

ENERDRAIS

BRAND GUIDELINES

ABOUT

Enerdrais is a clean energy and mobility company reimagining how cities are powered. We believe that the future of urban energy will not rely solely on distant power plants or massive infrastructure, but on the collective impact of everyday human movement. By integrating energy-generating technology into bicycles and active mobility systems, Enerdrais transforms ordinary motion into decentralized, usable power for cities. Our work sits at the intersection of engineering, design, and urban life. We build intelligent systems that capture energy, measure impact, and connect people to the cities they move through. Every ride becomes data. Every movement becomes contribution. Every user becomes part of a larger energy network. Enerdrais is driven by the idea that meaningful change does not require extraordinary effort. It is created through small, repeated actions that quietly reshape the systems around us. When people move, cities can power themselves. We design with purpose, guided by sustainability, accessibility, and real-world impact. Our goal is not only to reduce emissions, but to redesign urban energy from the ground up — making it participatory, human-centered, and scalable. Enerdrais exists to turn movement into power, and cities into living energy systems.

2025



2025

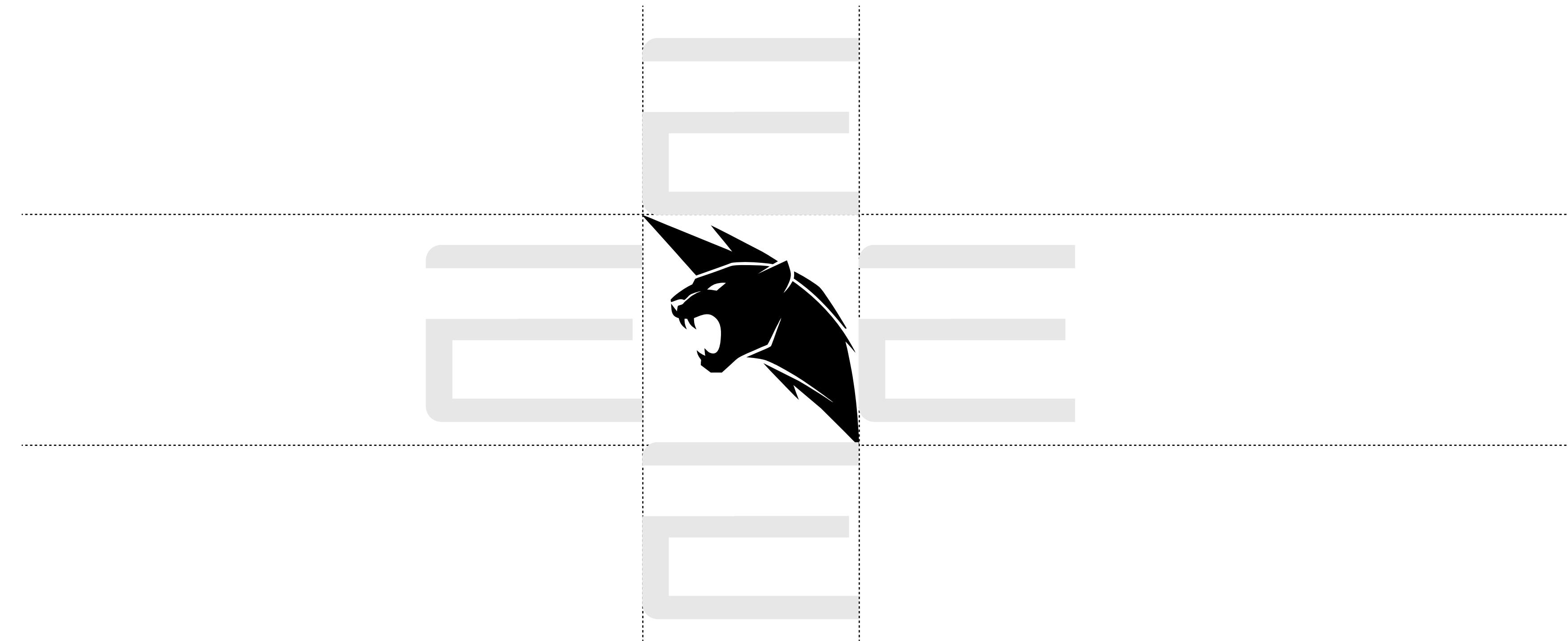
SINGLE-LINE LOCKUP

The Enerdrais logo represents strength in motion, intelligence, and controlled power. At its core, the symbol is built around a stylized jaguar, an animal historically associated with energy, agility, precision, and dominance within its environment. The jaguar reflects Enerdrais' belief that power does not need to be loud or excessive — it must be efficient, intentional, and adaptive. The sharp, angular geometry of the mark conveys engineering, technology, and forward momentum, reinforcing Enerdrais' role as a system designer rather than a traditional energy brand. The forward-facing posture suggests progress, movement, and leadership, while the minimal form ensures clarity and scalability across digital, urban, and physical environments action.



