

pole base[®]

Brand Standards 2018



BRAND POSITION STATEMENT

For electrical contractors and specifiers that want to take back control of their jobsite and job schedule, Pole Base is a precast site lighting foundation that simplifies the installation equation. Unlike cast-in-place options, Pole Base allows you to make your jobs more predictable and more profitable because the bases are created in a controlled environment and delivered to the jobsite with your exact specifications. Installation isn't weather dependent nor tied to a concrete truck and concrete curing time, so you set the schedule.

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LOGO



Logo



Main
Logo

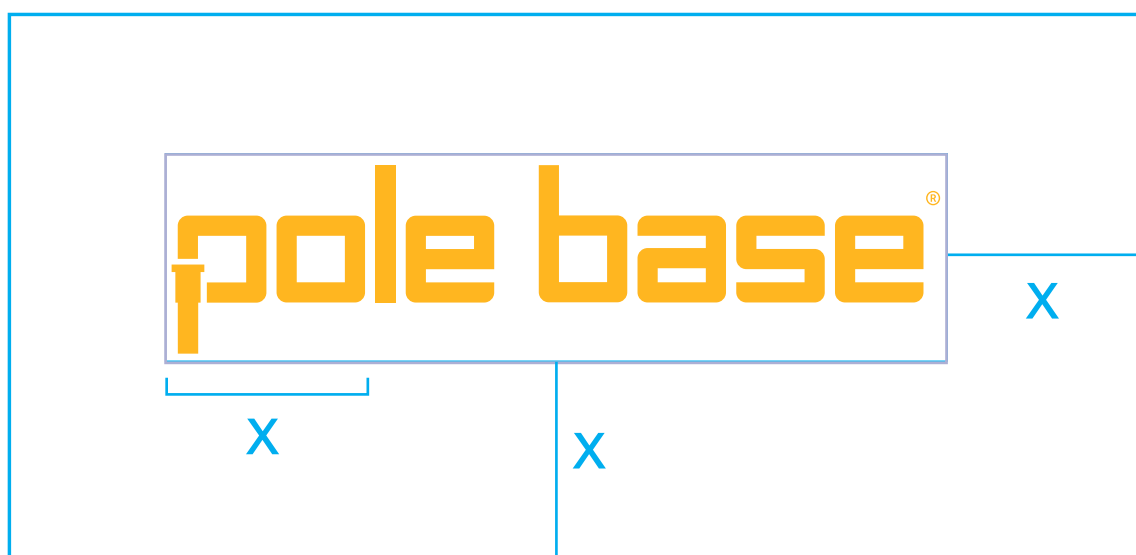


Reverse
Logo

- The Pole Base logo is Pole Base Yellow for marketing.
- A reverse logo is available for certain legal usages.
- The logo is never shown in any other color.
- The logo is always displayed in a flat format.
- DO NOT use a logo without the ® mark.

Spacing

When using the Pole Base logos with other logos and graphic elements, maintain a safety space that equals the baseline width of the P and O (x).



Minimum Space



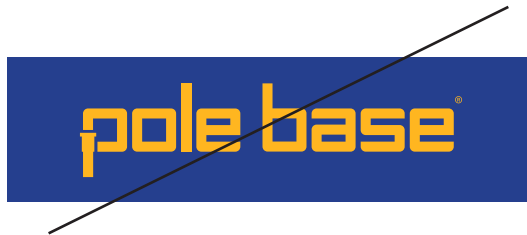
1 in
(2.54 cm)

The main Pole Base logo and the reverse logo should never be smaller than 1 inch (2.54 cm) wide.

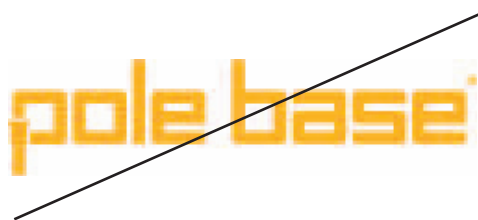
Logo Don'ts



Don't skew the logo proportions in any direction.



Don't use any color except for white and brand colors behind logo.



Don't use low-quality, pixelated versions of the logo.



Don't add a stroke, drop shadow, gradient, rotation, or make any other alterations to the logo.

Secondary Elements

The Pole Base P is not to be used as a logo or by itself. The Pole Base P is a graphic element that you can incorporate into your designs. Do not skew the graphic proportions, change the color, use a low quality image, or apply effects to it.



File Type Usage

	File Format					Color Format		
	Vector Image			Raster Image		CMYK	RGB	Pantone
	AI	EPS	DXF	JPEG	PNG			
Print Usage	●	●				●		●
Web Usage				●	●		●	
Video Usage				●	●		●	
e-mail blast usage				●	●		●	
Large format usage (truck wraps, posters, signage, etc)	●	●				●		●
Autocad			●				●	

Questions?

