



**VVOLT**

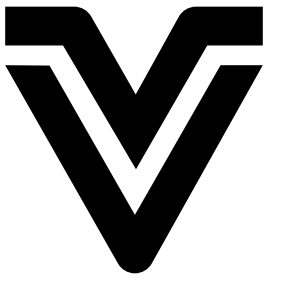
**E-MOBILITY**

*Rethinking and Empowering Personal Mobility*



# Core Brand Essentials

# Why We Exist



**>> Vvolt Solves the challenges of **human** transportation through electric mobility products and innovation.**

We drive change across three key areas of personal mobility:

1. Ability Level- Our products are enjoyable for everyone
2. Access - We provide easy entry to e-mobility experiences
3. Society & Environment - We create a more sustainable future

# Who We Are



## Core Values

- *Customer-Centricity:* We consider our riders first, prioritizing ease of use and value.
- *Inclusivity:* We design for the largest number of users and work to make products accessible to everyone.
- *Sustainability:* We design durable products with a long lifespan. We elongate our product cycle, work toward climate positivity, and design for end-of-life recyclability.
- *Community:* We help to build and empower our communities through our work.
- *Progress:* We anticipate future needs and trends, delivering value throughout product lifespan.

## Core Focus

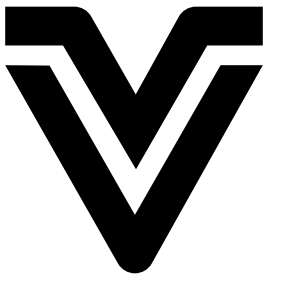
- Designing and marketing user-centered e-mobility vehicles.
- Serving existing markets with superior products.
- Developing markets for next-generation e-mobility options through thought leadership.



## Our Market

- Our market is e-mobility vehicles. We’re starting with eBikes, but not limited to them.
- Our products use electricity to move people– this is the sole parameter that must join all our products.
- We rethink e-mobility products by viewing our designs through the eyes of our users.
- We are a disruptor in the eBike space due to our holistic approach.
- We are informed by the successes of predecessors in eBike and consumer-direct bike spaces, but not constrained by their visions.

# Who We Serve



## ***Trend-Conscious Young Riders***

- They need affordable, reliable and flexible transportation that delivers high value for the cost
- Vvolt offers practical, affordable and stylish transportation with modularity to fit their lifestyle now and in the future
- Transportation utility and a greener way of living: you can have both.



## ***Recreationalists***

- They want access to recreational experiences without limitation imposed by fitness
- Vvolt provides them with simple, reliable e-mobility solutions that prioritize fun
- Delivering expanded access to recreational experiences



## ***Short-Trip Commuters***

- They need transportation that rivals or exceeds the functionality of personal autos
- Vvolt delivers a way to get to where you need to go, reliably and fast, for less investment and none of the hassle of a car.
- A better way to move through their day, and an organization that is working to make their built environment better for alternative transportation



# How We Serve



## Educate

- Bridge the gap and simplify riding information
- Produce educational information for all levels of riders
- Make it friendly and inclusive
- Representational visual presentation - gender, race, age, body type, religion, family composition

## Inspire

- Make beautiful, share-worthy vehicles
- Highlight stories of e-mobility benefitting people’s lives
- Facilitate sharing in online communities
- Elevate consumer stories in social media
- Show how anyone can go anywhere with Vvolt

## Invite

- Involve everyone. Our customers, our partners, transportation advocacy communities, etc.
- Provide resources, making it easy to connect with existing groups and community resources
- Participatory-themed riding challenges, leveraging partners to increase participation
- Post about it on social, consistent #tagging across channels

## Be e-mobility heroes

- Drive change on regulatory level- tax credits, grants, carbon credit aggregation
- Build programs that can be leveraged for PR success
- Participate in advocacy on local, state, national and international levels
- Organize community service days



## Key product qualities

Innovative • User-centered feature set • Value-oriented • Outwardly simple yet technologically rich • Low maintenance



# Visual Style Guide

# Photo & Video: the Vvolt Vibe



Vvolt is about making mobility and connection easy for everyone. Imagery should convey a sense of ease, with riders relaxed on and off vehicles.

