

**Nidec**

**Power**

# Branding Guidelines

*For our Clients, Distributors & Partners*



**Instructions on  
Nidec Power Branding**

**Purpose of this document**

Nidec Power Branding Guidelines are meant to guide OEM clients, distributors and partners of Nidec Power in their usage of the Nidec Power and Leroy-Somer™ brands. They clarify the status and the identity of each brand in the Nidec environment.

Original Equipment Manufacturers, distributors of gensets and all other entities wishing to use the Nidec Power and Leroy-Somer™ branding on their products or in their communications must comply with the guidelines specified below.

If you wish to use Nidec Power and Leroy-Somer™ branding, you need to submit a request to the Nidec Power Marketing Communication department using this form: [Brand usage request](#)

**Brand Consistency and Visual Identity**

Strong brands are built on consistency. A clear and distinctive corporate design enables immediate recognition and strengthens brand credibility across all touchpoints.

The visual identity of Nidec Power is based on a coherent set of elements, including logos, colors, typography and graphic rules. When used consistently, these elements create a unified and professional appearance that reflects the expertise, reliability and values of Nidec Power.

**Nidec Power Brand Architecture**

Nidec Power operates within the Nidec Group and follows its global branding principles. Its brand identity is derived from the Nidec Group brandbook and adapted to the specific markets and applications served by Nidec Power.

Within this framework, Nidec Power brings together strong product brands that contribute to its market leadership in power generation and critical applications.

**The Leroy-Somer™ Product Brand within Nidec Power**

Leroy-Somer joined the Nidec Group in 2017 and is today a core product brand of Nidec Power. The Leroy-Somer™ brand embodies a long-standing heritage of engineering excellence, product quality and reliability.

As a flagship product brand, Leroy-Somer™ plays a key role in Nidec Power’s positioning, particularly in demanding applications such as generators, alternators and power generation systems.

**Logo Evolution and Group Affiliation**

Following the integration into the Nidec Group, the Leroy-Somer™ logo was updated to align with the Group’s visual identity. It symbolizes the affiliation of the product brand with Nidec, using the standardized Nidec green and shared design principles.

As the primary visual representation of the Leroy-Somer™ product brand, the logo conveys both its technical expertise and its belonging to a global industrial group.

**Logo Usage Principles**

As a general rule, the [Leroy-Somer™ logo should be used in combination with the Nidec Power logo](#) to reinforce brand coherence and group affiliation.

**Scope of the Guidelines**

The examples presented in this brandbook illustrate the main principles of correct brand usage but are not exhaustive.

If you plan to use the Nidec Power or Leroy-Somer™ branding in situations, media or formats not covered in this document, please contact the Nidec Power Marketing & Communication team for guidance. This ensures consistent, compliant and effective brand representation at all times.

**Visual Package**

We have created a package containing all the visual elements to get you started with our brand, including our logos and high-resolution photos of our products. You can download the package here: [Media Kit](#)

**Contact Person**

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## Logos

### Nidec Motion & Energy Logo

#### Logo

In Nidec Motion & Energy communications, the Nidec Logo is positioned within a bespoke containing shape that matches the forward facing angle of the Nidec Logo.



#### Clear space

Every version of our logo has an exclusion zone around it to maintain visibility. The exclusion zone is defined by the height of the 'e' character within the Nidec Logo.



#### Minimum sizes

Our logo should appear no smaller than 31mm / 132px wide in print/digital applications respectively.



### Nidec Power Logo

#### Logo

The Nidec Power logo is called Business Segment Logos.



## Logos

### Nidec Power Logo

#### Colors

We use our iconic Nidec Green color to enable our logo to stand out clearly on both light and dark backgrounds and imagery.



#### Clear space

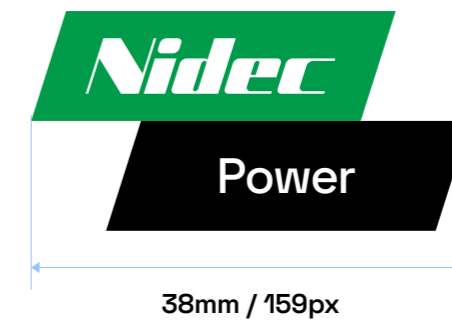
Both vertical and horizontal Business Segment Logo lockups share the same clear space principles as the Nidec Logo.

The exclusion zone is defined by the height of the 'e' character within the Nidec Logo.



#### Minimum size

The purpose of the minimum size restriction is to guarantee the Nidec logo's and lock-up's visibility. The minimum admissible size for the logo and lock-up must be respected.



## Logos

### Leroy-Somer™ Logo

The Leroy-Somer™ logo should be accompanied by the Nidec or Nidec Power logo.

#### Logo

The bold lines of the Leroy-Somer™ logo indicate the reliability and robustness of Leroy-Somer™ products.

It also conveys notions such as high technology, modernity, innovation, movement and energy.

The logo's italic face indicates the Leroy-Somer™ and Nidec's innovative approach and dynamism to advance toward the future.



**LEROY-SOMER™**

#### Colors

The official colors of the Leroy-Somer™ logo are Nidec Green, Nidec Black and white.

The bright and crisp Nidec green indicates the Group's contribution to creating a greener Earth.

