Volta Power Systems

BRAND STANDARDS

LOGO VERSIONS

There are six usable versions of the Volta logo. Depending on the use, the version with the highest level of visibility and readability should be used.

FULL COLOR

The full color logos should only be used when there is a white background. These versions of the logo are preferred and should be used whenever possible.

REVERSE FLAT

The reverse logo is white and should be used on non-white colored backgrounds or over photographs, as long as it remains legible.

REVERSE COLOR

The reverse color logos have the full-color Volta “V” and white text. These should be used over neutral dark tones, i.e. charcoal gray. These logos are ideal for t-shirt printing or embroidery on apparel.

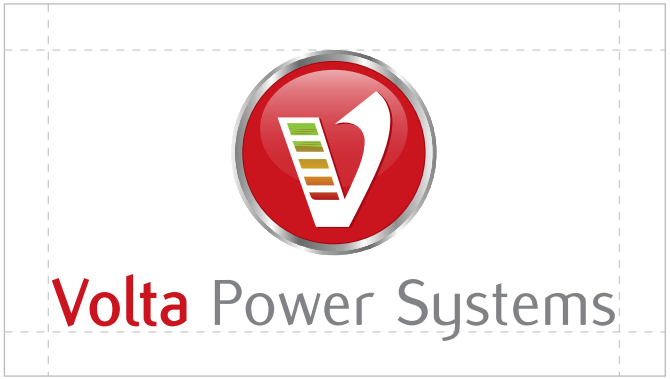
LOGO ANATOMY

The logo consists of a wordmark and a logomark.

The following brand standards will outline proper use for the logo in a variety of applications, as well as provide some examples of what not to do.

SPACING

The minimum required spacing surrounding the logo to separate it from other design elements is equivalent to the height of the capital “P” in Power. Wherever possible, leave more space surrounding the logo.



INAPPROPRIATE ALTERATIONS

Do not change the size or placement of the logomark in relation to the rest of the logo.

Do not use any unofficial colors

Do not place the logo on an angle, stretch, distort or otherwise alter the logo.

Do not display the wordmark without the logomark attached.

Do not add effects such as drop shadow, bevel, or stroke to the logo.

Do not add any elements to the logomark.

PRIMARY & SECONDARY COLORS

COLORS

There are three color codes provided for each of the primary and secondary colors. CMYK color codes are used when printing for general use. Pantone colors are for accurate color matching on printing jobs when needed. RGB codes are for all digital and web uses.

PANTONE: 186 C **CMYK:** 12, 100, 91, 3 **RGB:** 206, 14, 45

PANTONE: 430 C **CMYK:** 55, 41, 38, 5 **RGB:** 123, 134, 140

PANTONE: 7488 C	**PANTONE:** 387 C	**PANTONE:** 142 C	**PANTONE:** 7563 C	**PANTONE:** 7580 C	**PANTONE:** 7620 C
CMYK: 56, 0, 93, 0	**CMYK:** 16, 0, 90, 0	**CMYK:** 4, 27, 83, 0	**CMYK:** 16, 41, 99, 1	**CMYK:** 18, 81, 93, 6	**CMYK:** 19, 95, 95, 8
RGB: 112, 212, 75	**RGB:** 226, 231, 53	**RGB:** 243, 189, 72	**RGB:** 215, 154, 43	**RGB:** 194, 81, 49	**RGB:** 188, 47, 44

TYPOGRAPHY

DESIGN FONTS

For brochures, signage or other designed materials, use Montserrat Bold for headlines and Montserrat Light for copy.

HEADLINES

Montserrat Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

COPY

Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

GENERAL USE

Brand fonts may not always be available in Microsoft Word, PowerPoint or other digital applications. Whenever these fonts are unavailable, Open Sans is the appropriate substitute font.

HEADLINES

Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

COPY

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

PROPER APPLICATION OF METAL BADGES

Thoroughly clean the desired area of application to ensure proper adhesion.

Using a level and low-adhesion tape, mark the area where you're adhering the badge. Make sure that it will be applied straight and left-adjusted to the OEM's model badge so that the top of the Volta badge sits 1.5" below the badge above or below it, however it works best spatially.

The badge's foam adhesive strip is already attached to it. Carefully peel back and remove the protective paper from the newly-exposed adhesive, being careful not to touch the adhesive.

Apply the badge, adhesive side down, onto the vehicle within the tape parameters set in step two. Before sticking, ensure that the badge is properly oriented and straight. Press badge onto vehicle evenly to ensure proper adhesion.

Remove the low-adhesion tape and clean up residual adhesive if necessary.

WHEN THEY **SHOULD** BE APPLIED

Badges should be applied to new vehicles that operate using a Volta system and vehicles retroactively fitted with a Volta system.

WHEN THEY **SHOULD NOT** BE APPLIED

Badges should not be applied to vehicles that lack a Volta system, or whose Volta system has been removed.

WHERE THEY **SHOULD** BE APPLIED

Volta badges should be placed near the OEM logo on the rear quarter panel of the vehicle or on the front of the product for non-vehicle applications.

EXAMPLE

PROPER USE OF LOGO IN OEM CO-BRANDING

As part of the discount offered in conjunction with our co-branding opportunities, there are several requirements when using Volta's logos on your collateral materials and in non-vehicular applications.

REQUIRED APPLICATIONS OF THE "POWERED BY VOLTA" LOGO(S):

- Printed applications for exterior product labeling, wherever the product or OEM logo is shown
- Websites and digital media, wherever product or model logo is shown
- Print materials (wherever product or model logo is shown)

ACCEPTABLE APPLICATIONS OF THE "VOLTA POWER SYSTEMS" LOGO(S):

- Websites (product pages, FAQ pages, specification pages, blog posts, press releases, etc.)
- Tutorials, both written and video, for how to use/operate products that have a Volta power system
- Textiles, i.e. t-shirts for Volta-sponsored events, swag related to products with a Volta Power System, etc.
- Released as part of a press release
- Print materials (fliers/brochures/pamphlets/handouts/etc.) with information specifically relating to products with a Volta Power System

OTHER LOGO USE SPECIFICATIONS:

- In print and digital applications, the Volta logo must remain fully in view without being cut off either by digital graphic limitations or by print bleeds.
- Logos should only be used for non-vehicular branding applications, i.e. generators and other custom solutions. Vehicles must use the approved metal "Powered by Volta" badges.
- The full logo (wordmark and logomark) can be used for any approved application. To be approved for additional usage, please contact your Volta Power Systems representative.
- In partner-dominated co-branding, the partner's logo should be in the primary position with Volta's logo in the secondary position at least 50% of the partner's logo size.

UNAPPROVED USES OF VOLTA LOGOS:

- Non-VPS business cards and letterheads
- Any print or digital applications relating to products without a Volta Power System