



# ANA

We make your world easier.

# BRAND GUIDELINES







SDG1

JOURNEY  
TO ZERO  
ANACORP.COM

ANA

HERMAN





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## Brand Guidelines and Standards

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01

# Introduction

Who is ANA?







# Who is ANA?

## We make your world easier.

ANA is a collective of highly trained trailblazers, uniting ingenuity with deep industry knowledge to power mission-critical operations where failure isn't an option. ANA is the global creator of the EBOSS® hybrid system, featuring LTO batteries and unlimited paralleling, and the sole North American partner for AIRMAN® mobile generators and air compressors. We equip construction crews, oil & gas operators, mining sites, equipment rental fleets, emergency responders, disaster-recovery teams, telecom towers, event and entertainment productions, major builds, and military missions with the freedom to generate air, energy, and stored power wherever and whenever it's needed.

Our work is supported by **four** core competitive strengths: range, versatility, simplicity, and peace of mind, each honed to address the unique challenges of the sectors we serve.

- **Range** covers our complete suite of power and air solutions to match job site applications and environments.
- **Versatility** shows up in plug-and-play hybrid operations, unlimited paralleling, and real-time remote monitoring that flex instantly to fluctuating demands.
- **Simplicity** could focus on on-board diagnostics and field-ready low maintenance, so crews stay focused on the mission, not the machine.
- **Peace of Mind** stems from rugged design, around-the-clock support, and proven reliability that delivers uptime under the harshest conditions.

Guiding progress one innovation at a time, ANA doesn't just overcome today's power challenges, we engineer tomorrow's application solutions. Backed by unwavering after-sales service, we maximize customer's operational value and mitigate risk, delivering certainty and freedom to build, deploy, restore, and respond at a moment's notice.



# Brand Promise

We Make Your World Easier







## 02. Tagline (Brand Promise)

At ANA, **We Make Your World Easier**.

That is a creed we've stood by since the company's formation in May of 2017, and it is the foundation of how **WE** run our business to this day.

“**MAKE**” embodies a proactive, hands-on solution-oriented approach for designing, engineering, and delivering equipment, services and tools needed to succeed.

We also aim to make the world a better, safer place to live in. With our **Journey to Zero**® initiative, ANA plans to be emission free by 2050.

**WE MAKE YOUR WORLD EASIER**

“**WE**” refers to the collective ANA team uniting expertise and vision to drive innovation for equipment and services. This promise is intended for internal and external customers.

“**YOUR WORLD**” has multiple meanings here, in our brand promise signifies the diverse, unique challenges we address, ensuring consistent equipment reliability across applications and environment.

“**EASIER**” signifies a commitment to simplifying complexity, increasing operational value, reducing risk, and enhancing reliability to power mission-critical operations. Delivering certainty and freedom to build, deploy, restore, and respond at a moment's notice.



## 02. Brand Promise In action

### Purpose of the Brand Promise

At ANA, “**We Make Your World Easier**” is more than a tagline—it’s a commitment to every customer, partner, and employee. This brand promise is delivered through our products, support services, and the way we conduct business.

### Product Alignment

Our product lines are designed with simplicity, reliability, and versatility in mind. Each unit we deliver reflects our promise:

- **AIRMAN® Generators:**  
Built for long runtime, dependable voltage, and easy fuel integration.
- **AIRMAN® Compressors:**  
Reliable curbside-serviced machines designed for low cost of ownership.
- **EBOSS® Hybrid Systems:**  
Plug-and-play hybrid energy solutions that reduce fuel and emissions while delivering maximum uptime.

### Support Alignment

Our customer service philosophy ensures that ease of experience is a reality, not a tagline:

- **90%+** of parts orders ship within 24 hours to minimize downtime
- Friendly, knowledgeable support team ready to assist on product setup, troubleshooting, and training
- In-house experts who guide customers through configuration, usage, and operational planning
- Onsite service training courses available

### Day-to-Day Delivery

“We Make Your World Easier” shows up in how we work:

- Answering the phone when customers call
- Providing tools and guides that simplify training and onboarding
- Collaborating across departments to solve customer problems quickly

Our promise is **simple but powerful**. It drives how we innovate, how we support our customers, and how we design products. Every touchpoint—from field service to product engineering—is aligned to make our customers’ world easier.





# Four Pillars

Our Competitive Advantage

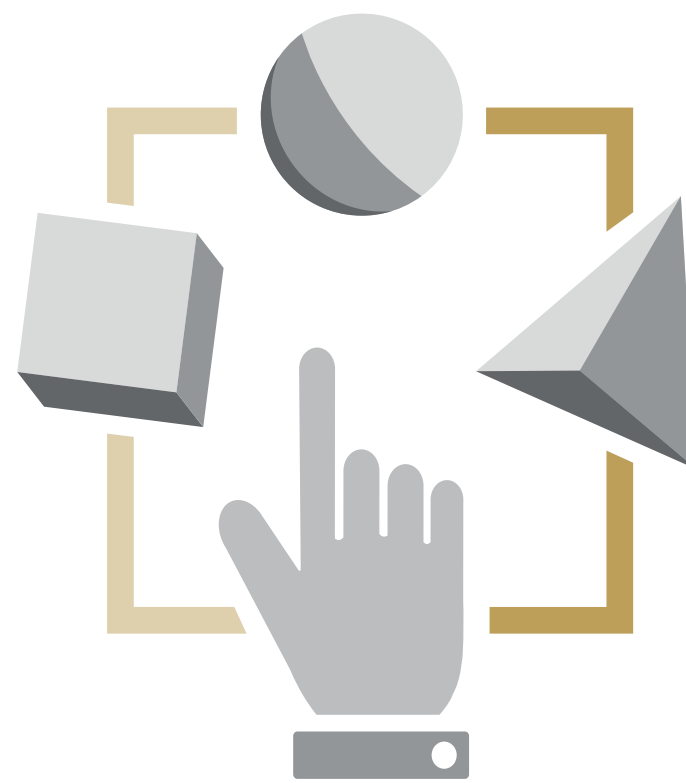




### 03. Four Pillars

ANA believes we can make your world easier by providing the following competitive advantages:

#### Range, Versatility, Simplicity, and Peace of Mind



#### RANGE

With a broad capability across air and power systems, ANA delivers solutions engineered for reliability in the most demanding environments. From compact urban sites to expansive remote operations, EBOSS® hybrid systems and AIRMAN® equipment provide consistent performance across diverse applications, ensuring crews are equipped with the right power, wherever it's needed.



#### VERSATILITY

ANA systems are built to flex and adapt to fluctuating operational demands. From plug-and-play hybrid configurations to unlimited paralleling and real-time remote monitoring, the technology offers to meet responsive needs and the flexibility to allow shifting demands, empowering crews to scale, pivot, and perform without compromise.



#### SIMPLICITY

ANA reimagines design by simplifying the complex, one detail at a time. With telematics and field-ready low-maintenance designs, teams stay focused on the task, not troubleshooting the equipment, so operations move forward with clarity and purpose.



#### PEACE OF MIND

ANA delivers certainty in uncertain conditions with reliability, durability, support, and performance built in. Designed to withstand the harshest environments, supported around the clock, and proven to perform when failure isn't an option. Have the confidence to build, deploy, restore, and respond without hesitation, without compromise.





# Core Values





## 04. Core Values

These Eight Core Values embody the spirit of ANA. They are words each team member live by, each and every day.

Whether a simple conversation, a meeting, or an entire project - the Core Values are at the center of everything we do.



### Root Cause Problem Solving

- Supply solutions, not band aids
- Take the time to root cause problem solve, shortage of time is not an excuse
- Aim for solutions such that the problem will never happen again
- Own the problem solving, if you touch the problem
- Prioritize the right problems to solve with leadership to solve the most important



### Be Creative With Solutions

- Are open to being influenced by other points of view and think beyond the obvious
- Think big picture for what is best for ANA, the employees, and the customers
- Make sure the root cause has been identified so you solve for the right problem
- Involve the right people and brainstorm before deciding on a solution so you allow yourself to think of the most creative possibilities
- Take action even if it feels risky



### Build Open and Honest Relationships

- Talk directly and kindly to people you have an issue with, not anyone else
- Listen effectively, explore the other person's point of view with open ended questions
- Seek the truth and share the truth
- Use kind and transparent communication
- Communicate positively and effectively both in oral and written communication
- Assume good intent by seeking to understand rather than to blame



### Build a Positive Team and Family Spirit

- Actively seek ways to collaborate
- Develop and lift each other up by sharing resources and transferring knowledge through inclusive cooperation
- Respect how all positions relate to our vision and how our actions impact each other and our customers
- Take responsibility and accept consequences
- Care about each other as human beings as well as team members



## 04. Core Values (Continued)

These Eight Core Values embody the spirit of ANA. They are words each team member live by, each and every day.

Whether a simple conversation, a meeting, or an entire project - the Core Values are at the center of everything we do.



### Be Inclusive

- Celebrate each others' differences
- Respect every team member's ideas regardless of position
- Welcome a variety of perspectives brought by our differences
- Are approachable and kind



### Look For Better Ways

- Actively seek and participate in new learning
- Embrace and support change
- Find alternatives to "the way we have always done it"
- Seek other's knowledge
- Continually offer education



### Be Humble

- Recognize the ideas and contributions of other team members
- Ask for help when needed
- Willingly acknowledge your strengths and weaknesses
- Be confident of your contribution and propose your ideas



### Urgency

- Respond quickly: Customers expect answers in minutes, when not possible it is imperative to set expectations that are agreeable and meet them
- Deliver quickly: Customers expect deliveries today, when not possible it is imperative to have agreed deliverables
- Communicate: Good answers now are better than perfect answers later





05

# Voice and Tone





## 05. Personality

ANA brand personality is a compelling fusion of intelligence and adventure, encapsulating the spirit of an **Explorer, Trailblazer, and Adventurer**. The adventurous spirit has helped ANA to develop a unique perspective and offer customers sophisticated products. Similarly, to the fictional Indiana Jones, who was the ultimate world adventurer, **ANA is an expert, innovative, intelligent, high-principled trailblazer.**

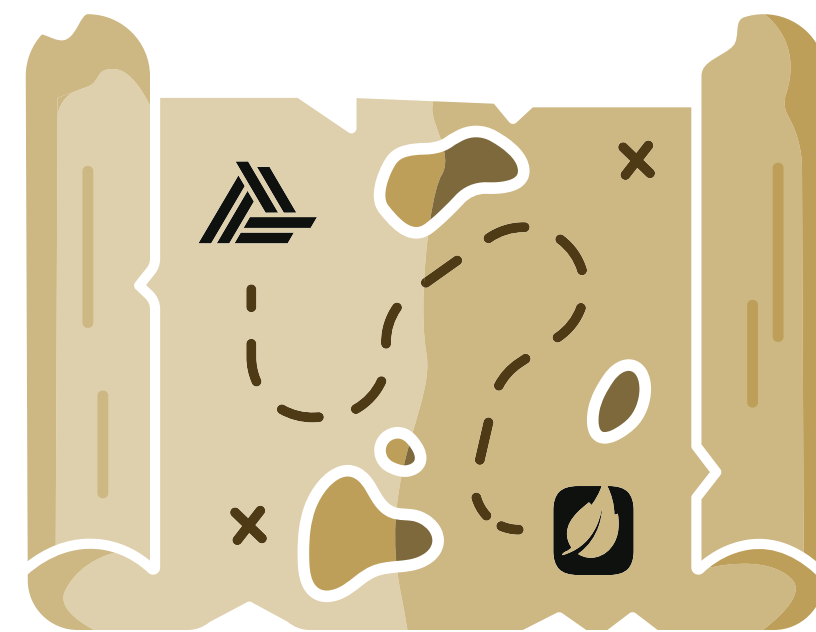
ANA's brand voice and tone reflect its role as an intelligent disruptor and a leader in technological innovation. The voice is energetic, resourceful, and authentic, while the tone is engaging, inspiring, and humbly expert. This combination helps convey ANA's commitment to exploration, originality, and excellence.

## ANA Characteristics

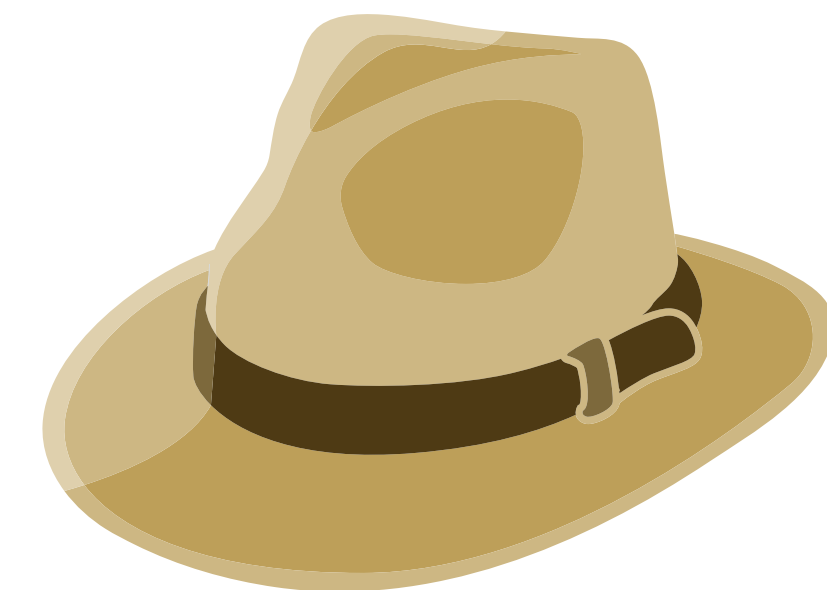
- Problem Solver / Resourceful
- Strong / Passionate
- Energetic / Well-designed
- Authentic / Curious



**EXPLORER**



**TRAILBLAZER**



**ADVENTURER**

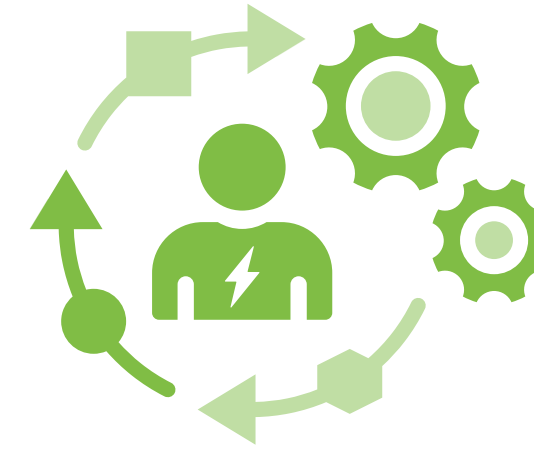


## 05. Brand Voice

ANA brand voice is a compelling fusion of intelligence and adventure, encapsulating the spirit of an **Explorer, Trailblazer, and Adventurer.**

It positions the company as a forward-thinking, resourceful leader, committed to innovation, authenticity, and bold uniqueness. The ANA voice delivers communication that is both captivating and inspiring.