The corporate colors can instantly tell viewers that a company is part of the Nidec Group.

The "Nidec Green" and black are defined as the corporate colors.



« Nidec Green »

DIC	638
PANTONE	355C
CMYK	C83 M0 Y95 K0
RGB	R0 G155 B74
HTML	#009B4A
MUNSELL	2.2 G 5.4/13.0



Black

DIC	582
PANTONE	Process Black C
CMYK	C0 M0 Y0 K100
RGB	R0 G0 B0
HTML	#000000
MUNSELL	N 0

**Note:** there can be variations of shading if you mix color reference types (RGB, Pantone...).

To ensure colors match when using multiple logos, ensure the same color code type is used.

Examples of admissible color combinations.



#### Sizing & Scaling

A sufficient margin of clear space must also be maintained when Leroy-Somer™ logo is placed in corners of documents or images.

The minimum size of the logo must be respected: 2.5 mm in height.

Always respect the width/height ratio of the Leroy-Somer™ logo. Do not stretch or deform it.

# Colors

## Palette

Our core color palette signifies Nidec across our experience. Expanding the range of greens enables us to complement Nidec Green with greater range.



<b>Nidec Green</b> HEX: #009B4A RGB: 0, 155, 74 CMYK: 83, 0, 95, 0 Pantone: 355C RAL: 6037 DIC: 638 MUNSELL: 4.2 G 5.4/14.0		<b>Dark Green</b> Hex: #193527 RGB: 25, 53, 39 CMYK: 86, 30, 85, 75 Pantone: 560C		<b>Mid Green</b> Hex: #18543A RGB: 24, 84, 58 CMYK: 85, 3, 91, 44 Pantone: 349C		<b>Bright Green</b> Hex: #37D135 RGB: 55, 209, 53 CMYK: 51, 0, 86, 0 Pantone: 7488C					
<b>White</b> Hex: #FFFFFF RGB: 255, 255, 255 CMYK: 0, 0, 0, 0 Pantone: N/A		<b>Grey 1</b> Hex: #F2F2F2 RGB: 242, 242, 242 CMYK: 10, 7, 5, 0 Pantone: 663C		<b>Grey 2</b> Hex: #E1E1E1 RGB: 225, 225, 225 CMYK: 14, 10, 8, 0 Pantone: 427C		<b>Grey 3</b> Hex: #B4B4B4 RGB: 180, 180, 180 CMYK: 28, 21, 18, 1 Pantone: 429C		<b>Grey 3</b> Hex: #595963 RGB: 89, 89, 99 CMYK: 55, 54, 38, 28 Pantone: 4923C		<b>Black</b> HEX: #000000 RGB: 0, 0, 0 CMYK: 0, 0, 0, 100 Pantone: Process Black RAL: 504 DIC: 582 MUNSELL: N 0	

## Combinations

Nidec Green, Black and White are our primary text color combinations for core communications.



Core text color combinations		Secondary text color combinations	
<b>White on Nidec Green</b> 	<b>Nidec Green on White</b> 	<b>White on Dark Green</b> 	<b>Bright Green on Dark Green</b> 
<b>White on Black</b> 	<b>Black on White</b> 	<b>White on Mid Green</b> 	<b>Bright Green on Black</b> 
<p>✓ AAA                      AAA accessibility meets the very highest standard. This is what should be used for all primary text. Text in AAA color combinations can be used as small as 6pt.</p> <p>⚠ AA                      AA color combinations can only be used for larger text at 18pt and above.</p>		<b>Black on Bright Green</b> 	

### Space Grotesk font

We use a consistent set of type weights and scales to enable our communications to feel cohesive across many touch points.

Use these percentages as a guide when setting type line heights and letter spacing.

Space Grotesk font is used across all of our communications. We use it in two weights; Regular and SemiBold to help organise text clearly and consistently.



**Headline 1**  
Space Grotesk Regular  
Sentence case  
Line height 105% - 110%  
Letter spacing -30%

**Sub heading**  
Space Grotesk SemiBold  
Sentence case  
Line height 110% - 115%  
Letter spacing -15%

**Body Title Bold**  
Space Grotesk SemiBold  
Sentence case  
Line height 115% - 120%  
Letter spacing -10%

**Body Regular**  
Space Grotesk Regular  
Sentence case  
Line height 115% - 120%  
Letter spacing -10%

**Buttons / UI elements**  
Space Grotesk SemiBold  
Sentence case  
Letter spacing -10%

# Headlines have tight leading & tracking

## Sub headings have a little more breathing room

Title section in SemiBold with space to breathe

Body copy in regular, sentence case. As a development partner with our customers, our team provides innovative solutions for some of the most challenging and demanding motor, gearmotor and drive applications.

[Find out more](#)

### Arial font

Every effort should be made to share documents in a format that doesn't compromise the integrity of the brand visual identity. Where this is not possible a fallback font is required.

We have chosen Arial because it is a widely available, universal font.

Arial Regular and Bold weights are available for use and follow the same typesetting and hierarchy principles as Space Grotesk.



Arial

0123456789

Aa

Regular  
& Bold

### Labels

OEM & Service labels have been designed for Leroy-Somer™ business partners. They can be used on websites, literature, business cards or other documents.





[www.nidecpower.com](http://www.nidecpower.com)

Connect with us at:



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