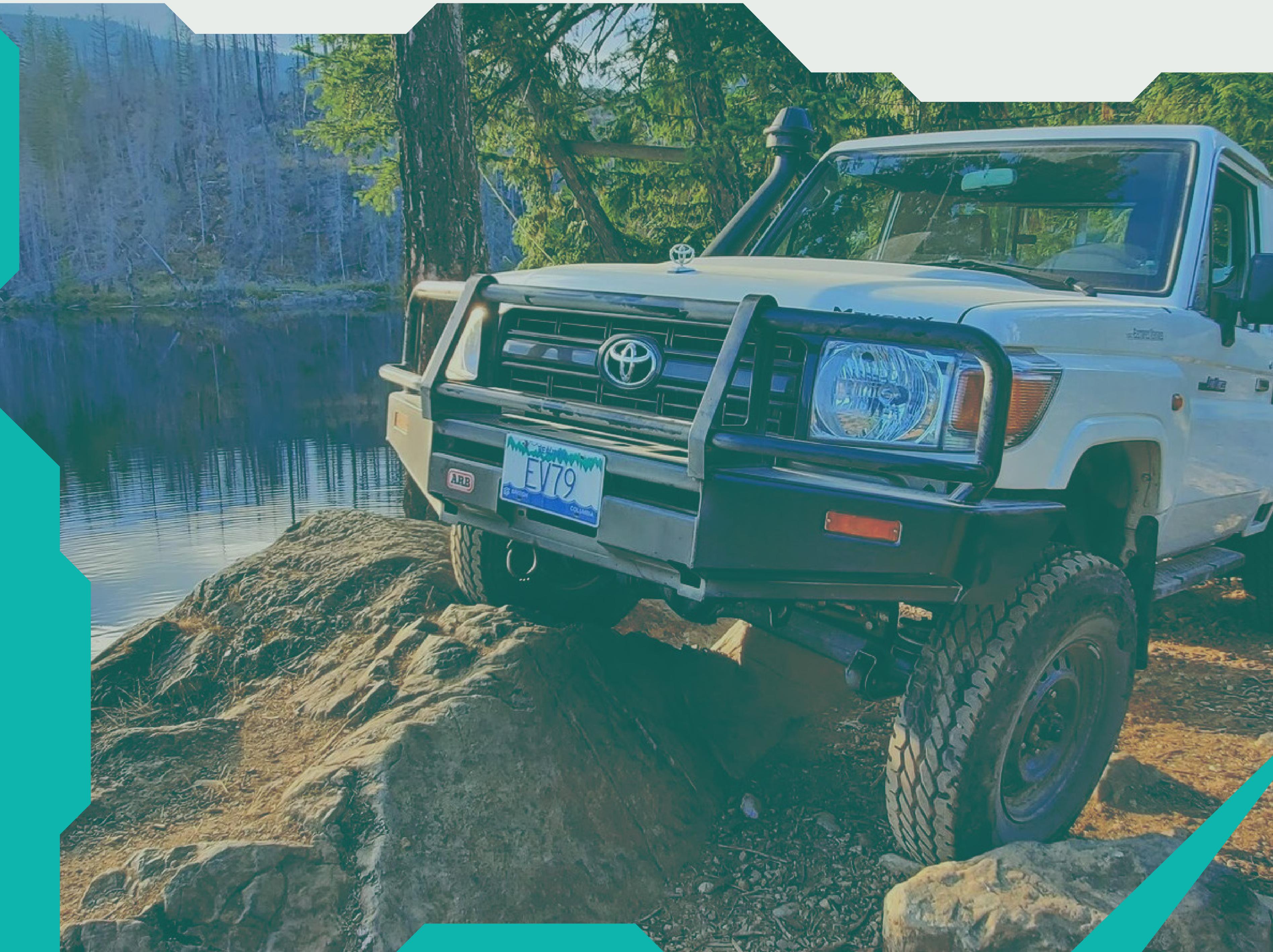


**EMISSION**

**BRAND  
GUIDE  
2023**



# Our Logo

The Emission logo was designed to be used as described within these guidelines. Consistent application of the logo will allow us to be identifiable and to stand out among competitors.

This guide should be used as a reference for the internal communications team, vendors and others who are authorized to work with Emission's visual identity.

