



Brand Identity Guidelines

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The NEC Energy Solutions logo is the primary visual articulation of our brand. It should appear **prominently** and **correctly** on all materials.

General logo usage guidelines:

- Use the logo once, clearly and appropriately.
- The logo and its proportions must never be altered or modified in any way. Incorrect use of the logo undermines the strength of the brand.

Brand Standards

All documentation and files regarding the NEC Energy Solutions brand identity standards are located on the NECES shared drive in the Marketing Library

This folder houses:

- Brand Identity Standards
- Proper logo files
- Product literature
- PowerPoint template
- Letterhead & Fax template
- Email auto signature standard
- Other marketing resources

Identity elements for expressing the NEC Brand



The identity elements for expressing the NEC Brand are the following:

■ The NEC Mark, which is NEC's symbol, and all the other identity elements must be used with consistency and harmony in all instances that they are to be used. Correct use of these elements promotes the recognition of the NEC Brand and accurately showcases its entity as a brand.

■ NEC Mark (NEC's Symbol)

The NEC Mark symbolizes the NEC Group's trusting relations with our customers. And, because it represents the NEC Group, it must be used in all forms of communication from the group.

■ Elements that set apart the NEC Brand and express the essence of what epitomizes NEC:

- Brand Statement "Empowered by Innovation"
- Corporate Names, Abbreviated Corporate Names
- Fonts for expressing the essence of what epitomizes NEC
- Color palette for expressing the essence of what epitomizes NEC
- Visual expression of the essence of what epitomizes NEC

[Source: NEC brand guidelines document]

Three standards in using the NEC Mark

■ To promote the recognition of the NEC Brand and accurately showcase its identity, we must use it correctly and with consistency in all communications of the NEC Group.

Please comply strictly to the three standards below in using the NEC Mark.

- 1) Use the correct shape
- 2) Use the correct color
 - Use of NEC Blue whenever possible
 - Otherwise, use white, black or gray
- 3) Uphold the independence and symbolism of the mark

[Source: NEC brand guidelines document]

NEC Energy Solutions Logo Standards



Color Standards

For Print

Use a Pantone matching system or the CMYK equivalent.



PANTONE: PMS 2728C

CMYK

C: 96 M: 69 Y: 0 K: 0

For Screen or on the web

Use the RGB color breakdown.



RGB

R: 0 G: 92 B: 171

For newsprint or other black and white applications, use the black Logo.



Use all black version of logo

For black or dark backgrounds

If the background is black or another dark color, use the reverse version of the logo.



Use the reverse version of logo as shown – black logo text is now white

For NECES Website

White knockout text on blue background.



Other Approved logo combinations

Blue NEC Logo, White NEC Energy Solutions text on black background



NEC Energy Solutions Logo Standards



Logo Variations



White Text / Black Background



Color Text / White Background



Color Text / Transparent Background



White Text / Transparent Background

*If you need assistance selecting a logo for your specific needs,
please contact the marketing department.*

NEC Energy Solutions Logo Standards

Spacing

Clear space guidelines are used to ensure proper spacing around the logo.

Clear space allows clear visual separation from other objects and text, as well as making the logo feel balanced and centered in the space it occupies.

The spacing around the logo is based on the width of one character from the “N” portion of the NEC ENERGY SOLUTIONS.

- A. Posters, Large Graphics and Large Promotional Items:
Size of the Large N in the NEC Logo around all borders
- B. Stationery: Size of the Large N in the NEC Logo around all borders
- C. Small Promotional Items
- D. Software Display Screens and Monitors

A



B



C



D



NEC Energy Solutions Logo Standards



Incorrect Uses

In order to reinforce our brand, our logo must always be correctly.

The logo:

- A Should never be stretched, compressed, or otherwise distorted.
- B Should never be printed in a non-approved color or textured background.
- C Should never be created using an incorrect font.
- D Should never be mimicked using different text.
- E Should never be too closely positioned to another logo.
- F Should never be used in a sentence instead of text.
- G Should never be tilted at an angle
- H Should never be contained within a shape.
- I Should never have a drop shadow.
- J NEC Energy Solutions should always be on the same line and match the width of the NEC Logo.



NEC Energy Solutions Logo Standards

The Color Palette

The Color Palette is designed to establish a consistent and recognizable visual theme across all NEC Energy Solutions screen and printed materials.

This page specifies printing colors using the Pantone Matching System, as well as four-color process colors using CMYK, and on-screen colors using RGB values. Pantone numbers shown are for coated and uncoated paper.

