

GENERAC®



**“Next Gen Automatic Standby”
VEHICLE WRAP PROGRAM**

The purpose of this Program Guide is to gather all active Generac Programs into one location as reference.

Wraps are subject to change.

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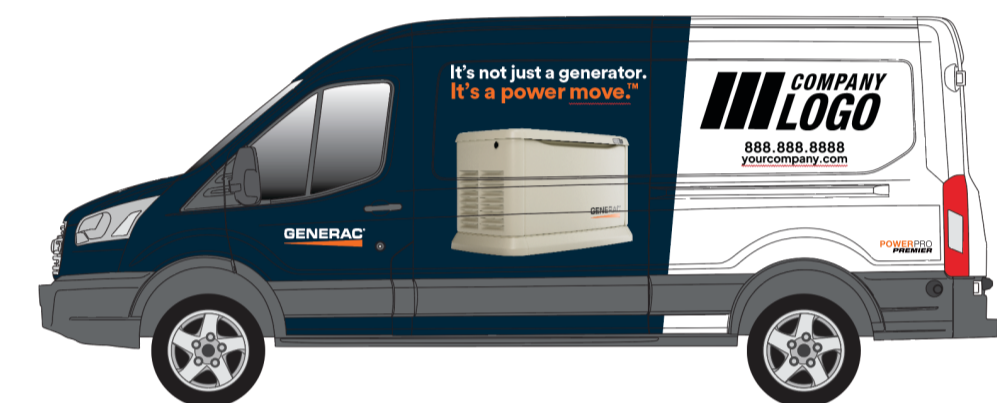
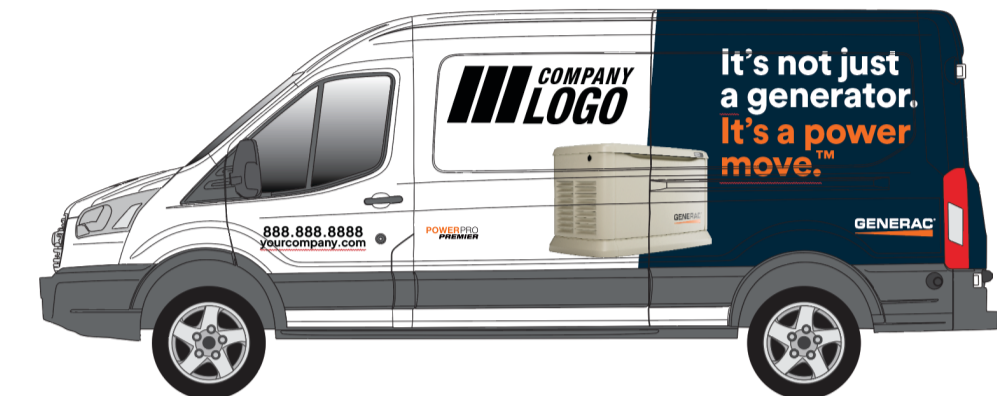


SUPPLEMENTARY LOGOS

PLACEMENT REFERENCE

NOTE:

Scale of PowerPro logo should not exceed Generac height. Note placement is fluid based on vehicle type but should not overlap predefined wrap graphics



POWER PRO SUPPLIMENTAL LOGO

PowerPro

PowerPro PREMIER

PowerPro ELITE

PowerPro PRESTIGE

PowerPro ELITE+

SYNCHRONY SUPPLIMENTAL LOGO



GENERAC LOGO W/ G-SPACE

NOTE:

Generac logo with Sales tagline requires the distancing space of the Generac 'G'. Starting halfway through the orange stripe.



GENERATORS

PRODUCT IMAGERY



Home Product Imagery

To be used for home standby unit only. Right facing and left facing units to be used on opposing sides of vehicle.



Commercial Product Imagery

To be used for home standby and commercial units only.



Portable Product Imagery

To be used for home standby and portable units only.



Solar and Battery Storage System Imagery

To be used for solar imagery only.

COMBINATIONS OF IMAGERY



Home Standby/Commercial Product Imagery

To be used for home standby and commercial units only.



Home Standby/Commercial/Portable Product Imagery

To be used for home standby, portable and commercial units only.



Home Standby/Portable Product Imagery

To be used for home standby and portable units only.



Commercial & Portable Product Imagery

To be used for home standby and portable units only.

GUIDELINES

FONT USAGE

Fonts CircularXX Black and CircularXX ExtraBlack are to be used for the static **statement text only**. Do not use these fonts for any other graphics.

CircularXX Black

All variable text should be formatted using Plus Jakarta Sans. In most cases this font will appear in the bold font style.

Plus Jakarta Sans Bold

TAGLINE USAGE

Dealers are allowed to use additional taglines pertinent to Generac or their business such as “Sales • Parts • Service” etc... HOWEVER these statements must only be placed in the allotted dealer space on the **BRAND** style wraps.

No additional text or graphics should overlap the predefined wrap graphics.

IMAGE LIBRARY

The following images are available for use interchangeably on the **Campaign C & Brand A** wraps.



Lifestyle Image 1



Lifestyle Image 2



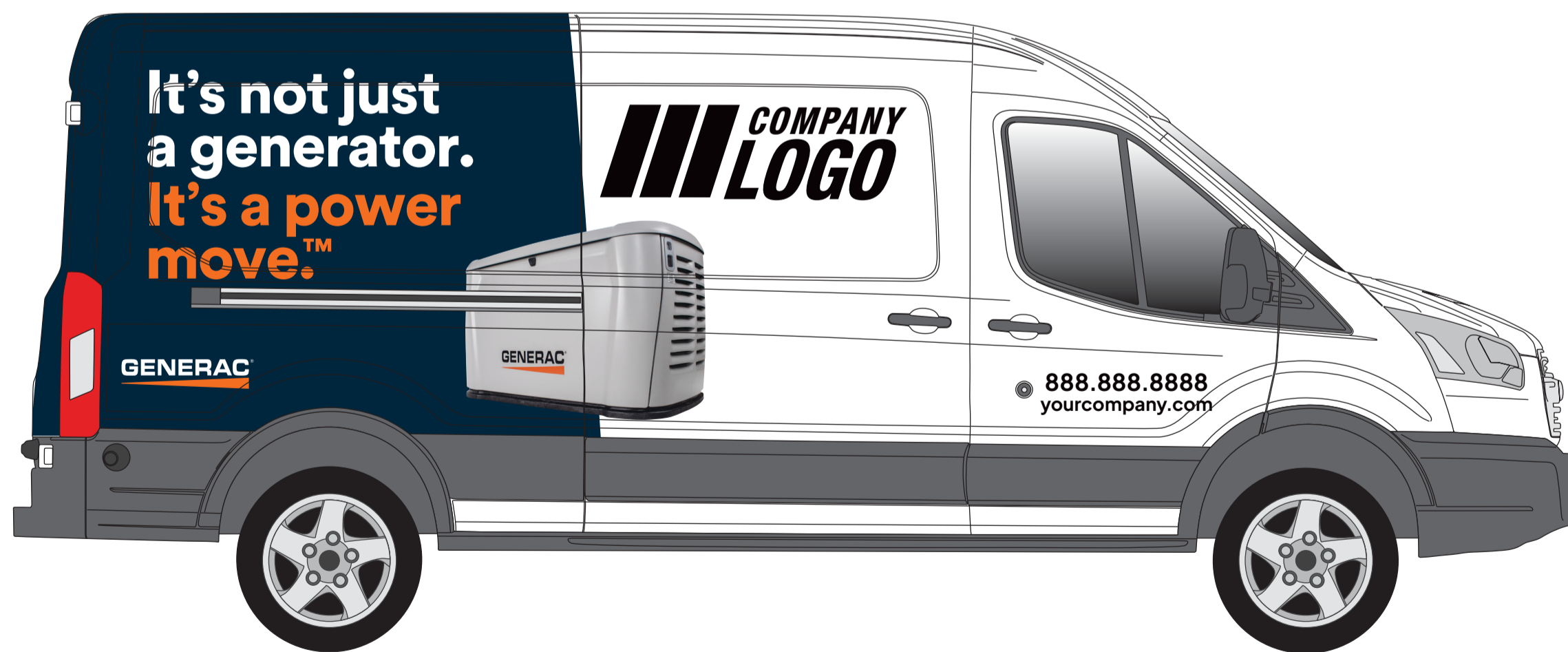
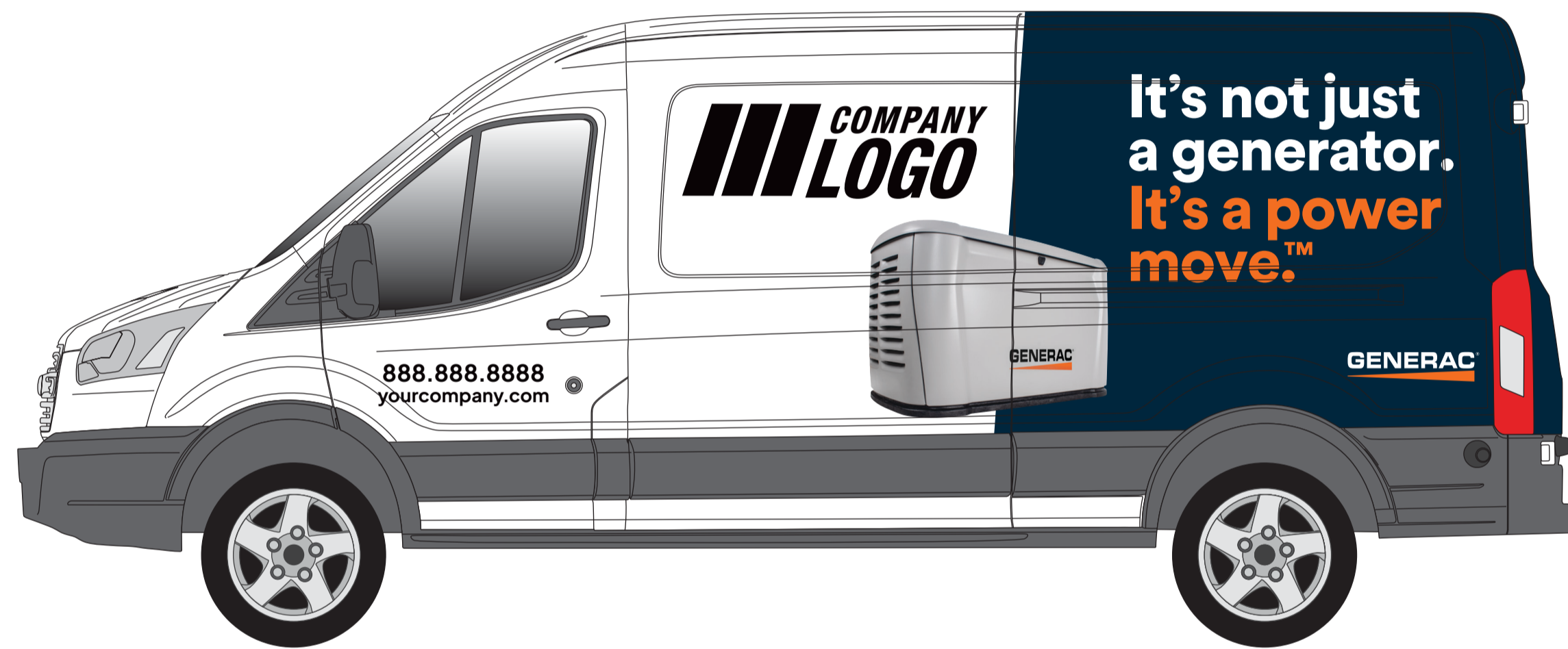
Lifestyle Image 3

