VIS

VISUAL IDENTITY SYSTEM

AlphaESS Co., Ltd

V03_27112023

Introduction

This is the Visual Identification Standard Manual (referred to as VI), of Alpha ESS Co., Ltd. (hereinafter referred to as "AlphaESS") . The so-called visual identification system is all about the concept, characteristics and value of the company being spread out to the industry and society in an organized and systematical manner through static and detailed vision to establish and accumulate the distinct image of the unity of the enterprise. The VI system is also the most direct and most intuitive representation of AlphaESS. AlphaESS's subsidiaries, distributors and partners must strictly abide by the AlphaESS Visual Identity System and may not modify it without authorization. If in any doubt, please don't feel hesitate to contact the AlphaESS Brand Marketing Center.

In the process of applying and importing AlphaESS VI, one must be meticulous and pay special attention to the position alignment, font size, word spacing, line spacing, half width and full width, etc. Please also pay attention to the accuracy and precision of the colors in the finished product and be consistent with the manual.

This manual is an Intellectual Property of AlphaESS. No one may misappropriate, partially misappropriate or reprint the contents of this manual without the approval of AlphaESS. The various design application principles, descriptions and detailed design specifications printed in this manual must be strictly followed.

If there is any ambiguity about the principles, descriptions and specifications in the manual please directly consult with AlphaESS to prevent any misinterpretation. They should be strictly in accordance with their standards during the import process so that the corporate image and brand value can be maximized.

DOWNLOAD LOGO&FONTS

A—

Basic Design System

A1 Brand Identity Guide

A1-01 Logo Symbol
A1-02 Company Name & Logo
A1-03 Black & White Logo
A1-04 Restricted Area
A1-05 Logo Size
A1-06 Prohibited Use of Logo

A2 Brand Colors Guide / Auxiliary Graphic / Fonts

A2-01 Corporate Logo in Different Colors
A2-02 Specifications for the Use of Logo in Different Backgrounds (1)
A2-03 Specifications for the Use of Logo in Different Backgrounds (2)
A2-04 Srandard Colors
A2-05 Auxiliary Graphic
A2-06 Visual Hammer
A2-07 Fonts

B—

Application Design System

B1 Office Applications

B1-01 International Business Card

B1-02 Letterhead

B1-03 Email

B2 External Applications

B2-01 Booth Visual Effects

B2-02 Booth Visual Hammer Specifications

B2-03 Company Uniforms (1)

B2-04 Company Uniforms (2)

Basic Design System

A1 Brand Identity Guide

A1-01 Logo Symbol



Interpretation:

1. Extracting the first letter "A" from "AlphaESS", the design is ingenious and the triangle shape reflects the solid and steady corporate image.

2. Yellow represents the natural energy such as solar energy. Green represents clean, environmentally friendly energy and the gradient from yellow to green represents that AlphaESS specializing in converging the nature resources into an effective green energy.

A1-02 Company Name & Logo

The AlphaESS logo consists one symbol (gray & green & yellow) and one/two line of text.

The AlphaESS cannot be modified or tampered with. Always use the original artwork and the correct logo proportions.

DOWNLOAD LOGO



Logo with global slogan

A1-03 Black & White Logo

The use of black and white logo:

AlphaESS logo with or without slogan can be used in black and white color scheme should there be such a requirement.

The following black and white logo styles are approved to use in these instances.
The black logo is 85% black. The reversed logo is 100% white.

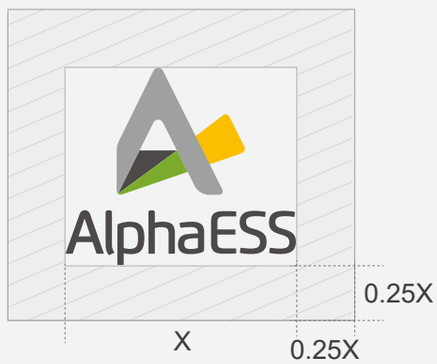




A1-04 Restricted Area

It is essential for the AlphaESS logo with or without slogan to be clearly visible. With the addition of a restricted area, also called free space, the logo is more recognizable for the viewer/reader.

