

Brand Guidelines

Our Visual Identity.

For any questions or further inquiries, please
contact marketing@dragonflyenergy.com

www.battlebornbatteries.com



Table of Contents.

Brand Pyramid

Logo Usage

Visual Elements

Logo Application Mistakes To Avoid

Color Palette

Typography

Our Look

Social Media

03

04

07

08

09

11

12

13



Brand Pyramid.

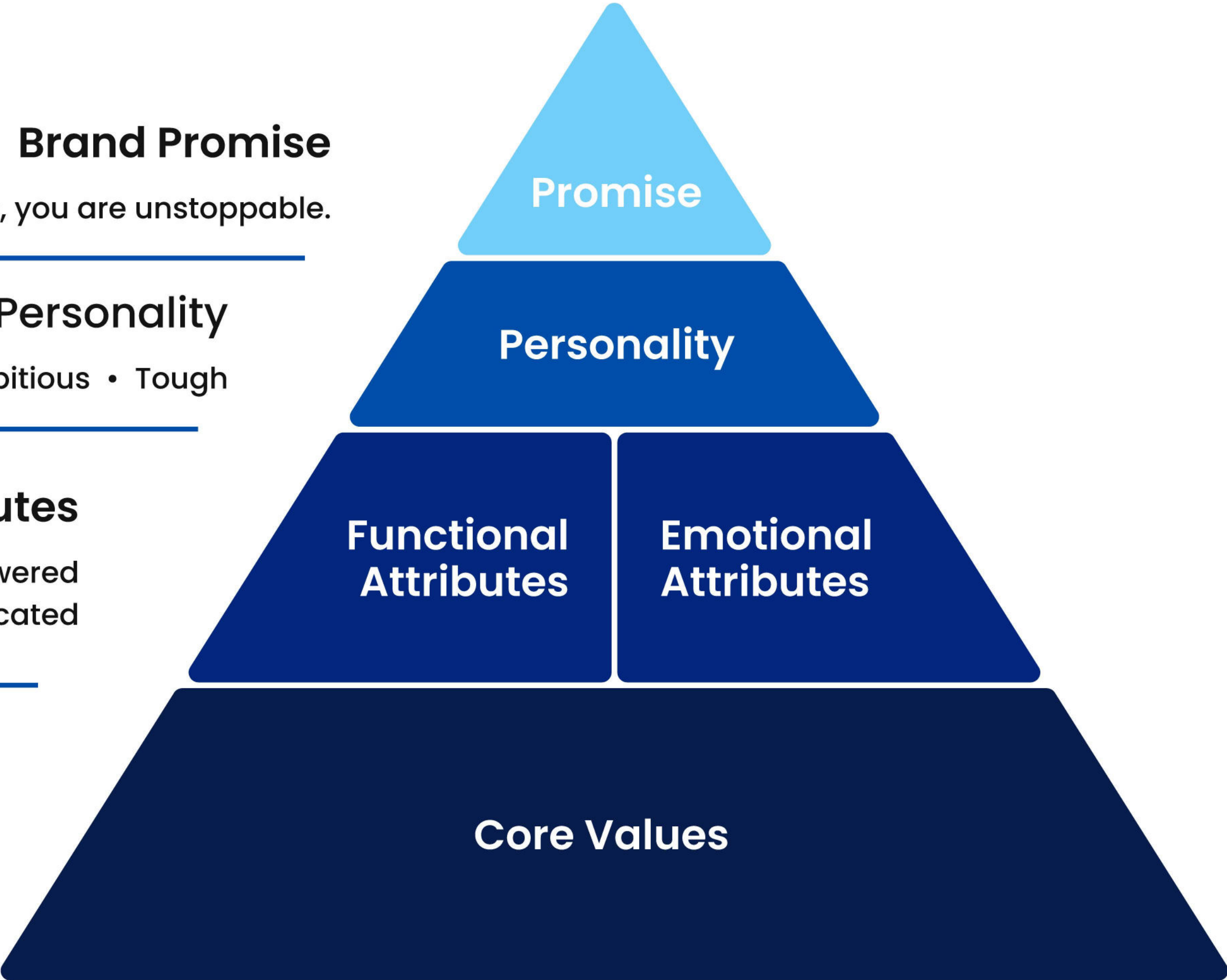
Brand Promise
With Battle Born, you are unstoppable.

