

DESIGN AND BRAND GUIDELINES

USER-CHI / Charging your e-mobility future

USER-CHI

THE DESIGN GUIDELINES

These guidelines describe the visual and verbal elements that represent USER-CHI project identity. This includes our name, logo and other elements such as colour, typography and graphics.

Sending a consistent and controlled message about who we are is essential to presenting a strong, unified image of our project. The USER-CHI, including the logo, name, colours and identifying elements are valuable project assets.

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Logo horizontal

OUR LOGO IS THE KEY BUILDING BLOCK OF THE PROJECT IDENTITY, THE PRIMARY VISUAL ELEMENT THAT IDENTIFIES THE PROJECT.

The logo is presented through the use of colour as well as shape and form.

We have two options for logo: square and horizontal.

The horizontal logo is the principal logo, white logotype on a gradient background.

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact.

01 - principal logo

02 - variation/secondary version of the principal logo

The H height

The “H” height is measured from the top to the bottom of the “H”

01



02



Clear space

Use an “H” height of white space around the logo.



Logo square

THE SQUARE LOGO IS TO BE USED WHEN MORE CONVENIENT, E.G. ON SOCIAL MEDIA PROFILE PICTURES, BANNERS, WEB COMMUNICATION TOOLS, ETC.

01 - version of the square logo

02 - variation/secondary version of the square logo

The H height

01



02



The “H” height is measured from the top to the bottom of the “H”

Clear space

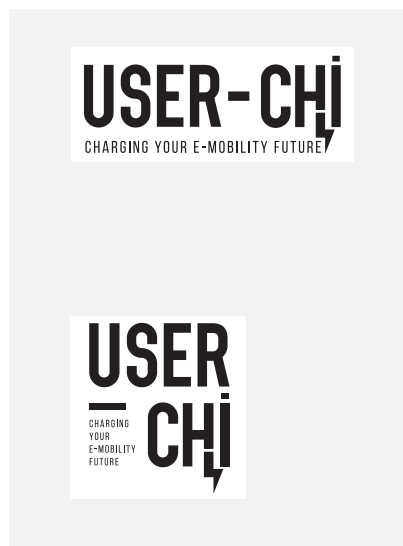


Use an “X” height of white space around the logo.

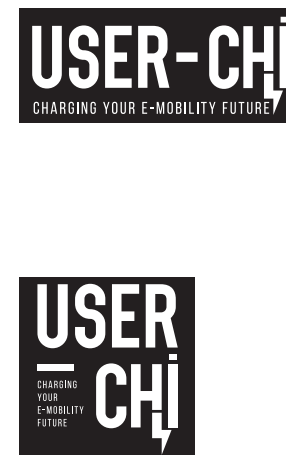
Logo

POSITIVE OR NEGATIVE LOGO IS TO BE USED FOR PRINTING THE COMMUNICATION MATERIALS, LIKE BROCHURES, PUBLICATION, LEAFLETS ETC., OR AS PARTNER LOGO IN THIRD PARTY PUBLICATIONS, AND ALSO FOR ENGRAVING.

positive logo



negative logo



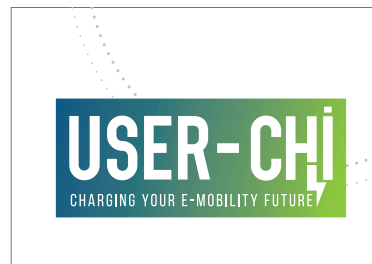
Logo application

LOGO CANNOT BE USED IF IT IS ROTATED, OR DISTORTED, IN ANY WAY DEFORMED, OR DISPLAYED IN A DIFFERENT MANNER THAN DESCRIBED HEREIN THIS BOOK.

Principal logo should always be used on white background for best visibility.

If logo is to be combined with graphic elements, those graphics can only be from project identity package, and always use horizontal or square logo with gradient background in that case.

Variation of the principal logo is logotype with gradient overlay, this logo option is to be used on top of image background, with white or light transparent layer for better distinction.



MINIMUM LOGO SIZES

Full horizontal logo

Minimum Size: 20mm x 8mm



30 mm



20 mm

Logo application

LOGO CANNOT BE USED IF IT IS ROTATED, OR DISTORTED, IN ANY WAY DEFORMED, OR DISPLAYED IN A DIFFERENT MANNER THAN DESCRIBED HEREIN THIS BOOK.

If logo is to be combined with graphic elements, those graphics can only be from project identity package, and always use horizontal or square logo with gradient background in that case.

Variation of the square logo is logotype with gradient overlay, this logo option is to be used on top of image background, with white or light transparent layer for better distinction.



MINIMUM LOGO SIZES

Full square logo

Minimum Size: 20mm x 20.8mm



Typography

TYPOGRAPHY PLAYS AN IMPORTANT ROLE IN COMMUNICATING OVERALL TONE AND QUALITY. CAREFUL USE OF TYPOGRAPHY REINFORCES OUR PERSONALITY AND ENSURES CLARITY AND HARMONY IN ALL USER-CHI COMMUNICATIONS.

Nunitio Sans: Nunito is a well balanced sans serif typeface superfamily. This family of font is mainly used for headline, body text and subheads.

Bebas Neue: Chosen for its feeling of modern and importance, Bebas Neue is mainly used for title and for the quotes.

It can also be used as a headline font if the document requires it.