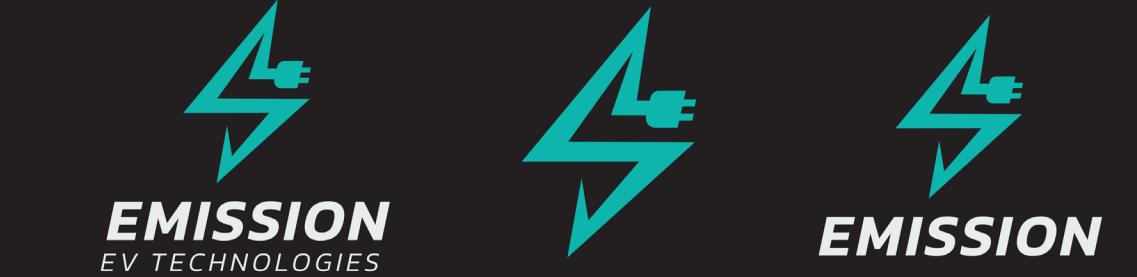
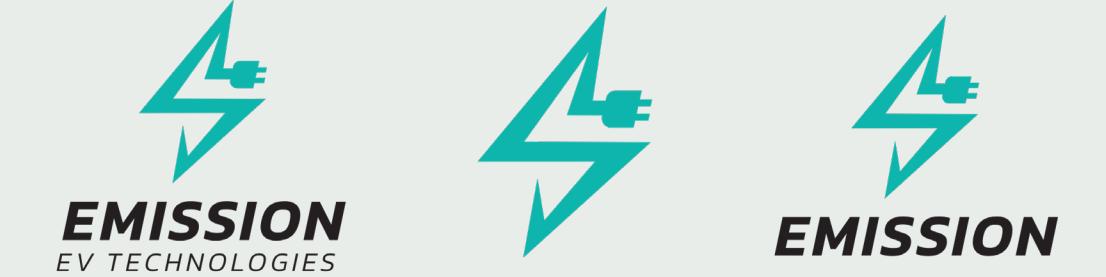


# Variations

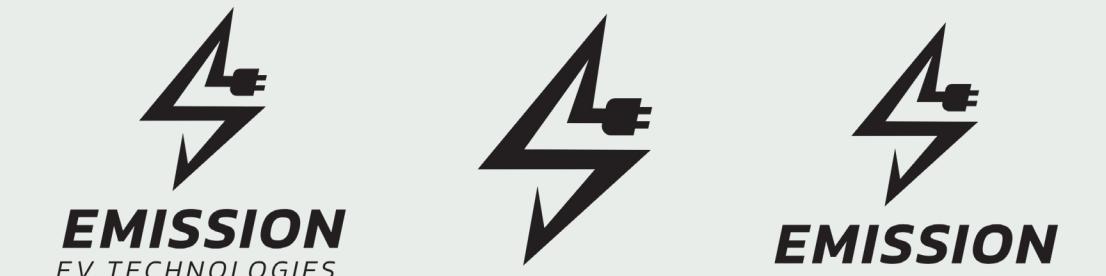
Ideally, in most scenarios the logo used should be a version that contains the accent colour **Light Sea Green**, shown at the top as the main versions.

In cases where the accent colour does not provide good legibility against the background in use, then one of the secondary monochromatic versions should be used instead.

