



The power is
in your hands.



EV CHARGER

EV CHARGER Trademark Guidelines



EV CHARGER

Description

This easily recognizable logo uses an "E" and the simple shape of a plug to quickly communicate the location of any EV Charger effectively. The green colors used are to convey the idea that electric cars are more eco-friendly. Forma DJR Deck was the typeface chosen as it's clean, sans-serif, and easily readable up close and from a distance.

Forma DJR Deck

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

PANTONE: 361 C
CMYK: 80/0/100/0
RGB: 100/176/84
HEX: #64B054

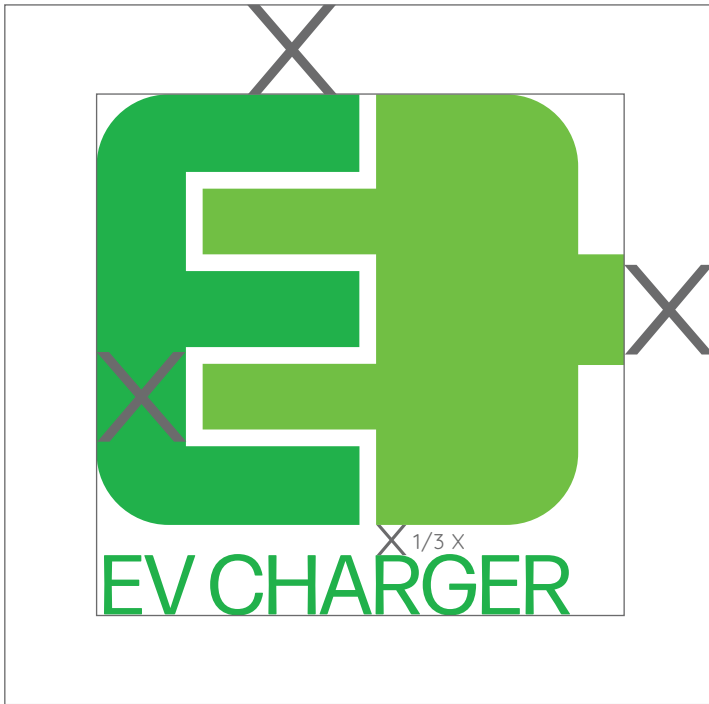
PANTONE: 360 C
CMYK: 60/0/100/0
RGB: 136/190/85
HEX: #8CBE4F

PANTONE: 656 C
CMYK: 0/0/0/0
RGB: 255/255/255
HEX: #FFFFFF



Color Options

The colored logo may be placed on a white background, while the black or white logo can be placed on white, black or either of the logo's colors.



Size + Spacing

Use the height of "X", (the width of the spine on the letter "E"), to determine the clear space.

Use 1/3 of "X" to determine the space between the logo and type.



2 in/192 px (width)



1 in/96 px (width)



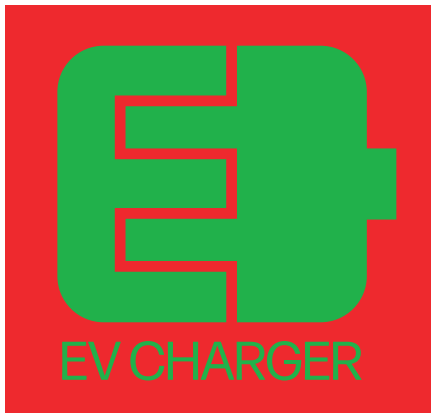
.75 in/72 px (width)



.5 in/48 px (width)

Incorrect Uses

DO NOT warp, distort, add effects, change colors, or place the logo somewhere that would make it illegible.



DO NOT put the logo on a vibrant or low contrast colors which cause poor readability.



DO NOT add unnecessary embellishments such as drop shadows or gradients.



DO NOT use the logo's green colors on top of each other, as there is not enough contrast.



DO NOT place the logo on a busy background.



DO NOT warp or distort or rotate in any manner.



DO NOT outline the logo.