This shaded area means no content is allowed to appear in this area.



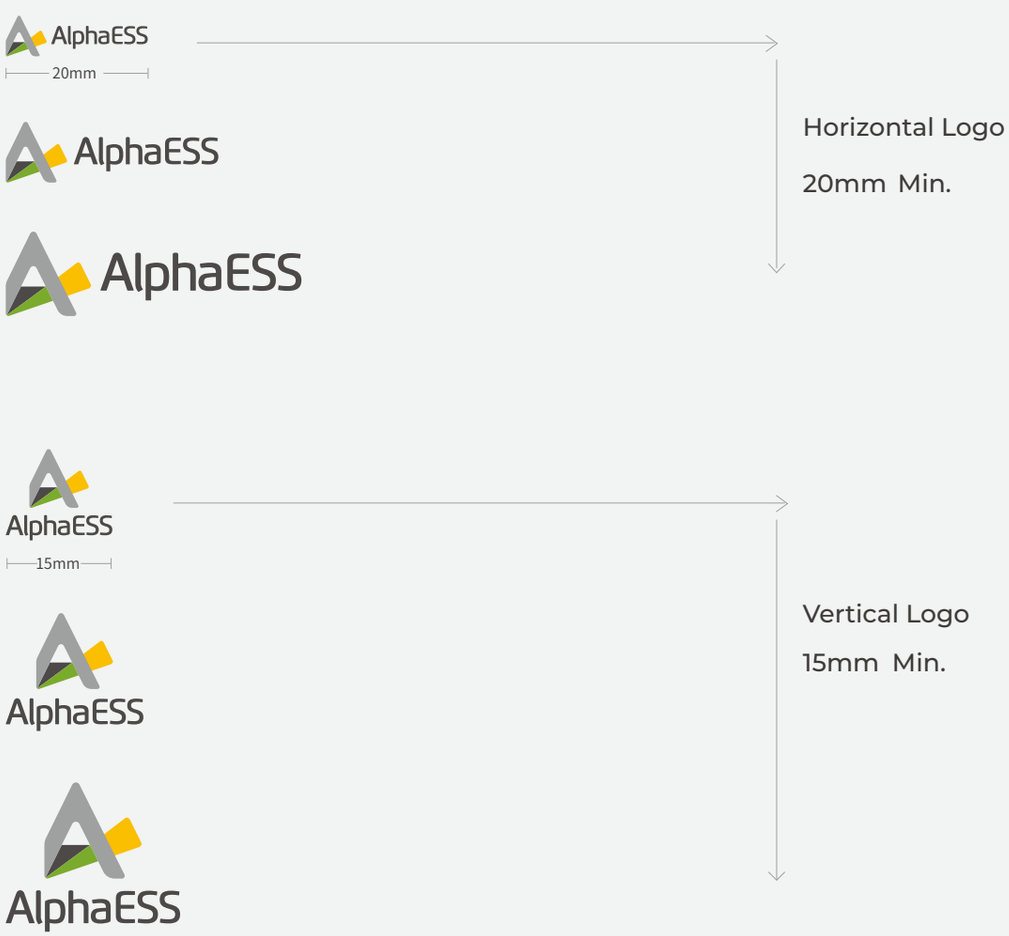


A1-05 Logo Size

The measurements of AlphaESS logo with or without slogan is specified across their full horizontal width. There is no maximum size restriction.

The width minimum of horizontal logo is 20mm. The width minimum of vertical logo is 15mm.

Note: Size suggestions are for hard copies only. For digital use of the logos please make sure the resolution is considered.

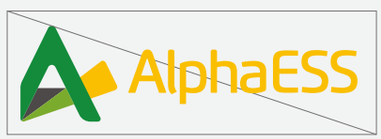


A1-06 Prohibited Use of Logo

Minor and major changes to AlphaESS logo with or without slogan are prohibited.



Don't change the siza of the icon



Don't change the colors



Don't change the font



Don't use the linear logo



Don't rotate or angle the logo



Don't change the space

Basic Design System

A2 Brand Colors Guide / Auxiliary Graphic / Fonts

A2-01 Corporate Logo in Different Colors

The black logo is 85% black. The reversed logo is 100% white.

