



ENERGY&MOBILITY

TECHNOLOGY, SYSTEMS AND VALUE CHAIN
CONFERENCE & EXPO

SEPT 12-15, 2023 • I-X CENTER • CLEVELAND, OHIO

BRAND GUIDELINES

This guide provides rules for how ENERGY&MOBILITY presents itself to the public. It helps create consistency in the expected experience when engaging with the brand.

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ABOUT E&M

MISSION

ENERGY&MOBILITY convenes professionals from across the global energy and mobility technical & business communities to facilitate meaningful discussions and drive action “together forward” towards a secure and sustainable future.

FOUNDED ON COOPERATION

ENERGY&MOBILITY: Technology, Systems, and Value Chain has been developed from the Cleveland-based EnergyTech conference series as an integrating event for professionals and engineers dealing with systems challenges.

Grown on support from institutions such as SAE, IEEE, ISA, AIAA, PMI, InfraGard, and others, as well as government agencies like FAA, DOE, DOD, DHS, FEMA, FBI, this iteration of the event is made possible by the collaborative planning between SAE International, NASA Glenn Research Center, and INCOSE.

Telepath Systems, which carries the EnergyTech legacy, together with Critical Ops are steering operations, logistics, sales, marketing, and production.



Powered by



DEFINITIONS AND COLORS



Colors and definitions are vital for shaping and maintaining ENERGY&MOBILITY brand consistency across all touchpoints. As an amalgam of organizations, the E&M design materials are a minimalist fusion of these established and distinct brand identities.

Consistent use of our colors will reinforce the E&M brand to help stakeholders quickly identify our brand, and provide vendors seeking to develop exhibits complementary to the event with a clear framework to maintain consistency and ensure that the E&M brand remains recognizable and memorable.

Definitions, on the other hand, establish the tone and voice of a brand. They outline the brand's values, mission, and personality, which helps ensure that all messaging and communication aligns with the brand's overall identity.

Together, colors and definitions help create a cohesive brand identity that resonates with stakeholders and establishes trust and loyalty. They also provide a clear framework for anyone working with the brand to maintain consistency and ensure that the brand remains recognizable and memorable.

DEFINITIONS



“ENERGY&MOBILITY”

ENERGY&MOBILITY is the title of this enterprise. It is always a single word unit in all caps with no spaces between the ampersand and the words. Conceptually this emphasizes unity of both sectors, and differentiates referring to our conference, expo and attendant media or publications from writing about the industries as individual entities.

“E&M”

E&M is the nickname or shortened form of the brand. It serves well in conversing about the event, and working with minimal design and copy space. Only use E&M in copy if the full name ENERGY&MOBILITY has already been established somewhere on the page.

“TECHNOLOGY, SYSTEMS AND VALUE CHAIN”

TECHNOLOGY SYSTEMS AND VALUE CHAIN is the subtitle and thematic umbrella for the conference and expo topics in focus. Always use this byline when introducing the conference for the first time in messaging and when formally introducing this event.

Technology, Systems, and Value Chain are three critical pillars that underpin the convergence of Energy and Mobility industries. Together, they provide a holistic approach to solving some of the most pressing challenges facing the sector, including reducing emissions, increasing efficiency, and driving sustainable innovation.

Technology delves into the latest developments in renewable energy sources, electric vehicles, and clean energy storage systems. **Systems** addresses how to integrate different technologies and systems, including smart grids, charging infrastructure, and fleet management software. **Value Chain** explores how different stakeholders can work together to create value and ensure that the benefits of this convergence are shared equitably.

PRIMARY COLORS

Implementation: Primary colors complement all partner logo colors and should be used to make design decisions related to template selection. Opt for 100% Cyan for bars and where large blocks of color are used such as at the bottom of website and templates and powerpoints.



COLOR CODES

CMYK 100% 0% 0% 0%
 RGB 0 174 239
 HEX #00adef
 LAB 62.35 -44.48 -50.46
 PAN. 2925 C



COLOR CODES

CMYK 100% 75% 14% 2%
 RGB 0 82 146
 HEX #005292
 LAB 34 -2 -42
 PAN.



