



MacLeanTM
POWER SYSTEMS

Brand Guide

Introduction

This document is a guide for the verbal, visual, and digital elements that represent the MacLean Power Systems brand.

The guidelines in this document are intended to be used by those using visual elements that represent the company.

Any design deviating from what is noted in these guidelines must be approved by the MPS senior visual designer.

The MPS brand assets include the logo, name, colors, and all identifying elements of the company.

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01 Our culture

We are a family owned company that provides solutions for electric utility, communication and civil infrastructure solutions. We are connecting people for good.



Friendly. Family. Innovative.

Our brand reflects that we are innovative. We are friendly. We are family.

Our use of consistent cohesive images across media platforms reflects our key attributes to those inside and outside of our company.

Social Media Image Post

Concept & Design: Zachary Nicholas
Concept: Melinda Guth
Concept: Kira Goguen
Concept: Valerie Wingo
Photography: Kevin Kipper

Our Customers

Our customers are distributors and power and utility providers. Our customers are delivering the power. Our products are the means in which they do so. Our customers are distributors, engineers and purchasing agents for electrical utilities, civil construction and communication suppliers.

A few of our customers & channel partners include:

NORTH AMERICA DISTRIBUTORS	NORTH AMERICA END USERS	INTERNATIONAL
		
		
		
		

Customer Logo Layout

Concept & Design: Camilla Groth



We serve real people

Our customers are in various demographics. Hard working line workers are the end users of our products, and primarily our marketing is focused to bring awareness of our brand to buyers of utility solutions. In the end, we want line workers to have excellent experiences using our products so that they can send requests up the chain.

Social Media Image Post

Concept & Design: Kira Goguen
Concept: Melinda Guth
Concept: Zachary Nicholas

Our Legacy

In 1925, our founder John MacLean Sr. offered an innovative solution to the railroad industry by inventing a lock nut. This led to innovative product development and business growth worldwide.

We aspire to be innovative with his example as our inspiration.



John MacLean Sr.



Our company's purpose

Connecting People for Good.

Connecting people for good is our drive. We innovate, produce, and deliver products to support the infrastructure for the good of people.

Trade Show Pull Up Banner

Concept & Design: Zachary Nicholas
3D Renderings: Chad Nicolay

02 Our positioning

We support the nation's infrastructure by producing essential products to build, maintain, protect and quickly restore our country's power grid after any type of storm.





Outdoor Blade Flag

Concept & Design: Zachary Nicholas

Our brand archetype

**We are the “guardians of the grid”.
Servant leadership is among our
core values.**

03 Our core identity

The following design guidelines are to ensure consistency in how we present our brand image to customers. Core design elements include our logo, color palette, typography, imagery, graphics, tone and voice.

The Primary Logo: MPS Combination Mark

This combination mark logo consisting of a symbol and text was designed for multiple applications and be flexible for to use with possible future company acquisitions. The preferred logo to represent MPS is the red and gray horizontal combination mark logo.



The logo symbol represents a connected power plug that energizes. The sharp angles of the “M” represent energy that connects to a more stabilized “P”.

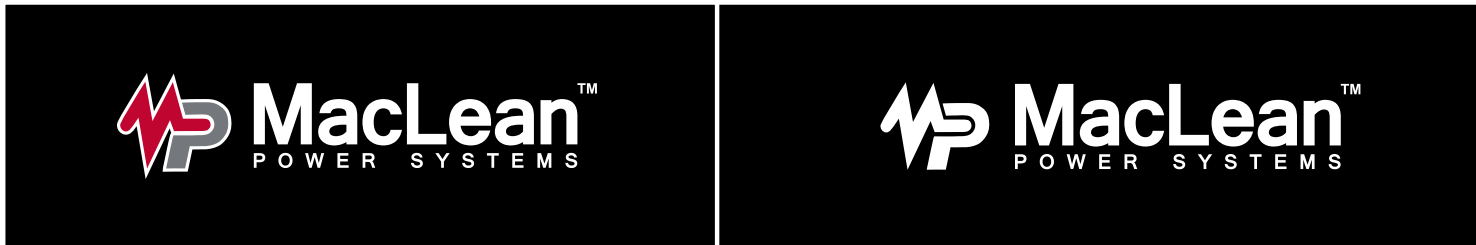
Symbol elements

The company’s red and gray colors are used in the symbol to cohere with the brand and be more recognizable.

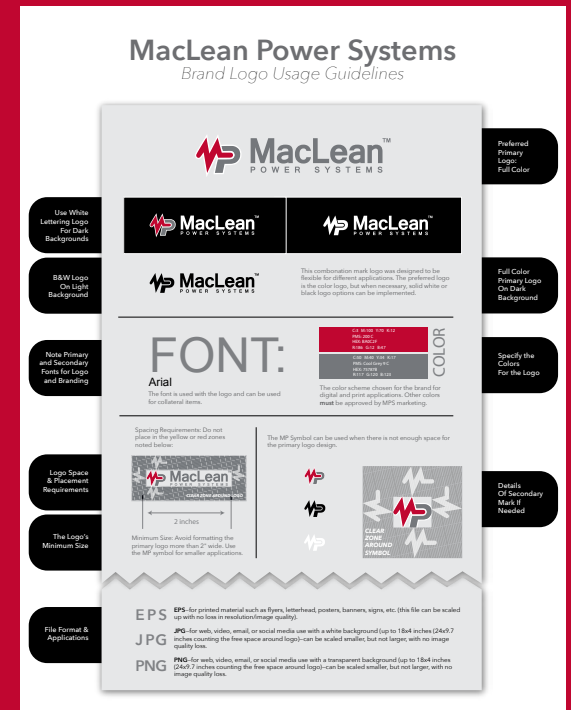
Our logos typography is a custom font that is based off of the Arial typeface.

Word-mark elements

The focal point is “MacLean”, with the market noted in smaller point type under the name.



Downloadable Logo Files

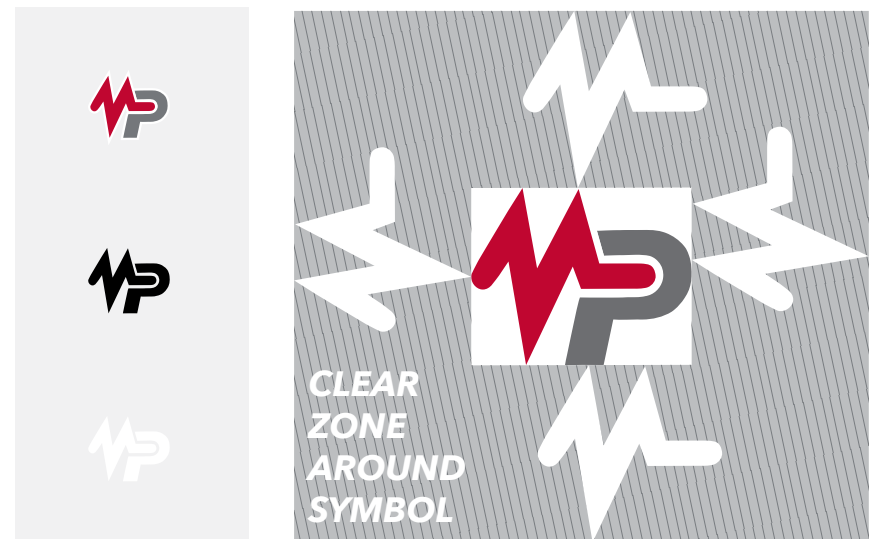


Our logo system

This combination mark logo was designed to be flexible for different applications. The preferred logo is the color logo, but when necessary, solid white or black logo options can be implemented.

Small usage & limited space logo

The "MP" Symbol can be used when there is not enough space for the primary logo design. Please strive to keep space around the symbol so as to not allow other designs infringe upon they symbol's identifying aesthetic.

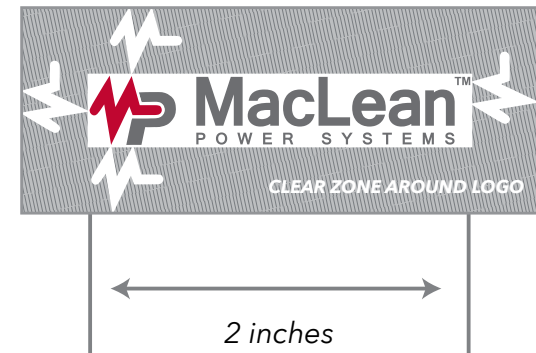


Clear space & minimum logo size

In order to keep our brand separate and unique, do not place other design elements too close to the logo. Use the "M" in the logo symbol as a guide to determine how much clear space to use around the logo.

The logo should not be scaled to less than 2 inches wide to keep legibility. In cases where the logo may need to be smaller than 2 inches wide, the symbol can be used as is noted on the next page.

Spacing Requirements: *Do not place in the gray zones noted below:*



Minimum Size: Avoid formatting the primary logo more than 2 inches wide. Use the MP symbol for smaller applications.

MacLean Civil Products Logo

The different markets served by MPS have their own unique logo. Some customers overlap market segments, so it is important to provide recognizability and differentiation by having unique marks to represent our brands.

The same principles and rules apply to the MCP logo usage as is noted for the MPS logo.



MacLean Network Solutions Logo

MacLean Network Solutions provides telecommunication components and electrical components to customers. Their updated logo aligns with the MPS branding while differentiating their specialty.