Brand Personality
Adventurous • Genuine • Confident • Ambitious • Tough

Functional Attributes
American • Rugged
Sustainable • Responsive

Emotional Attributes
Patriotic • Empowered
Smart • Tested • Educated

Core Values
Trailblazing Spirit • Curious • Community • Support



Logo Usage.

Primary Logo



Whiteout Version



Blackout Version



Print Version



Text Box Variation



Whiteout Version



Blackout Version



Whiteout Version

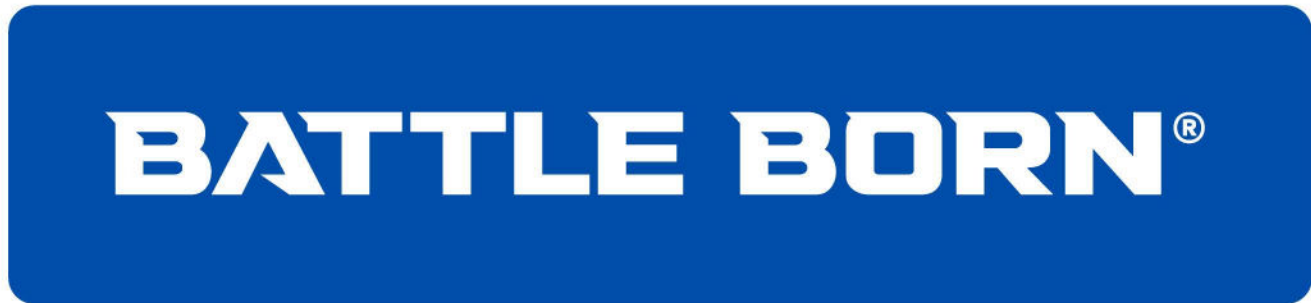


Logo Usage.

Text Logo

BATTLE BORN®

For Dark Backgrounds



For Light Backgrounds



Text Logo With Slogan

BATTLE BORN®
Unstoppable Power Solutions

For Dark Backgrounds



For Light Backgrounds



Text Logo Variations

Standard Blue Variation

BATTLE BORN®

Accent Variation

BATTLE BORN®

Chrome Variation

BATTLE BORN®

Logo Usage.

Text Logo Subtexts

BATTLE BORN®
Academy

BATTLE BORN®
Solar Charge Controllers

BATTLE BORN®
Advanced Alternator Regulators

BATTLE BORN®
Inverters

BATTLE BORN®
Batteries

BATTLE BORN®
Inverter/Chargers

BATTLE BORN®
Solar Panels

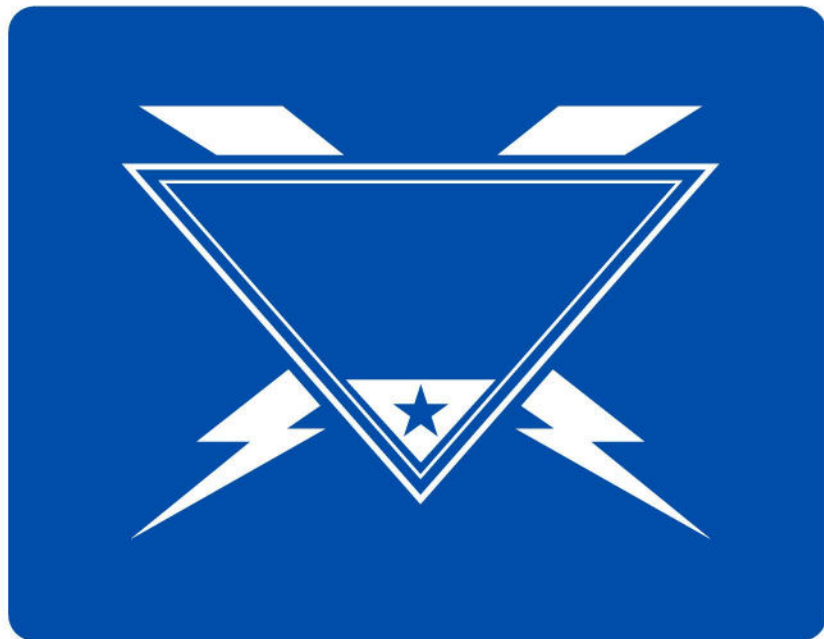
BATTLE BORN®
DC-DC Converters

Each of these product name logos are also available in the variations shown under *Text Logo Variations* on page 05.