Smiles! We're having fun here (or at least looking like it in our photos! [while keeping it natural!]). Lighting and framing should be naturalistic. Avoid harsh flash, excessive fill.

## ***Category Evocations***

*City:* style, ease, motion

*Fitness:* experience, place, style

*Sport:* experience, place, technique

## ***Styling Points by Customer Archetype***

### *Trendsetter*

- On-trend style is key, looks can be very casual.
- Hero: Young creative urban dweller

### *Commuter*

- Casual to business attire, looks are “put together.”
- Hero: Modern professional, city to suburban

### *Recreationalist*

- “Sport” elements appropriate to riding style, models should be expert riders.
- Hero: Weekend rider finding new riding experiences.



# Logo



White space is integral to the Vvolt aesthetic.

When the Vvolt Logo is being used, give plenty of breathing room. At least 1 unit equal to the size of the logo on all sides.

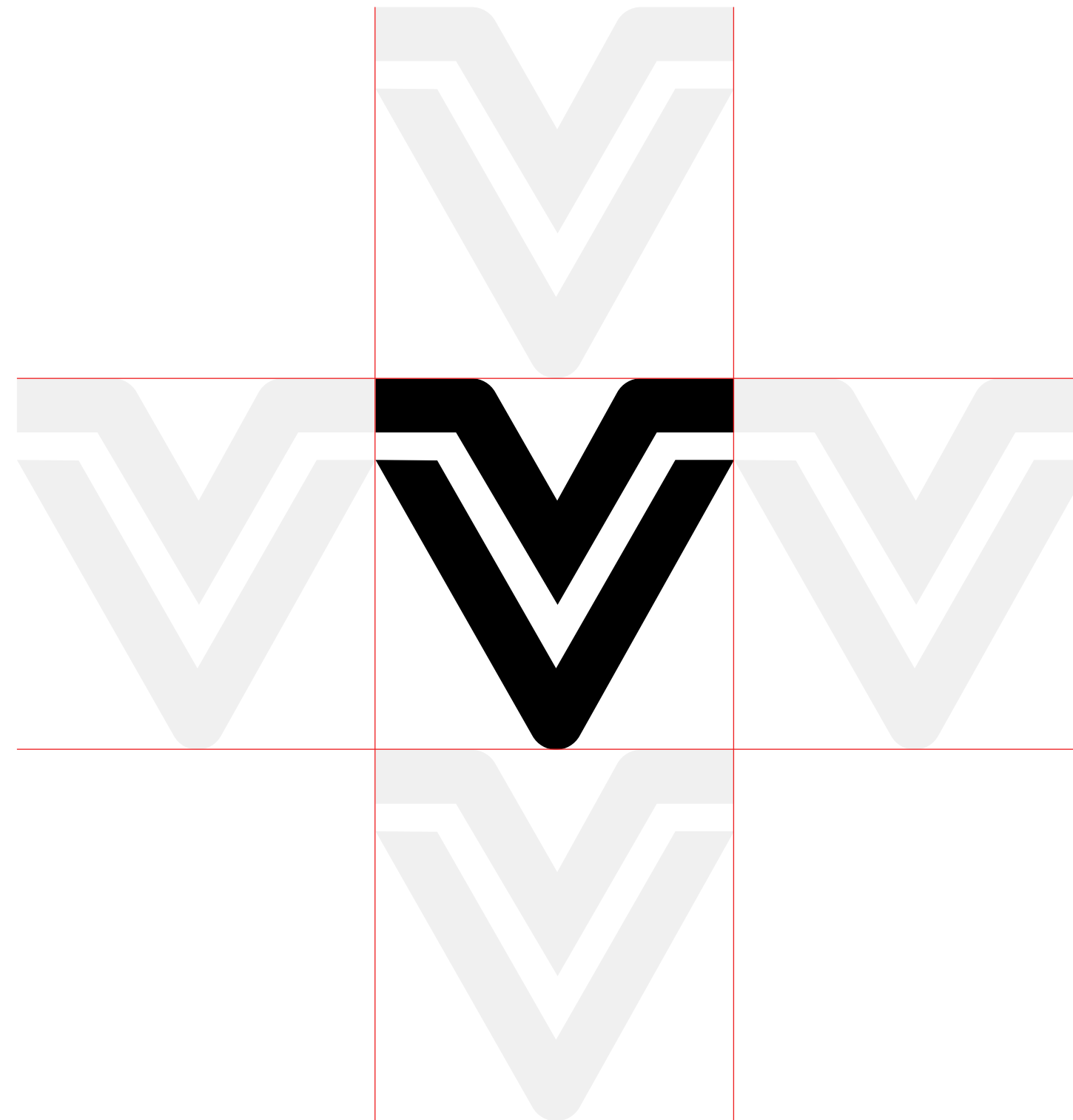
Do not add textures or patterns to the logomark.

