





GOALZERO

BRAND GUIDELINES

The following Brand Guidelines serve as the foundation for all Goal Zero Brand expression. It is also designed to give a better understanding of the company, our product lines and core consumers.

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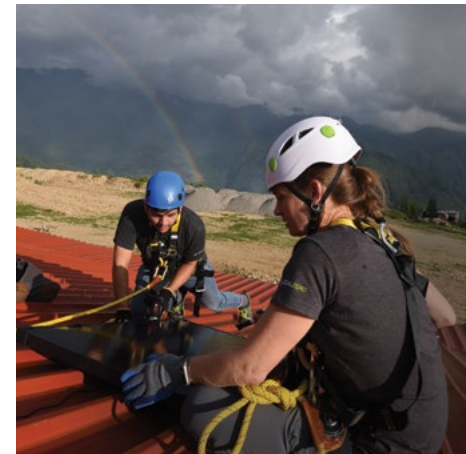
PART 1

BRAND MESSAGING

OUR MISSION

To empower people with a safe, connected, and sustainable future by delivering accessible energy resilience solutions at home and away.





GOAL ZERO BRAND GUIDELINES
01 BRAND MESSAGING

OUR STORY

Goal Zero was born with one belief: lack of resources should never limit human potential. We started by using solar power to help people lift themselves out of difficult circumstances.

Our first products were a battery, solar panel, and LED light that equipped communities with a sustainable source of power to run businesses, provide for their families, and better their lives.



Each year we donate a percentage of our profits toward humanitarian work. Check out our annual Impact Statement for more information.



GOAL ZERO BRAND GUIDELINES

01 BRAND MESSAGING

OUR STORY

Out of our humanitarian origins, we pioneered a category of portable power designed to improve life across the spectrum of human experience.

We create products that help you prepare for the unexpected, get out further, stay out longer, and connect with those who matter most.

OUR SOLUTION

POWER ANYTHING ANYWHERE

As we grow and evolve, we recognize the need for power is universal. It is our mission to meet that need by creating smart, portable power solutions designed for everyone, everywhere.

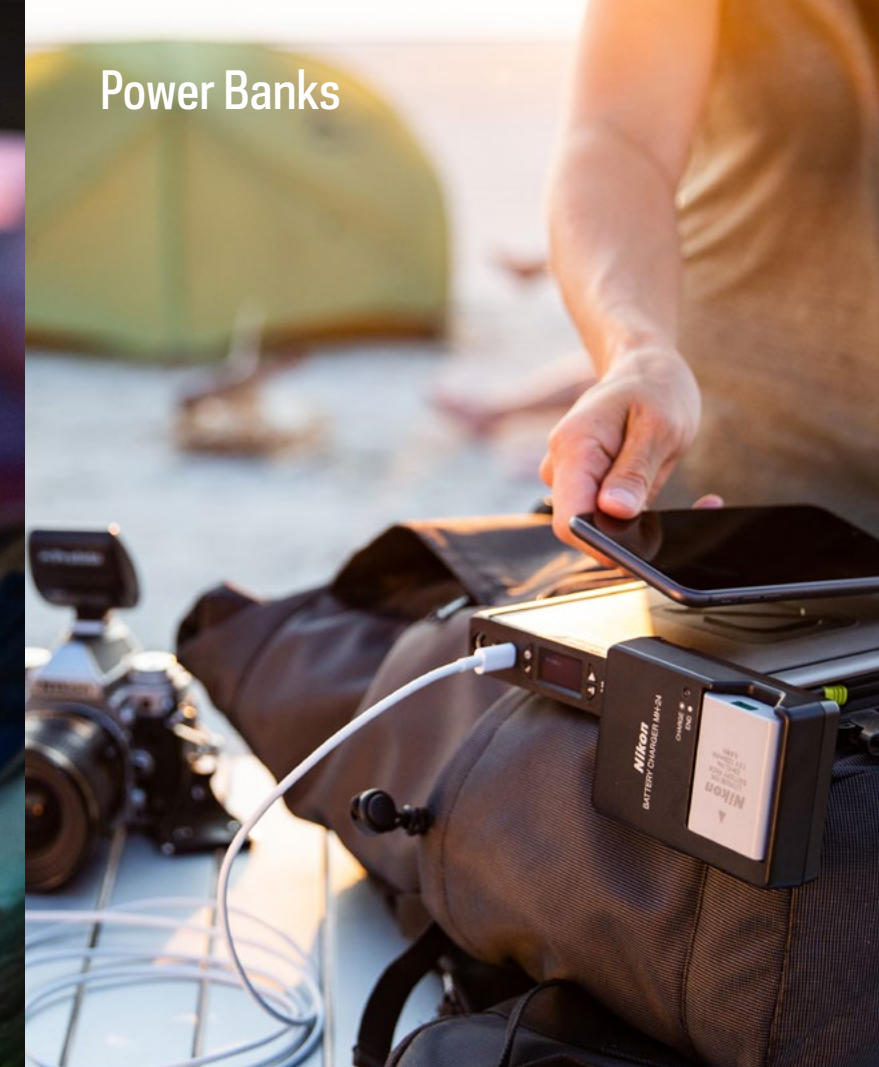
This means our products are as relevant at home as they are in the great outdoors; they are as useful to the city commuter as they are to the traveling explorer.

