




FREEWIRE
TECHNOLOGIES
STYLE GUIDE

A vertical bar on the left side of the page with a gradient from light green at the top to dark blue at the bottom.

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WHO WE ARE

An energy revolution is coming, are you ready for it?

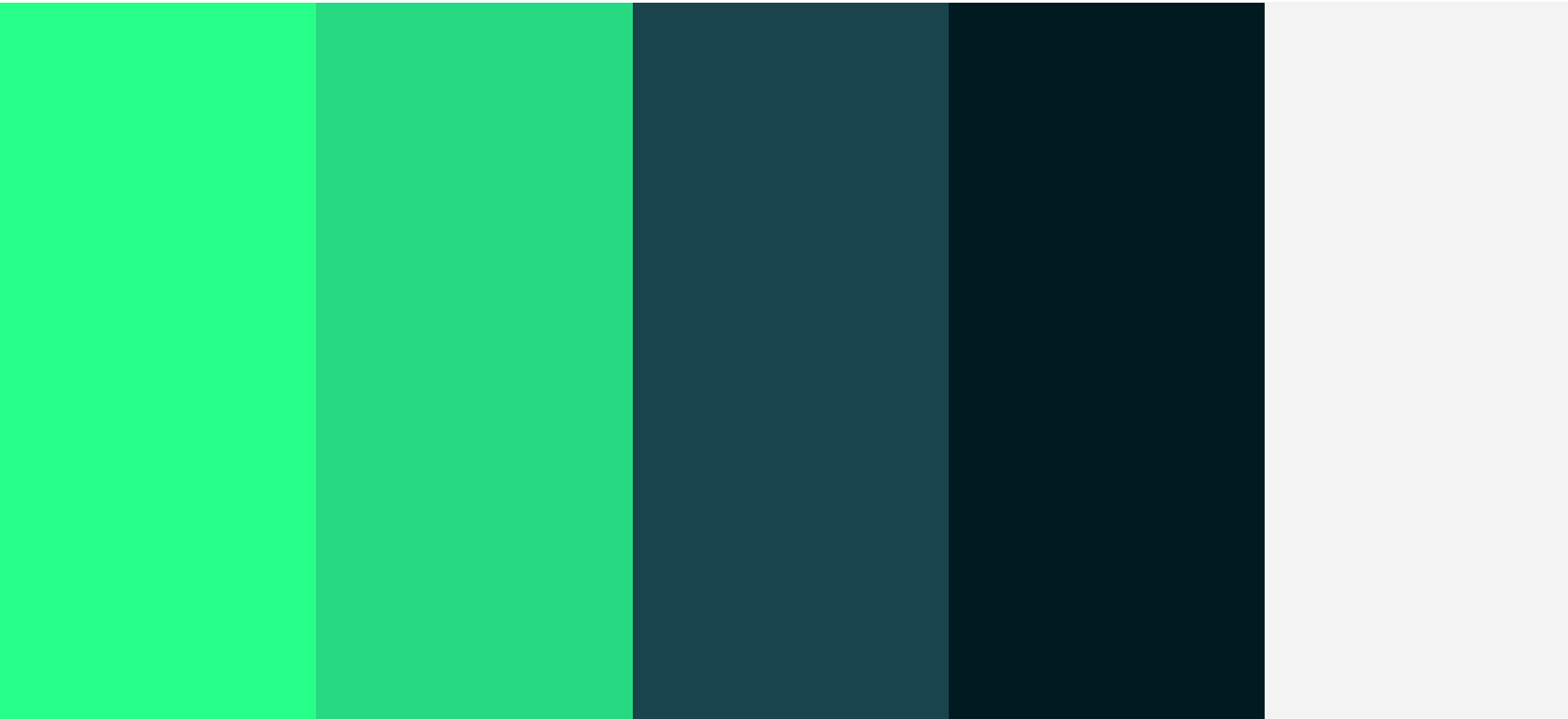
At FreeWire we are power revolutionaries. We are charismatic insurgents. We are bold doers, thinkers, and innovators, who are here not just to challenge the game but to change it entirely. And we aren't afraid to enter uncharted territory to get the job done. No one is doing what we're doing. We stand for what's possible. We are change agents, ready to make lives so much better for convenience store owners, logistics providers and fleet operators, and ultimately the end user: the driver. There's just one question: are you ready for it?