PRIMARY

NEC blue (Logo color)



C: 96 M: 69 Y: 0 K: 0
R: 0 G: 92 B: 171
#005cab



C: 0 M: 0 Y: 0 K: 100
R: 30 G: 30 B: 30
#000001



C: 30 M: 22 Y: 19 K: 53
R: 110 G: 110 B: 110
#6e6e6e



C: 21 M: 11 Y: 9 K: 22
R: 188 G: 188 B: 188
#bcbcbc

SECONDARY *(try not to use more than one secondary color in a document – except for PowerPoint presentations)*



C: 78 M: 2 Y: 98 K: 9
R: 255 G: 210 B: 0
#ffd200



C: 52 M: 0 Y: 82 K: 1
R: 91 G: 191 B: 33
#5bbf21



C: 0 M: 74 Y: 100 K: 0
R: 255 G: 102 B: 0
#ff6600



C: 0 M: 74 Y: 100 K: 0
R: 255 G: 102 B: 0
#ff6600

NEC Energy Solutions Logo Standards

Capitalization Standards

The NEC Energy Solutions name should be written using the following guidelines:

NEC and the subline NEC Energy Solutions – Energy Solutions must always be initial caps.

Do not split the name across lines

When setting text for materials, the name NEC Energy Solutions must not split over two consecutive lines.

Abbreviation

NEC Energy Solutions can be abbreviated as NEC Energy on external documentation or presentations. NECES can only be used internally amongst employees.

NEC Energy Solutions Logo Standards

Primary Brand Typeface

Calibri is the primary NEC Energy Solutions typeface for use in Marketing Communications.

All brochures, ads, product labels, tradeshow graphics, banners, building signage and other professionally printed materials must use this font.

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz0123456789

Calibri Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz0123456789

Calibri Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz0123456789

Calibri Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz0123456789

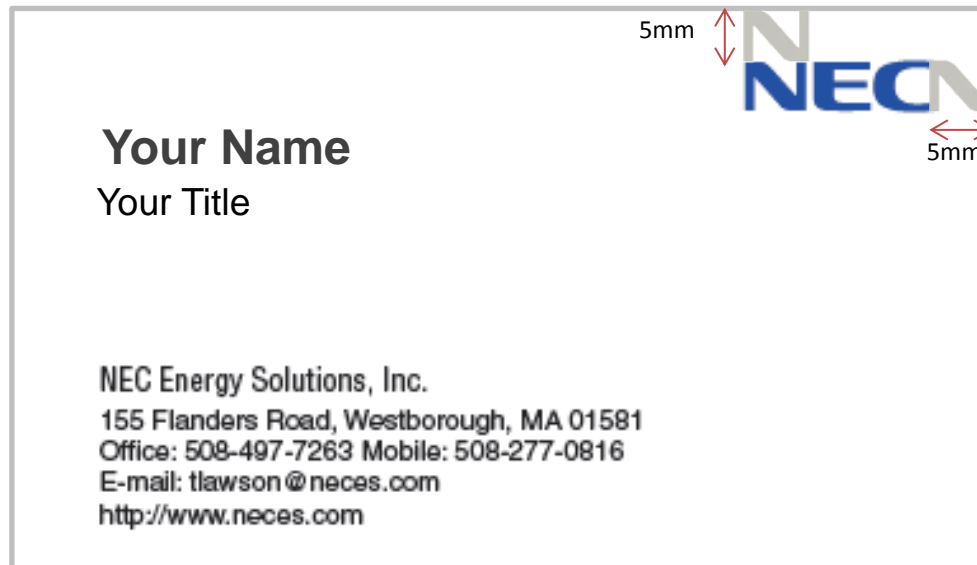
NEC Energy Solutions Business Cards & Email



Business Cards

Example: *Not actual size*

Logo to be placed from
top and right edge based
on the size of N in NEC



*All business cards should be
ordered through
Doreen Ward at x127231*

NEC Energy Solutions Email Signatures

Email Signatures

- Font for name and job title: Arial 10 pt, Black
- Font for address and phone numbers: Arial 9 pt, Black “Lighter 25%” (Red:64 Green:64 Blue:64)
Note: Including mobile number is optional; add at your discretion.
- Font for email address and website address: Arial 9 pt Blue (Red:0 Green:0 Blue:255)
- Paragraph spacing is exactly 12 pt.
- Do not use the NEC logo image in your signature
- Do not use special font colors outside of what is described above.
- Telephone format should be formatted as follows:
Ex: (508) 497-72XX

Example: *Not actual size*

Your Name

Your Title

NEC Energy Solutions, Inc.