Our product line spans from ultra-portable solar panels and power banks to home energy storage systems designed to back up important circuits in your house.

Lights and Lanterns



Power Banks



Power Stations



Solar Panels



OUR SOLUTION

YETI® PORTABLE POWER STATION

With the innovation of the Goal Zero Yeti Power Station, we set a new category of portable power in motion; one that provides a safe, clean alternative to traditional gas generators and presents a new way forward in everything from preparing for emergencies to running off grid events. Our lithium power stations are solar rechargeable and will power anything you can from a wall outlet.



YETI ECOSYSTEM

IT'S A WHOLE ECOSYSTEM

The portable power experience begins with a Yeti, but it doesn't end there. We recognize that while the need for power is universal, every application is unique. That's why we've created a robust collection of complementary products that allow you to customize your power solution and seamlessly integrate it with your life

SOLAR PANELS

Experience unlimited power by pairing a Yeti with fold-able, portable, or mountable solar panels.

CHARGING ACCESSORIES

Achieve faster charge times with our Yeti power supplies and cables.

YETI VEHICLE INTEGRATION

Charge your power station right from your vehicle's alternator while on the road.

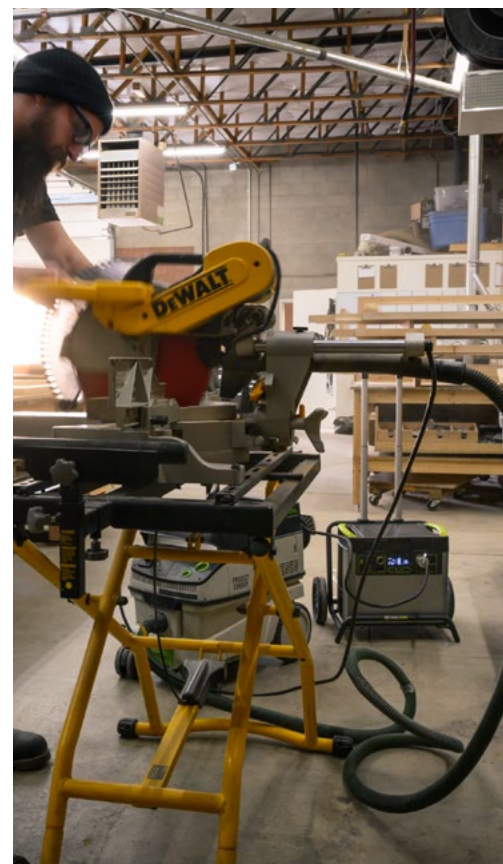
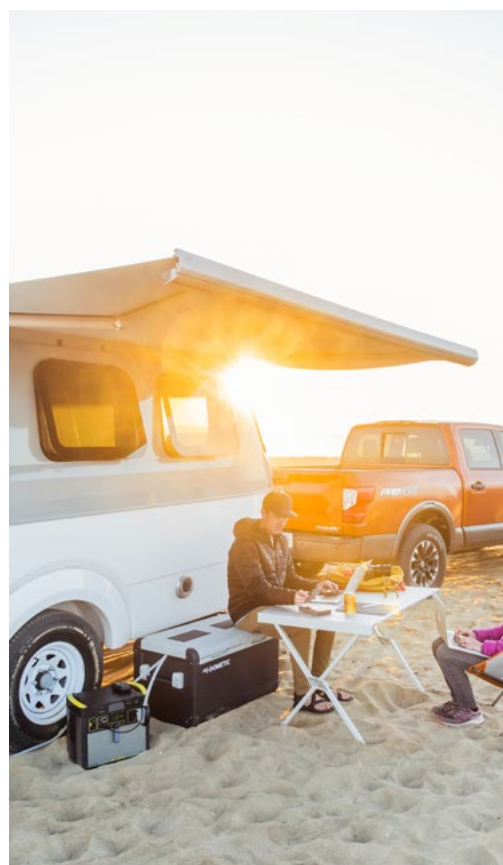
YETI HOME ENERGY STORAGE

Expand your energy storage capacity and integrate directly with key circuits in the home.

COMPATIBLE HANGING LIGHTS

High-efficiency LED lights plug into any Yeti to light up campsites, backyard parties, or your house in case of an emergency





GOAL ZERO BRAND GUIDELINES
01 BRAND MESSAGING

YETI ECOSYSTEM

POWER STATION APPLICATIONS