CAMPAIGN WRAP - A

FULL & PARTIAL WRAP OPTIONS



PANTONE 1505C & 2965C



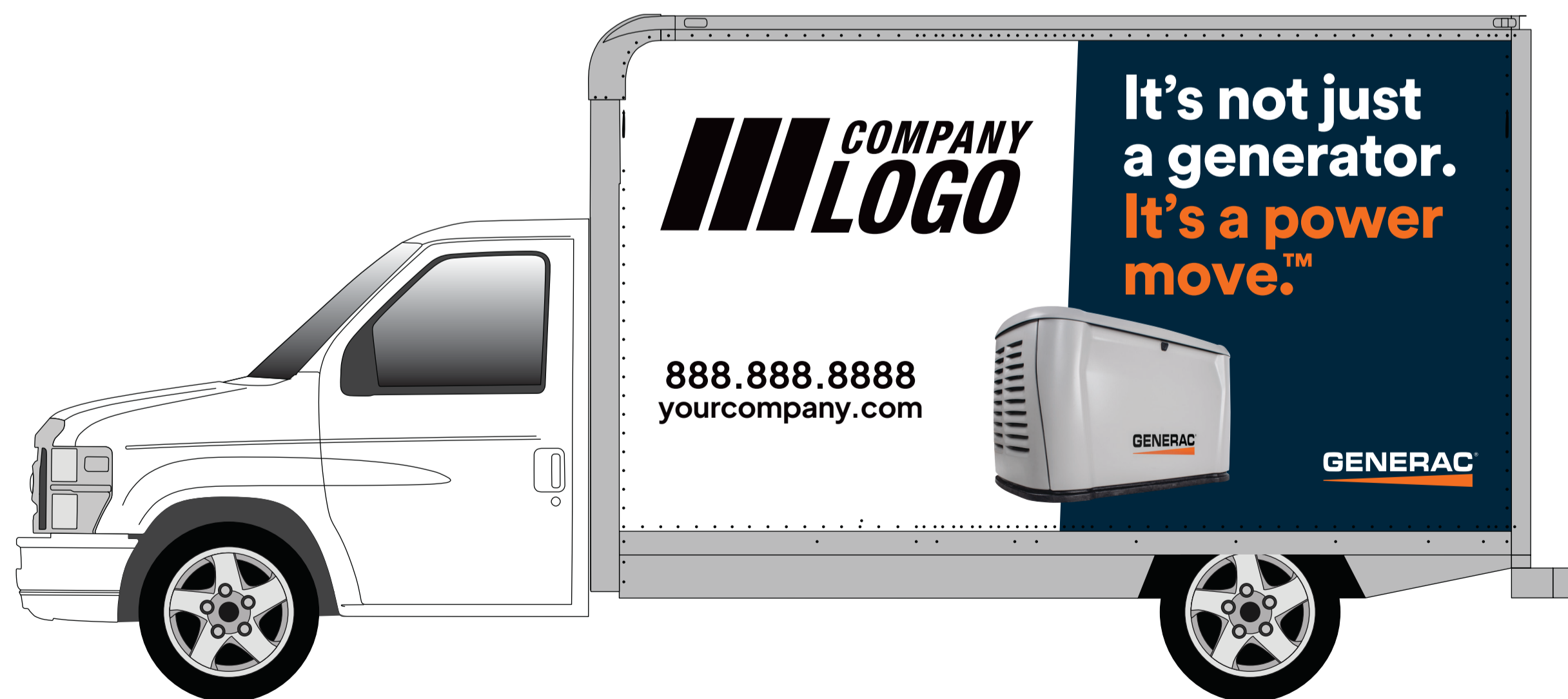
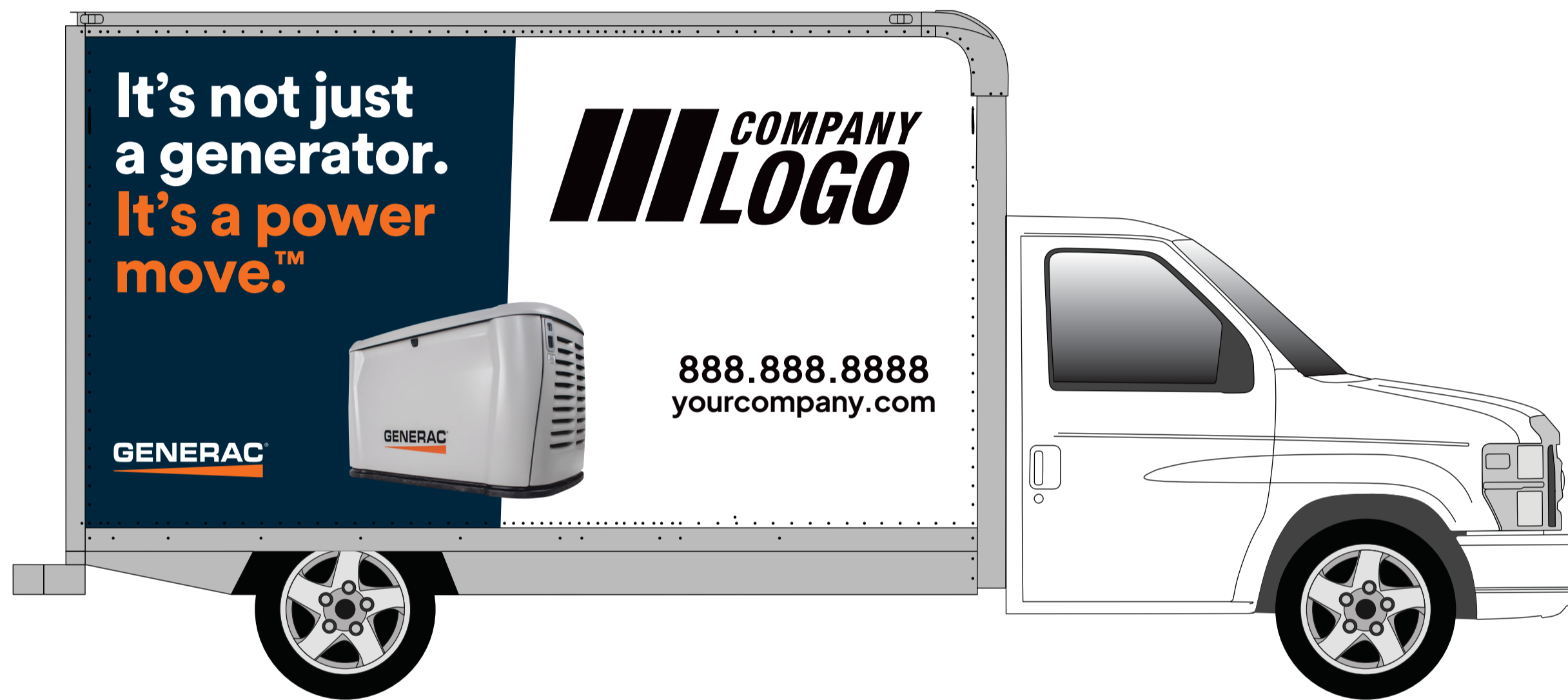
LARGE VAN

