NV POWER STATION

Brand guidelines

The graphic system of NV Power Station. This document is the reference: every rule it sets out applies to the website, to sales documents, to datasheets and to any material carrying the brand.

BRAND	VERSION	DATE
NV POWER STATION	1.0	AUGUST 2026

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01

The brand

NV Power Station brings clean electric power to places where the diesel generator ruled alone.

Everything else follows from that sentence. The world the brand replaces runs on fuel, noise and exhaust: warm colours, and equipment that shakes. The world it offers is silent, instant and emission free.

The graphic system carries that shift. **Midnight blue** is the ground, sober and technical. **Cyan** is the colour of current, the one that signals power on hand. The mark, built from cut edges, keeps the tension of equipment made for hard conditions.

WHAT THE BRAND SHOWS

Verifiable figures, equipment in service, real environments. Evidence before promise.

WHAT IT AVOIDS

Spectacle, unrealistic staging, escalating power claims. Buyers of this equipment read a datasheet before they look at a picture.

THE TONE

Technical, factual, measured. Short sentences, exact units, no empty phrases.

02

The logo

Two lockups, and which one to use is not a matter of taste.



FULL LOCKUP



MARK ALONE

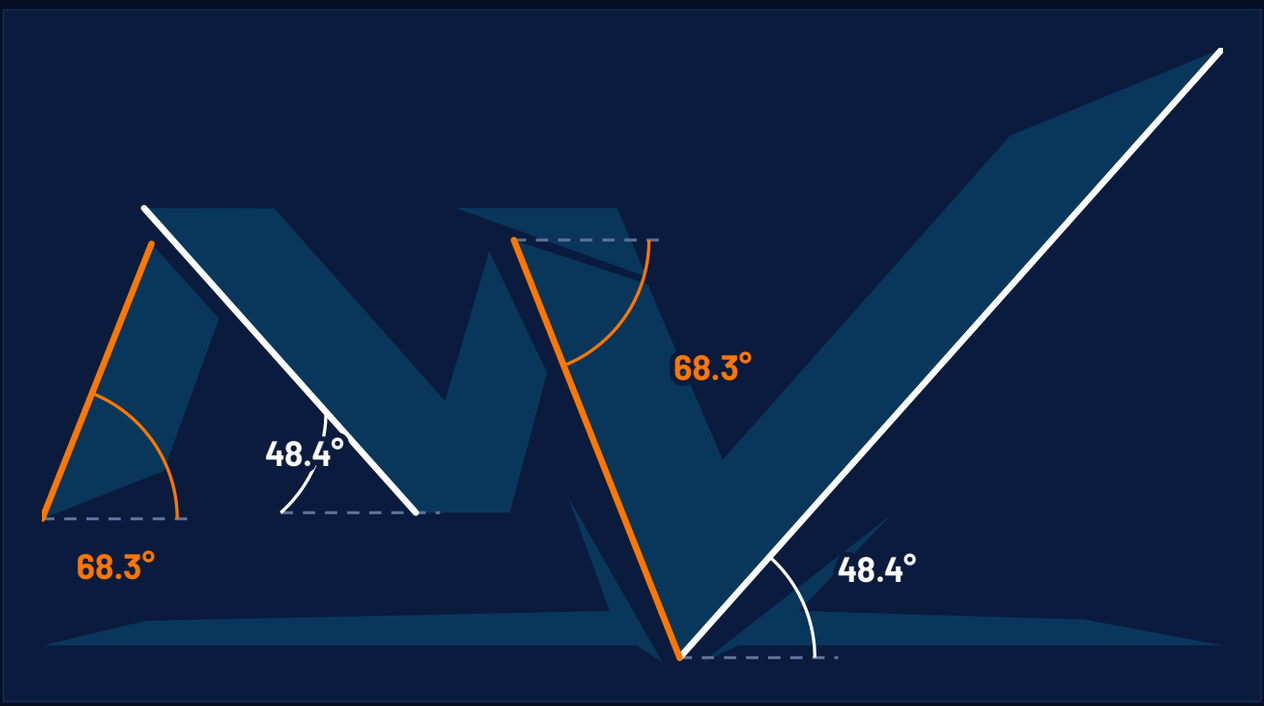
The full lockup is the default. It is used wherever the brand introduces itself: document headers, signatures, invoices, brochures, packaging, exhibition stands, advertising.