This distinct voice defines ANA's identity, making it both relatable and aspirational while communicating the company's leadership, ingenuity, and adventurous spirit.



### **Energetic and Passionate:**

ANA's voice radiates enthusiasm and commitment, embodying the brand's excitement for new opportunities and its drive to explore uncharted territories. It inspires motivation and reflects ANA's role as an industry trailblazer.



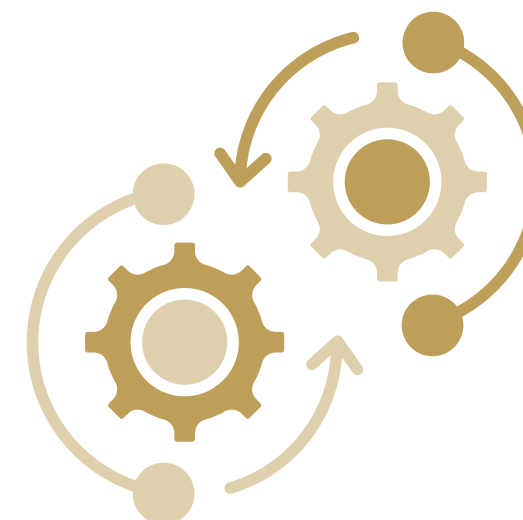
### **Resourceful and Problem-Solving**

Demonstrating exceptional problem-solving abilities, ANA's voice highlights its resourcefulness in addressing challenges. It conveys a deep understanding of complex issues and communicates innovative solutions with clarity and confidence.



### **Authentic and Curious**

Genuine and insightful, ANA's voice reflects the brand's dedication to authenticity and its unyielding pursuit of knowledge. It fosters a sense of shared discovery and invites audiences to engage in its journey of innovation.



### **Distinctive and Well-Designed**

With a focus on exclusivity and excellence, ANA's voice emphasizes its commitment to high standards and impeccable design. It underscores the brand's ability to deliver carefully crafted, innovative solutions that set it apart in the industry.





## 05. Brand Tone

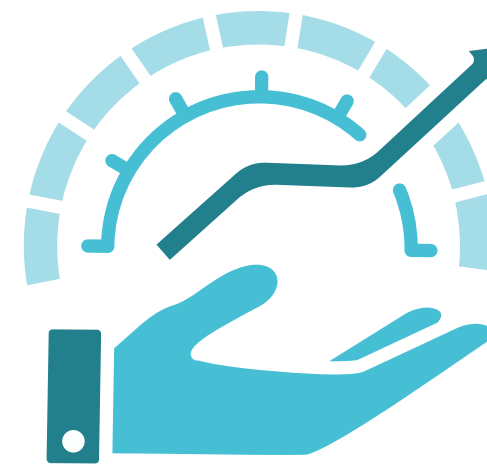
ANA's tone strikes a harmonious balance of being engaging and inspiring while remaining humble and expert. It resonates deeply with audiences by blending excitement with intellectual depth, fostering a sense of partnership and shared discovery. Adaptable to various contexts, the tone always embodies the brand's core values and identity.

This dynamic tone ensures ANA's communication consistently connects with its audience, inspiring trust, engagement, and forward-thinking collaboration.



### Engaging and Inspiring

The tone motivates and captivates the audience, encouraging them to embrace new ideas and perspectives. It invites engagement and interaction, making complex technological concepts accessible and exciting.



### Humble Expert

ANA's tone captures attention and motivates action, encouraging audiences to explore new ideas and perspectives. It makes even complex technological concepts approachable and exciting, fostering meaningful interaction and engagement.



### Strong and Passionate

Reflecting ANA's energetic commitment to its mission, the tone conveys passion for making a significant impact. It exudes strength, showcasing the brand's ability to navigate challenges and embrace new possibilities with vigor.



### Authentic and Curious

Genuine and open, the tone embodies ANA's dedication to innovation and exploration. It reflects curiosity and enthusiasm for learning, reinforcing the brand's authenticity and commitment to continuous growth.



## 05. Tone-Of-Voice Examples

### Example 1

When your project depends on consistent power, AIRMAN® generators deliver with confidence. Designed with an industry-leading 24-hour runtime at full load, auxiliary fuel hookups, and configurable voltage output, AIRMAN reduces the need for additional infrastructure, cuts fuel handling costs, and improves jobsite uptime.

### Example 2

AIRMAN® compressors are engineered to maximize uptime and durability. With dual pressure configurations, efficient curbside service access, and corrosion-resistant framing, these units power through the most demanding environments, delivering consistent air and reducing maintenance needs.

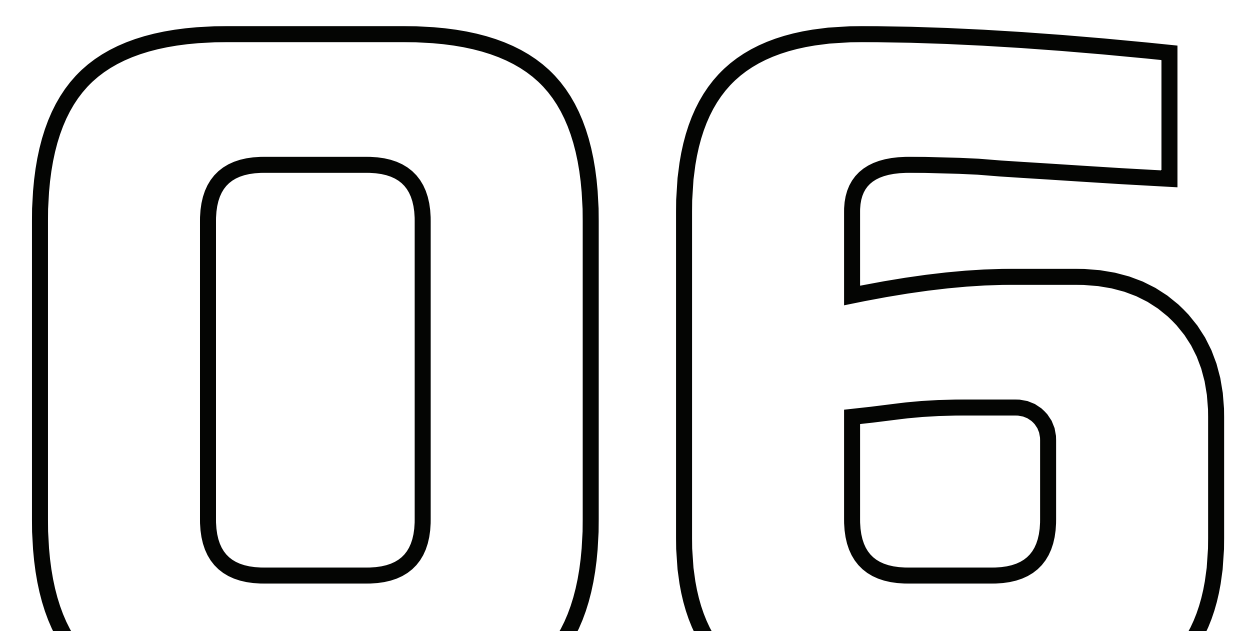
### Example 3

ANA is driving the energy transition with innovative hybrid systems that bring low-emission power to critical industries worldwide. From construction and telecom to mining, disaster response, and remote infrastructure, our solutions are built to adapt and perform.

Powered by EBOSS®, advanced storage technologies, and high-efficiency generators, we help customers cut fuel use, lower emissions, and achieve sustainability goals while maintaining the reliability their work demands.

Through our Journey To Zero®, we make your world easier.





# Brand Colors







## 06. Brand Colors

ANA’s color palette was chosen to reflect the brand itself; Timeless, Versatile, and Reliable.

The primary brand colors are Asphalt Black, Alpine White, and Concrete Gray. These timeless colors serve as a strong foundation to build out a sense of form and space. Their muted tones ensure all messaging is clear and easily digestible. They also allow the ANA accent colors to shine where they need to.

The ANA secondary colors – Burning Red, Energy Green, Electric Blue, and Conducting Gold – all serve a dual purpose. They can be used as true accent colors, aiming for high-contrast against the more muted primary colors. They can also be used as a tonal overlay to give a photo or background a more simplified and uniform palette.

The ANA color palette was inspired by the Ruby-Throated Hummingbird, but not just because of its beautiful jeweled tones. We feel this animal embodies a lot of the ANA spirit. It’s a small creature yes, but in a world of giants the hummingbird perseveres. Ever agile, and always on the move, the Ruby-Throated Hummingbird is an adept survivor; even in harsh environments.

Primary

**ASPHALT  
BLACK**

R: 17  
G: 17  
B: 17  
  
C: 73  
M: 67  
Y: 66  
K: 83

HEX CODE: # 111111  
PMS: BLACK

**CONCRETE  
GRAY**

R: 147  
G: 149  
B: 152  
  
C: 45  
M: 36  
Y: 35  
K: 01

HEX CODE: # 939598  
PMS: COOL GRAY 8C

**ALPINE  
WHITE**

R: 255  
G: 255  
B: 255  
  
C: 0  
M: 0  
Y: 0  
K: 0

HEX CODE: # FFFFFFFF  
PMS: WHITE



Secondary

**BURNING  
RED**

R: 239  
G: 63  
B: 53  
  
C: 0  
M: 91  
Y: 85  
K: 0

HEX CODE: # EF3F36  
PMS: RED 032 C

**ENERGY  
GREEN**

R: 129  
G: 189  
B: 71  
  
C: 55  
M: 3  
Y: 96  
K: 0

HEX CODE: # 81BD47  
PMS: 369 C

**ELECTRIC  
BLUE**

R: 71  
G: 190  
B: 211  
  
C: 64  
M: 2  
Y: 16  
K: 0

HEX CODE: # 47BED3  
PMS: 3115 C

**HARVEST  
GOLD**

R: 255  
G: 214  
B: 40  
  
C: 1  
M: 14  
Y: 93  
K: 0

HEX CODE: # BC9E5A  
PMS: 7562C



# 06. Brand Colors

## Tones and Shades

The ANA brand color palette has multiple tones and shades. While the use of color is encouraged, rules must be followed.

All design and color choices are solely up to the ANA Marketing Team’s discretion. These colors may not be altered in any way.

Furthermore only ANA Marketing approved and provided colors, elements, and assets are to be used within designs.

|                    |                    |                    |                    |                    |                    |
|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
|                    | <div>#601917</div> | <div>#364c1e</div> | <div>#1b474c</div> | <div>#4f3a10</div> | <div>#424346</div> |
|                    | <div>#9f2a24</div> | <div>#567e2f</div> | <div>#2f7f8d</div> | <div>#7d693c</div> | <div>#636569</div> |
|                    | <div>#ef3f36</div> | <div>#81bd47</div> | <div>#47bed3</div> | <div>#bc9e5a</div> | <div>#8a8c8f</div> |
|                    | <div>#f36f68</div> | <div>#a1ce75</div> | <div>#75cede</div> | <div>#cdb683</div> | <div>#b1b2b4</div> |
| <div>#111111</div> | <div>#f79f9b</div> | <div>#c0dea3</div> | <div>#a3dfe9</div> | <div>#decfad</div> | <div>#d8d9da</div> |
| <div>#ffffff</div> | <div>#fbcfcd</div> | <div>#e0efd1</div> | <div>#d1eff4</div> | <div>#eee7d6</div> | <div>#f1f2f2</div> |

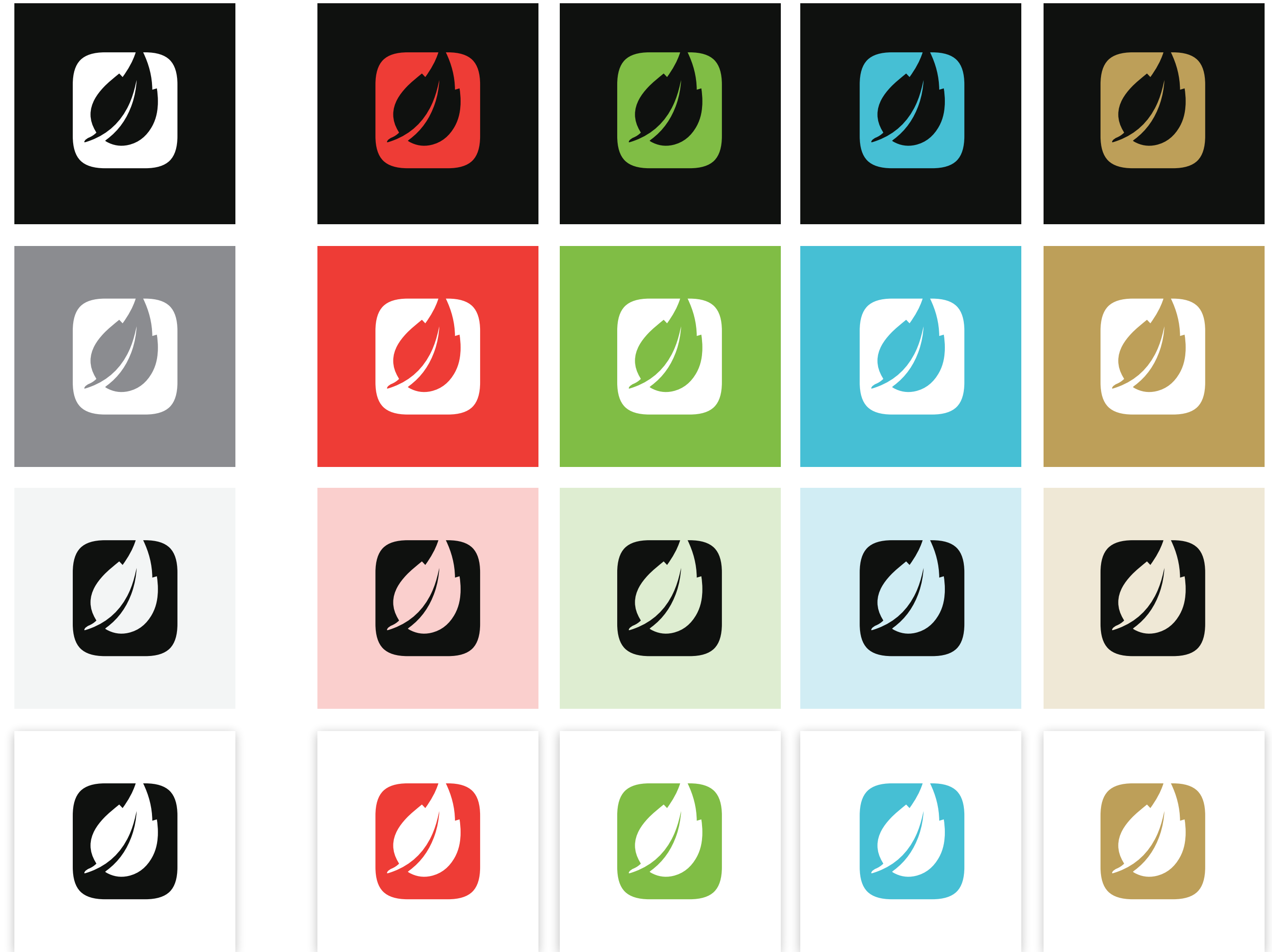


## 06. Brand Colors

### Color Combinations

While we have a lot of brand colors, it is important to keep a strong level of contrast. We must always consider color accessibility when working with color combinations. When combining text with any sort of color, a high level of contrast must be maintained.

