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# BRAND STYLE GUIDE

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LONG BEACH, CA | MAY 9-11, 2023

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February 2023 | Version 2.0

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# Welcome.

The Vehicle Interoperability Testing Symposium (VOLTS) will connect the auto industry, electric vehicle charging infrastructure hardware and software providers, government, electric utilities, testing facilities, and policymakers to provide a forum for electric vehicle interoperability testing, speakers, networking, and demonstrations.

The goal is to accelerate the adoption of electric transportation by improving the EV customer charging experience.

That transformation is fueled by clear communications and a consistent brand experience during the VOLTS event. Adhering to the following visual guidelines will cultivate an awareness that builds trust and reinforces the event's purpose and value.

From a single tweet to a multi-page brochure, upholding these standards will ensure the VOLTS event is *electrifying*.

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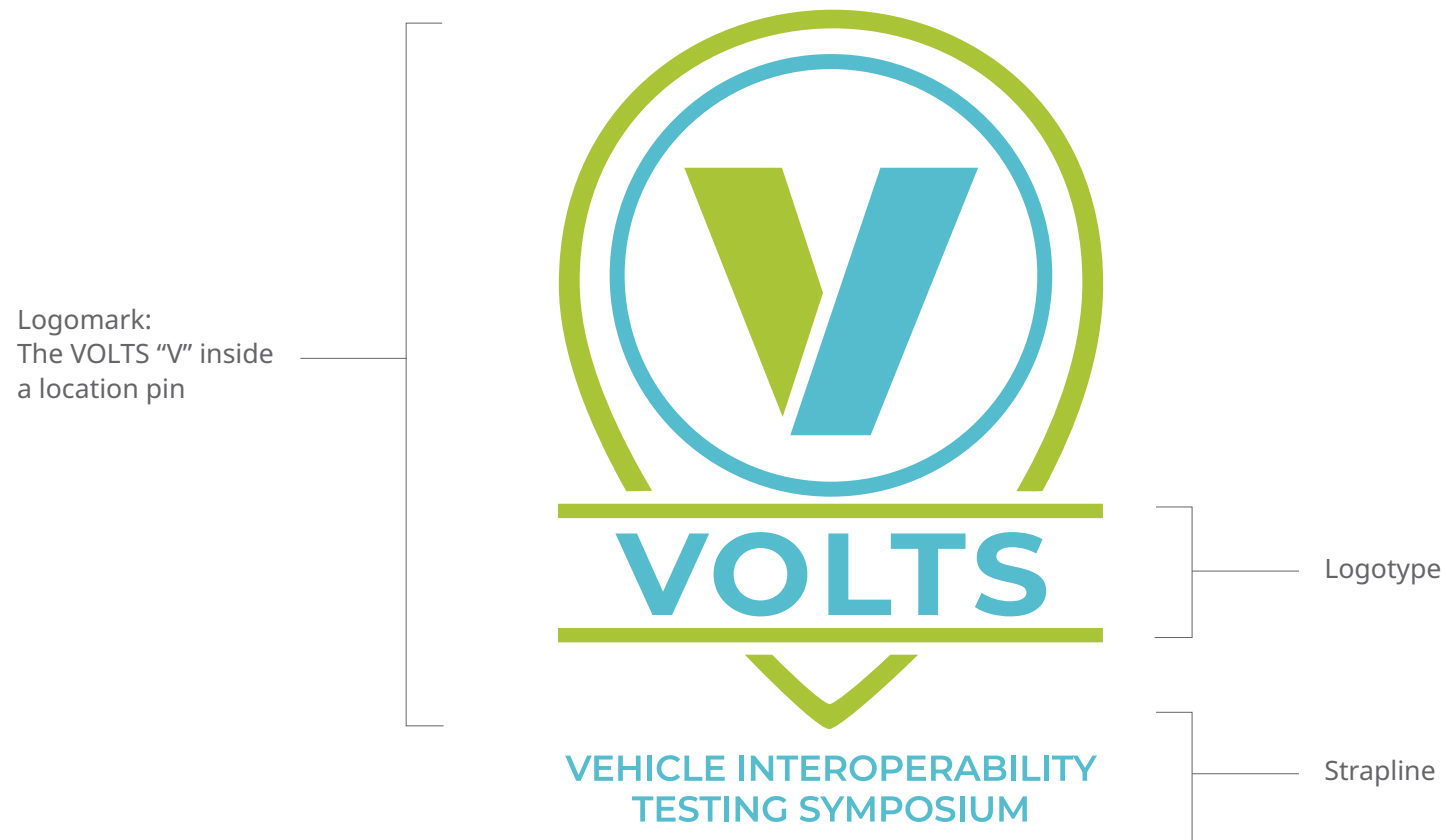
# The VOLTS Logo