The same principles and rules apply to the MNS logo usage as is noted for the MPS logo.



04 Our color palette

Our primary colors are red and gray. Why red? Red symbolizes our passion, love, intensity and the power that we support. Grey conveys our dependable trustworthy nature and symbolizes that we can be trusted with our well founded history.

Primary Color Palette

Red and gray are the primary color scheme for the brand for digital and print applications. Other colors must be approved by MPS marketing.

C:3 M:100 Y:70 K:12
PMS: 200 C
HEX: BA0C2F
R:186 G:12 B:47

C:50 M:40 Y:34 K:17
PMS: Cool Grey 9 C
HEX: 75787B
R:117 G:120 B:123

Secondary Color Palette

Secondary colors are to be used as accents to our primary color palette. These colors can be used on charts and graphs in presentations, as background colors for collateral products, and more.

Each color was chosen for specific reasons. Note that the primary red and gray colors should always be used and be dominant in designs. The logo should ALWAYS stay the primary colors as is outlined in the brand guide.

C:100 M:73 Y:20 K:6
PMS: 2945 C
HEX: 004A98
R:0 G:74 B:152

C:100 M:65 Y:37 K:21
PMS: 3025 CP
HEX: 004D71
R:0 G:77 B:113

C:10 M:4 Y:4 K:14
PMS: 428 CP
HEX: C6CDD1
R:198 G:205 B:209

PMS 877 SILVER
C5 M0 Y0 K55
HEX: 898C8E
R139 G140 B141

PMS 335 CP
C97 M6 Y69 K19
HEX: 008969
R0 G137 B105

05 Our typography

Our typography reflects our innovative aspirations while consistently representing our company's simple approach to solving problems.

Primary Font: Print Designs

The primary font used by MPS for printed designs is Avenir Next. This font was chosen because it is clean, modern, legible, cohesive with the brand mark, and it has a large family of characters. Different weights within the font family may be used to adjust the hierarchy and more effectively communicate the message for each design. Avenir Next Condensed is to be used as a secondary font for accents and side notes.

Avenir Next Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Avenir Next Condensed Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Avenir Next Ultralight

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Avenir Next Ultralight Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Avenir Next Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Avenir Next Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Avenir Next Medium Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Avenir Next Demi Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Avenir Next Demi Bold Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Avenir Next Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Avenir Next Bold Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Avenir Next Heavy

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Avenir Next Heavy Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Avenir Next Condensed Ultralight

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Avenir Next Condensed Ultralight Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Avenir Next Condensed Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Avenir Next Condensed Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Avenir Next Condensed Medium Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Avenir Next Condensed Demi Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Avenir Next Condensed Demi Bold Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Avenir Next Condensed Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Avenir Next Condensed Bold Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Avenir Next Condensed Heavy

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Avenir Next Condensed Heavy Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Alternate Font: Digital Designs

Arial is the primary font to be used for digital designs because it is legible, simple, cohesive with the brand mark and rendered across different platforms. Arial is used for printed designs where Avenir Next is not available, and in digital applications such as email signatures.

Arial

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Alternate Font: Email Messages

Calibri is the default font for Microsoft Office that is accepted for MacLean-Fogg Employees.

Calibri - for email

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

06 Internal Brand Standards

Daily communication allows each employee to share our branding with those inside and outside of our company. The following guidelines help our messaging to unify our brand image.



Business Cards

Our cohesively designed business cards are a personal way to leave our contact information with others who know us to be a part of the MPS family.

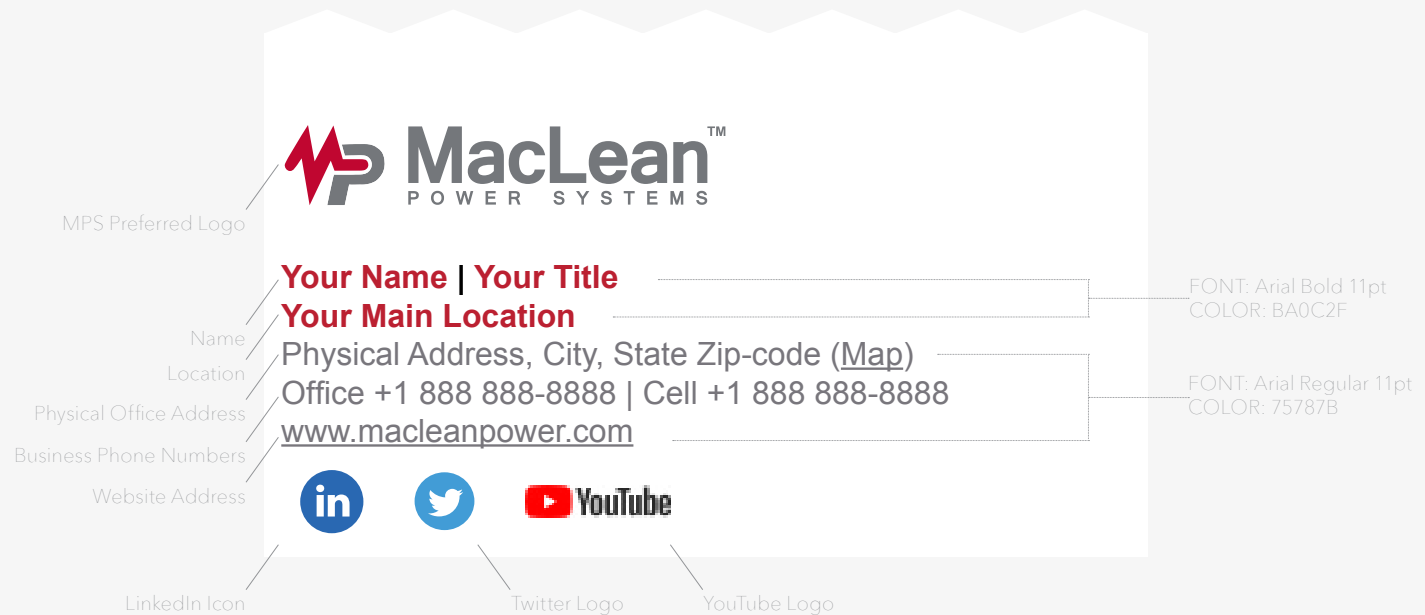
Please submit a marketing request, or contact your supervisor or HR for to obtain your business cards.



Email Signature

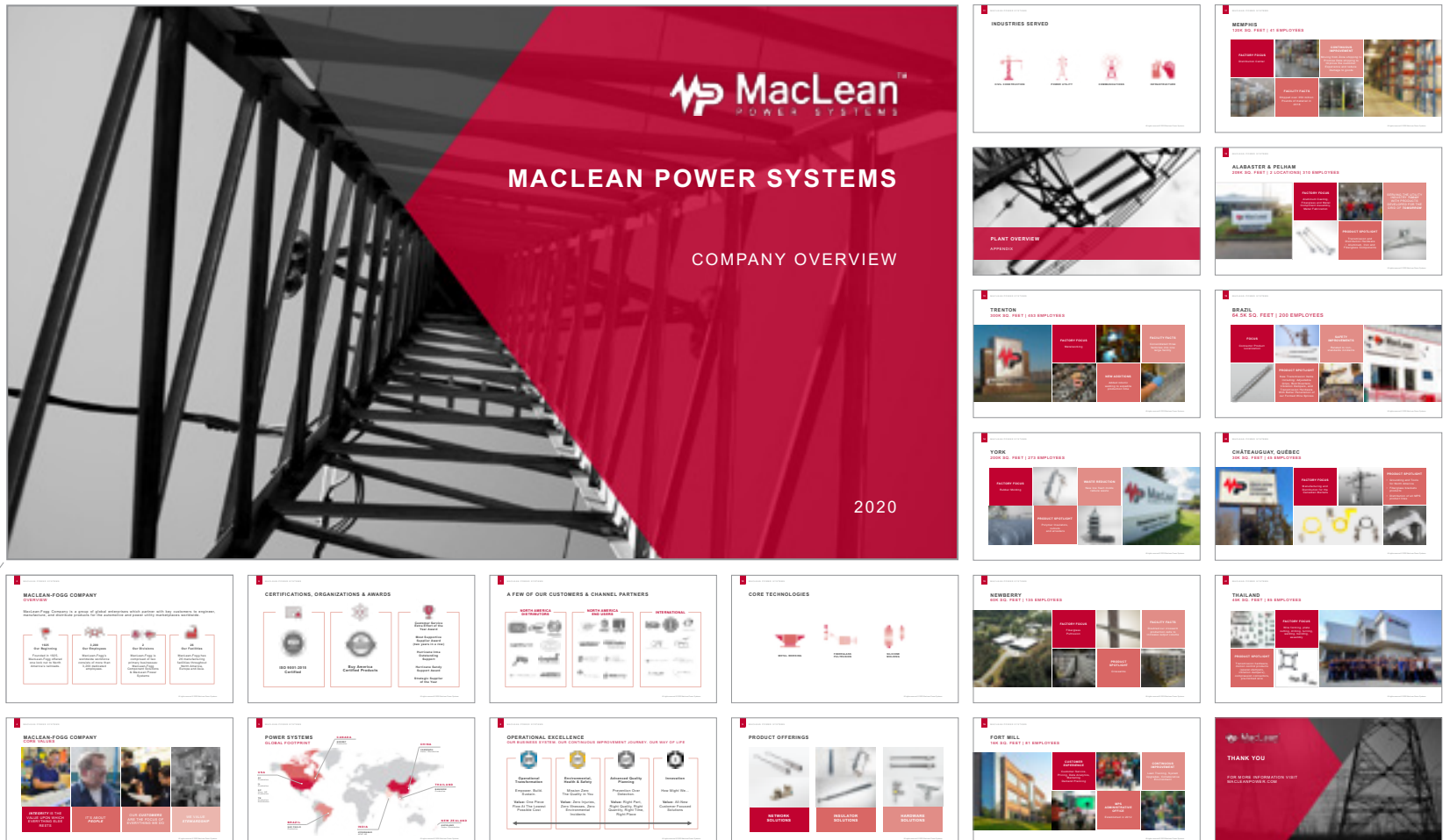
Our email signature identifies each sender and connects our personal name to MPS. Using a consistent email signature is an important way to reinforce our unified brand perception to each recipient.