From the home to the campground to the job site, the ways to use a Yeti Power Station are endless. Our versatile power stations will run fridges, power tools, TV's, laptops, medical devices, and more.

ENERGY RESILIENCE

Grid down power for home/ small business, preplanned and disaster response.

OFF GRID POWER

Primary Power for cabins, tiny homes, etc.

OUTDOOR RECREATION

Camping, hunting, tailgating, backyard/beach party, weddings, etc.

VEHICLE POWER

Van life, RVs, Trucking, Transportation, Military, etc.

TEMPORARY BASE STATION

Military, Government Agency, Private Communication & Command Stations

PROFESSIONAL POWER

Construction, Ranching, Field Services, Medical, Communication, etc.

OUR CUSTOMERS / LIFE OUTDOORS

GET OUT FURTHER & STAY OUT LONGER

Whether exploring by van or on foot, at the campground or the crag, every outdoor enthusiast has one thing in mind: spending more time outside. Keep everything from camera gear and camping essentials to laptops and important medical devices charged and ready for any adventure, big or small.





GOAL ZERO BRAND GUIDELINES
01 BRAND MESSAGING

OUR CUSTOMERS / LIFE PREPARED

BE PREPARED FOR THE UNEXPECTED

You can't predict the unpredictable, but you can prepare for it. Keep life running smoothly through any emergency with portable power, solar, and light. Whether it's backing up essential circuits in your home with our Home Energy Storage System or keeping your go bag stocked with a portable power bank and solar panel, our products have you covered no matter what life throws your way.



OUR CUSTOMERS / LIFE CONNECTED

BRING TOGETHER THOSE WHO MATTER MOST

Around the fire. At the big game. In the backyard. Bringing together family and friends can happen anywhere. Our products give you the power to host parties, events, and gatherings away from the grid—all without the noise and fumes of traditional gas generators.





