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
To empower people with a safe, connected, and sustainable future by delivering accessible energy resilience solutions at home and away.
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.
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.
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.
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.
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.
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.
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.
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.
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.
PORTABLE POWER FOR THE NEXT PROJECT

Our customers/life 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 chargers 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
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 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.
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
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: FFFFFF

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.
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.
Use of Goal Zero Green in the primary mark should be limited to the options shown on this page of the guidelines document.
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.
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.
Use of Goal Zero Green in the primary mark should be limited to the options shown on this page of the guidelines document.
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.
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.
PART 4

TYPOGRAPHY
GOAL ZERO BRAND GUIDELINES
04 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.

<table>
<thead>
<tr>
<th>PRIMARY FAMILY / GALAXIE POLARIS CONDENSED</th>
<th>SECONDARY DISPLAY FAMILY / GALAXIE POLARIS</th>
</tr>
</thead>
<tbody>
<tr>
<td>CONDENSED LIGHT &amp; LIGHT ITALIC</td>
<td>LIGHT &amp; LIGHT ITALIC</td>
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<tr>
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<tr>
<td>!@#$%^&amp;*()-?+</td>
<td>!@#$%^&amp;*()-?+</td>
</tr>
</tbody>
</table>

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

| CONDENSED BOLD & BOLD ITALIC               | BOLD & BOLD ITALIC                      |
| ABCDEFGHIJKLMNOPQRSTUVWXYZ                 | ABCDEFGHIJKLMNOPQRSTUVWXYZ               |
| abcdefghijklmnopqrstuvwxyz                 | abcdefghijklmnopqrstuvwxyz               |
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PORTABLE POWER STATION

POWER A WIDE RANGE OF DEVICES

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.