Main Colour Variations



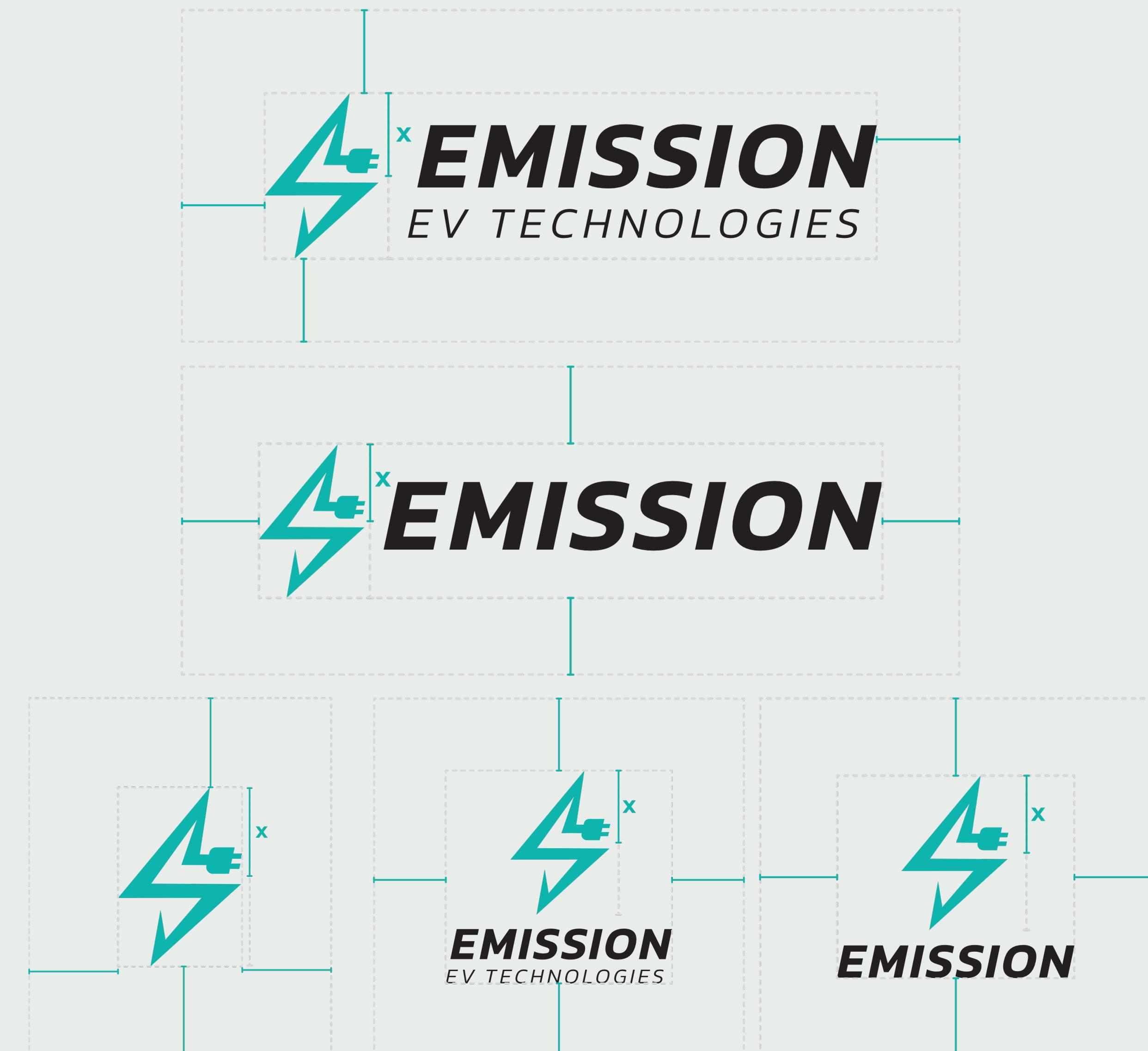
Secondary Colour Variations



# Safe Area

To ensure clarity, all applications should consider a safe area clear of text, icons or other elements that might interfere with the logo for Emission.

The minimum distance is the **half the height of the icon**, as shown here across different logo variations.



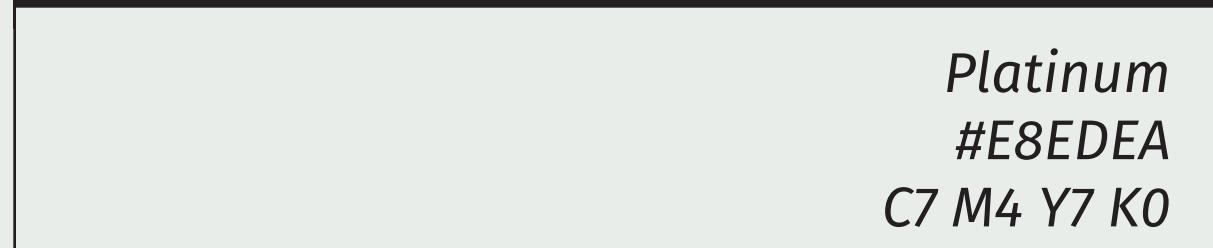
# Colours

The primary colours for Emission are **Raisin Black (#231F20)** and **Platinum (#E8EDEA)**, which are present in the logo and are to be used extensively for texts and simple backgrounds.

