

# Brand Guidelines

## Our Visual Identity.



For any questions or further inquiries, please  
contact [marketing@dragonflyenergy.com](mailto:marketing@dragonflyenergy.com)

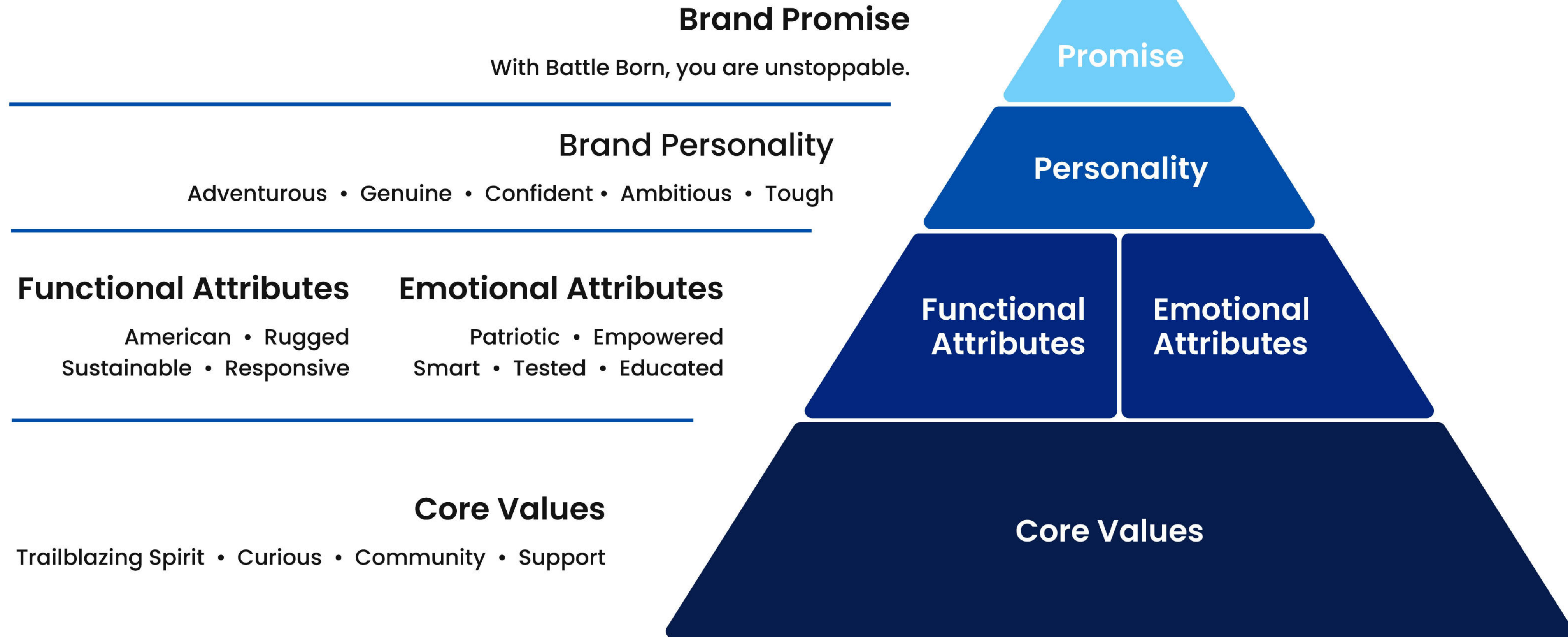
[www.battlebornbatteries.com](http://www.battlebornbatteries.com)

# Table of Contents.

Brand Pyramid .....	03
Logo Usage .....	04
Visual Elements .....	07
Logo Application Mistakes To Avoid .....	08
Color Palette .....	09
Typography .....	11
Our Look .....	12
Social Media .....	13



