

Dragonfly Energy Holdings Corp.

# Brand Guidelines

Our Visual Identity.



**dragonfly**<sup>®</sup>  
ENERGY

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[Click Here for the Dragonfly Energy Media Kit](#)

Includes Branding Guide, Logos, Photos, B-Roll and More.

# LOGO USAGE.

## Primary Logo.



## Logo Elements.

While not to be used as a primary element to represent the brand, the Dragonfly Energy bug can be utilized as a supplementary design element in various ways as shown below.



# LOGO INTEGRITY: PRACTICES TO AVOID.

To maintain a strong and consistent brand image, the Dragonfly Energy logo is to be kept in the original state in which it was designed.



Don't rotate or flip.



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.



Don't add a border around the logo.

# COLOR PALETTE.

The Dragonfly Energy brand incorporates two primary colors - Green and Black.

The secondary green is to be used very sparingly and never behind or touching the logo itself.



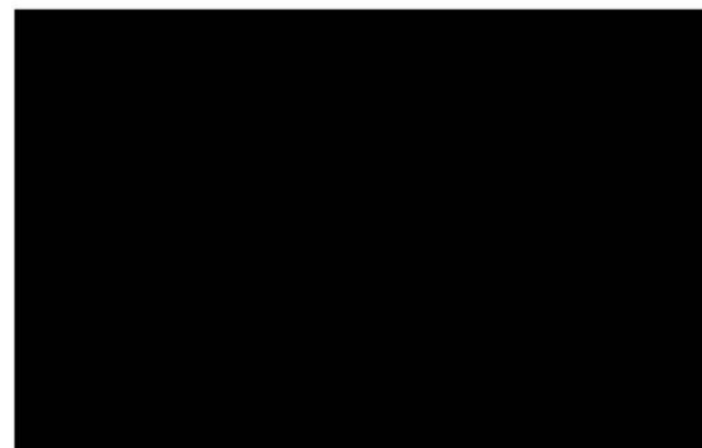
**Primary Green**

Pantone 3522 C  
HEX #228C22



**Secondary Green**

Pantone 360 C  
HEX #54D335



**Black**

Pantone 19-0303 TCX  
HEX #000000

# TYPOGRAPHY.

## Primary Type.

The majority of the designs shall use solely or primarily the ITC Lubalin Graph STD fonts as outlined below. It can be requested from our marketing team at [marketing@dragonflyenergy.com](mailto:marketing@dragonflyenergy.com).

ITC Lubalin Graph STD

**DEMI** for headers

**Book** for standard text

## Secondary Type.

Poppins Regular may be used as an alternative option for body text. It's available as a free [Google font](#) or can be requested from our marketing team at [marketing@dragonflyenergy.com](mailto:marketing@dragonflyenergy.com).

Poppins **Regular** for standard text

# OUR LOOK.

## Dragonfly Energy.

The Dragonfly Energy brand strives to consistently feature images and videos that showcase our brands and products in a high-end and professional manner, which accurately represents us as an industry leader in green energy storage solutions. Determined, friendly expressions should be chosen when showcasing employees, and simple, clean, modern photos and videos should be chosen when showcasing products.



# SOCIAL.

## Social Media Platforms:

Keep up with company news and industry updates by following Dragonfly Energy on these social media platforms.



Dragonfly Energy



Dragonfly Energy Corporation



dragonflyenergy



DragonflyDFLI



Dragonfly Energy

## Hashtags.

[#dragonflyenergy](#)





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ENERGY

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

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