Nunito Sans

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Figures

1 2 3 4 5 6 7 8 9 0

Nunito Sans

Available for download:
<https://fonts.google.com/specimen/Nunito+Sans>

Alternatives

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz - 123456789

Calibri family

BEBAS NEUE

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

FIGURES

1 2 3 4 5 6 7 8 9 0

Bebas Neue

Available for download:
<https://www.dafont.com/bebas-neue.font>

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz - 123456789

DIN Alternate (for IOS)
Gill Sans Nova Cond Lt (for Windows)

Color system

COLOR PLAYS AN IMPORTANT ROLE IN THE PROJECT IDENTITY PROGRAM. THE COLORS BELOW ARE RECOMMENDATIONS FOR VARIOUS MEDIA.

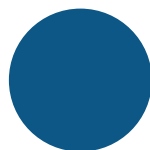
Consistent use of these colors will contribute to the cohesive and harmonious look for the project identity across all relevant media.

Two corporate colors are Blue and Green.

Primary colors

Gradient Swatch #1

blue #1



CMYK 97C 65M 25Y 0K
RGB 0R 81G 129B

green #1



CMYK 50C 0M 100Y 0K
RGB 149R 193G 91B



angel: -14,7

Secondary colors

blue #2



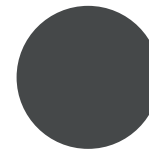
CMYK 0C 52M 100Y 0K
RGB 92R 176G 186B

green #2



CMYK 3C 24M 99Y 0K
RGB 140R 189G 70B

grey



CMYK 90C 50M 0Y 0K
RGB 77R 77G 78B

Gradient Swatch #2



angel: -14,7



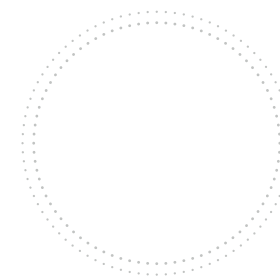
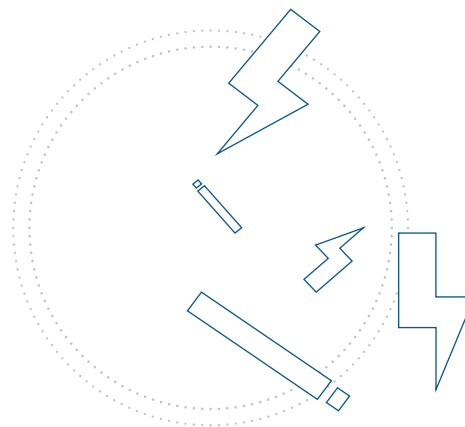
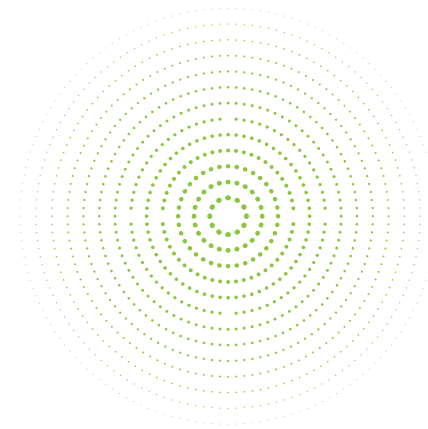
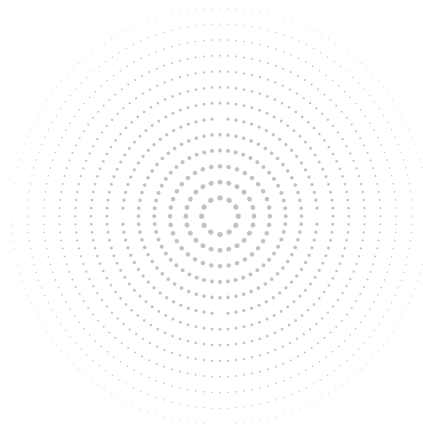
Graphic elements

ADDITIONAL GRAPHIC ELEMENTS TO BE USED AS PART OF DIFFERENT LAYOUT DESIGNS TO RAISE THE RECOGNIZABILITY OF PROJECT IDENTITY.

These specific elements were chosen as direct link to main topic of the project, communicating the energetic, futuristic and reliable aspects to the viewer.

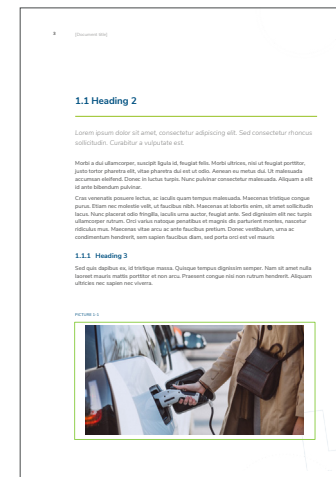
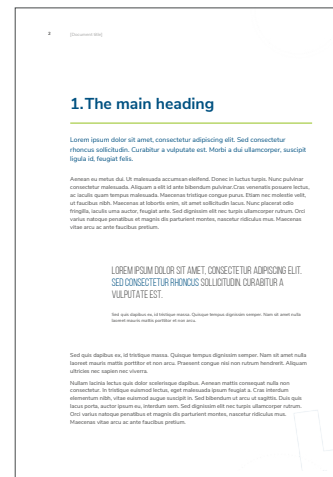
Graphic elements are responsible for complementing the communication visuals, enhancing various digital and print layouts.

The graphic elements can be used with transparency.



Stationary layout

EXAMPLES OF VARIOUS TEMPLATE LAYOUTS.



Stationary layout

EXAMPLES OF VARIOUS TEMPLATE LAYOUTS.

