MacLean™
POWER SYSTEMS

Brand Guide

i-PDF
INTERACTIVE PDF

R200507

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.

Social Media Image Post

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.

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

BSE
KGP Logistics
OneSource
GRESCO
irby
Graybar
WESCO
ANIXTER

NORTH AMERICA END USERS

American Electric Power
AT&T
PG&E
verizon
BC Hydro Power smart
Dominion Energy
DUKE ENERGY.
Entergy
Xcel Energy

INTERNATIONAL

isa
TenneT
CFE Comisión Federal de Electricidad
CPFL ENERGIA
westernpower
50hertz
EGAT
CNEL

Social Media Image Post

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.

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.

Trade Show Pull Up Banner

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.

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.

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.

MacLean™
POWER SYSTEMS

MacLean™
POWER SYSTEMS

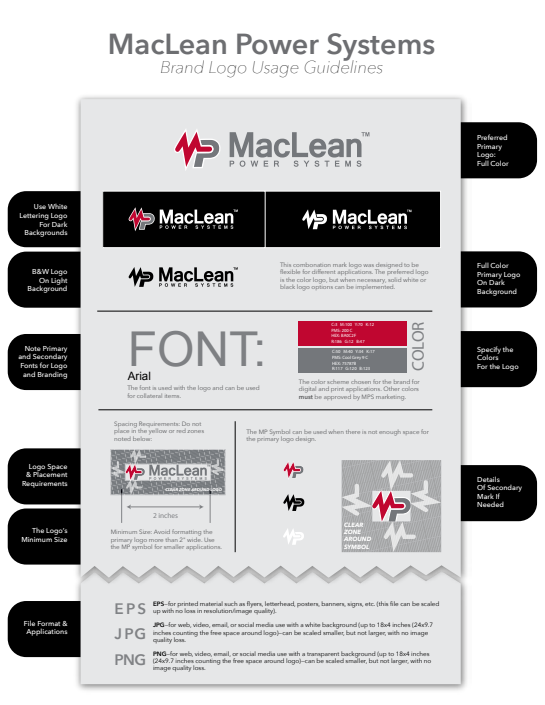
MacLean™
POWER SYSTEMS

MacLean™
POWER SYSTEMS

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.

Downloadable Logo Files

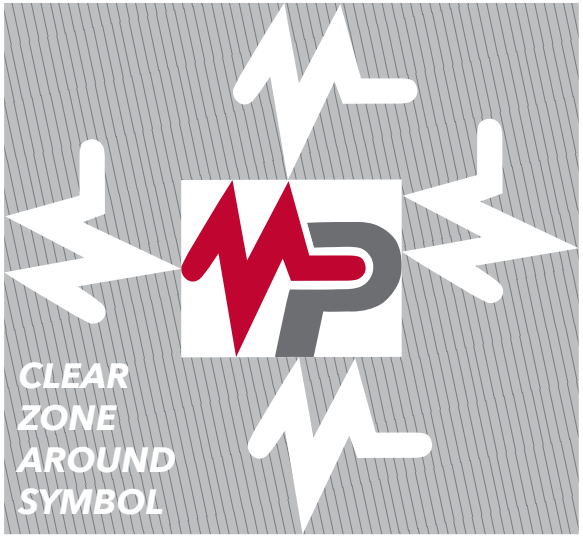


For the latest logo guidelines and to download the logo in various image formats, please scan code or visit:

https://macleanpower.com/branding

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.

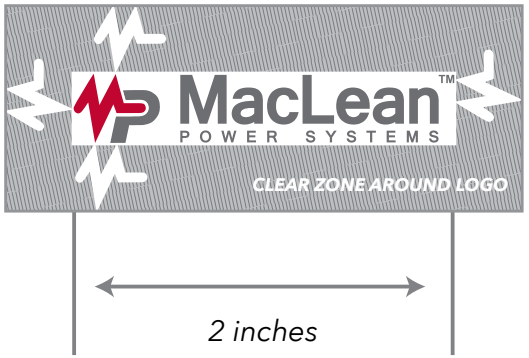


Clear space & minimum logo size

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

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

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

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 and 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.

MacLean
[Recipient Name]
[Street Address, City, State ZIP Code]
Dear [Recipient],
With regards,
[Your Name]
[Your Title]
MacLean
Your Name
MACLEAN POWER SYSTEMS
POWER SYSTEMS
GLOBAL FOOTPRINT
CANADA
QUEBEC
Production
USA
AL
Production
IA
Production
SC
Corp. HQ
Production
TN
Production
Distribution
BRAZIL
SAO PAULO
Production
MacLean
MACLEAN POWER SYSTEMS
COMPANY OVERVIEW
2020

Business Cards

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.