The mark alone is used in two cases only: when the name NV Power Station already appears immediately beside it, and when the space available drops below 32 pixels high. Product marking, the browser icon and social media avatars fall into that second case.

The name is set **below the mark, never beside it**, and aligns to the width of the lower bar. Letter spacing is uniform: width is gained by opening up every letter by the same amount, never by widening the gaps between words.

Construction

The mark is not a free drawing. It rests on two angles, each mirrored between the N and the V.

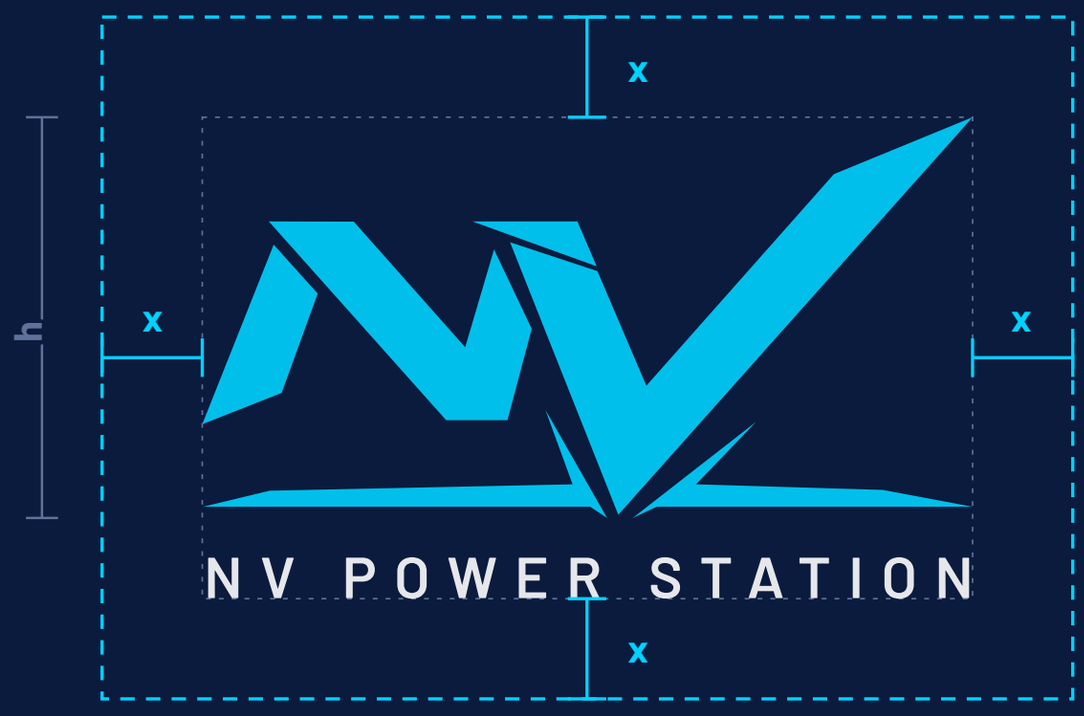


DOMINANT STROKES	SECONDARY STROKES	MARK PROPORTION	CLEAR SPACE

48.4°	68.3°	1.92:1	25 %

Clear space

No text, no image and no edge enters a space equal to **one quarter of the height of the mark**, on all four sides.



x = h / 4

H IS THE HEIGHT OF THE MARK ALONE, WITHOUT THE NAME. THE CLEAR SPACE IS THEREFORE ALWAYS ONE QUARTER OF THAT HEIGHT, AT ANY SCALE.