Use a single fill color only with the logomark, and sparingly.

Prefer white logo mark on color and pattern backgrounds, but ensure enough contrast exists for the logomark to be clear and legible.

Do not use digitally below 75px x 75px.

Do not print at a size that is less than .5 inch / 1.25cm or less than 2% the total printed area.

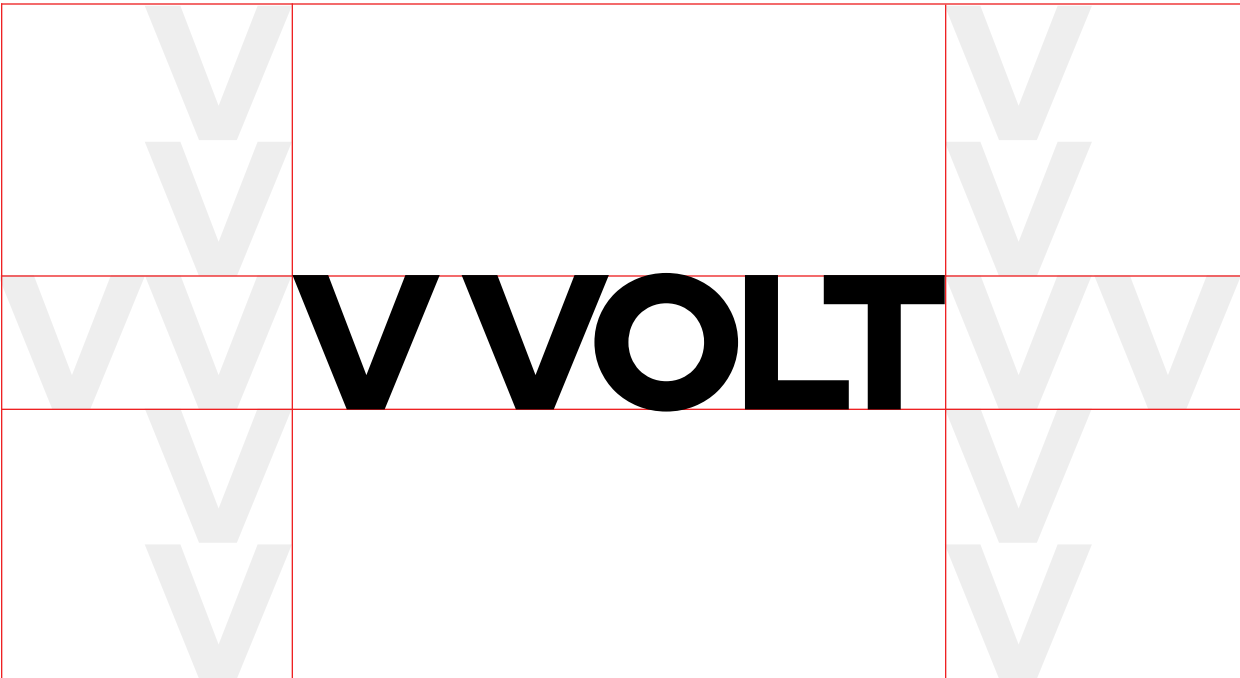


# Wordmark



White space...  
When the Vvolt wordmark is being used,  
give plenty of breathing room.

The wordmark should be used alone sparingly,  
primarily in product labeling and packaging  
contexts.



# Logo & Wordmark



White space is integral to the Vvolt aesthetic.

When the Vvolt Logo and wordmark is being used, give plenty of breathing room. At least 1 unit equal to the size of the wordmark between the wordmark and logomark, and two V's of the wordmark on all sides. See examples.