CAMPAIGN WRAP – A

FULL & PARTIAL WRAP OPTIONS



PANTONE 1505C & 2965C



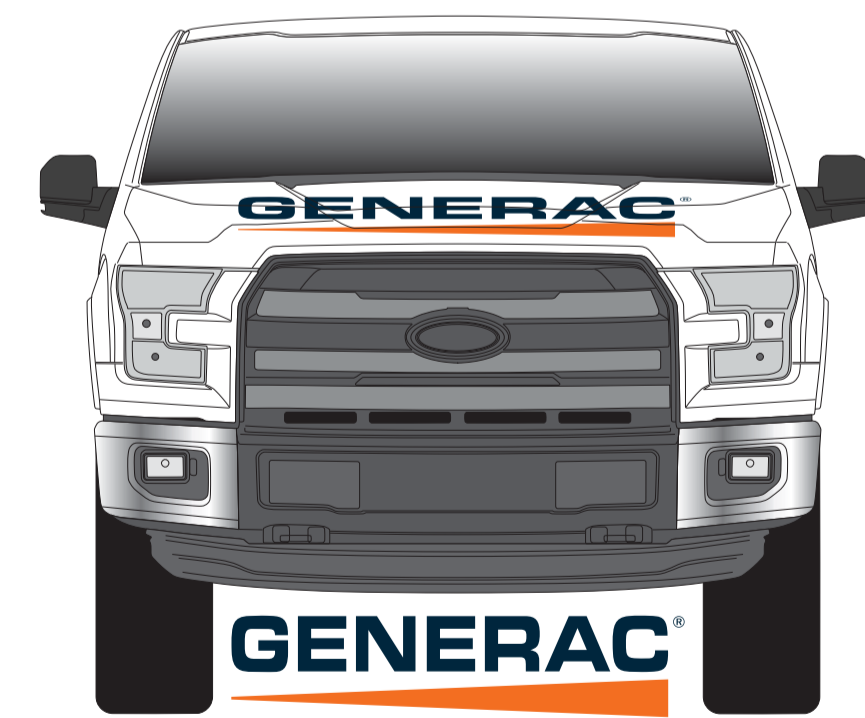
BOX TRUCK

CAMPAIGN WRAP - A

FULL & PARTIAL WRAP OPTIONS



PANTONE 1505C & 2965C



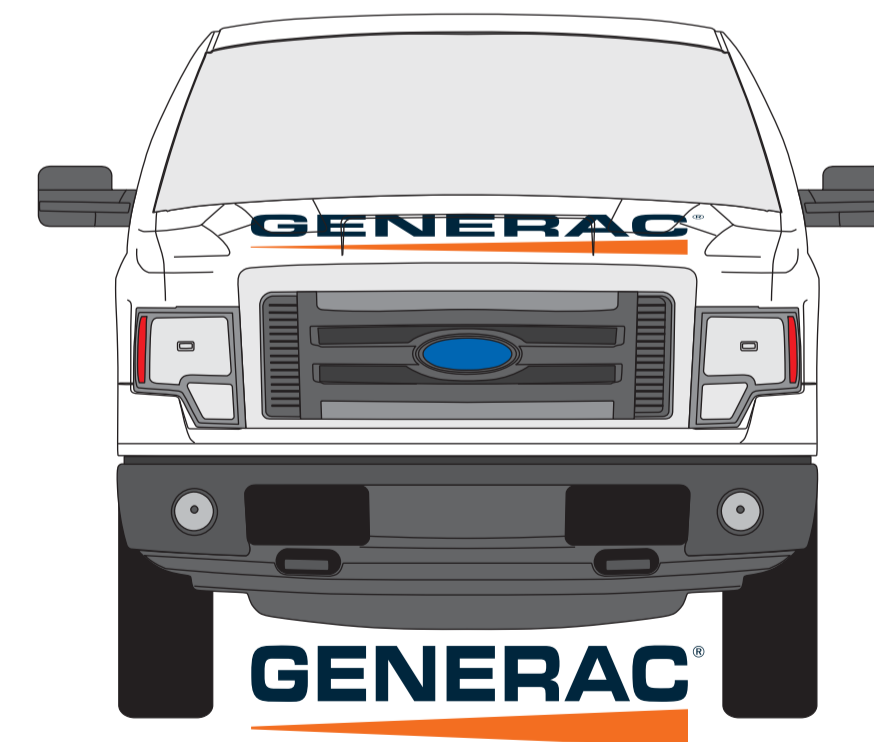
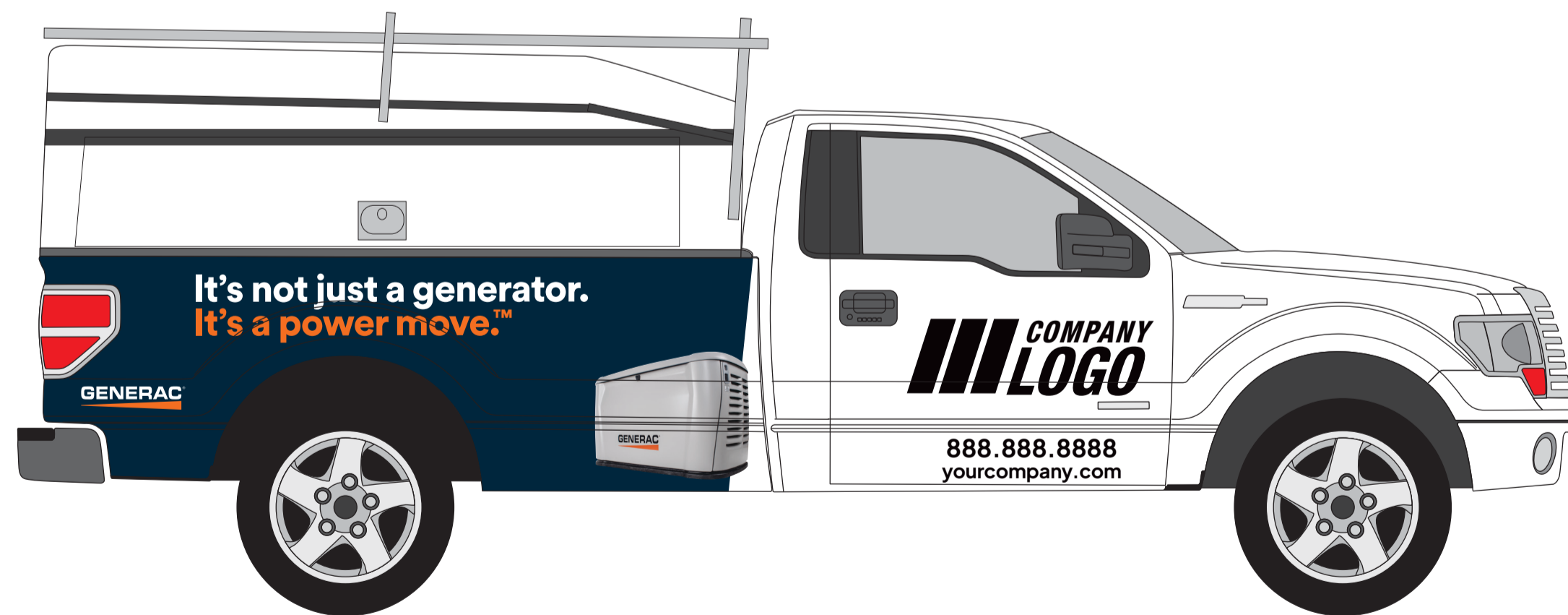
PICKUP TRUCK - CREW CAB