Please contact your supervisor or HR for guidelines on setting up your email signature.



PowerPoint Template

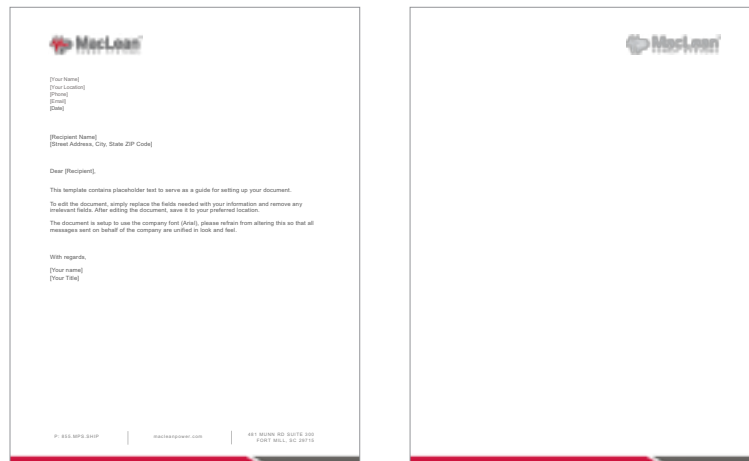
Updated MPS PowerPoint templates reflect MPS branding in business presentations. Presentation templates can be used by opening PowerPoint and selecting: File > New > Office Templates > MPS > Select the Template



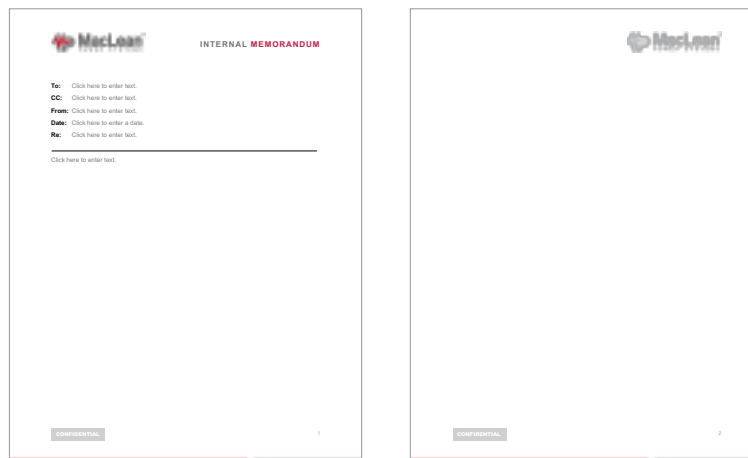
Company Overview
PowerPoint Presentation
Concept & Design: Camilla Groth

Letter Template

MPS Microsoft Word Letter templates reflects the brand attributes for written communications. These template is located in the Microsoft Word by choosing: File > New > Select the MPS folder > Select the template



Corporate Stationery
Concept & Design: Camilla Groth



07 Our imagery

Realistic images that portray our people, products and culture are the focus of many of our marketing campaigns.

Three dimensional CAD renderings are also used to show product details while reflecting our innovation and technical expertise.



Photography: Kevin Kipper | Photo Editing: Zachary Nicholas

Photography

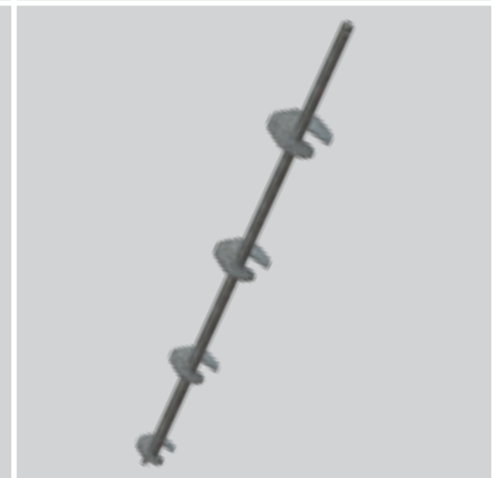
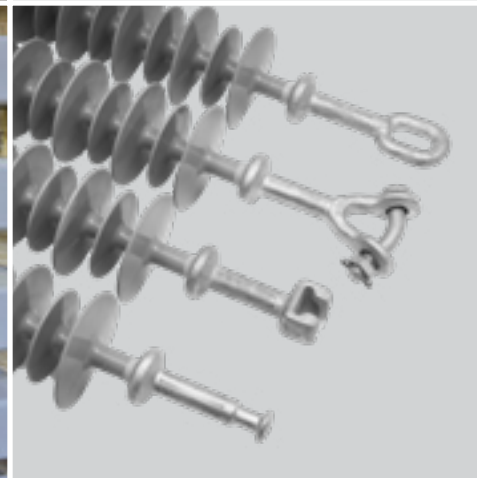
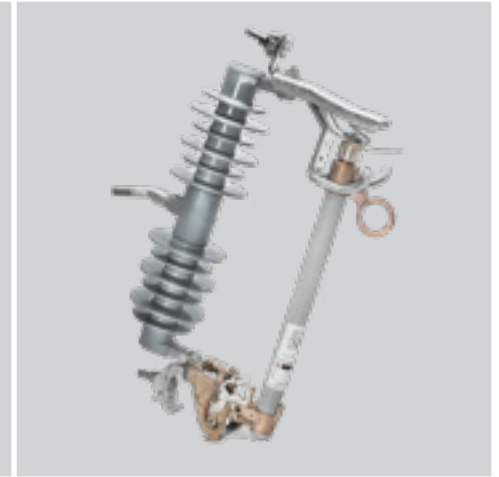
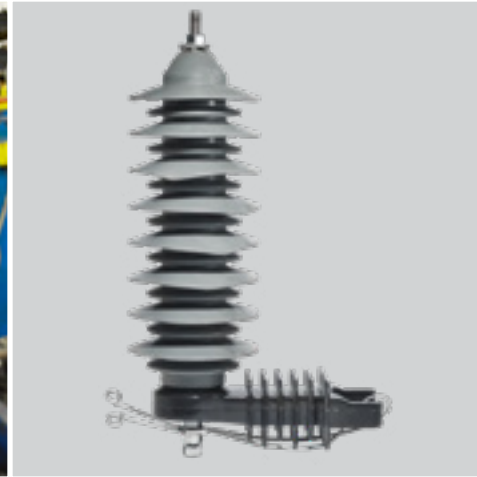
The goal of MPS product photography is to share product details with the consumer. Therefore, products are photographed on a white neutral background at angles that show how the product is oriented as it would be installed.

Photos of people are in real settings that reflect the caring, hardworking, family attitude of the company.



Trade Show Pull Up Banner

Concept & Design: Zachary Nicholas
Concept: Jeff Tully



Photography: Kevin Kipper

Transmission Product Renderings: Laurel Wallace | Anchor Product Renderings: Dylan Robinson

Illustration

Illustrations portray technical components in detail, and can be used as background textures to represent our innovation. It is often advisable, but not required, to design shapes and lines with angles found in the logo's geometry. Diagonal lines symbolize our aspiration to move forward, innovate and continue *connecting people for good.*



Interactive PDF / Print Catalog Cover

Concept & Design: Kira Goguen
Concept & Design: Zachary Nicholas
Concept: Melinda Guth



8 x 10 inch Print Advertisement

INMR Campaign
Concept & Design: Zachary Nicholas
Concept: Melinda Guth
Concept: Ed Niedospial
Concept: Dylan Huegel
Concept: Laurel Wallace