Ensure colors have a contrast ratio of at least **4.5:1** wherever possible. To do so, compare the **hex#** of the background and foreground colors. There are many web resources to help test that contrast.







## 06. Brand Colors

### Incorrect Use of Color Combinations

Color combinations that either clash or lack contrast can result in poor performance or lack of visual accessibility. Clashing colors also cause a “vibrating” effect when combined.

Color combinations should be chosen carefully. They should only be used when the colors create a strong sense of balance and contrast.





# Logos





## 07. Brand Logos

# Anatomy

A logo is a visual representation of your company. It is an icon that symbolizes the company's history, culture, and values. It can be used on all print media, advertising platforms, websites, and other external communications.

## Guidelines

- ANA's logo should be prominent and visible in all visual communications
- It should not be placed with another graphic or edited to create a new image
- For legibility, keep the area around the logo clear of any obstructions
- The ANA logo shape/color cannot be changed or modified. Use only the provided logos or images
- For more information on the logo specs ANA supplies, including those for AIRMAN, please contact [marketingsupport@anacorp.com](mailto:marketingsupport@anacorp.com)

**Mark** .....●  
(Only used on its own sparingly,  
and only when necessary or  
expressly called for)

**Name** .....●  
(Never used on its own)

**Tagline** .....●  
(Optional to logo based on space)



●  
Mark



● ..... Name

● ..... Tagline  
(Optional)





## 07. Brand Logos

### Horizontal Lockup

The ANA, Inc. Horizontal Lockup is the preferred logo whenever possible. That being said, it should only be used when space allows.

When horizontal space is limited, the Vertical or “Portrait” logo should be used in its place.

If placed on black or colored background, the outline/white text version be used.

If placed on a white or bright background, the Standard black text logo will suffice.

Plain black and/or white logos should **ONLY** be used when only a single color is permitted in a design. **Marketing must approve all instances.**



To ensure you have proper lock-up measurement, take the height of the bottom two bars.

Ensure that there is that amount of space on all sides of the logo whenever possible.



# ANA

We make your world easier.



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## 07. Brand Logos

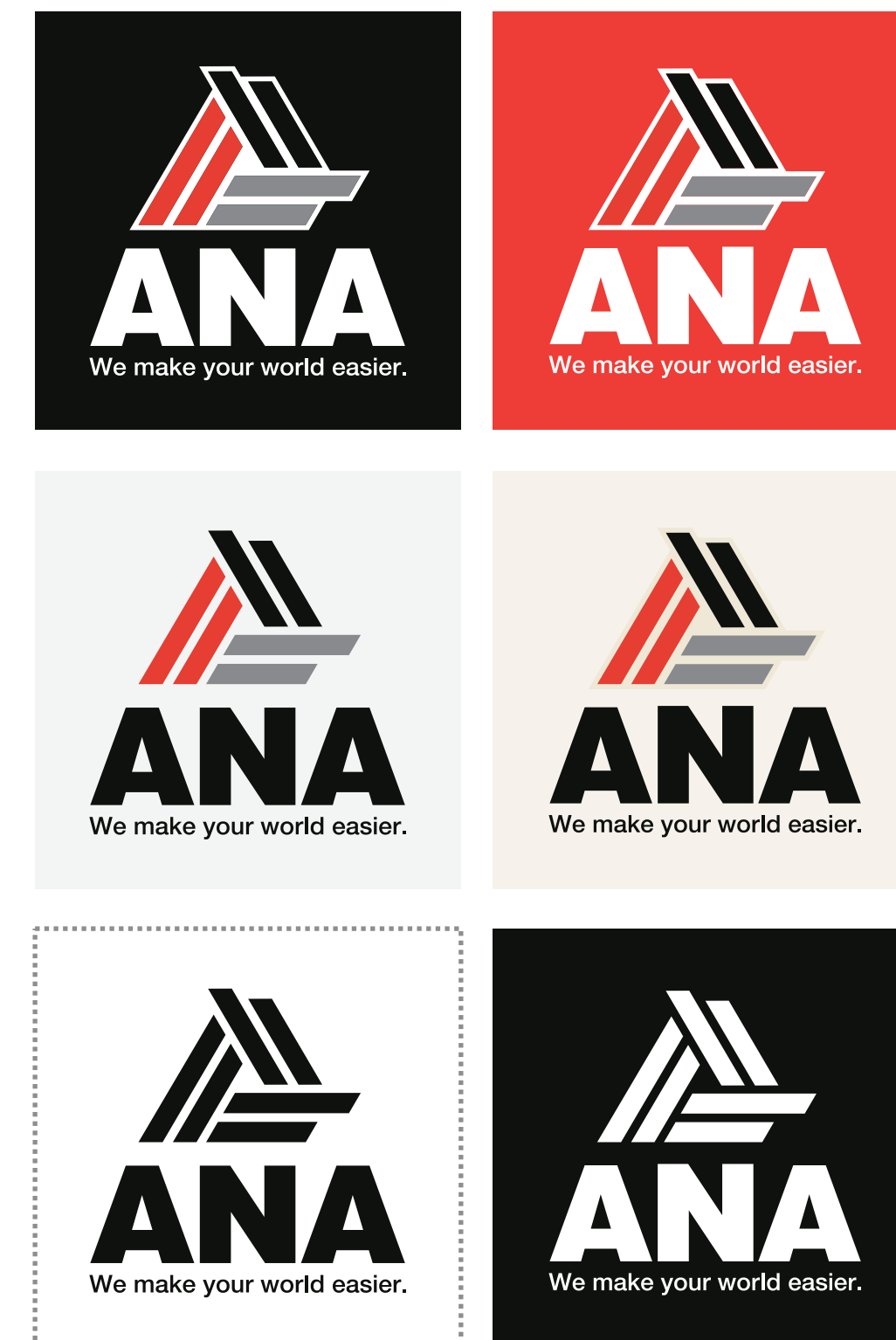
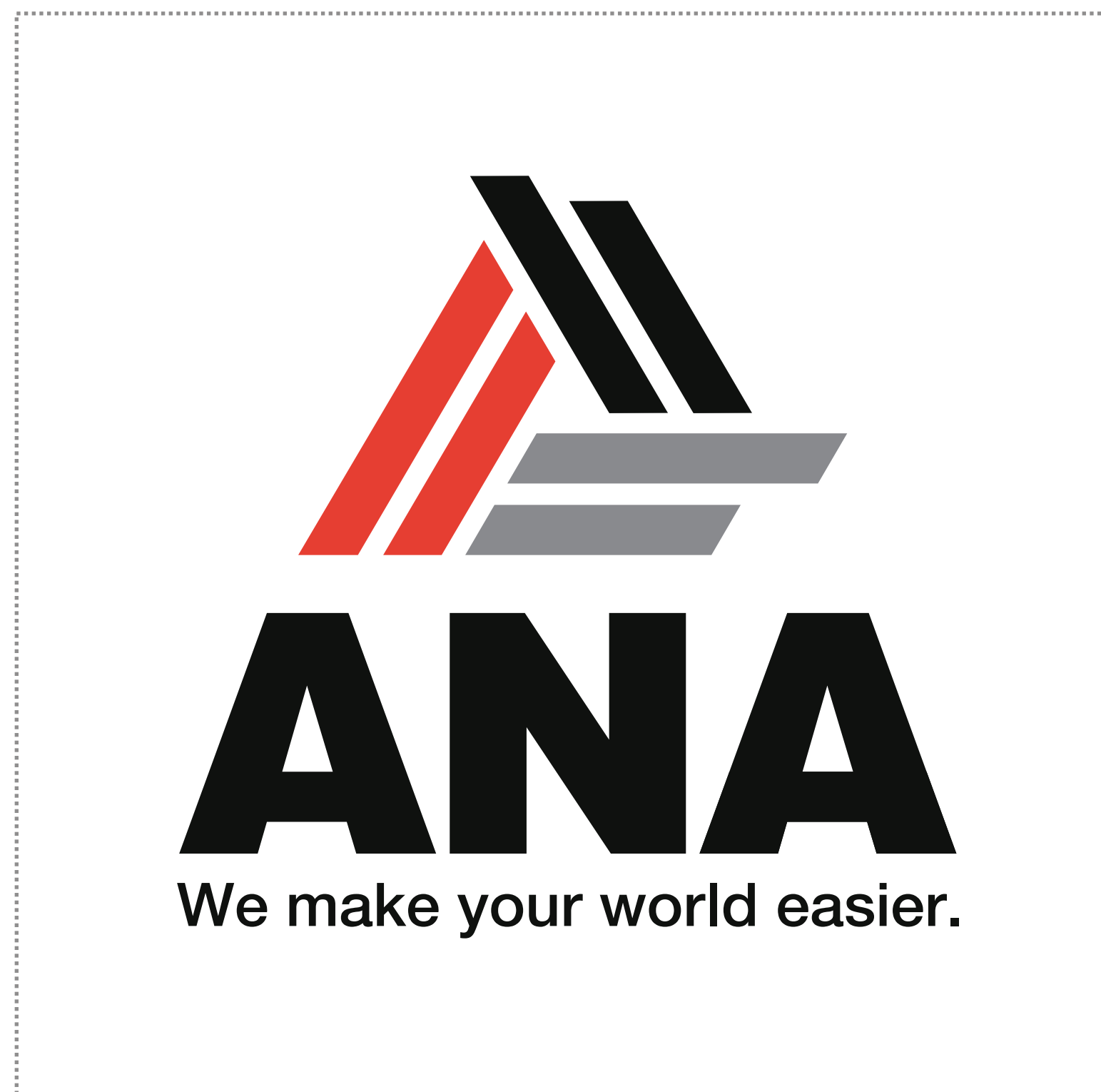
### Vertical Lockup

The ANA, Inc. Vertical Lockup is a great option when you are working in a more narrow space. The important thing is that the ANA logo has a strong visual hierarchy while also maintaining a reasonable amount of white space.

If placed on black or colored background, the outline/white text version be used.

If placed on a white or bright background, the Standard black text logo will suffice.

Plain Black and/or White logos should **ONLY** be used when only a single color is permitted in a design. **Marketing must approve all instances.**



To ensure you have proper lock-up measurement, take the height of the bottom two bars.

Ensure that there is that amount of space on all sides of the logo whenever possible.



## 07. Brand Logos

### Metal Logo Variant

ANA also has a metallic logo variant. This is used in place of the main logo in certain instances where we want to show more texture, or simply to highlight our brand.

Because of the detailed nature of the design, this logo should only be used when visual detail is not sacrificed.

This version of the logo is not to be printed by any sort of spot-color process separation (screen print, etc.)

**Note:** This version of the logo is for Marketing use only.



**ANA**  
We make your world easier.



**ANA**  
We make your world easier.





## 07. Brand Logos

### ANA Energy Logos

ANA Energy assumes a secondary role in the ANA branding strategy. The standard ANA branding is the primary branding promoted externally.

**Note:** It's important to remember that while the ANA Energy logos are a part of the overall brand, Marketing will determine when and how to incorporate the ANA Energy logo, using it selectively based on context. ANA Energy logos are for Marketing use only.



Ensure that there is that amount of space on all sides of the logo whenever possible.



To ensure you have proper lock-up measurement, take the height of the bottom two bars.







## 07. Brand Logos

### Journey To Zero® Logo and Icon

ANA's trademarked Journey To Zero® is our initiative to reduce our greenhouse gas emissions and give our planet the possibility of a healthier tomorrow.

The logo for Journey To Zero aims to maintain the boldness and strength of the ANA brand, while also hinting at our future. The leaf that is sprouting out of the “O” in Zero symbolizes the growth of our brand. It's pushing past barriers and growing to be the best it can be.

This “O” can also be used as an icon when needing a callout.

For all legal usage standards of the slogan “Journey To Zero®”, please refer to the back of the document titled, “Legal”.

**Note:** The Journey to Zero logo is for Marketing use only.

JOURNEY®  
TO ZERO

JOURNEY TO ZERO®

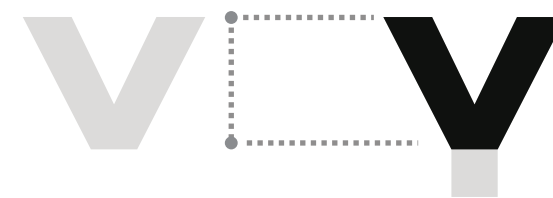




## 07. Brand Logos

### Primary Lockup

**JOURNEY<sup>®</sup>**  
**TO ZERO** 



To ensure you have proper lock-up measurement, cut the top off the “Y” in JOURNEY. Use that as a measuring guide around all sides of the logo.





