

### The Powerhouse® Brand

Consistency in presentation of the Powerhouse® brand is important to increase recognition across markets. To strengthen the Powerhouse brand it is important that you follow the guidelines below when using the Powerhouse logo.

### Color and Appearance

The Powerhouse logo should be reproduced in PMS 7406C or the CMYK equivalent whenever possible. When not possible, the logo can be printed in black or reversed out white. The logo can be used on a photographic or illustrated background as long as it is legible and the integrity of the logo is not diminished.

**Powerhouse Inverter Generator(s) Logos:** On product packaging and marketing materials, any of the three versions of the Powerhouse logo can be used as long as it is appropriate.

When using the Powerhouse logo with Inverter Generator(s), the words Inverter Generator(s) should be printed in black on a white or light background and reversed out to white on a black or dark background. We strongly encourage the use of a drop shadow when a contrast between the logo and the background it appears on enhances the presentation of the brand.

Powerhouse logo colors.

PMS 7406 C	C	0
	M	18
	Y	100
	K	0

For packaging.

**POWERHOUSE®**  
**INVERTER GENERATOR**

For all other purposes.

**POWERHOUSE®**  
**INVERTER GENERATORS**

**POWERHOUSE®**

On a white or light background.

**POWERHOUSE®**  
**INVERTER GENERATOR**

On a black or dark background.

**POWERHOUSE®**  
**INVERTER GENERATORS**

On a photographic background.

**POWERHOUSE®**  
**INVERTER GENERATORS**

Note: drop shadow in use.

### Logo Size and Clear Space

The Powerhouse logo should always be reproduced at a size that is legible with the registration mark visible. When used with other logos a clear space should surround the logo equal to or greater than the height of the logo (X).



### Typography

**Model Number Fonts:** The font used for the Wi Series is NewsGothic. The numbers in the model number are NewsGothic Bold. The Wi is NewsGothic Regular. The font used for the Professional (PH) Series is Univers LT 75 Black Oblique.

**Model Number Placement:** So as to emphasize the prominence of the Powerhouse brand the model number should never be placed in front of or directly above the logo. On the product, the model number should be placed under the logo and aligned with the right side of the logo.

**Tag Line:** The font for the Powerhouse Inverter Generators tag line is Myriad Pro Condensed Light Italic. The tag line should be reproduced in black on a white or light background and in PMS 7406 or the CMYK equivalent on a dark background, whenever possible. It can also be reversed out to white.

Incorrect usage.

~~PH2100Pri  
**POWERHOUSE®**  
**INVERTER GENERATOR**~~

~~2000Wi **POWERHOUSE®**  
**INVERTER GENERATOR**~~

Placement of model number on product.

**POWERHOUSE®**  
**2000Wi**

Powerhouse generators tagline.

*Powering life in the great outdoors.™*

Preferred color on a dark background.

*Powering life in the great outdoors.™*

**Brand Name in Text:** When the Powerhouse brand appears in a block of text or in a document, Powerhouse should show the registered trademark when first mentioned. Whenever possible, Powerhouse should be followed by "Products" or "generators," or led by the word from.