CLEAR SPACE

The Enerdrais logotype is designed to express precision, stability, and forward-thinking simplicity. Built with clean, modern letterforms, the wordmark reflects Enerdrais' technological foundation and its focus on clarity and accessibility. The structured geometry and balanced spacing convey control and reliability, while subtle custom details introduce a sense of innovation and motion. The logotype is intentionally minimal, allowing it to remain highly legible and adaptable across digital interfaces, urban infrastructure, and physical products. Its restrained design ensures longevity, avoiding trends while reinforcing Enerdrais as a confident, future-oriented brand. The Enerdrais logotype represents a system that is efficient, intelligent, and built to endure — a quiet but unmistakable presence within the urban energy landscape.



2025

JAGUAR LOCKUP

Inspired by the jaguar, the icon represents energy that is agile, efficient, and purposeful. Rather than depicting raw force, the mark communicates controlled strength — power that is intelligent, adaptive, and responsive to its environment, much like Enerdrais' approach to urban energy. The icon's sharp geometry and forward-oriented form convey motion, progress, and technological intent. Each angle and cut is deliberate, reinforcing the idea of engineered performance and system-level thinking. Designed to function independently from the logotype, the icon maintains strong recognition at small scales and across digital, urban, and physical applications. It serves as a visual shorthand for Enerdrais: a brand that transforms human movement into structured, reliable power for cities.

Brand



ENERDRAIS

Signature Blue



ENERDRAIS

Primary Black



ENERDRAIS

LOGO COLOUR

The Enerdrais visual identity is built around three core colors: blue, white, and black. Together, they define the brand's balance between technology, clarity, and strength. Blue represents intelligence, trust, and engineered energy. It reflects Enerdrais' technological foundation and its connection to data, infrastructure, and smart urban systems. Blue communicates stability and confidence, reinforcing the idea that Enerdrais is designed to operate at a city scale. White provides openness, clarity, and accessibility. It creates space for the brand to breathe and ensures that information remains clear and human-centered. White reflects transparency and simplicity, supporting Enerdrais' belief that sustainable technology should feel intuitive and approachable.

Do not stretch or manipulate logo



ENERDRAIS

Do not use colours outside of colour palette



ENERDRAIS

Do not alter the shape of the logo or cut it.



ENERDRAI

LOGO USAGE

Images for guidance

To protect the integrity and consistency of the Enerdrais identity, the logo must always be used as intended. Any alteration that affects its clarity, proportions, or visual meaning weakens brand recognition and should be avoided.

The Enerdrais logo must not be modified, distorted, or redrawn. Do not change its proportions, rotate it, stretch it, or compress it in any direction. The logo should always maintain its original structure and alignment.

Do not alter the logo's colors outside of the approved brand palette. Avoid applying gradients, shadows, outlines, textures, or visual effects that are not part of the official identity system.

Pure White

01 HEX FFFFFF

Soft White

02 HEX F7F8F9

Mist Grey

03 HEX E6EDF2

Glacier Blue

04 HEX D1E4F3

Core Navy

05 HEX 223C67

2025

True Black

06 HEX 010101

COLOURS

The Enerdrais color palette is designed to express clarity, intelligence, and urban energy in balance. The lighter tones establish a sense of openness, cleanliness, and accessibility. They reflect transparency, simplicity, and the idea that sustainable technology should feel approachable and integrated into everyday life. These colors provide visual breathing room and support readability across digital and physical applications. The cooler blues introduce a layer of calm precision and technological confidence. They communicate trust, stability, and data-driven intelligence — reinforcing Enerdrais' role as a system-oriented brand grounded in engineering and analytics. The deep navy and black anchor the palette with strength and seriousness. These tones represent infrastructure, reliability, and long-term impact, ensuring the brand feels solid, credible, and built to endure at a city scale.

COLOURS

The Enerdrais gradient represents the transition from raw potential to usable energy. Moving from deep, grounded tones to lighter, open hues, the gradient visually expresses transformation, flow, and progress. It reflects the journey from human effort to structured power, from movement to measurable impact. The smooth, controlled transition reinforces Enerdrais' approach to technology: precise, engineered, and intentional. The gradient is never abrupt or decorative; it exists to communicate continuity, scalability, and system-level thinking.