#00adef #00b9f1 #43c7f4 #8dd7f7 #c6eafb

COLOR TONES



#00adef #6d6e70 #808284 #939597 #a7a9ab

COLOR TONES

SECONDARY COLORS

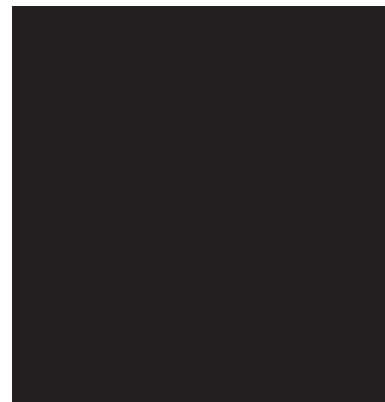
Implementation: Gray (80% Blk) and Black for Text.
Gray for simple lines to underscore or separate areas



COLOR CODES

CMYK 0% 0% 0% 80%
RGB 88 89 91
HEX #ed1c24
LAB
PAN.

Headlines
Use for text copy



COLOR CODES

CMYK 0% 0% 0% 100%
RGB 0 0 0
HEX #008fa0
LAB
PAN.

Default for text copy

TERTIARY COLORS

Implementation: Use these colors sparingly.
Use for accents, bullet points, emphasis on directional signage.

COLOR CODES



CMYK 0% 0% 0% 100%
RGB 255 242 0



CMYK 100% 0% 100% 0%
RGB 0 166 81



CMYK 0% 100% 100% 0%
RGB 237 28 36



CMYK 0% 0% 0% 30%
RGB 188 190 192

PROXIMA NOVA

Bold
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Light
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 0

FONT APPLICATION



PROXIMA NOVA BLACK

PROXIMA NOVA REGULAR

PROXIMA SEMIBOLD

Proxima Nova Regular

PROXIMA NOVA BOLD

Proxima Nova Light

PROXIMA NOVA THIN

TITLES - CAPS (80% or 100% Black)

PARAGRAPH HEADLINES - CAPS (80% Black)

SLIDE HEADLINES - CAPS (80% Black)

Sentence case for body copy (80% or 100% Black)

SUBHEADLINES IN CAPS (80% Black)

Sentence Case for body copy (Black)

OPTIONAL FOR EMPHASIS

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PROXIMA NOVA BLACK

PROXIMA NOVA BOLD

PROXIMA NOVA THIN

PROXIMA NOVA REGULAR

LOGO_ONLY_CLR

LOGO BUG

Implementation: powerpoint slides, video, watermark, anywhere full brand is established or implied and there IS NOT enough design space for chair logos.



LOGO_SUBTITLE_CLR

LOGO BUG w/SUBTITLE

Implementation: powerpoint slides, video, watermark, anywhere full brand is established or implied and there IS NOT enough design space for chair logos or dates and location info.



LOGO_CHAIRS_CLR

LOGO BUG w/CHAIR LOGOS
Implementation: powerpoint slides,
video, watermark, anywhere full brand
is established or implied and there IS enough
design space for chair logos



LOGO_FULL_INFO_CLR

LOGO BUG with FULL INFO
Implementation: anywhere full brand IS established or implied
and there IS NOT enough design space for full banner



LOGO_ONLY_WHT

LOGO BUG

Implementation: powerpoint slides, video, watermark, anywhere full brand is established or implied and there IS NOT enough design space for chair logos.

LOGO_SUBTITLE_CLR

LOGO BUG w/SUBTITLE

Implementation: powerpoint slides, video, watermark, anywhere full brand is established or implied and there IS NOT enough design space for chair logos or dates and location info.



LOGO_CHAIRS_WHT

LOGO BUG w/CHAIR LOGOS

Implementation: powerpoint slides, video, watermark, anywhere full brand is established or implied and there IS enough design space for chair logos.

LOGO_FULL_INFO_WHT

LOGO BUG with FULL INFO

Implementation: anywhere full brand IS established or implied or if there IS NOT enough design space for full banner.



BANNER_MARK_CLR

BANNER MARK WITH CHAIR LOGOS

Implementation: Header and footer banners, signage and print materials where full info introduces the event i.e., signage at entrances, tickets, program guides, postcards, at the beginning of presentations, publications...



BANNER_MARK_WHT

BANNER MARK WITH CHAIR LOGOS

Implementation: Header and footer banners, signage and print materials where full info introduces the event i.e., signage at entrances, tickets, program guides, postcards, at the beginning of presentations, publications...



