Our symbol is inspired by the design of the Fuel Cells, representing two of them stacked in series and matching colors like hydrogen and oxygen that provide the energy.
Our logo is comprised by the fuel cells and logotype written in Swiss721 BT and Swis721 Lt BT this is the version of the logo that must be used for main applications.

FuelCellsWorks

Fuel Cells

Logotype

6 x 28 GRID
The stacked version of our logo keeps the proportions between the cells and the logo, is a suitable version when there are space limitations.

15 x 15 GRID
The proportions of our logo have been designed to focus on the greatest aesthetics and readability and ease their alignment with other design elements.
The monochromatic versions of the logo will be used as an alternative in backgrounds where the main logo is not legible.
The monochromatic versions are intended for commercial applications too.
The logo and its elements can only be placed on backgrounds that do not limit their readability. The color, typography and order of the elements must be respected too.
The logo and its elements must not be rotated or altered in their shape, color, order neither its proportion.
Our colors reflect our identity, our main palette is characterized by the blue color in three tones representing the elements used in the fuel cells.

- **CMYK** (73, 4, 3, 0)  
  **RGB** (10, 185, 230)  
  **WEB** #0AB9E6

- **CMYK** (74, 18, 17, 0)  
  **RGB** (60, 165, 195)  
  **WEB** #3CA5C3

- **CMYK** (52, 0, 11, 0)  
  **RGB** (115, 205, 225)  
  **WEB** #73CDE1
Our secondary palette is designed to complement adequately the unity of our brand.

<table>
<thead>
<tr>
<th>CYMK</th>
<th>CMYK</th>
<th>CMYK</th>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td>(0, 0, 0, 20)</td>
<td>(0, 0, 0, 0)</td>
<td>(0, 0, 0, 80)</td>
<td>(0, 0, 0, 100)</td>
</tr>
<tr>
<td>RGB</td>
<td>RGB</td>
<td>RGB</td>
<td>RGB</td>
</tr>
<tr>
<td>(210, 211, 213)</td>
<td>(254, 254, 254)</td>
<td>(96, 96, 98)</td>
<td>(55, 52, 53)</td>
</tr>
<tr>
<td>WEB</td>
<td>WEB</td>
<td>WEB</td>
<td>WEB</td>
</tr>
<tr>
<td>#D2D3D5</td>
<td>#FEFEFE</td>
<td>#606062</td>
<td>#373435</td>
</tr>
</tbody>
</table>
Swiss721 is the basis of our logo in its Bold and Light versions. It can be used in applications next to the logo or main title texts.

Swiss721 BT (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Uppercase Main Logo

abcdefghijklmnopqrstuvwxyz
Lowercase Main Logo

1234567890
Numbers

Swiss721 Lt BT (Light)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Uppercase Secondary Font

abcdefghijklmnopqrstuvwxyz
Lowercase Secondary Font

1234567890
Numbers
The Open Sans family is an alternative font set than can be used for paragraph texts or enhance web compatibility.

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Uppercase Main Logo

abcdefghijklmnopqrstuvwxyz
Lowercase Main Logo

1234567890
Numbers