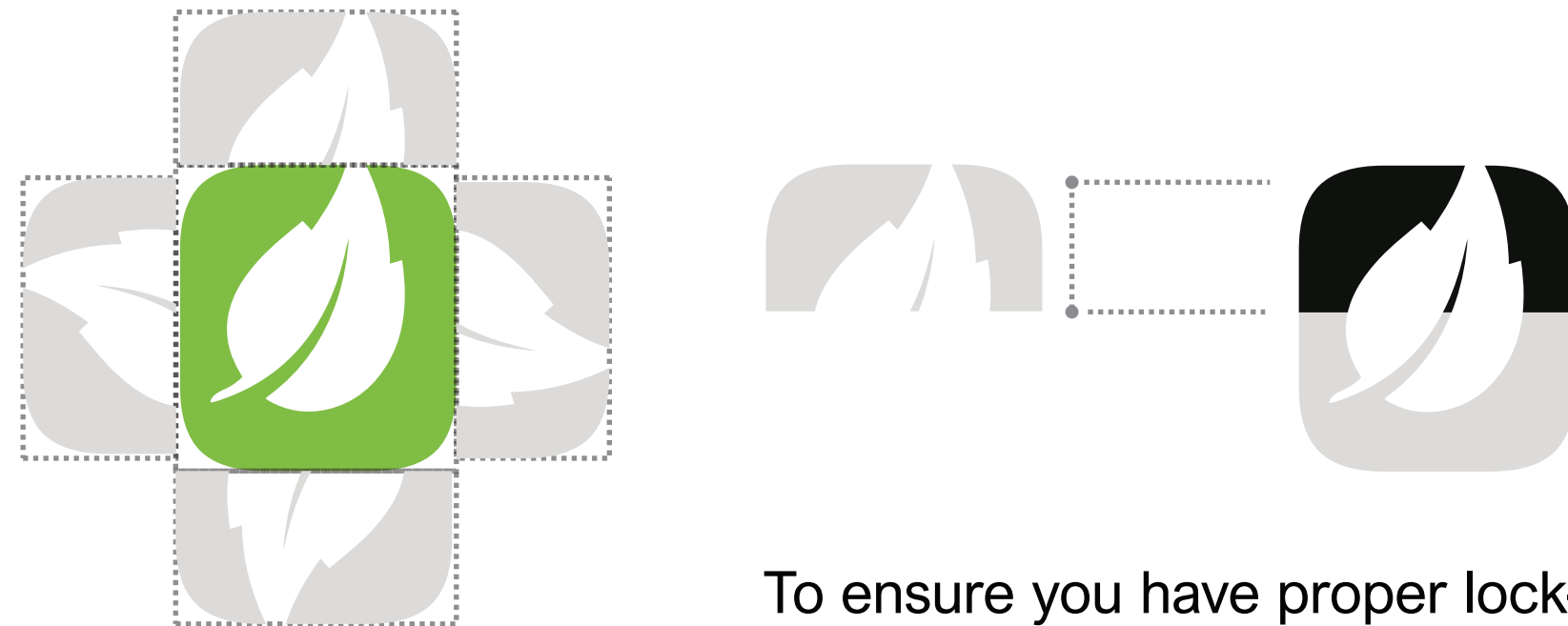
## 07. Brand Logos

### Secondary Lockup

**JOURNEY TO ZERO<sup>®</sup>**



### Icon Lockup



To ensure you have proper lock-up measurement, cut the Icon shape in half. Use that height as a measuring guide around all sides of the logo.

**JOURNEY TO ZERO<sup>®</sup>**

**JOURNEY TO ZERO<sup>®</sup>**

**JOURNEY TO ZERO<sup>®</sup>**

**JOURNEY TO ZERO<sup>®</sup>**







07. Brand Logos

EBOSS® Logo

ANA’s line of Hybrid Energy Technology is referred to as EBOSS®. We currently offer two types of EBOSS products.

The EBOSS Hybrid Energy System combines the might of AIRMAN® Mobile Generators with our EBOSS hybrid technology.

The EBOSS Power Module increases fuel efficiency while decreasing emissions on any diesel generator. It was also designed as modular and infinitely scalable power solution.

For all legal usage standards of the word EBOSS®, please refer to the back of the document titled, “Legal”.

EBOSS®

EBOSS®



To ensure you have proper lock-up measurement, take the height of the letter “O” in EBOSS®

Ensure that much space is given around all edges of logo.





## 07. Brand Logos

# EBOSS® Equipment Naming Convention

ANA's EBOSS equipment line as it currently stands, can be split up into two separate groups:

### Power Modules and Hybrid Systems

**EBOSS Power Modules** take their name from the maximum continuous power output they can produce in kVA.

For example, the 70 kVA Power Module is capable of a maximum continuous power output of 70 kVA.

**EBOSS Hybrid Systems** take their name by combining the max continuous power of the Power Module and the charge rate of the Mobile Generator it's paired to.

**I.E.** The EBOSS 70-45 takes a 70 kVA Power Module and pairs it with a 45 kVA Generator.



**EBOSS®**  
**70kVA**  
**- POWER MODULE -**

**EBOSS®**  
**70-45**  
**- HYBRID SYSTEM -**



07. Brand Logos

Logo Misuse

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. Its orientation, color and composition should remain as indicated in this document. There are no exceptions.

These rules apply to all forms of ANA's various logos. The lockups presented are the only logos approved for use.

X



Never stretch or skew logo in any way

X



Never change the color of the logo from what has been approved

X



Never outline any part of an ANA logo

X



Never angle the logo

X



Never alter the logo hierarchy or anatomy



## 07. Brand Logos

### Logo Misuse

|                                                                                                                                                                                                            |                                                                                                                                                                   |                                                                                                                                                                                         |                                                                                                                                                                                            |                                                                                                                                                                                                       |                                                                                                                                                                               |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>X</b></p>  <p>Do not outline the three-colored icon.</p>                                                            | <p><b>X</b></p>  <p>Do not change the order of the colors in the icon.</p>      | <p><b>X</b></p>  <p>Do not stretch or skew the logo in any way.</p>                                  | <p><b>X</b></p> <p>We make your world easier.</p>  <p>Do not alter the visual heirarchy in any way.</p> | <p><b>X</b></p>  <p>Do not use the wordmark without the icon.</p>                                                  | <p><b>X</b></p>  <p>Do not alter the logo color in any way.</p>                            |
| <p><b>X</b></p>  <p>We make your world easier.</p> <p>Do not use anything but the specified "ANA" for the wordmark.</p> | <p><b>X</b></p>  <p>NOTHING other than the approved "ANA" should be used.</p> | <p><b>X</b></p>  <p>Do not change the typeface nor recreate or manipulate the wordmark or icon</p> | <p><b>X</b></p>  <p>We make your world easier.</p> <p>Do not place black on black on any design.</p>  | <p><b>X</b></p>  <p>We make your world easier.</p> <p>Do not place on pattern <b>WITHOUT</b> outline buffer.</p> | <p><b>X</b></p>  <p>We make your world easier.</p> <p>Never Outline ANA Name in logo</p> |





## 07. Brand Logos

### Co-Branding

Whenever there is a co-branding opportunity on an ANA document, certain rules must be followed.

ANA must always keep the highest place in the over hierarchy for logo placement. ANA should always be listed first in the order and visually take up more space than the partner's logo.

It is also important that partner's brand guides are taken into account. While ANA's is to have the more prominent hierarchy, partner logos should never be altered in any way.



ANA logo takes up more space visually than the co-branding partner.



Co-branding partner logo should not be placed in front of the ANA logo.



Having even sizing is still not allowed. ANA logo should be at least 10-15% larger.



Co-branding partner logo should **never** be larger than the ANA logo.







## 07. Brand Logos

### Brand Partner **AIRMAN®**

AIRMAN® is one of our closest brand partners. ANA is the sole North American retailer of AIRMAN Mobile Generators and Air Compressors.

ANA has a great respect for the AIRMAN® brand, but therefore must make sure that similar rules are taken into consideration whenever an AIRMAN logo is being used. When using the brand name in written copy, the name should be written out as “AIRMAN®” in all capital letters.

When paired with the ANA logo, the ANA logo must be shown first as well as slightly larger in size.

For full copyright and legal information, please see “Legal” section, located in the back of these guidelines.

**AIRMAN®**



**AIRMAN®**



**ANA**  
We make your world easier.

**AIRMAN®**



08

# Typography





08. Typography

Primary Font

Arial Nova

Arial Nova is ANA’s primary font, and should be used for any/all body copy, main text. Bold can also be used for headlines. Condensed is available when space demands it be more narrow. If Arial Nova is unavailable, it may be substituted by Arial.

AaBb

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 = !@#\$%&?/()

Arial Nova / Light

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Nova / Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Nova / Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Nova / Condensed Light

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Nova / Condensed Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Nova / Condensed Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ





08. Typography

Secondary Font

Roboto

Roboto is ANA’s secondary font. It should only be used when Arial Nova or Arial is unavailable.

AaBb

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 = !@#\$%&?/()

Roboto / Light

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Roboto / Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Roboto / Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Roboto / Black

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ





## 08. Typography

### Display Font

# Russo One

Russo One is used as ANA's display font.  
This is used for headlines and large callouts  
It should never be used for body copy or  
technical writing.

**AaBb**

**abcdefghijklmnopqrstuvwxyz**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**0123456789 = !@#\$%&?/()**



## 08. Typography

### Type Hierarchy

Clean and consistent typographic hierarchy is needed in order to keep our Professional, Industrial-Modern look and feel. A thoughtful layout can go long way to assist in being seen as a subject matter expert.

Designs can be oriented either portrait (vertical) or landscape (horizontal) but the rules must be followed nonetheless.

#### Headings

Russo One or Arial Nova Bold

#### Body Text

Arial Nova Regular or Light

#### CTA

Arial Nova Condensed Bold

#### Small Print

Arial Nova Condensed or Cond. Light



## At ANA, We Make Your World Easier

ANA, Inc. is proud to be the North American supplier of AIRMAN Air Compressors and Generators. We've also made leaps and bounds in our Journey to Zero® with our EBOSS® Hybrid Energy Systems. Our commitment to our customers is to Make your World Easier, by answering the phone, understanding your needs, and taking ownership to provide you solutions.

With a large parts inventory and more than 90% of all orders shipping within 24 hours, you never have to worry about spare parts. We help keep your fleet in top condition with our friendly Support Department, who are always ready to help and be a resource by providing training on our equipment.

### Contact us today!

Website: [anacorp.com](http://anacorp.com) | Phone: (562) 450-3570



## At ANA, We Make Your World Easier

ANA, Inc. is proud to be the North American supplier of AIRMAN Air Compressors and Generators. We've also made leaps and bounds in our Journey to Zero® with our EBOSS® Hybrid Energy Systems. Our commitment to our customers is to Make your World Easier, by answering the phone, understanding your needs, and taking ownership to provide you solutions.

With a large parts inventory and more than 90% of all orders shipping within 24 hours, you never have to worry about spare parts. We help keep your fleet in top condition with our friendly Support Department, who are always ready to help and be a resource by providing training on our equipment.

### Contact us today!

Website: [anacorp.com](http://anacorp.com) | Phone: (562) 450-3570



## 08. Typography

### Letterhead

When addressing customers, only official company letterhead may be used. This ensures consistency across the brand.

This letterhead is never to be altered. Only the approved, standard ANA logo is to be used.

#### Headings

Arial Nova Regular | Italic 12 pt.

#### Body Text

Arial Nova 12 pt.

#### Signature

Arial Nova Regular | Bold 12 pt.

#### Small Print

Arial Nova Condensed | Cond. Light 10 pt.



*To whom it may concern,*

Elitr dicam his te, petentium principes eu cum, sed quas voluptatibus at. Ad zril consequuntur conclusionemque vix, mollis consetetur cu ius, pri porro graece te. Ei meis verear aliquid nec. Propriae maluisset ea eum.

**Sed epicurei** electram scribentur ne. His ei dolore vituperata, facer munere omnesque vel in. Id reque periculis pertinacia his, nobis delectus qui at. Ei eam sensibus partiendo, natum laudem his no. Dolores mnesarchum dissentiunt vis an.

Vim ei ludus molestie antiopam, in altera integre est. Partem discere numquam ei quo, ius no ignota everti doctus. Virtute perfecto principes pro cu, invidunt torquatos nec an. Sed nibh facilis dolores an, nec no tempor appetere.

Agam suscipit vivendum vis ut. Te harum eruditi necessitatibus mea. No sit omittam oporteat adversarium. Graeco audire pri et. Nec ludus melius appareat te, ut cibo **mentitum eos**. Sed epicurei electram scribentur ne. His ei dolore vituperata, facer munere omnesque vel in. Id reque periculis pertinacia his, nobis delectus qui at. Ei eam sensibus partiendo, natum laudem his no. Dolores mnesarchum dissentiunt vis an.

Nec nostro accusata id, ex eum agam feugait petentium. Eu mea cetero euripidis, veri errem dissentiunt nam ut. Ut aliquam perpetua maluisset quo. Partem offendit luptatum nec ut, mei dolorum officiis repudiandae te, aeterno accusamus rationibus mei at. Viris feugiat eam no. In iudico salutatus evertitur nam.

Sincerely,

Firstname Lastname  
**ANA, Inc.**  
1770 Raiders Way  
Henderson, NV 89052

Phone: (000) 123-4567



1770 Raiders Way | Henderson, NV 89052 | 562-450-3570 | anacorp.com





# 08. Typography

## Emails

Clean and consistent typographic hierarchy is needed in order to keep our Professional, Industrial-Modern look and feel. A thoughtful layout can go long way to assist in being seen as a subject matter expert.

**Note:** Only the approved ANA logo may be used in email signatures.

### Headings | Body Text

Arial Nova Regular 12 pt.

### Email Signatures

#### Name | Job Title

Arial Nova Bold 14pt.

#### ANA Logo

1.75" Wide + Proper Lockup Spacing

#### Contact Information

Arial Nova 14pt.

It is incredibly important that a consistent email signature is used by all employees.

An internal guide will be made available to employees with more detailed instructions.

Important Update - Please Read the Following Guidelines



Fistname Lastname <flastname@anacorp.com>

To:  First Last;  First Last;  First Last;  First Last

Good afternoon,

Elitr dicam his te, petentium principes eu cum, sed quas voluptatibus at. Ad zril consequuntur conclusionemque vix, mollis consetetur cu ius, pri porro graece te. Ei meis verear aliquid nec. Propriae maluisset ea eum.

Sed epicurei electram scribentur ne. His ei dolore vituperata, facer munere omnesque vel in. Id reque periculis pertinacia his, nobis delectus qui at. Ei eam sensibus partiendo, natum laudem his no. Dolores mnesarchum dissentiunt vis an.

Vim ei ludus molestie antiopam, in altera integre est. Partem discere numquam ei quo, ius no ignota everti doctus. Virtute perfecto principes pro cu, invidunt torquatos nec an. Sed nibh facilis dolores an, nec no tempor appetere.

Nec nostro accusata id, ex eum agam feugait petentium. Eu mea cetero euripidis, veri errem dissentiunt nam ut. Ut aliquam perpetua maluisset quo. Partem offendit luptatum nec ut, mei dolorum officiis repudiandae te, aeterno accusamus rationibus mei at. Viris feugiat eam no.

Sincerely,

Firstname Lastname  
ANA Job Title



ANA

Office: 123.456.7890  
Fax: 123.456.7890  
1770 Raiders Way, Suite 200  
Henderson, NV 89052  
[www.anacorp.com](http://www.anacorp.com)





# 08. Typography

## Business Cards

ANA business cards should have the same look and feel as the rest of the brand. They have a singular design, and are only ordered by approved individuals in HR and Marketing.