This space is **already built into the files supplied**. Nothing needs to be calculated: as long as nothing encroaches on the image, the rule is respected.

Minimum sizes

SCREEN

The full lockup does not go below **96 pixels wide**. Below that, the shards in the lower bar fall under one pixel and blur.

PRINT

The full lockup does not go below **25 millimetres wide**.

UNDER 32 PIXELS

Switch to the short version of the mark, supplied in the icons folder. The lower bar is removed from it.

What is not allowed

RECOLOURING

The versions supplied cover every background and every printing process.

DISTORTING

The proportions are fixed. Any resizing keeps the aspect ratio.

ROTATING

The mark already carries its own angles. It always sits level.

ADDING EFFECTS

No drop shadow, no outline, no gradient, no relief.

FRAMING

The lockup stands on its own. No rule or box around it.

REBUILDING

Never from a screenshot. Always from the files supplied.

03

Colour

Four brand colours, and a supporting system that lets an online shop actually work.

BRAND COLOURS · the only ones to name as "the NV colours"

PRIMARY ACCENT	GROUND	RESTRICTED ACCENT	WHITE
#00D2FF	**#0B1B3D**	**#FF7700**	**#FFFFFF**
hsl(191 100% 50%)	hsl(221 71% 14%)	hsl(28 100% 50%)	text on dark

Cyan and midnight blue carry the identity. **The brand lives on a dark ground**: it is the only condition in which cyan keeps its force, and it matches the world of the equipment.

MIDNIGHT BLUE RANGE · same hue, same saturation, lightness alone varies

DEEP GROUND	SURFACE AND TEXT	RAISED	RULE
#060F23	**#0F275B**	**#15357A**	**#172A54**
8 %	21 %	28 %	borders

GREYS · interface first, then the equipment itself

SECONDARY TEXT	LABELS	EQUIPMENT, LIT	EQUIPMENT, MID	EQUIPMENT, SHADOW
#93A6C9	**#5E729A**	**#4E4E4E**	**#3C3C3C**	**#2A2A2A**
interface	never for body text	neutral	neutral	neutral

The last three are sampled from the machines themselves. They are deliberately neutral, with no blue cast, so that studio backgrounds and technical illustrations match the real equipment.

STATES · reserved, never decorative

CONFIRMED, IN STOCK	CONFIRMED	ERROR, OUT OF STOCK	BLACK
#3FD47A	**#1A7A45**	**#FF4D4D**	**#000000**
on dark	on light	pure red	one-colour and marking

THE THREE RULES OF ORANGE

Never on equal footing with cyan. Cyan is the colour of electrification, orange the colour of combustion. NV sells electric against thermal: given equal weight, the message contradicts itself. Orange underlines a detail, it never carries a page.

Never on a state. ANSI Z535 and ISO 3864 assign orange to the "WARNING" level in industrial signage, and safety-trained buyers read it that way. Order and stock states keep their own vocabulary.

Never under white text. White on orange tops out at 2.9:1. Like cyan, orange carries midnight blue.

Contrast, measured

These values are not indicative. They govern the legibility of the site and its compliance with accessibility criteria, which require 4.5:1 for body text.

ELEMENT	ON	RATIO	USE
White	Midnight blue	16.96:1	Body text on dark
Light midnight	White	14.37:1	Body text on light
Cyan	Midnight blue	9.42:1	Accent, links, headings
Green	Midnight blue	8.81:1	Confirmation, availability
Light midnight	Cyan	7.98:1	Text on a cyan button
Orange	Midnight blue	5.80:1	Detail accent
Red	Midnight blue	5.18:1	Error, out of stock
Cyan	White	1.80:1	Forbidden for any text

Cyan never carries text on a light ground. On white it falls to 1.80:1, far below the minimum. In light mode, text is set in **#0F275B**, and pure black is reserved for one-colour printing.