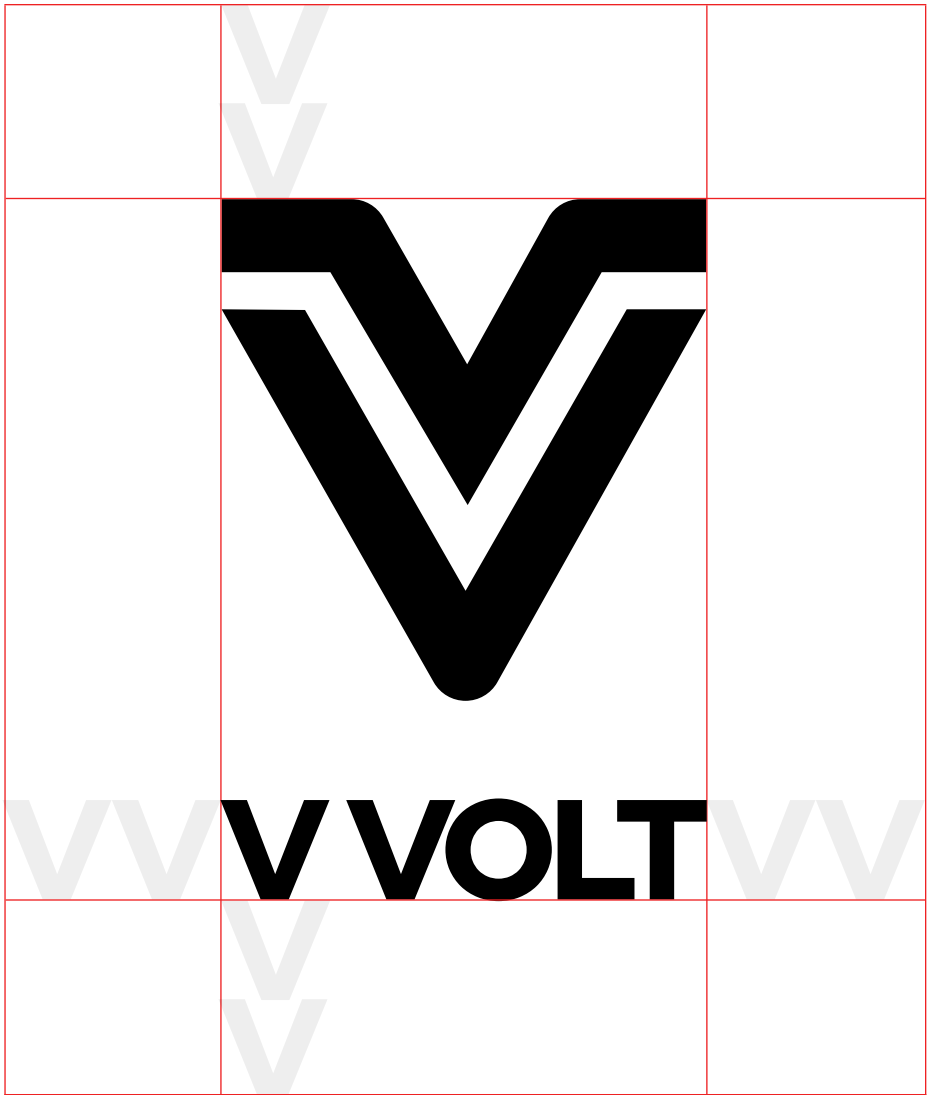
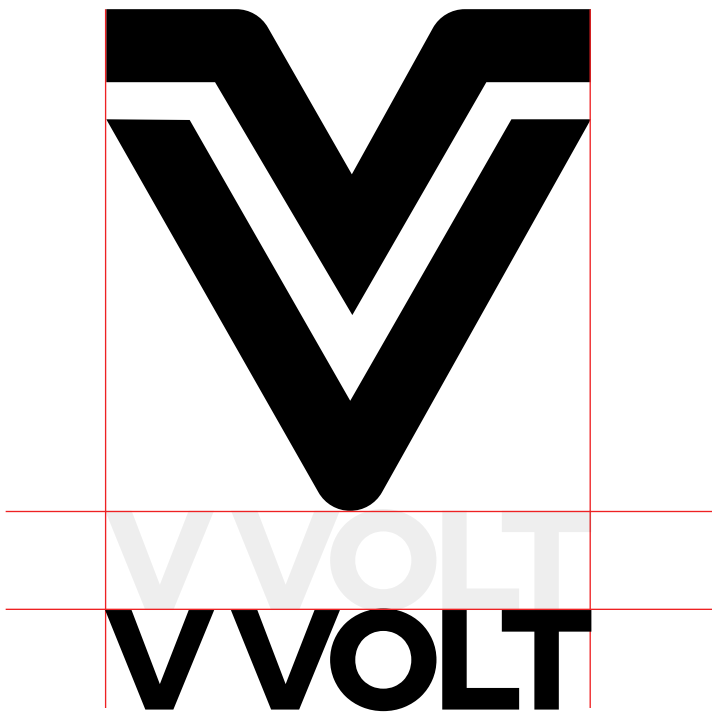
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# Color