Colored, monochrome dark grey, light grey and reversed white logo displays.

Use a monochrome dark grey logo or a reversed white logo when the colored logo is not clearly legible under other color values.

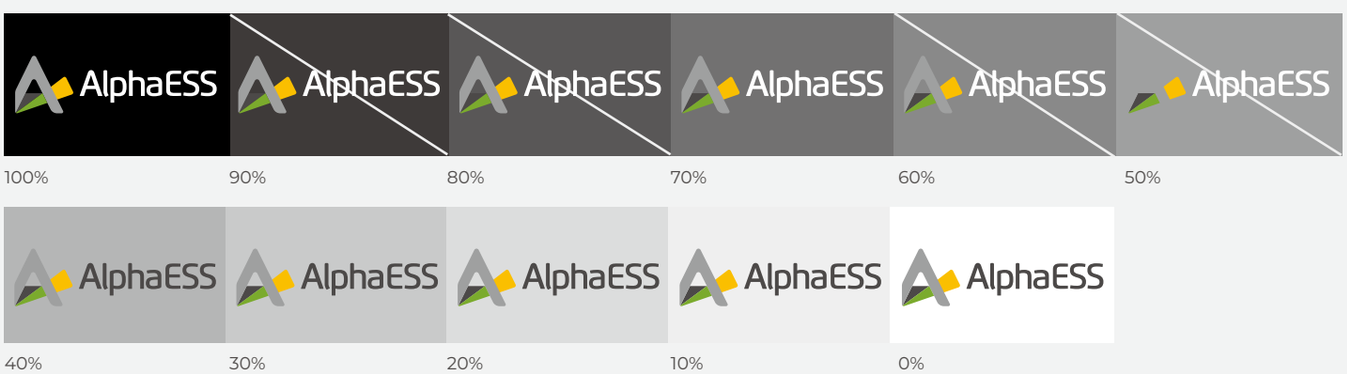


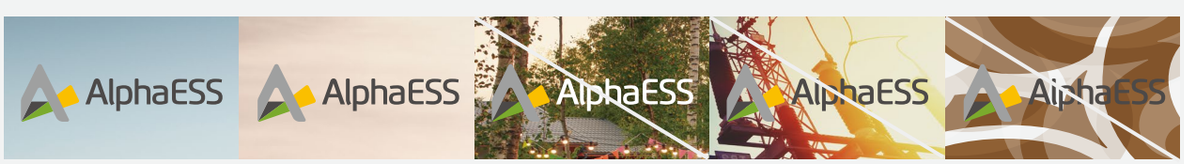
A2-02 Specifications for the Use of Logo in Different Backgrounds (1)

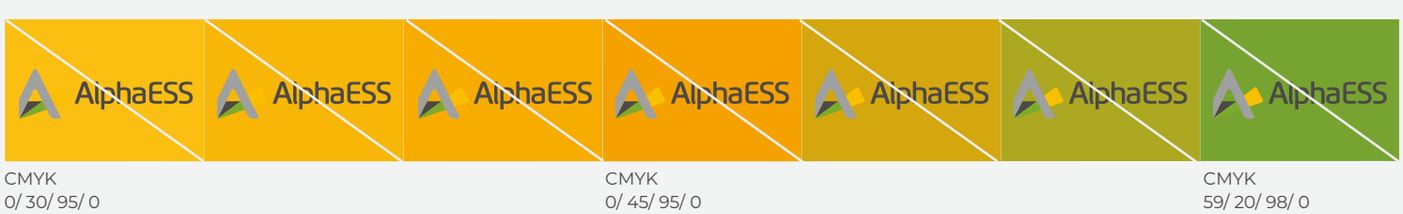
Corporate logos in different color values, greyscale values and image backgrounds. If you need to use colors other than those listed in this section, please refer to this color palette to evaluate the color values of the relevant backgrounds.

Please use a monochrome logo when the colored logo is not legible under other color values.

