pole base ®

BRAND GUIDELINES
FOR MANUFACTURERS

BRAND 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.

INDEX

01
LOGO

POLE BASE 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.

pole base®

Main
Logo
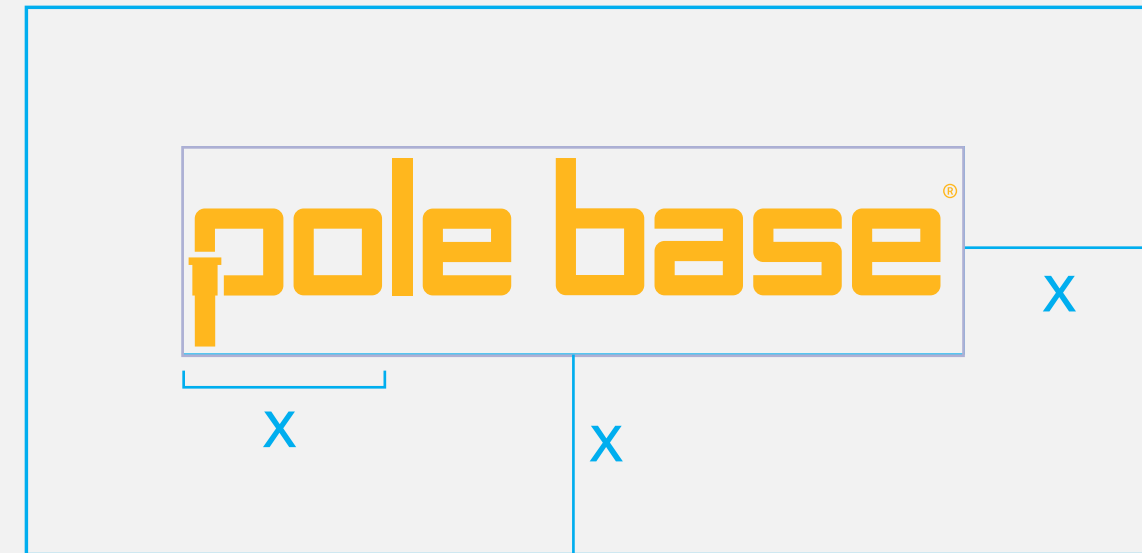
pole base®

Reverse
Logo

LOGO SPACING

1. **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).

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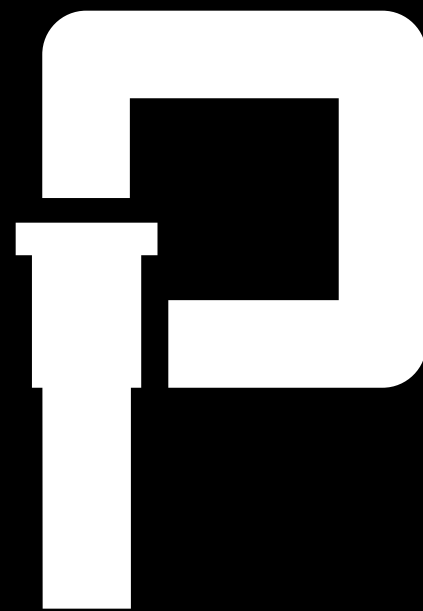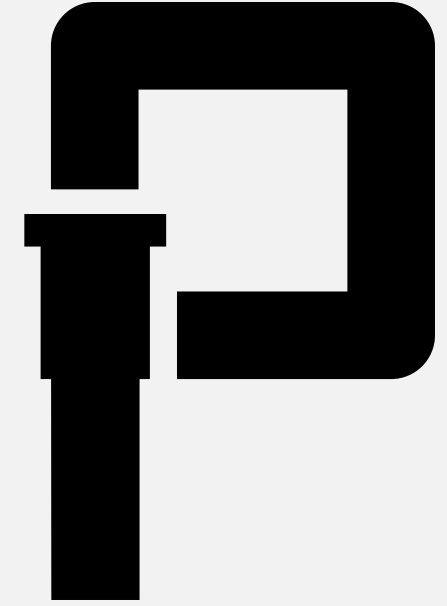

X
X
X

1 in
(2.54 cm)

SECONDARY "P" ELEMENT

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.

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.

