

RE

BE

LI

ON

Brand identity guidelines

v. 1.0 – September 2023

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Concept

REBELION will validate two circular schemes to maximise 2nd life batteries utility and domestic applications, enabled by a disruptive fast battery testing based on Electronic Noise Analysis, and an autonomous pack and **MODULE DISASSEMBLY SYSTEM** with **RE-CONFIGURING** capabilities for the ongoing battery types and formats. Additionally, a novel **LABELLING SYSTEM** supported with **BLOCKCHAIN**, digital battery passport and ecolabel technology will provide key information to dismantlers, recyclers, re-manufacturers and users.

Main personality traits:

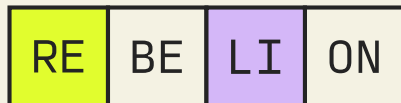
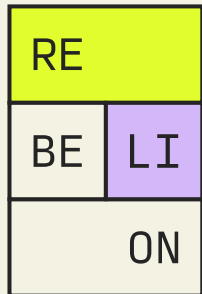
Popular, practical, reassuring

For the identity system we took inspiration from these core ideas:

Labeling, re-configuring, blockchain

Logo |

Concept



Dismantling and Reconfiguration:

The REBELION logo was designed to convey the concept of dismantling and re-configuration of the batteries parts.

Modular Design:

The logo is intended to be modular, allowing for various assembly configurations.

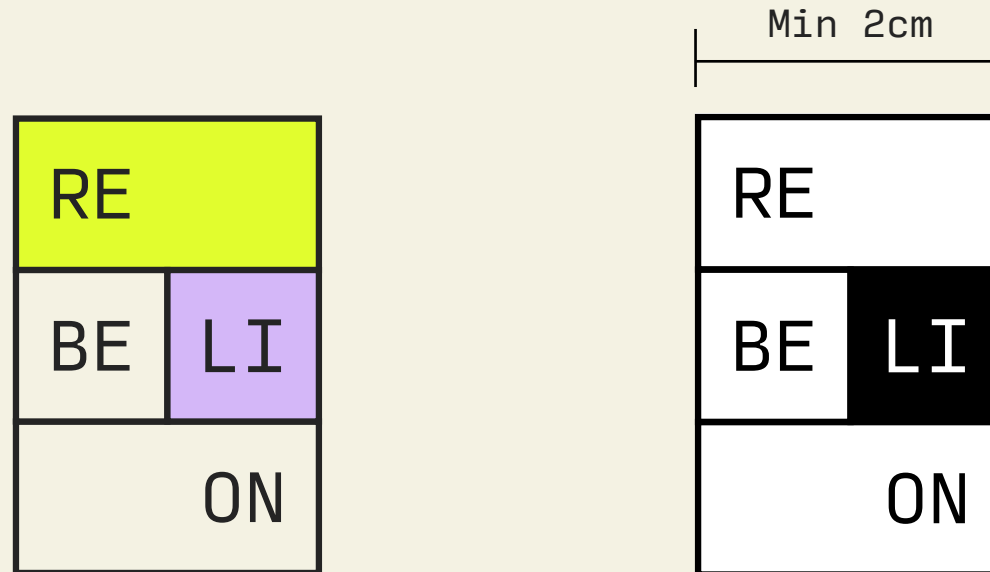
This flexibility ensures that it can adapt to different formats and supports, maintaining its effectiveness and visual appeal.

Highlighted Letters:

Furthermore, we chose to highlight two sets of letters: "RE" to symbolize battery RE-USE and "LI" that indicates the LITHIUM inside them.

Logo |

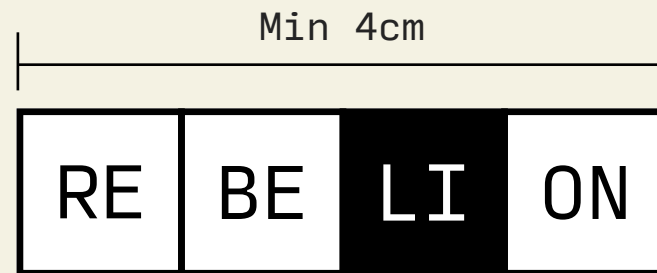
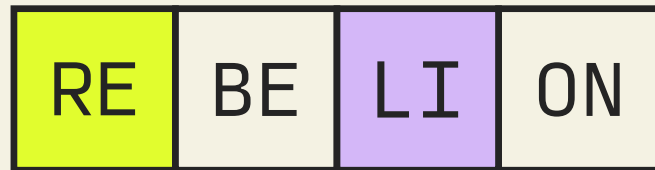
Main composition



When you have a **LARGE VERTICAL SPACE** available for displaying the logo, utilize the main composition to ensure that the core design elements are clearly visible and impactful.

Use the black and white version of the logo in situations where color may not be practical, such as print materials, grayscale environments, accessibility needs, legal documents...