The VOLTS logo is the face of the Vehicle Interoperability Testing Symposium. Its location pin says *this is the place to be* to showcase innovation and learn from industry experts. The VOLTS event is also an important step to ensure government compliance for EV infrastructure funding.



# VOLTS Logo Components

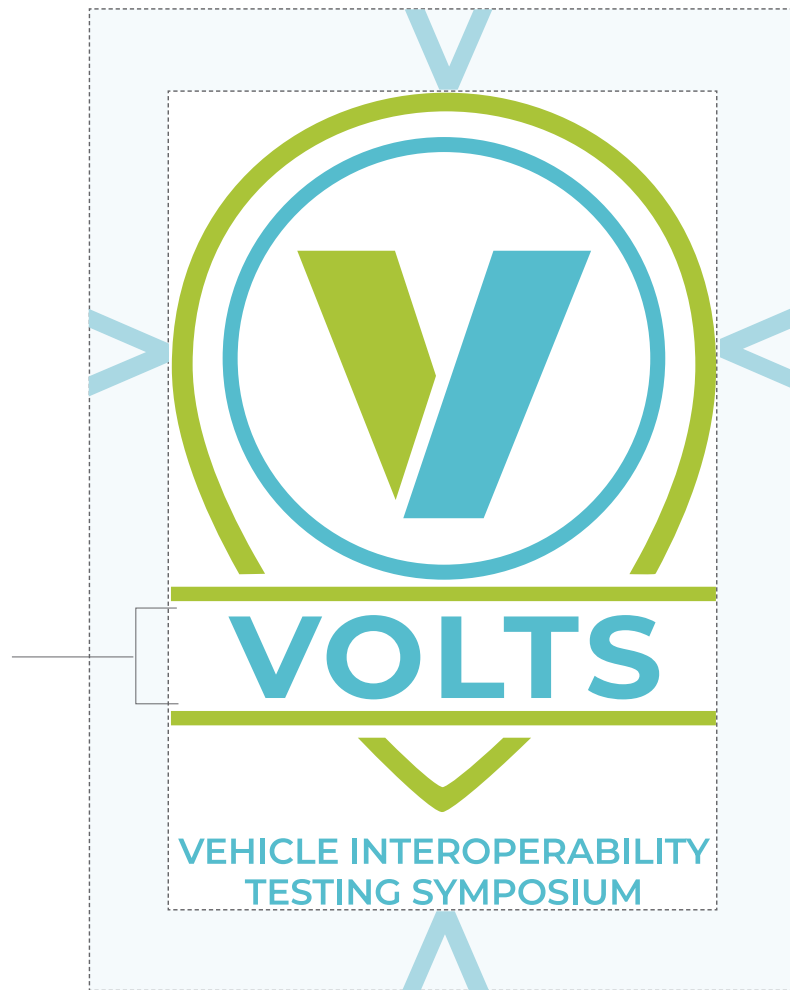
The VOLTS signature—the logomark and logotype—needs to be used consistently in all digital and print communications. Incorrect use of the logo will weaken the brand and the success of the event.



# VOLTS Logo Clear Space

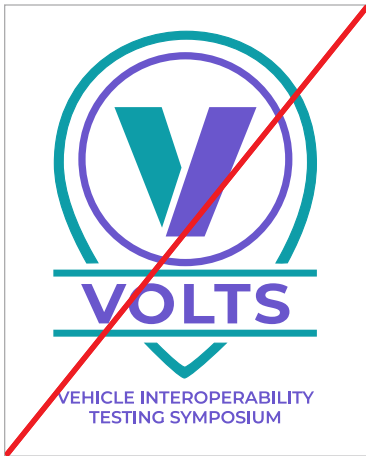
The VOLTS logo should always be given ample breathing room—clear space free of any design elements or text as shown below.