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			●				●	

COLORS

BRAND COLORS

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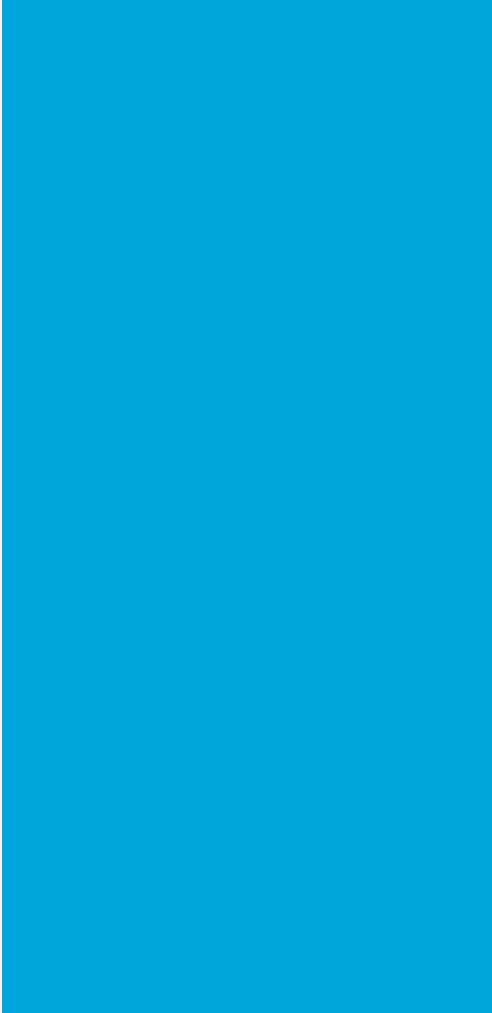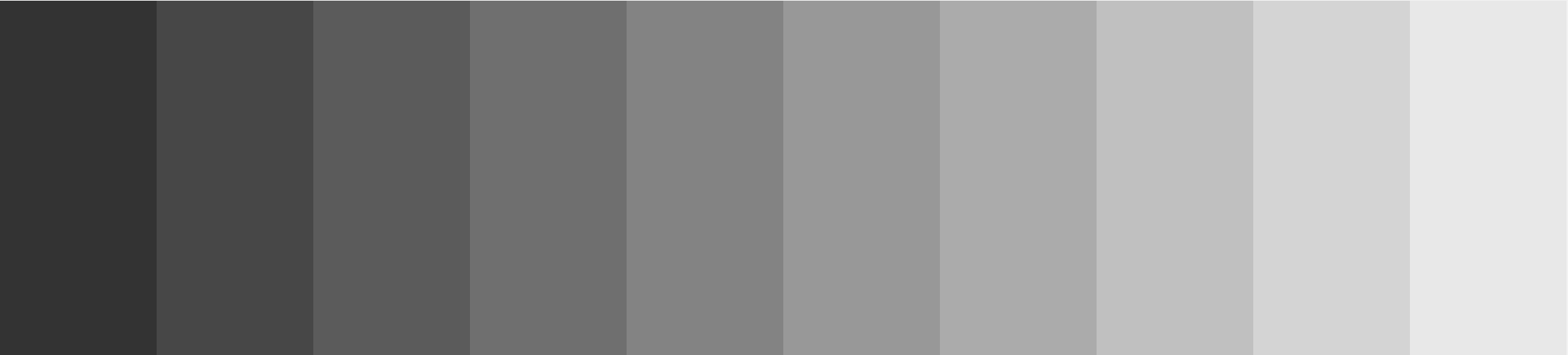
Pole Base Yellow
HEX: #FFB81C
CMYK: 0/31/98/0
RGB: 255/184/28
PMS: 1235C

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

Black Tints
Every 10%

TYPOGRAPHY

TYPEFACES

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 providing live, editable copy to recipients who may not have Aktiv Grotesk.

