



VISUAL GUIDELINES



LOGO

Our logo reflects our brand:

**reliable, expertise, trustworthy,
collaborative, innovative, global**

LOGO

The eMabler logo has been designed to reflect the company's smooth and collaborative way of interacting with their customers.



On light backgrounds, use the logo version with dark blue text.



On dark backgrounds, use the logo version with white text.

USING THE LOGO

Use half width of the trade mark square for safe areas.



If you use the logo on a picture, make sure the contrast is clear and the background is not too busy.



BLACK AND WHITE LOGOS

Black and white logos can be used when needed. Use the colourful versions when possible.



THE MARK

The eM-mark can be used alone as a graphical element if the entire eMabler name is simultaneously visible, for example in social media posts. As a graphical element, it is good for subtly tying material to the eMabler brand.



In social media profile pictures use the mark with a blue background. When using the mark on a picture, make sure the contrast is clear and the background is not too busy.



COLOURS

Our brand colours

Deep blue
#2C5D9A

Ink
#172A54

Turquoise
#00ADF0

Magenta
#FF00FF

Light blue
#BEE9FA

Fog
#F2F5F6

USING THE COLOURS

The main colours are eMabler Deep blue and eMabler Turquoise. These are used in the logo and other main elements. CMYK colours are for print materials.

Fog

#F2F5F6

C7 M3 Y4 K0

Deep blue

#2C5D9A

C88 M60 Y10 K0

Turquoise

#00ADF0

C70 M13 Y0 K0

Magenta

#FF00FF

C10 M100 Y0 K0

Light blue

#BEE9FA

C30 M0 Y3 K0

Ink

#172A54

C100 M87

Y38 K33

The very bright Magenta is for spicing up the visuals, for example on some buttons and illustrations. Magenta is a joyful and energetic colour, but should not be used too much as it may easily feel aggressive and dominating on large surfaces.

The colour Fog is a background colour. It is used instead of white to give a softer feel. The Ink colour is for typography. It can also be used when you need elements that are darker than the main Deep blue colour.

TYPOGRAPHY

Our fonts

CENTURY GOTHIC

**API-first platform for
electric vehicle charging**

CENTURY GOTHIC

Century gothic has 4 typefaces and it's a Microsoft Office font.

Century Gothic

Regular

Century Gothic

Regular italic

Century Gothic

Bold

Century Gothic

Bold italic

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate.

The text above is 16 pt and the line spacing is 1.6

Make sure the font size is large enough and the letter spacing is never less than 0.

IMAGES

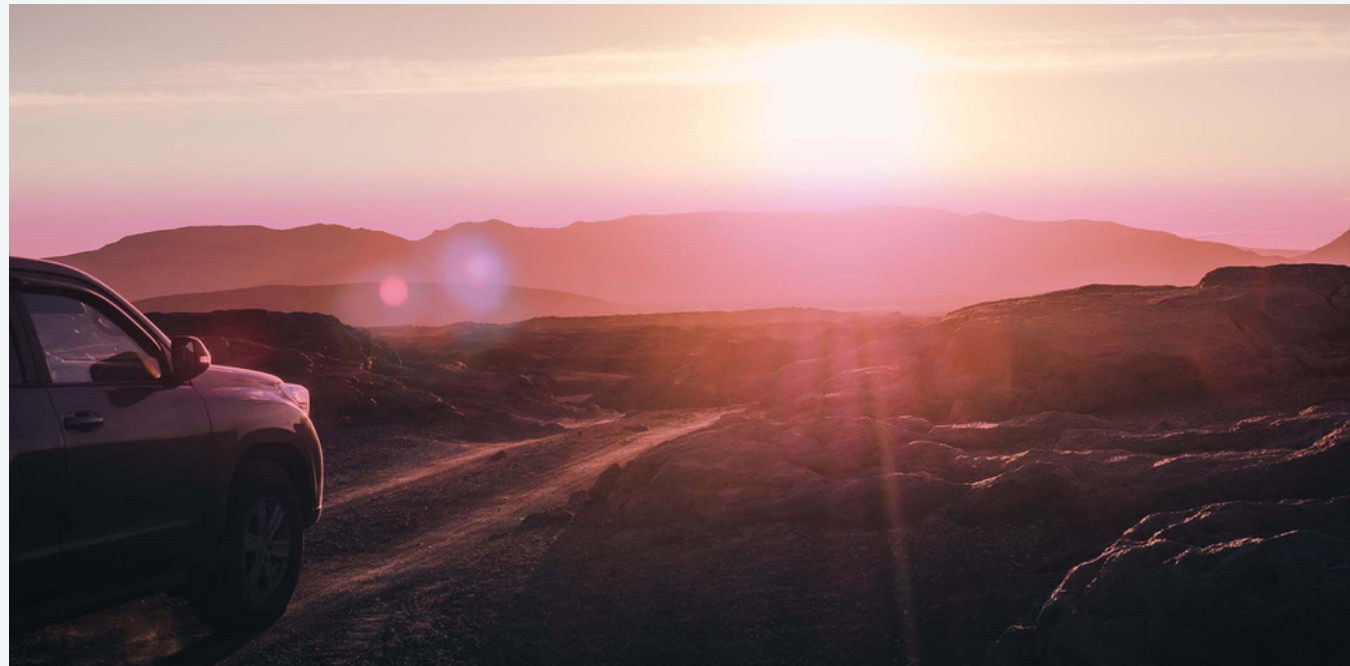
We use images that reflect our brand



Illustrations and graphics are used to describe our platform.

ILLUSTRATIONS AND PHOTOS

Illustrations are informative and clear. Pictures are used to reflect eMobility, connection with nature, technology and electricity. eMabler Magenta style colour layer is used on top of hero images on the website to build the brand feel through different pages.





PEOPLE AND SURROUNDINGS

People look stylish, reliable and friendly in the pictures. The environments combine nature and urban sceneries. We use a lot of images with mobility subject.