The clear space or “exclusion zone” was established using the height of the letter V. This is the minimum space that should be kept clear of graphic elements—but an even greater amount of white space will boost the logo’s impact.

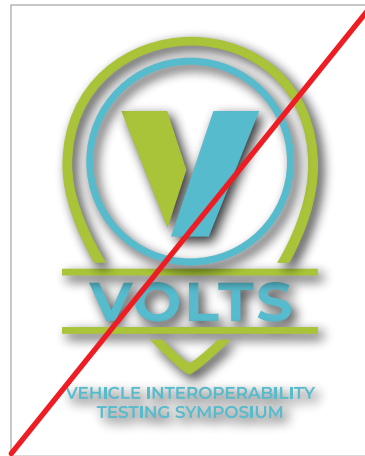


# VOLTS Logo Integrity

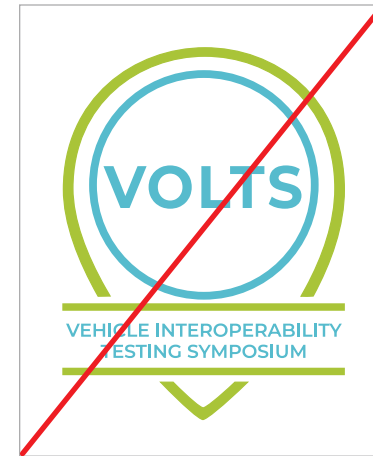
Altering the VOLTS logo in any way will weaken the brand. Do not rearrange elements, modify colors, or diverge from the original composition of the logomark and logotype.



