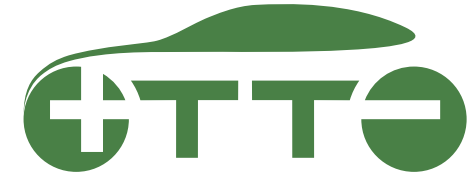


Power the Future.



Design Guidelines

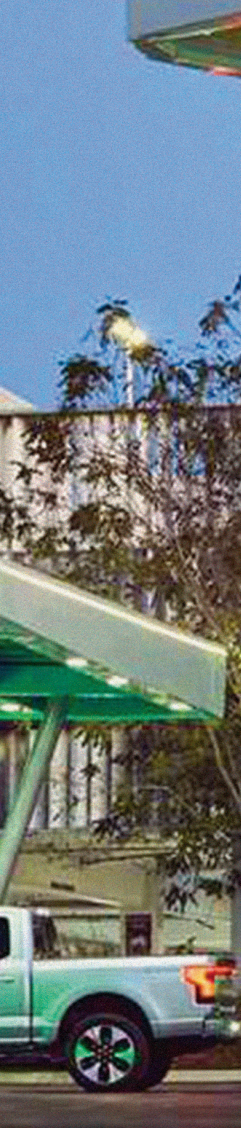




Contents

Brand Attributes	3
Typeface and Colors	4
Graphic Elements	5
Signature Variations	6
Incorrect Usage	7
Social Media Branding	8
Materials and Print	10
Digital Design	12





Brand Attributes



Sustainability

We believe in the positive impacts of clean energy that is renewable.



Connectivity

Easily locate charging infrastructure and promptly power up.



Reliability

You can always count on us for efficient electrification.



Provision

We offer a range (no pun intended) of charging options when it comes to energy levels, depending on your needs.

Typeface and Colors

Montserrat

Light Regular Medium **SemiBold** **Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir

Light Book Roman Medium **Black**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

"Otto" Green
#4A8047
C: 74 M: 29 Y: 90 K: 14
R: 74 G: 128 B: 71

Spring Green
#A4D17F
C: 39 M: 0 Y: 66 K: 0
R: 164 G: 209 B: 127

Green Screen
#68BE5B
C: 62 M: 0 Y: 86 K: 0
R: 104 G: 190 B: 91

Celadon
#DEEED4
C: 13 M: 0 Y: 20 K: 0
R: 222 G: 238 B: 212

Midnight Jade
#1B2B19
C: 76 M: 54 Y: 81 K: 71
R: 27 G: 43 B: 25

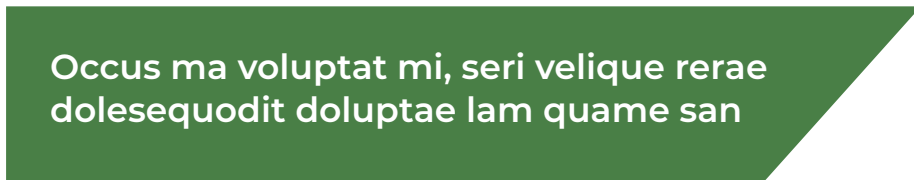
Black
#000000
C: 75 M: 68 Y: 67 K: 90
R: 104 G: 190 B: 91

Graphic Elements

These angular shapes are used throughout web and social media collateral. The colors have to be in line with the Otto palette.



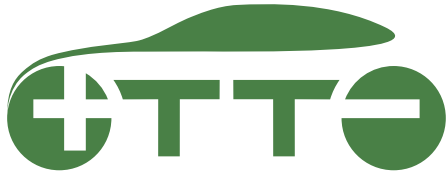
A variety of sizes (width and height) may be used if needed. Copy must have equal spacing and centered if placed over elements.



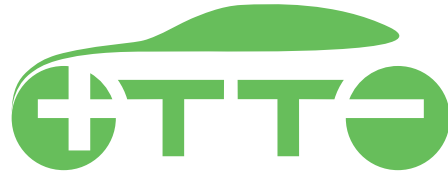
**Occus ma voluptat mi, seri velique rerae
dolesequodit doluptae lam quame san**

Always use white copy over darker colors; black or darker greens for the light colors.