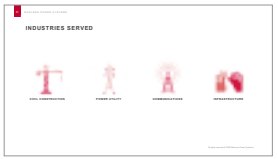
Email Signature

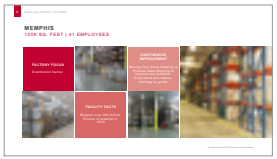
Our email signature identifys each sender and connects our personal name to MPS. Using a consistant email signature is an important way to reinforce our unified brand perception to each recepient.

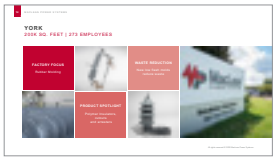
Please contact your supervisor or HR for guidelines on setting up your email signature.

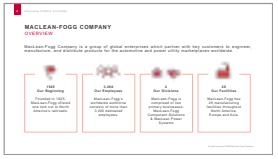
PowerPoint Template

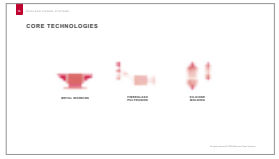
Updated MPS PowerPoint templates reflect MPS branding in business presentations. Presentation templates can be used by opening PowerPoint and selecting: File > New > Office Templates > MPS > Select the Template

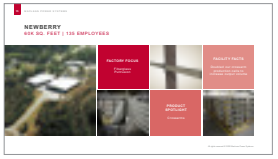


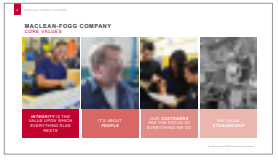


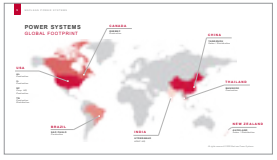


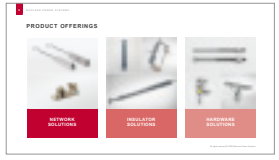






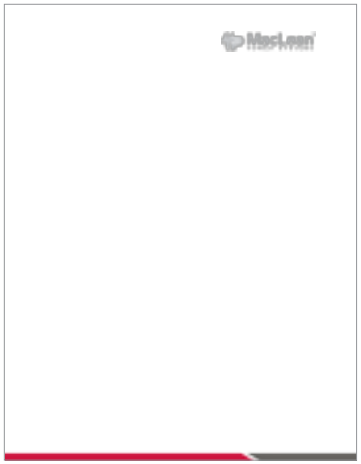


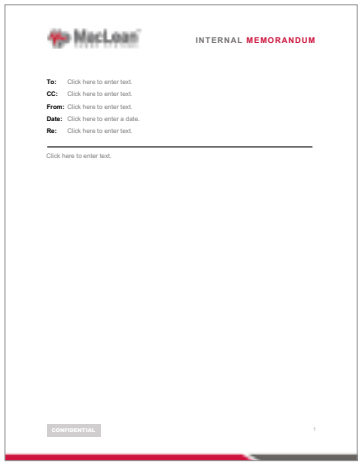


