGE



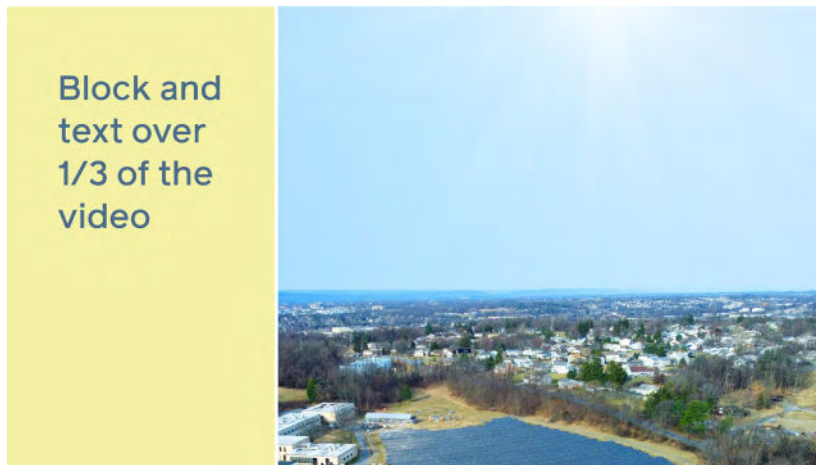
COPY OVER FOOTAGE



CREDITS



LOGO
OVER
FOOTAGE



COPY ON COLOR BLOCK

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



SINGLE LINE



STACKED

Mark



Logotypes

Electrify Your Ride

SINGLE LINE

Electrify
Your Ride

STACKED

Program Motif

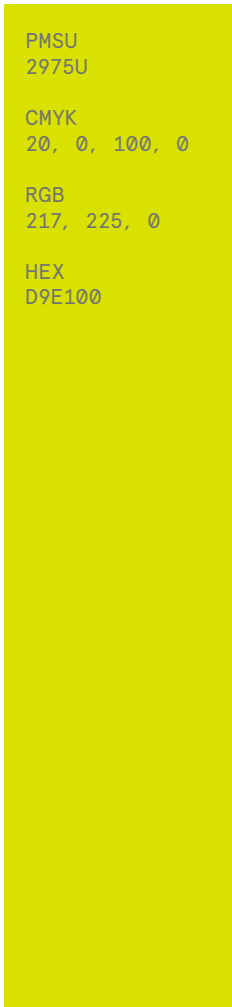
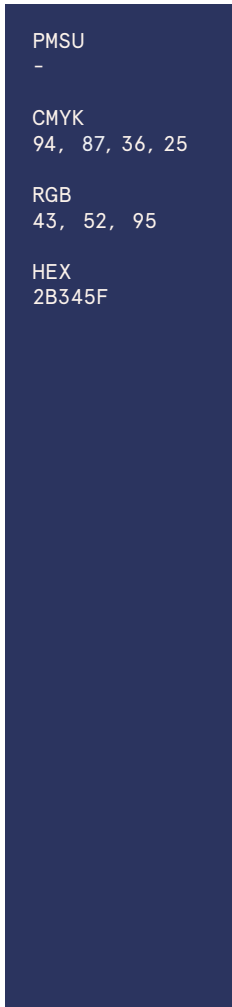
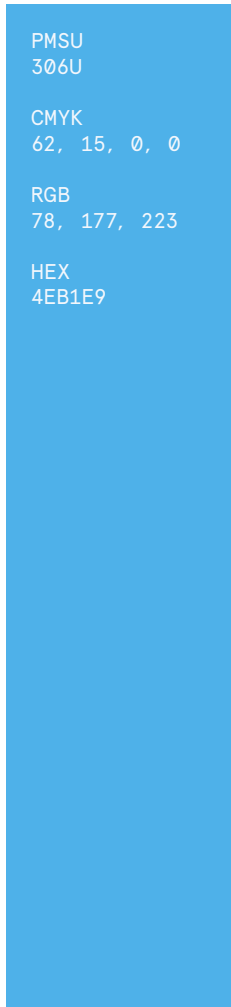
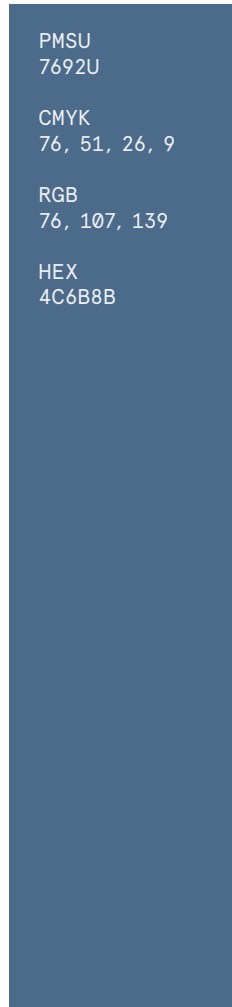
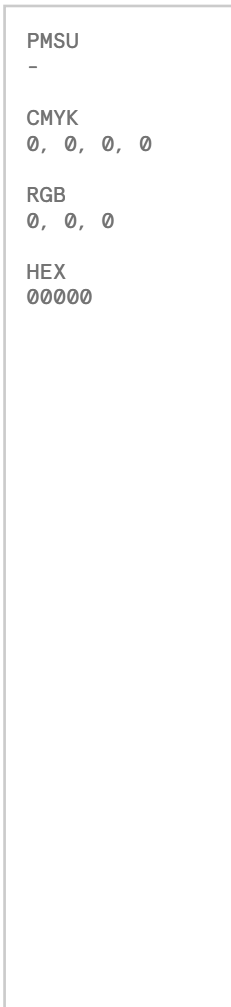
This motif is used to add texture and interest into the background of designs.

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



Program Palette

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

 <p>PMSU 2975U</p> <p>CMYK 20, 0, 100, 0</p> <p>RGB 217, 225, 0</p> <p>HEX D9E100</p>	 <p>PMSU -</p> <p>CMYK 94, 87, 36, 25</p> <p>RGB 43, 52, 95</p> <p>HEX 2B345F</p>	 <p>PMSU 306U</p> <p>CMYK 62, 15, 0, 0</p> <p>RGB 78, 177, 223</p> <p>HEX 4EB1E9</p>	 <p>PMSU 7692U</p> <p>CMYK 76, 51, 26, 9</p> <p>RGB 76, 107, 139</p> <p>HEX 4C6B8B</p>	 <p>PMSU -</p> <p>CMYK 0, 0, 0, 0</p> <p>RGB 0, 0, 0</p> <p>HEX 000000</p>
--	---	--	--	--

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



PLEDGE CARD



EVENT SHIRT



REPORT DESIGN



EVENT SOCIAL POST