**Employee Name** ●.....  
Arial Nova Regular Bold 12 pt.

**Employee Job Title** ●.....  
Arial Nova Condensed 8 pt.

**Contact Information** ●.....  
Arial Nova Regular 8 pt.

**Address Line** ●.....  
Arial Nova Condensed Bold (ANA, Inc) 8 pt.  
Arial Nova Regular (Address) 8 pt.

**Address Line** ●.....  
Top line: Arial Nova Condensed Italic (ANA, Inc) 8 pt.  
Bottom line: Arial Nova Regular 8 pt.

**ANA QR Codes** ●.....  
**Note:** QR code must require proper branding, and be created, approved, and distributed by the Marketing Team.

**Employee Name Here**  
*Employee Title Line 1*  
*Employee Title Line 2 (if needed)*

☎ (000) 000 0000 x 000  
📱 (000) 000 0000  
🖨 (562) 450 3570  
✉ employee@anacorp.com  
🌐 anacorp.com

**ANA, Inc.** 123 Address St. // City, State 12345

**ANA**  
*ANA, Inc. Executive Office*  
1770 Raiders Way // Henderson, NV 89052

**We make your world easier.**

## 47



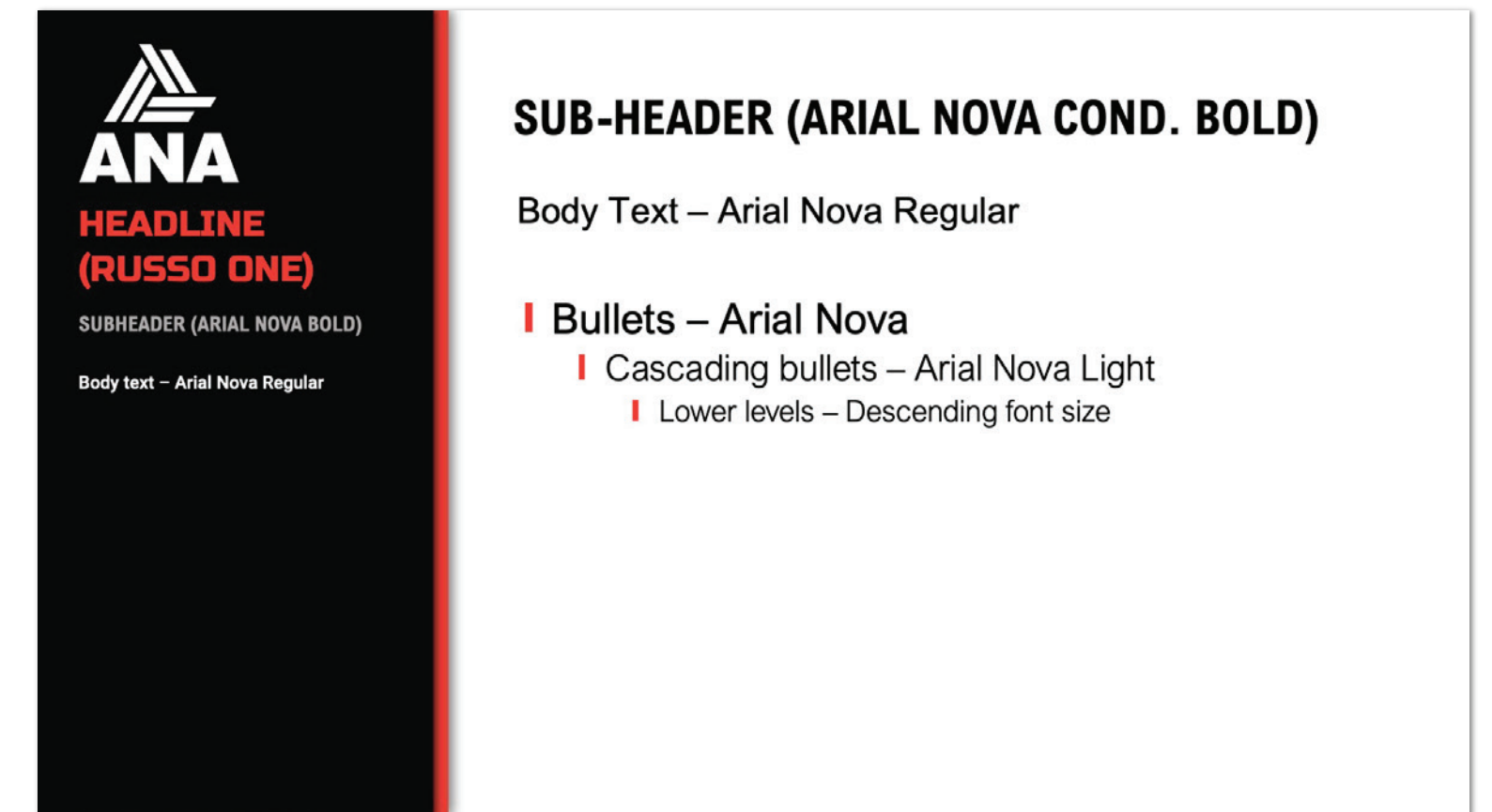


## 08. Typography

### PowerPoint Presentation And Pitch Decks

Presentations are an integral part to ANA and how we deliver information. They are a representation of the brand itself. As such, they should be treated with the same care ANA takes with everything else we do.

Presentations **must follow** all other brand guides (fonts, colors, imagery, etc.). When creating a presentation, only Marketing approved templated may be used.





09

**Look & Feel**







## 09. Look & Feel

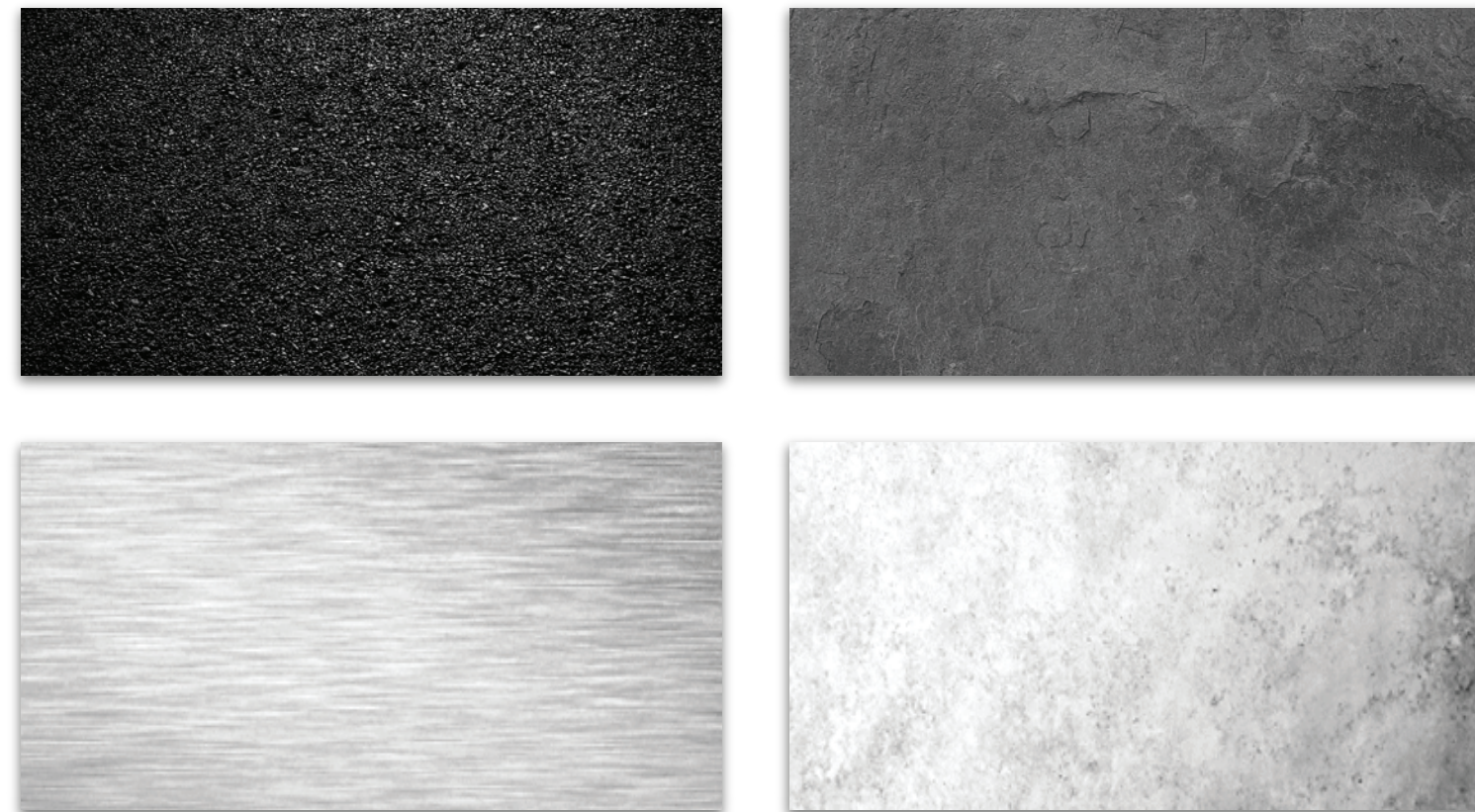
### Overall ANA Brand Look & Feel

ANA, Inc. aims to reflect the many industries it caters to. We find inspiration in the textures of metal, concrete, and gravel to serve as a base for many of our designs. Much like the raw earth materials that create the look and feel of the world around us.

We also take inspiration from our Brand Partner, **AIRMAN**®. Their unyielding commitment to quality ensures they build a product that is capable of thriving in ANY environment. We aim to showcase that.

ANA blends these inspirations with the timeless look and feel of both the Industrial and Modern design aesthetic.

This allows us to design for the future, while never forgetting our past.







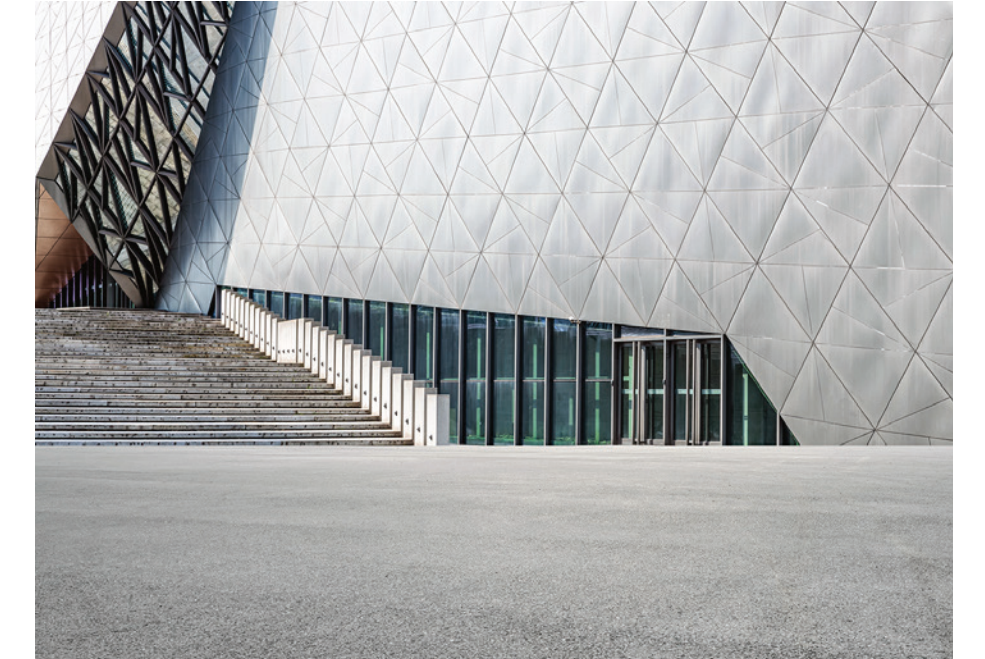
## 09. Look & Feel

When using photography to build a background or setting, it is important we look for specific aspects in the photo.

We look for a balance of natural landscapes, job sites of different varieties, as well as modern architecture.

We look for interesting visuals in both nature and design. Angled lines derived naturally from mountain ranges, as well as intentionally designed into buildings or structures.

Most importantly, we look for settings our equipment could actually be seen in.







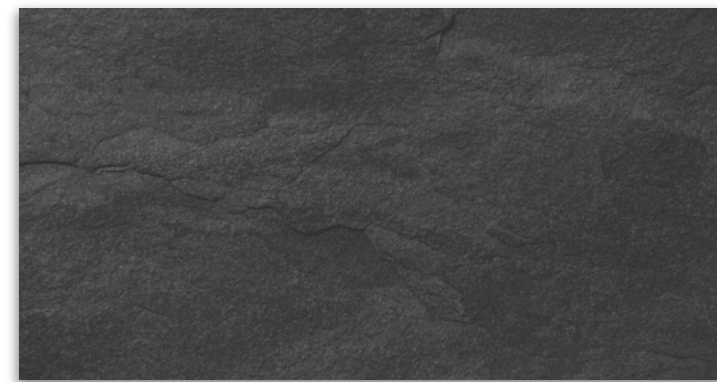
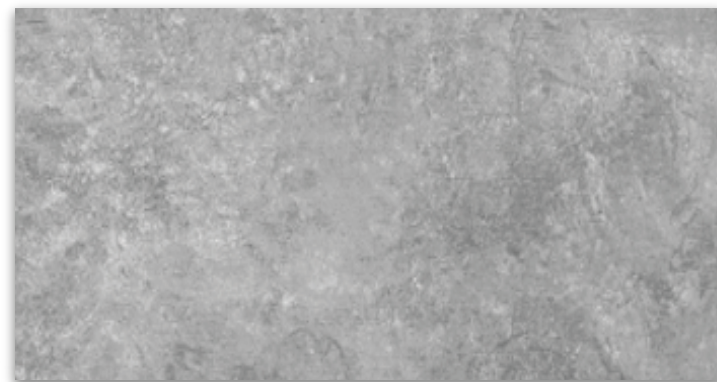
## 09. Look & Feel

### ANA Energy Brand Look & Feel

Similar to ANA's main look and feel, ANA Energy will pull from Earth's natural resources. Designs will feature textures such as dirt, grit and gravel. Metal elements will be used like with the rest of ANA, but our Energy division will focus slightly more on a natural look and feel.