CAMPAIGN WRAP - A

FULL & PARTIAL WRAP OPTIONS



PANTONE 1505C & 2965C



PICKUP TRUCK - REGULAR CAB W/TOPPER

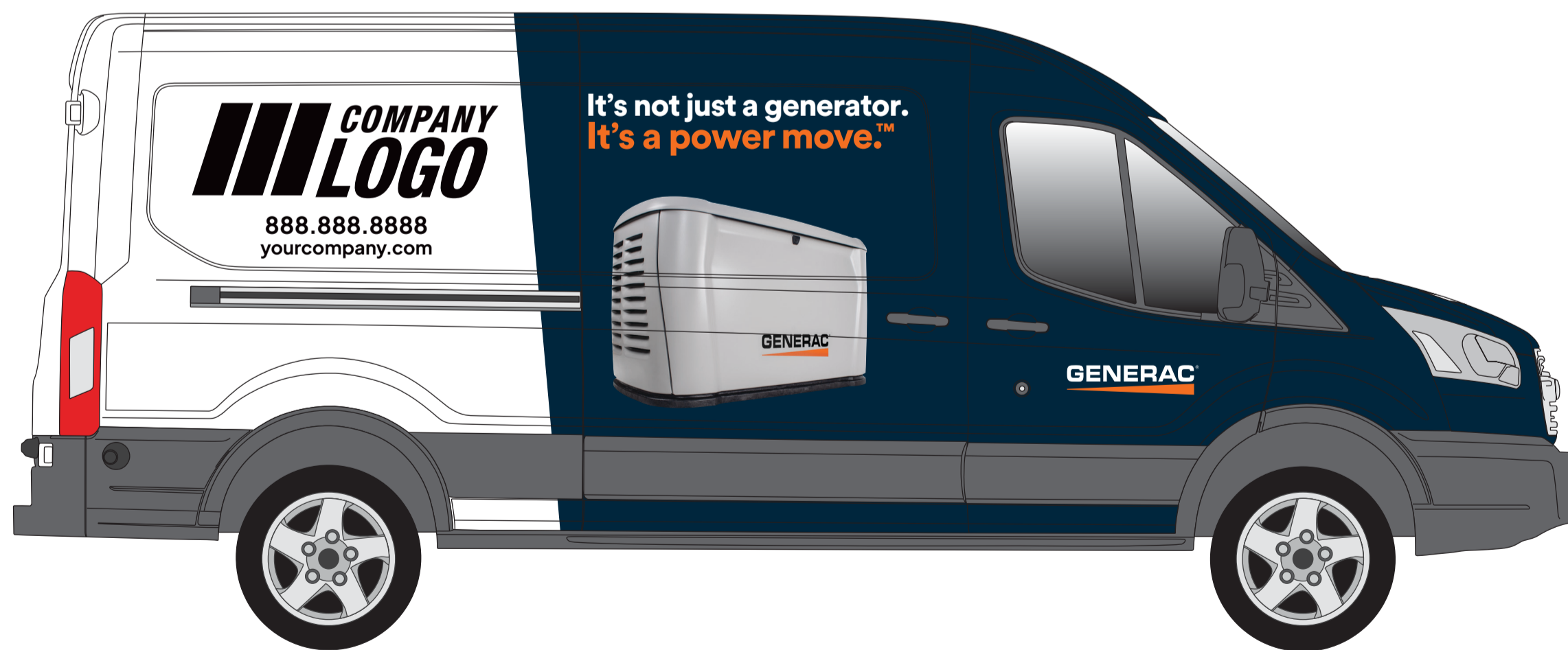
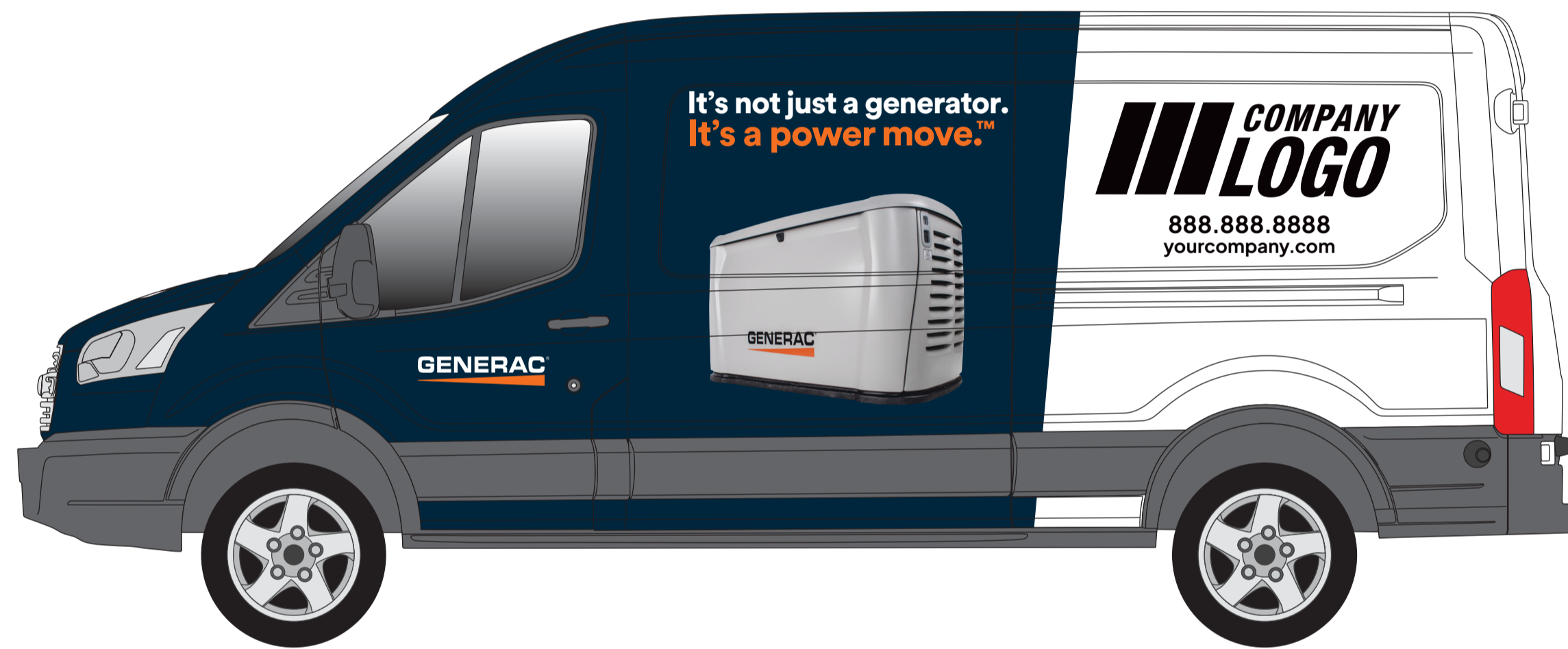
FordP_301 Regular Cab 8 ft Box

CAMPAIGN WRAP – B

FULL & PARTIAL WRAP OPTIONS



PANTONE 1505C & 2965C



LARGE VAN

