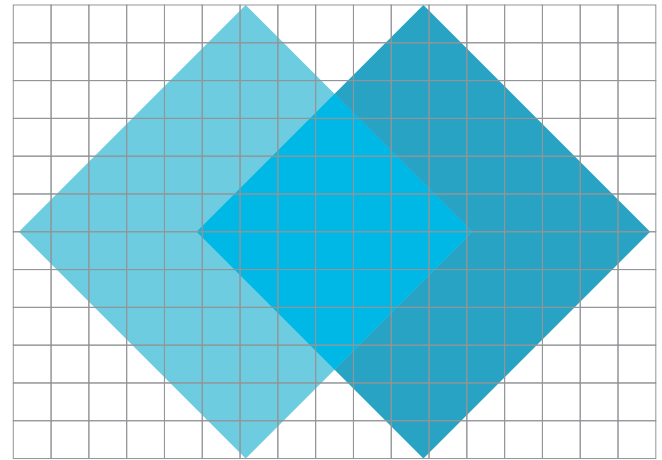
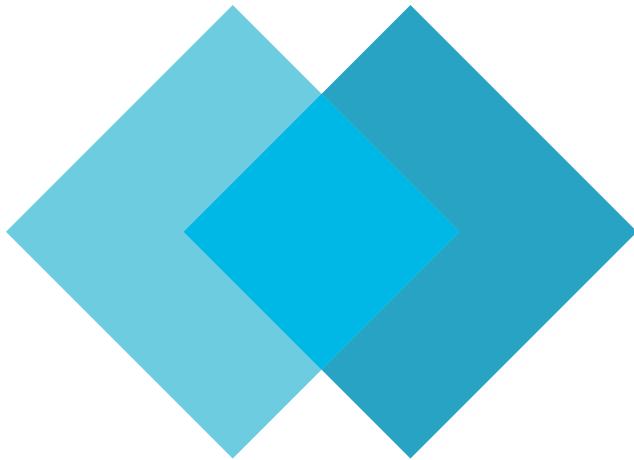


BrandGuidelines





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



12 x 17 GRID



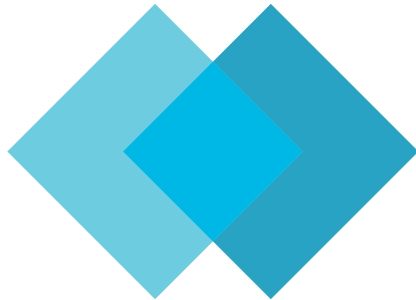
Our logo is comprised by the fuel cells and logotype written in Swiss721 BT and Swis721 Lt BT
this is the version of the logo that must be used for main applications.