Specifications for the Use of Full Color Logo in Different Backgrounds



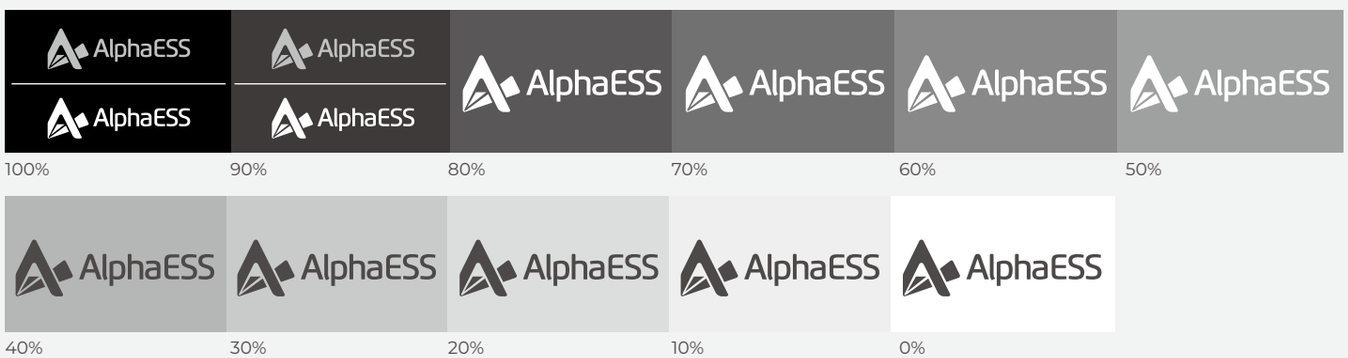


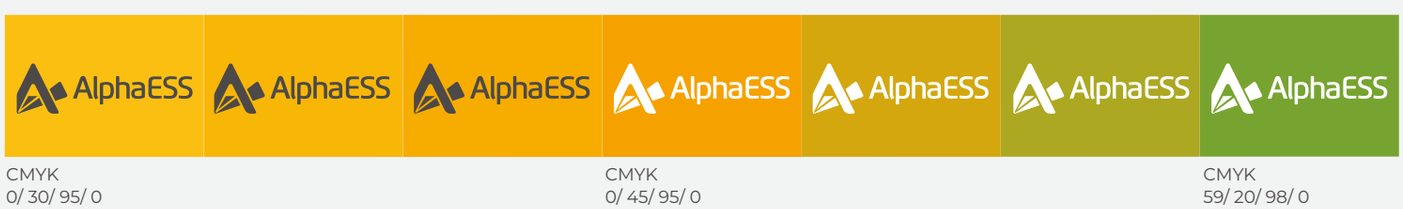


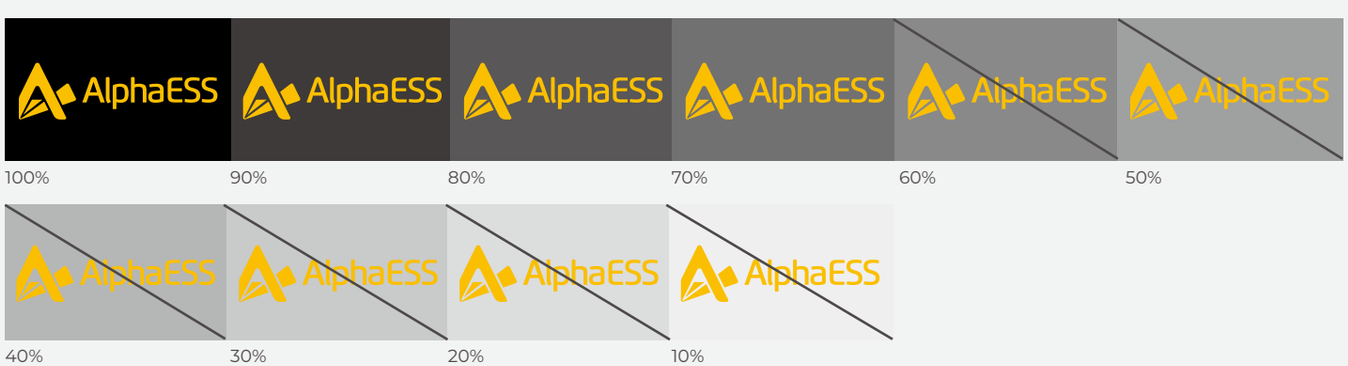
A2-03 Specifications for the Use of Logo in Different Backgrounds (2)

Specifications for the Use of One Color Logo in Different Backgrounds

(Pure white or light grey logo can be used on a black background.)