# Brand Pyramid.



# Logo Usage.

## Primary Logo



## Whiteout Version



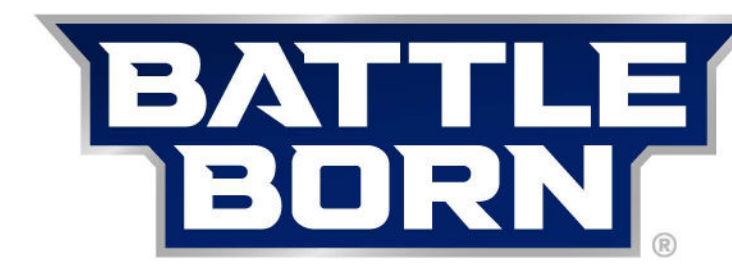
## Blackout Version



## 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

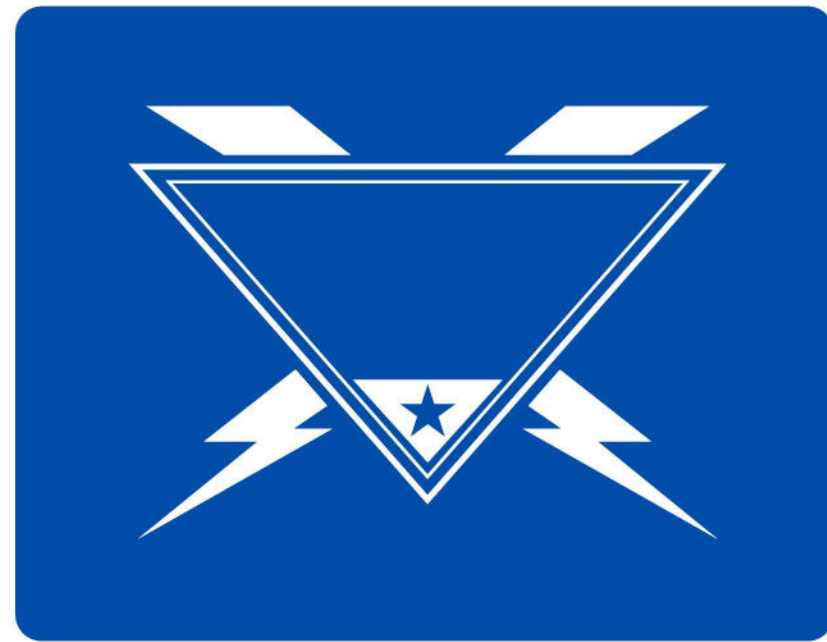
**BATTLE BORN®**  
DC-DC Converters

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



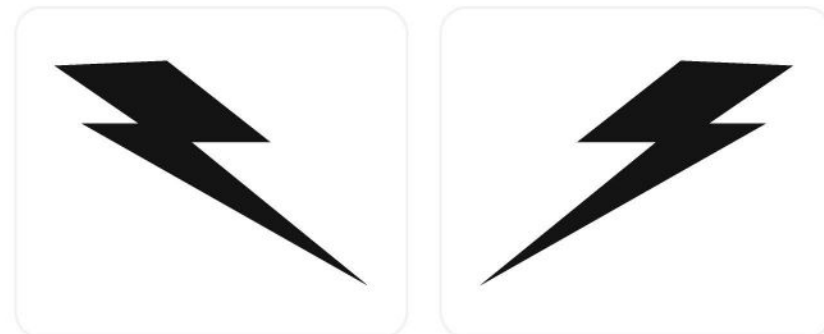
For Light Backgrounds



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



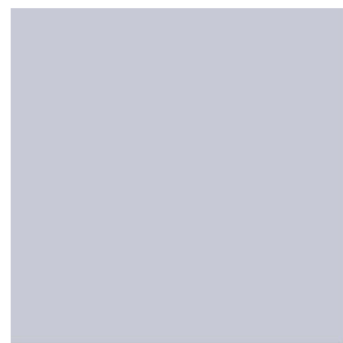
Pantone: 2768 C  
Hex Code: #081D4D



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: 281 C  
Hex Code: #001F5F



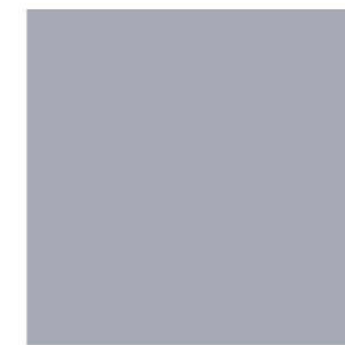
Pantone: 280 C  
Hex Code: #02216E



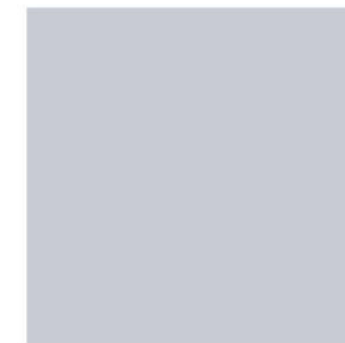
Pantone: 7462 C  
Hex Code: #005695



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: #000000

# 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](https://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!