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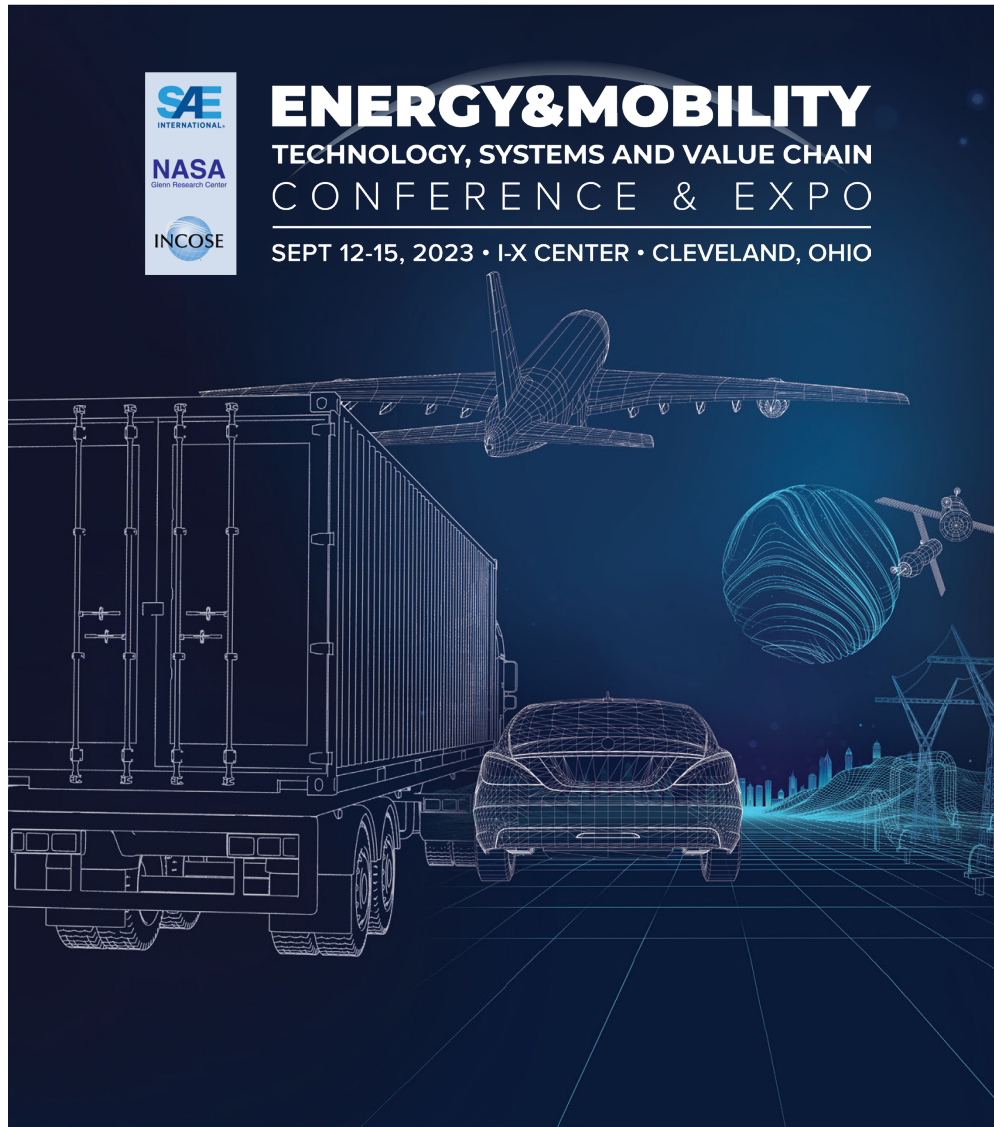
KEY_VISUAL_WIRE_LIGHT



LIGHT WIREFRAME KEY BACKGROUND
Implementation: Always opt for the light version of this graphic for print and signage.

Seen here with Banner_Logo_Clr to illustrate use over light background.

KEY_VISUAL_WIRE_DARK



DARK WIREFRAME KEY BACKGROUND

Implementation: Appropriate for digital use where printing is unlikely. Be considerate of toner use in design materials.

Seen here with Banner_Logo_Wht to illustrate use over dark background.