Visual Elements.

Logo Cutout

For Dark Backgrounds



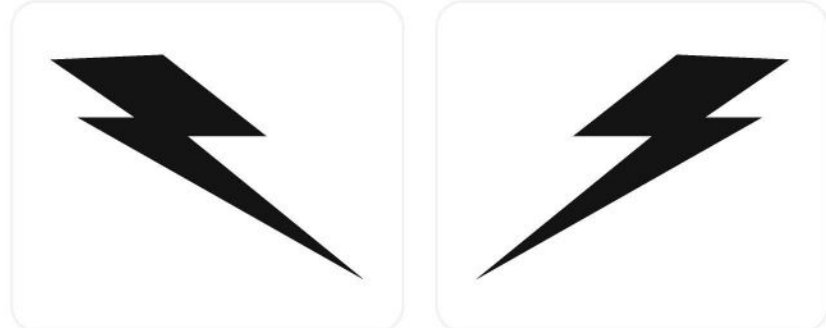
For Light Backgrounds



For Dark Backgrounds



For Light Backgrounds



Battle Born Triangle

Footer/Banner Example



Document Background Example



Elements In Use

Email Signature



Advertisement



Note: You can use the logo cutout in a low-opacity style to support other graphic elements.

Logo Application Mistakes To Avoid.



Do not add a border around the logo.



Do not alter proportions of the logo.



Do not change the stretch or squeeze the logo.



Do not remove the registered trademark icon from the logo.



Do not change the colors of the logo.






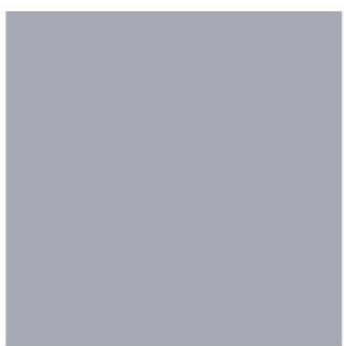

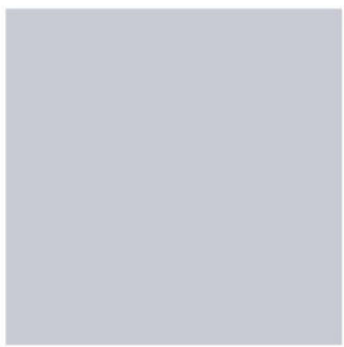

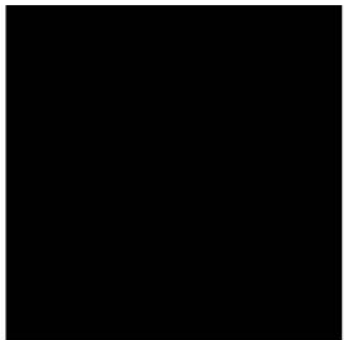
Do not place the logo on low-contrast backgrounds.

Color Palette.

Logo Colors

	Pantone: 2768 C Hex Code: #081D4D
	Pantone: 3591 C Hex Code: #02267E
	Pantone: 2145 C Hex Code: #004EAA
	Pantone: 420 C Hex Code: #C7C9D4

Brand Colors

	Pantone: 2768 C Hex Code: #081D4D		Pantone: Cool Gray 8 C Hex Code: #888B95
	Pantone: 281 C Hex Code: #001F5F		Pantone: Cool Gray 6 C Hex Code: #A7A9B4
	Pantone: 280 C Hex Code: #02216E		Pantone: Cool Gray 3 C Hex Code: #C9CAD4
	Pantone: 7462 C Hex Code: #005695		Hex Code: #000000

Typography.

Header Text

Poppins SemiBold

Body Text

Poppins Medium

Poppins, and all of its variations, is available for free at fonts.google.com

Our Look.



Social Media.

Social Media Platforms

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

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 Battle Born