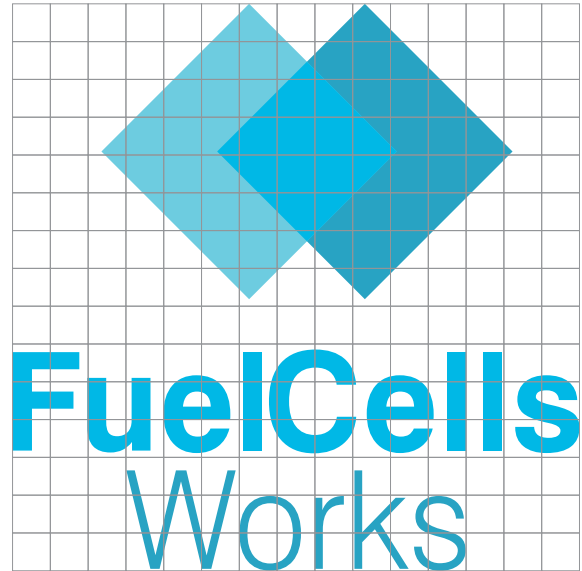
6 x 28 GRID



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



FuelCells
Works

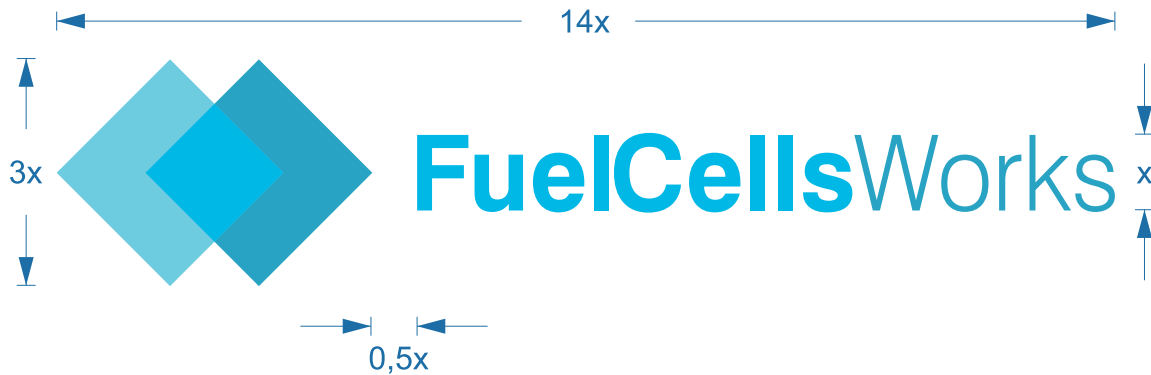


15 x 15 GRID

Logo Construction



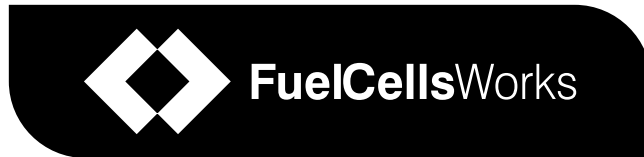
The proportions of our logo have been designed to focus in the greatest aesthetics and readability and ease their alignment with other design elements





Monochromatic

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





Incorrect Use

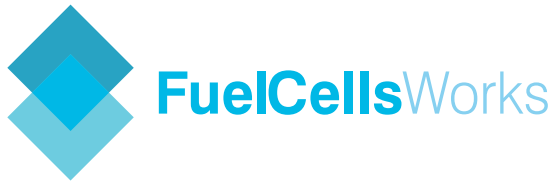
The logo and its elements can only be placed on backgrounds that do not limit their readability,
The color, typography and order of the elements must be respected too..





Incorrect Use

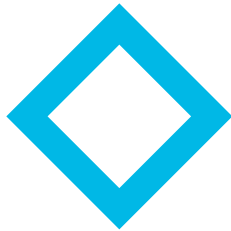
The logo and its elements must not be rotated or altered in their shape, color, order neither its proportion,



Color Palette



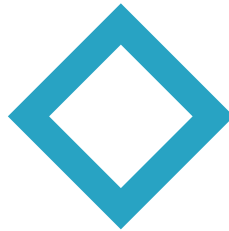
Our colors reflect our identity, our main palette is characterized by the blue color in three tones representing the elements used in the fuel cells



CMYK (73, 4, 3, 0)

RGB (10, 185, 230)

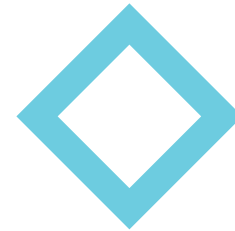
WEB #0AB9E6



CMYK (74, 18, 17, 0)

RGB (60, 165, 195)

WEB #3CA5C3



CMYK (52, 0, 11, 0)

RGB (115, 205, 225)

WEB #73CDE1



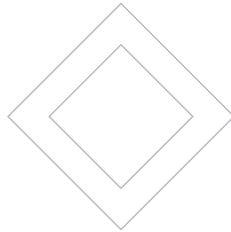
Our secondary palette is designed to complement adequately the unity of our brand



CYMK (0, 0, 0, 20)

RGB (210, 211, 213)

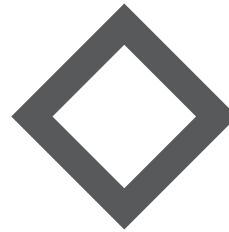
WEB #D2D3D5



CMYK (0, 0, 0, 0)

RGB (254, 254, 254)

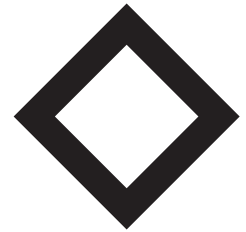
WEB #FEFEFE



CMYK (0, 0, 0, 80)

RGB (96, 96, 98)

WEB #606062



CMYK (0, 0, 0, 100)

RGB (55, 52, 53)

WEB #373435

Typography



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
that can be used for paragraph texts or enhance web compatibility

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Uppercase Main Logo

abcdefghijklmnopqrstuvwxyz

Lowercase Main Logo

1234567890

Numbers

Thank You