STOCK PHOTO GUIDELINES

Photos are to include industry icons that represent grid-scapes or power and transport connectivity, as in images A and B below. Alternatively, photos should include multiple energy and mobility business areas as in images C and D below. Avoid stock photography of people. People photos should be E&M speakers and participants.



PHOTO BLENDING MODES

Depending on environment, these recipes will help text visibility over photography and video.



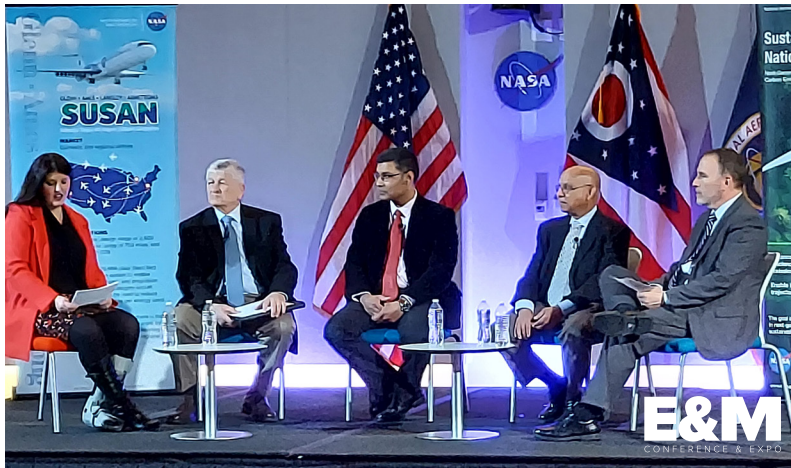
Multiply 100% E&M dark blue

Multiply 80% cyan

Multiply 10% E&M dark blue

E&M VIDEO GFX

White E&M logo mark in lower right “thirds” area of video as “bug” element.



Logo Mark in white as watermark or “bug” for video roll, in lower right hand corner.



Multiply 80% Cyan full width rectangle across the lower third of the screen area for title slides. Text format for titles:

ENERGY&MOBILITY - Chairs Dialog at NASA Glenn Research Center	Proxima Nova Semibold Proxima Nova Light
FIRST LAST, Company Name Title/Role	Proxima Nova Semibold Proxima Nova Light

VIDEO_BACKDROP

For use as backdrop for video conferencing.



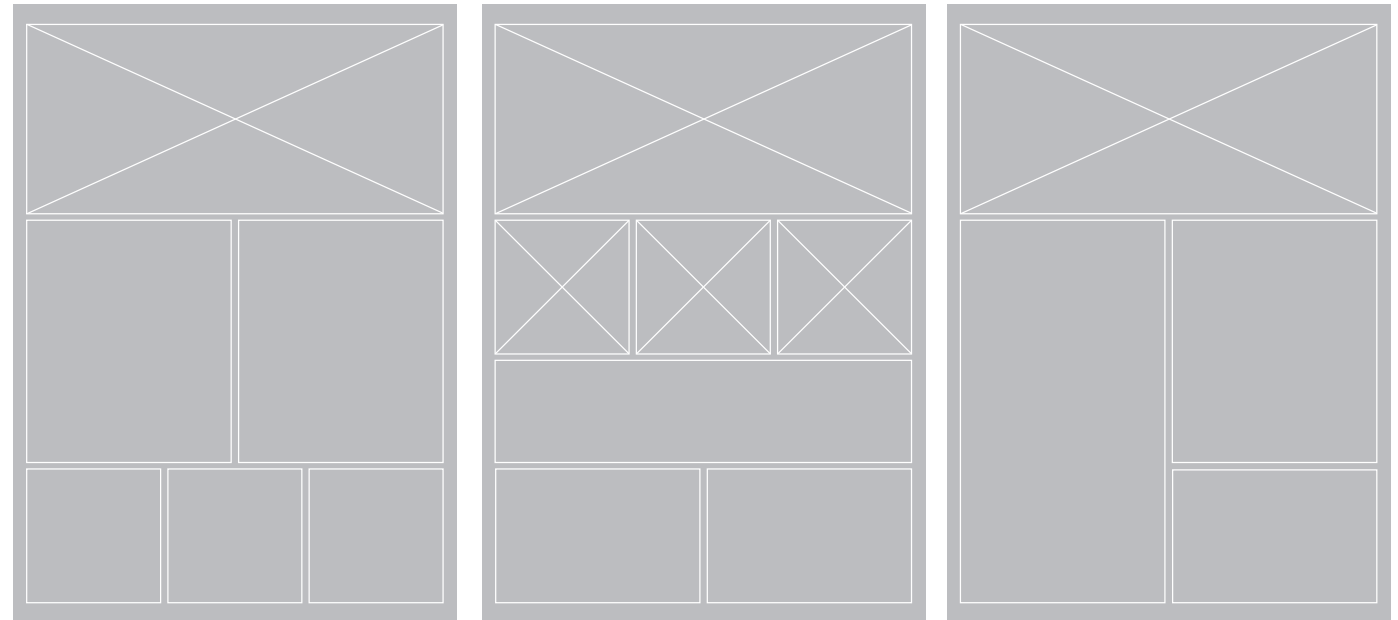
Logo Mark in upper left hand corner, use white logomark with byline on dark backgrounds.