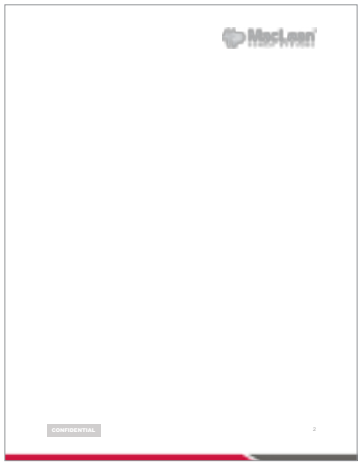


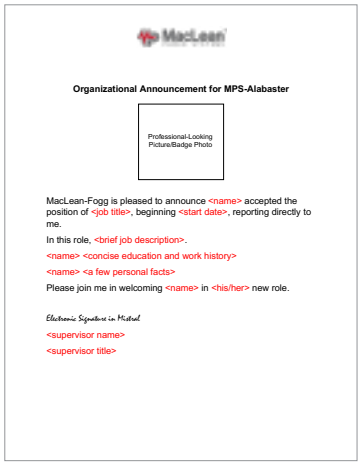
Letter Template

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









07 Our imagery

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

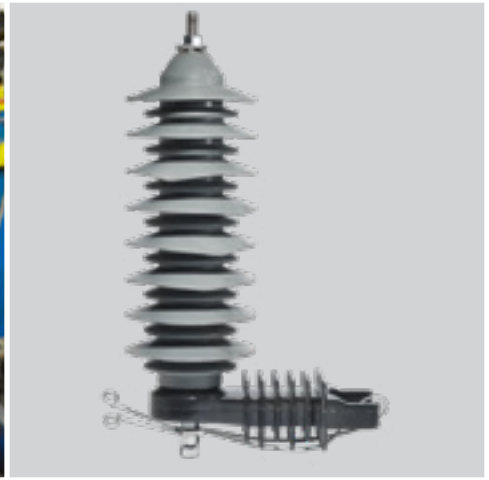
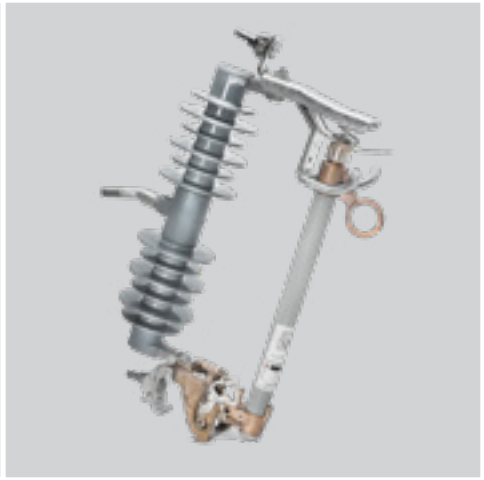
Three dimensional CAD renderings are also used to show product details while reflecting our innovation and technical expertise.

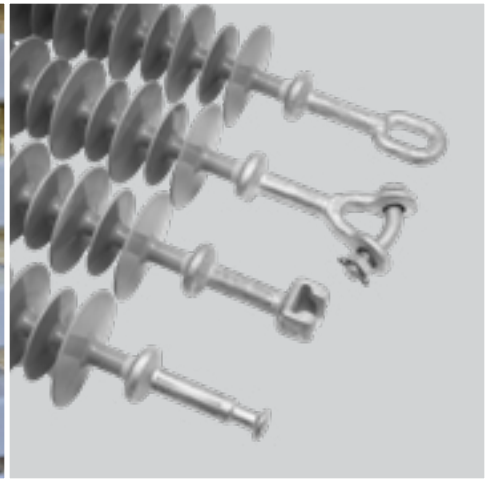
Photography

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 how the product 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



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

8 x 10 inch Print Advertisement

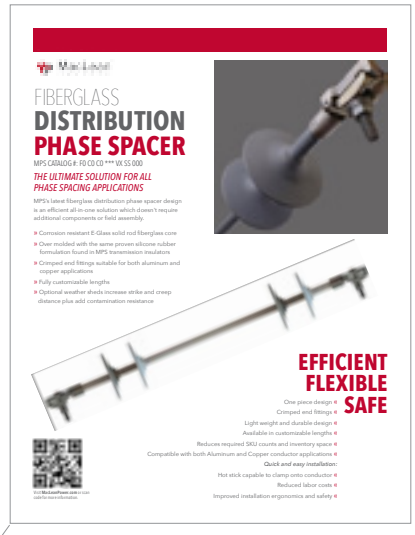
Social Media Image

8 x 40 foot Back-lit Vector Wall

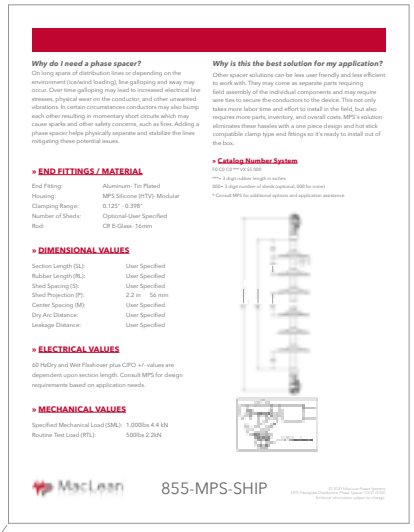
Pull Up Banner

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)



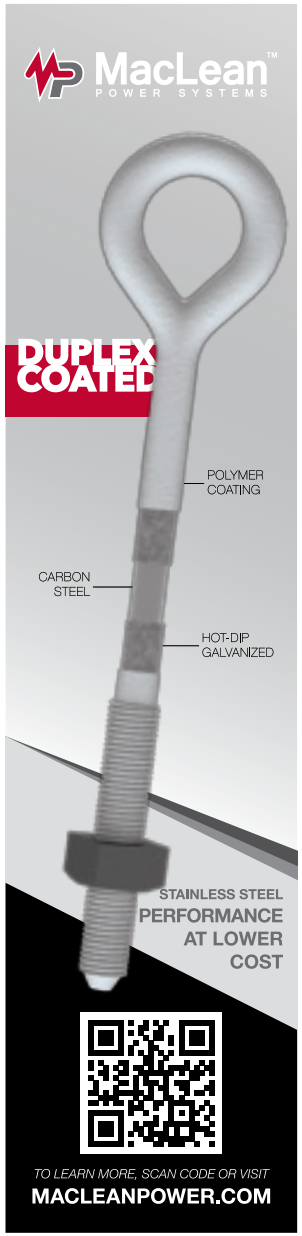
Product Technical Promo Bulletin (Back)