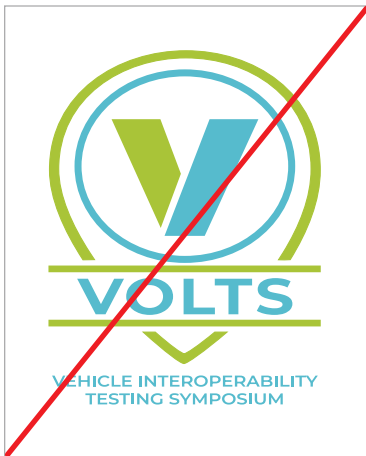
Do NOT alter the logo colors



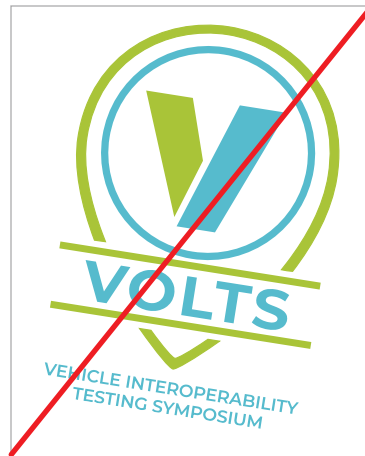
Do NOT add a drop shadow



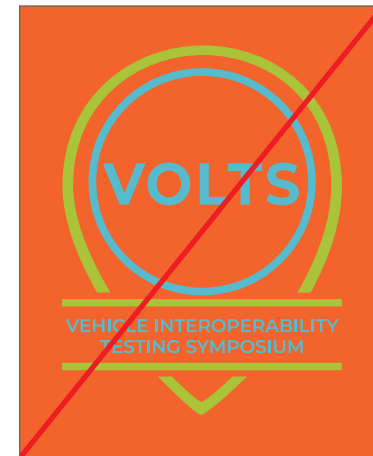
Do NOT create alternative versions



Do NOT compress or stretch the logo



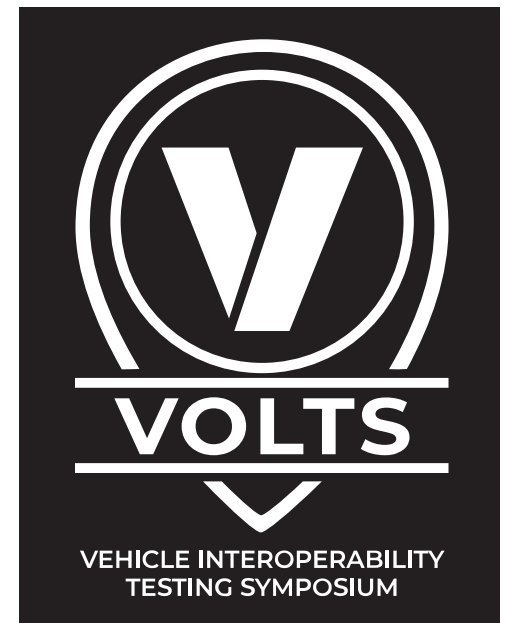
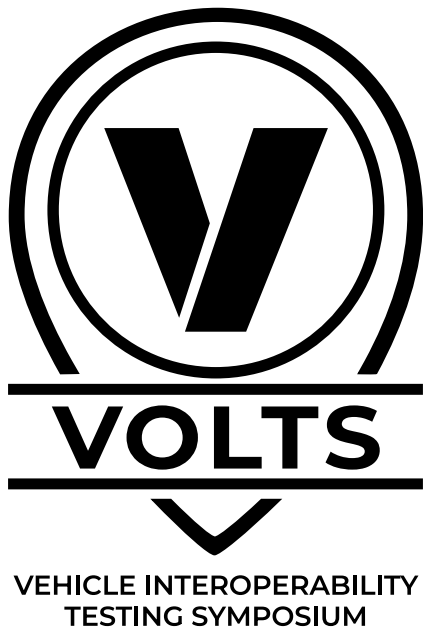
Do NOT rotate the logo



Do NOT place the logo on clashing colors

# VOLTS Logo Knockouts

The VOLTS logo is available in transparent black, greyscale, and white for knockouts in the SharePoint folder. The primary version of the logo should NOT be placed on complex backgrounds.

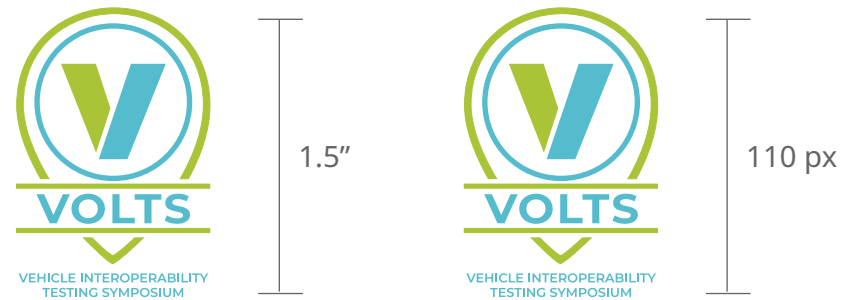


# VOLTS Logo Sizes/Versions

The VOLTS logo should not be reproduced smaller than the sizes below to maintain its integrity and legibility. If the logo needs to be placed in a tight horizontal space (like a web banner) use the horizontal version shown.



Approved horizontal version



To ensure legibility, never size the logo to a height below 1.5 inches in print, or below 110 pixels tall for use online.

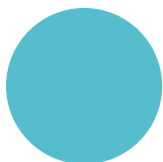


To represent the brand in smaller spaces or as a favicon use the "V" art

# The VOLTS Brand Colors

The primary colors in the VOLTS logo were chosen to represent the brand's attributes and purpose. A secondary palette is available for use in design pieces as accents but should never overshadow primary colors.

## Primary



VOLTS Freshwater Blue

61C 5M 18Y 0K  
86R 187G 205B  
#56bbcd

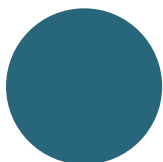


VOLTS Spring Green

39C 6M 100Y 0K  
169R 196G 56B  
#a9c438

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## Secondary



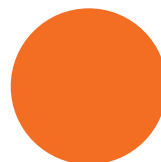
Ocean Blue

86C 51M 38Y 14K  
39R 102G 123B  
#27667b



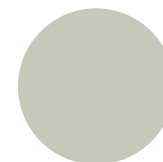
Olive Green

59C 24M 100Y 5K  
118R 151G 61B  
#76973d



Coral Orange

0C 71M 98Y 0K  
243R 109G 34B  
#f36d22



Cool Grey

22C 16M 26Y 0K  
199R 199G 186B  
#c7c7ba

# Typography

A/a

Montserrat is the official font of the VOLTS event and is the typeface used in the VOLTS logo. It's a geometric sans-serif face and comes in a variety of weights that can be used for both print and digital headlines as well as subheads. Find [Montserrat](#) at Google Fonts.