GOAL ZERO BRAND GUIDELINES
01 BRAND MESSAGING

OUR CUSTOMERS / LIFE PROFESSIONAL

PORTABLE POWER FOR THE NEXT PROJECT

Digital nomads and traveling professionals. Architects and electricians. Photographers, writers, and filmmakers. Whatever your line of work might be, we can help keep you powered. From our smallest phone rechargers to our biggest power stations, our wide range of products charge everything from phones and laptops to tablets, cameras, and power tools—or anything else you need to get the job done.

PART 2
TONE & CONTENT

DEFINING THE TONE

OUR BRAND VOICE

Our voice is the way we express our brand identity. It's what we say and how we say it. The right words reveal brand character. Our voice defines who we are to consumers and sets us apart from our competition.

The authentic Goal Zero tone is smart, direct, optimistic, and passionate. We aim to inspire but not in a manner that is lofty or unattainable. Our products are designed to improve a wide variety of real-life experiences and our voice should reflect that.

WHAT WE ARE

Innovative

Accessible

Knowledgeable

Smart

Approachable, Friendly, and Down-to-Earth

Clear, Direct, and Digestible

Motivational

Eco-aware

Adventurous

Enthusiastic

Inspirational

Compassionate

WHAT WE AREN'T

Complex

Exclusive

pedantic

Pretentious

Colloquial

Oversimplified

Pushy

Scientific

Extremist

Over-the-top

Lofty

Self-important



GOAL ZERO BRAND GUIDELINES

02 TONE & CONTENT

MESSAGING GUIDELINES

HOW TO TELL OUR STORY

EDUCATE TO EXCITE

Goal Zero presents a new way forward. Clean, safe, portable power is now a viable option. It's not only about what the product does, it's what it allows you to do. Invite the consumer to imagine what is possible with a portable source of power that is independent from the grid.

KEEP IT EASY

Stress the "easy" in the product. Goal Zero gives the consumer the confidence and security to do more and go farther in comfort.

BE AUTHENTIC

The real-life customer testimonials and brand advocates validate Goal Zero. Use true stories of real people, Goal Zero ambassadors and consumers alike, to spread the word.

DEFINE AND SUSTAIN POSITION

Reinforce the brand promise that Goal Zero innovates power solutions to improve a wide variety of human experiences.

MESSAGING GUIDELINES

HOW TO TELL OUR STORY

BE RELEVANT AND REMEMBERED

Write with the audience in mind; use language and references they will understand.

BE SMART AND DIRECT

Be informative and educational, but direct when describing technical details. Keep the benefit/value to the customer in mind.

SHOW MORE

Sometimes the entire story is a killer image and a single word. Choose wisely.

INSPIRE WITH CONTAGIOUS ENTHUSIASM

Headlines should set up an inspiring story; use active language to convey the excitement of what humans can do when they put their minds to something.



PART 3
BRAND MARKS

GOAL ZERO BRAND GUIDELINES

03 BRAND MARKS

COLOR PALETTE

BRAND COLORS



GOAL ZERO GREEN / PANTONE 390

CMYK: 27/0/100/3 RGB: 191/210/43 HEX: BFD22B



GOAL ZERO BLACK

CMYK: 72/66/65/73 RGB: 33/33/33 HEX: 212121



WHITE

CMYK: 0/0/0/0 RGB: 255/255/255 HEX: FFFFFFFF



DARK GREY

CMYK: 0/0/0/40 RGB: 167/169/172 HEX: A7A9AC



LIGHT GREY

CMYK: 17/12/13/0 RGB: 210/211/211 HEX: D2D3D3

WEB / SECONDARY COLORS



GOAL ZERO BRAND GUIDELINES

RGB: 29/154/231 HEX: 1D9AD6



GOAL ZERO BRAND GUIDELINES

RGB: 244/121/32 HEX: F47920

OUR BRAND IDENTITY

PRIMARY MARK

This wordmark is the primary brand mark for use in all Goal Zero communications. It is the defining mark. Use it with care and remember that it represents the entire Goal Zero community.