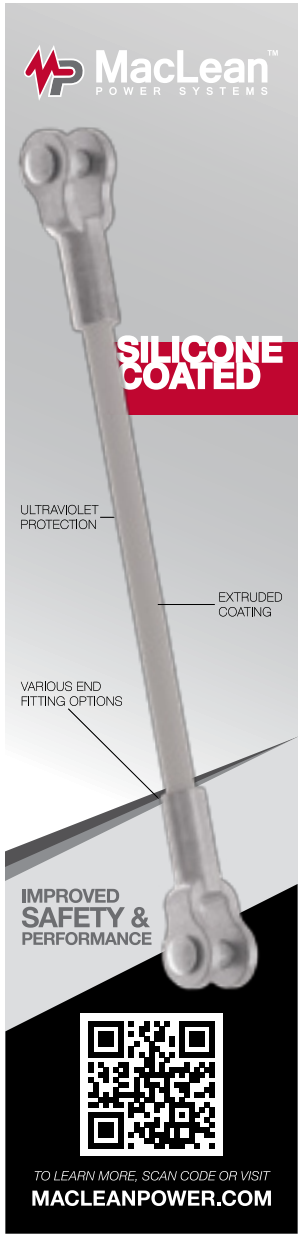
Trade Show Pull Up Banners

Homepage Hero Animated GIF Images

Social Media Post

Homepage Hero Image Animated GIF





Half Page Print Advertisements

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

Buy America Catalog Certification Badge

Custom Icons on the Resource Library Web Page

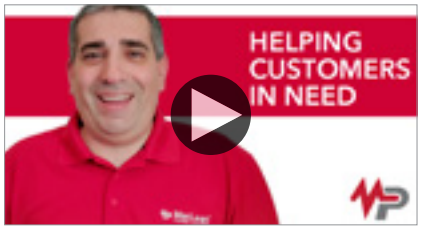
Video & Motion Graphics

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.

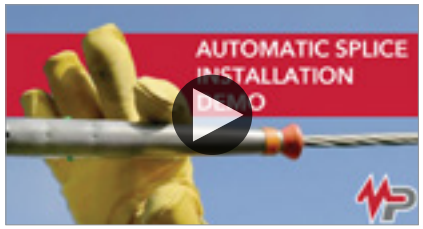
Background music is consistent in that it is upbeat, modern, but not overpowering. It is chosen to complement the mood and pace of the video while maintaining each viewer's interest in the topic.

Subscribe to us on YouTube! Scan code or visit
www.YouTube.com/c/MacLeanPowerSystems

For more video content, scan code or visit
www.MacLeanPower.com/Videos



MPS Branding Video Storyboard



08 Our voice

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

Corporate Communication
Web News Story

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 how the product 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

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.

Our customer strategy

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

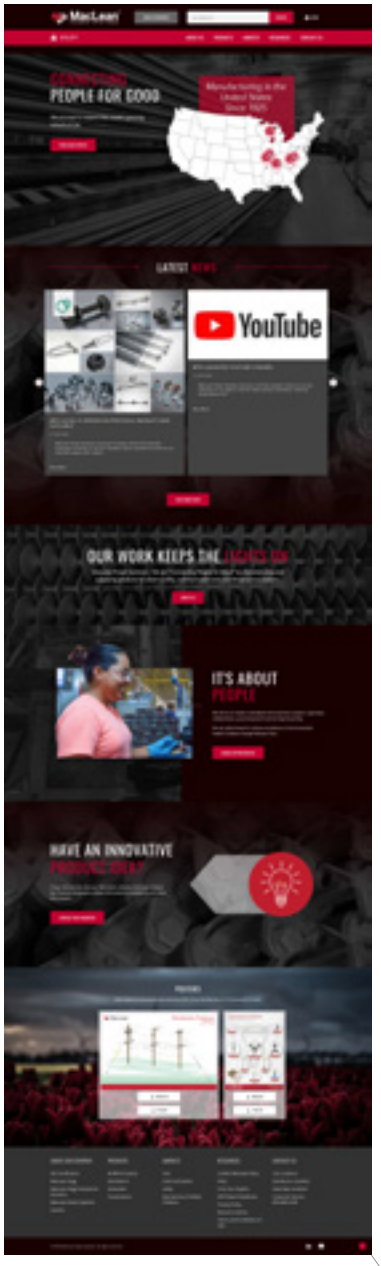
09 Appendix: Sample Media

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

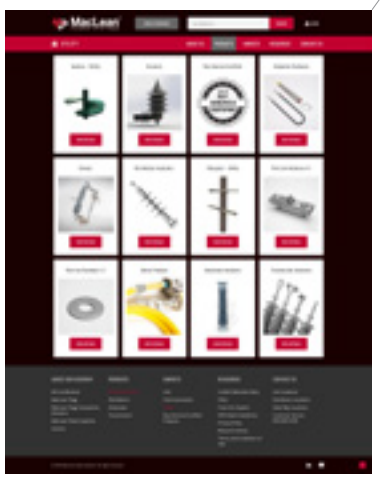
Website Redesign

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.