## PRIMARY FONT—MONTERRAT

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Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()<>?/
Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()<>?/
Medium	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()<>?/
Bold	<b>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&amp;*()&lt;&gt;?/</b>
Black	<b>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&amp;*()&lt;&gt;?/</b>

# Typography

A/a

Noto Sans supports many languages, which is important to the VOLTS event. (It was [developed](#) to eliminate “[tofu](#),” (□) which is the box that appears when there is a missing character.) It comes in a variety of weights and can be used for both print and digital communications. Find [Noto Sans](#) at Google Fonts.

## PRIMARY FONT—NOTO SANS

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Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()<>?/
Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()<>?/
Semibold	<b>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&amp;*()&lt;&gt;?/</b>
Bold	<b>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&amp;*()&lt;&gt;?/</b>
Black	<b>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&amp;*()&lt;&gt;?/</b>

# VOLTS Imagery

Imagery used for VOLTS communications is best shot landscape mode to use in social media. Original photography should use natural lighting when possible with interesting angles and compositions to convey authenticity, engage viewers, and promote the event. Credit photographers in news media.



# VOLTS Imagery

Do not place the VOLTS logo over busy images to ensure readability.

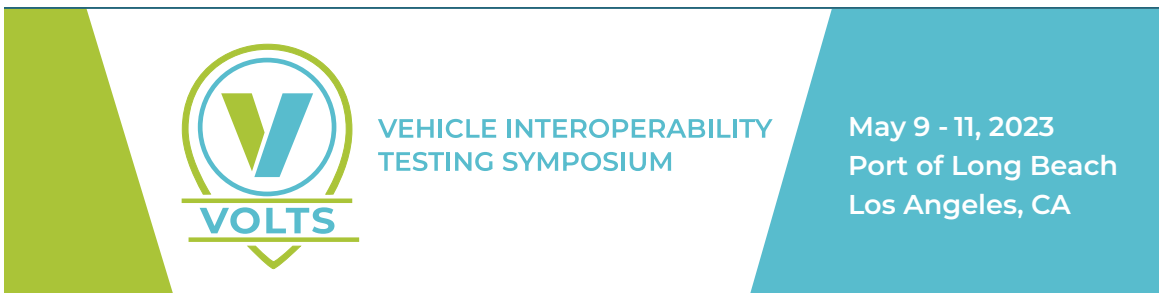


# VOLTS Banner Art

Web banners for outbound communications (not to scale)



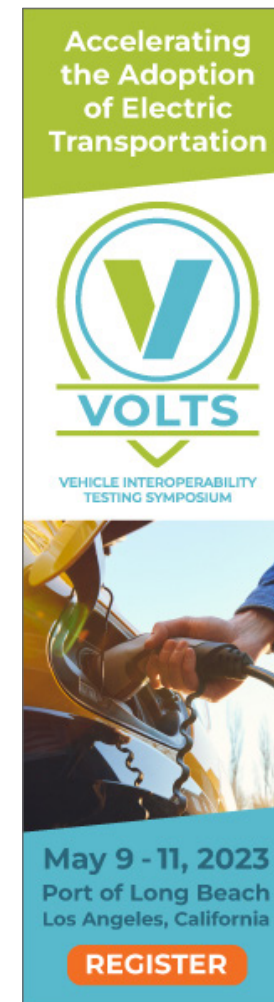
Website banner on VoltsTesting.com



Newsletter header on Mail Chimp

# VOLTS Banner Art

Web banners are available for [download](#) in the Marketing Toolkit on the VOLTS website. (Samples below are not to scale)



# VOLTS Social Media

Branded art, elements, and animations are available on the VOLTS SharePoint for LinkedIn and Twitter. (Samples below not to scale)



# VOLTS Iconography

Use the pin icons found in SharePoint for VOLTS communications.



TESTING EVENT



SET UP/TEAR DOWN



DEMONSTRATION



NETWORKING EVENT



CONFERENCE



ROADSHOW



BREAK

# Get in touch.

Contact Frani Halperin at GC Green, Inc.  
with questions

[frani.halperin@gcgreen.com](mailto:frani.halperin@gcgreen.com)