Almaray

Light
Regular
Medium
Bold

2025

GENERAL USE FONT

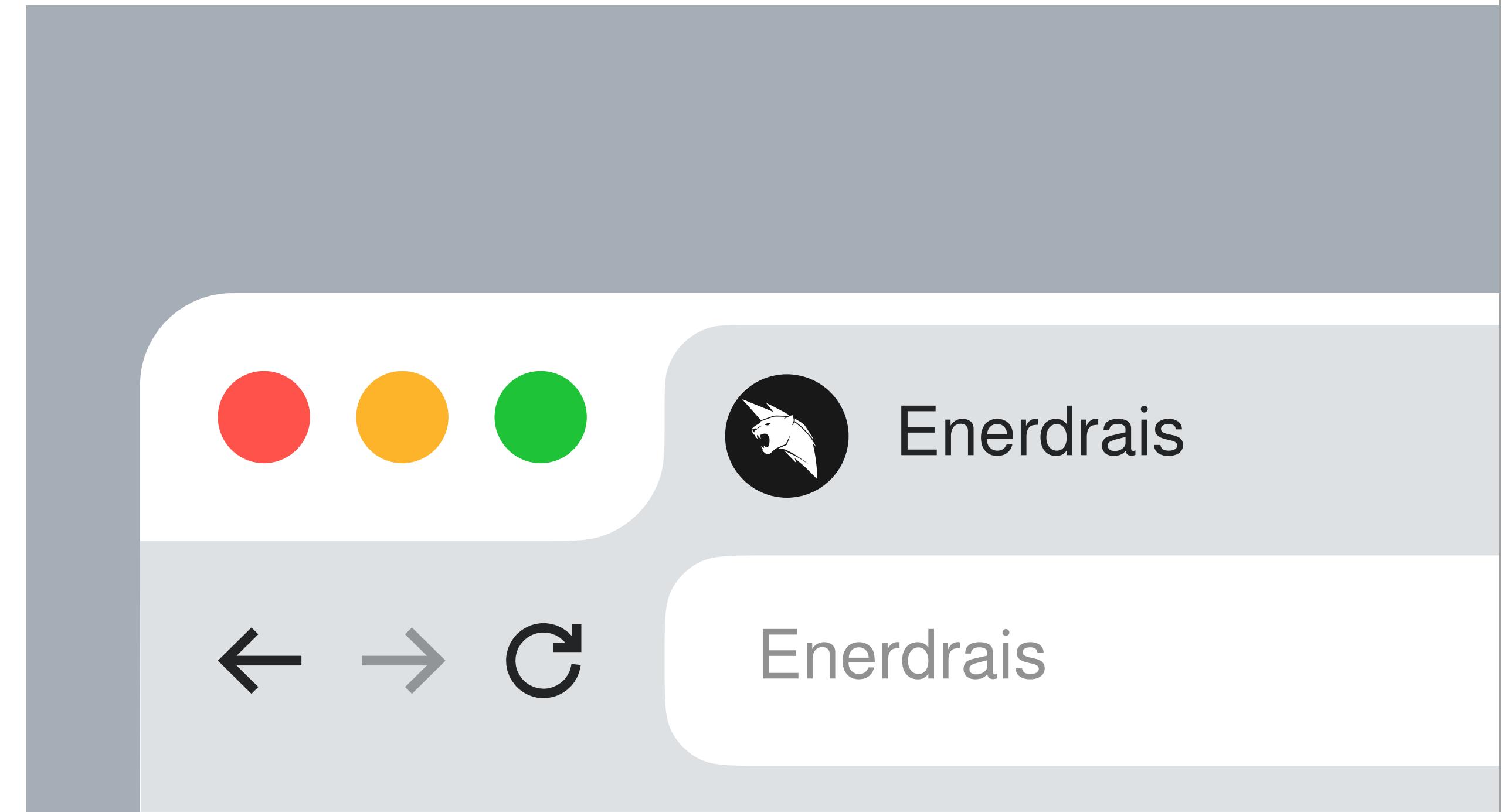
Almaray is the primary typeface of Enerdrais. It reflects clarity, modernity, and engineered simplicity. With its clean geometric structure and balanced proportions, Almaray communicates precision and technological confidence without feeling rigid or impersonal. Its rounded forms soften the technical character, reinforcing Enerdrais' human-centered approach to innovation. The type family's range of weights — from Light to Bold — allows for a flexible and consistent typographic system. Lighter weights support clarity and readability in long-form content, while bolder weights provide emphasis and hierarchy in headlines, data highlights, and key messaging. Almaray performs reliably across digital interfaces, environmental applications, and physical products. Its legibility at both large and small scales ensures consistency across urban infrastructure, dashboards, and brand communications.



LOGO APPLICATIONS



They serve as a bridge between concept and application, showcasing how the identity system performs across urban infrastructure, digital interfaces, mobility products, and communication materials. Mockups should always feel grounded in reality, reflecting actual use cases rather than abstract or overly stylized compositions.



LOGO APPLICATIONS

Visuals should prioritize clarity, scale, and context. The Enerdrais identity must appear integrated into the environment — on bicycles, charging stations, signage, dashboards, and public spaces — reinforcing the idea that the brand is part of the city's infrastructure. Mockups should emphasize function over decoration. Lighting, perspective, and composition must support legibility and system coherence, allowing the logo, typography, and color palette to remain clear and consistent.

ENERDRAIS

THANKS