A link is never signalled by colour alone. On a light ground the midnight blues are too close to one another to be told apart. Links are therefore underlined, and the underline is cyan.

STATES IN USE

In stock Out of stock Pre-order

The error red is a pure red, at 0°, some 28° away from the brand orange. Combined with a written label, that separation is enough. No state relies on colour alone, which is also an accessibility requirement.

Light mode, and what follows from it

Body text is set in #0F275B, not in black. Pure black is now reserved for one-colour printing and product marking.

A link is never signalled by colour alone, it is underlined, and the underline is cyan.

View the datasheet

Typography

Barlow, and Barlow alone, from headline to technical table.

Barlow

GROTESQUE · 9 WEIGHTS · 3 WIDTHS · OPEN FONT LICENSE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 Wh W kg ms IP54

Barlow is the only typeface of the brand, from campaign headline to technical table. Its Semi Condensed variant, used for labels, belongs to the same family and is not a third-party face. Barlow comes from road and rail signage. Its low-curvature letterforms sit well with the cut edges of the mark, and the family covers every weight and width the site needs. It is available free of charge, which guarantees that no medium will ever be blocked by a licence.

DISPLAY	**3,072 Wh available**
SECTION HEADING	**Pure sine wave output**
SUBHEADING	**MPPT solar charging**
BODY	Switchover in under 20 ms for critical equipment.
LABEL	CONTINUOUS POWER

Figures, and a rule that is not optional

This catalogue is made of numbers. Yet Barlow's figures are **proportional by default**: its "1" measures 350 units where the other figures run from 473 to 565. In a table, columns visibly shift as soon as a 1 appears.

DEFAULT, MISALIGNED

2,232 Wh
3,072 Wh
5,040 Wh
55.1 kg

TABULAR FIGURES, ALIGNED

2,232 Wh
3,072 Wh
5,040 Wh
55.1 kg

Every number set in a column uses tabular figures, switched on by the `font-variant-numeric: tabular-nums` property. Value columns are also right aligned, which holds true on any medium, including off the web.

In English, the thousands separator is a **comma** and the decimal mark a **full stop**, with a non-breaking space before the unit: 2,232 Wh, 68.3 kg, 20 ms. The French edition of this document follows the opposite convention, and the two must never be mixed within one page.

05

Geometry

One angle, taken from the mark, applied as a corner cut.

The long stroke of the mark falls at **48.4°**. That is the angle of the system. It appears as a **cut on the lower right corner** of buttons, cards, labels and image masks. The cut brings movement to every medium without ever touching the logo.

The 45° angle, the default setting of most tools, is not used: it reads as an absence of decision.

Three sizes, one rule

The cut keeps a **fixed size** according to the type of element. It is never stretched to the dimension of the block that carries it: that is what preserves the angle at any width.

10 × 11 px

SMALL · BUTTONS, LABELS

18 × 20 px

MEDIUM · PRODUCT CARDS

44 × 50 px

LARGE · BANNERS, IMAGE MASKS

See it in context

06

Imagery

Equipment in service, in real conditions, at human scale.

Photography does not sell a set, it establishes proof. A station placed in a credible environment, connected to identifiable equipment, with a person to give the scale, says more than a perfectly lit studio image.

LIGHT

Natural, or hard and directional. Cast shadows are not removed: they anchor the equipment in a place.

FRAMING

A wide shot that situates the use, a close shot that shows a connector or a display. Both together, never one alone.

TREATMENT

Strong contrast, faithful hues. No added colour cast, no cyan applied as a filter over a photograph.

WHAT MUST NOT BE PHOTOGRAPHED

NV stations hold no certification for explosive atmospheres. They therefore cannot appear in a **classified area** under ATEX regulations, nor in any framing that would suggest it.

An image is a claim in the same way a figure is. The territory to show is that of accommodation units, workshops, maintenance areas and unclassified perimeters.