FREEWIRE TECHNOLOGIES

STYLE GUIDE

BRAND COLORS

FREEWIRE PRIMARY COLORS



FREEWIRE BRIGHT GREEN

RGB: 38, 255, 136
HEX: 26FF88

FREEWIRE GREEN

RGB: 39, 218, 129
CMYK: 79, 0, 79, 0
HEX: 27DA81
Pantone 7479 U

FREEWIRE TEAL

RGB: 25, 68, 78
CMYK: 95, 58, 53, 39
HEX: 19444E
Pantone 548 C

FREEWIRE BLACK

RGB: 0, 27, 31
CMYK: 87, 65, 63, 75
HEX: 001B1F
Pantone 532 C

FREEWIRE GREY

RGB: 244, 243, 243
CMYK: 3, 2, 2, 0
HEX: F4F3F3
Pantone 663 C

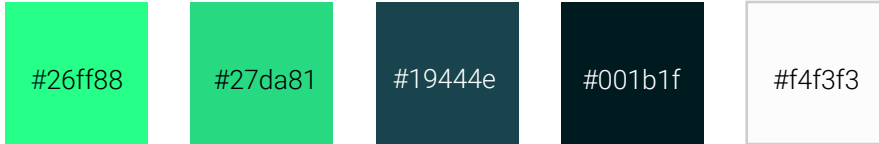
WHITE

RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
HEX: FFFFFFFF

Web and print swatches of the logo should never be used interchangeably. Please refer the appropriate swatches depending on which platform the logo will be used (digital or print).

FREEWIRE SECONDARY COLOR RULES & CODES

Primary Colors



Secondary Colors



The secondary colors are to be used only for presentations, infographics, and charts.

The secondary colors are created from tints and shades of the primary colors. Refer to the color codes for the secondary colors.

The one outlying color is Azure Blue. This color should only be used as a secondary color.

COLOR USAGE DEPENDING ON BACKGROUND



FREEWIRE BRIGHT GREEN

Use only on dark colored backgrounds for web or on screen (e.g. the dark background color of the header on FreeWire website).



FREEWIRE GREEN

Use only on white or light colored backgrounds for web or on screen.



PANTONE 7479 U

Use only on white or light colored backgrounds for printing.



BLACK

Use when a one color logo is required, for example in newspaper or magazine ads.



WHITE

Use only on dark colored backgrounds or images. When using the logo over an image make sure that the logo is clearly visible.

LOGOS

PRIMARY AND SECONDARY LOGOS

PRIMARY LOGO



Primary, standard logo. Use when ever space is permissible. Also, this logo should be used whenever a FreeWire logo is requested externally.

SECONDARY LOGOS



Use when only horizontal space is available. For example in header and footers of documents.



Use when only horizontal space is available and the FreeWire icon is used else where in the document. For example in header and footers of documents.



The FreeWire icon should be used as a design element when FreeWire is being referenced.

* When choosing the color of the logo, refer to the rules on page 7. Logo color is dependent on the color of the background in which it will be placed on.

PRODUCT LOGOS

The Boost Charger 200, AMP, Solutions, and Mobilyze logos should only be used in presentations and graphics.

There are two options for the background of these logos, either white or FreeWire teal.

 **BOOST CHARGER 200**

 **BOOST CHARGER 200**

 **MOBILYZE PRO** 

 **MOBILYZE PRO** 

 **SOLUTIONS**

 **SOLUTIONS**

 **AMP**

 **AMP**

* When choosing the color of the logo, refer to the rules on page 7. Logo color is dependent on the color of the background in which it will be placed on.

LOGO DON'TS

For a general rule of thumb, **do not alter any aspect of the logo**. If you need to make the logo larger or smaller hold down shift and then drag. Release the mouse and then release shift to ensure that the logo is not altered. For information regarding which logo to use refer to pages 7 and 9.