8 x 40 foot Back-lit Vector Wall



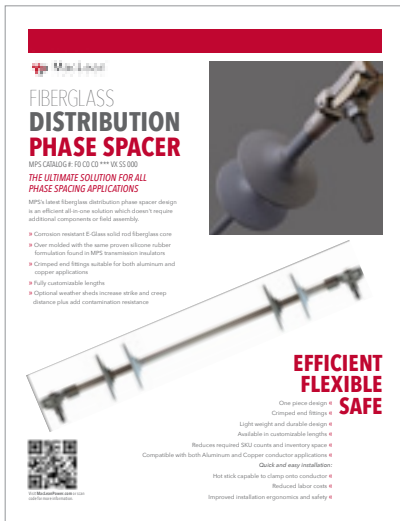
Social Media Image



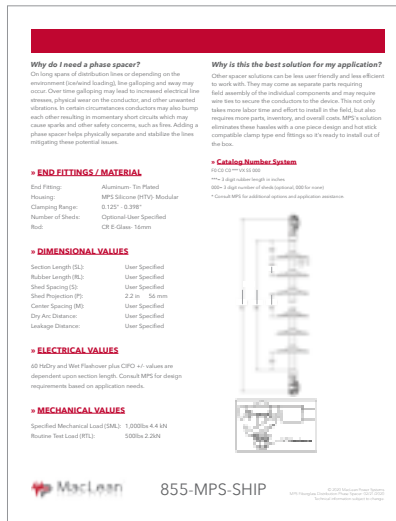
Pull Up Banner

3D Renderings

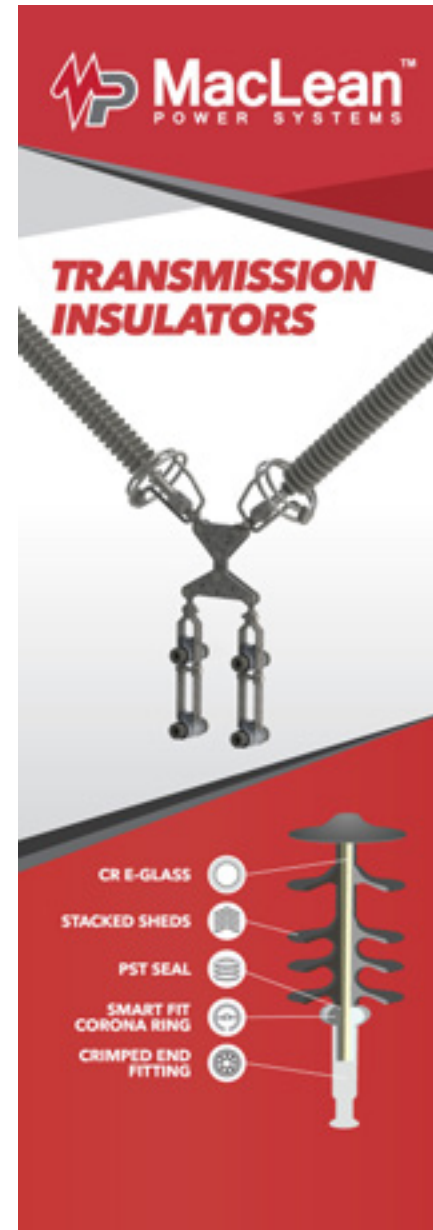
High quality 3D CAD renderings are used in place of photography when advantageous. Renders are preferred for sharing details of oversized products that are difficult to photograph or when time and cost prohibit photographing finished parts.



Product Technical
Promo Bulletin (Front)



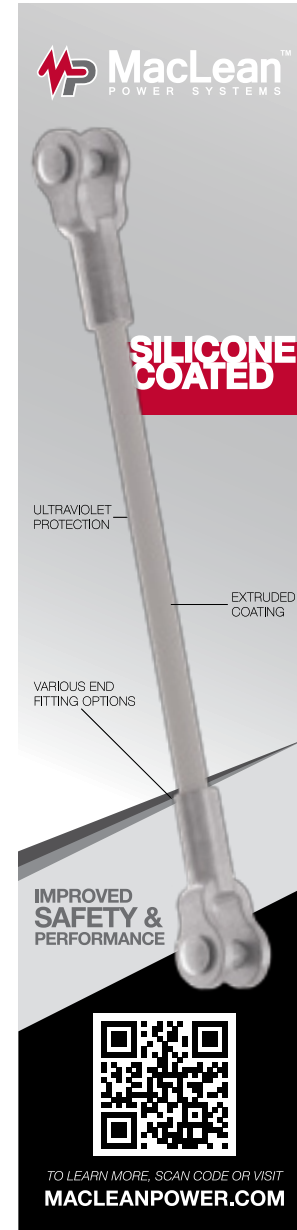
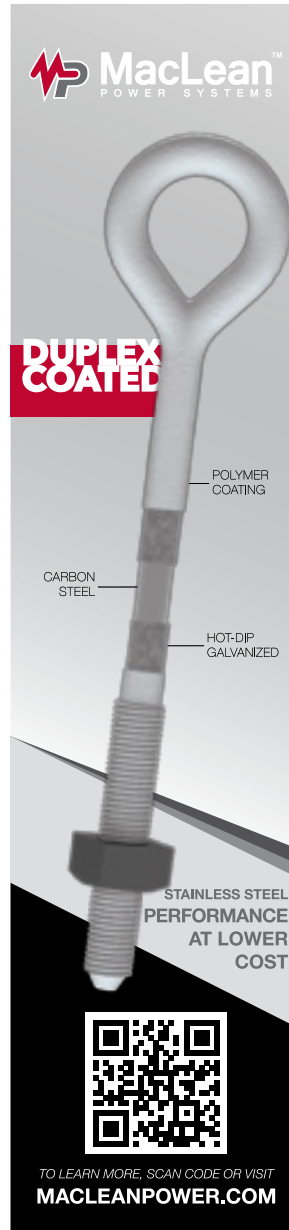
Product Technical
Promo Bulletin (Back)



Trade Show Pull-Up Banners



Trade Show Banners
Concept & Design: Zachary Nicholas
Transmission Product Renderings: Laurel Wallace
Distribution Product Renderings: Chad Nicolay



Homepage Hero Animated GIF Images



Social Media Post

Homepage Hero Animated GIF

Social Media Post:
Concept & Design:
Kira Goguen

Hero Images:
Concept & Design: Zachary Nicholas

Half Page Print Advertisements

Concept & Design: Zachary Nicholas
Oval Eye Bold Rendering: Jessica Mastrolillo
Guy Strain Product Rendering: Laurel Wallace
Suspension Insulator Rendering: Laurel Wallace

Iconography

Icons communicate ideas in simple forms while creating interesting elements in layouts.

These symbols may be limited to one to three colors to keep the design simple yet communicate the concept quickly and effectively and are not required to be a specific color as long as they are within the color specifications set in this guide.



Badge for 100% Made in USA Products

Concept & Design: Zachary Nicholas
Concept: Kira Goguen
Concept: Valerie Wingo
Concept: Melinda Guth



Buy America Catalog Certification Badge

Concept & Design: Zachary Nicholas
Concept: Melinda Guth



Resource Library Web Page

Concept & Design: Zachary Nicholas
Concept: Melinda Guth
Concept: Valerie Wingo



Video & Motion Graphics

Our video content published on YouTube and our website includes instructional guides, promotional content, product features discussions and more. The videos include high quality interviews, product demonstrations and less processed personalized content that reflects our company's authenticity/realness while balancing professionalism in bookended open and end screens calls to action.

Background music is consistent in that it is upbeat, modern, but not overpowering. It is chosen to complement the mood and pace of the video while maintaining each viewer's interest in the topic.

From Our Experts Video Series

Concept, Videography, Production, Sound Engineering, Editing, Graphic & Motion Design: Zachary Nicholas