If you have any further questions about file formats please contact the Pole Base marketing team at marketing@Polebase.com

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COLOR



Main Colors



Pole Base Yellow
HEX: #FFB81C
CMYK: 0/31/98/0
RGB: 255/184/28
PMS: 1235C



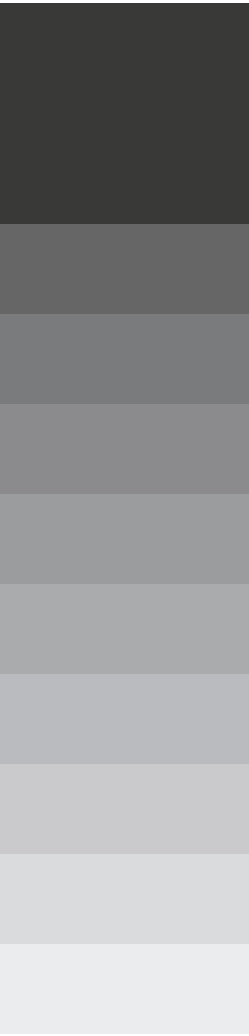
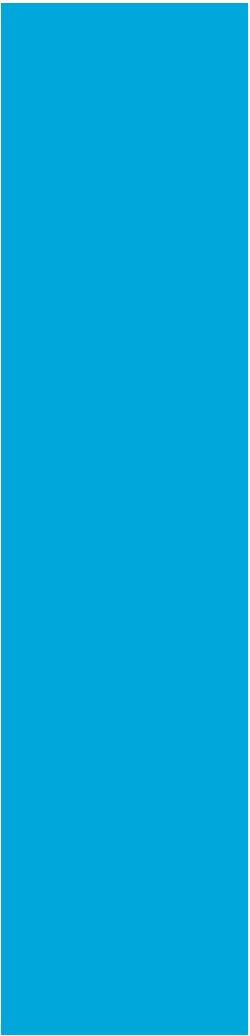
Redi-Rock Blue
HEX: #00A3E0
CMYK: 86/8/0/0
RGB: 0/163/224
PMS: 299C



Pole Base Gray
HEX: #53565A
CMYK: 44/34/22/77
RGB: 83/86/90
PMS: Cool Gray 11 C



Black
HEX: #000000
CMYK: 75/68/67/90
RGB: 0/0/0
PMS: It's black



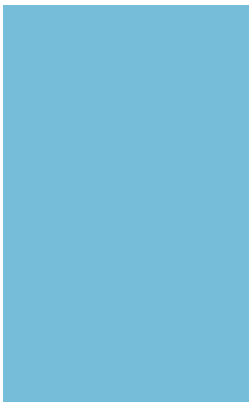
Additional Info

In addition to Pole Base Gray any shade of black may be used. Colors should be kept to a minimum while designing. An emphasis on white space is encouraged.

Colors Continued

AutoCad, presentation & graph colors

Blue
RGB: 123/188/216
CMYK: 50/11/8/0



Red
RGB: 211/151/130
CMYK: 17/45/47/0



Yellow
RGB: 255/225/116
CMYK: 0/11/63/0



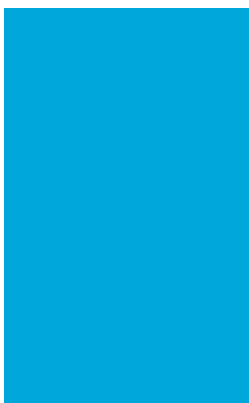
Purple
RGB: 173/176/213
CMYK: 31/27/2/0



Autocad Colors

The colors to the right are only to be used in engineered AutoCad drawings.

Redi-Rock Blue
HEX: #00A3E0
CMYK: 86/8/0/0
RGB: 0/163/224



Redi-Rock Red
Hex: #D12229
CMYK: 15/100/100/0
RGB: 210/35/42



Pole Base Yellow
HEX: #FFB81C
CMYK: 0/31/98/0
RGB: 255/184/28



Purple
Hex: #8C4799
CMYK: 51/79/0/0
RGB: 140/71/153



Presentations & Graphs

The colors to the right are only to be used in graphs and presentations that need more color differentiation than normal designs.

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FONT



Main Font

Aa

Aktiv Grotesk Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&*()

Aa

Aktiv Grotesk Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&*()

Aa

Aktiv Grotesk Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&*()

Secondary Font

Aa Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&*()

Aa Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&*()

AKTIV GROTESK

Pole Base uses the entire Aktiv Grotesk font family as our main font.

There are a variety of weights for use depending on where the typeface will be applied. As a general guide we like to stick to the light, regular, and bold weights for literature pieces.

ARIAL

The only acceptable font alternative is Arial, in weights regular and bold.

It should be used in some digital formats—such as PowerPoint, Autocad documents, and when we are sending out live, editable copy to recipients who may not have Aktiv Grotesk.

Photography

KEEP IT CLEAN.

KEEP IT VIBRANT.

- Do choose photos that reflect our brand position statement
- Do use photos with finished landscaping
- Do use photos with pops of color
- Do try to incorporate people in the background of your photos
- Do use a variety of Pole Base textures
- Do include the whole pole base foundation.
- Do only use high resolution photos for printing purposes

- **DO NOT** use photos that were obviously posed or shot in a studio
- **DO NOT** use photos with cement pinholes or other imperfections
- **DO NOT** use low resolution photos
- **DO NOT** over edit your photos





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