CAMPAIGN WRAP – B

FULL & PARTIAL WRAP OPTIONS



PANTONE 1505C & 2965C



BOX TRUCK

CAMPAIGN WRAP - B

FULL & PARTIAL WRAP OPTIONS



PANTONE 1505C & 2965C



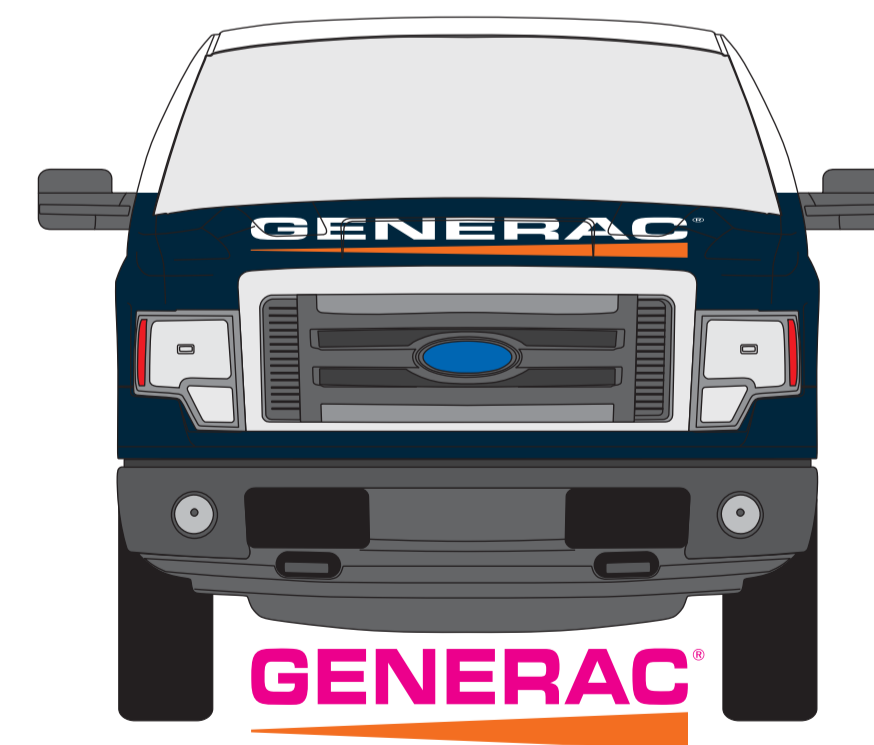
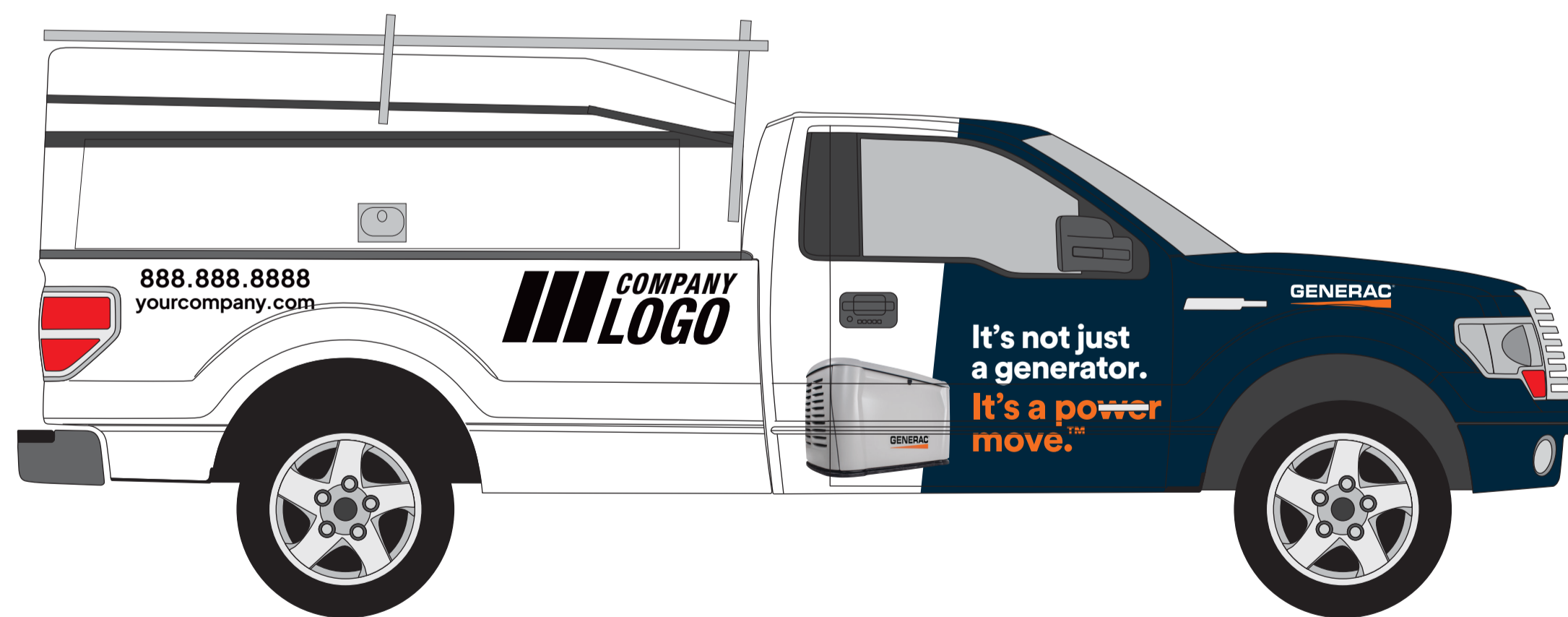
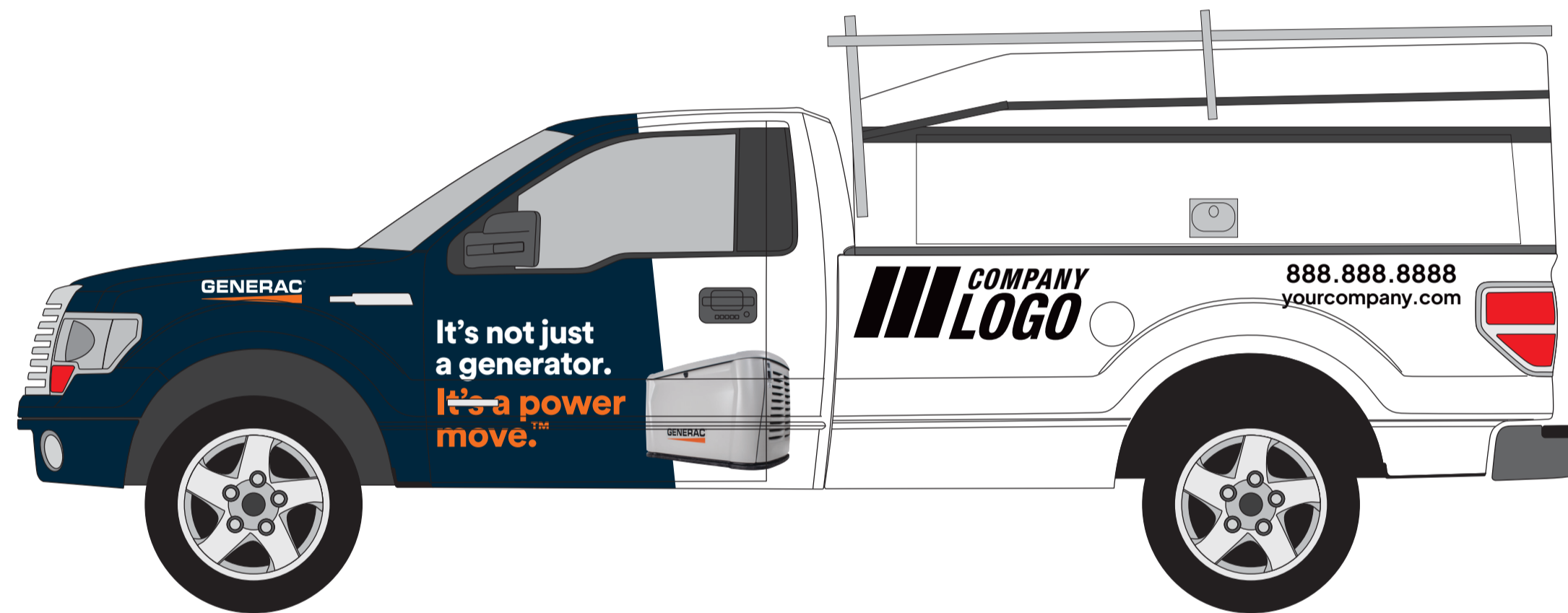
PICKUP TRUCK - CREW CAB

