Brand
Guidelines

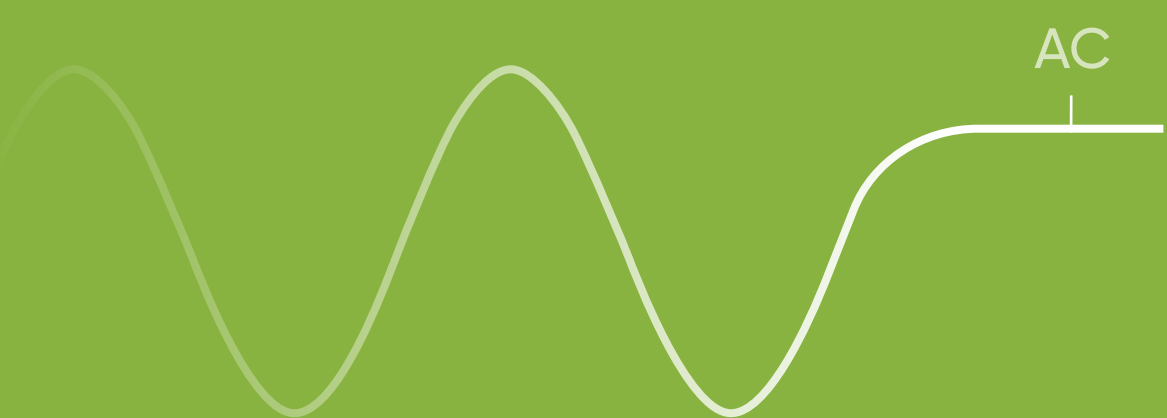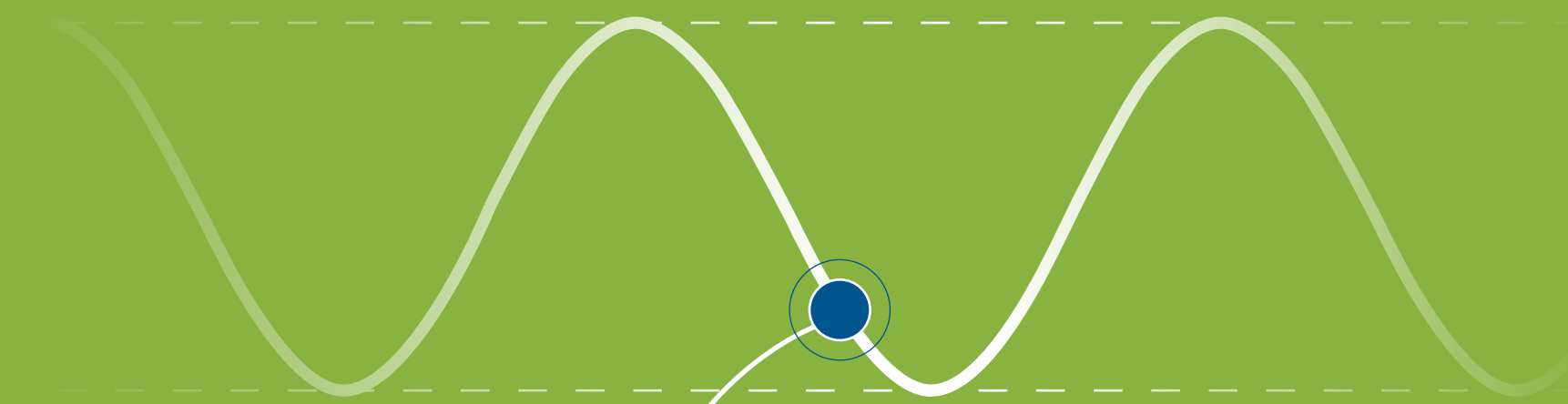Shift2DC
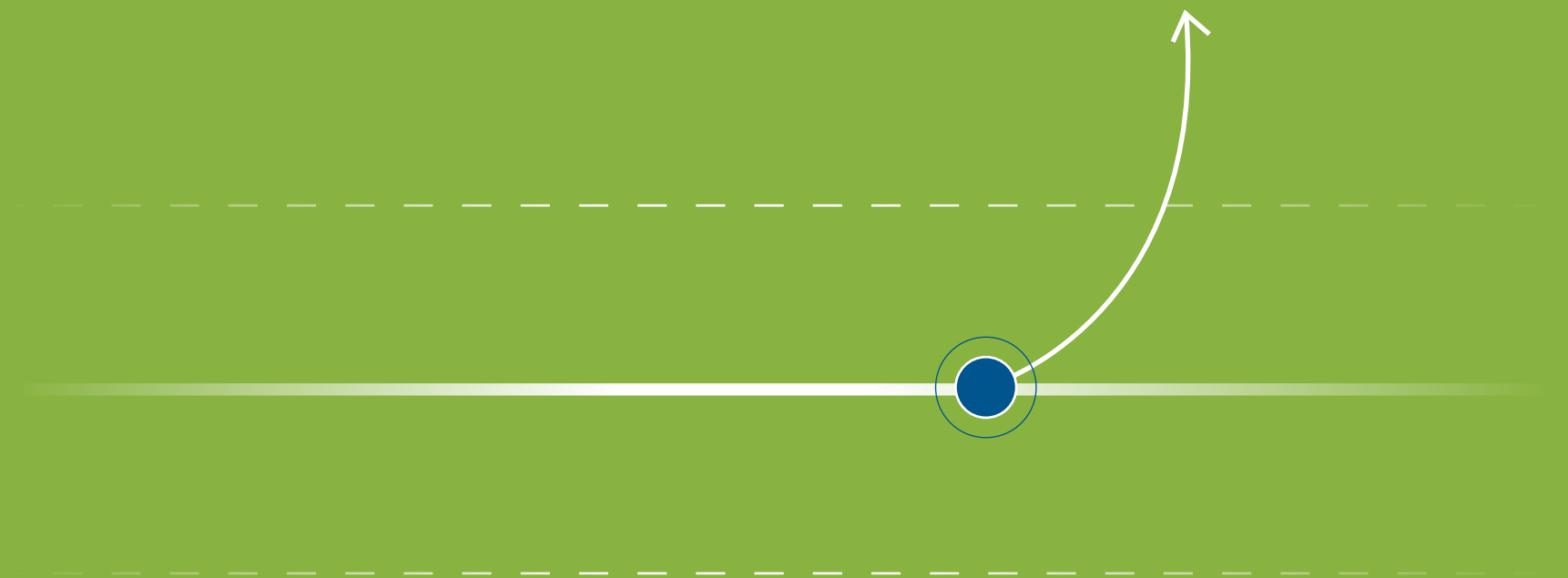
Table of content