Logo | Horizontal

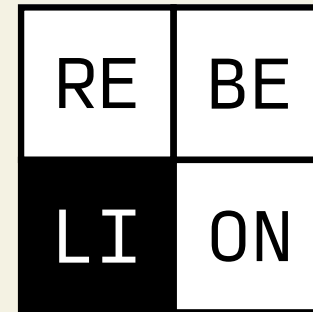


When you have a **SMALL VERTICAL SPACE** available for displaying the logo, utilize the horizontal composition to ensure that the core design elements are clearly visible and impactful.

Remember the importance of **CONSISTENCY**, when designing a layout on a support, avoid using too many different composition of the logo.

Logo |

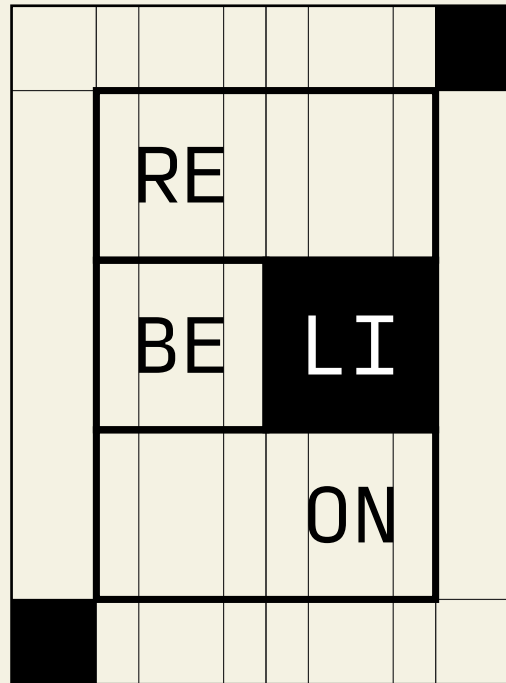
Compact



When you have a very **SMALL SPACE** available for displaying the logo (especially if it has a square shape), utilize the compact version to optimize the space and the readability of the logo.

Logo |

Respect area and construction grid



When displaying the logo, it's recommended to maintain some **CLEAR SPACE** around it, using one 'block' as a unit and dividing it by 2. However, please note that this rule does not apply when placing the logo inside a grid layout, as shown on the brand book cover page.

Colors

| | | | | |
|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|
| CMYK 0, 0, 15, 0 | CMYK 0, 0, 0, 90 | CMYK 20, 30, 0, 0 | CMYK 0, 0, 80, 0 | CMYK 0, 70, 50, 0 |
| RGB 244, 242, 227 | RGB 36, 36, 36 | RGB 212, 183, 248 | RGB 225, 253, 46 | RGB 250, 107, 98 |
| HEX #F4F2E3 | HEX #242424 | HEX #D4B7F8 | HEX #E1FD2E | HEX #FA6B62 |

Note:

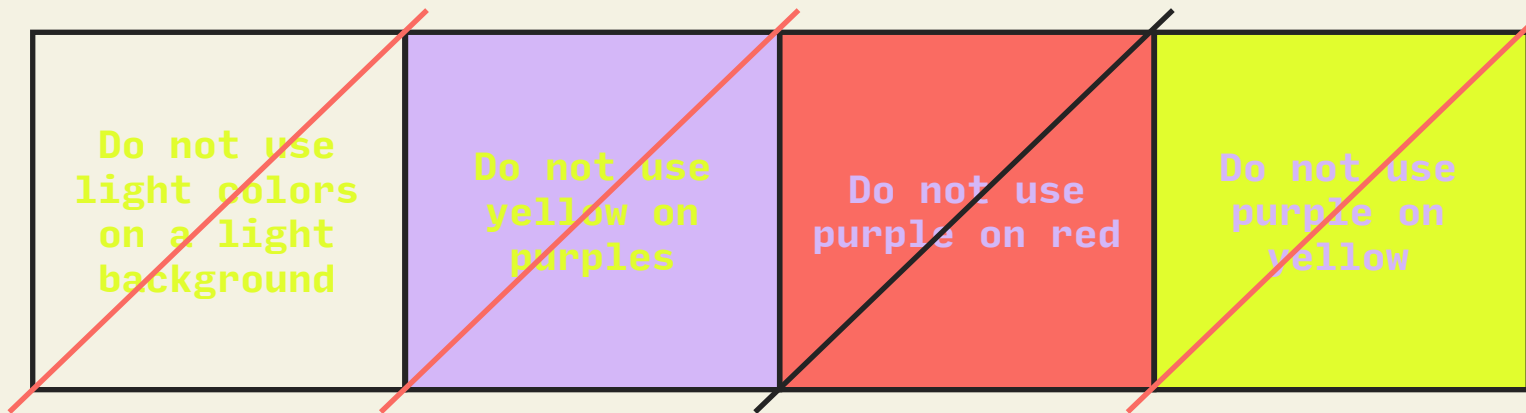
The colors of the project may vary from CMYK and RGB.
Use the appropriate color format based on the required output.

N.B.