Logo Mark in upper left hand corner, use color logomark with byline on light backgrounds.

ONLINE/DIGITAL

- ONLY gray, black or white for text
- Dark blue indicates clickable boxes and buttons
- Cyan for page footer
- Stick to a grid
- Square corners, no rounded corners

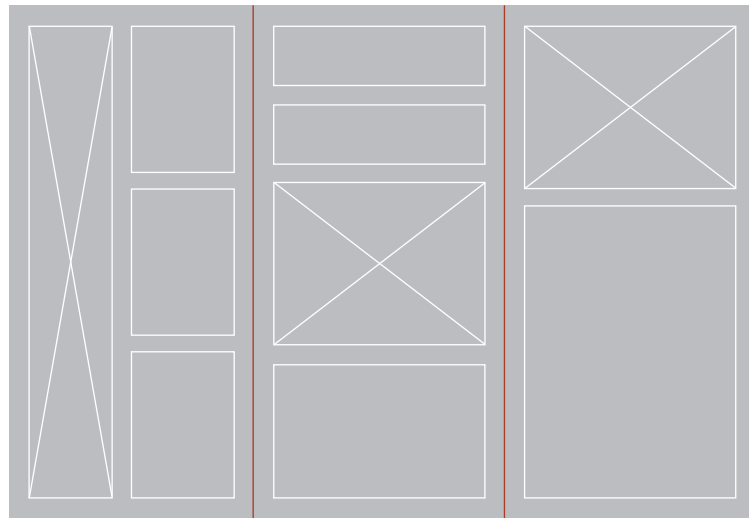


100% Cyan bar for web page footers also include in other templates, powerpoints, social media postings to set off content. Preference for white font over these areas.

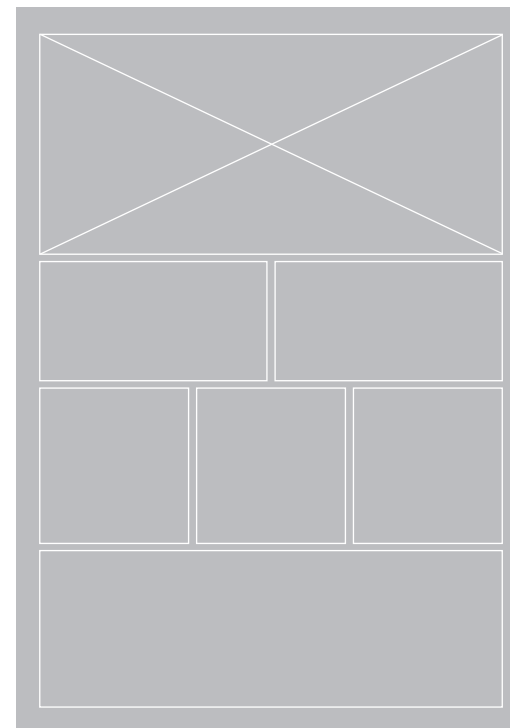
PRINT

- ONLY gray, black or white for text
- Care for white space, avoid crowding
- Stick to a grid and square corners (no rounded corners)
- Avoid large color blocks, be tonor considerate

A4 TRIFOLD BROCHURE



A4 FLYER



ROLLUP BANNER