07

Writing

A short sentence and an exact figure beat a superlative.

Buyers of this equipment compare datasheets. They recognise a massaged figure immediately, and one is enough to cast doubt on all the others. The credibility of the brand therefore rests on the rigour of its numbers far more than on its vocabulary.

Peak power is never presented as continuous power. The two values carry distinct, explicit labels wherever they appear. Announcing a peak figure as continuous is a misleading claim.

Certifications are quoted product by product, on written confirmation from the manufacturer. They govern the markets in which a model may lawfully be sold.

No figure is published without its source. Capacity, power, runtime, weight, switchover time: every value is checked against the datasheet before going live.

Conventions

THE BRAND NAME

"NV Power Station" in full, never hyphenated across lines. Product references are written without a space: NVS024, NVW3, NVW5, NV3600.

UNITS

Wh, W, kg, ms, V. Symbol after the figure, separated by a non-breaking space, never followed by a full stop.

PUNCTUATION

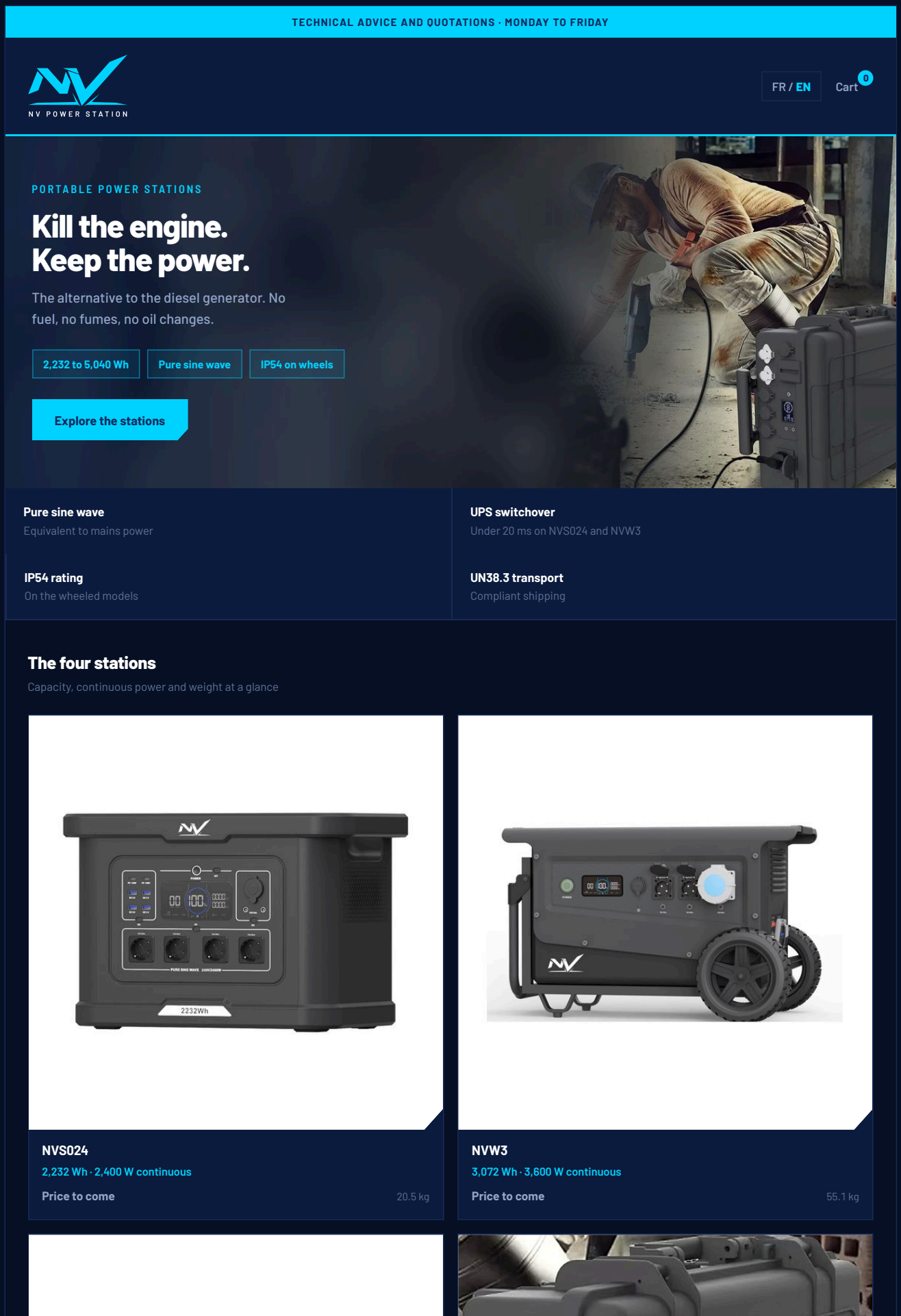
Simple and legible: comma, colon, bracket, full stop. Long dashes are set aside in favour of more direct punctuation.