Signature Variations



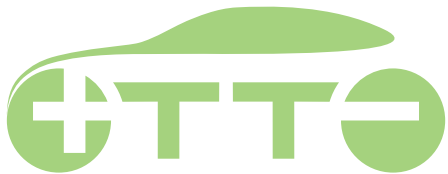
"Otto" Green



Medium Green



Black



Spring Green



Celadon



White
(Black rectangle is to show the white.)

Incorrect Usage



Logo cannot be placed inside any shapes.



Do not place any borders around the logo.



Do not cover logo with any shape or element.



Do not use any other colors that are not in the brand palette.



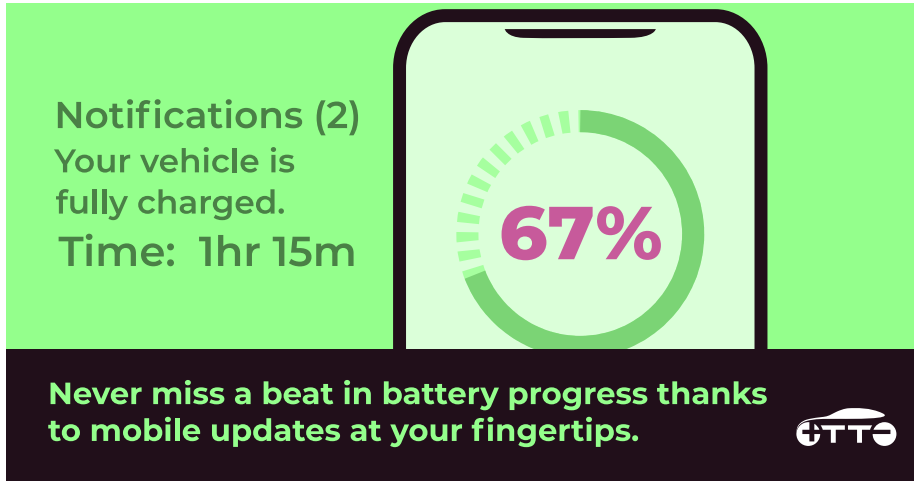
Do not add drop shadows or any other effects to the logo.



Do not alter the logo or the proportions in any way.

Social Media Branding

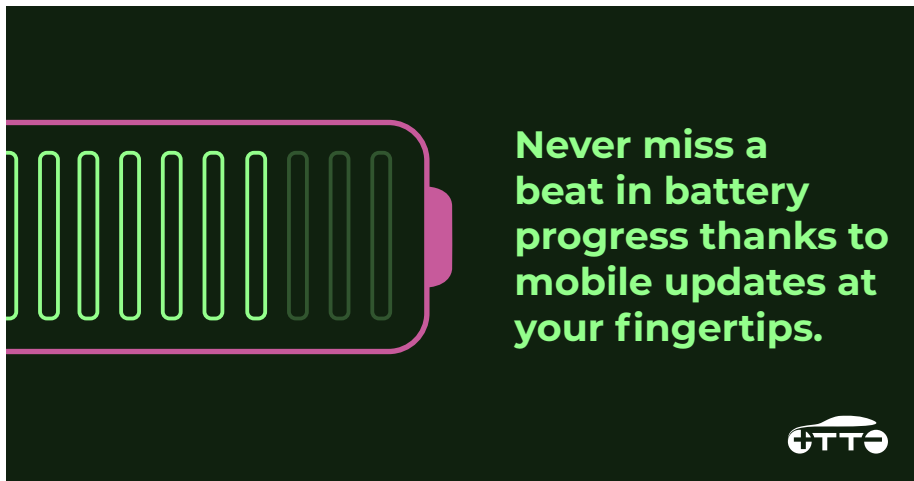

Facebook and LinkedIn Posts




Notifications (2)
Your vehicle is fully charged.
Time: 1hr 15m

67%

Never miss a beat in battery progress thanks to mobile updates at your fingertips.