⬇ **Download Primary Font**

⬇ **Download Secondary Font**

Main Font

AKTIV GROTESK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()

Secondary Font

ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()

04
PHOTOGRAPHY

CLEAN, YET 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
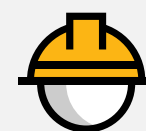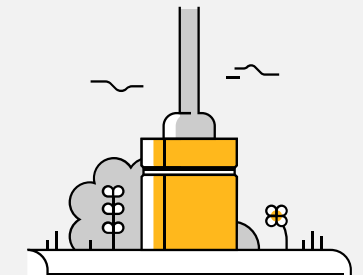- **DO NOT** over edit your photos

05
ICONOGRAPHY

DESCRIPTIVE DRAWINGS

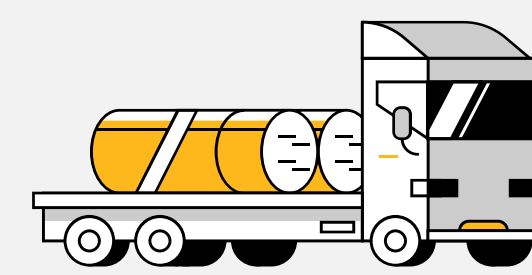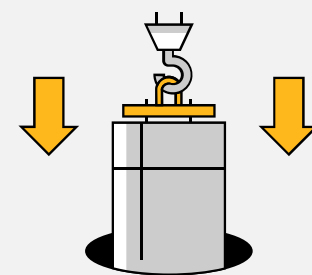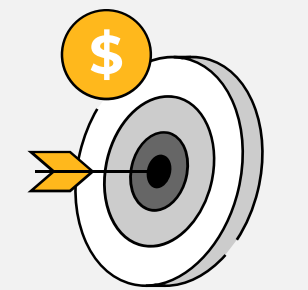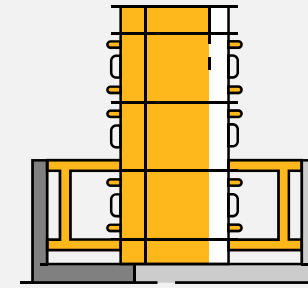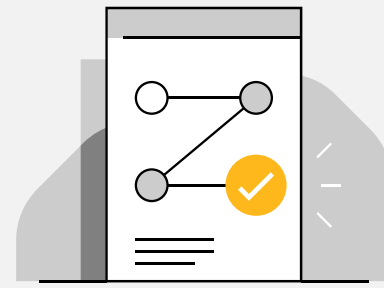Icons are a great way to help customers understand certain terminology, products, and installation methods. Icons should be made in sets and be in a stroke-style in order to stay simple yet show complex details.

Download Icons
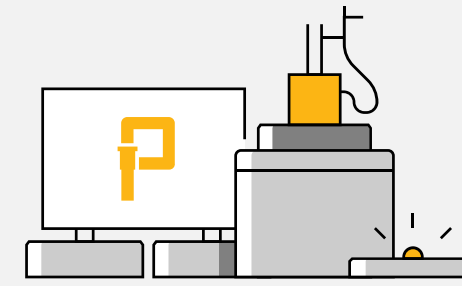
06
ENDORSEMENT

ENDORSEMENT TAGS

To add credibility to your marketing and more closely tie your brand to the Pole Base brand, an optional endorsement badge is available for digital or print content. Endorsement badges can be found here and on the Producer Secure Site.

⬇ **Download Tags**

pole base®
Official Licensed Manufacturer of Pole Base
polebase.com

pole base®
Official Licensed Manufacturer of Pole Base
polebase.com

pole base® Official Licensed Manufacturer of Pole Base
polebase.com

pole base® Official Licensed Manufacturer of Pole Base
polebase.com

CO-BRANDING

CO-BRANDING SCENARIOS

Co-branding is another great way to add credibility. Text and logo co-branding methods are shown below. For more information on co-branding, contact marketing@polebase.com.

1. **Text with logos**
   Pole Base uses the entire Aktiv Grotesk font family as our main font.

2. **Logo co-branding**
   Pole Base uses the entire Aktiv Grotesk font family as our main font.

Proud manufacturer
of Pole Base®

BRAND NAMES IN TEXT

First Mentions

Whenever possible, the first mention of Pole Base within a print or digital piece should combine [Pole Base] + [product name] by / from [Your Company].

For example:

▌ "Pole Base Round Smooth site lighting foundations by Bell Industries."