08

In context

The system applied to an extract of the home page, in the real structure of a Shopify theme.

Each block below corresponds to a theme section, not to a free layout: this is how the shop will be built, and it is what will let the client edit its content without technical help.





NVW5
5,040 Wh · 5,000 W continuous
Price to come 68.3 kg



NV3600
3,072 Wh · 3,600 W continuous
Price to come 36.0 kg

NV POWER STATION

Portable power stations for professional use.

Shop
Stations
Applications

Support
Manuals
Warranty
Contact us

Information
Terms of sale
Shipping and returns
Legal notice
Français / English

COPY AND PRICES ARE SHOWN FOR ILLUSTRATION. PRODUCT VISUALS WILL BE INTEGRATED ON RECEIPT OF THE MANUFACTURER'S FILES.

What the mockup shows of the system

THE CORNER CUT

It appears at two sizes: small on the call to action, medium on the four product visuals. Always lower right, always at the same angle, never stretched.

CYAN HELD IN RESERVE

It serves only the announcement bar, the action button, the key figures and the mark. Everywhere else the midnight blues and the greys do the work.

FIGURES FIRST

On a product card, capacity and continuous power come before price. That is the order in which this buyer reads.

09

The files

Everything is supplied, ready to use. One question to answer before choosing.

```
NV-Power-Station_logos/
  1-LOGO-PRINCIPAL/
      NV-PowerStation_logo_fond-sombre.svg .pdf .png
      NV-PowerStation_logo_fond-clair.svg .pdf .png
  2-autres-versions/
      transparent-sur-fond-sombre/
```

```
    une-seule-couleur/
    sigle-seul/
3-web/
    favicon, application icons, social media avatar
LISEZMOI.txt   README.txt
```

The question is the background: **dark or light**. The dark-background version is the brand reference and already carries its midnight blue panel, so it can be placed anywhere without preparation. The light-background version is transparent and intended for white paper and office documents.

PNG FORMAT

Word processing, presentations, email, social media.

PDF FORMAT

Printers, promotional items, large format, signage.

SVG FORMAT

Websites and design tools.

DOWNLOADS

The archive holds all thirty-eight files, sorted into the three folders above. The two principal versions of the logo can also be downloaded one by one, for immediate use.

The files in the **2-autres-versions** folder are needed in three cases only: placing the logo over a dark photograph, printing with a single ink (engraving, screen printing, stamping), or using the mark without the name.

NV Power Station brand guidelines, version 1.0, August 2026. The angles given are surveyed on the vector artwork of the mark and the contrast ratios calculated to WCAG 2.1 criteria.

Any question of application is settled by this document. Where a situation is not covered, the general rule applies: preserve legibility, respect the clear space, and never publish a figure that cannot be verified.