Retro, welcoming and gender neutral.

Slate, Cream, and Rich Black are the colors in use most for fills and type.

For emphasis and where color is necessary, first utilize Primary Blue, then Secondary Yellow, then Tertiary Magenta.

Use Earth Green and Hulk Purple sparingly, or you may make Hulk Purple angry. You wouldn't like him when he's angry.

## SLATE

CMYK: 68, 61, 60, 47  
Hex: #414141  
RGB: 65, 65, 65

## Secondary Yellow

CMYK: 3, 38, 78, 0  
Hex: #F1A950  
RGB: 241, 169, 80

## Planet Green

CMYK: 61, 16, 66, 1  
Hex: #6CA779  
RGB: 108, 167, 121

## Rich Black

CMYK: 50, 50, 50, 100  
Hex: #000000  
RGB: 0, 0, 0

## Primary Blue

CMYK: 3, 38, 78, 0  
Hex: #F1A950  
RGB: 241, 169, 80

## Hulk Purple

CMYK: 57, 63, 7, 0  
Hex: #7E6DA7  
RGB: 126, 109, 167

## Latte Cream

CMYK: 4, 6, 15, 0  
Hex: #F2E9D7  
RGB: 242, 233, 215

## Tertiary Magenta

CMYK: 9, 92, 57, 1  
Hex: #DA3A58  
RGB: 218, 58, 88

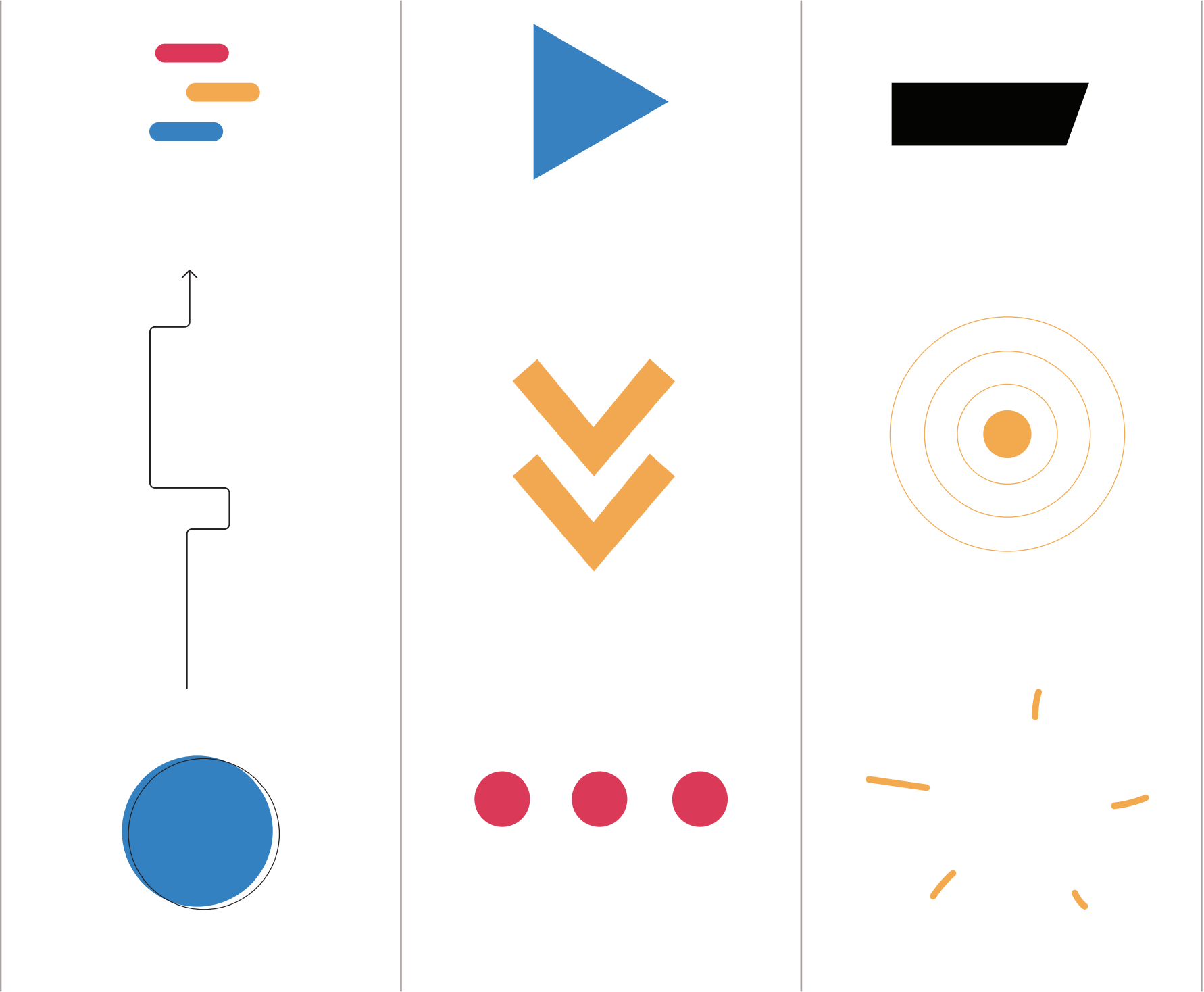


# Graphic Elements



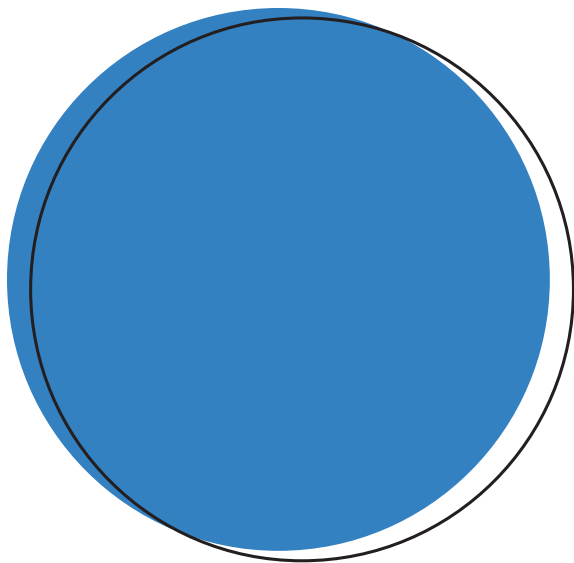
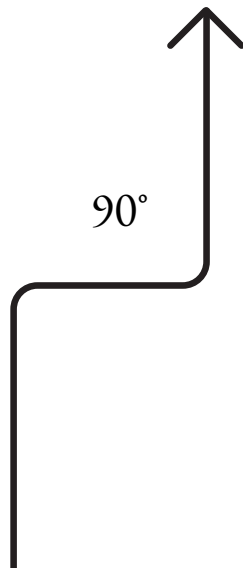
With Vvolt graphic elements we want to accomplish a welcoming and playful vibe while maintaining a smart and sophisticated essence. Graphic elements should be used sparingly. We do NOT want to appear juvenile.

- Graphic elements should rarely be ornamental, if not never.
- Graphic elements should always be used to facilitate information communication.



# Line Art

- All line art should be 0.75pt
- Arrows or any bending elements should be 90° or 45°
- Line art can be overlaid color blocking and images to direct and communicate info.