**Light Sea Green (#0EB5AD)** is the brand's accent colour and besides being an important part of the main applications of the logo, the colour also functions as a great way to highlight icons, brief pieces of text, and backgrounds.

The secondary colours are **Harvest Gold (#EEA404)** and **Cerulean (#1C6C82)**, and they can be used for backgrounds, details such as lines and arrows, and small pieces of text. The main purpose of these two colours is to support and enhance the primary and accent colours, as opposed to overtaking them.

## Primary Colours

	<b>Raisin Black</b> #231F20 C68 M67 Y65 K74
	<b>Platinum</b> #E8EDEA C7 M4 Y7 K0

## Accent Colour

	<b>Light Sea Green</b> #0EB5AD C74 M3 Y39 K0
---	--

## Secondary Colours

	<b>Harvest Gold</b> #EEA404 C5 M39 Y100 K0
	<b>Cerulean</b> #1C6C82 C87 M47 Y37 K11

# Supporting Imagery

In addition to the colour palette used in Emission's branding, it is recommended to make use of **high-quality photography** to complement and enhance the brand's visual communication.

Professionally taken images of the company's vehicles, photos of roads and close shots of vehicle parts or anything related to electric vehicles are some of the examples of supporting imagery that can be used as part of Emission's visual identity.

These images can be digitally treated as follows:

- A solid colour layer (shade #135C56) with **Lighten** Blend Mode
- Lightened shadows to reduce harsh contrast

This digital treatment is [not mandatory](#) for Emission's visual communication but can be used as a way to enhance photography for special situations such as [covers or backgrounds](#).



# Shape Language

To complement the visual communication for Emission, we also make use of details and frames with straight lines and 45° angles which communicate high-level technology.

These shapes can be used to mask photos as well as to adorn a particular design.



## INVESTMENT OPPORTUNITY

SEPTEMBER 2023

[WWW.EMISSION-EV.COM](http://WWW.EMISSION-EV.COM)



# Typography

There are two typesets to be used within Emission's branding - **Barlow Condensed** and **Fira Sans**, both of which are available within Google's Webfonts and can be used for either print or digital materials.

On the right side, you can see an example of what these fonts would look like in use. These are not strict rules, but should serve as a guide and be adapted depending on factors such as medium type and dimensions.

- For titles, the Barlow Condensed typeface should be used in bolder weights and larger font sizes.
- For subtitles, small quotes and taglines, the Barlow Condensed typeface should be used in lighter weights, all caps and medium font sizes.
- For large bodies of text, Fira Sans should be used in regular weight and smaller font sizes.

Barlow Condensed  
Bold | 74pt

Barlow Condensed  
ALL CAPS  
Light | 36pt

Fira Sans  
Regular | 20pt

## This is a sample title.

FUSCE CONDIMENTUM EGESTAS SUSCIPIT.

In non placerat sapien, eget euismod risus. Nunc ullamcorper sapien lacus, ac iaculis ligula ullamcorper eu. In justo eros, vehicula eget maximus eu, faucibus non arcu. Integer at sodales libero.

Integer tortor erat, fringilla at sem sed, volutpat ultricies lectus. Morbi quis aliquam ex. Nam efficitur eleifend mi vel rhoncus. Aliquam tristique sed sapien dapibus tempor.

Donec pulvinar enim lorem, id tincidunt dolor rutrum id. Praesent metus metus, porta et ante eget, suscipit egestas nisi.

# Common Errors

The logo's shape and colours should not be changed in any way from the official presentations shown in these guidelines. The examples on the side include some (but not all) of the applications that are not allowed to be made.

These examples were made using the full, horizontal version of the logo which includes the tagline, but please note that the same restrictions apply to **any variation** of Emission's logo.



Do not stretch, skew or distort the logo in any way.

Do not change the logo's colours, use gradients or lower its opacity.

Do not incorporate the brand's secondary colours into the logo.



Do not rotate or mirror the logo in any way.

Do not crop any portion of the logo.

Do not change positions, alter the spacing or order of the letters.



Do not add any effects to the logo, including but not limited to shadows, textures and contours.

Do not place the logo against busy or similar-coloured backgrounds.

Do not add text, graphics or any other elements to the logo or the safe area surrounding it.