AC

DC

Concept

Alternating current

Shift2DC

Direct current

Logo versions

Horizontal

Vertical

Logo colors

Blue

#00568F

RGB: R0 G86 B143

CMKY: C98 M71 K18 Y4

Green

#8AB43F

RGB: R138 G180 B63

CMKY: C52 M11 K100 Y0

Backgrounds

Horizontal

Vertical

Structure

bx2

bx2

bx4

Security margin

b

b
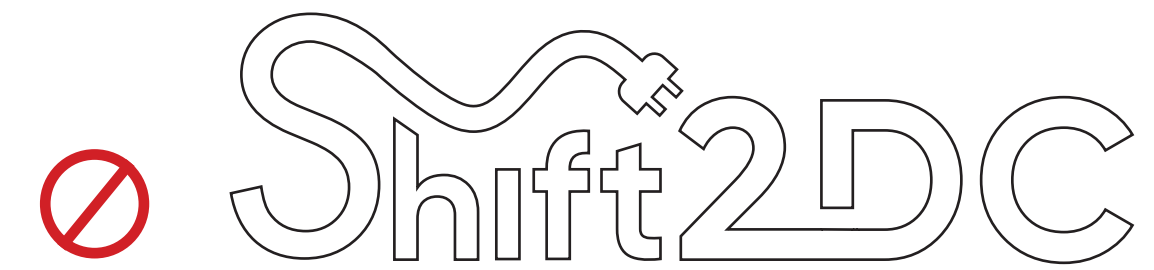
b

b

Dimensions

18 MM

5 MM
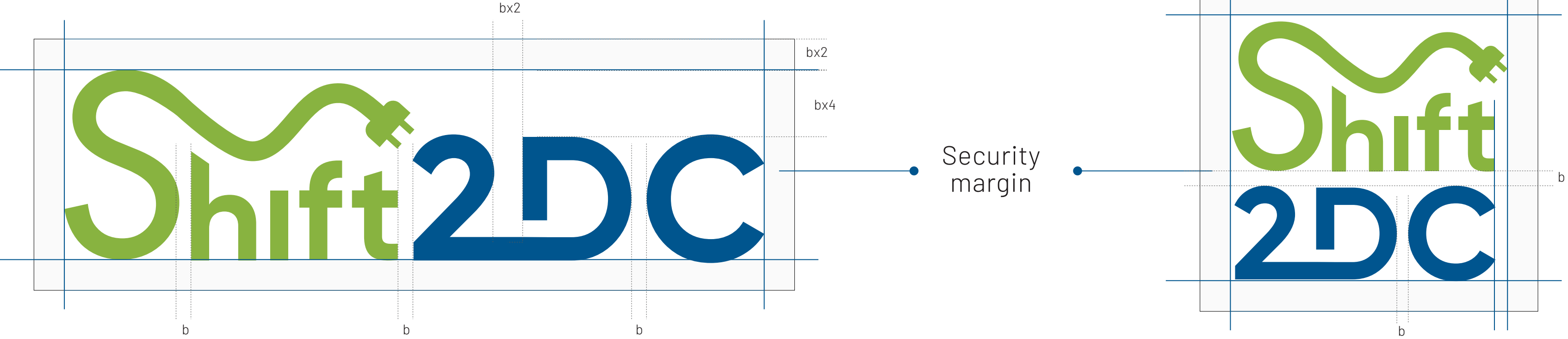
13 MM

13 MM

Dont's

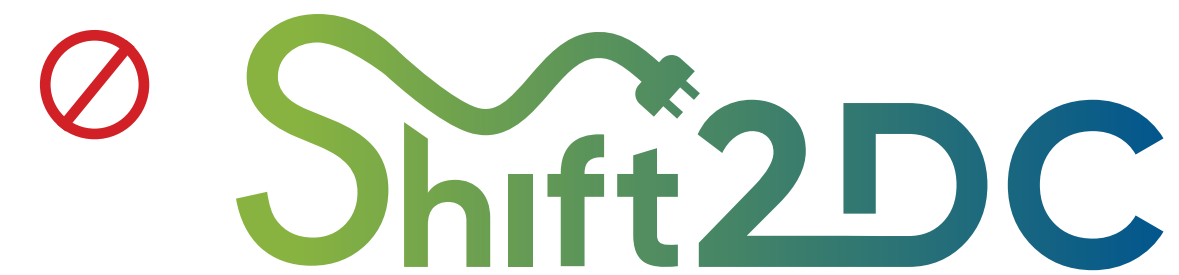Don't distort the logo in any way

Don't outline the logo

Don't change the elements

Don't add gradients