A2-04 Standard Colors

Corporate logo's colors is based on three pantone colors.

Related four colors (CMYK) processed percentages are indicated hereafter as well as screen colors (RGB) and web colors.

Web Color
#fabf00

R 250
G 191
B 0

C 0
M 30
Y 95
K 0

Web Color
#bfc0c0

R 191
G 192
B 192

C 0
M 0
Y 0
K 35

Web Color
#262626

R 76
G 73
B 72

C 0
M 0
Y 0
K 85

Web Color
#2D2926

R 45
G 41
B 38

C 78
M 76
Y 77
K 55

Web Color
#7baa2d

R 123
G 170
B 45

C 59
M 20
Y 98
K 0

Web Color
#f5a200

R 245
G 162
B 0

C 0
M 45
Y 95
K 0

A2-05 Auxiliary Graphics

Auxiliary graphic strengthens the delivery of visual.

The below picture in the line frame is a part of original logo.

Please do not modify the structure. Size can be adjusted accordingly.



Auxiliary Graphics - 01

The upper part of the corporate logo is intercepted as an auxiliary graphic element that can be used for promotion and design and can be changed according to the actual situation.



Auxiliary Graphics - 02

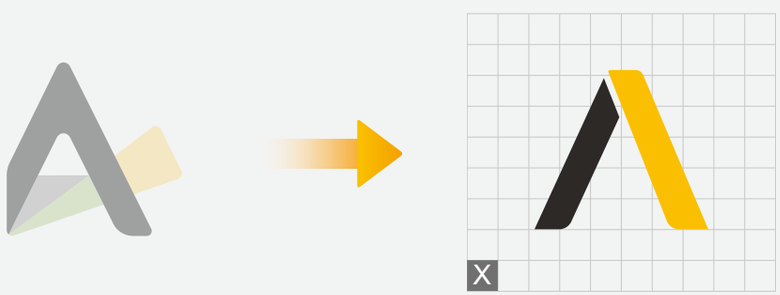
The corporate logo is simplified to form a concise, clear and strong visual image that can be used as an auxiliary graphic for promotion.

A2-06 Visual Hammer

Visual Hammer forms a concise, clear, and strong visual image by refining and simplifying the logo graphic.

To convey the core message, characteristics and values of the AlphaESS brand.

Can be used in offline exhibitions, social media publicity and other scenarios.



Visual Hammer Graphic



Exhibition Background Board Applications

PANTONE
7408 C

PANTONE
Black C

Exhibition Background Board Standard Colors

A2-07 Fonts

In order for AlphaESS to use fonts in a uniform and consistent manner daily, please note the following specifications:

DOWNLOAD FONTS

Segoe UI is available on Windows and MacOS environments.

