



# Brand Guidelines.

Our Visual Identity.

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## Introduction.

### Our Vision.

Our vision at Battle Born Batteries is to power lifestyles across the globe and provide customers with the freedom to live their lives and adventure without boundaries.

### Slogan.

*Get Out There. Stay Out There.®*

### Our Mission.

Battle Born Batteries strives to provide the highest quality products in the renewable energy storage industry, products that prove to be reliable, long-lasting, and safe above all else. Our mission is to bring as much of the product development, design, manufacturing, and distribution processes to the U.S.A., providing both jobs and freedom to our employees and customers

## Primary Logo.

For Light Background.



For Dark Background.



## Alternate Logos.

Horizontal, with Bolts.

For Light Background.



For Dark Background.

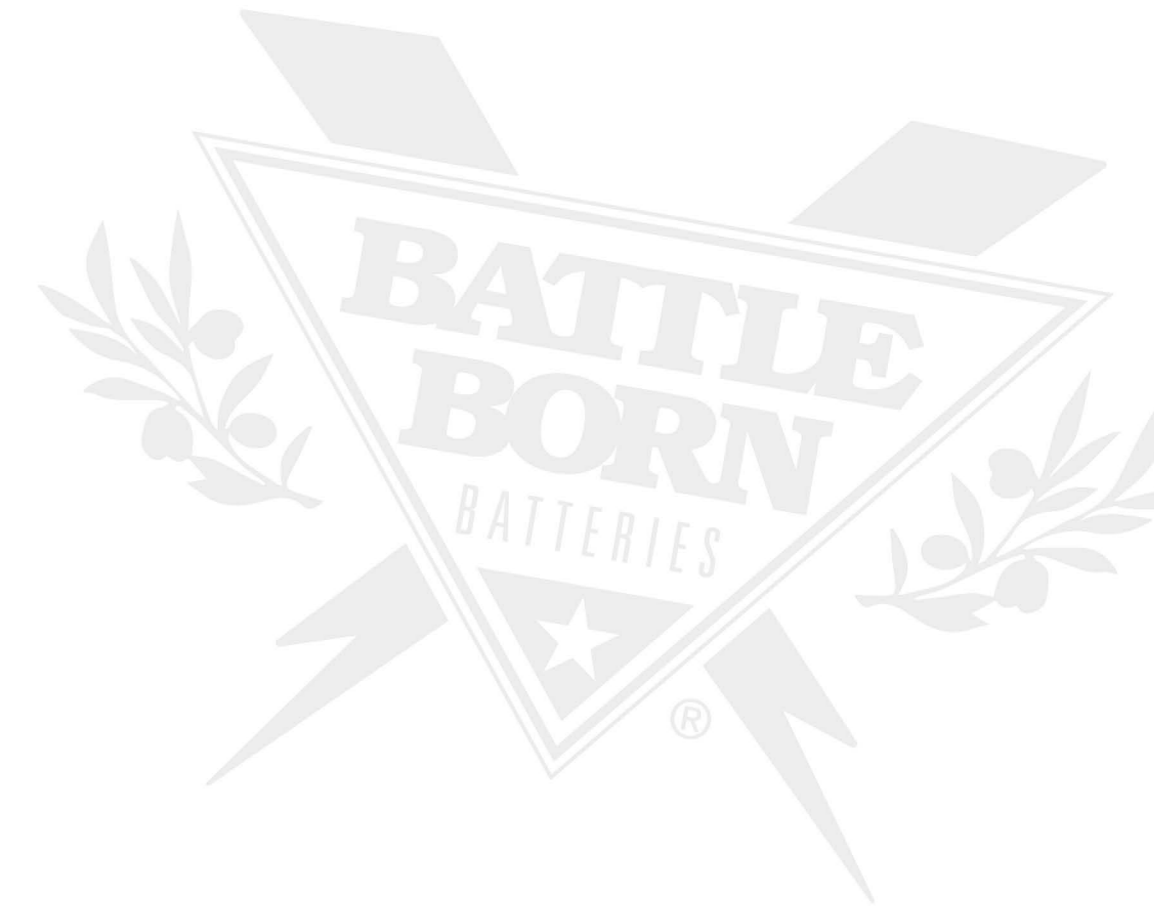


Horizontal, No Bolts.

For Light Background.



For Dark Background.



## Alternate Logos.

### Powered by Dragonfly Energy.

For Light Background.