This will reflect heavily as we continue on our:

# JOURNEY TO ZERO®







## 09. Look & Feel

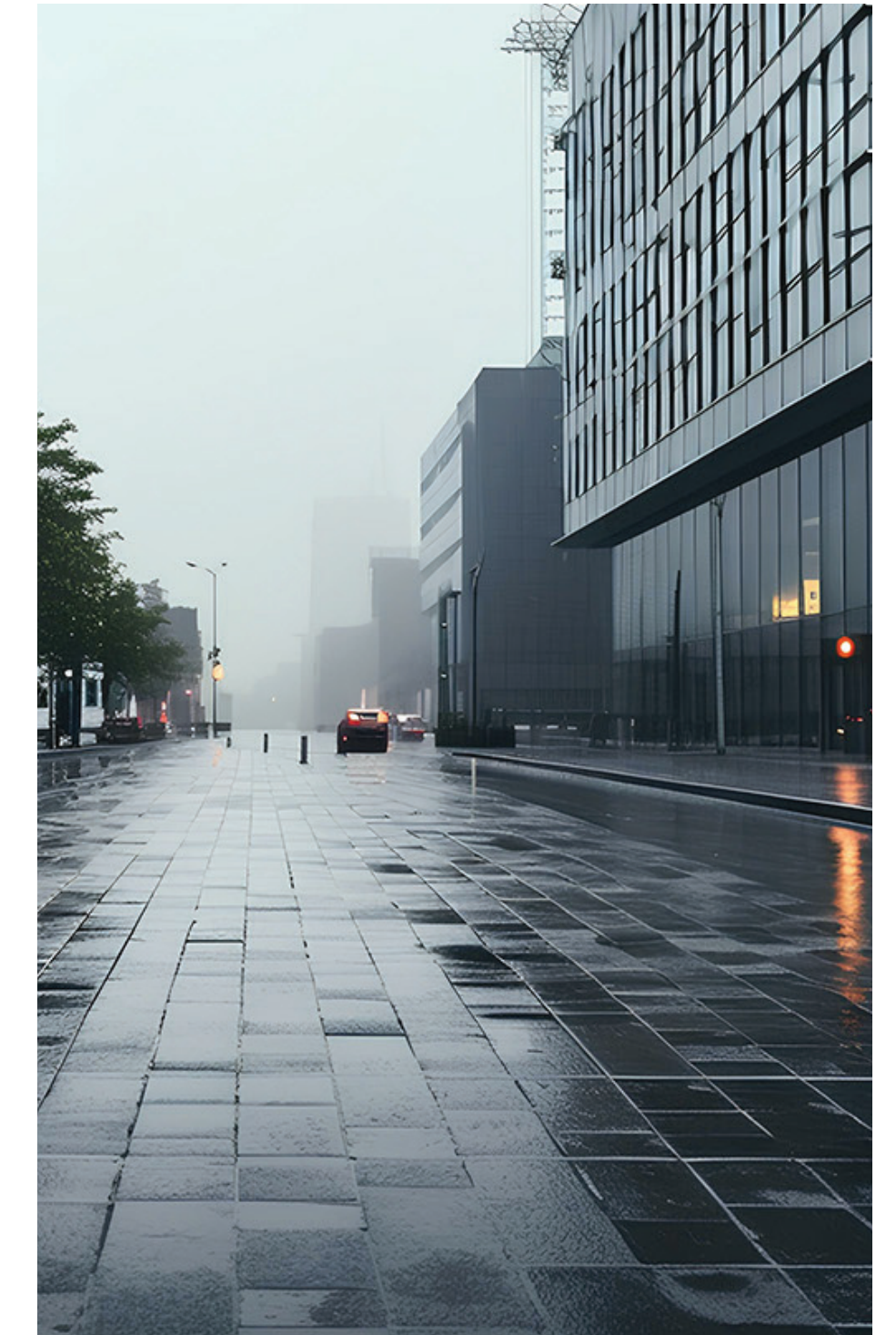
When using photography to build a background or setting, it is important we look for specific aspects in the photo.

We look for a balance of natural landscapes, job sites of different varieties, as well as modern architecture.

Nature is also a large part of the overall look/feel. Grassy fields or damp grounds go a long way to tie in the themes of life and growth.

We look for interesting visuals in both nature and design. Angled lines derived naturally from mountain ranges, as well as intentionally designed into buildings or structures.

Most importantly, we look for settings our equipment could actually be seen in.







## 09. Look & Feel

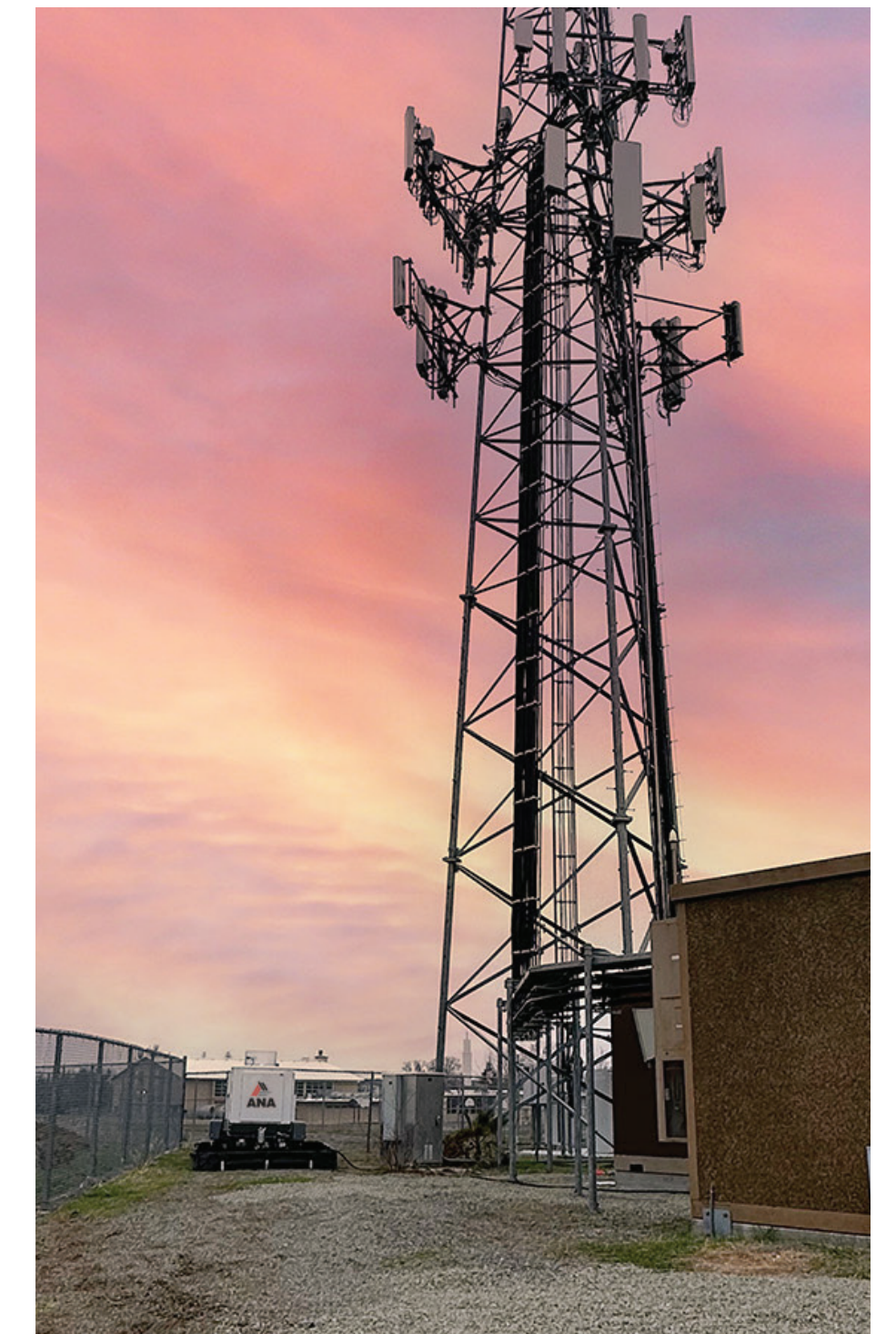
### Imagery / Equipment

Whenever possible, equipment should be photographed doing an actual job. Showing our customers ANA products being used in real applications creates strong visual links.

Photos should be framed so that either the ANA product is the focal point, or the application itself is. You should have a clear view of what is happening.

It is important to remember when photographing equipment on location, to shoot with both “application/location focus” as well as “product focus”.

Shooting with an application or location focus means to take photos from a distance away that shows an entire site location, or the application in action. Shooting with a product focus means to shoot with the main focal point being the equipment itself.







## 09. Look & Feel

### Imagery / People (Candid)

ANA is a diverse collective of professionals. We are also a passionate group of people who care for and love what we do. It is important that we showcase that fact whenever it is possible.

Candid shots show ANA team members engaged in what they are doing is key to showing the ANA culture.







## 09. Look & Feel

### Imagery / People (Portrait)

Portrait photography of team member headshots should be taken with a single focal point.

Any professional headshots should be done in house by an ANA photographer, and/or approved by the ANA Marketing team.







## 09. Look & Feel

### ANA Apparel

The look for ANA apparel should always remain professional and uniform. Product styles can change based on the situation, but it should always look like it's part of a single brand catalog.

ANA clothing and accessories should never be created without clear and explicit approval from the ANA marketing team.







## 09. Look & Feel

### ANA Accessories

The look for ANA accessories should maintain a level of quality that ANA holds to everything we do. Product styles can change based on the situation, but it should always look like it's part of a single brand catalog.

ANA clothing and accessories should never be created without clear and explicit approval from the ANA marketing team.





# 10

## Videography







## 10. Videography

### Video Look & Feel

- ANA aims to utilize videos as visual storytelling tools – to tell stories of who ANA is, our company culture, how we make our customers' world easier, and how our products and **Journey to Zero®** initiative impact various industries and the world.
- ANA's videos are **edgy, elegant, and cinematic**, while establishing strong emotional connections with the audience.
- People footage should show **expert professionalism** with **humble warmth** towards others and **passionate enthusiasm** for what we do *(fig. 1)*.
- Product footage should be filmed/photographed with **cinematic 3-point lighting** and a clean warehouse backdrop, eliminating hot spots as possible.
- Application footage should be filmed to show extreme wide shots of the location and industry, wide shots to show the full application, medium shots to show the ANA product, and close-up shots to show details such as screens, cables, etc. *(fig. 2)*.
- Stock footage *(fig. 3)* is used to illustrate applications or environments that tell our story but are not able to be captured by our team. We look for natural landscapes, job sites, people, tools, or equipment. We look for settings, applications, and industries our equipment could **actually** be seen in.



*(fig. 1)*



*(fig. 2)*



*(fig. 3)*

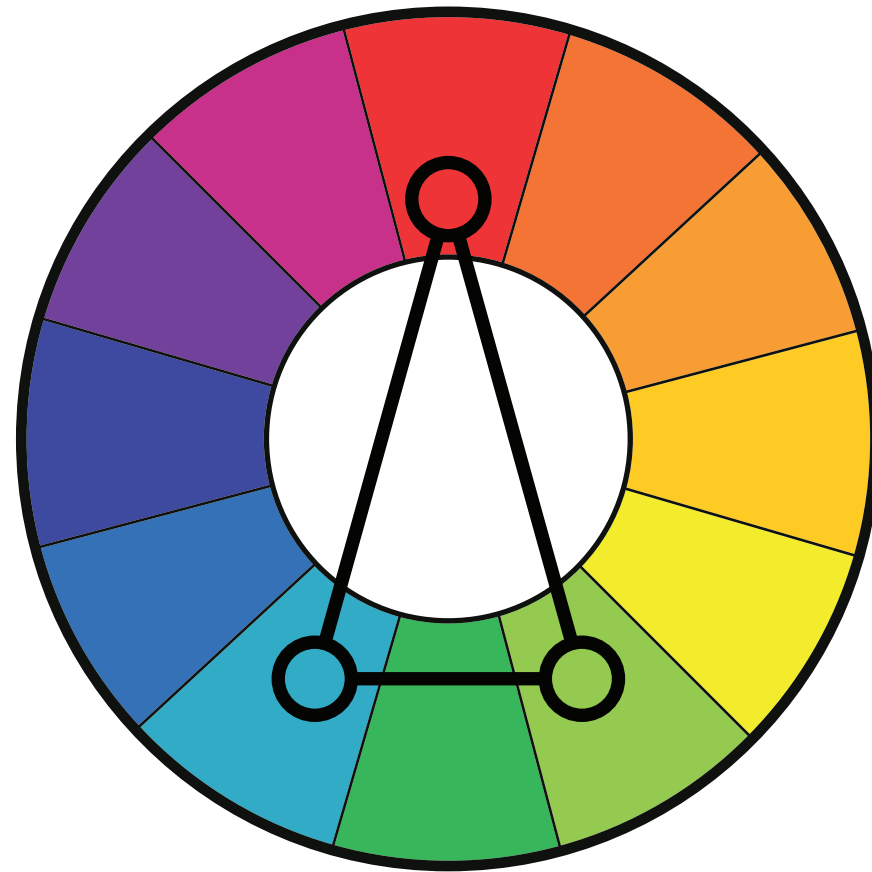




## 10. Videography

### Video Color Grading

Color grading is typically a split-complementary color scheme.



Ensure that ANA / AIRMAN red logos and ANA Energy / EBOSS / Journey to Zero green logos are color graded to match brand colors. Ensure that skin tones in the orange ranges are calibrated accurately to match real-life looks. Introduce a hint of cyan hue to blacks/shadows to increase product color contrast and depict black metal surfaces as modern and elegant. Desaturate yellow ranges within reason to create cleaner surface colors and reduce focus on background elements. Shift magenta hues to red and purple hues to blue to reduce chromatic aberrations.



- Interior footage (warehouse/office/etc.) is typically graded to a cooler tone (around 4000-4800K white balance), illustrating a modern, innovative technological appearance.
- Exterior footage (on-site) is typically graded to a warmer tone (around 5600K white balance), while introducing a slight cyan/green hue in the shadows, illustrating real-life accuracy and authenticity while creating a cinematic storytelling feel. Exceptions would include on-site footage of cold or rainy climates, where cooler tones would be preferred to illustrate ANA's products in extreme weather applications.

