



Brand identity guidelines v.1.0

CONCEPT

ASTRABAT aims to create highly performant and safe batteries for electric vehicles.

For the visual identity we wanted to recall the main concepts behind the project:

- reliability (through the simplicity and solidity of geometry)
- energy (through the colours)
- batteries (through the symbols +/-)





LOGO AND BACKGROUNDS



Main positive logo

For white and very light backgrounds



Main negative logo

For black and very dark backgrounds



Main logo black



Main logo white

To be used only with backgrounds containing the colours of the logo (or similar ones).
Please note that this is also valid for photographic backgrounds.

ICONS



Positive

For white and very light backgrounds



Negative

For black and very dark backgrounds

Black

To be used only with backgrounds containing the colours of the logo (or similar ones). Please note that this is also valid for photographic backgrounds.

White

COLOURS

BASIC COLOURS

ENERGY COLOURS



C 0	C 0	C 100	C 50	C 0	C 0	C 0	C 10
M 0	M 0	M 50	M 0	M 20	M 35	M 70	M 90
Y 0	Y 0	Y 10	Y 25	Y 100	Y 100	Y 90	Y 0
K 0	K 100	K 0	K 0	K 0	K 0	K 0	K 0
R 255	R 0	R 0	R 137	R 255	R 249	R 236	R 217
G 255	G 0	G 105	G 204	G 204	G 176	G 103	G 50
B 255	B 0	B 169	B 202	B 0	B 0	B 38	B 138
#ffffff	#000000	#0069A9	#89CCCA	#FFCC00	#F9B000	#EC6726	#D9328A

TYPOGRAPHY

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Attention: on MS Office applications (or whenever identity fonts are not available) please use **Tahoma** font family as a fallback solution.

Please consider that **Montserrat** is a Google Font and you can freely download it [here](https://fonts.google.com/specimen/Montserrat) (https://fonts.google.com/specimen/Montserrat).



The rules specified in this document are to be considered guidelines to better understand the project and to look at when designing something new, evolving its identity, or even when breaking the rules. For further information please contact:

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