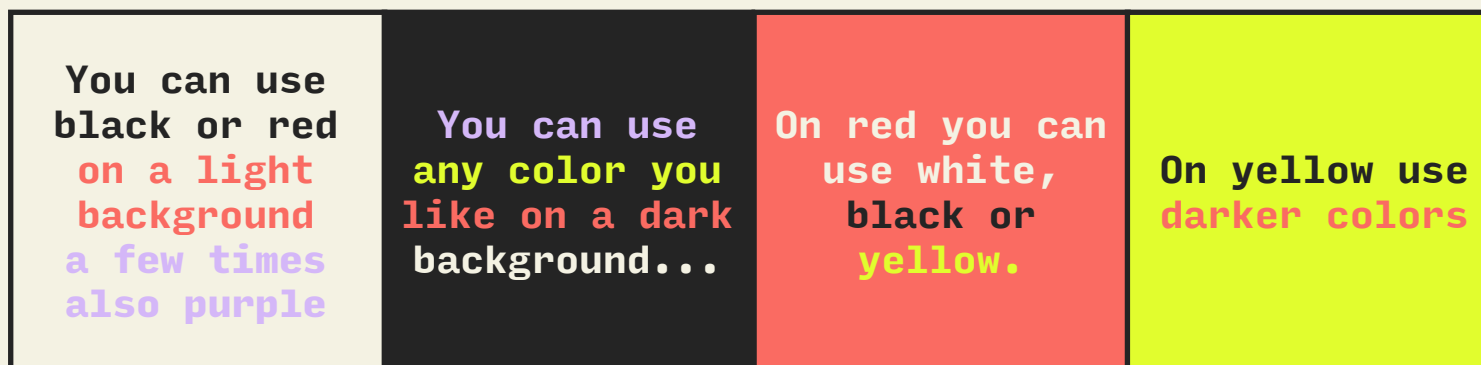
Avoid using purple with yellow, and vice versa.

Color Usages

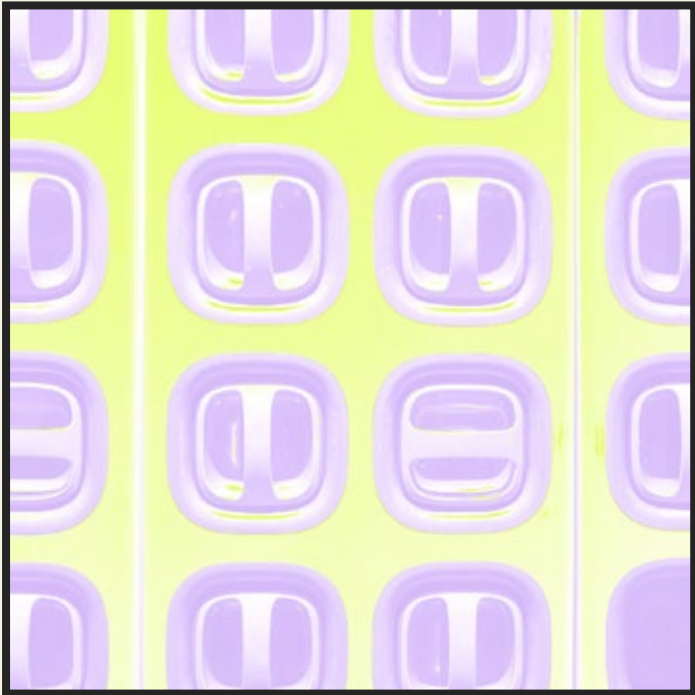
Wrong



Correct



Photography



Photographic treatment:

Color ramping is a photographic treatment that involves manipulating the colors of an image. A gradient-like color scheme, or "ramp," is applied to the image, creating a gradual transition between selected colors. This technique allows for precise control over the image's mood and aesthetic.

Prefer using color ramping on abstract or background images rather than detailed images because the intricate details in a photograph can become obscured or distorted when applying this technique.

Typography

Major headline is set in
INPUT MONO REGULAR

Headline is set in **INPUT MONO REGULAR**

Body copy is set in **INPUT MONO REGULAR**.

Es dolupti vendelest quide debit aut adi aborepe lluptatiis doluptatem eatem
ut et aut hil incia dit voluptatur, simagnatem ut ut que sit odisimet fugia
voluptatur, cusa voluptaturquia quiaestrum fugia porio bearit luptatur?

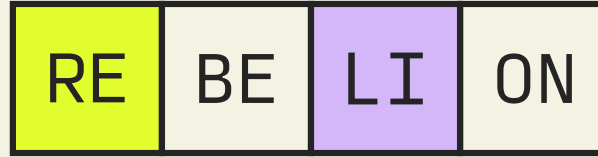
MS Office safe font is **COURIER NEW** for headlines and CALIBRI for body copy.

INPUT MONO

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 (!#€%/.*'@,?:;)



The rules specified in this document are to be considered guidelines to better understand the project and to look at when designing something new, evolving its identity, or even when breaking the rules. For further information please contact:

ANGELA MARZORATI

Project Manager Officer

angela.marzorati@icons.it

NICOLETTA GOMBOLI

Graphic Designer

nicoletta.gomboli@icons.it

LORENZO CANNELLA

Graphic Designer

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