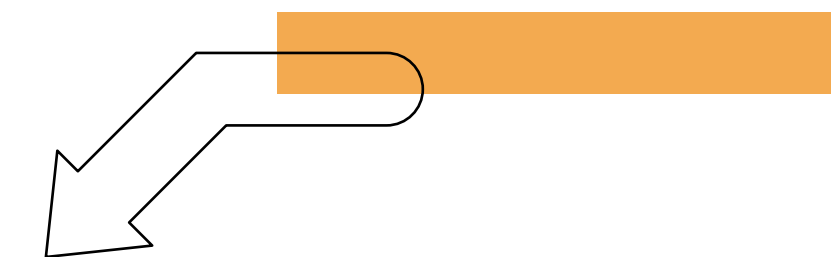
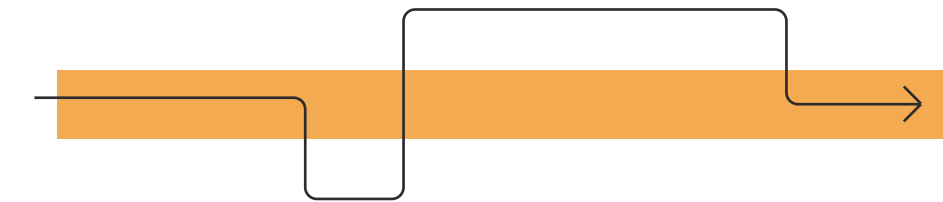
Offset objects border line art to accomplish a playful vibe. This is ornamental and should rarely be used.

# Line Art



All line art should be 0.75pt

- Line art can be overlaid color blocking and images to direct and communicate info.



# Hand Drawn Line Art



Use rarely.

- Save for special pieces of information
- Highlight and grab attention
- Make complicated specs or pieces of information more approachable.







# We Use Red Hat Display Black for Headings & Titles.

Here's an H1.

## ***A Subheading Example.***

EB Garamond for body text. Our accessibility core value extends to our type decisions as well: legibility, clarity, contrast and defined hierarchy are essential components of the Vvoltage typographic style. Likewise, both typefaces are available as open source fonts through Google Fonts.

- Body text is generally 18pt with 24pt leading.
- Kerning, where possible, should be set to optical or default.
- We avoid hyphenation, we balance ragged lines, and we avoid widows where we have the ability to control text flow to do so.
- We use Title Case in headings, unless the format is a sentence and title case makes it look weird.
- We prefer *italics* and [color](#) for emphasis within body text over bold. When bold is used, it should be the EB Garamond **Semi Bold (600)** weight.



# Copy Style Guide

# The Vvolt Voice



Our mission is to empower more people to choose e-mobility solutions, so it’s key to have clear, honest language. We’re professional and enthusiastic in equal measure. We can be informal or formal, but we’re always:

- *Enthusiastic* | Excited about making a better future
- *Trustworthy* | Well-informed but not condescending about it
- *Friendly* | It’s better over here and you should join us
- *Nerdy* | Geeked on tech because of the possibilities it represents
- *Accessible* | It doesn’t matter where you’re from, we welcome you to our brand

We’re grounded in our values. All work should reflect at least one of our values: customer-centricity, inclusivity, sustainability, community and progressivity. Vvolt acts as: an agent, expert, consultant. Not gatekeeper or salesperson. Balanced- lighthearted but purposeful. What we do matters, but not if we’re not enjoying life!

## Tone Pointers:

- Informative, inviting, inspiring, and confident.  
Use approachable language: no big words just for funsies.  
Keep in mind:
- Playful in social conversations, a little more “buttoned-up” on website.
  - Avoid hyperbole. Our products are great, but not “the best” for everyone.
  - Jokes and sarcasm at others’ expense are not acceptable.
  - We can be smart, but not snobs.
  - We’re experts and authorities in our field. Present definitive statements.

- Vvolt is a progressive brand. We define progress through a few parameters, and our work should always support at least one of them:
- Getting more people out of cars and onto e-mobility vehicles, humanizing our transportation landscape
  - Opening up recreational experiences to everyone, sharing the fun of being outside in the elements
  - Reducing internal combustion-powered miles traveled
  - Working to support Vision-Zero and similar safety initiatives
  - Actively using our power to lift up historically suppressed groups and communities