Concept, Videography, Writing, Production & Interviews: Melinda Guth

Concept, Writing, & Production: Ron Kmiecik

Concept & Videography: Kira Goguen

Writing & Production: Chad Nicolay

Writing & Production: Jessica Mastrofilipo

Writing, Videography, & Production: Micheal Valenza

Concept: Jeff Tully

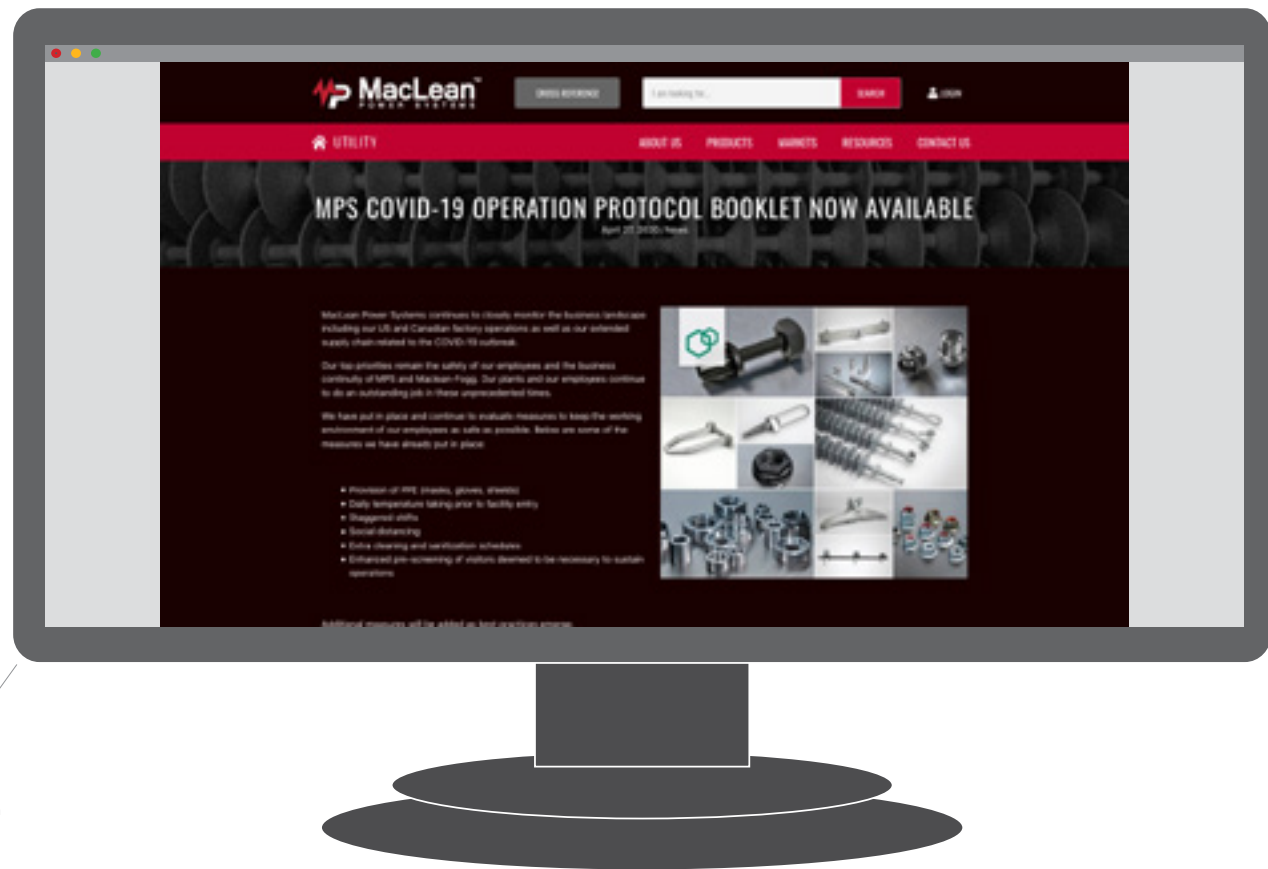


MPS Branding Video Storyboard

Concept & Design: Zachary Nicholas
 Concept: Kira Goguen
 Concept: Melinda Guth

08 **Our voice**

The world experiences our brand through the voice and tone of the language that we use.



Corporate Communication
Web News Story

Concept & Design: Valerie Wingo
Copywriting & Concept: Melinda Guth
Concept: Kira Goguen

Tone of voice

The goal of product photography is to share product details with the consumer. Therefore, products are photographed on a white neutral background at angles that show how the product is oriented as it would be installed.

Photos of people are in real settings that reflect the caring family attitude of the company.

Compassionate
Authentic
Reliable
Trustworthy
Innovative
Family

Tone of voice

Say a lot with a little

Wise words

We sound:

- Thoughtful
- Thankful
- Direct

Do not sound:

- Vague
- Abrupt
- Condescending

Human-centric

We sound:

- Relatable
- Approachable
- Supportive

Do not sound:

- Stiff
- Cliche
- Unprofessional

Simple

We sound:

- Concise
- Thankful
- Engaging

Do not sound:

- Basic
- Boring
- Juvenile



Social Media Image

Concept & Design: Zachary Nicholas
Copywriting & Concept: Melinda Guth
Copywriting & Concept: Lisa Prondzinski

Our brand personality traits

We want customers to perceive our company in a positive light based on our brand personality traits. That is why we are consistent with our messaging and the visuals that we use to represent our brand.

There are two key perspectives of our personality:

- Who we currently are
- Who we aspire to be

We treat our aspirations as reality to develop that mindset.



Photography: Kevin Kipper

Our customer strategy

We're successful because we are responsive to meet our customer's needs.

09 Appendix: Sample Media

This section shows more examples of designs created to give an idea of our brand's direction.

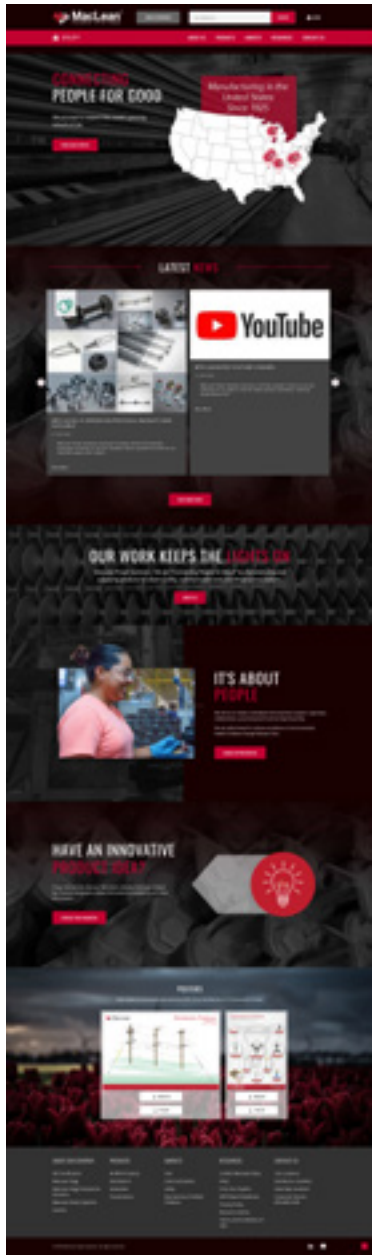


Website Redesign

The MPS Website was updated in 2019 to reflect the company's personality. The theme of the website consists of a dark theme to contrast the competition, while a simple interface provides users with a for a unobstructed experience.

Website Development
Concept & Design: Zachary Nicholas

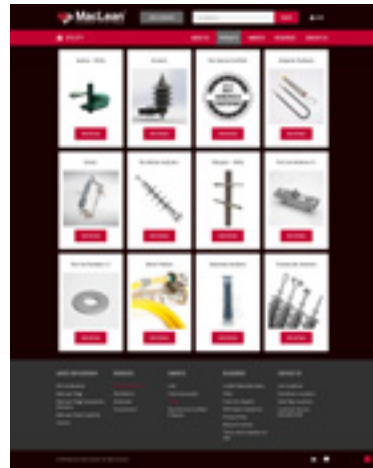
Website Preview
Copywriting & Voiceover: Melinda Guth
Concept & Design: Zachary Nicholas



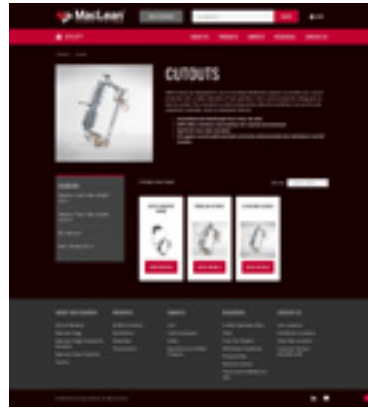
MacLeanPower.com Home

MPS Web Site Design & Development Team:
 Lisa Prondzinski
 Melinda Guth
 Zachary Nicholas
 Darlene Hetman
 Valerie Wingo
 Emily Stanley
 Kira Goguen

Products Category Page (Level One)



Product Category Page (Level Two)

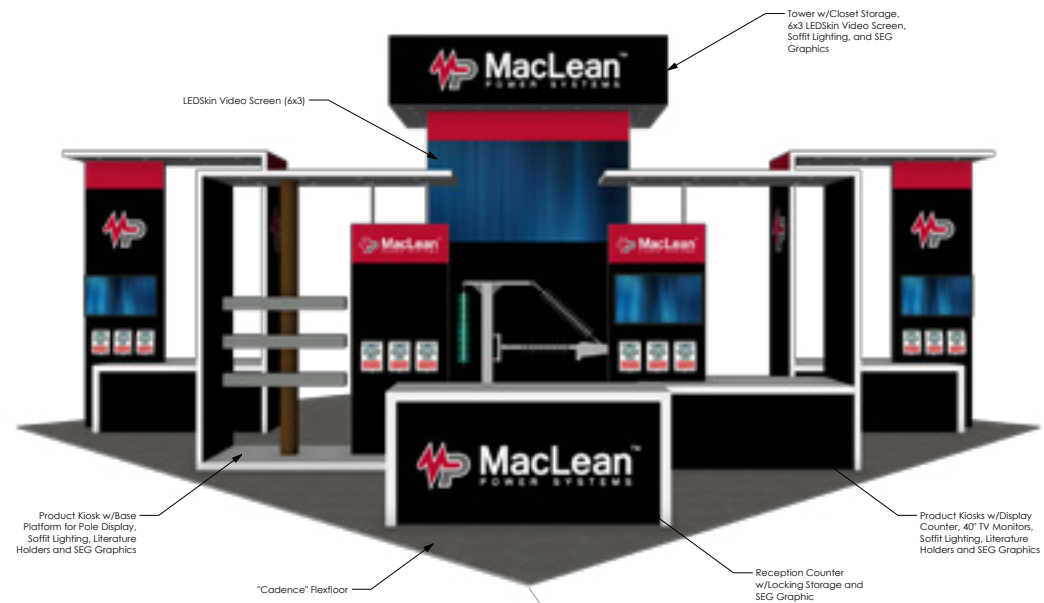


Product Page (Level Three)