To learn more, scan code or visit
www.MacLeanPower.com



MacLeanPower.com Home



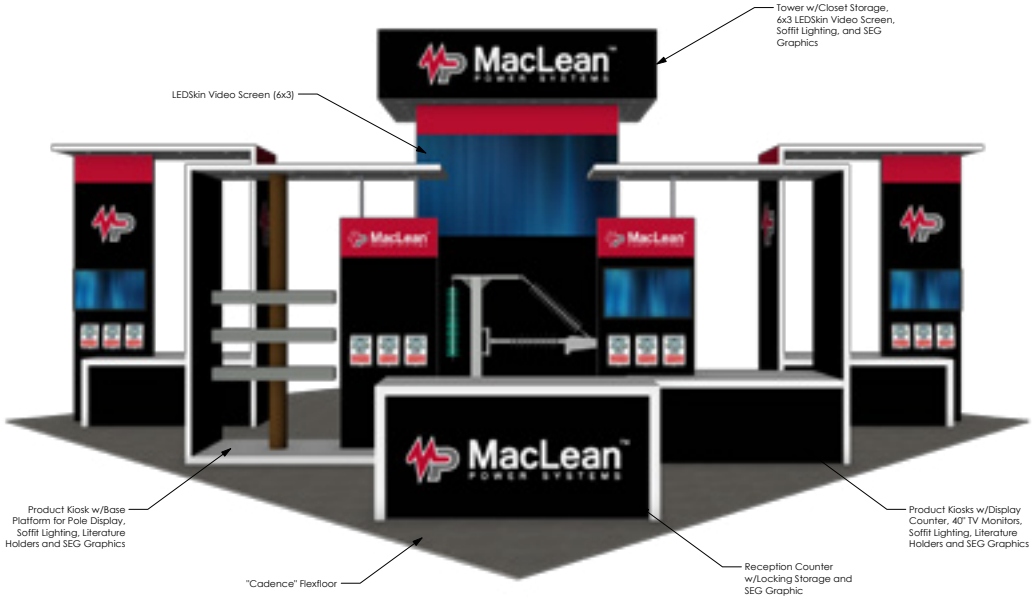
Products Category Page
(Level One)

Product Category Page
(Level Two)

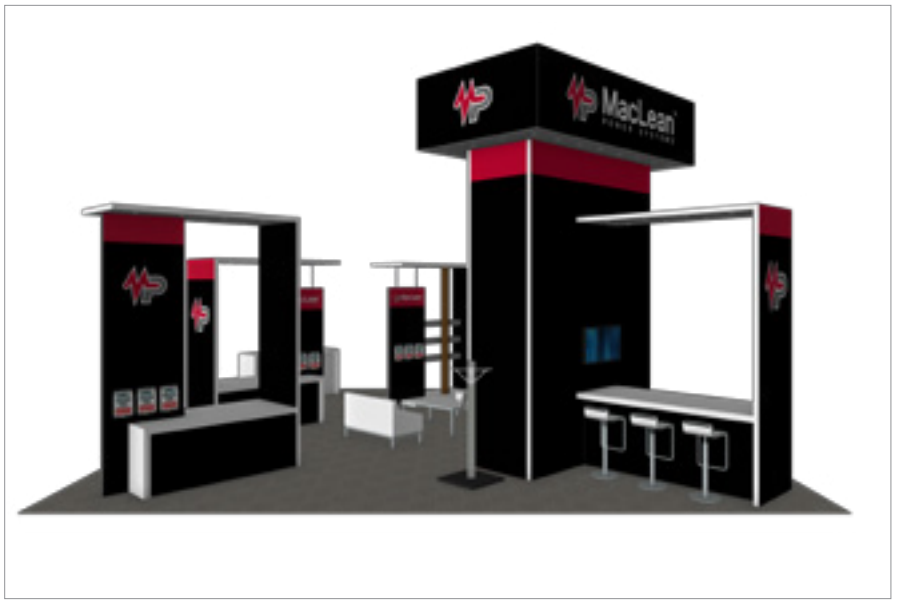
Product Page
(Level Three)

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.