155 Flanders Rd. | Westborough MA 01581

Direct (508) 497-72XX | Mobile (optional)

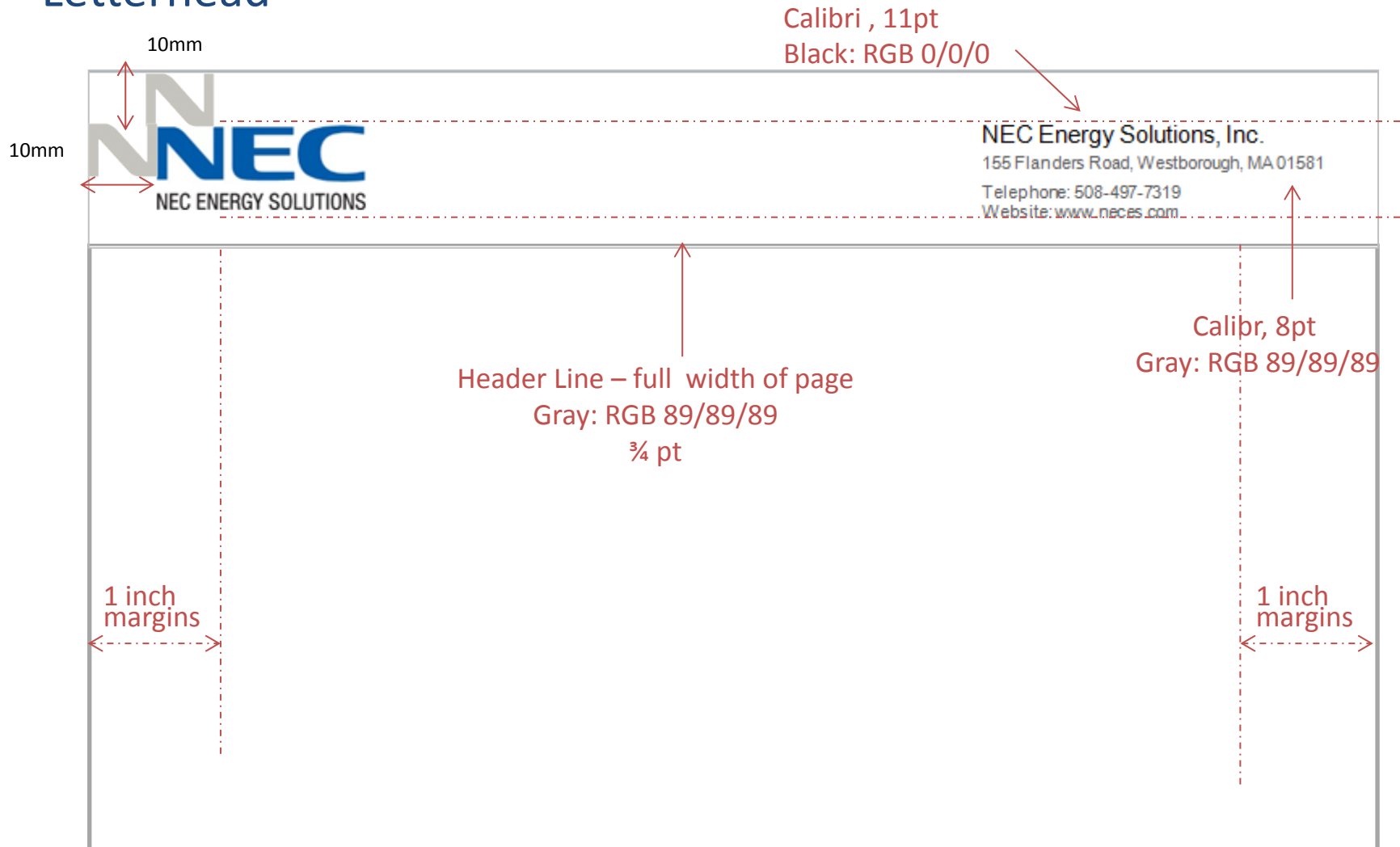
xxxx@neces.com

www.neces.com

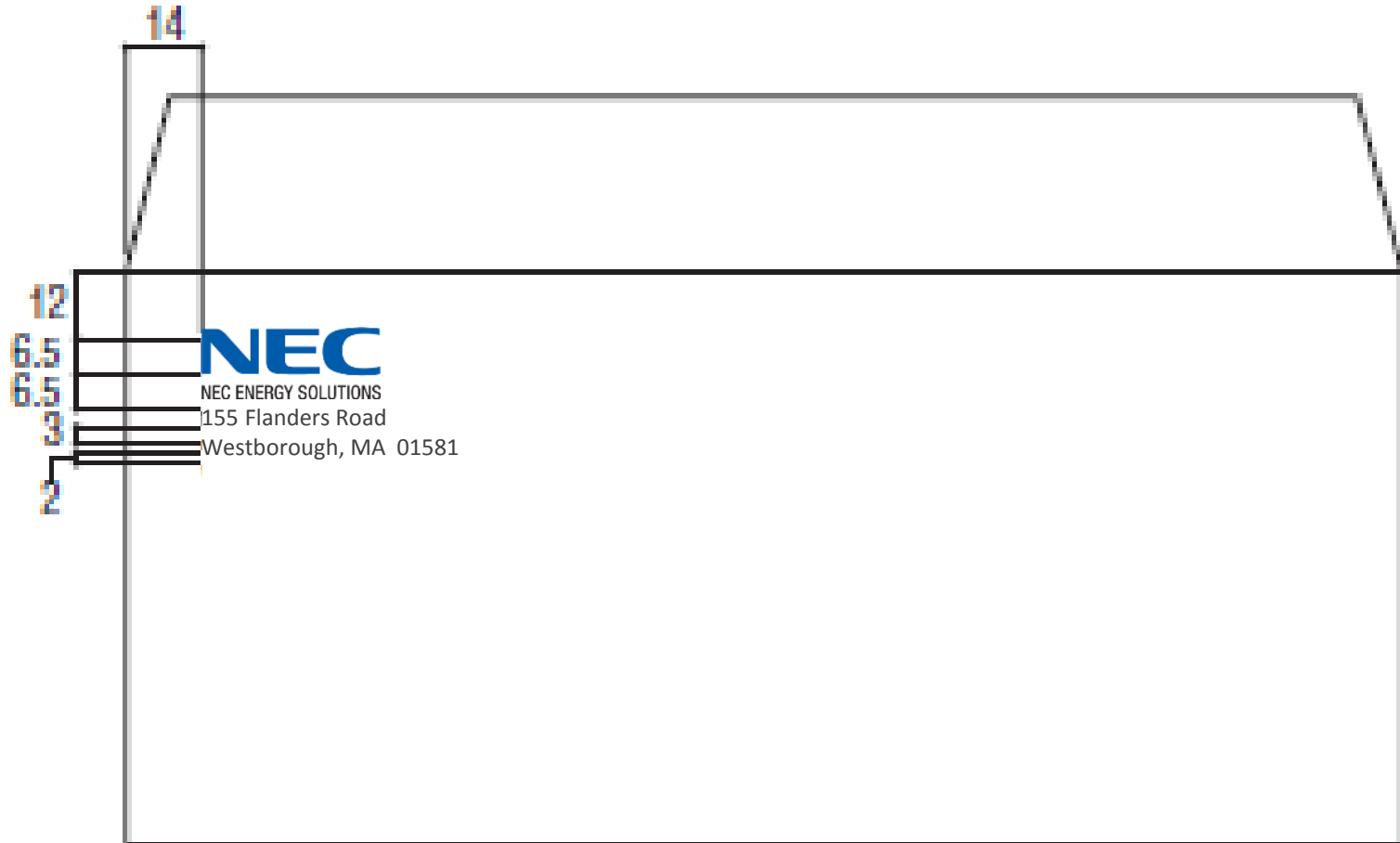
*For Instructions go to on how to add to your Outlook signature go to:
M:\Energy Solutions Group\Marketing Library\Branding Guidelines\
NECES Email Signature Standard 2014_final*

NEC Energy Solutions Letterhead

Letterhead



NEC Energy Solutions Envelopes



(Unit: mm)

Registered Trademark Terms

Proper Usage	Rule
AEROS®	Advanced Energy Response Operating System, used to refer to the GSS controls.
ALM™	ALM is used to refer to Advanced Lithium Modules in the 12V product families.
GBS™	Grid Battery System, A123 Energy's advanced battery energy storage system for the GSS.
GSS™	Grid Storage Solution, A123 Energy's leading grid energy storage product line
Nanophosphate®	Use the ® symbol the first time the term is used on a page. Note: This item is a registered trademark of A123 Systems that NEC Energy Solutions has a license to use for marketing purposes.

Trademark (™) symbol should be included as this indicates that trademark registration is pending and is not yet a registered trademark (®). Once trademark registration has issued, the ® symbol should be used. Symbols should always appear with the **first usage** of a trademarked term **in a given document**. Insert it as a symbol in the same font size as you are using for the text. So if you are writing in 12 point font, then the trademark symbol should also be in 12 point font, as shown. It is sufficient if the trademark notice appears with one prominent use of the mark in any single advertisement or label, although the mark itself may appear several times.

NEC Energy Solutions Product Documentation Branding - Product Manuals & User Guides

*Contact the Technical Publications
department for all
rules and guidelines pertaining to
User Guides and Product Manuals*

NEC Energy Solutions Product Naming Conventions

For more details on NEC Energy Solutions product names and model number conventions, please contact the Marketing group.