DO NOT

Stretch the logo

Compress the logo

Flip the logo vertically

Change the color of the logo

Change the font family of the logo

Flip the logo horizontally

Change the spacing between the parts of the logo

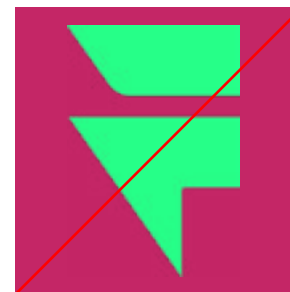
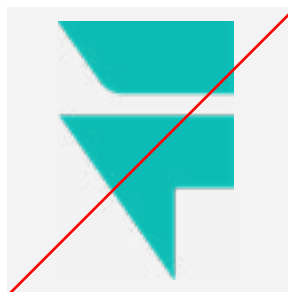
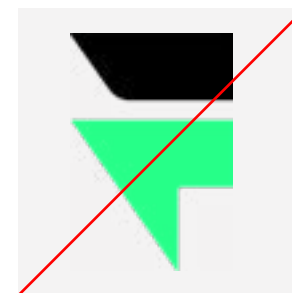
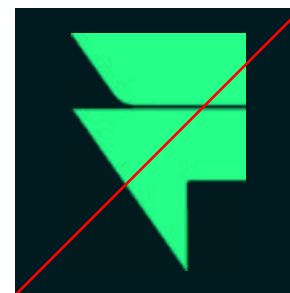
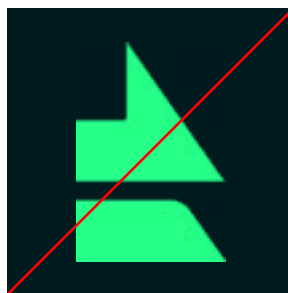
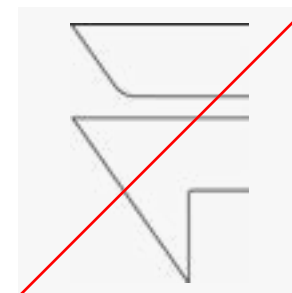
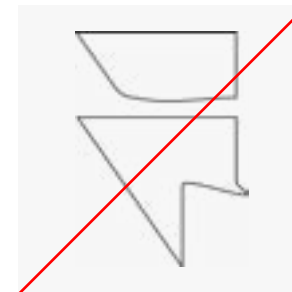
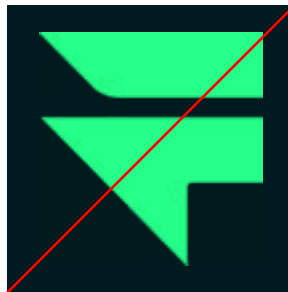
Place on a color that is not a FreeWire branded color

Warp the shape of the logo

Outline the logo

Make the logo two-toned

Put a gradient over the logo



TYPOGRAPHY

ROBOTO

Type Family

Roboto is a standard font available in a variety of weights and used for web/digital collateral.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Roboto Medium is to be used for only headers and titles

Roboto Regular is to be used for documents

Roboto Light is to be used for presentation body text and style purposes

PHOTOGRAPHY

PHOTOGRAPHY DIRECTION

VISUAL CHARACTERISTICS

Crisp, bright, natural lighting. Avoid busy backgrounds. If there is a subject in the photo, they should appear friendly and approachable.

Photos should be taken at an angle rather than straight on. This aids in creating depth the imagery and not appear flat and static .The overall tone of the imagery should **bold, real, design-conscious, and badass.**



GREEN OR TEAL FILTER

The green or teal filter is used for specific scenarios. Avoid adding the filter to images that are focused on people.

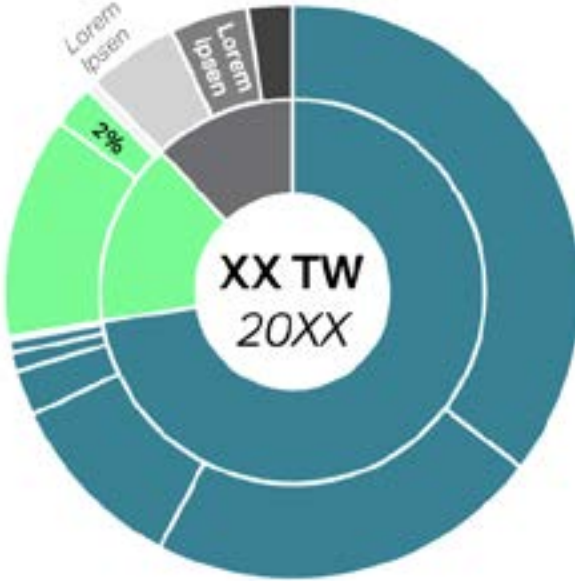


INFOGRAPHICS & CHARTS

INFOGRAPHICS

Infographic Rules:

Infographics should not have a detailed background, but should be placed on a solid color or white background. Use the brand primary colors to create the graphic, and secondary colors if need be. Refer to pages 5 and 6 for brand colors when creating infographics.



CHARTS

Graph & Chart Rules:

Graphs should not have a detailed background, but should be placed on a solid color or white background. There should be no grid lines. Use the brand primary colors to create the imagery, and secondary colors if need be. Refer to pages 5 and 6 for brand colors when creating charts and graphs.

