

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.



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.



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).

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Gotham Narrow Thin

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Gotham Narrow Thin Italic

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Gotham Narrow Light Italic. Small sizes a

Gotham Narrow Light Italic

Gotham Narrow Book. Both narrow col

Gotham Narrow Book

Gotham Narrow Book Italic. The articula

Gotham Narrow Book Italic

Gotham Narrow Medium. Clean and rea

Gotham Narrow Medium

Gotham Narrow Medium Italic. Typeface

Gotham Narrow Medium Italic

Gotham Narrow Bold. Headlines and te

Gotham Narrow Bold

Gotham Narrow Bold Italic. The angle c

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!