# Applications

The current and following pages show examples of branding applications using the branding typography, primary and secondary colour palettes and supporting imagery in a variety of ways.



Vehicle Wrap Layout

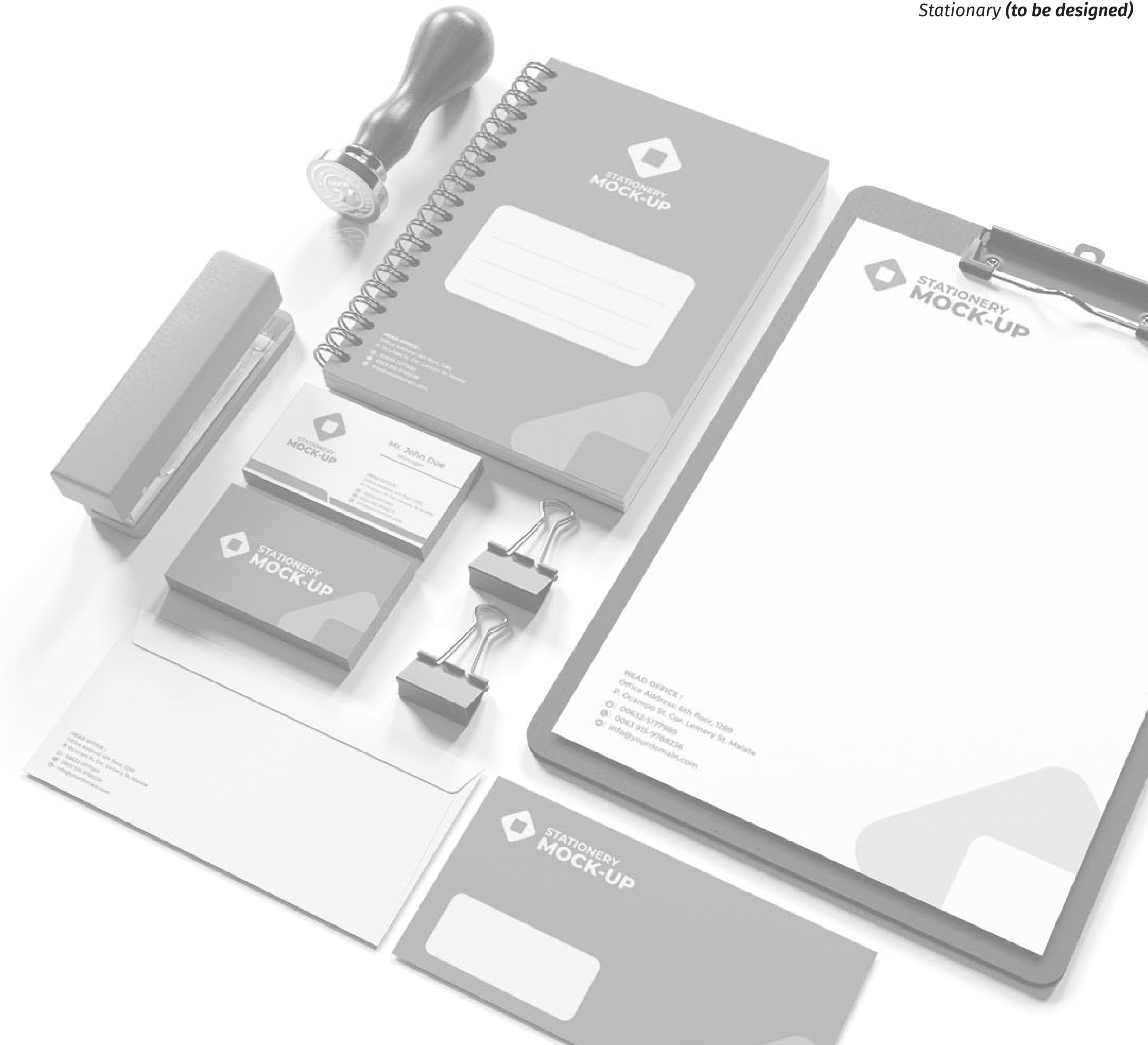


Apparel Designs

*ID Card Design (to be designed)*



*Stationery (to be designed)*



*Tradeshow booth and backdrop (to be designed)*



*Exhibition Tent (to be designed)*



*Vertical Roll Up Banners (to be designed)*

