



# Brand Guidebook

# EVXchange

EVXchange is Canada's first owner-to-owner EV charging marketplace exchange.



## Find. Plug. Go.

EVXchange connects EV drivers with charging stations while helping EV owners to monetize their driveway, making it faster, easier, and more affordable to power up anywhere.

A close-up photograph showing a person's hand holding a silver smartphone. In the background, a white electric vehicle is connected to a charging station, with a black power cable and a white connector visible. The background is slightly blurred, showing some autumn-colored trees.

# Canada's Electric Vehicle Charging Exchange

EVXchange is Canada's first owner-to-owner EV charging marketplace.

- **For Drivers:** Instantly find, book, and pay for nearby chargers based on location, availability, and price — with transparent listings and trusted host reviews.
- **For Hosts:** Monetize your driveway by turning an idle home or business charger into a source of extra income. List on EVX and set your own pricing and availability, or trade charge for charge.
- **For Canada:** Expand charging access faster by combining visibility into government-supported public chargers with a country-wide network of EV owners and their private chargers.

# Our Vision

To be Canada's most trusted and widely used electric vehicle charging exchange, connecting EV owners to convenient, affordable, and reliable power anywhere they go.

# Our Mission

To make EV charging simple, seamless, and accessible by empowering Canadians to share their home and business chargers, helping EV owners save time, reduce costs, and support a cleaner future.



# Our Values



## Convenient

EV charging made simple, fast, and available wherever and whenever you need it.



## Local

Connecting Canadian EV owners to share chargers and support each other in their own community and beyond.



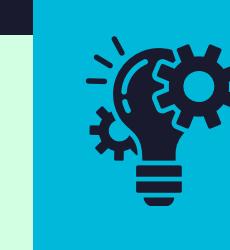
## Sustainable

Committed to a cleaner future by promoting greener transportation choices.



## Transparent

Honest communication, fair pricing, and a secure platform on which Canadians can rely.



## Innovative

Leveraging smart technology to create seamless and efficient charging experiences.

# Targeting

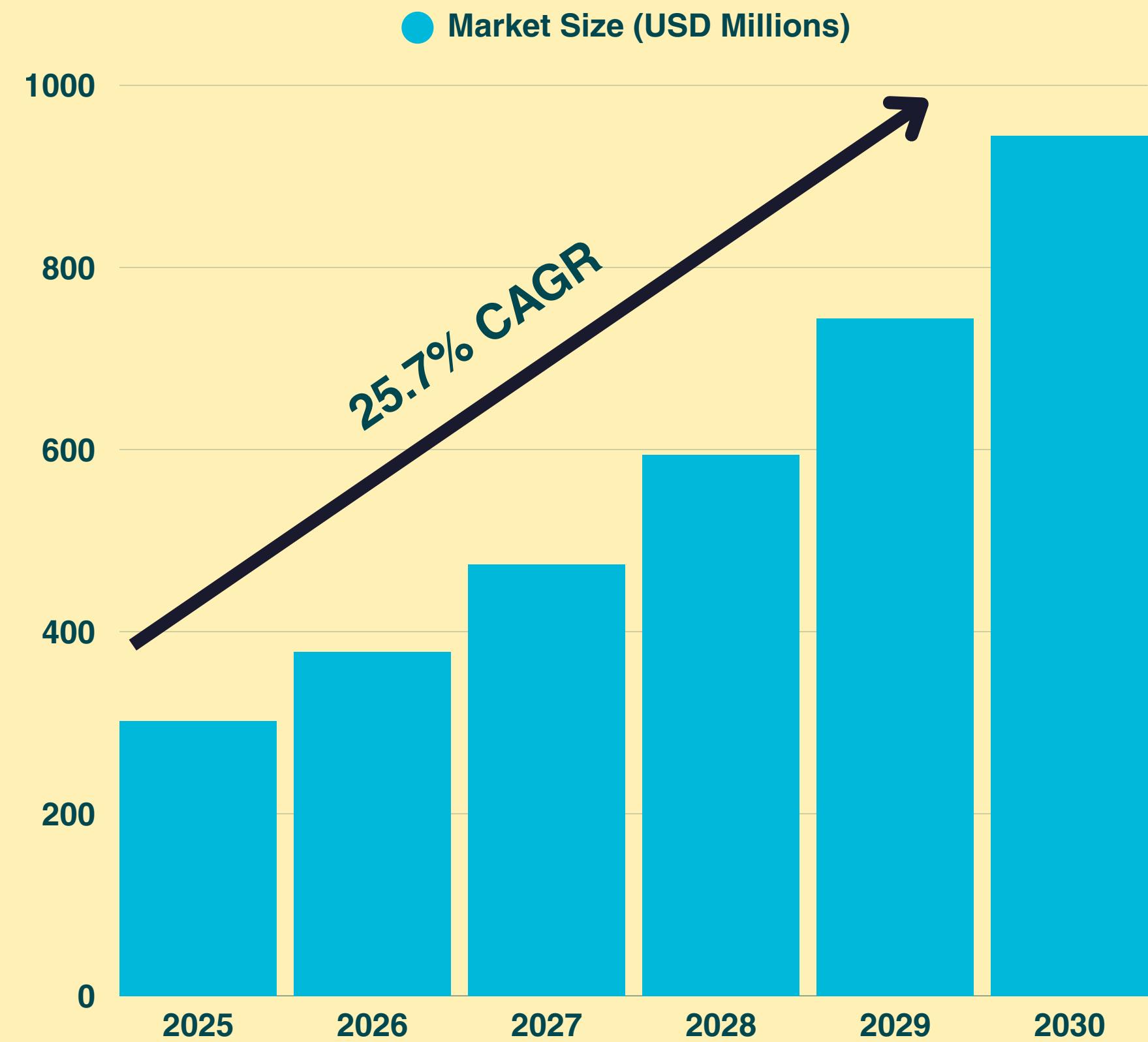
Quebec, Ontario, and British Columbia together are our biggest opportunity, representing **nearly 45% of new zero-emission vehicle sales** in Canada.