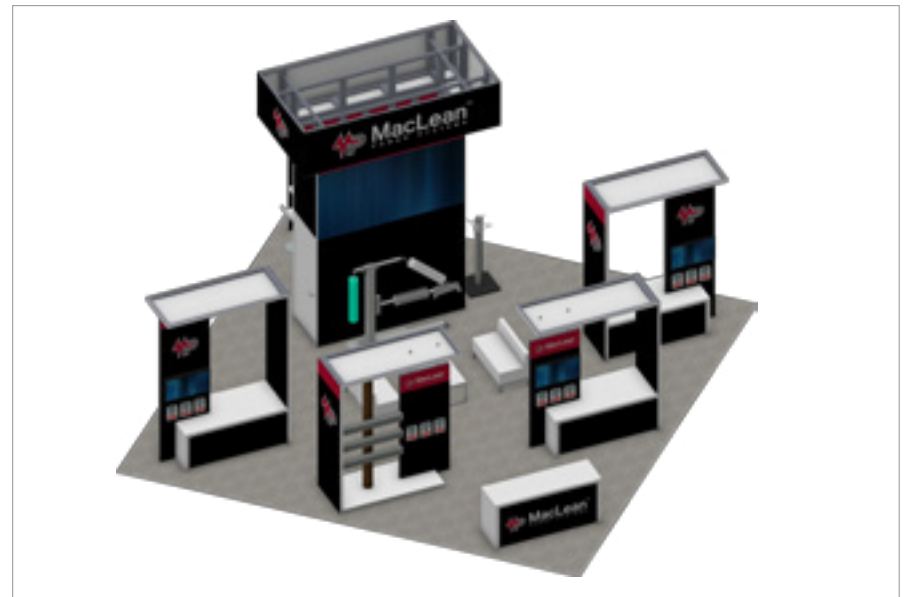
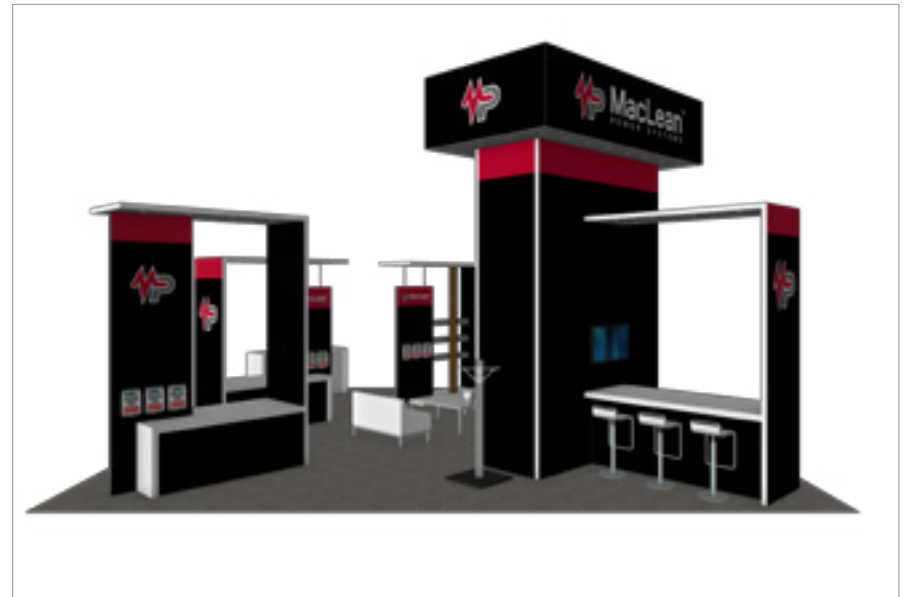
IEEE Trade Show Graphics

The IEEE booth design was created to reflect the theme of the new website. This cohesiveness will bring more recognition to our brand. The design differentiates us from competitors while tying into our website and collateral design themes.



Trade Show Booth Design

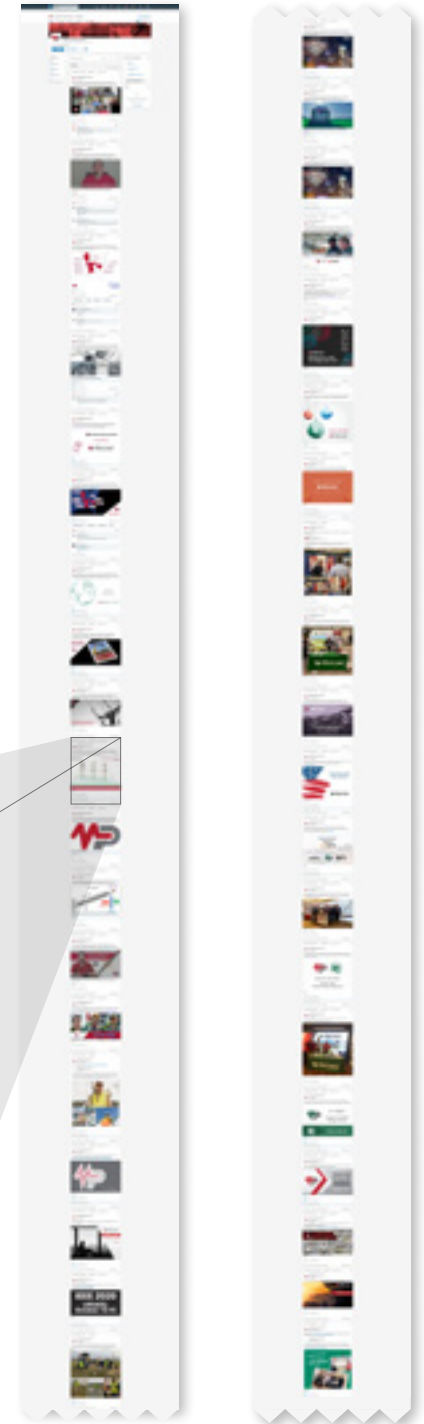
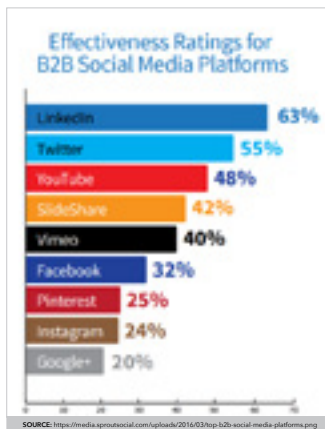
Concept & Design: Kira Goguen
Concept: Melinda Guth
Concept: Zachary Nicholas
Concept: Elyse Mullis

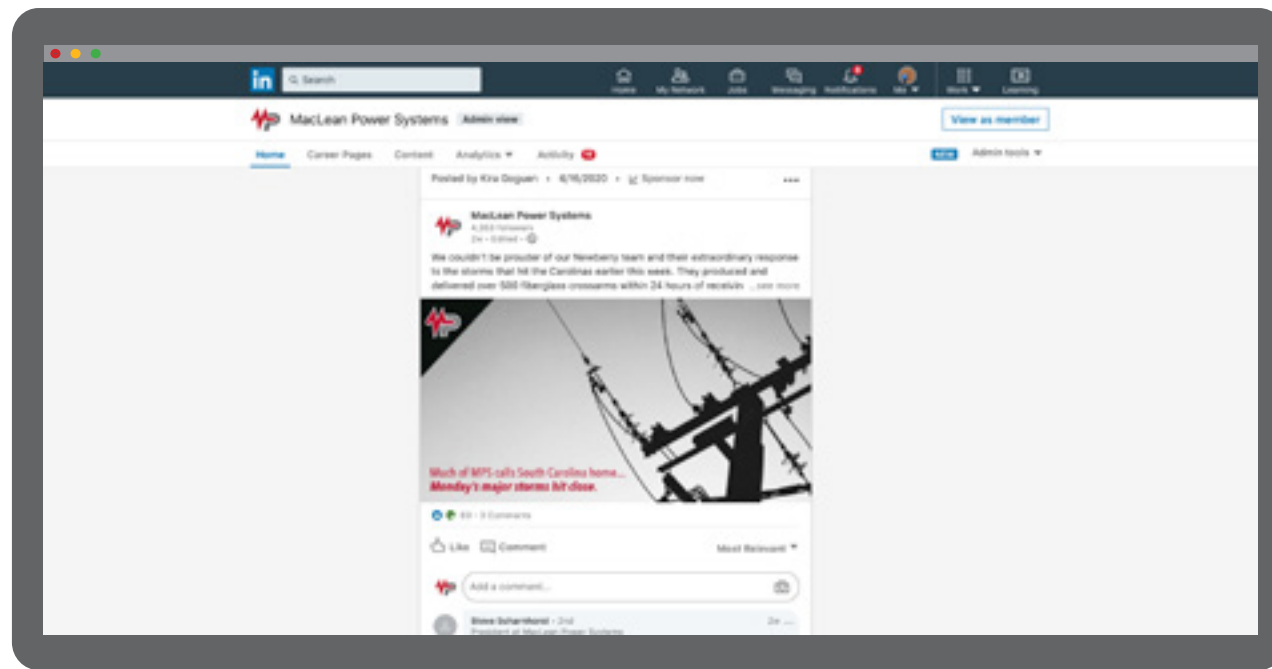


Social Media

LinkedIn is widely accepted as a primary Business-to-Business (B2B) focused social media platform. The MPS marketing team has explored social media post timing and format and found that simple, realistic, direct posts are most effective in meeting our KPIs including likes, engagement, click-through rates, and acquisition.

When designs are processed and polished, they often have a commercialized feel that gain less traction. Moreover, social media campaigns that use real images with simple messages gain better results based on analytic data.





MPS LinkedIn News Feed

Concept, Copywriting & Design: Kira Goguen
Concept, Copywriting & Design: Melinda Guth
Concept, Copywriting & Design: Zachary Nicholas

Printed Literature

Our printed literature is designed to be premium content that drives visitors to our website and to contact us. Printed items are designed to be unique keepsakes. For events, they are designed to be functional, portable and memorable.

Company Promo Video
for Social Media Post

Concept & Design: Zachary Nicholas
Concept: Melinda Guth
Concept: Camilla Groth
Concept: Kira Goguen
Concept: Brandi Barrow
Photography: Kevin Kipper



As a part of MacLean- Fogg, we are a family owned private company with a dedication to innovation.