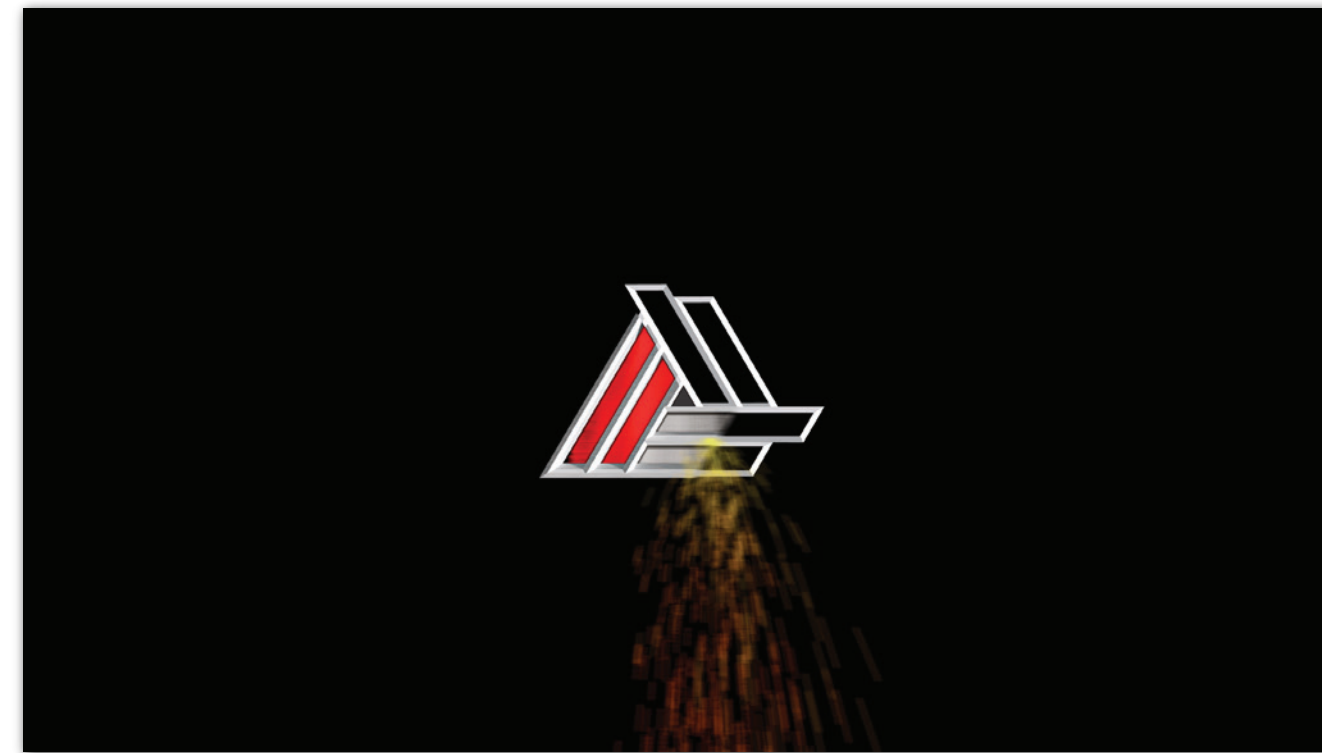




## 10. Videography

### Motion Graphic Logos

- ANA has specific motion graphic videos of ANA's logo for use in videos (i.e. intro/outro).
- For more information on ANA's motion graphic logos, please contact [marketingsupport@anacorp.com](mailto:marketingsupport@anacorp.com).





# 11

## **Illustration, Animation, and Iconography**





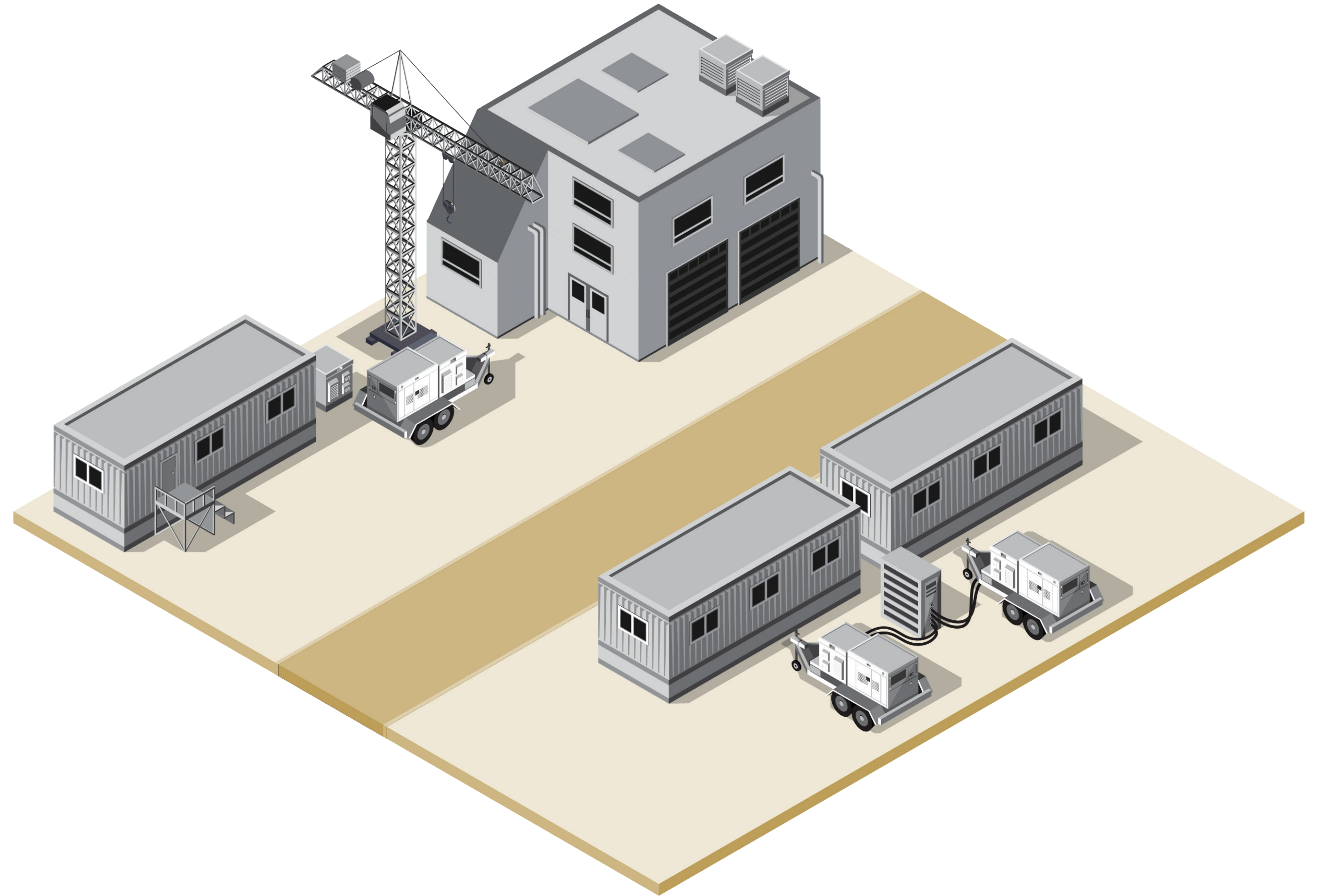
## 11. Illustration, Animation, and Iconography

### Illustration

Illustrations should be used as a tool to better describe new technology, a process, or application.

When creating new vector-based illustrations, only approved brand colors should be used. Illustrations should have clean, thoughtful design. Their composition should be easy to understand, and should never be a distraction from the overall messaging or topic of focus.

When illustrating anything technical, the proper subject matter experts must review to ensure the illustration's accuracy.







## 11. Illustration, Animation, and Iconography

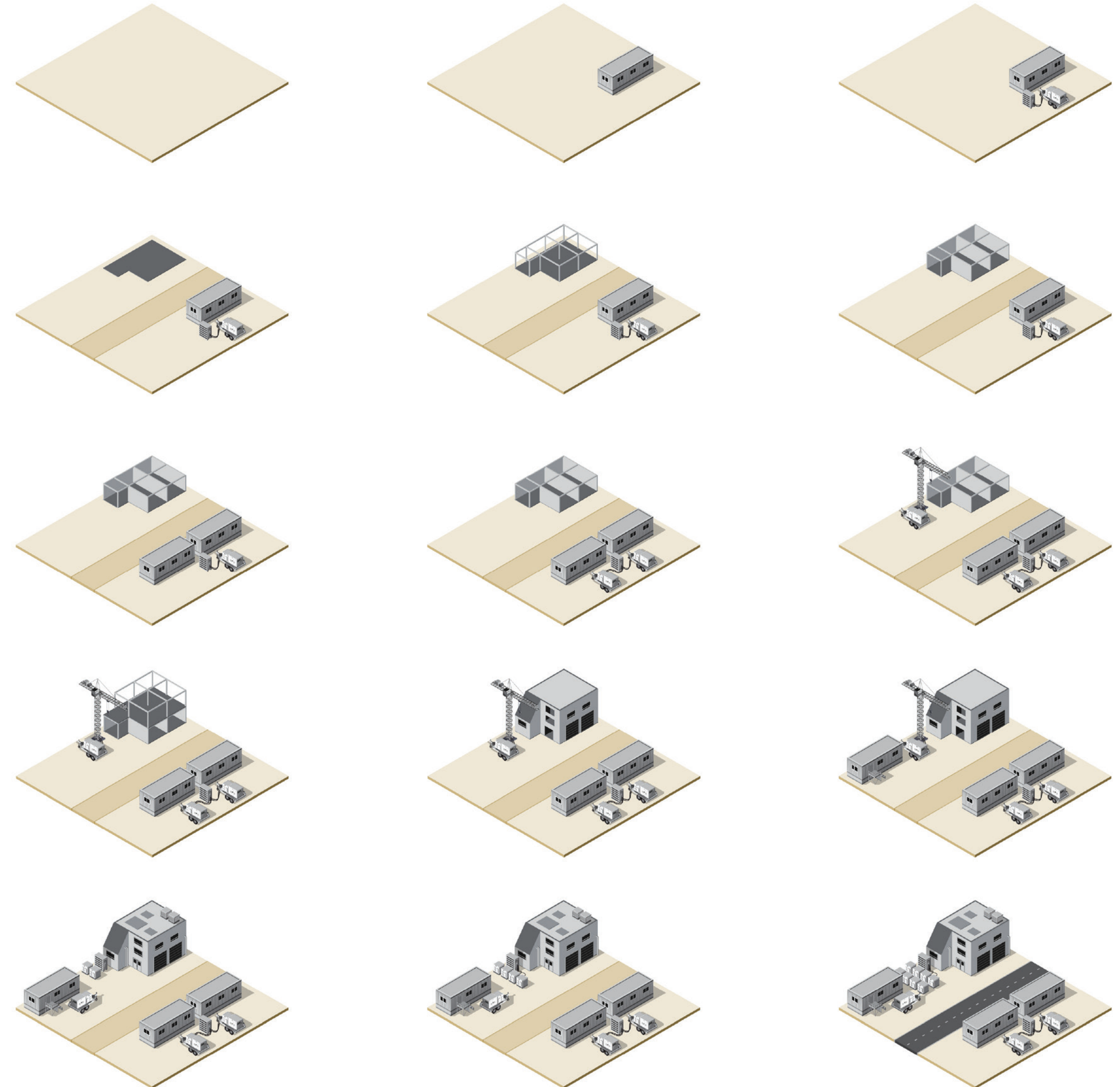
### Animation

Animations are an excellent tool to get a more complex idea across to an audience who may find the visual aid beneficial.

Animations created for ANA should follow the same guidelines as both video and illustration. That is they must be professional in look & feel, while also maintaining an educational and approachable tone. Illustrations should NEVER lean too far into the cartoonish. The use of mascot like characters would not align with the overall ANA brand look & feel.

Whether an animated gif for a paid ad placement, an asset placed within a larger project, or an animation depicting more complex material, all should be treated with the same care.

Animations should be planned out and executed with precision and care. All motion within animation should be done thoughtfully.







## 11. Illustration, Animation, and Iconography

### Iconography

Icons should be used to create a simple visual connection to the topics being discussed.

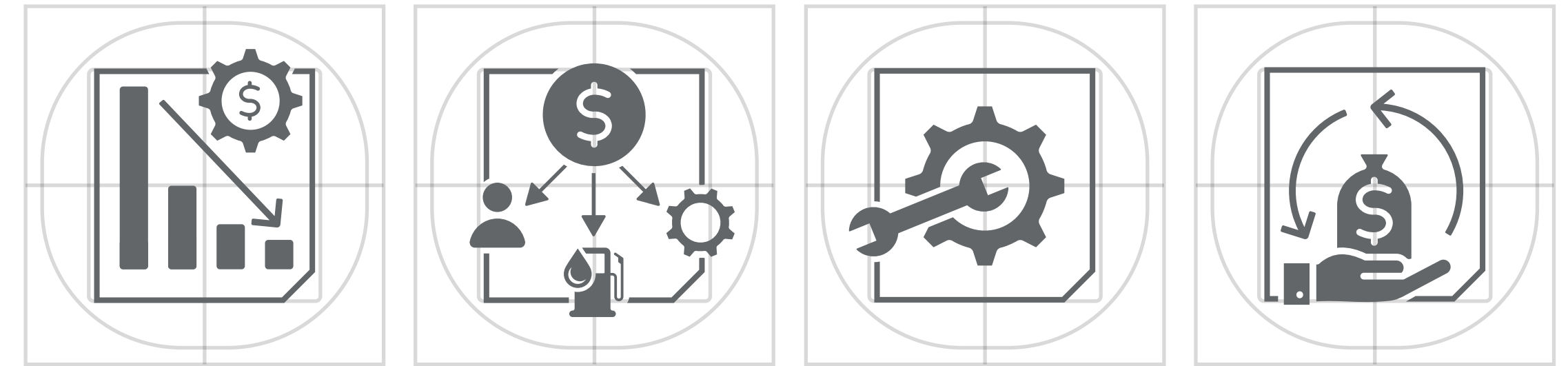
Icons within a set should all appear to take up the same amount of space. Nothing should feel larger or smaller within the set. Use of a grid (*fig. 1*) while designing icons assures proper sizing.

Icons are to only use brand approved colors. Color palettes should be focused on high-contrast and clean execution. They can be built out one of two ways.

The first method (*fig. 2*) uses one of ANA's primary colors (Black, White, or Gray) as a base color. Then one of ANA's secondary colors is used as an accent.

The second method (*fig. 3*) takes an ANA brand color and uses that color's different tints to build contrast within the logo.