With **adoption rising 30%+ YOY**, Canada's EV charging market is valued at **USD 240.8 million** in **2024**, projected to reach **USD 944.5 million** by **2030** at a **CAGR of 25.7%**.

Canada Opportunity Rank by Province (1 = Highest Priority)



## EV Charging Market Growth 2025-2030



# Value Proposition

EVXchange is Canada's first owner-to-owner EV charging marketplace connecting EV drivers with charging stations while helping EV owners to monetize their driveway, making it faster, easier, and more affordable to power up anywhere.



**90%**  
**Availability**

of locally owned charging stations

Unlocking Underutilized  
Charging Assets

Convenience and Reliability

**36%**  
**YOY EV Sales**

increase across Canada in 2024

Expanding Charging Access Faster  
Than Public Builds

Localized Canadian Platform

**72%**  
**Preference**

for flat rate per KWH pricing

Transparent, Flexible Pricing  
for Drivers & Owners

Scalable Marketplace Economics



# Brand Tone

- **Friendly:** Approachable and warm, EVXchange is a helpful guide that's easy to talk to.
- **Tech-Savvy:** Confident and modern, EVXchange embraces cutting-edge technology.
- **Eco-Conscious:** Passionate about sustainability, we champions green energy and a cleaner future.
- **Clear:** Communications from EVXchange are straightforward and jargon-free.
- **Helpful:** Always ready to support and simplify the user's journey, our goal is to remove friction.

# Logo



**EVXCHANGE**  
CANADA'S ELECTRIC VEHICLE CHARGING EXCHANGE

# Typography

Regular

SemiBold

# Helvetica

- **Headings:** Bold, clean sans-serif with strong presence, as in our logo.
- **Body text:** Simple, highly readable sans-serif with slightly softer weight.
- Use consistent hierarchy with clear spacing to ensure easy reading and scanning on screens and print.