CAMPAIGN WRAP – B

FULL & PARTIAL WRAP OPTIONS



PANTONE 1505C & 2965C



PICKUP TRUCK – REGULAR CAB W/TOPPER

FordP_301 Regular Cab 8 ft Box

CAMPAIGN WRAP - C

FULL & PARTIAL WRAP OPTIONS

Customizable Imagery Available - See Page 5



PANTONE 1505C & 2965C



LARGE VAN

CAMPAIGN WRAP - C

FULL & PARTIAL WRAP OPTIONS

Customizable Imagery Available - See Page 5



PANTONE 1505C & 2965C



BOX TRUCK

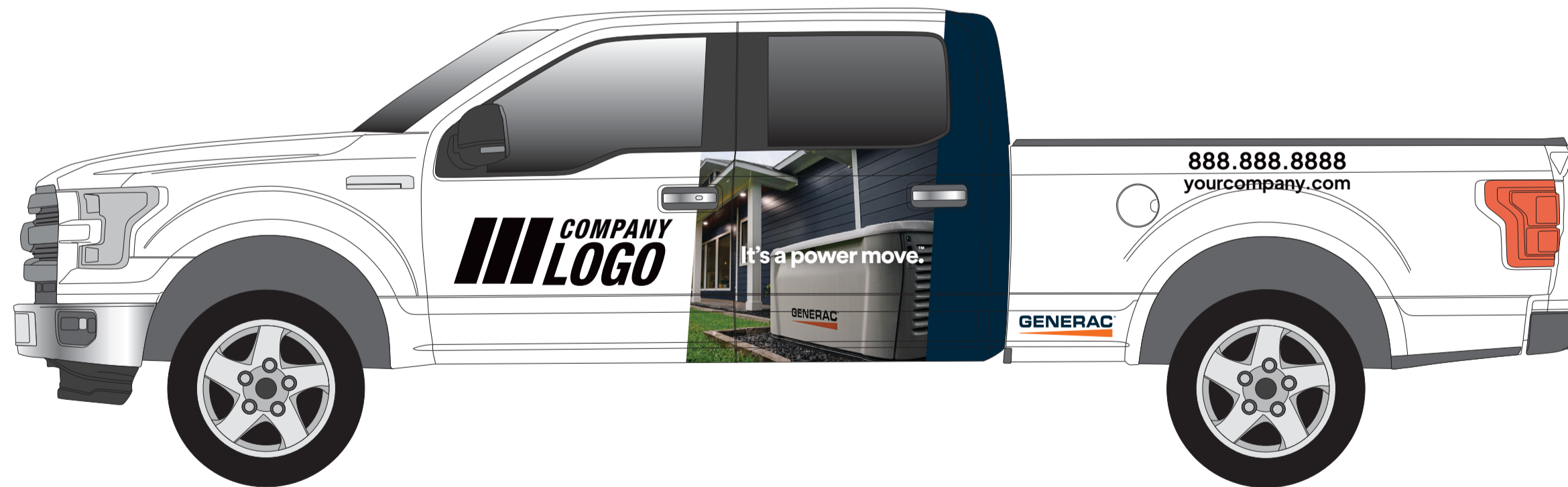
CAMPAIGN WRAP - C

FULL & PARTIAL WRAP OPTIONS

Customizable Imagery Available - See Page 5



PANTONE 1505C & 2965C



PICKUP TRUCK - CREW CAB

FordP_605 Ford F150 SuperCrew 6'5" Box 1/20th Scale

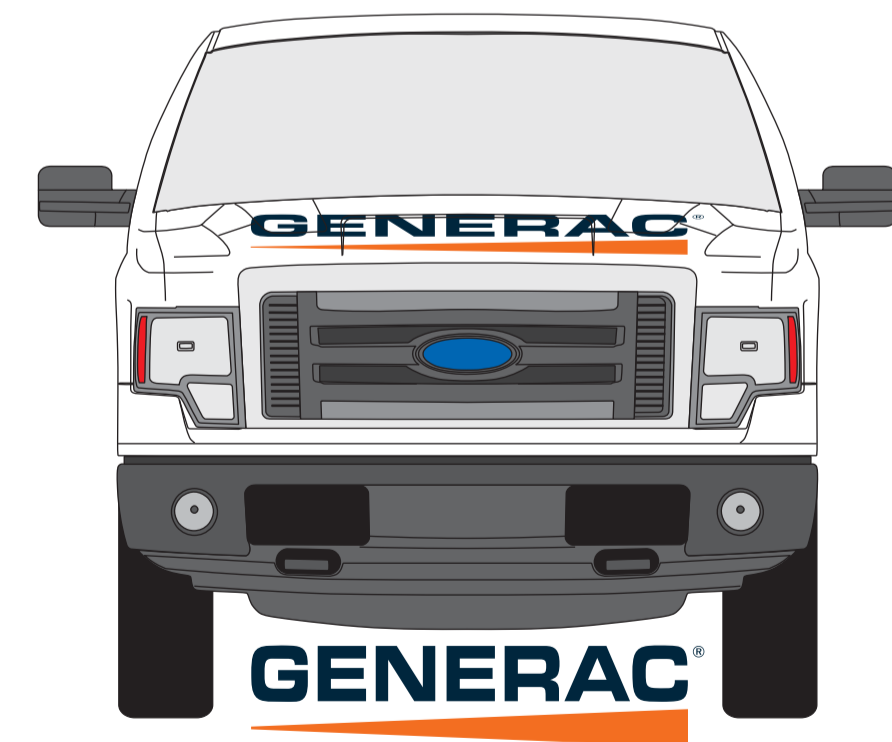
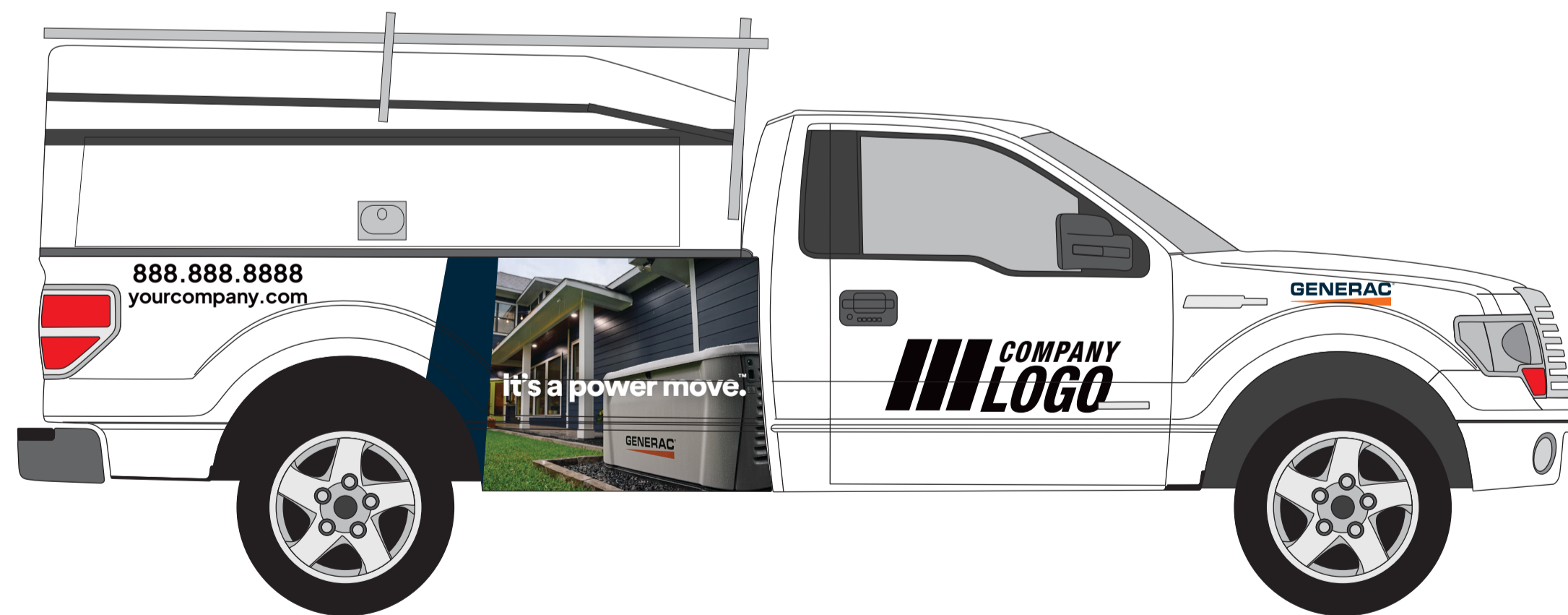
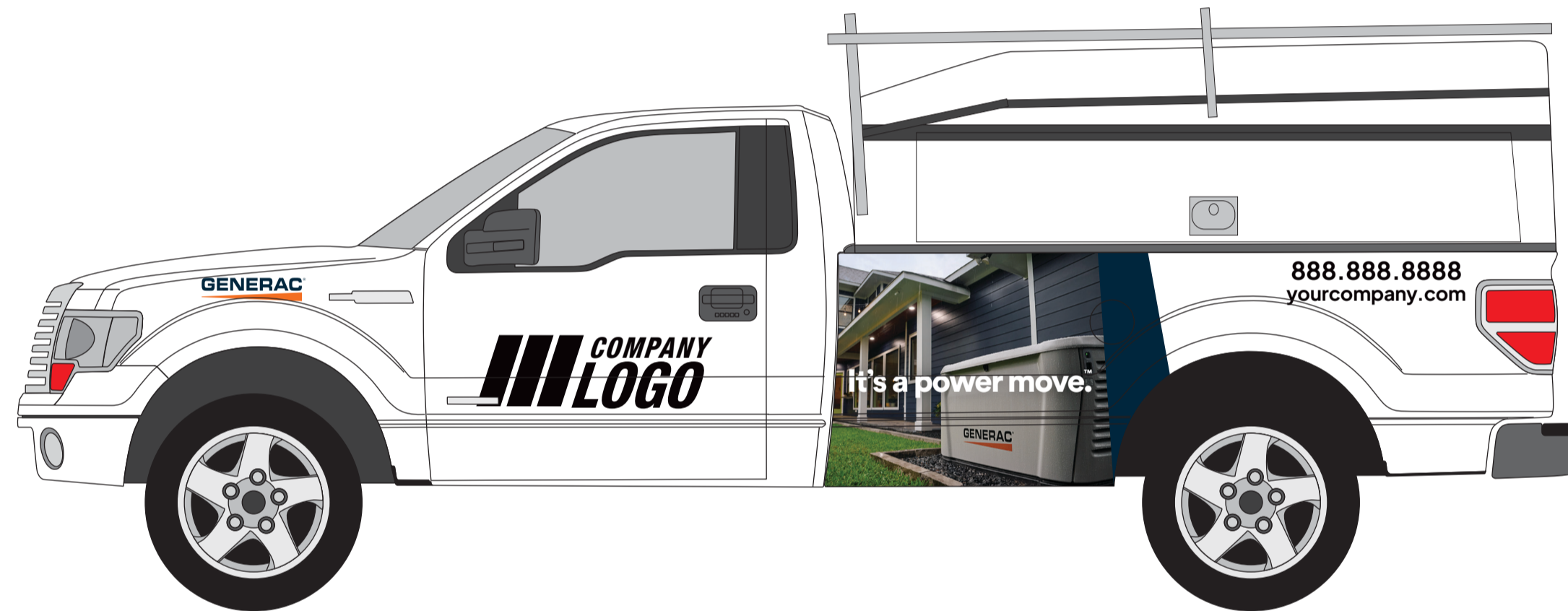
CAMPAIGN WRAP - C