Never miss a beat in battery progress thanks to mobile updates at your fingertips.



Instagram Carousels

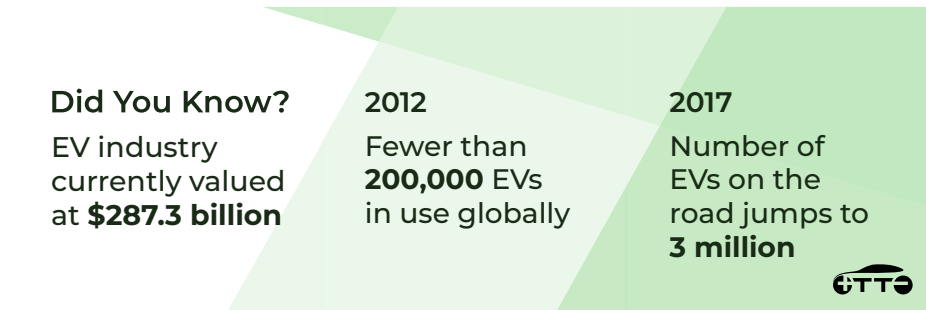


We'll be at the North American Int'l Auto Show
September 13-24

DETROIT

Come by our booth and visit. We'll have giveaways on public show days, and a chance to win \$500 cash prize.

Interested in EV charging tech? See it in person here at NAIAS 2023!




Did You Know?

EV industry currently valued at **\$287.3 billion**

2012
Fewer than **200,000** EVs in use globally

2017
Number of EVs on the road jumps to **3 million**



Highlights Icons



Instagram Stories



Instagram Posts



Social Agenda Calendar

Use the social media calendar as a guide for when to post certain content relevant to followers.

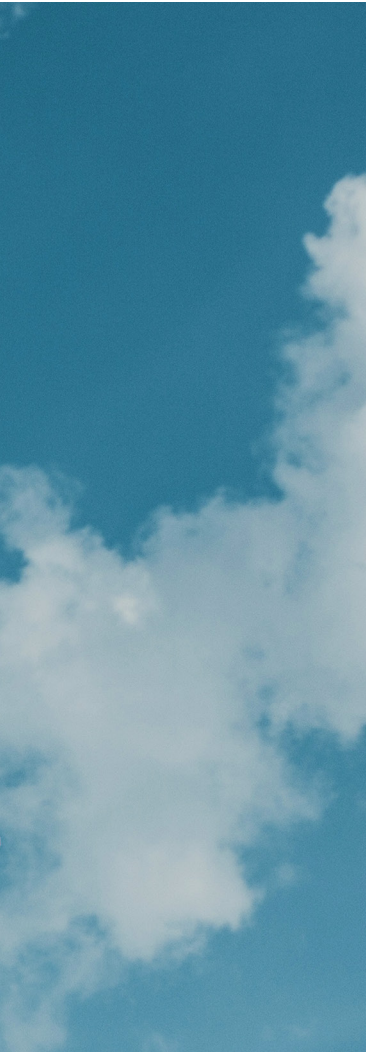
31 DAY SOCIAL MEDIA



MON	TUE	WED	THU	FRI	SAT	SUN
			Auto Show Announcement (6 mos. ahead) 1	Industry trends 2	3	Energy stats 4
Announcements Project progress 5	Tuesday News Day 6	Post photo of new charging location 7	Post photo of last auto show or tech convention #tbt 8	Did you know? 9	10	Energy Stats 11
Announcements Project progress 12	Tuesday News Day 13	Post promotional reel 14	Wild Card Post 15	Industry trends 16	17	Energy Stats 18
Announcements Project progress 19	Tuesday News Day 20	Post photo of new charging location 21	Promote app's features 22	Did you know? 23	24	Energy Stats 25
Announcements Project progress 26	Tuesday News Day 27	Post promotional reel 28	Graphic depicting the progress of a project 29	Wild Card Post 30	31	

