

Brand Guide

Identity, positioning, voice, imagery, and implementation

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A better home for every device.

Institutional charging furniture for schools, higher education, healthcare IT, libraries, and shared fleets. Warm architectural surfaces meet secure, mobile, serviceable device organization.

NAME SCREENED	PRE-PRODUCTION PRODUCT	SAFETY-GATED
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AlderGrid passed an initial exact-name federal trademark and .com registry screen; formal common-law clearance remains required. Product images are concept renderings. Exact capacity and construction are controlled by the Rev A technical specification. No third-party certification is claimed.

Brand position

AlderGrid is institutional charging furniture: a warm, composed exterior wrapped around secure, mobile, serviceable device organization. It is neither decorative residential furniture nor an anonymous steel utility cart.

Element	Rev A decision	Reason
Audience	School leaders, IT, facilities, procurement, campus operations, healthcare IT	Multiple stakeholders must trust the same object.
Promise	A better home for every device.	Human benefit first; charging remains the product function.
Difference	Furniture presence + commercial serviceability	Avoids false choice between institutional durability and warm interiors.
Commercial posture	Calm, credible, pilot-first	Do not outrun certification, operational validation, or formal brand clearance.

Positioning statement

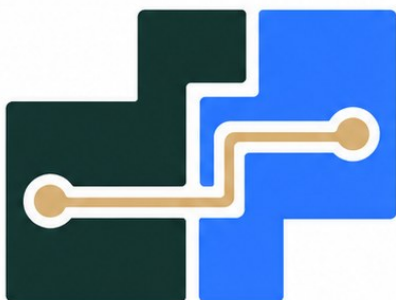
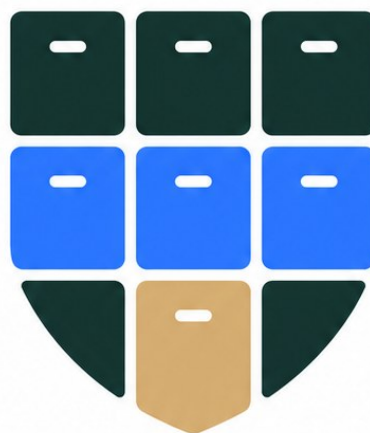
For institutions managing shared laptops and tablets, AlderGrid is a modular family of mobile charging furniture that creates a secure, organized, serviceable home for every device—without making the room feel like a storage cage.

Proof hierarchy

1	Shared modular platform	Ten capacities across Nook, Class, and Fleet families.
2	Controlled charging architecture	Included cables, isolated steel power bay, service zones, and third-party release gate.
3	Institutional furniture language	Maple shell, forest doors, black steel core, blue cable accents.

Identity exploration and selection

Four genuinely different symbol families were explored. The selected direction is the upper-left open-cabinet mark because it communicates the category in one glance and remains legible at small sizes.



Selected identity



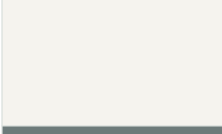
The open cabinet + power path

Twin doors create the architectural silhouette. The maple bolt identifies energy without turning the brand into a generic electric-utility icon. The center seam carries a restrained blue power-path accent in digital applications.

Use	Rule
Primary logo	Mark plus AlderGrid wordmark on light backgrounds.
Symbol	Use alone for favicons, social avatars, product badges, and small hardware labels after formal clearance.
Clear space	Keep at least one door-width of empty space on every side.
Minimum size	Symbol: 20 px digital / 0.28 in print. Full logo: 120 px digital / 1.65 in print.
Do not	Stretch, rotate, add effects, recolor individual doors, place on busy images, or add certification marks.

Color system

The palette separates warmth, trust, and action. Forest and maple carry the identity; blue is deliberately scarce so charging cues and interactive actions remain visible.

	Forest Ink #17312D	Primary brand, headlines, hardware
	Maple #D6B27A	Warmth, identity spark, material story
	Volt Blue #2F6BFF	Cable/interface accent, links, actions
	Cloud #F5F3EE	Backgrounds and quiet product space
	Steel #6D7A7A	Secondary text and technical context

Accessibility

Use Forest Ink on Cloud or white for primary copy. Use white on Forest for reversed sections. Volt Blue is an action color; pair it with bold text, underlines, shapes, or icons rather than relying on color alone. Maple supports large surfaces and accents but should not carry small white text.

Typography

Role	Recommended family	Treatment
Display	Modern grotesk such as Arial/Helvetica/Inter	Bold, tight letter spacing, short lines, sentence case.
Body	Same family in regular weight	Plain language, generous leading, measurable claims.
Technical	Same family with tabular figures where available	Keep dimensions, SKUs, ratings, and status visible.

Voice and messaging

We are	We sound like	We avoid
Calm	"A better home for every device."	Hype, exclamation points, miracle claims
Competent	"Included cables. Isolated power bay. Controlled service zones."	Vague "premium quality" language
Institutional	"Built around shared fleets and real procurement."	Consumer-gadget slang
Safety-conscious	"Final ratings remain subject to NRTL review."	Unreleased certification claims
Human	"Devices belong somewhere better."	Cold engineering copy as the only story

Naming architecture

Nook = compact 12–16 bay furniture. Class = two-tier 20–36 bay institutional core. Fleet = three-tier 40–48 bay high density. Product names combine the family and exact bay count; SKUs use AG-N, AG-C, and AG-F prefixes.

Message ladder

Headline: Devices belong somewhere better.

Promise: A better home for every device.

Functional proof: Fully assembled, included USB-C leads, three-point locking, 5-in mobility, serviceable steel power bay.

Status truth: Rev A pre-production; final components and ratings subject to engineering and NRTL review.

Imagery system



Product heroes

Use a consistent three-quarter open-door studio view on an off-white seamless background. Preserve maple shell, forest doors, black steel internals, blue cable accents, matte black hardware, and soft grounded shadows.

Lifestyle scenes

Place an approved product anchor in a clean, contemporary institution before occupants arrive. Show a safe parked condition with no trip hazards. Use negative space for messaging. Never imply clinical suitability, certification, or a use case the product has not passed.

Exact-content rule

Native generative images are marketing concepts, not geometry evidence. Bay count, dimensions, labels, certification status, and specifications must come from deterministic drawings and text.

Implementation checklist

Asset	Ready when
Logo	Correct selected mark, clear space, approved colors, no certification badges, formal name clearance tracked.
Product page	Exact SKU, capacity, dimensions, planned MSRP, image disclaimer, and safety status are visible.
Ecommerce image	Approved material language, no invented readable text, no altered claims, sufficient negative space.
Technical document	Revision, pre-production status, release gate, and deterministic dimensions appear on every page.
Sales copy	Explains the human value, names functional proof, and avoids unearned certifications.
Healthcare use	“Healthcare IT” and “outside patient vicinity” boundary remains explicit until specialist review.

Ownership and status

This guide is the Rev A creative source of truth. Update it when formal brand clearance, production photography, certification, component ratings, or product finishes change. Do not let dealer copy or marketplace templates silently overwrite the status language.