MacLean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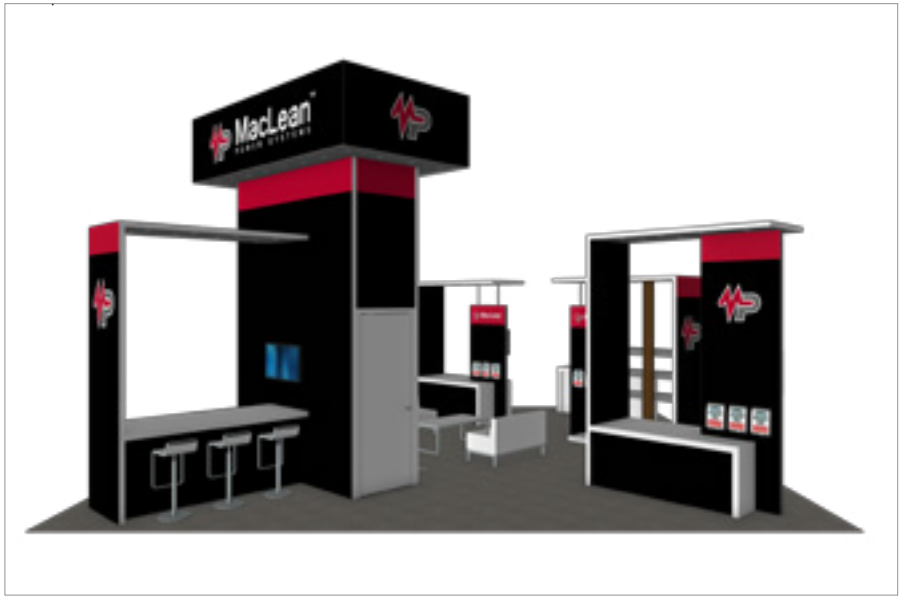
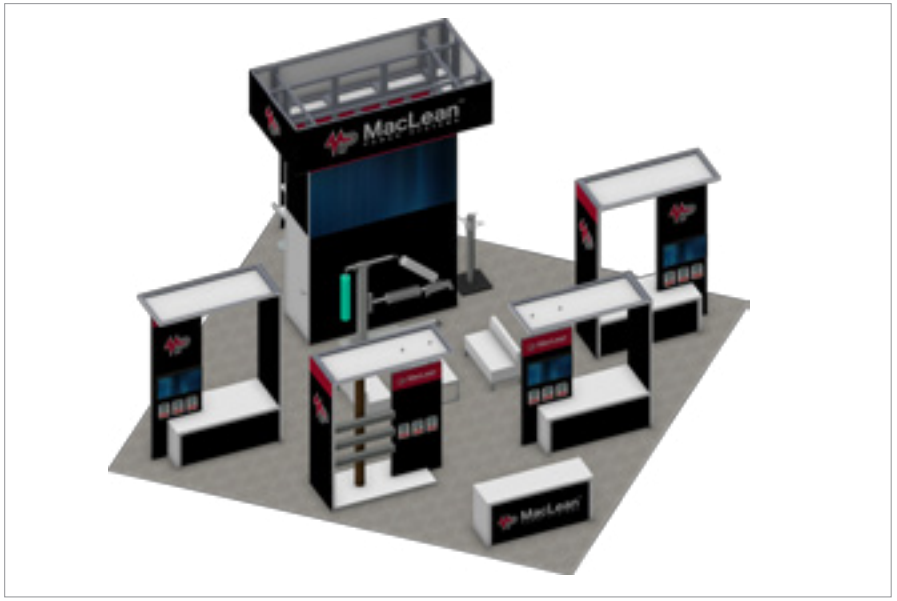
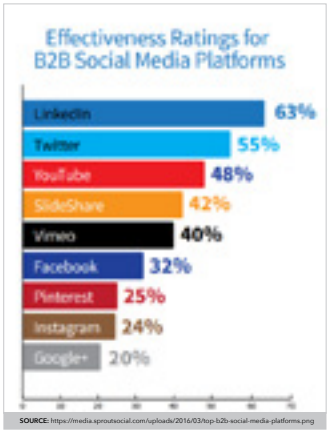