For email, office documents, etc.,

Segoe UI

ABCDEFabcedef
1234567890 $%@&().,

Montserrat is available on website and printing material, etc.,

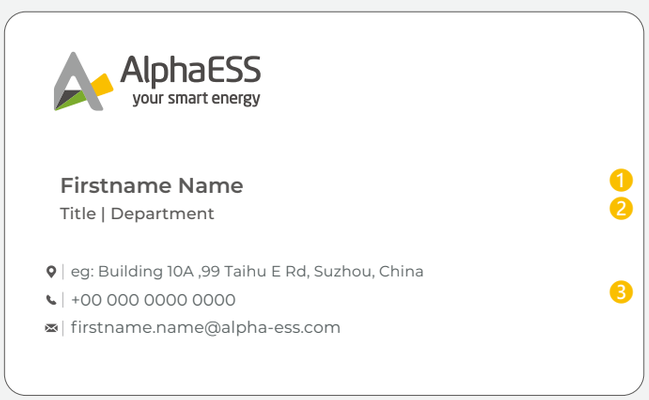
Montserrat

ABCDEFabcedef
1234567890 $%@&().,

Application Design System

B1 Office Applications

B1-01 International Business Card



Font: Montserrat

1	Firstname Name	**SemiBold**	**8.5pt**
2	Title	Medium	6.5pt
3	Emile	Regular	6pt

← Rounded Corner R 3mm



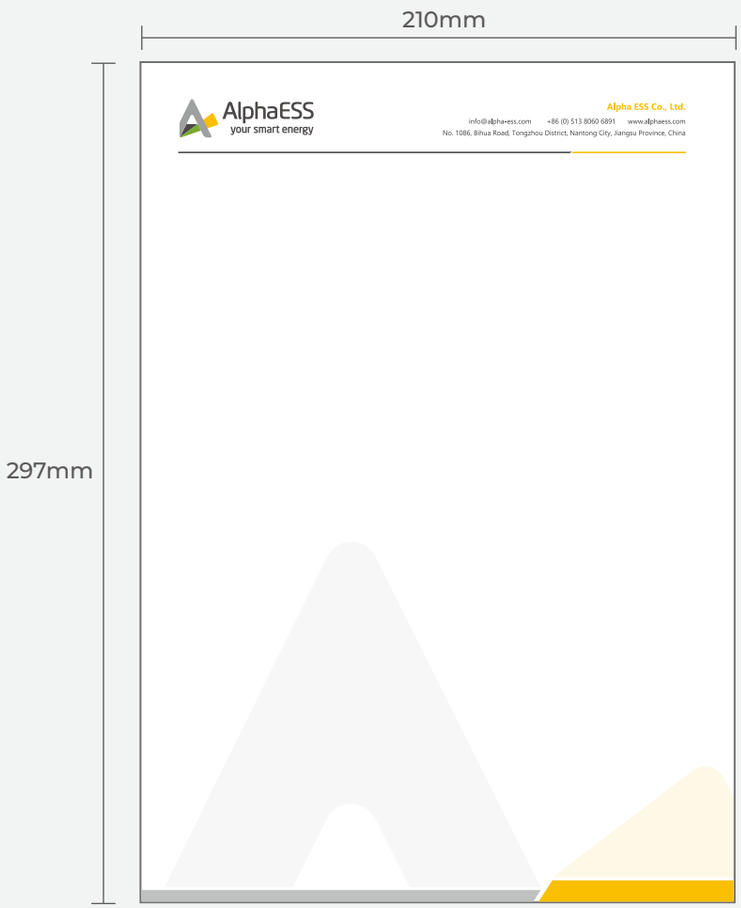
Size: 90mm x 54mm

Paper: Coated Paper with Matte Film

Production Process: Four-Color Printing

This information is for illustrative purposes only. Please update the address and phone number as needed for various branches or subsidiaries.

B1-02 Letterhead



International Letterhead Template

Specifications: A4: 210mmX297mm A5: 148mmX210mm

Material: 80g Twisted Pair

Production Process: Four-Color Printing

B1-03 Email

Firstname Name

Job Title | Department | Center / BU / RBU

Tel: +00 000 0000 0000

Add: No. 1086 Bihua Road, Tongzhou District, Nantong City, Jiangsu Province, China 226300

Web: https://www.alphaess.com/

Any information contained in this e-mail (and any attachments) is intended exclusively for the addressee(s) and may contain confidential and/or privileged information. Any disclosure, reproduction, dissemination, distribution or use by a party other than the addressee(s) is strictly prohibited. If you are not the intended recipient, please notify the sender as soon as possible and delete any copies. We reject any liability for the improper, incomplete or delayed transmission of the information contained in this message, as well as for damages resulting from this e-mail message. We cannot guarantee that the message received by you has not been intercepted by third parties and/or manipulated by computer programs used to transmit messages and viruses.

(This is an illustrative template, please fill in the signature according to the actual content for specific Centers/Energy Storage Business Units/Regional Business Units.)