▌ "Create the perfect outdoor lighting with Pole Base from Truemont Materials."
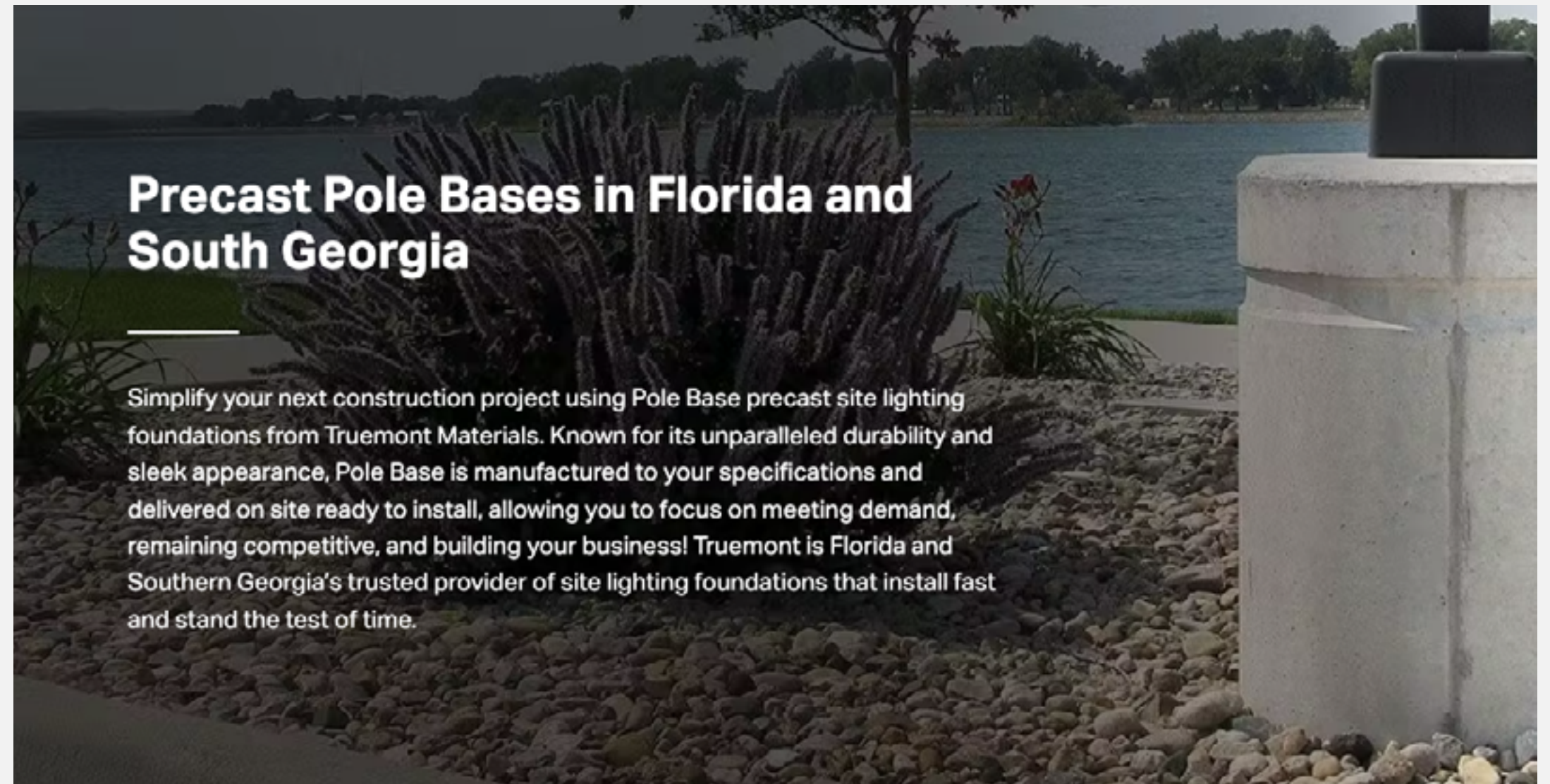
Subsequent Mentions

As it makes sense for content flow, feel free to refer to products in simpler terms on subsequent mentions.

For example:

▌ "Newline carries Pole Base columns, light pole bases, and sign foundations."

▌ "The Ledgestone column provided a great aesthetic."

▌ "In the lot, Pole Base Round Rusticated light pole bases created a fast installation."