**Grid to ensure sizing** (*fig. 1*)



**Primary Color + Accent** (*fig. 2*)



**Accent Color as Base + Shades** (*fig. 3*)

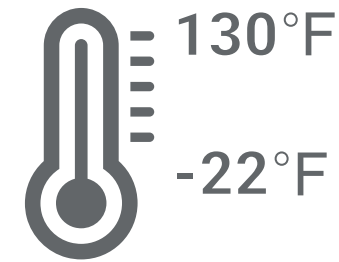




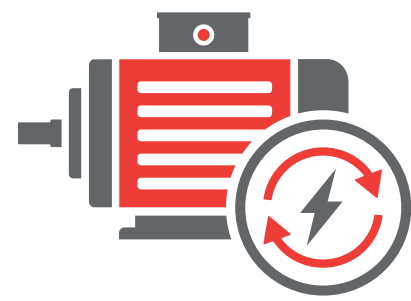
## 11. Illustration, Animation, and Iconography

### Iconography Examples

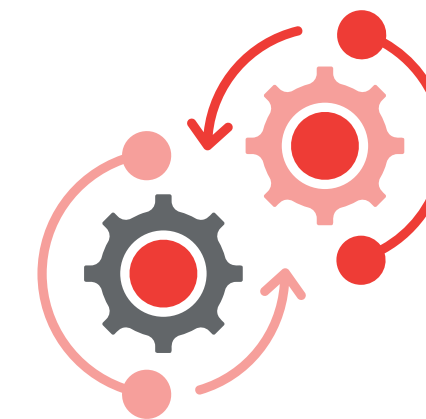
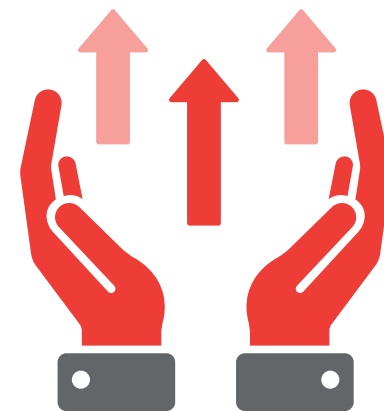
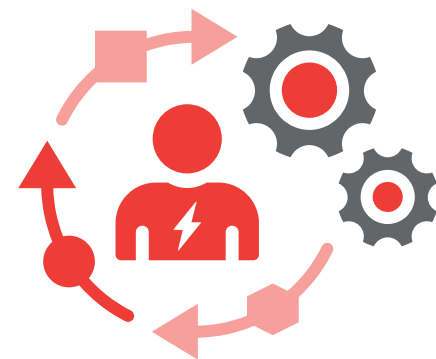
ANA icons can be built out in a few different ways. Depending on where they are being used as well as what level of information they need to convey, ANA icons can have more or less detail/color involved.



Simple and Clean  
Single Color



Simple and Clean  
2-Color Max



Clean and Informative  
Multiple tints allowed  
of same color





## 11. Illustration, Animation, and Iconography

### Combining Illustration and Iconography with Written Copy

ANA uses illustration & iconography in almost everything we develop. As ANA continues to blaze new trails in technology and innovation, we find that illustrating concepts goes a long way into helping audiences better understand the subjects we are speaking about.

While illustrating is a great tool, it is important we use it with care and intention. Assets should be designed using brand colors as well as keep to the overall ANA brand aesthetic.

Icons should be used to to create a simple visual connection to the topics being discussed.

Illustrations & animations are used to more accurately depict a process, application, or newly developed technology.

### WHAT MAKES **EBOSS®** DIFFERENT

**EASY TO USE**  
All-in-One Hybrid Energy Systems and Head Unit Energy Storage Systems

**CONTINUOUS POWER**  
Battery Always Delivering Power Due to Battery Cycling and Fast Charging From Generator

**PARALLELING**  
Parallel infinite EBOSS® units to deliver any amount of power you might need

**DEDICATED SERVICE**  
Trained and dedicated EBOSS® team of experts to guide you and provide 24/7 support and monitoring

All EBOSS® models come standard with a 7 year manufacturer's battery warranty

**20X**  
UP TO 20X THE CYCLE LIFE OF NMC/LFP BATTERIES

**SAFE BATTERY TECHNOLOGY/ NO THERMAL RUNAWAY**

**WIDEST RANGE OF OPERATING TEMPERATURE**  
130°F  
-22°F

**1 AND 3Φ**  
SIMULTANEOUS OUTPUT VOLTAGES

**REMOTE ACCESS MONITORING**

**INDUSTRIAL GRADE INVERTERS**

**JOURNEY TO ZERO**

### WHY DOES **LOW kWh** WORK?

**CHARGE WITH SMALL GENERATOR @ 100% LOAD**  
More efficient • Uses less fuel  
Creates less emissions • NO wet stacking

**BATTERY CYCLES MORE OFTEN**  
Battery cycling allows for constant power

**WHY?**  
The Battery Technology allows us to!

**QUESTION:** How much kWh/gal can you produce?  
EBOSS® produces 12 kWh/gal





# 12

## Usage | Examples







## 12. Usage & Examples

### Digital Advertising

ANA creates a large variety of digital ads for various publications throughout the calendar year. Because of this, it is important to maintain a solid look/feel throughout.

Research must be done to ensure we are constantly on top of current industry trends.

Assets and graphics should also be swapped out and updated to make sure our brand creative is never stale.

**ANA**

**AIRMAN.**  
100cfm – 750cfm  
**BEST-IN-CLASS**  
dBA SOUND LEVEL

LESS NOISE POLLUTION

BEST-IN-CLASS POWER TRANSFER

HIGHEST FUEL EFFICIENCY

**ANACORP.COM**

**ANA**

**REVOLUTIONIZE**  
POWER GENERATION  
AND ENERGY STORAGE

Reliable Power

Low Noise Pollution

Industrial Grade Inverters

**ANACORP.COM**

**ANA**

**AIRMAN.**  
13kVA – 400kVA  
**BEST-IN-CLASS**  
MOTOR STARTING

BEST-IN-CLASS dBA RATING

DURABILITY & LONGEVITY

24-HOUR RUNTIME

**ANACORP.COM**





## 12. Usage & Examples

### Print Advertising

Like with digital ads, ANA also works with a lot of printed ads/materials for various publications throughout the year. Because of this, it is important to maintain a solid look/feel throughout.

Research must be done to ensure we are constantly on top of current industry trends.

Assets and graphics should also be swapped out and updated to make sure our brand creative is never stale.



## GO BEYOND THE GENERATOR

Unlock Hybrid Performance with Smarter Inverters.



### EBOSS® BENEFITS

-  **EASY TO USE**  
Standardized systems for seamless integration, real-time diagnostics, and smooth operation.
-  **3-PHASE INVERTERS**  
Powering remote and off-grid sites with smarter, proactive energy management.
-  **CONTINUOUS POWER**  
Balancing generators, batteries, and grid input for clean, stable output—anytime, anywhere.
-  **DURABILITY & LONGEVITY**  
Engineered for durability and long-term performance in the toughest conditions.



Scan QR code to learn more at **ANACORP.COM**



### Smarter, More Sustainable Power with EBOSS®

Through real-world testing, we refined our approach, addressing generator noise, battery life, and extreme temperature performance.

By 2023, this innovation led to EBOSS® a hybrid power system that eliminates need for idling, cuts fuel costs, and lowers emissions. EBOSS® optimizes energy distribution, intelligently balancing battery storage and diesel generator for maximum efficiency.

In 2024, we introduced Grid-to-Go, a 400V battery storage system that reduces fuel use by switching to stored energy when demand is low.

At ANA, we're redefining power generation, ensuring cost-effective, sustainable solutions for the rental and industrial sectors.



#### BENEFITS OF THE EBOSS®

- Lower Sound Pollution
- Ultra-High Life Cycle LTO Batteries
- Less Fuel Consumption
- Less Carbon Dioxide Emissions

LESS FUEL // MORE UPTIME // MAXIMUM EFFICIENCY



#### REDUCE GENERATOR USAGE UP TO 75%

A REVOLUTIONARY POWER GENERATION & REVOLUTIONARY POWER GENERATION

- SUSTAINABLE ENERGY
- SEAMLESS INTEGRATION
- IMPROVED GENERATOR LIFE

#### Features

- EASY TO USE
- PARALLELING
- CONTINUOUS POWER
- DEDICATED SERVICE

Scan QR to learn more!

Discover the full lineup of EBOSS® TODAY  
(662) 450-3570 // [sales@anacorp.com](mailto:sales@anacorp.com) in f i

**ANACORP.COM**



### Meet the AIRMAN PDS750 — Performance That Won't Back Down.

**Built for the Heat. Powered for the Heavy Lifting.**

PDS750S Mobile Air compressors are designed with advanced technology and superior components to ensure high performance and durability. They are equipped with efficient motors and precision-engineered compressors that deliver consistent and reliable air pressure. Additionally, our compressors are built with robust and corrosion-resistant materials, making them suitable for even the toughest working conditions.

#### AIRMAN. MOBILE COMPRESSORS 100CFM – 750CFM



#### MOBILE COMPRESSOR BENEFITS

-  **SOUND LEVEL AS LOW AS 76 dBA**
-  **HIGHEST FUEL EFFICIENCY**
-  **10-HR RUNTIME @ FULL LOAD**
-  **BEST-IN-CLASS POWER TRANSFER**
-  **UP TO 750 cfm @ 100 psi\***

DISCOVER THE FULL LINE AT **ANACORP.COM**  
(662) 450-3570 // [sales@anacorp.com](mailto:sales@anacorp.com)  
FOLLOW US ON OUR SOCIALS: in f i



Scan this QR code to visit our stellar website and see what ANA can offer!

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## MAXIMIZE Your Rental Fleet

with Dependable Power and Air



Fall brings no shortage of pressure. With **AIRMAN® compressors and generators** on hand, you're ready for whatever the job throws your way. From the yard to the site, make the season easier with equipment **built to perform in any environment.**

EXPLORE THE FULL LINEUP AT **ANACORP.COM**  
(662) 450-3570 // [sales@anacorp.com](mailto:sales@anacorp.com) in f i

Scan this QR code to visit our site and see all ANA has to offer!



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### HYBRID POWER, MAXIMUM CONTROL

The **ANA EBOSS® Hybrid Energy System** delivers power efficiency with advanced, high cycle Lithium Titanium Oxide (LTO) batteries. It reduces fuel consumption, greenhouse gas emissions, and maintenance needs by up to 80% while providing remote monitoring and seamless operation in extreme conditions with lower dBA sound levels.

#### BENEFITS OF THE EBOSS

-  **Less Fuel Consumption**
-  **Ultra-High Life Cycle LTO Batteries**
-  **Lower Sound Pollution**



DISCOVER THE FULL LINE AT **ANACORP.COM**  
(662) 450-3570 // [sales@anacorp.com](mailto:sales@anacorp.com) // in f i



Scan this QR code to visit our site and see all ANA has to offer!

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## 12. Usage & Examples

### Trade Shows

Tradeshow season is a pivotal time for ANA—it's our opportunity to showcase the impact we make across the industries we serve.

At every event, maintaining a consistent brand look, feel, and message is essential.

Whether we're presenting with a compact setup or a large-scale footprint, each display must reflect a refined, elevated experience that embodies our brand's promise.







# 13

## Legal Statements







## 13. Legal Statements

### ANA, Inc.

Alliance North America, Inc. (ANA) has a valuable trademark portfolio. One of the trademarks in this portfolio is EBOSS® that is registered with the U.S. Patent and Trademark Office and is owned by Alliance North America, Inc. (“ANA”). This trademark represents a considerable financial investment by ANA in your brand equity and goodwill. This registered trademark distinguishes your goods and services (i.e. officially licensed or endorsed by ANA) versus unauthorized or copycat goods and services of other entities or infringers. As a result, the EBOSS® trademark is a valuable asset and a critical component of ANA’s business and marketing strategy.

ANA has worked diligently to develop a consistent and high-quality brand through its investment of time and money into its intellectual property portfolio. Ensuring that ANA’s trademarks are used properly and consistently will continue to enhance and strengthen the value and sustainability of your brand. The following instructions focus on one of the trademarks in your portfolio, EBOSS, however, these instructions are applicable to all trademarks in your trademark portfolio.

This Trademark Style Guide (“Guide”) is designed to instruct you on the proper use of ANA’s trademark(s). Keep in mind that all trademarks of ANA are a valuable financial and business asset and must be used in such a manner as to maintain a strong brand. In order to preserve all intellectual property rights, all trademarks must be used consistently with the standards set forth in this Guide or as updated from time to time. Failure to do so may result in weakening the enforceability of your trademark(s). Your adherence to this Guide increases the value of your trademarks and brand equity.



# 13. Legal Statements

## EBOSS®

The trademark “EBOSS®” is registered to and owned by ANA under the US Patent and Trademark Office, Registration No. 7,756,117.

**The word “EBOSS” is one (1) word with at least the first letter capitalized (or all letters capitalized) in font style designated by Marketing.**

- When using Microsoft Word, to insert the “®” superscript after EBOSS, depress the keys “Ctrl + Alt + r” at the same time. Some software programs require specific use of the superscript function to elevate the “®” correctly.
- Never try to imitate the EBOSS trademark with irregular text, font styles or font size.
- Never use the trademark by itself in body text, e.g. www.EBOSS.com.
- Always use the same font style and size throughout the entirety of your document or materials: correct and consistent use of the mark is important.

## Guidelines for Proper Trademark Use

- Adherence to the following use guidelines is necessary, specifically:
- Always write the trademark in all capital letters as such, “EBOSS®”.
- Always use proper trademark form and spelling.
- Never use a trademark as a noun.  
ALWAYS USE A TRADEMARK AS AN ADJECTIVE MODIFYING THE NOUN.

**Correct Use:** EBOSS® products are fantastic.

**Incorrect Use:** EBOSS® is fantastic.

- Never use a trademark as a verb. Trademarks are products or services, never actions.

**Correct Use:** Use the EBOSS® equipment to improve your operations.

**Incorrect Use:** EBOSS® your operations.

- Never translate a trademark into another language.
- Never use trademarks to coin new words or names.
- Never alter a trademark in any way including unapproved fonts or visual identifiers.
- Never use or register any trademarks that are confusingly similar to or a play on the word EBOSS®.

## Guidelines for Proper Trademark Use (cont.)

- Never combine other name(s) with EBOSS®.
- Never use the EBOSS® trademark in a disparaging or offensive manner or in any way that infringes other trademark rights or violates any federal, state, or international laws.
- Any adjustment in size must be made proportionally so that the overall appearance is not contorted or misleading.

## Ownership Reference

When using the trademark EBOSS® within the body of written text, include the following acknowledgement line prominently located in the text, e.g. footnote:

The EBOSS® trademark is a registered trademark of Alliance North America, Inc. in the United States. All rights reserved.

## Summary

This Guide provides you, or any authorized licensees, with the basic instructions of how to use the trademark EBOSS® or any other trademark in the ANA portfolio. Your adhering to the instructions in this Guide will continue to enhance the strength and value of ANA’s trademark(s) and intellectual property portfolio. Should you have any questions, please do not hesitate to contact the Vice President of Human Resources and Legal at Alliance North America, Inc.





## 13. Legal Statements

### AIRMAN®

Airman® is a registered trademark of Hokuetsu Industries Co. Ltd.

**AIRMAN®**

**Mark Literal Elements:** Airman

**Standard Character Claim:** The mark consists of standard characters without claim to any particular font, style, or color.

**Mark Drawing Type:** 4 - Standard Character Mark