Materials and Print



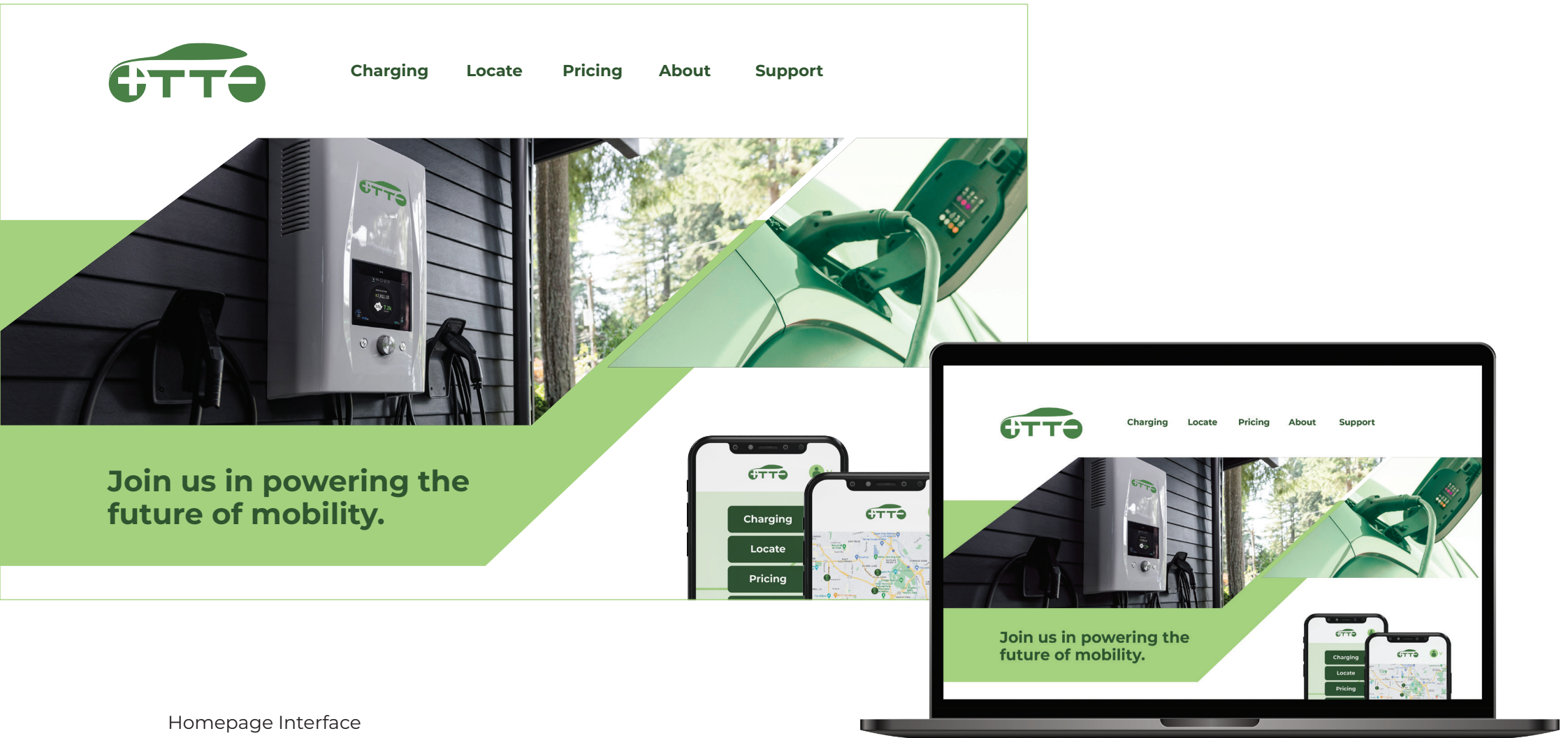


Promotional Merch

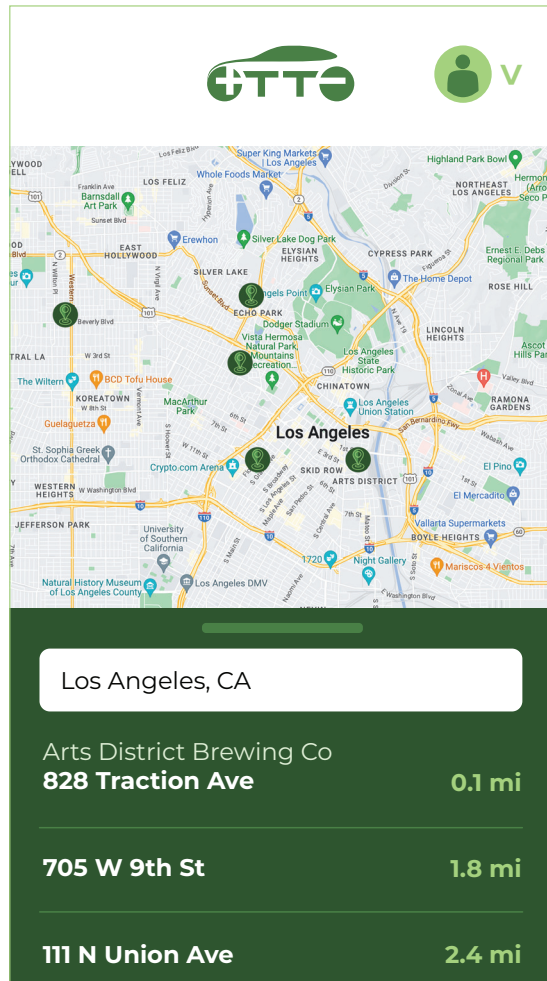
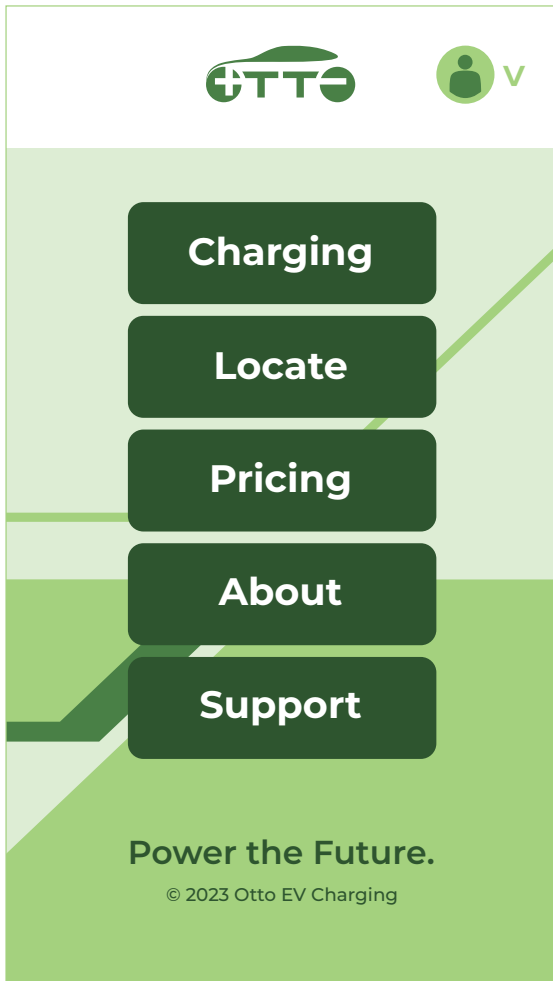
These items are given freely to recipients and show attendees as a gesture and to boost the brand.



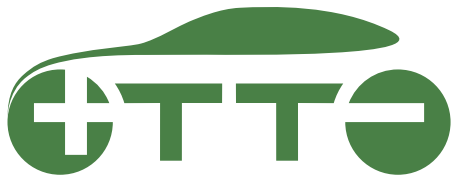
Digital Design



Homepage Interface



Mobile App Interface



gootto.com

© 2023 Otto EV Charging