▌ "The project took advantage of the versatility of the Pole Base suite of products by utilizing Square and Round Smooth light pole base textures to create a dynamic space."
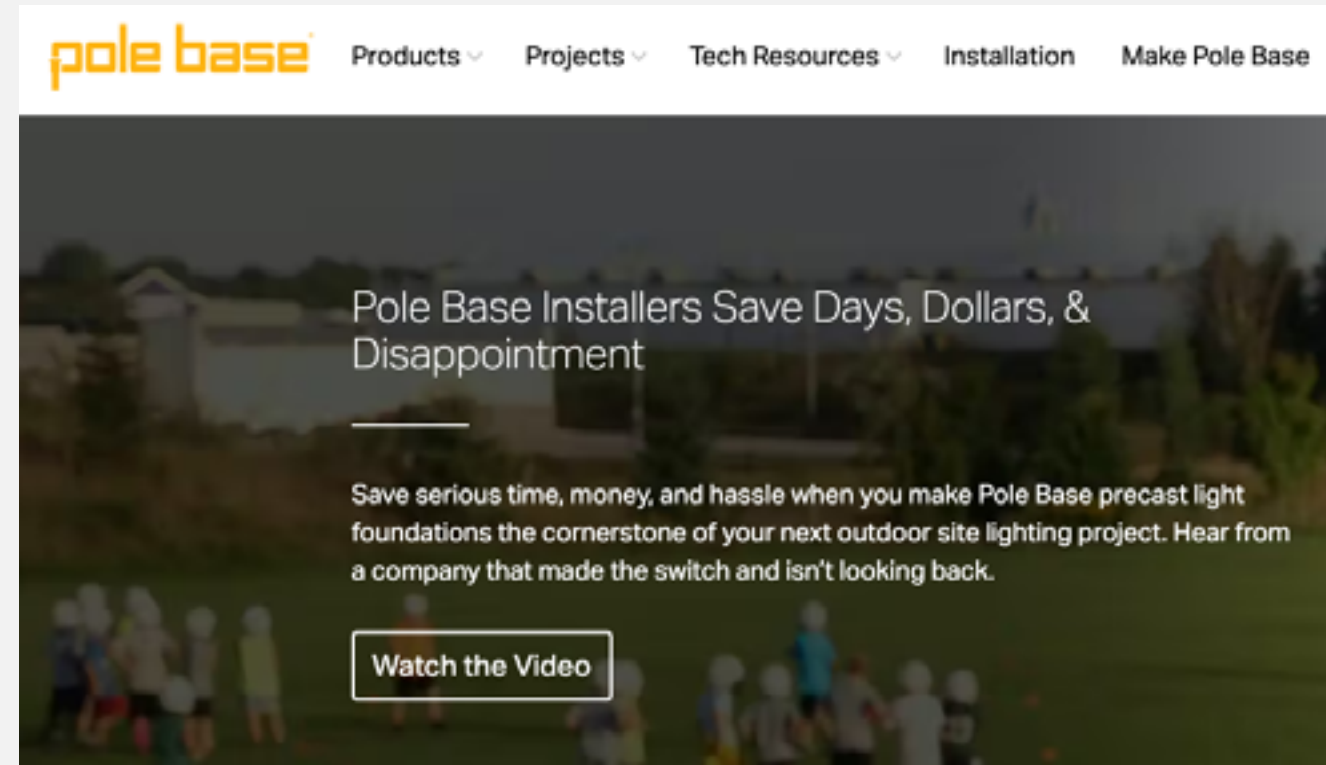
Only use the ® symbol the first time Pole Base is mentioned. If a Pole Base logo appears first on the page, there is no need to include the ® symbol after the first mention of Pole Base in text.

Pole Base Installers Save Days, Dollars, & Disappointment

Save serious time, money, and hassle when you make Pole Base precast light foundations the cornerstone of your next outdoor site lighting project. Hear from a company that made the switch and isn't looking back.

Watch the Video

Precast Pole Bases in Florida and South Georgia

Simplify your next construction project using Pole Base precast site lighting foundations from Truemont Materials. Known for its unparalleled durability and sleek appearance, Pole Base is manufactured to your specifications and delivered on site ready to install, allowing you to focus on meeting demand, remaining competitive, and building your business! Truemont is Florida and Southern Georgia's trusted provider of site lighting foundations that install fast and stand the test of time.

QUESTIONS?

Pole Base representatives at marketing@polebase.com are here to answer any questions you might have. For more information on marketing resources, visit the Pole Base Producer Secure Site.

+1 844-866-9097

marketing@polebase.com

Producer Secure Site

pole base®