Don't add drop shadow

Don't change the colors

Typography

Gilroy

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9
~ ! @ # $ % & / | \ () []

Thin	A B C 1 9
Light	A B C 1 9
Regular	A B C 1 9
Medium	A B C 1 9
Semi Bold	A B C 1 9
Bold	A B C 1 9
Extra Bold	A B C 1 9
Black	A B C 1 9

Typography

for documents

Regular	A B C 1 9
Bold	**A B C 1 9**

Arial

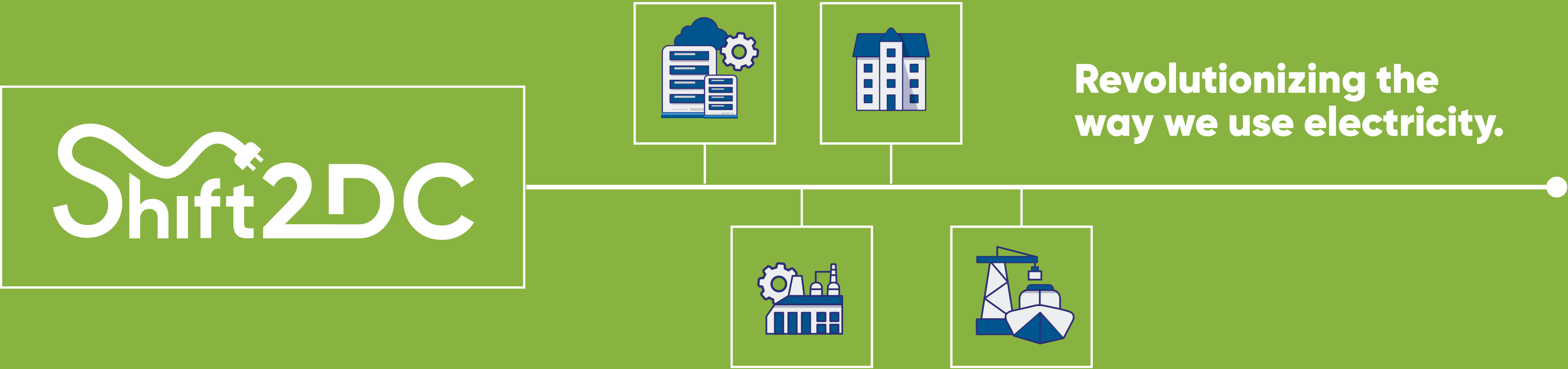Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp

Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

~ ! @ # $ % & / | \ () []

Graphic elements

Shift2DC

Revolutionizing the way we use electricity.