If you share our family values, please check our open positions at MacLeanFogg.com/Careers

Instructions to Apply Online:

1. Click the "Apply" button.
2. Select the Job, Location and Posting.
3. Upload the required documents.
4. Complete the application form.
5. Click the "Apply" button.

To learn more about our company, VISIT MACLEANPOWER.COM, OR SCAN CODE

Connect With Us

KEVIN
VP Operations
EMPLOYE SINCE 2014

LUYD
Manufacturing Tech
EMPLOYE SINCE 2010

MICHELLE
IT Professional / Project Manager
EMPLOYE SINCE 2010

Connecting People for Good

MacLean™
POWER SYSTEMS

We are "Connecting People for Good" by manufacturing and supplying products for electric utility, communication and civil infrastructure.

WHO WE ARE

MacLean-Fogg Company is a group of global enterprises which partner with key customers to engineer, manufacture, and distribute products for the automotive and power utility marketplaces worldwide.

1925 Our Beginning
Founded in 1925, MacLean-Fogg offered the first high-voltage air-insulated switchgear.

3,200 Our Employees
MacLean-Fogg's global workforce consists of more than 3,200 employees.

2 Businesses Our Divisions
MacLean-Fogg is comprised of two primary businesses: Power Systems and Communication Systems & Equipment.

26 Our Facilities
MacLean-Fogg has manufacturing facilities throughout the Americas, Europe and Asia.

WHERE WE ARE

US Locations:

INDUSTRIES SERVED

- POWER UTILITY
- CIVIL CONSTRUCTION
- COMMUNICATIONS
- MANUFACTURING

CORE TECHNOLOGIES

POWER SYSTEMS, CIVIL CONSTRUCTION, COMMUNICATIONS, MANUFACTURING, AND POWER UTILITY.

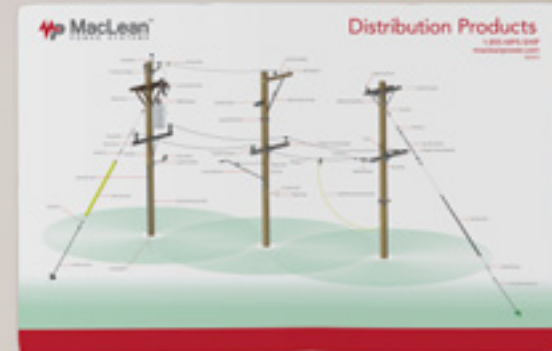
MacLean™
POWER SYSTEMS

11x17 inch Quad-panel Step Fold Accordion Flyer
 Concept & Design: Zachary Nicholas
 Concept & Copywriting: Melinda Guth
 Icon Design: Camilla Groth
 Photography: Melinda Guth
 Photography: Kevin Kipper



NPI Quad-fold Flyer - Poster

Concept, Copywriting & Design: Zachary Nicholas
 Concept & Design: Kira Goguen
 Concept & Copywriting: Melinda Guth
 Product Renderings: Laurel Wallace
 Product Renderings: Chad Nicolay
 Product Renderings: Jessica Mastrofilippo



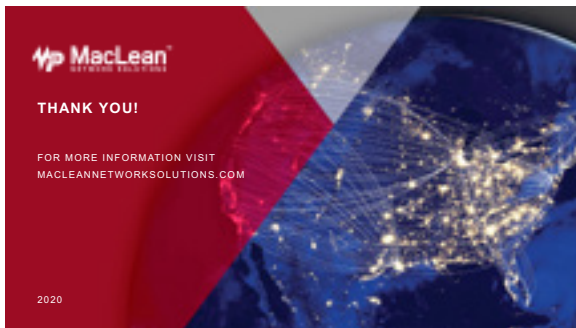
Distribution Products Poster

Concept & Design: Kira Goguen
 Concept & Design: Zachary Nicholas
 Product Renderings: Laurel Wallace
 Product Renderings: Jessica Mastrofilippo



Network Solutions Sample Media

The MacLean Network Solutions updated website will be launching in 2020. The site's design will be more cohesive with the MPS site. Likewise designs for the MNS branch of the company are designed to reflect those changes.



PowerPoint Slide Template
Concept & Design: Camilla Groth
Concept & Design: Zachary Nicholas
Concept: Tyler Krohn
Photography: NASA



Back-lit Trade Show Vector Wall
Concept & Design: Zachary Nicholas
Concept: Tyler Krohn
Photography: NASA

MacLean NETWORK SOLUTIONS *Connecting People for Good*

Bonding & Grounding Training

Network speeds and data rates are getting faster and faster. Little issues become big problems at faster network speeds. Doing the little things right, like bonding & grounding, will tighten up the network and get you to the next level.

Bonding & Grounding Practices

TO SCHEDULE YOUR BONDING & GROUNDING TRAINING, CONTACT YOUR SALES DIRECTOR OR CALL: 800-350-1650

Bonding & Grounding training seminar topics:

- Important information on bonding & grounding
- The importance of bonding & grounding explained
- Review of the bonding hierarchy
- Available products presented with their applications
- Real world examples discussed including troubleshooting and why

Who is responsible for bonding the network?

The Service Provider

Yes!

If the customer disagrees or claims the ground is the service provider's responsibility?

Yes!

MacLean Senior Industries, LLC
 4375 East Street, Wood Dale, IL 60191
 Phone: 800-350-1650 • Fax: 630-350-1654
 Email: Sales@MacLeanNetwork.com • www.MacLeanNetwork.com

MacLean NETWORK SOLUTIONS

8.5x11 inch Product Bulletin

MSI MACLEAY SENIOR INDUSTRIES *Connecting People for Good*

Upcoming Events 11.29.20 VIRTUAL WEBPAGE

Sign up now! Bonding & Grounding Training

Question: Who is responsible for bonding the network?

Answer: The Service Provider!

Question: If the customer modifies the bonding, is the service provider still responsible?

Answer: Yes!

Network speeds and data rates are getting faster and faster. Little issues become big problems at faster network speeds. Doing the little things right, like bonding & grounding, will tighten up the network and get you to the next level.

Bonding & Grounding Practices

Why Bonding is Important

MSI's Bonding & Grounding training seminar:

- Provides important information on bonding & grounding
- Explains why bonding & grounding is important
- Reviews the bonding hierarchy
- Presents available products and their applications
- Discusses real bonding examples and how they can be improved

TO SCHEDULE YOUR BONDING & GROUNDING TRAINING, CALL: 800-250-1650

MacLean Senior Industries, LLC
 4375 East Street, Wood Dale, IL 60191
 Phone: 800-350-1650 • Fax: 630-350-1654
 Email: Sales@MacLeanNetwork.com • www.MacLeanNetwork.com

MacLean NETWORK SOLUTIONS

Product Training Email

MacLean NETWORK SOLUTIONS *Connecting People for Good*

Product Bulletin SMALL CELL ANTENNA MOUNTING BRACKETS UAB SERIES

ISO CERTIFIED DESIGN, QUALITY, SAFETY, DURABLE

Our Universal Antenna Brackets (UAB) are compatible with a wide range of antennas for use with offset and cantilever applications. Our brackets are adjustable for varying pole diameters and have pivoting capabilities needed for azimuth requirements.

Application

Mounting brackets are used for installation of a wide range of small (directional) antennas, including:

- Cellular
- Kauffman
- Arrintrol
- JMA

Construction

- Made from high quality 12 gauge steel, welded construction for high strength
- Powder coated for excellent corrosion protection

Installation Options

Mounting bracket configurations range from:

- Adjustable Pole Top Bracket
- Pole Top Extension Bracket
- Off Set Bracket

UNIVERSAL ADJUSTABLE DURABLE

MacLean Network Solutions
 4375 East Street, Wood Dale, IL 60191
 Phone: 800-350-1650 • Fax: 630-350-1654
 Email: Sales@MacLeanNetwork.com • www.MacLeanNetwork.com

MacLean NETWORK SOLUTIONS

8.5x11 inch Product Training Bulletin

MacLean Civil Trade Show Graphics

The MacLean Civil Products updated website will be launching in 2020. The site's design will be more cohesive with the MPS site. Likewise designs for the MCP branch of the company are designed to reflect those changes.



Back-lit Trade Show Vector Wall
Concept & Design: Zachary Nicholas
Concept: Melinda Guth
Concept: Kira Goguen
Concept: Jeff Tully

MacLean University 2020

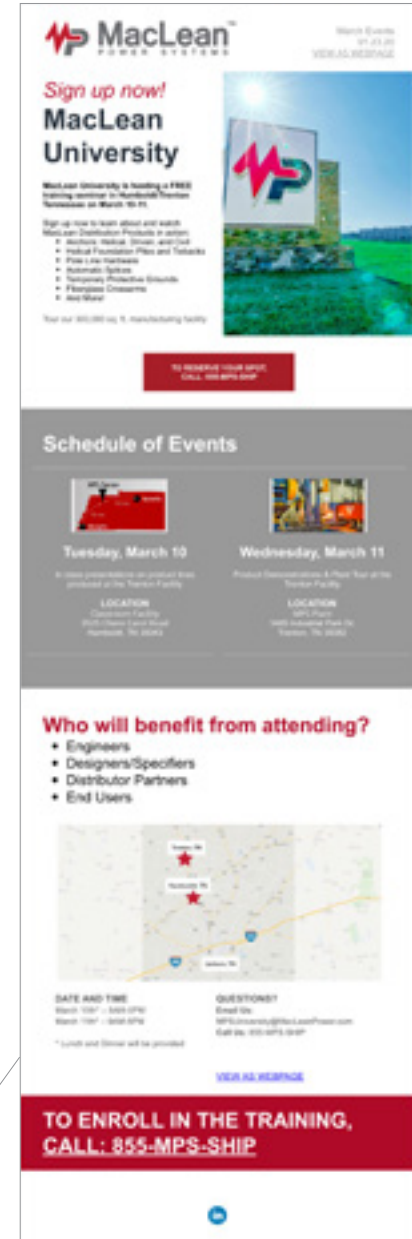
During the week of March , MacLean University was held in Trenton, Tennessee. The curriculum consisted of a full day of lectures and question and answer sessions and another day of plant tours and product demonstrations. Attendees left better educated about MPS parts and possible solutions for the challenges they face.



Website Hero Image



Social Media Post Image



Email Blast

MacLean University Promotion:
 Concept, Copywriting & Design: Zachary Nicholas
 Copywriting & Concept: Melinda Guth

MacLean Civil Products Catalog

The MacLean Civil Products PDF catalogs can be used digitally or printed as a reference. these catalogs are a technical reference, but, more importantly, note the Unique Selling Proposition (USP) to market the products.



WHO WE ARE

We are "Connecting People for Good" by manufacturing and supplying products for electric utility, communication and civil infrastructure.

MacLean Power Systems operates out of nine total manufacturing facilities worldwide. We are a division of MacLean-Fogg which is a global enterprise with 26 global manufacturing facilities and a worldwide workforce of more than 3,500 people.

Founded in 1925 MPS has a long history of supporting our customers with Engineering, Manufacturing and Customer Support. In North America, MPS serves both U.S. and Canadian customers with anchoring and piling products in the electric utility and civil construction markets. Working with our National Distribution Network we supply the largest range of anchoring products in our industries.

Industries Served

- Power Utility
- Civil Construction
- Communications
- Infrastructure

CONTENTS

High Capacity Piles Catalog

Concept, Copywriting & Design: Zachary Nicholas
 Concept, Copywriting & Design: Melinda Guth
 Concept, Copywriting & Design: Kira Goguen
 Concept, Copywriting & Design: Jeff Tully

GROUTED BOLTED DISPLACEMENT PILES

Utilizing modern grouting techniques to support the greatest loads, our bolted grouted piles are the standard in the foundation construction industry. The pile design is fully customizable from the length and wall thickness to the hole. Tight coupling tend to ensure maximum compatibility with the most commonly used drive heads on the field.

APPLICATIONS

- Soil Improvement
- Commercial Construction
- Limited Access
- Contaminated Soils

CUSTOM PILE DESIGN

Everything on our bolted piles is customizable in order to best match your foundation design. Our Boltable approach allows you to get the right pile to match your needs on the jobsite.

ADVANTAGES

GREATER LOAD SUPPORT

Grouted displacement piles are significantly stronger than cast-in-place piles.

SIMPLER INSTALL

MPS offers solutions to prevent great while installing in limited access.

CLEANER JOBSITE

Using MPS products on-site allows for less grout and a cleaner installation site for better job safety.

MORE LOCATIONS

Grouted displacement piles are ideal for more restricted and congested sites.

LOWER NOISE LEVELS

MPS pile installation is quiet, making them ideal for congested urban areas.

ENVIRONMENTALLY FRIENDLY

The minimal offset displacement piles have the lowest environmental impact of any pile type.

	DIAMETER	LENGTH	WALL THICKNESS	WEIGHT
PILE SHIRT	18" - 36"	10' - 120'	1/2" - 1 1/2"	150 - 1,200 lbs
PILE HELIX	18" - 36"	10' - 120'	1/2" - 1 1/2"	150 - 1,200 lbs
PILE COUPLER	18" - 36"	10' - 120'	1/2" - 1 1/2"	150 - 1,200 lbs

LOAD CAPACITIES



HIGH CAPACITY PILES

WHO WE ARE

We are a leading provider of foundation solutions for a wide range of industries and applications. Our expertise is in providing high capacity pile solutions that meet the most demanding project requirements.

Industries Served

- Power Utility
- Oil & Gas
- Construction
- Infrastructure

CONTENTS

GROUTED BOLTED DISPLACEMENT PILES

ADVANTAGES

- GREATER LOAD SUPPORT** - High capacity piles for deep foundations.
- WIDER LOCATIONS** - Suitable for various soil conditions.
- DEEPER INSTALLATION** - Capable of reaching greater depths.
- LOWER NOISE LEVELS** - Quieter installation process.
- ENVIRONMENTALLY FRIENDLY** - Minimal soil disturbance.

TECHNICAL DETAILS

LOAD CAPACITIES

APPLICATIONS

- Offshore
- Onshore
- Industrial
- Marine

CUSTOM PILE DESIGN

Available in various diameters and lengths to meet specific project requirements.

GROUTED THREADED DISPLACEMENT PILES

ADVANTAGES

- GREATER LOAD SUPPORT** - High capacity piles for deep foundations.
- WIDER LOCATIONS** - Suitable for various soil conditions.
- DEEPER INSTALLATION** - Capable of reaching greater depths.
- LOWER NOISE LEVELS** - Quieter installation process.
- ENVIRONMENTALLY FRIENDLY** - Minimal soil disturbance.

TECHNICAL DETAILS

LOAD CAPACITIES

APPLICATIONS

- Offshore
- Onshore
- Industrial
- Marine

CUSTOM PILE DESIGN

Available in various diameters and lengths to meet specific project requirements.

NON-GROUTED BOLTED HELICAL PILES

ADVANTAGES

- FASTER INSTALLATION** - Quick and efficient pile driving.
- WIDER LOCATIONS** - Suitable for various soil conditions.
- IMMEDIATE LOAD CAPABILITY** - Ready for use immediately after installation.
- LOWER NOISE LEVELS** - Quieter installation process.
- ENVIRONMENTALLY FRIENDLY** - Minimal soil disturbance.

TECHNICAL DETAILS

LOAD CAPACITIES

APPLICATIONS

- Offshore
- Onshore
- Industrial
- Marine

CUSTOM PILE DESIGN

Available in various diameters and lengths to meet specific project requirements.

NON-GROUTED THREADED HELICAL PILES

ADVANTAGES

- FASTER INSTALLATION** - Quick and efficient pile driving.
- WIDER LOCATIONS** - Suitable for various soil conditions.
- IMMEDIATE LOAD CAPABILITY** - Ready for use immediately after installation.
- LOWER NOISE LEVELS** - Quieter installation process.
- ENVIRONMENTALLY FRIENDLY** - Minimal soil disturbance.

TECHNICAL DETAILS

LOAD CAPACITIES

APPLICATIONS

- Offshore
- Onshore
- Industrial
- Marine

CUSTOM PILE DESIGN

Available in various diameters and lengths to meet specific project requirements.

GROUTED OR NON-GROUTED BUCKET HELICAL PILES

ADVANTAGES & APPLICATIONS

- GREATER LOAD SUPPORT** - High capacity piles for deep foundations.
- WIDER LOCATIONS** - Suitable for various soil conditions.
- DEEPER INSTALLATION** - Capable of reaching greater depths.
- LOWER NOISE LEVELS** - Quieter installation process.
- ENVIRONMENTALLY FRIENDLY** - Minimal soil disturbance.

TECHNICAL DETAILS

LOAD CAPACITIES

APPLICATIONS

- Offshore
- Onshore
- Industrial
- Marine

CUSTOM PILE DESIGN

Available in various diameters and lengths to meet specific project requirements.

DRILLED SHAFT ALTERNATIVE COMPOSITE PILE FOUNDATION

ADVANTAGES & APPLICATIONS

- GREATER LOAD SUPPORT** - High capacity piles for deep foundations.
- WIDER LOCATIONS** - Suitable for various soil conditions.
- DEEPER INSTALLATION** - Capable of reaching greater depths.
- LOWER NOISE LEVELS** - Quieter installation process.
- ENVIRONMENTALLY FRIENDLY** - Minimal soil disturbance.

TECHNICAL DETAILS

LOAD CAPACITIES

APPLICATIONS

- Offshore
- Onshore
- Industrial
- Marine

CUSTOM PILE DESIGN

Available in various diameters and lengths to meet specific project requirements.

TRUSTED TRADITIONAL PILE CAP BARE OR STUDDED

A PART OF OUR COMPLETE SOLUTION

CUSTOM PILE CAP DESIGN

Available in various diameters and lengths to meet specific project requirements.

PRECISION MANUFACTURED HIGH QUALITY STEEL

CUSTOM DESIGNS

MADE FOR YOUR PROJECT

DISPLACEMENT PILES

Mechanical Properties

PILE TYPE	PILE CAPACITY (kN)			
	100mm	150mm	200mm	250mm
Grouted Bolted	1500	2500	3500	4500
Grouted Threaded	1500	2500	3500	4500
Non-grouted Bolted	1000	1500	2000	2500
Non-grouted Threaded	1000	1500	2000	2500

HELICAL PILES

Mechanical Properties

PILE TYPE	PILE CAPACITY (kN)			
	100mm	150mm	200mm	250mm
Grouted or Non-grouted Bucket	1500	2500	3500	4500
Drilled Shaft Alternative Composite	1500	2500	3500	4500

