

Brand Guidelines

Our Visual Identity.



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

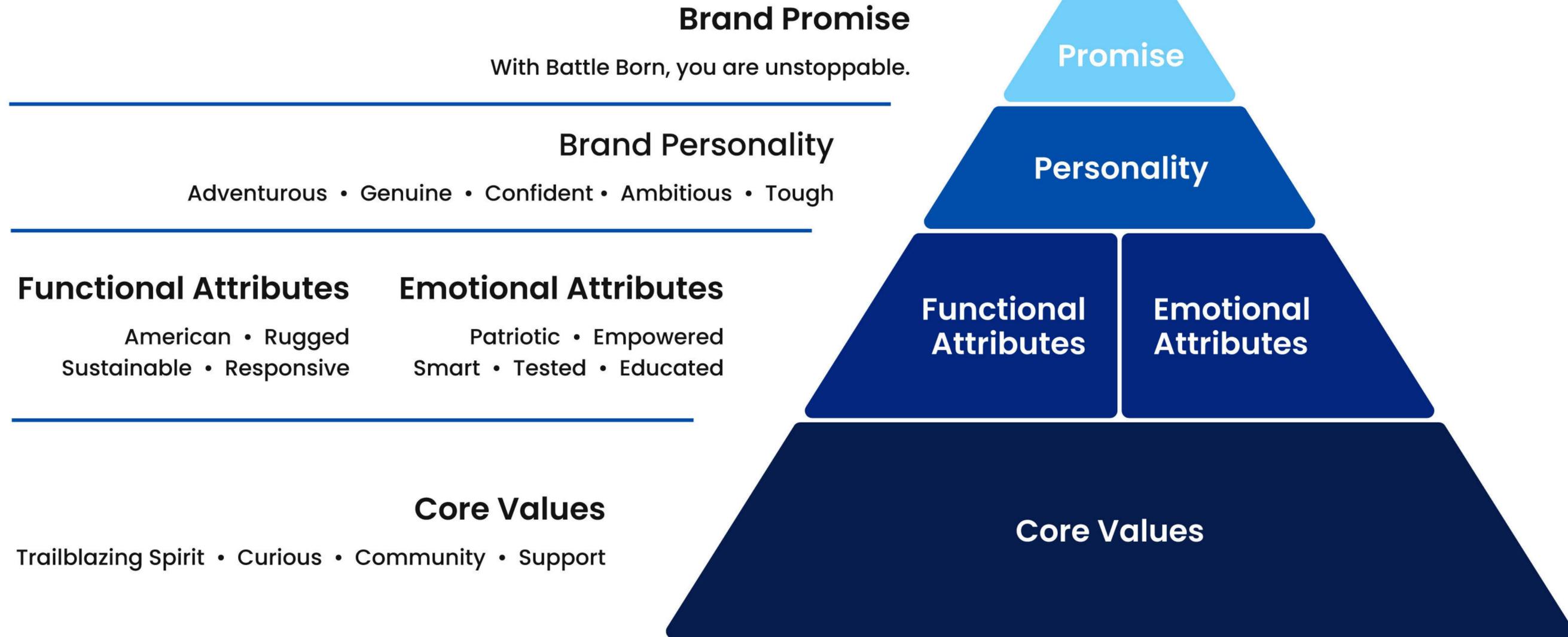
www.battlebornbatteries.com

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Brand Pyramid.



Logo Usage.

Primary Logo



Whiteout Version



Blackout Version



Print Version



Logo Usage.

Text Logo

For Dark Backgrounds



For Light Backgrounds



Text Logo With Slogan

For Dark Backgrounds



For Light Backgrounds



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: 281 C
Hex Code: #001F5F



Pantone: 280 C
Hex Code: #02216E



Pantone: 7462 C
Hex Code: #005695



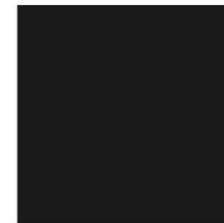
Pantone: Cool Gray 8 C
Hex Code: #888B95



Pantone: Cool Gray 6 C
Hex Code: #A7A9B4



Pantone: Cool Gray 3 C
Hex Code: #C9CAD4



Hex Code: #1A1A1A

Color Palette.

Product Colors Components



Pantone: Black C
Hex Code: #2C2A29



Pantone: 7692 C
Hex Code: #00568C



Product Colors Batteries



Pantone: 280 C
Hex Code: #02216E



Pantone: Cool Gray 8 C
Hex Code: #888B95



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.

Powerful Lithium Batteries.

Questions about the benefits of lithium batteries? Talk with a Battle Born technical expert.

855.292.2831
battlebornbatteries.com



For more than a decade, Battle Born Batteries®, powered by Dragonfly Energy, has set the standard in RV power. As a proud American company, it is recognized nationwide for dependable performance, long-lasting quality, and trusted support. Battle Born is the lithium brand customers already ask for by name.

BATTLE BORN®

Unstoppable Power Solutions

10 YEAR WARRANTY

About Battle Born®

Battle Born® products are used in mobile, off grid, and industrial power systems where reliability and consistent performance are required. Applications include RV, marine, commercial vehicle, energy storage, and industrial environments.

The Battle Born® portfolio includes batteries, power electronics, system components, and accessories designed to operate together as part of integrated power systems. Products are developed with attention to durability and safe operation in demanding conditions.

Battle Born® products are specified by OEMs, installers, and professional users who value long service life, system compatibility, and dependable technical support.

- Proven In The Field**
Over 400,000 Battle Born batteries deployed across mobile, off-grid, and industrial applications, providing a substantial real-world performance history.
Trusted by top OEMs including Airstream (RV), World Cat (Marine), and Werner Enterprises (Commercial Vehicles), amongst many others.
- Premium Components & Construction**
Products are built using high-quality cells, materials, and components selected for performance, safety, and longevity.
- Disciplined Quality Control**
Defined quality processes, validation protocols, and supplier oversight support consistent performance and long-term reliability.
- Lithium System Engineering Expertise**
Deep experience across lithium batteries, power electronics, and integrated system architectures, supporting reliable operation across diverse applications.
- Scalable OEM & Channel Support**
Proven ability to support OEM programs and reseller networks, from low-volume custom solutions to high-volume production requirements.
- Professional U.S. Based Technical Support**
Technical support, documentation, and warranty administration are managed by experienced teams based in the United States.

Powered by Dragonfly Energy®

Battle Born® is a brand of Dragonfly Energy, a U.S. based energy storage technology company focused on lithium battery design and development. Dragonfly Energy supports Battle Born® products through in house engineering, product development, and continued advancement of battery cell and system technologies.



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⤴

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SOC

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Estimated Remaining Runtime

Power System
Battery Bank
List View
⋮

Other
-84W

Solar Charge Controller
500W

●
Battery Bank

13.6V
-44W

Alternator Regulator
480W
77°F

Inverter Charger
-820W

DC-DC Converter
-120W

Shore
480W

AC Loads
-1.3kW

🏠 Systems
📊 Dashboard
👤 Account

Social Media.

Social Media Platforms

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