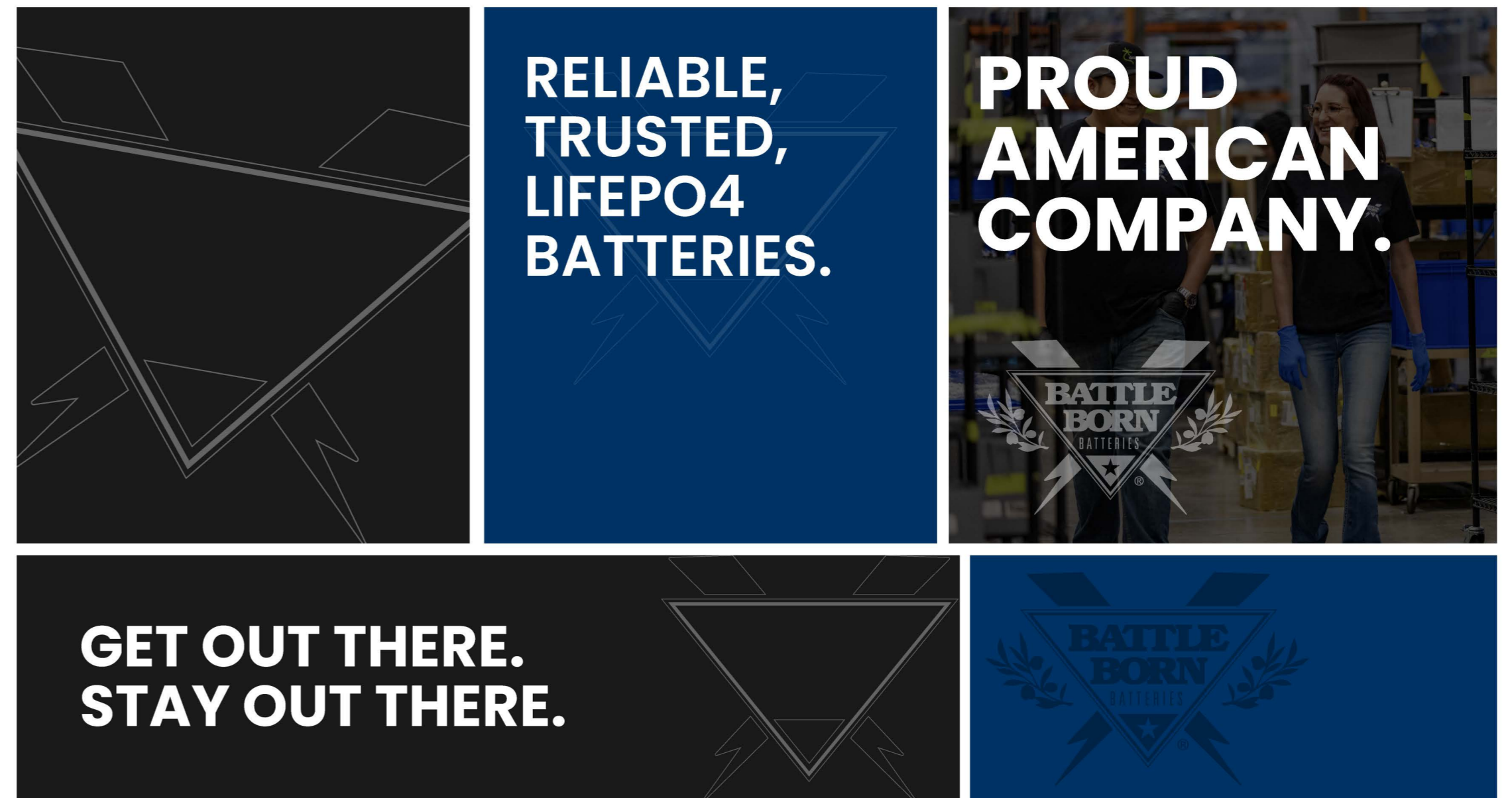


For Dark Background.



## Logo Elements.

While not to be used as a primary element to represent the brand, the outlined battle born batteries logo can be utilized as a secondary design element in various ways as shown below.



## Avoid These Mistakes In Logo Application.



Don't add a border around the logo.



Don't alter proportions of the word mark or icon.



Don't change the aspect ratio, stretch, or squeeze.



Don't change the colors.



Use logo with accurate trademark (®).



Don't use the primary logo against a dark background.



Don't alter words of logo.



## Color Palette.

The Battle Born Batteries brand incorporates four primary colors - dark blue, medium blue, gray, and white. The color of the Battle Born logo blue (#012169) is to be used sparingly and never behind or touching the logo itself.