OUR BRAND IDENTITY

PRIMARY MARK + TAGLINE

The Primary Mark may be used with the Goal Zero tagline, "Power. Anything. Anywhere." in brand collateral where the tagline is desired for additional tone and storytelling around the brand ethos.



POWER. ANYTHING. ANYWHERE.

OUR BRAND IDENTITY

PRIMARY MARK COLOR USAGE

Use of Goal Zero Green in the primary mark should be limited to the options shown on this page of the guidelines document.



OUR BRAND IDENTITY

PRIMARY MARK SIZING & PROXIMITY

When sizing the primary wordmark within brand touchpoints, it is important to maintain an adequate clear space around the mark for maximum brand recognition.

Do not allow any content or composition edges to impede on the legibility of the Goal Zero brand mark in any scenario.

The clear space shown in this guidelines document is the minimum clear space acceptable for use in all Goal Zero collateral.

CLEAR SPACE



CLEAR SPACE



OUR BRAND IDENTITY

SECONDARY MARK

This wordmark is the secondary stacked brand mark. The secondary stacked wordmark should only be used in sizing scenarios where the primary wordmark is too wide for effective legibility and brand recognition.



OUR BRAND IDENTITY

SECONDARY MARK COLOR USAGE

Use of Goal Zero Green in the primary mark should be limited to the options shown on this page of the guidelines document.



OUR BRAND IDENTITY

SECONDARY MARK SIZING & PROXIMITY

When sizing the secondary wordmark within brand touchpoints, it is important to maintain an adequate clear space around the mark for maximum brand recognition.

Do not allow any content or composition edges to impede on the legibility of the Goal Zero brand mark in any scenario.

The clear space shown in this guidelines document is the minimum clear space acceptable for use in all Goal Zero collateral.

CLEAR SPACE



OUR BRAND IDENTITY

MISUSE

Do not alter colors of the mark.

Do not alter the scale or placement of any elements within the mark.

Do not outline or skew the mark.

Do not alter placement of tagline.

Do not alter colors of tagline.

01



02



03



04 / 05



PART 4

TYPOGRAPHY

OUR BRAND TYPEFACE

Galaxie Polaris is a sans-serif typeface with innovative, clean and simple characteristics that echo elements within the GOAL ZERO logotype.

THIS IS GALAXIE POLARIS CONDENSED, THE PRIMARY BRAND FONT FOR GOAL ZERO.

With lots of variants to choose from you're sure to find a option that will suit your need while adhering to our brand style.

PRIMARY FAMILY / GALAXIE POLARIS CONDENSED

CONDENSED LIGHT & *LIGHT ITALIC*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()?-+

CONDENSED BOOK & *BOOK ITALIC*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()?-+

CONDENSED MEDIUM & *MEDIUM ITALIC*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()?-+

CONDENSED BOLD & *BOLD ITALIC*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()?-+

SECONDARY DISPLAY FAMILY / GALAXIE POLARIS

LIGHT & *LIGHT ITALIC*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()?-+

BOOK & *BOOK ITALIC*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()?-+

MEDIUM & *MEDIUM ITALIC*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()?-+

BOLD & *BOLD ITALIC*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()?-+

OUR BRAND TYPEFACE

TYPEFACE APPLICATION

01 HERO HEADLINE

All hero headlines should be set in Galaxie Polaris Condensed Bold all caps.

02 HEADINGS

All headings should be set in Galaxie Polaris Condensed Medium all caps

03 SUBHEADER

All subheaders should be set in Galaxis Polaris Condensed Medium title case.

04 BODY TEXT

Body text should be set in Galaxie Polaris Condensed Book title case.

01

PORTABLE POWER STATION

02

POWER A WIDE RANGE OF DEVICES

03

Power a Wide Range of Devices

04

Yeti 500X is equipped with four different port options—including AC, 12V, and 60W USB-C PD—to power everything from phones to fridges.

POWER. ANYTHING. ANYWHERE.