MacLean

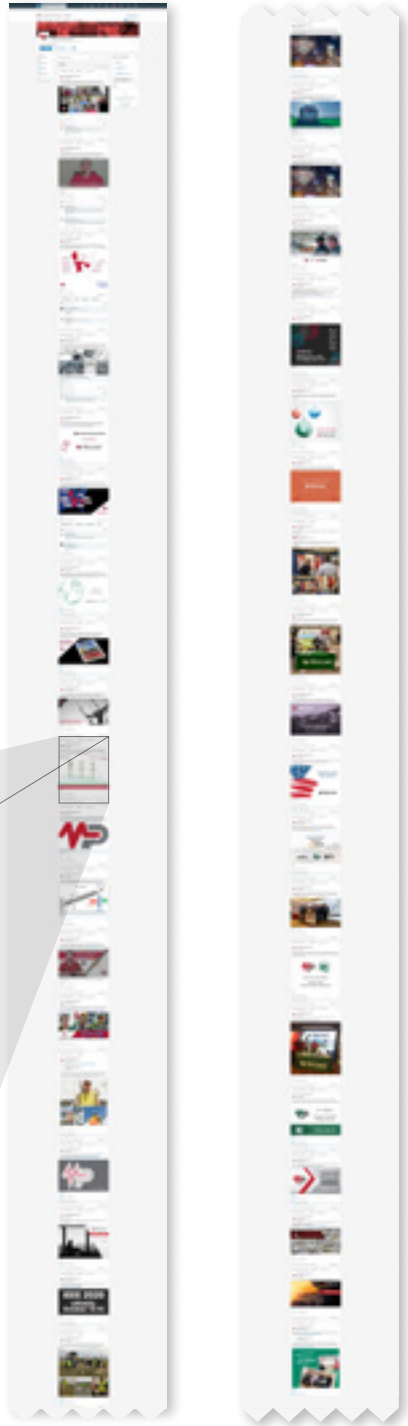

MacLean

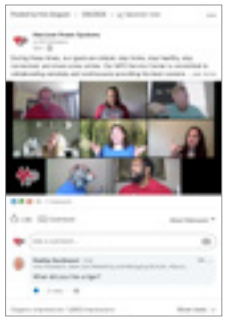
Social Media

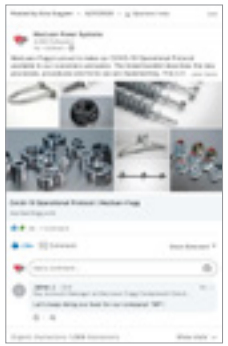
LinkedIn is widely accepted as a primary Business-to-Business (B2B) focused social media platform. The MPS marketing team has explored social media post timing and format and found that simple, realistic, direct posts are most effective in meeting our KPIs including likes, engagement, click-through rates,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

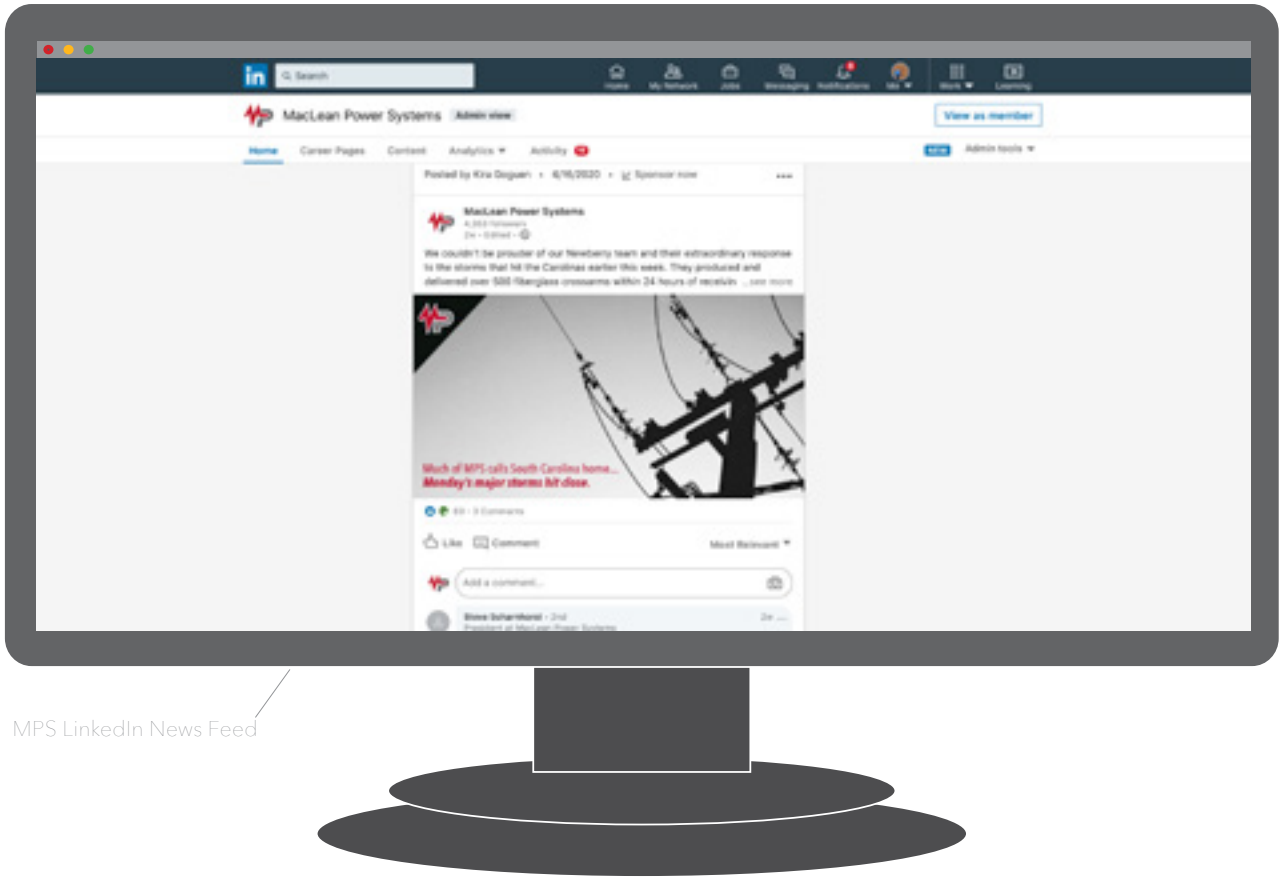
When designs are processed and polished, they often have a commercialized feel that gain less traction. Moreover, social media campaigns that use real images with simple messages gain better results based on analytic data.