FULL & PARTIAL WRAP OPTIONS

Customizable Imagery Available - See Page 5



PANTONE 1505C & 2965C



PICKUP TRUCK - REGULAR CAB W/TOPPER

FordP_301 Regular Cab 8 ft Box

BRAND WRAP - A

FULL & PARTIAL WRAP OPTIONS

Customizable Imagery Available - See Page 5



PANTONE 1505C & 2965C



LARGE VAN

BRAND WRAP – A

FULL & PARTIAL WRAP OPTIONS

Customizable Imagery Available – See Page 5



PANTONE 1505C & 2965C



BOX TRUCK

BRAND WRAP – A

FULL & PARTIAL WRAP OPTIONS

Customizable Imagery Available – See Page 5



PANTONE 1505C & 2965C



PICKUP TRUCK – CREW CAB

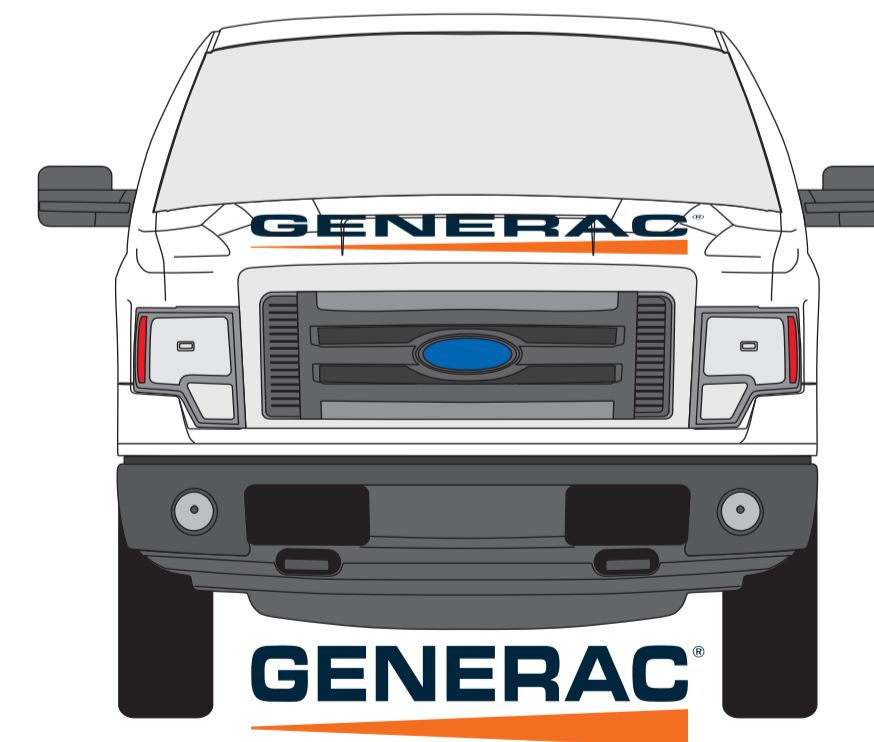
BRAND WRAP - A

FULL & PARTIAL WRAP OPTIONS

Customizable Imagery Available - See Page 5



PANTONE 1505C & 2965C



PICKUP TRUCK - REGULAR CAB W/TOPPER

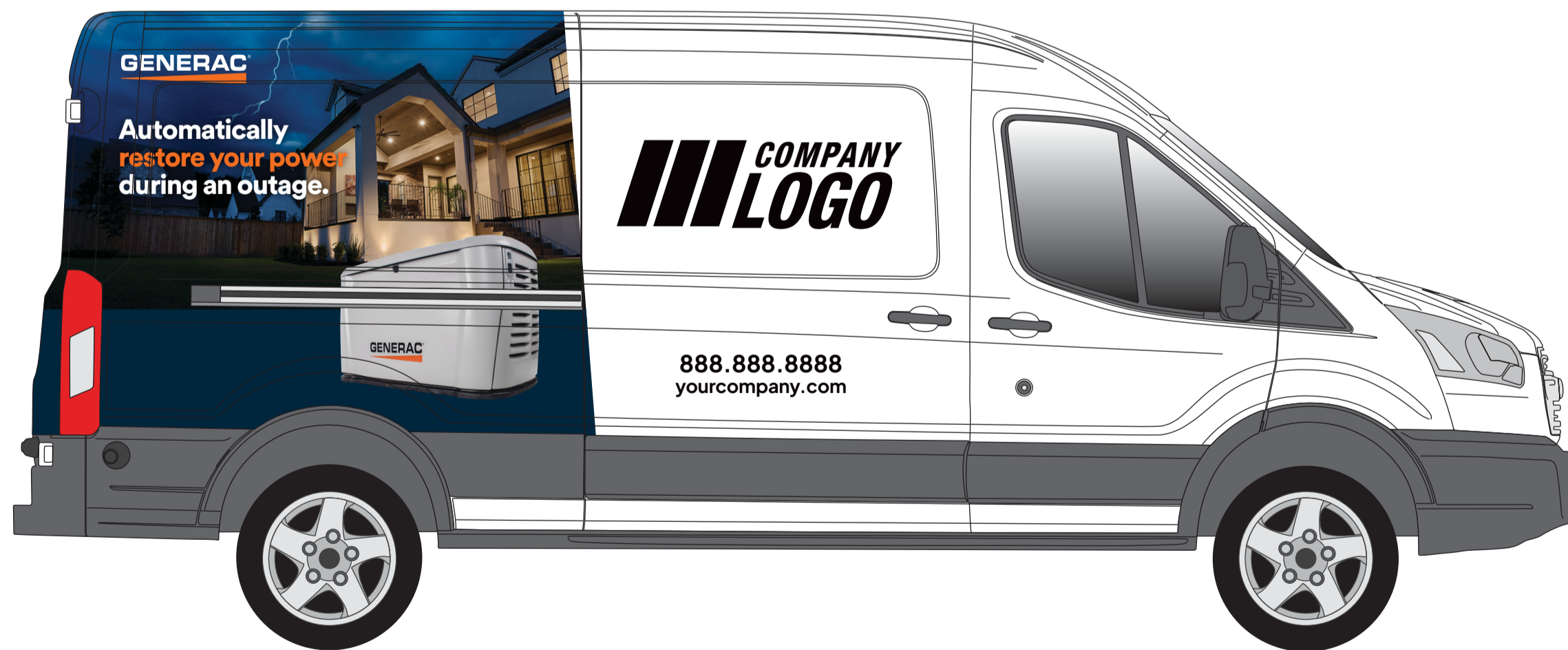
FordP_30I Regular Cab 8 ft Box

BRAND WRAP – B

FULL & PARTIAL WRAP OPTIONS



PANTONE 1505C & 2965C



LARGE VAN

BRAND WRAP – B

FULL & PARTIAL WRAP OPTIONS



PANTONE 1505C & 2965C



BOX TRUCK

BRAND WRAP – B

FULL & PARTIAL WRAP OPTIONS



PANTONE 1505C & 2965C



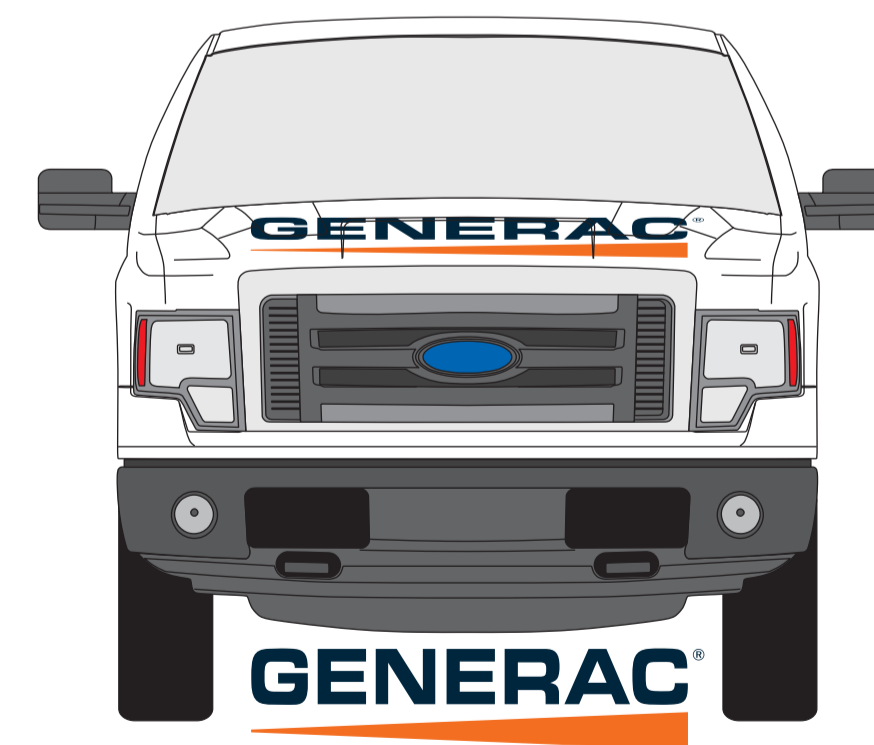
PICKUP TRUCK – CREW CAB

BRAND WRAP – B

FULL & PARTIAL WRAP OPTIONS



PANTONE 1505C & 2965C



PICKUP TRUCK – REGULAR CAB W/TOPPER

FordP_301 Regular Cab 8 ft Box

BRAND – B WRAP

BRAND WRAP – B

FULL & PARTIAL WRAP OPTIONS



PANTONE 1505C & 2965C



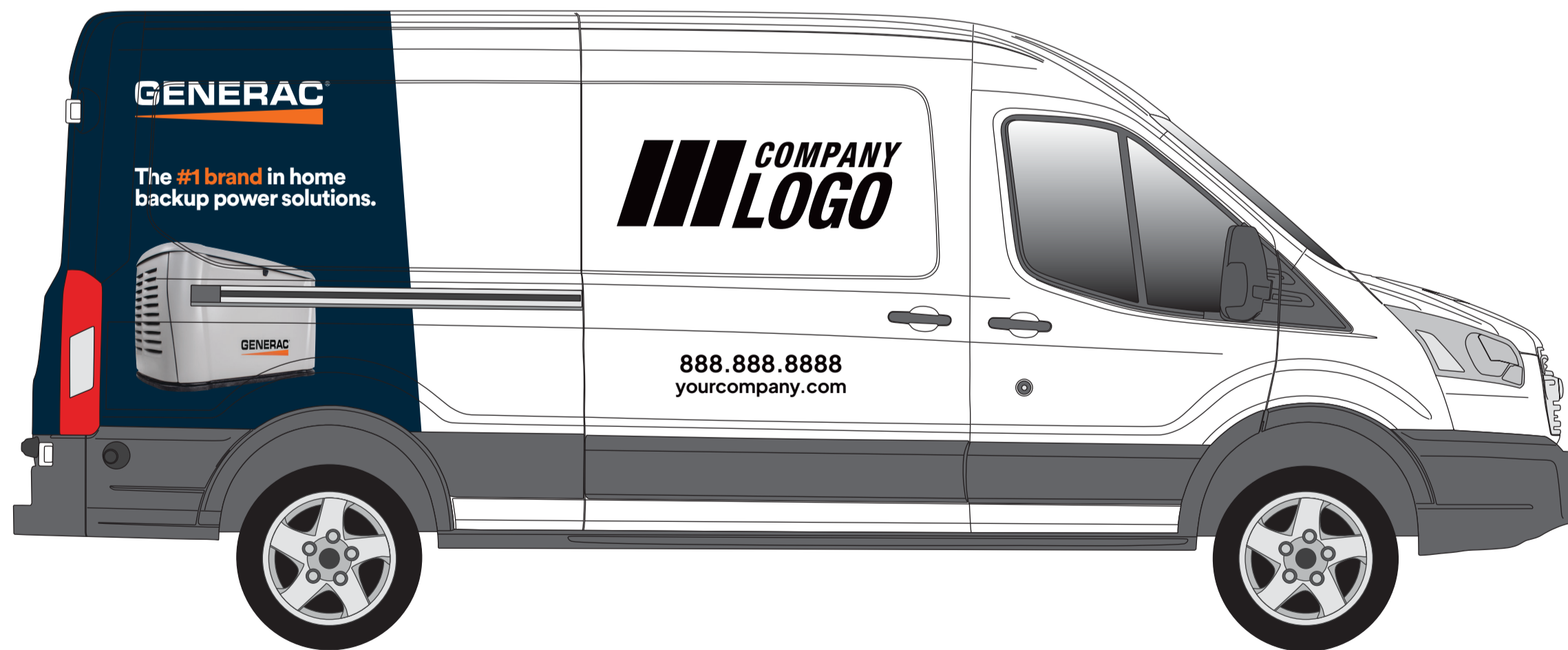
PICKUP TRUCK – CREW CAB

BRAND WRAP - C

FULL & PARTIAL WRAP OPTIONS



PANTONE 1505C & 2965C



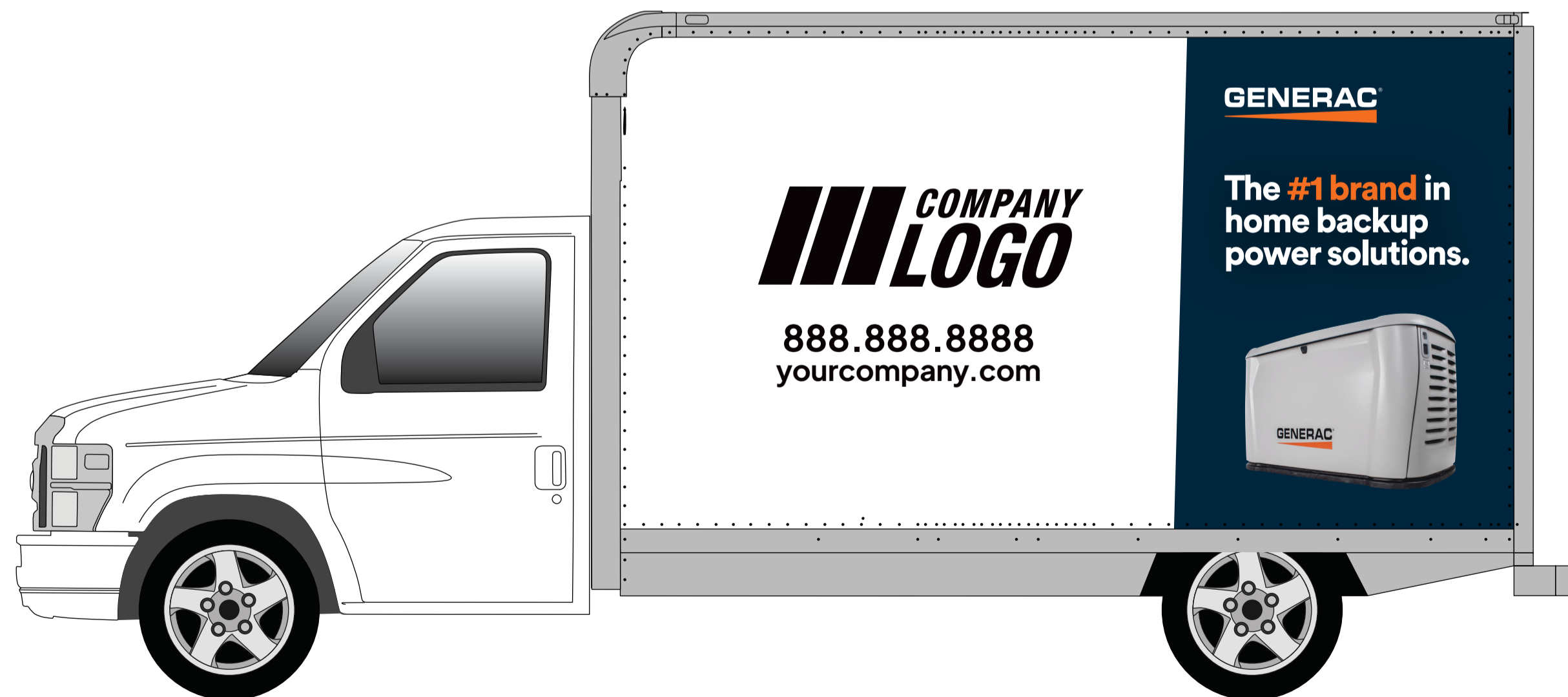
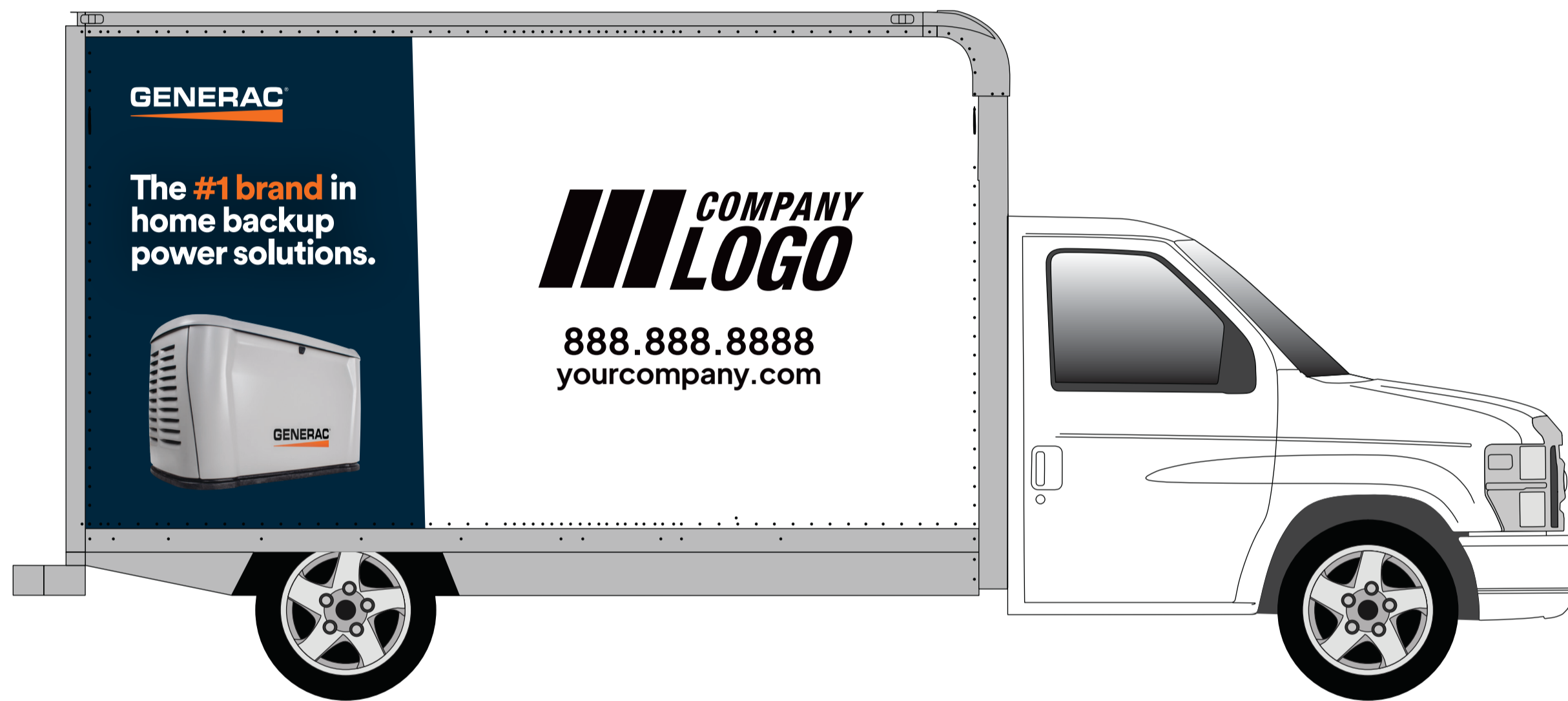
LARGE VAN

BRAND WRAP – C

FULL & PARTIAL WRAP OPTIONS



PANTONE 1505C & 2965C



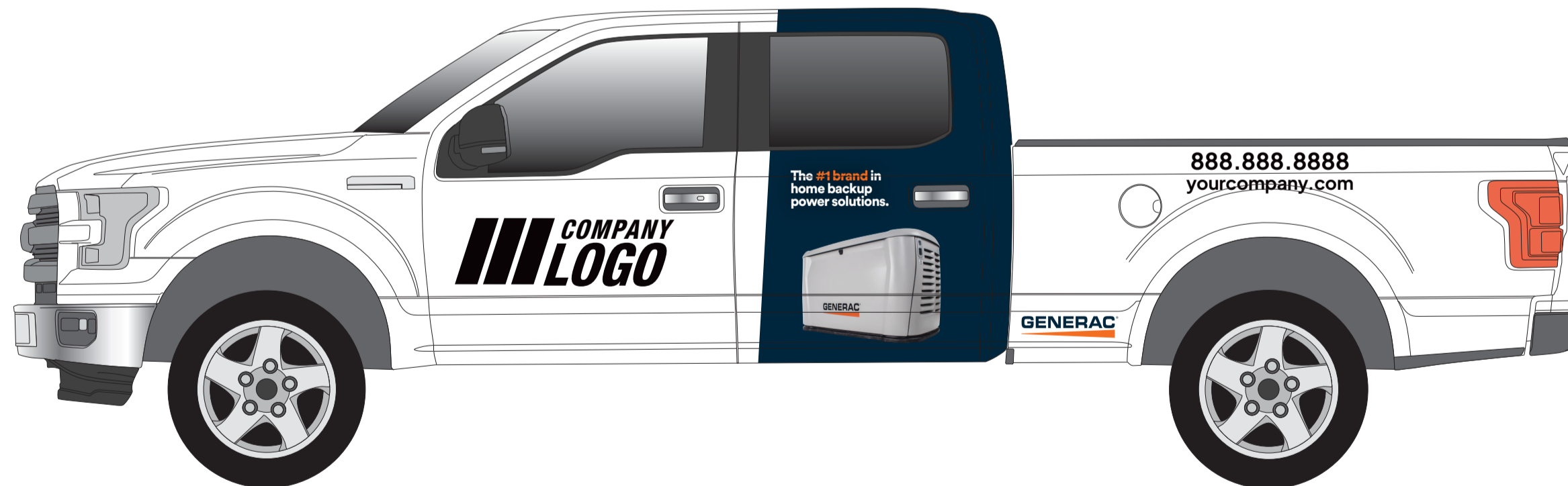
BOX TRUCK

BRAND WRAP – C

FULL & PARTIAL WRAP OPTIONS



PANTONE 1505C & 2965C



PICKUP TRUCK – CREW CAB

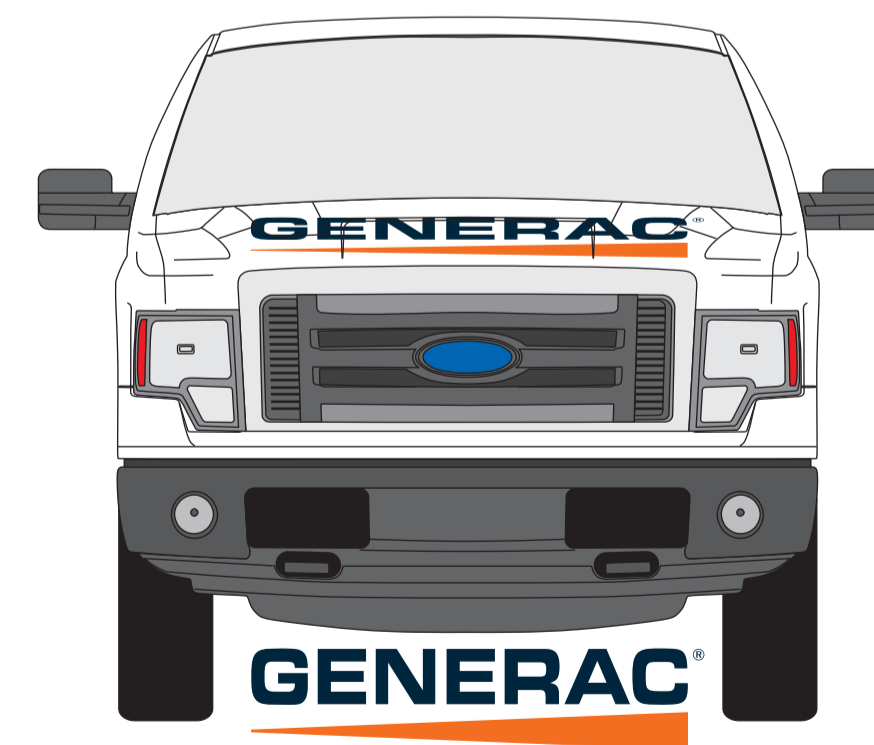
FordP_605 Ford F150 SuperCrew 6'5" Box 1/20th Scale

BRAND WRAP - C

FULL & PARTIAL WRAP OPTIONS



PANTONE 1505C & 2965C



PICKUP TRUCK - REGULAR CAB W/TOPPER

FordP_301 Regular Cab 8 ft Box