# ChargePoint Brand Guidelines

ChargePoint visual style is rooted in the design of our logo. A simple logotext is elaborated with – and + as a nod to our core focus, charging. Orange references our consumer side where we are approachable, energetic and helpful, and it is grounded by blue signaling our expertise and rigor as we build out this new category.

Any use of the ChargePoint logo or brand elements requires review and written approval from ChargePoint Marketing.

## ChargePoint Logo

### Clear Space

Minimum of one "i" from left and right, and from main body of logo top and bottom (ie, ignoring ascenders and descenders).



### Minimum Size

**Print**: 1.25" wide
**Web or on-screen**: 1.5" wide at 72 dpi.



1.25"
Print

1.5" at 72 dpi
Web or on-screen

## ChargePoint Logo cont'd

### Alignment

Follow these rules when aligning the logo with other elements in layout, like blocks of copy.

**Left**: Align to the curve of the C, ignoring the –

**Right**: Align to the end of the "t" (+)

**Center**: Align to the visual center of the logoform, ignoring the –

**Top/bottom**: Align to the x-height or baseline of the wordmark, ignoring character ascenders and descenders

### Logo Colors

Pantone Matching System (PMS), CMYK, HEX and RGB colors are defined in the table below.

|  | PMS | CMYK | Hex | RGB |
|---|---|---|---|---|
| ChargePoint Orange | 158C | 0-62-95-0 | #ff7a14 | 255-122-20 |
| ChargePoint Blue | 5425C | 45-16-9-24 | #7a9caf | 122-156-175 |

### Black & White

100% black only. Use the black logo only in absolute positive/negative executions such as laser engraving.

Black

## Background Color

The logo should always be used in its brand colors, orange and blue. The logo should be placed on white or very dark background colors that provide strong contrast for both the orange and blue.

In certain situations where a low-contrast background color must be used, the logo must be reversed to all white. The reversed-white version is by exception only.

DO NOT

+ Display the logo in any colors other than orange+blue, black, or white
+ Apply effects to the logo (such as bevel or emboss)
+ Display the logo on a textured or busy photographic background



Use color logo on white, black, dark blue or dark gray backgrounds

## Other Logos or Text

Do not use the ChargePoint logo together with any other corporate or product logo, or text.



## Cobranding

In most situations where the ChargePoint logo is presented alongside other logos, the ChargePoint logo must always be equal in visual weight and placement to the others.

# Color Palette

**Primary Colors**

| | PMS | CMYK | HEX | RGB |
|---|---|---|---|---|
| ChargePoint Orange | 158C | 0-62-95-0 | #ff7a14 | 255-122-20 |
| ChargePoint Blue | 5425C | 45-16-9-24 | #7a9caf | 122-156-175 |

**Secondary Colors *Use sparingly**

| | | | | |
|---|---|---|---|---|
| Charcoal Gray | Cool Gray 11C | 0-0-0-68 | #555555 | 85-85-85 |
| Tomato Orange | 172C | 0-73-87-0 | #e75516 | 231-85-22 |
| Amber Yellow | 7409C | 0-31-100-0 | #fcb315 | 252-179-21 |
| Dark Blue | 2145C | 98-62-0-14 | #0f588a | 15-88-138 |
| Ocean Blue | 7690C | 95-41-10-0 | #0076a8 | 0-118-168 |
| Sky Blue | 297C | 52-0-1-0 | #95d4e9 | 149-212-233 |
| Highway Green | 349C | 90-12-95-40 | #126636 | 18-102-54 |
| Bamboo Green | 7737C | 60-0-98-7 | #6ba43a | 107-164-58 |
| Lime Green | 2300C | 40-0-89-0 | #a5cd23 | 165-205-35 |

# Fonts

## Published Materials

**Gotham Narrow** is the primary corporate font and should be used in all external public materials including collateral and promotional tools, event graphics, signage, hardware industrial design (ID), labels and cards, and technical documentation.

Gotham Narrow is a licensed font designed by Hoefler & Frere-Jones, and is available for purchase from their website, **typography.com**. (Note that Gotham and Gotham Narrow are two different fonts, although both are designed by H&FJ).

## Internal and Email Communications

**Arial** should be used in all other cases where Gotham Narrow is not available or practical. Arial is a primary system font on both Mac and PC platforms.

Use Arial in

+ All PowerPoint presentations for external and internal audiences
+ All Word and Excel documents
+ All email communications via marketing automation platform
+ All web tools and online applications

DO NOT use **Arial Black** or Arial Narrow.

**Calibri** may be used for employee email communications. Calibri is also a primary system font on both Mac and PC platforms.

**Employees**: Detailed guideline for email signatures are available on the internal Charley site.

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Gotham Narrow Thin

*Gotham Narrow Thin Italic. With proportio*
Gotham Narrow Thin Italic

Gotham Narrow Extra Light. Based on th
Gotham Narrow Extra Light

*Gotham Narrow Extra Light Italic. Useful i*
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Gotham Narrow Light

*Gotham Narrow Light Italic. Small sizes a*
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*Gotham Narrow Book Italic. The articula*
Gotham Narrow Book Italic

**Gotham Narrow Medium. Clean and rea**
Gotham Narrow Medium

***Gotham Narrow Medium Italic. Typefac***
Gotham Narrow Medium Italic

**Gotham Narrow Bold. Headlines and te**
Gotham Narrow Bold

***Gotham Narrow Bold Italic. The angle***
Gotham Narrow Bold Italic

✓ Arial

✓ Calibri
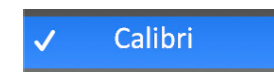
On behalf of the ChargePoint marketing team, **thank you** for helping us express the ChargePoint brand consistently across all touchpoints in all regions.

Please reach out with any questions:
brand@chargepoint.com

Charge On!