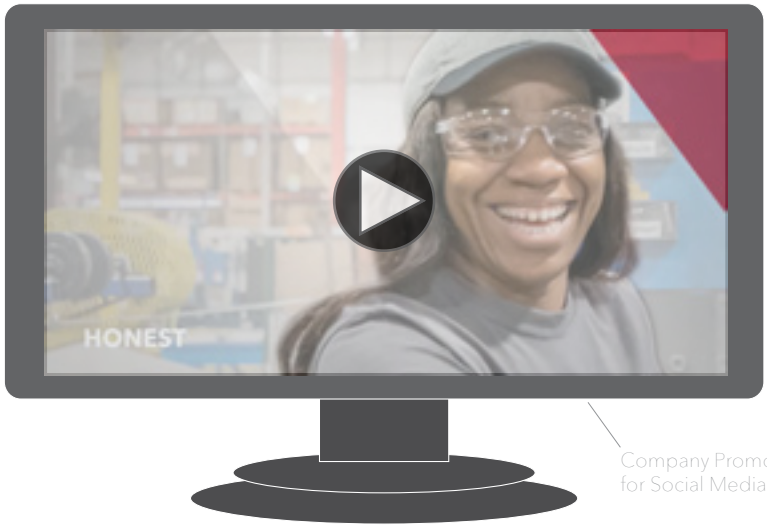




MPS LinkedIn News Feed

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

11x17 inch Quad-panel
Step Fold Accordion Flyer

Multipurpose Quad-fold Poster

To provide more impact, 11x17 inch quad-fold brochures have been the print medium of choice for trade shows and events. Since our literature is often distributed digitally for individual printing, designs on 11x17 inch paper works since it is a common size. This size is also large enough to allow patrons to print their own “mini-posters” as is the goal for several of our campaigns. More will be produced for each campaign. Collect the whole set!

Transmission Products Poster

NPI Quad-fold Flyer – Poster

Distribution Products Poster

Network Solutions Sample Media

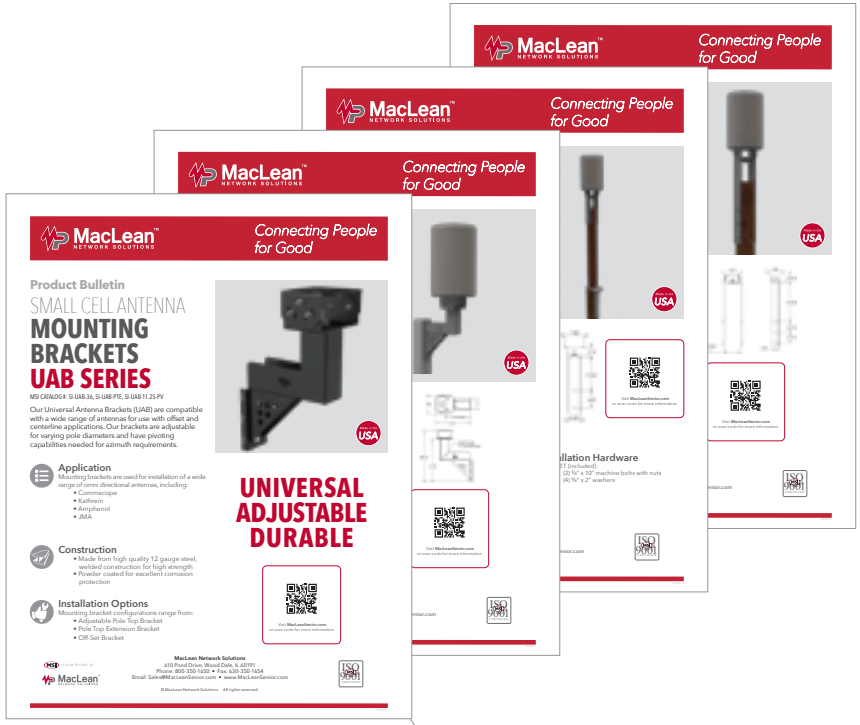
The MacLean Network Solutions updated website will be launching in 2020. The site's design will be more cohesive with the MPS site. Likewise designs for the MNS branch of the company are designed to reflect those changes.

PowerPoint Slide Template

Back-lit Trade Show Vector Wall

8.5x11 inch Product Bulletin

Product Training Email



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

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

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