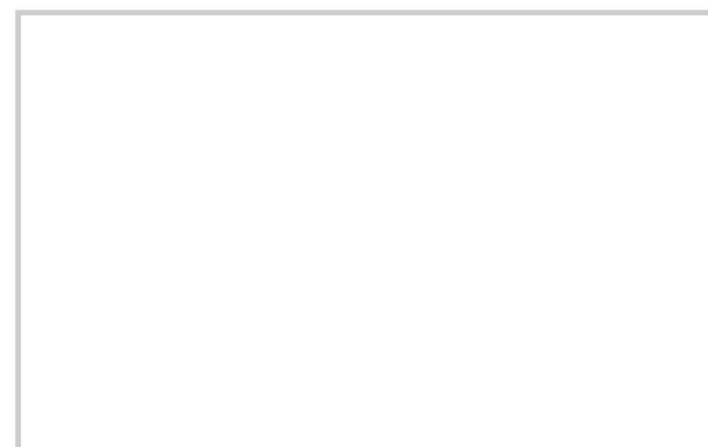
**Dark Blue - Primary**

Pantone 280 C  
HEX #012169



**Gray - Accent**

Pantone 10 C  
HEX #66676C



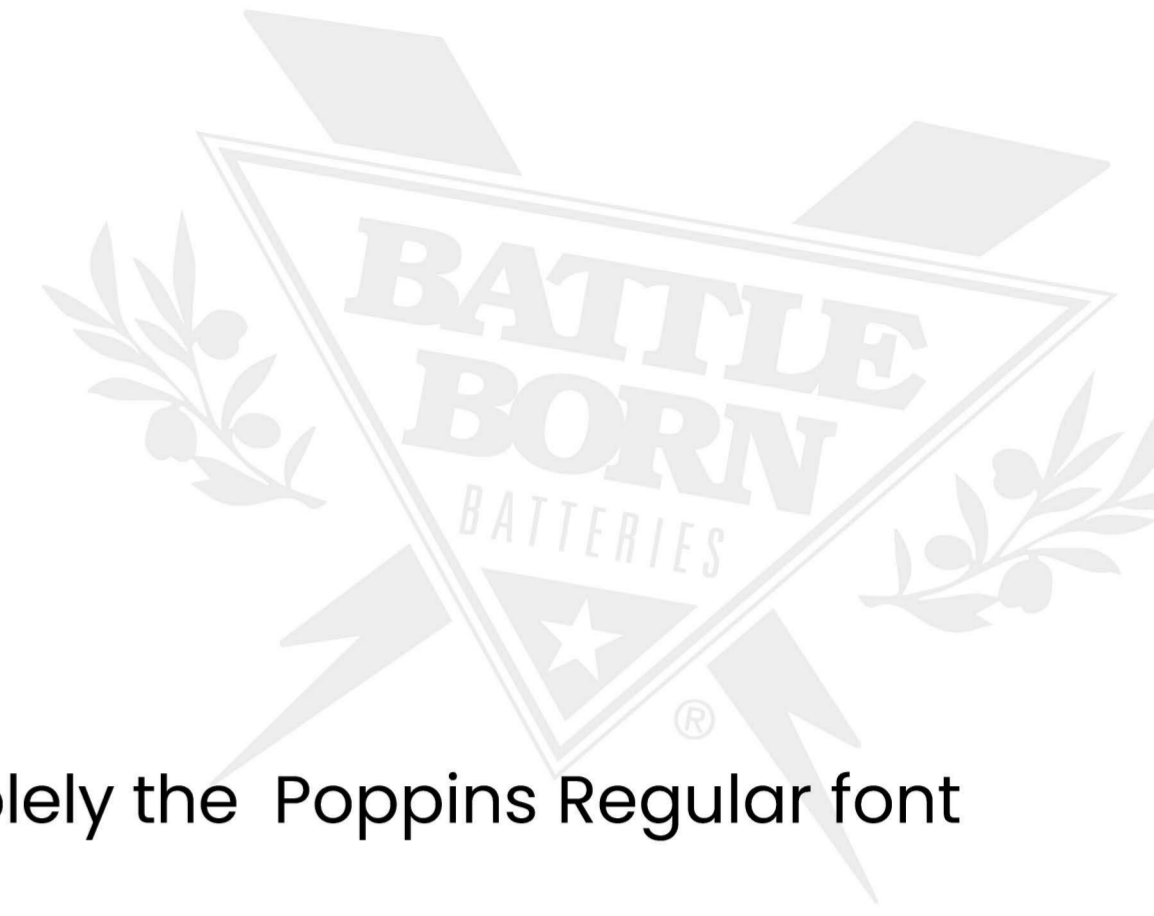
**White - Primary**

HEX #FFFFFF



**Medium Blue - Secondary**

Pantone 2955 C  
HEX #003366



## Headers.

The majority of the designs shall use solely the ITC Bookman STD Bold font or the Poppins Bold font for all primary headers.

ITC Bookman Std can be requested from our marketing team at [marketing@dragonflyenergy.com](mailto:marketing@dragonflyenergy.com) and Poppins is available as a free [Google font](#).

**ITC Bookman STD BOLD** for headers

**Poppins BOLD** for headers

## Body Text.

The majority of the designs shall use solely the Poppins Regular font for all body text.

Poppins is available as a free [Google font](#).

**Poppins Regular** for headers



# Our Look.

Every believer of Battle Born Batteries has their own visual style.

When producing branded content for Battle Born Batteries, we prefer to feature images and videos that represent genuine and realistic adventures while utilizing our products - an organic and authentic feel-good style should be represented in lifestyle content. For product content, batteries should be shown in use and in natural settings.

Please keep these styles and standards in mind when collaborating with Battle Born Batteries on storytelling or other marketing efforts.





## Social.

### Social Media Platforms:

Share your adventures on social media and be sure to tag us so we can help amplify your story!



### Hashtags.

#battlebornbatteries



[www.battlebornbatteries.com](http://www.battlebornbatteries.com)

If you have any additional questions on our branding,  
please contact [marketing@dragonflyenergy.com](mailto:marketing@dragonflyenergy.com)