AaBbCcDdEeFfGgHhIiJjK  
kLIMmNnOoPpQqRrSsTt  
UuVvWwXxYyZz  
1234567890\_+<>';[]~?\${}\*^

# Color Palette

Fresh, modern colours grounded in both nature and technology:

- **Base colour:** Modern, trustworthy, and tech-focused
- **Primary colors:** Vibrant and eco-friendly, representing clean energy and growth
- **Secondary colors:** Bright and fresh, adding energy and contributing to tech vibes

Caribbean Sky

Hex: #00B8D9

Aero Blue

Hex: #D2FEE1

Midnight Moon

Hex: #1A1A2E

Lavender Light

Hex: #D4C4FD

Banana Mania

Hex: #FFF0B5

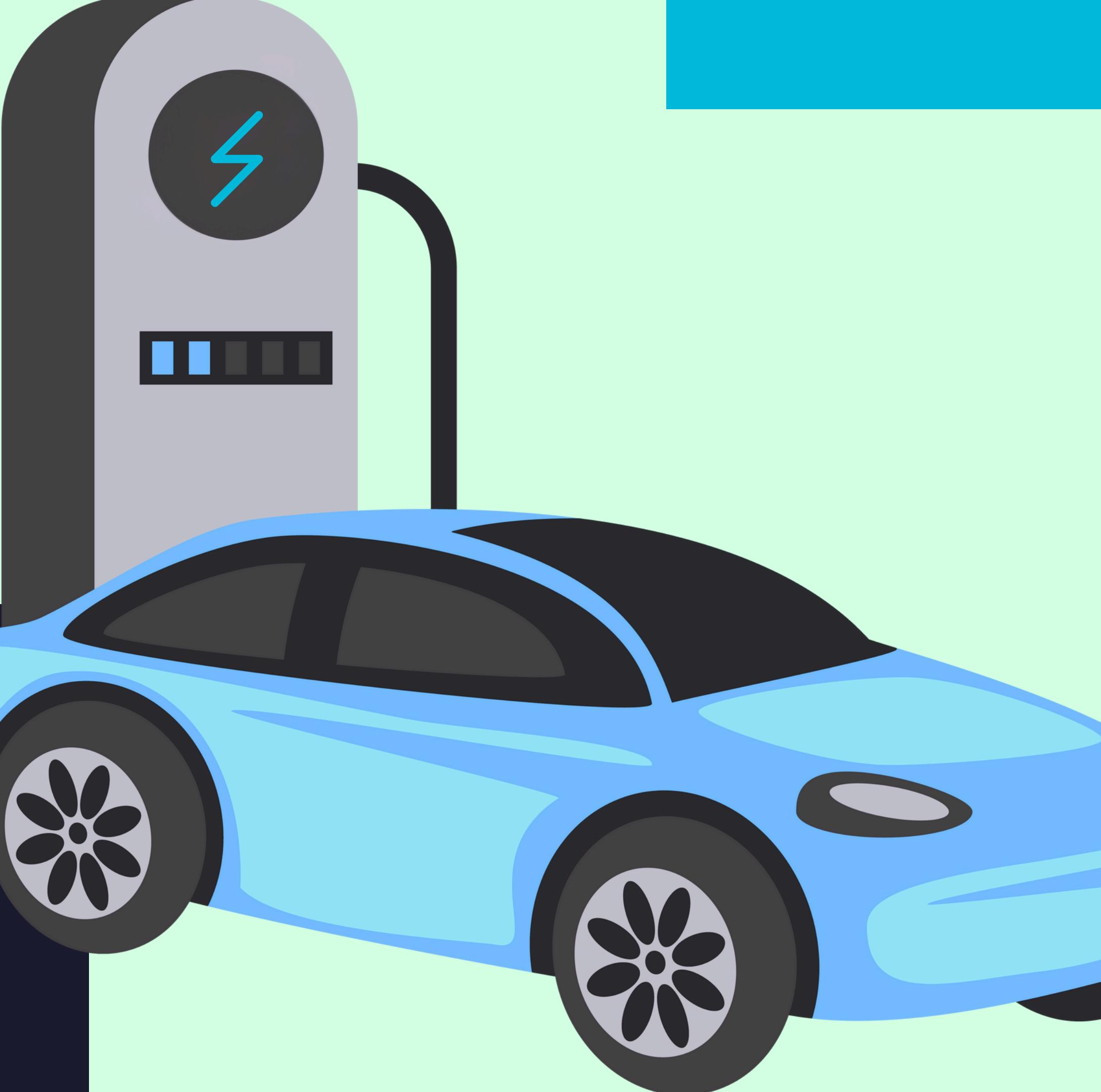
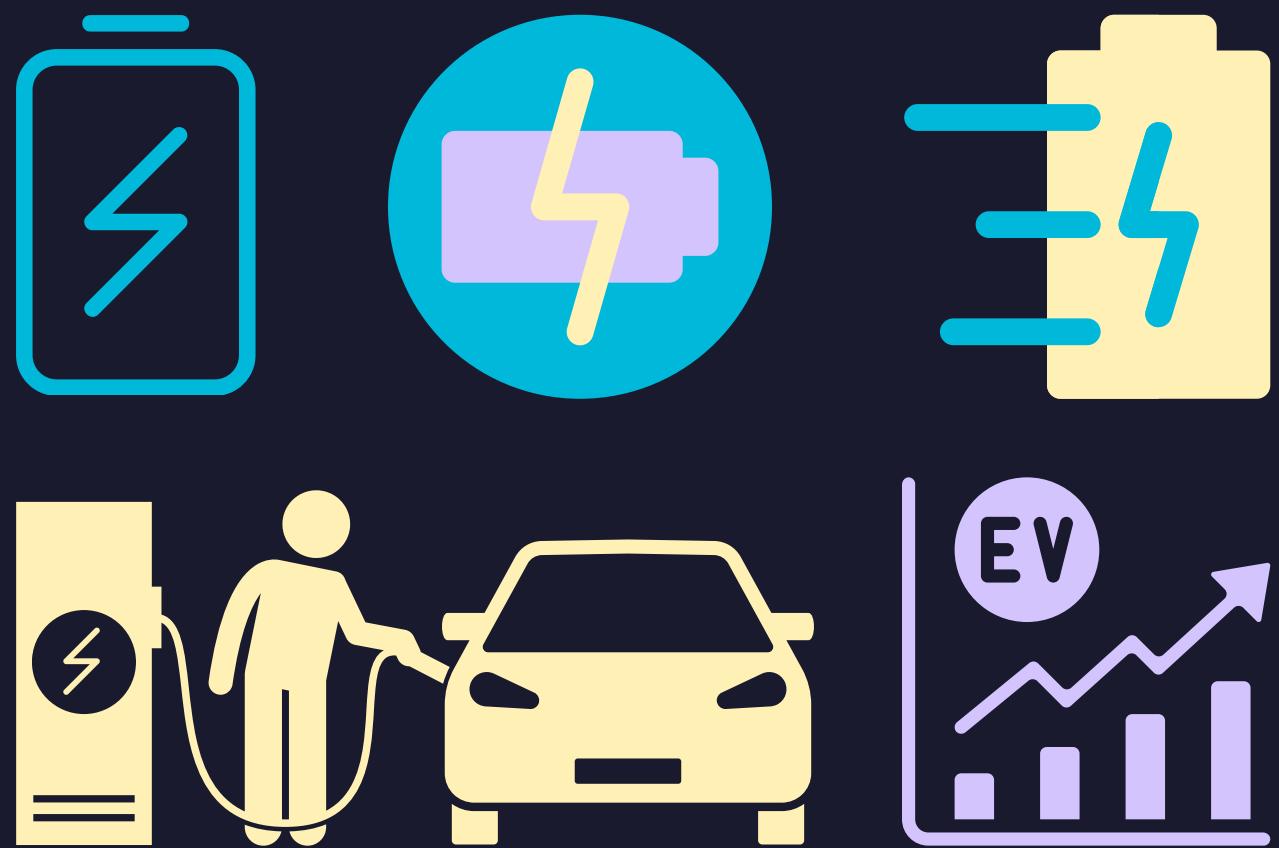


# Imagery Style

- **Realistic yet optimistic** shots of EV drivers charging in everyday settings: home driveways, workplace lots, road trips in nature.
- **Diversity in people**, EV models, and environments to reflect inclusivity across Canada.
- **Emphasize light**, natural daylight, and clean environments.

# Illustrations & Iconography

- Minimalist, line-based icons for UI and marketing — chargers, cars, maps, power symbols.
- Simple infographics to explain how the owner-to-owner marketplace works.
- Use brand colors with consistent “lightning bolt” from the logo for cohesion.





# Contact

## WEBSITE

[www.evxchange.ca](http://www.evxchange.ca)

## LINKEDIN

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