Application Design System

B2 External Applications

B2-01 Booth Visual Effects

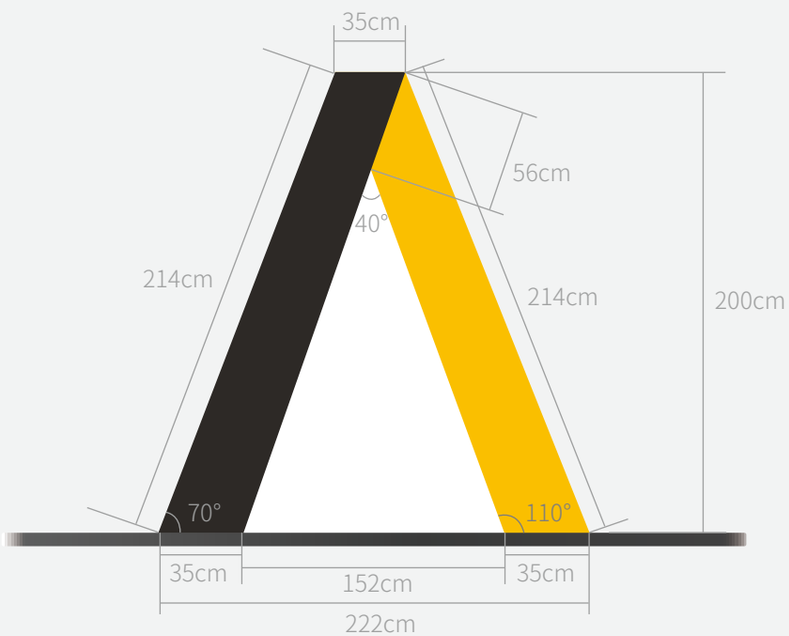
The main colors used for booth design should be **dark grey (PANTONE: Black C)** and **bright yellow (PANTONE: 7408 C)**.

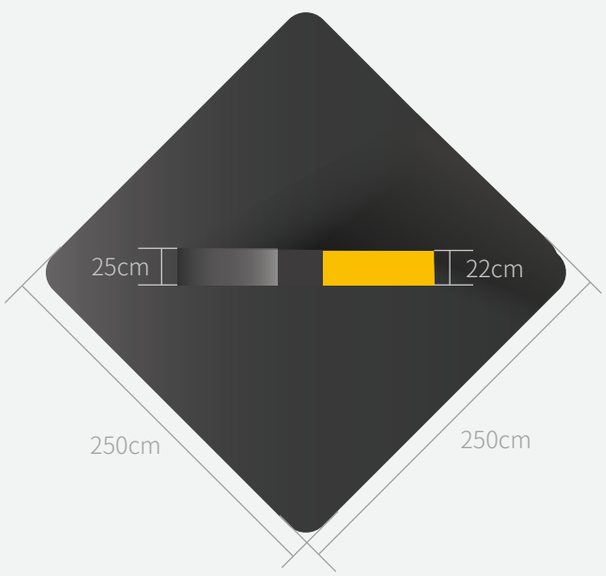
The visual presentation of the booth depends on its actual size to determine whether to apply a visual hammer.



B2-02 Booth Visual Hammer Specifications

If visual hammers are required for the booth visual effects, they must be designed and constructed in strict accordance with the scale specifications shown below.





The dimensions marked in the picture are for illustration only. The actual construction needs to be adjusted according to the size of the booth, and the adjustment process must adhere to the principle of maintaining the same proportion.

B2-03 Company Uniforms (1)



Specifications: Text & Slogan on the Back: 200×170mm
Front logo: width 75mm
Side Armband: 60×40mm

B2-04 Company Uniforms (2)



Specifications: Text & Slogan on the Back: 200×170mm
Front logo: width 75mm
Side Armband: 60×40mm

@AlphaEnergyStorageSystem @AlphaESS @alpha_ess @AlphaESS www.alphaess.com

AlphaESS Co., Ltd

☎ +86 513 8060 6891 ✉ info@alpha-ess.com

No. 1086 Bihua Road, Tongzhou District, Nantong City, Jiangsu Province, China