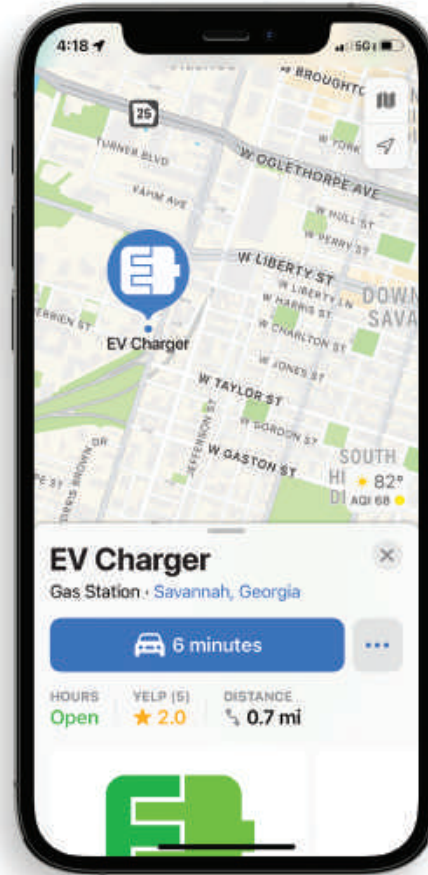


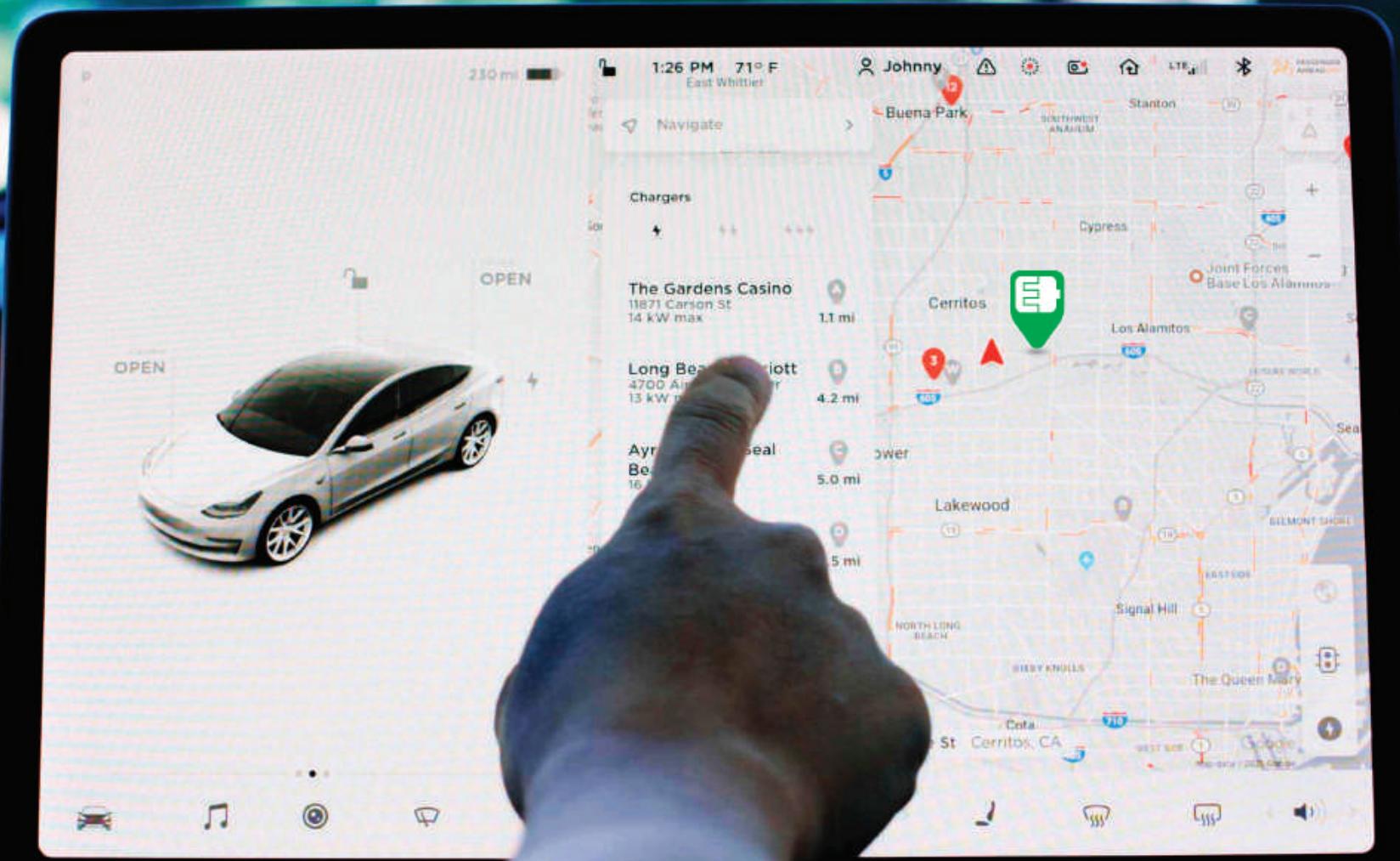
DO NOT reduce the logo smaller than 0.5 inches/48px wide.



DO NOT adjust spacing between mark and type.

Digital Application





230 mi

1:26 PM 71°F
East Whittier

Johnny

Navigate

Chargers

OPEN

OPEN

The Gardens Casino
11871 Carson St
14 kW max

1.1 mi

Long Beach Marriott
4700 Alameda Dr
13 kW max

4.2 mi

Ayrton Senna
16000 Serrano Ave
16 kW max

5.0 mi

5 mi

Cerritos

Lakewood

St Cerritos, CA

Stations + Signage





Other Applications



