



BRAND
GUIDELINES





Since 2001, RECORE has been supplying on-site energy solutions for municipalities, C&I's, distribution utilities, and government agencies, specializing in standby emergency power generation to meet the needs of our partners. Numerous entities seeking to achieve intermittent or long-term grid independence, rely on RECORE emerging technologies to sustain their critical infrastructure and operations. Regardless of your energy needs, RECORE has the solutions available to make your energy supply resilient.

RECORE creates customized solutions for our partners that simplify managing and saving energy. First, our unique asset deployment programs help our partners obtain robust solutions without the traditional heavy capital costs of ownership. If this interests you, you will want to learn more about our leasing and energy-as-a-subscription (EaaS) models. RECORE's suite of solutions also provides for expert servicing of client owned assets that are already deployed, investment in renewable projects of all shapes and sizes, and assisting clients in the procurement of standby and renewable energy assets.

HOW WE ARE ENERGIZED

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Mission & Vision

MISSION:

RECORE's mission is to help people and organizations change the way the world is energized through innovative and collaborative partnerships to achieve principled and resilient energy solutions.

VISION:

To become a nationally recognized leader and trusted partner in the energy solutions industry.

FIVE Key Principles

Principled - To place integrity in the forefront to become a trustworthy and dedicated partner.

Innovative - To leverage new and emerging technologies to creatively pioneer mutually beneficial opportunities while improving resiliency.

Resilient - The ability to foresee and mitigate disruptions while continuously safeguarding people, assets and overall brand identity.

Collaborative - A collective commitment to purposefully and innovatively achieve excellence in changing the way the world is energized.

Sustainable - A principled approach to protect the environment through conscious partnerships and preservation of future generations.

Personality

RECORE Personality:

Sincere - We strive to be loved by our customers and partners through our straightforwardness and trustworthiness. RECORE is all about providing a principled, transparent, and collaborative experience, to promote our company and what it offers. We are honest, genuine, wholesome, warm, real, cheerful, and friendly.

Competence - We want our customers and partners to choose us when they want a job done well and to a high standard. We are industry leaders and showcase our commitment to lead this industry with quality. We are reliable, intelligent, successful, innovative, experienced, and hard-working.

Sophistication - We combine hometown with superiority. RECORE signifies the lifestyle their customer wishes to have up-to-date solutions with sustainable superiority. We are sustainable, classy, and timeless.

About the Company

20 years ago, we developed RECORE because we were confident we could deliver the American dream of energy reliability for residential and commercial ownership across the nation. When we began, there was a small group of four with big dreams. We were inspired every day to do our best for our current and potential customers, and because of customers like you, we have grown to be one of the largest private dealer standby power providers in the Mid-Atlantic region - and we are continuing to expand.

We are serving more than 10,000 customers, lowering energy payments, providing jobs, and investing in neighborhoods and communities nationwide.

We have grown from four founding employees with a dream to a team of over 30, because we never stopped believing in you.

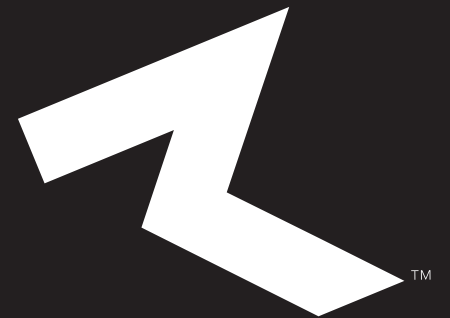
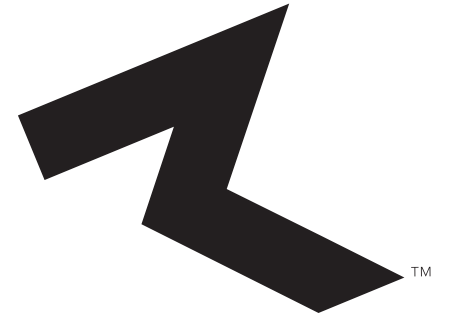
We know how important it is that everyone has energy.

We know what it means to be resilient.

At RECORE, we work every day to change the way the world is energized.



RECORE Logo



Sector Identification



CMYK: 77, 39, 58, 18

RGB: 64, 112, 103

PMS: 555 C

HEX: #407067



CMYK: 7, 76, 100, 1

RGB: 255, 96, 38

PMS: 021 C

HEX: #E16026

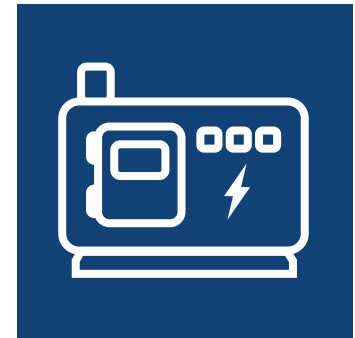


CMYK: 100, 83, 27, 12

RGB: 26, 65, 118

PMS: 2736 C

HEX: #1A4176



Sector Identification (cont.)



CMYK: 5, 48, 100, 0
RGB: 237, 149, 34
PMS: 138 C
HEX: #ED9522



CMYK: 0, 0, 0, 40
RGB: 167, 169, 172
PMS: 422 C
HEX: #A7A9AC



CMYK: 55, 12, 100, 0
RGB: 132, 175, 64
PMS: 2286 C
HEX: #84AF40



Typography

PRIMARY TYPEFACE

Avenir Next LT Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Avenir Next LT Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Avenir LT Std 35 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

SECONDARY TYPEFACE

Helvetica LT Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Helvetica LT Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz