

Brand Guide



Index

Our Brand

3

Vision

4

Brand Personality Slider

5

Logo

6

Small use

8

Safe Space

9

Positioning

9

Brand Architecture

10

Colours

14

Primary

16

Secondary

17

Typography

18

Brand Graphic

22

Positioning and Scaling

26

Variations

27

Icons

28

Design System

32

Image Language

36

Motion Principles

39

Brand Experience

42



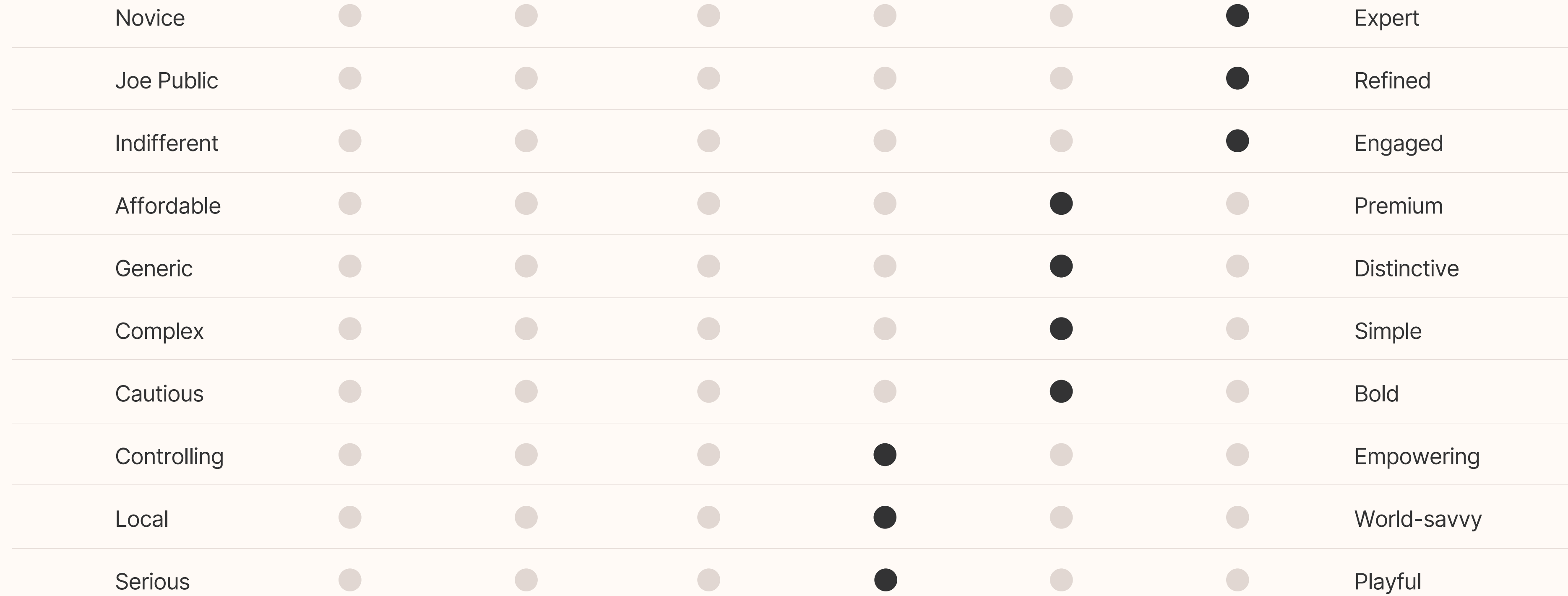
Our Brand



Vision

To create a world where everyone relies exclusively on renewable, locally generated, and affordable energy, ensuring sustainable living for future generations.

Brand Personality Slider



Logo

Logo

Our logo has two colour versions for light and dark backgrounds. And a special version for small use.



Logo for Small Use

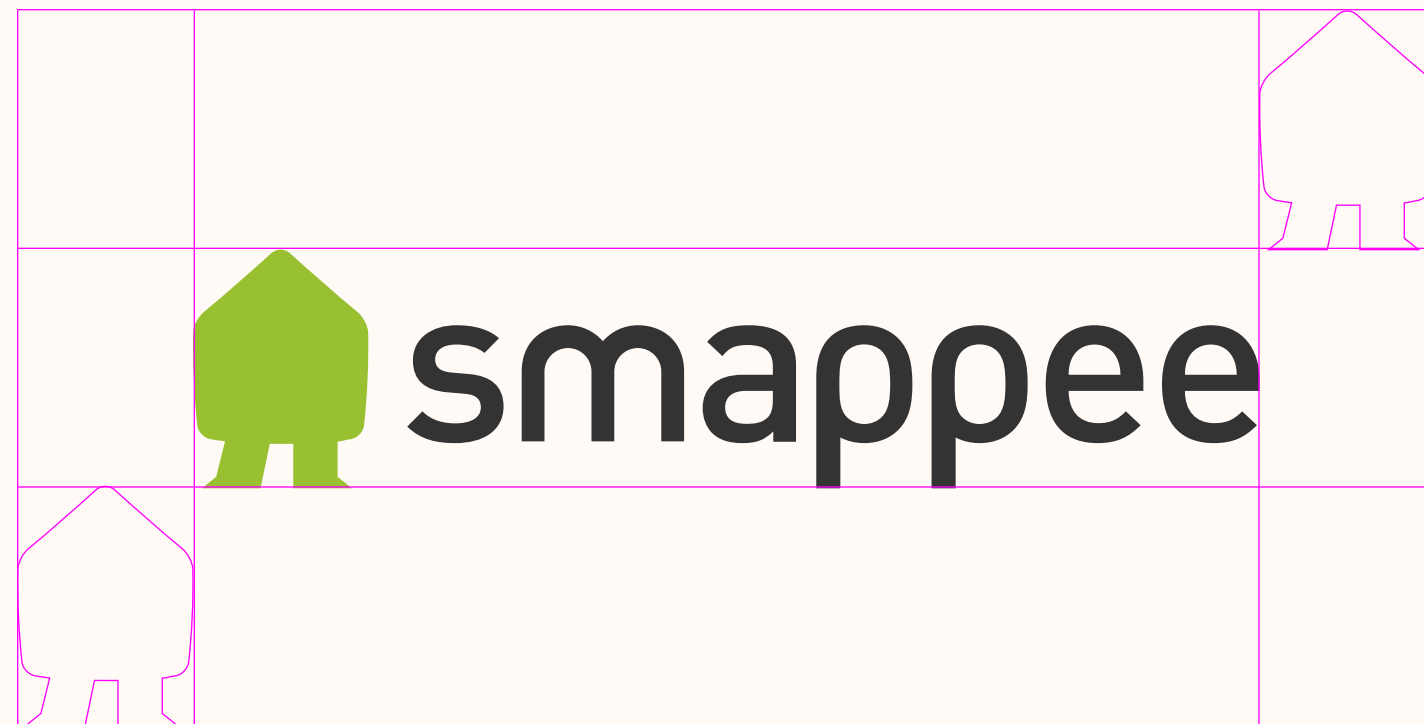
For better readability of our logo when used at a small size, we have a special version.

This version can only be used in white or dark grey. Only use this version when the width is smaller than 2 cm.



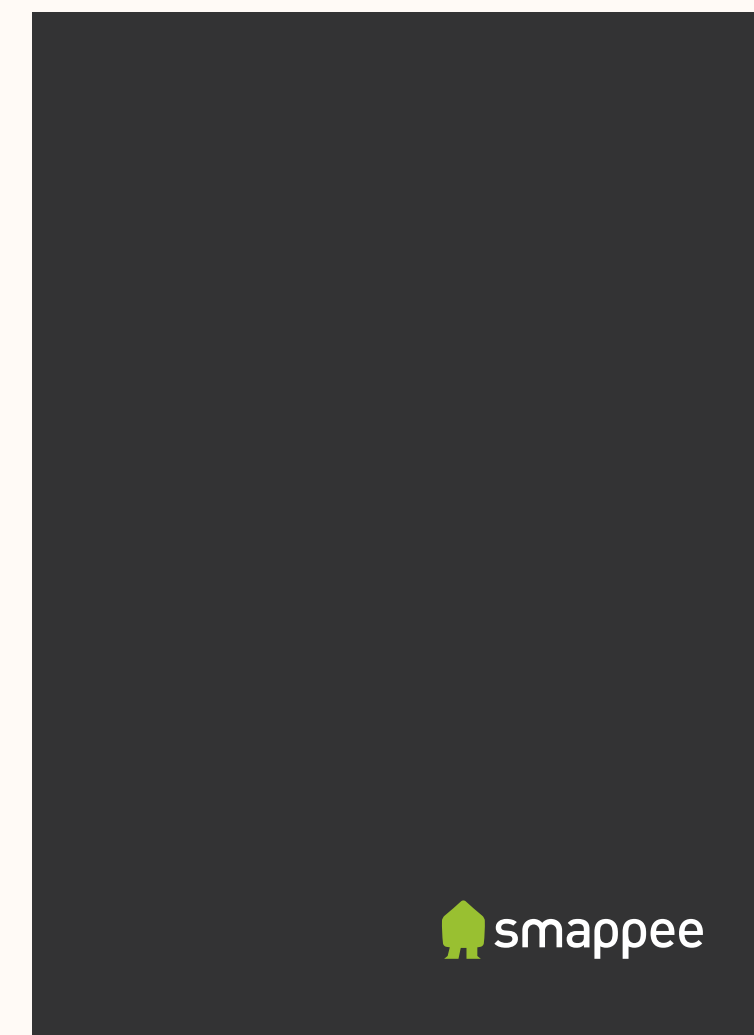
Logo Safe Space

To maintain the best visibility of our logo a minimum safe space is required. This minimal white space should always be respected.



Logo Positioning

The positioning of our logo is *at the bottom right* of the artboard whenever possible. If not feasible, adjust placement to ensure visibility.



Brand Architecture

Brand Architecture

Smappee has a Branded House architecture. Also known as a monolithic brand architecture.

It features a single master brand that represents all the company's products and services.

Services and Products

All our divisions, products and services use the same logo system in one colour.

 smappee | certified



 smappee | certified

Services and Products

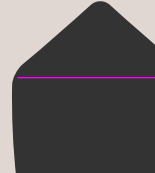
 smappee | smartstop

Logo

Division/Service/Product

 smappee | certified

 smappee | services

 smappee | smartstop

Font
Font Weight
Kerning
Tracking

DIN Pro
Regular
Optical
-10pt

Colours

Colours

Our main colours are warm, premium and refined. Our secondary colours are distinctive and contrasting.

Our main colours are Dark Grey, Light Grey and Natural White. Smappee Green is used in the logo and sparingly as an accent colour.

Primary Colours

Dark Grey

HEX #333334
RGB 51 51 52
CMYK 70 63 62 57
PMS Black C

Light Grey - print only

CMYK 6 10 10 0
PMS Warm Grey 1C

Light Grey - digital only

HEX #E1D7D2
RGB 225 215 210

Smappee Green

HEX #99C031
RGB 153 192 49
CMYK 46 5 100 0
PMS 382U

Natural White

HEX #FFFAF6
RGB 255 250 246
CMYK (should be the colour of the paper)
PMS N/A

Secondary Colours

Neutral Grey

HEX #717171
RGB 113 113 113
CMYK 0 0 0 56

Our secondary colours are being used in UX or to highlight something in print. They can never be used dominant.

Water

HEX #cdd5ea
RGB 205 213 234
CMYK 11 8 0 8

#b0c5dc

#eedf6

Gas

HEX #ff5c75
RGB 255 92 117
CMYK 0 64 54 0

#f04e5e

#ff8a9c

Energy

HEX #ffe5b2
RGB 255 229 178
CMYK 0 10 30 0

#f3cd77

#fff3e3

Sun

HEX #CCE2DC
RGB 204 227 221
CMYK 9 0 2 11

#bfd8cd

#e3f3f1



Typography

Typography

We use a headline font 'Soleil Bold' and our body text font is 'Inter'. 'Soleil' has the friendliness of our logo while 'Inter' has the readability we need for long texts.

Soleil is an approachable, friendly sans serif that is easy on the eye and has a timeless look. Designed for print and digital.

Inter is a variable font family carefully crafted & designed for computer screens. Inter features a tall x-height to aid in readability of mixed-case and lower-case text.

These primary fonts are used for all print and digital applications. *Use 'Arial' for office applications such as Word documents, PowerPoints and emails only.*

Headline font 'Soleil 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 0 1 2 3 4 5 6 7 8 9 . , ? !
~ ` " " : ; / @ % ™ & * () - + €

20

For licensing. Soleil is part of the Adobe Font Library.

Font	Soleil
Font Weight	Bold
Leading	Equals Font Size
Kerning	Metrics/Auto
Tracking	-50pt
Align	Left

Our body text
font is 'Inter'.

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 . , ? ! ~ `
“ ” : ; / @ % ™ & * () - + €

For licensing. Inter is a free to use Google font. <https://fonts.google.com/specimen/Inter>

Font	Inter
Font Weight	Regular, <i>Italic</i> , Semi bold
Leading	120%
Kerning	Metrics/Auto
Tracking	-25pt
Align	Left

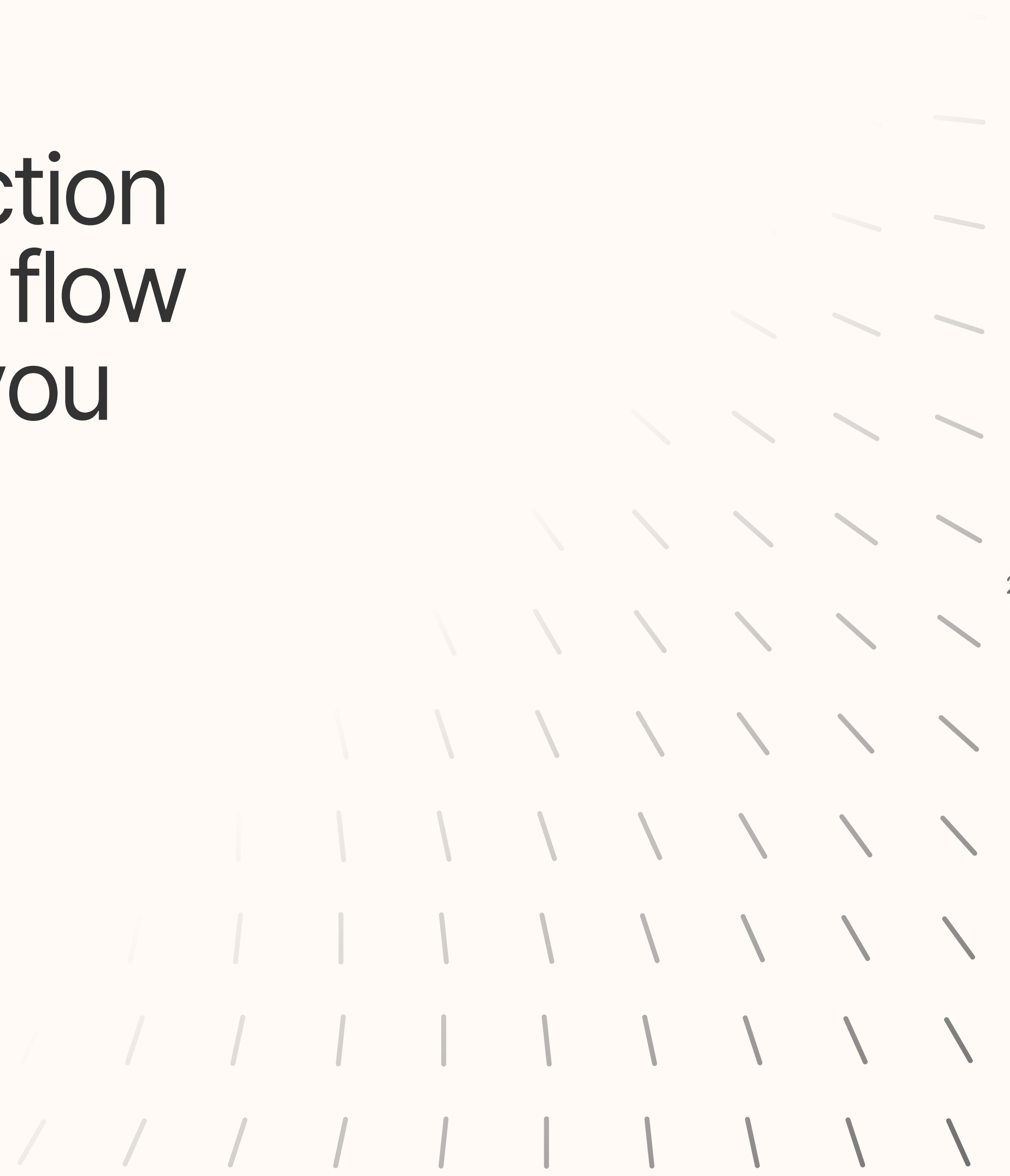
Brand Graphic

Brand Graphic

Next to our logo, colours and typography our brand graphic is an essential part of our design system.

Brand Graphic

Our brand graphic gives direction and represents the effortless flow of our products while giving you control.



Brand Graphic

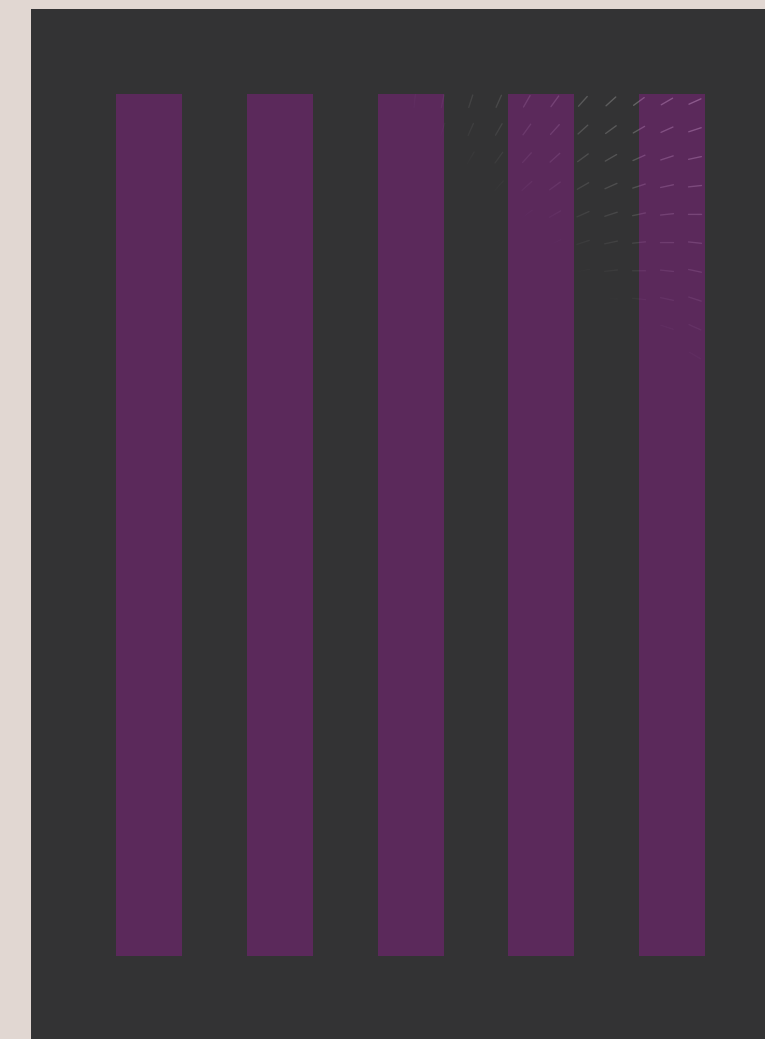
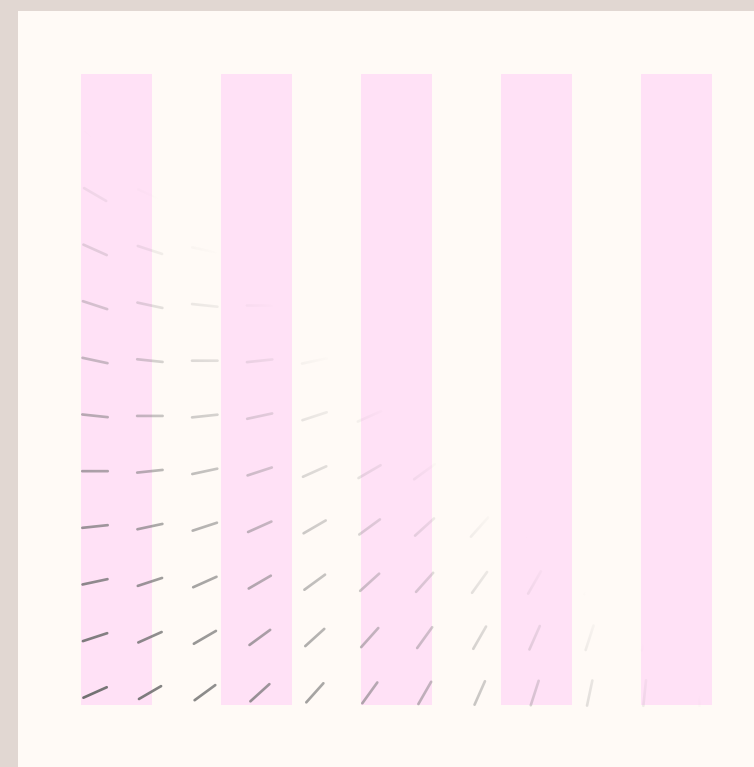
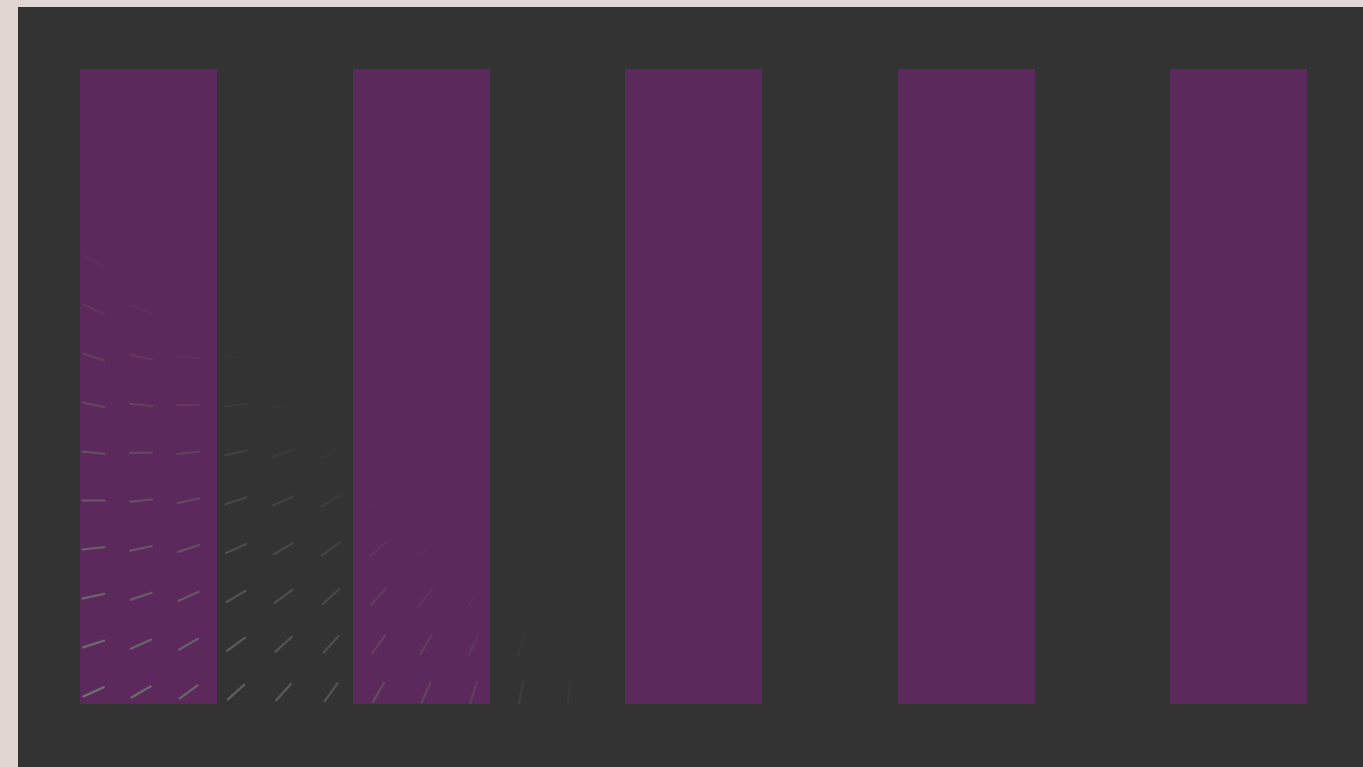
Our brand graphic can be used on dark and light backgrounds, the colour of the graphic stays the same.

Positioning is always in the corner of the artboard. You are allowed to use the brand graphic 2 times on the same artboard to create a 'vortex' effect.



Brand Graphic Positioning and Scaling

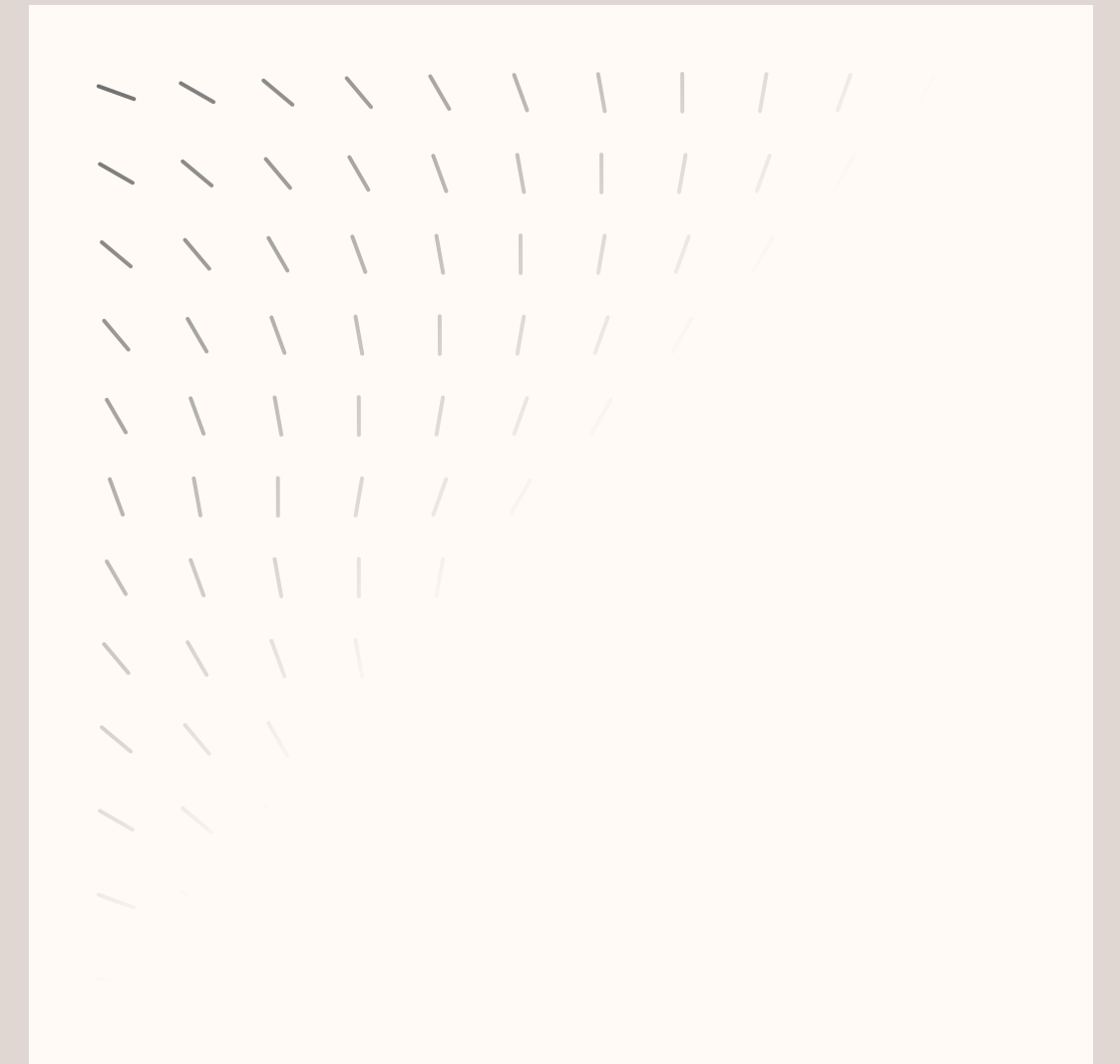
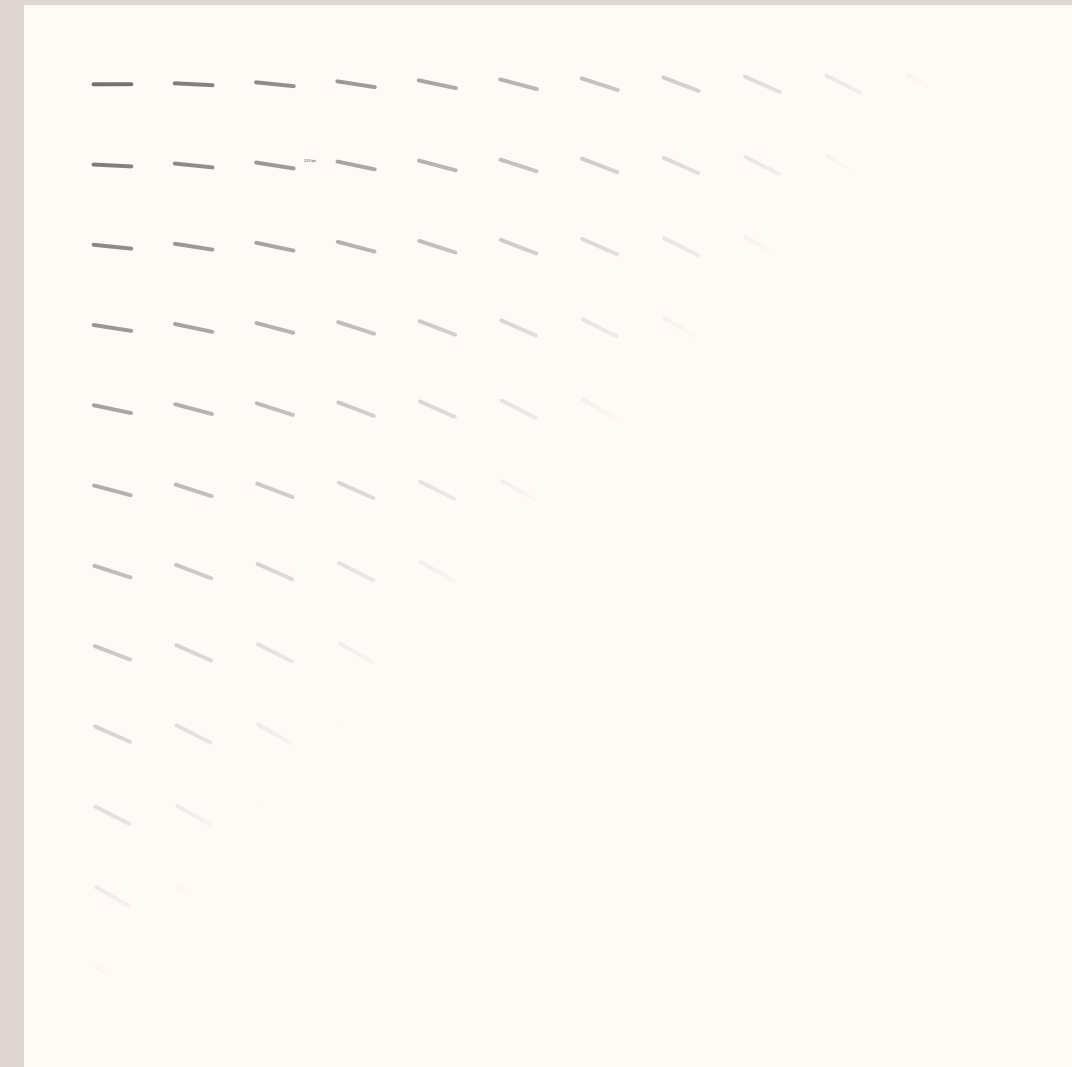
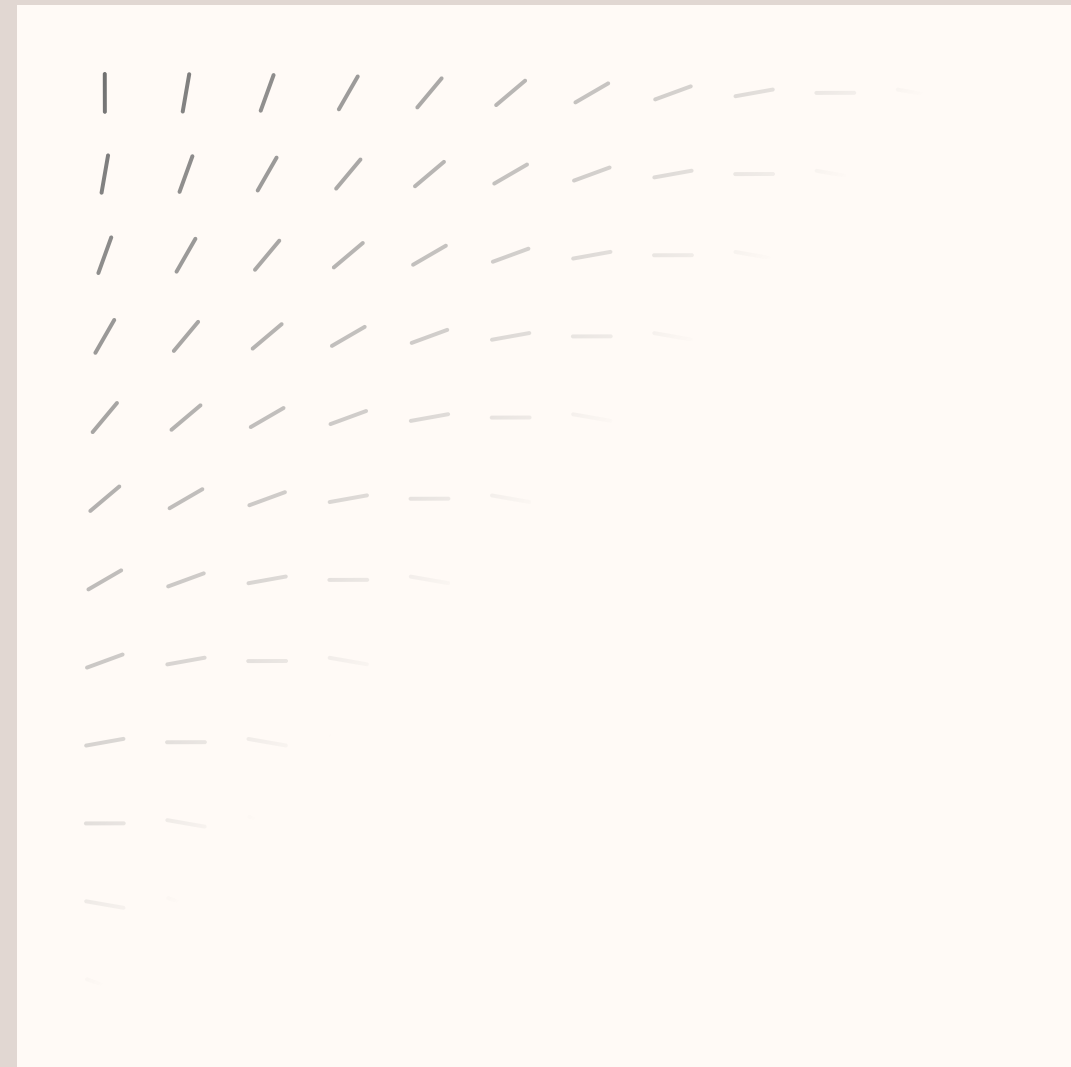
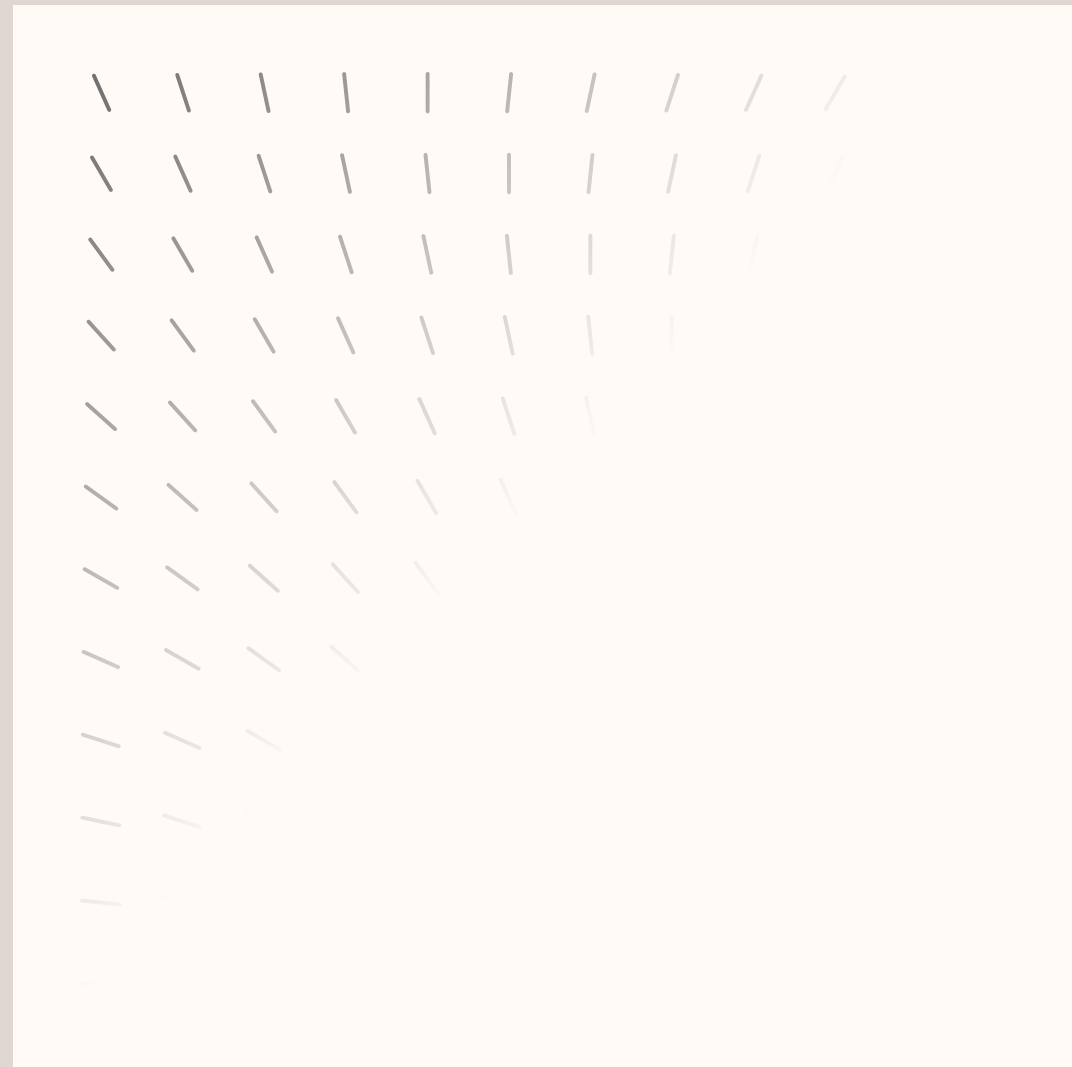
Scaling and positioning follows the columns in the grid.
Do not use full-width.



For more info on the grid and how to use it check page 33.

Brand Graphic Variations

Variations of the brand graphic can be made to make it more dynamic.

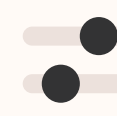




Icons

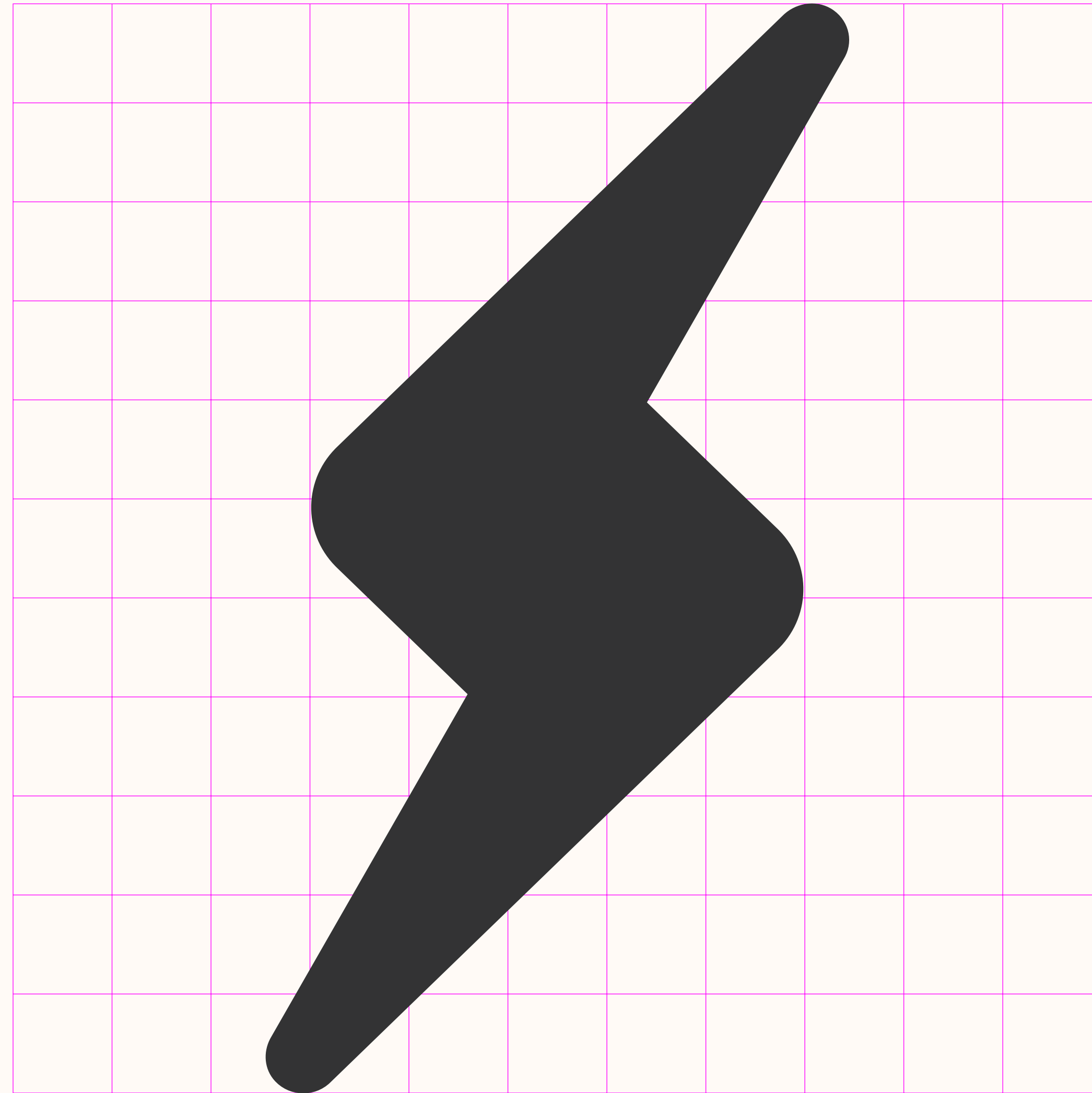
Icons

Our icons feel connected to our brand image mark with a mix of sharp and round corners. Friendly and clear, optimised for small use.



Icons

Our icons are build on a 10 x 10 grid. Icons should feel as easy to understand as our products.



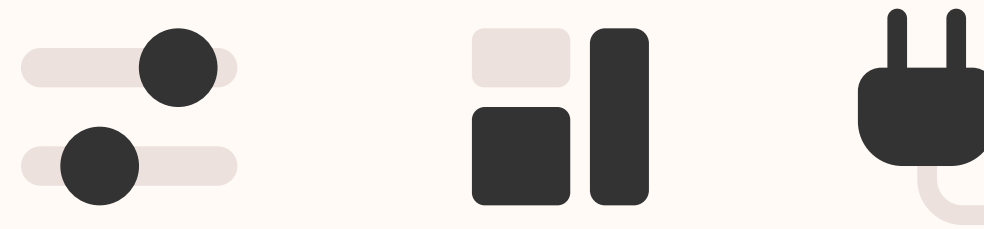
Icons for Navigation

When used for navigation in UX, icons have an active and inactive state. The active state is coloured with the Smappee Green. When icons are used to support text or stats, for example in the app, they can be coloured with our secondary colours.

Active state



Inactive state



Icons supporting text



Design System

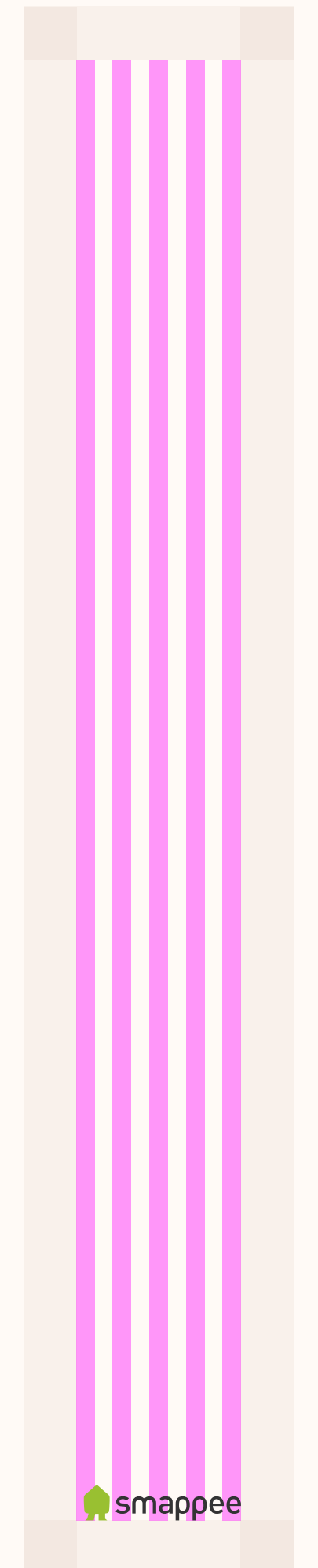
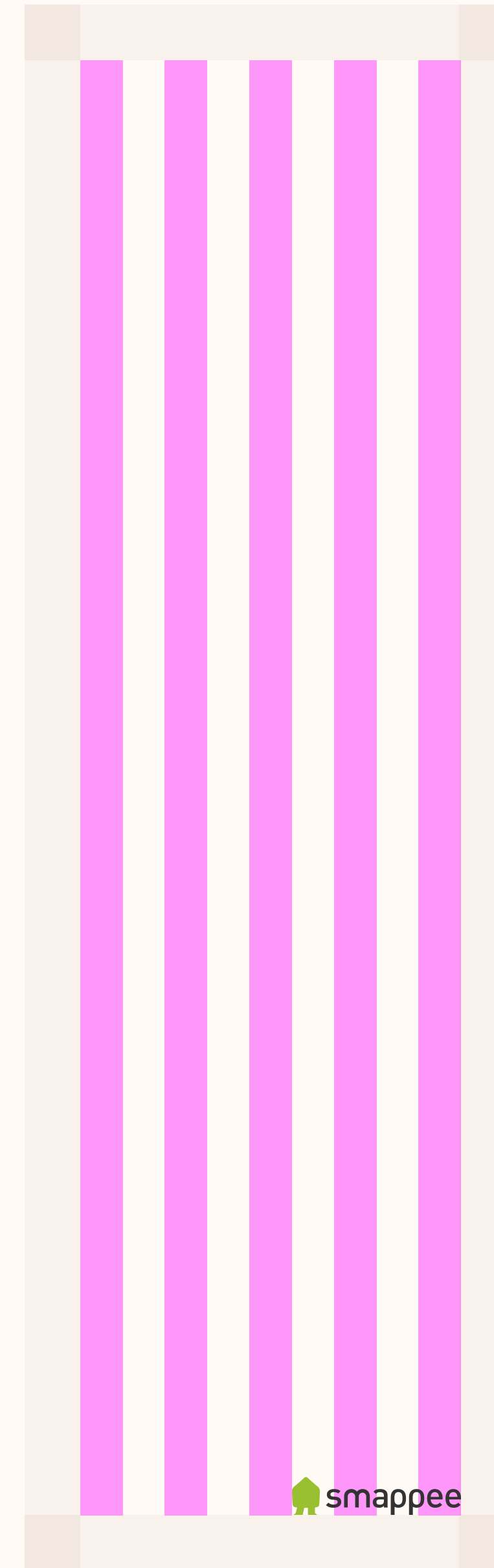
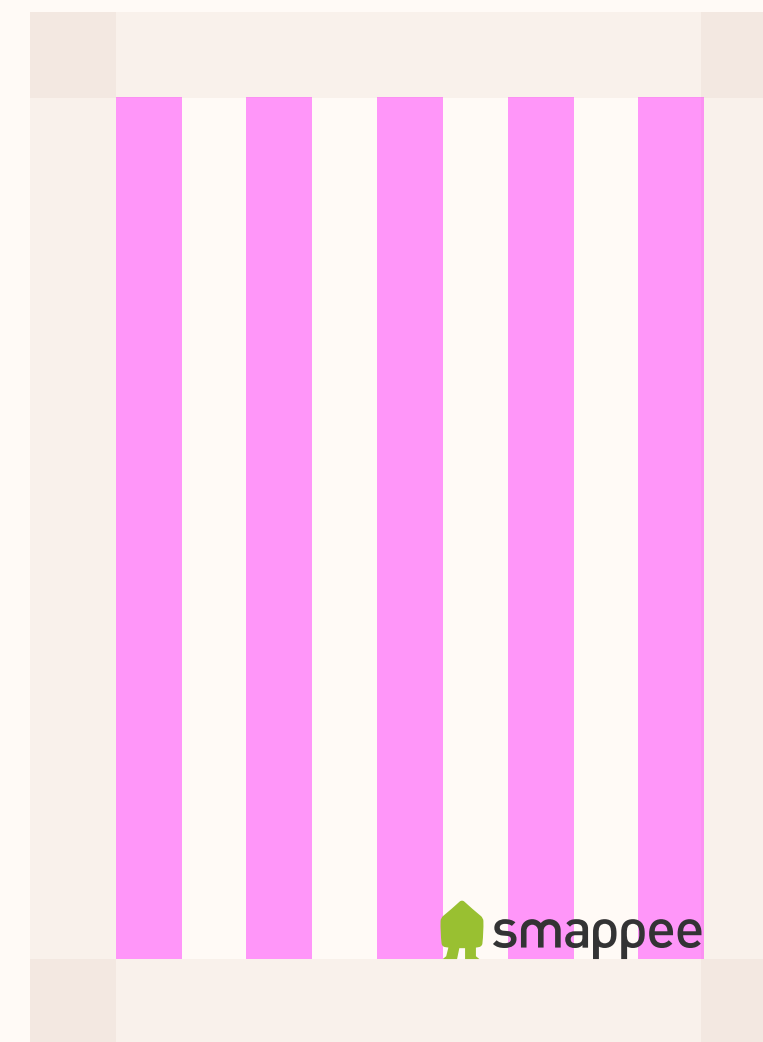
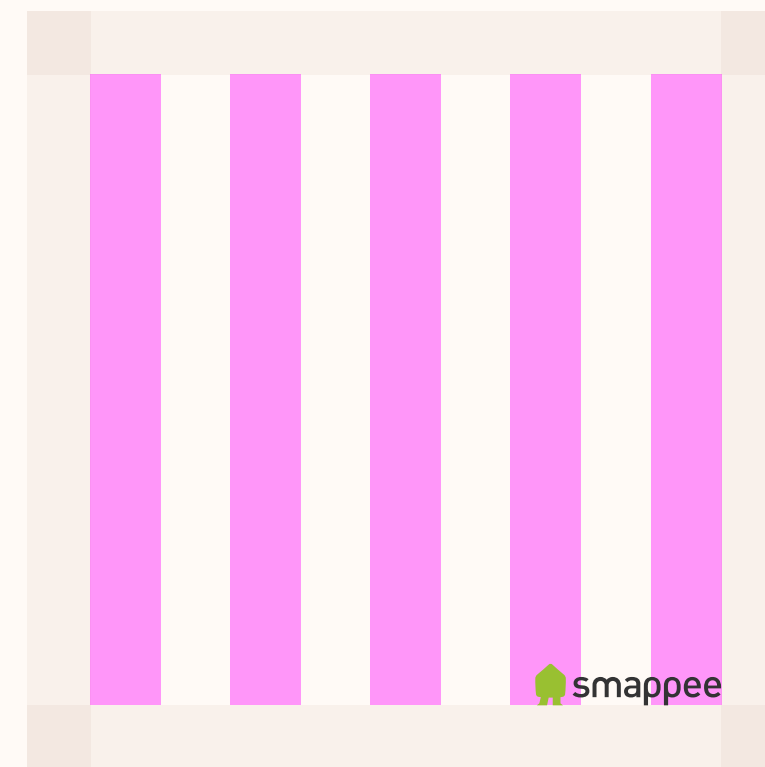
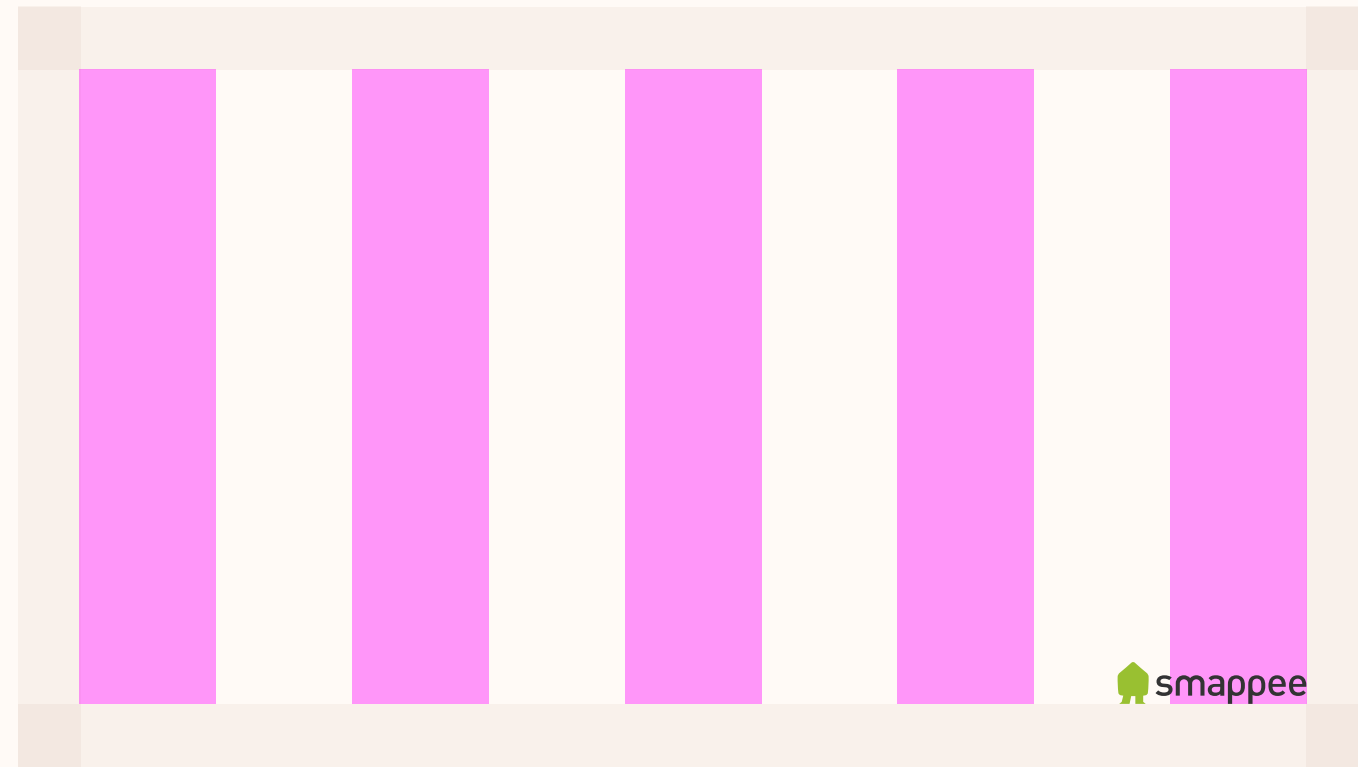
Grid

We use a simple 9 column grid and a lot of flexibility in our design.

Grid

The margins of your artboard are determined by the height of the logo.

Margin = 1.5 x Logo Height



34

Grid in Use

A is an example of a Margin = 1.5 x Logo Height based grid.

B If there is no logo. For example in a social media post on Instagram, you are free to determine the margin.

A



B



Image Language

In Use Photography

Our product photography pops out by using contrast and showing details. People in the photography show the scale of the products, it's an essential part of our photography. Styling should be neutral and modern, colour in clothing should be minimised.

Our products are white and dark grey, cars used in photography should be in a contrasting colour to give maximum exposure to our products.

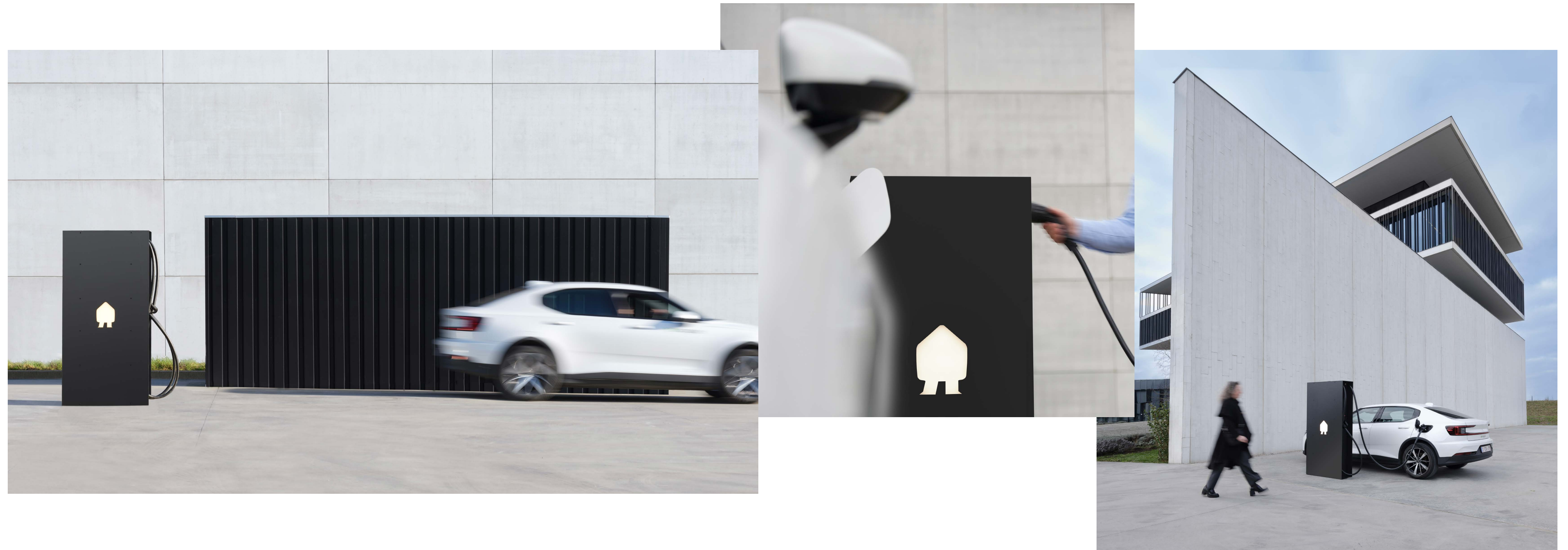


Image Matrix



Key visual

These set the mood



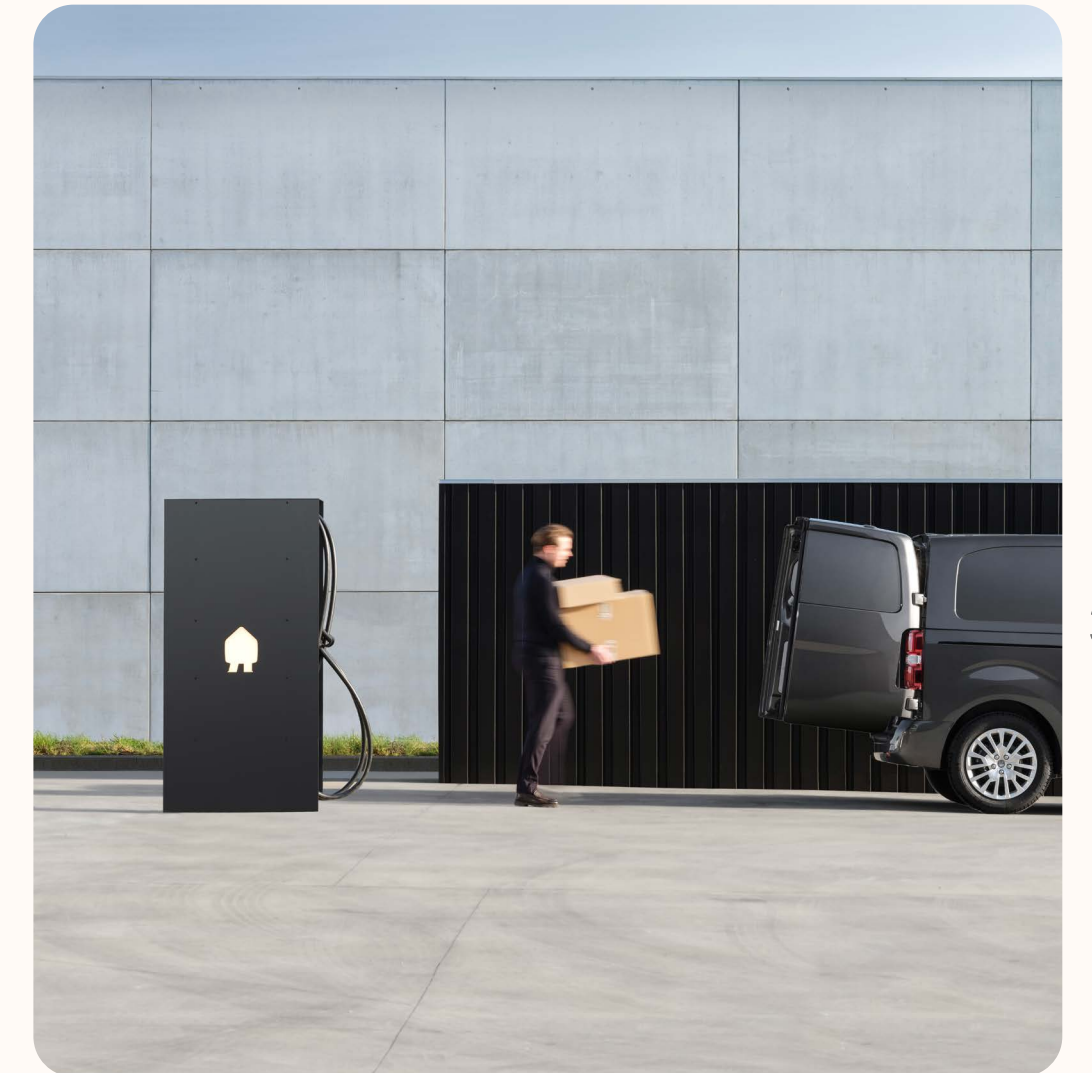
Product shot

Product with a bit of abstract mood/context



Technical product shot

Straightforward render without background



Lifestyle photography

Real-life, shot on location

Motion Principles

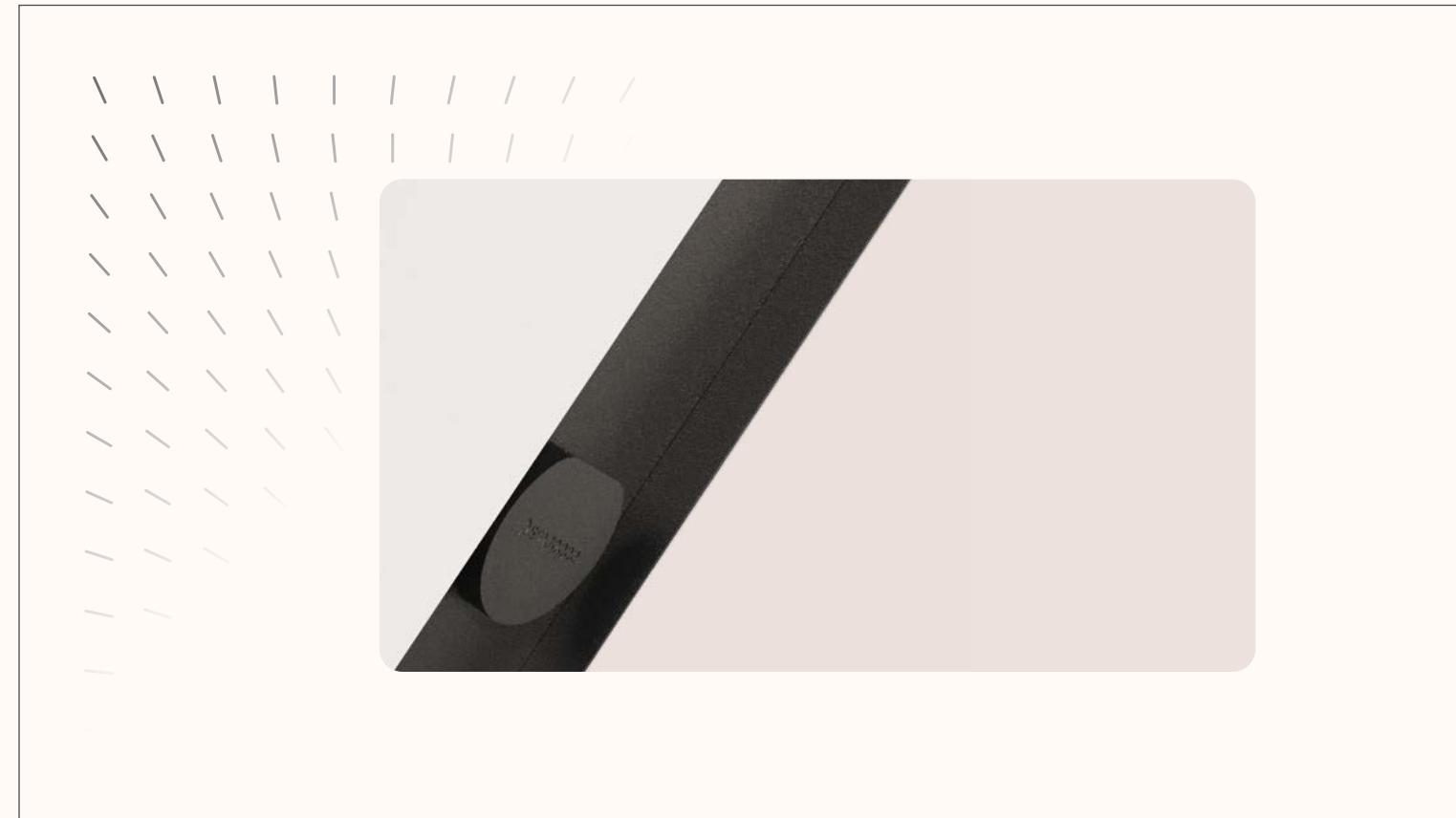
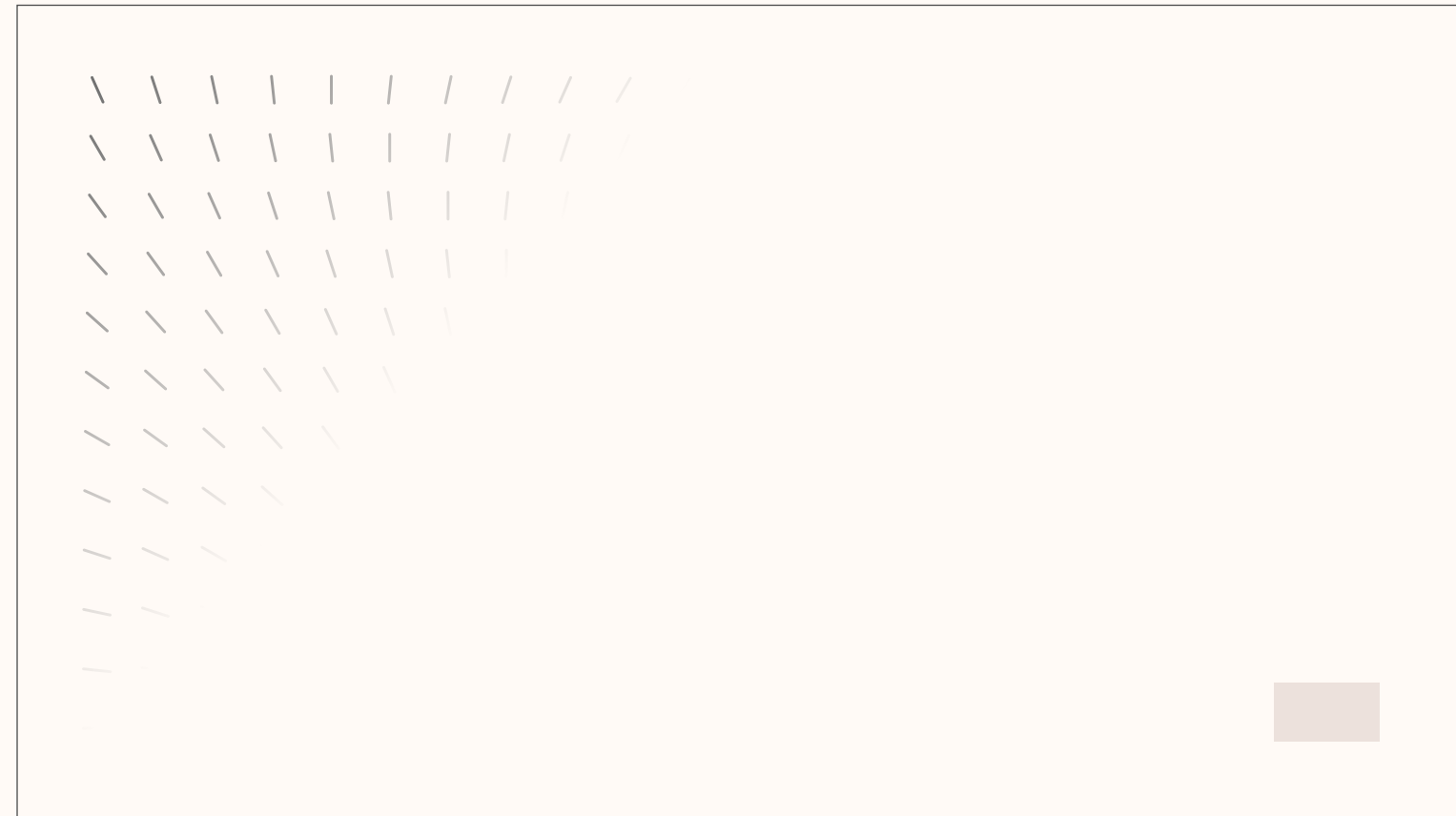
Motion Principles

Motion should be *fluent, effortlessly easing in and out.*
The motion follows the flowy path of our brand graphic.

On the following pages are some examples of this principle.

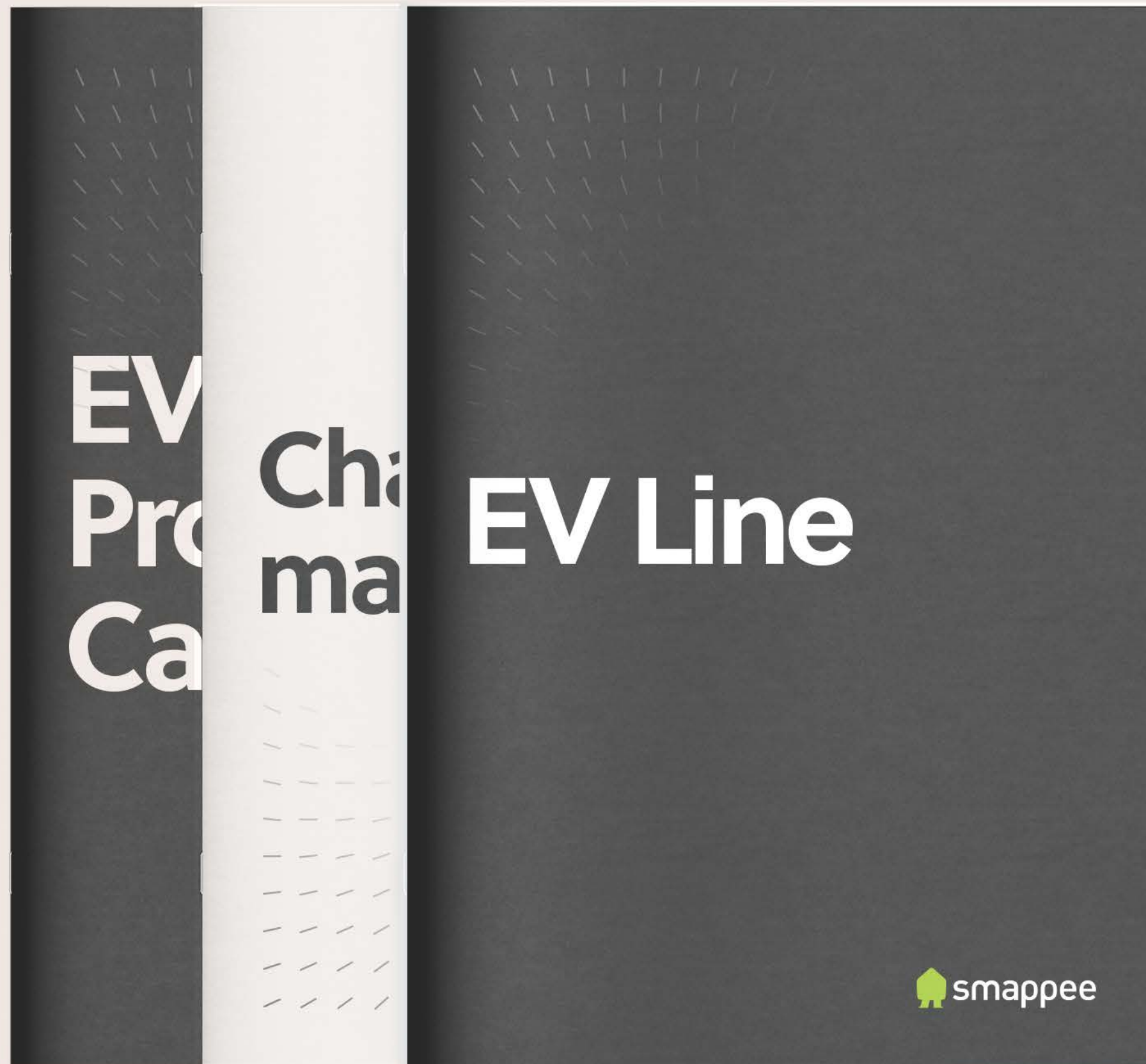
Wipe (Example)

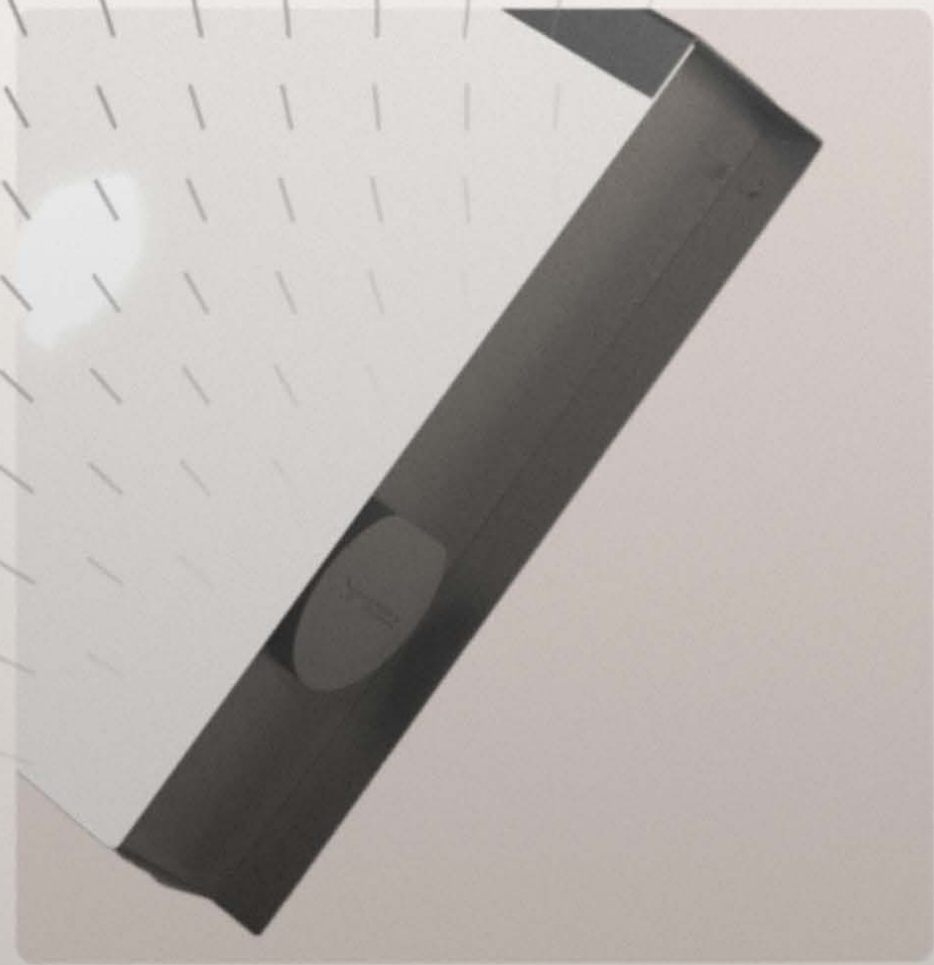
The image is opened from the empty part of the frame.
In this case from bottom right to a full screen.



Brand Experience

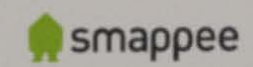
Brochure



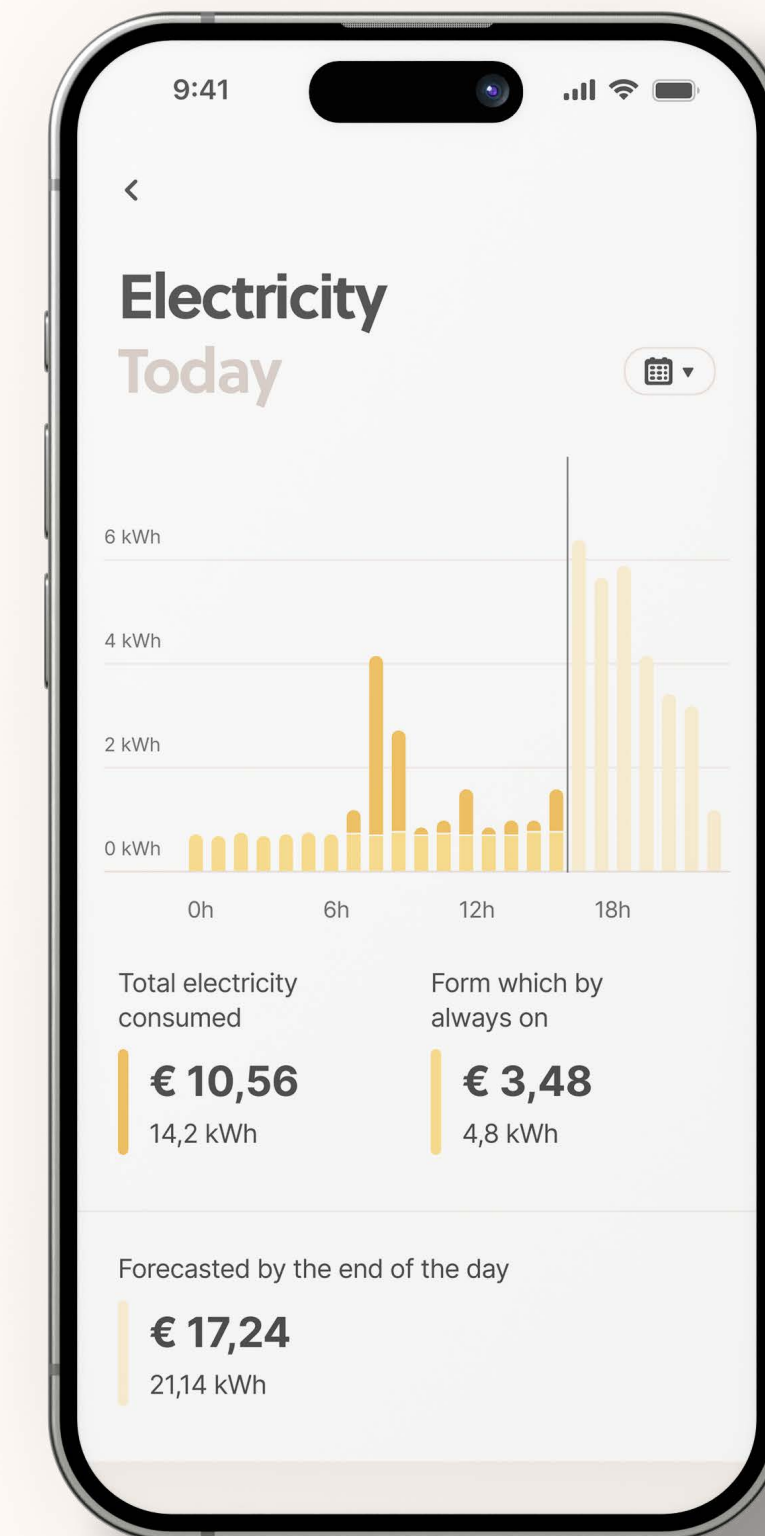
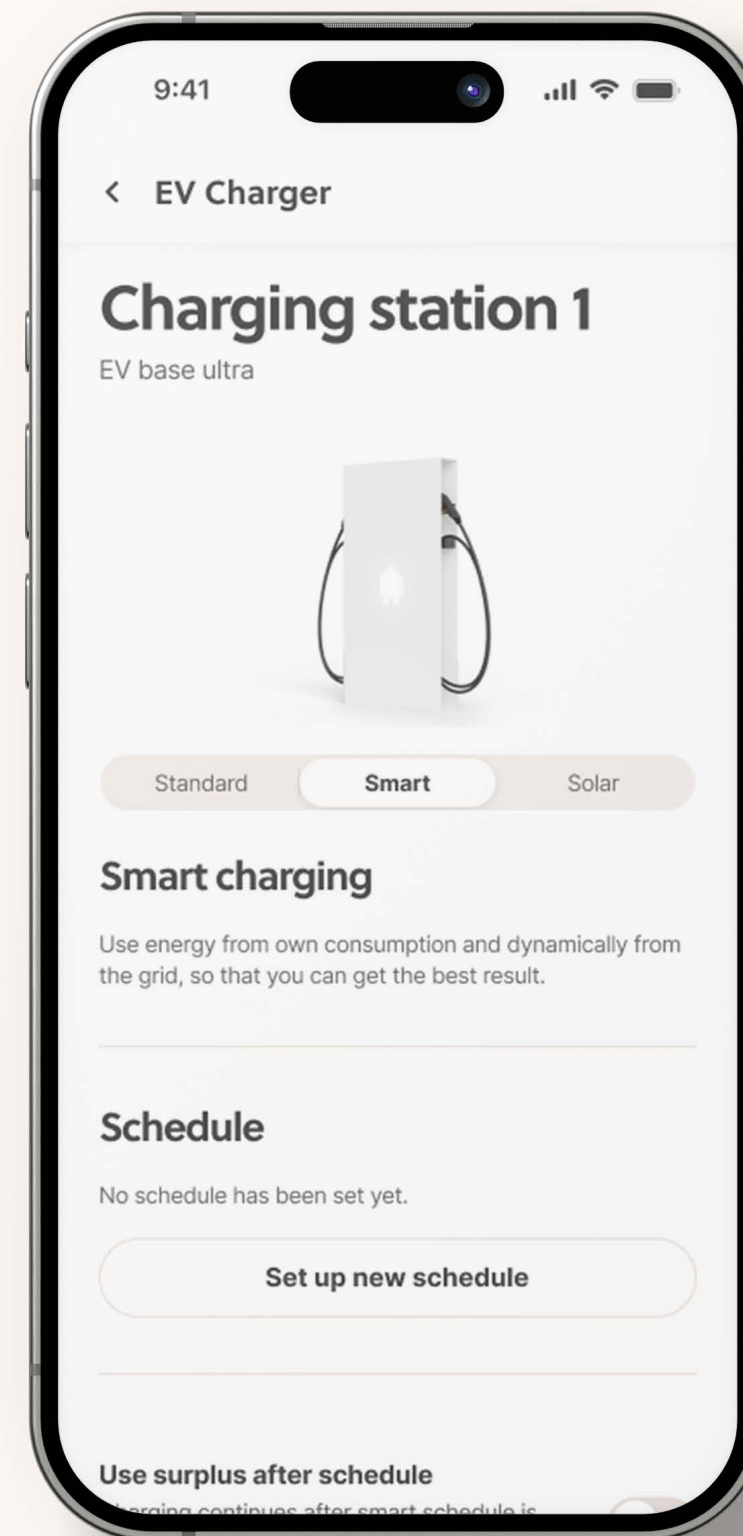
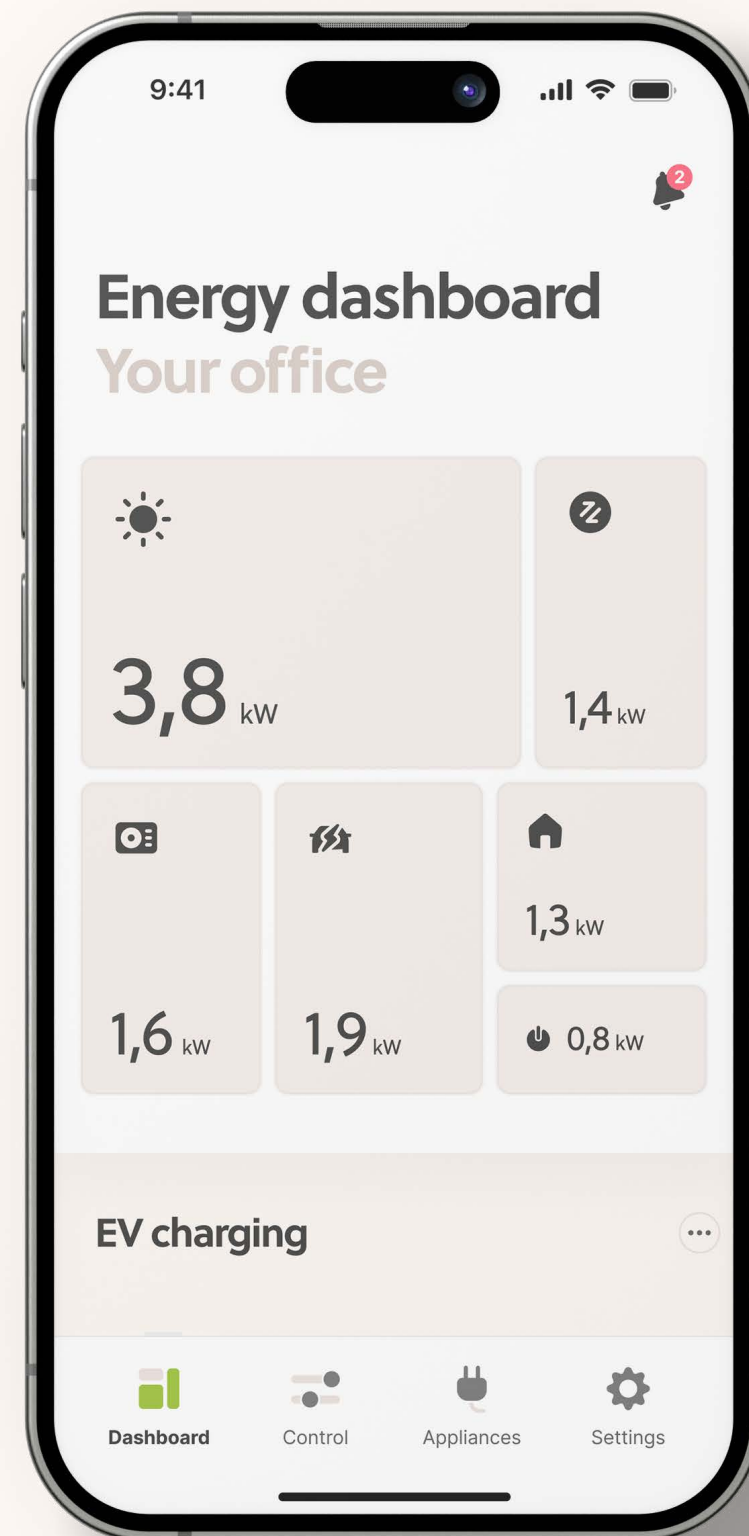


Intelligent charging at home.

EV Wall Lorem ipsum dolor sit amet, Lorem ipsum
dolor sit amet, consectetur adipiscing elit, sed diam
nonummy nibh euismod tincidunt ut laoreet.







Smart charge at home
Always be ready to start your day with Smappee's smart charging stations for home, that help you save every step of the way.
[Discover our charging solutions for home](#)

Ultra-fast DC charging
More speed, more efficiency, more revenue. Our smart DC fast charger is the ultimate solution for short-stop, high-traffic locations.
[Discover our DC fast charger solutions](#)

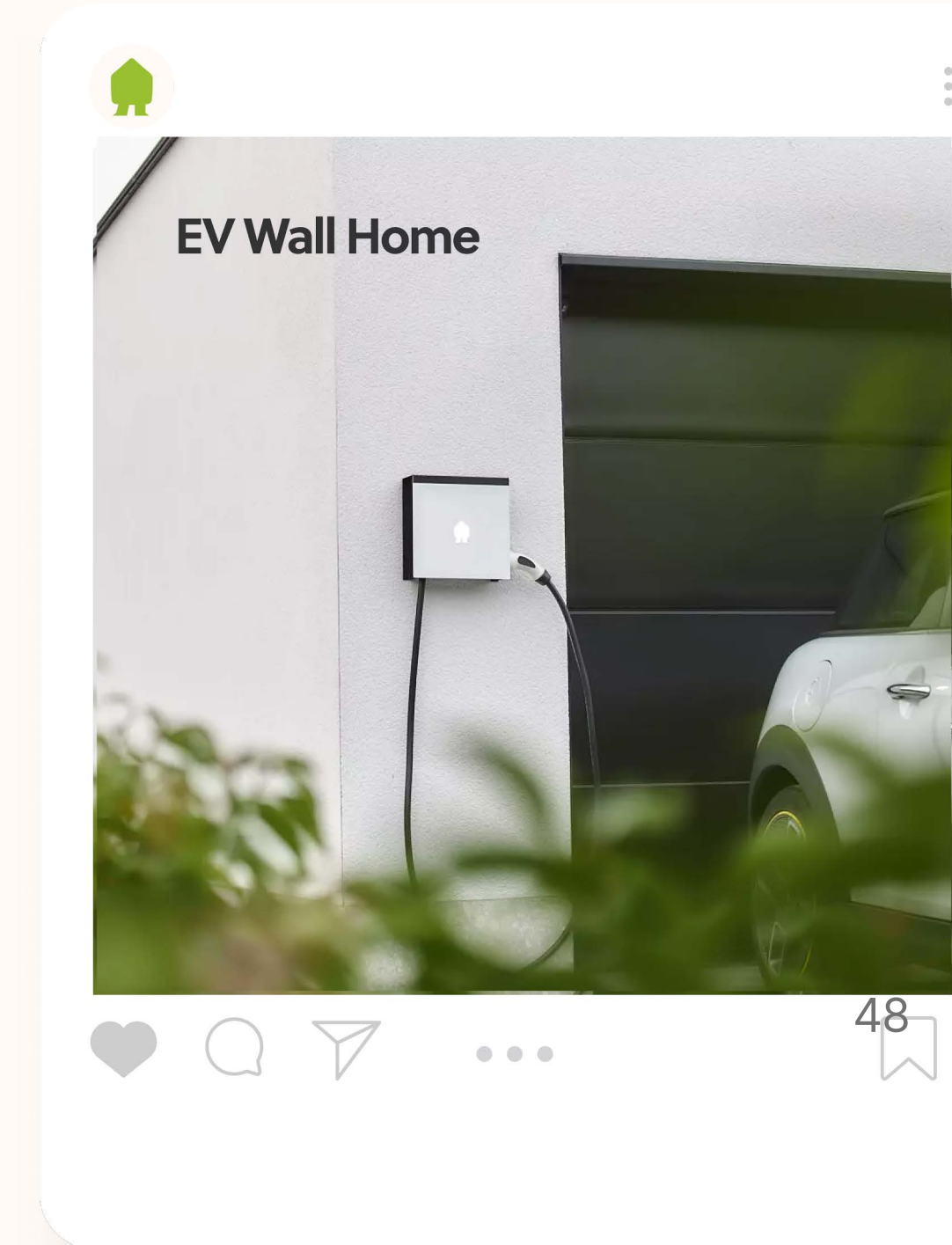
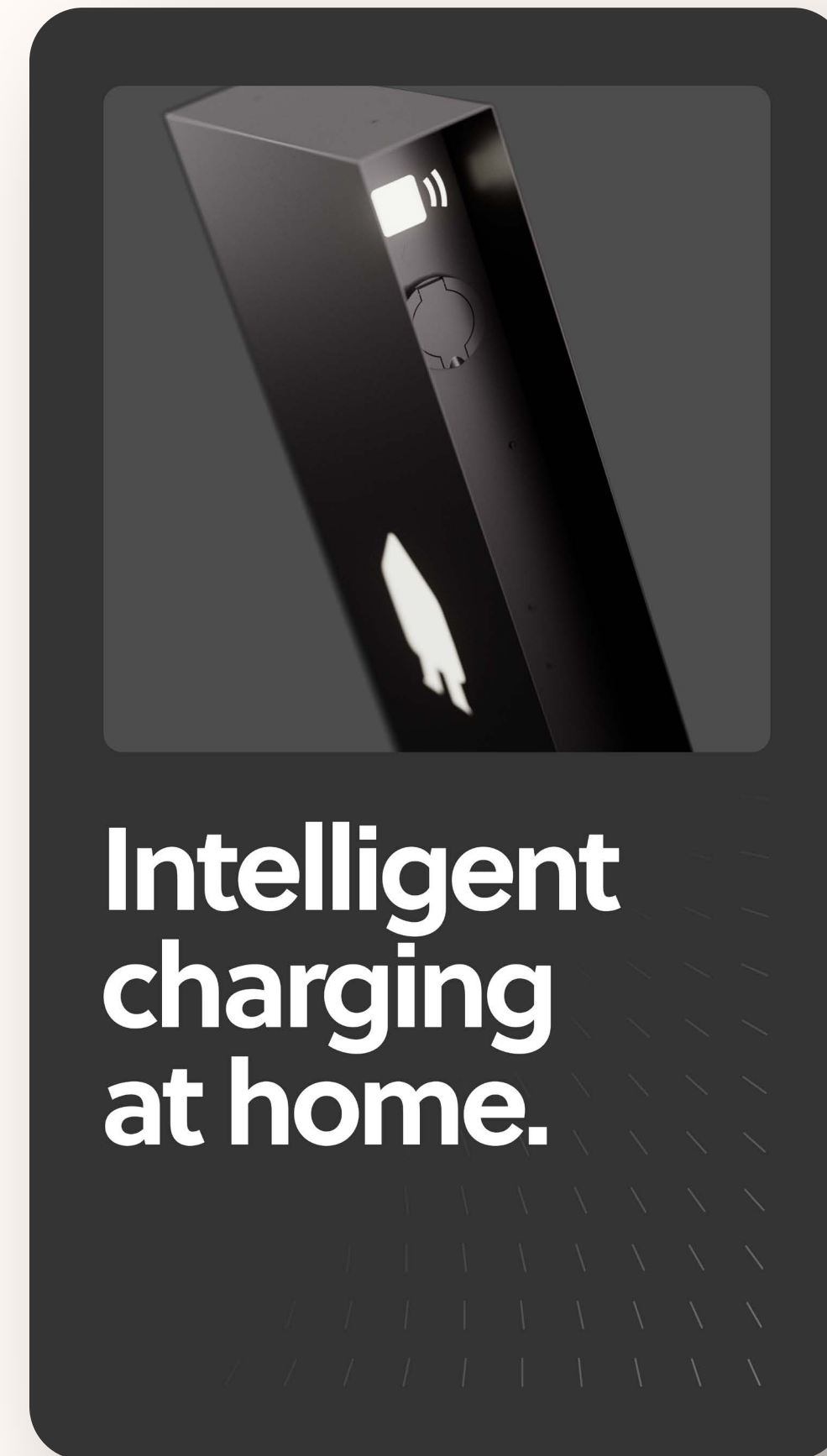
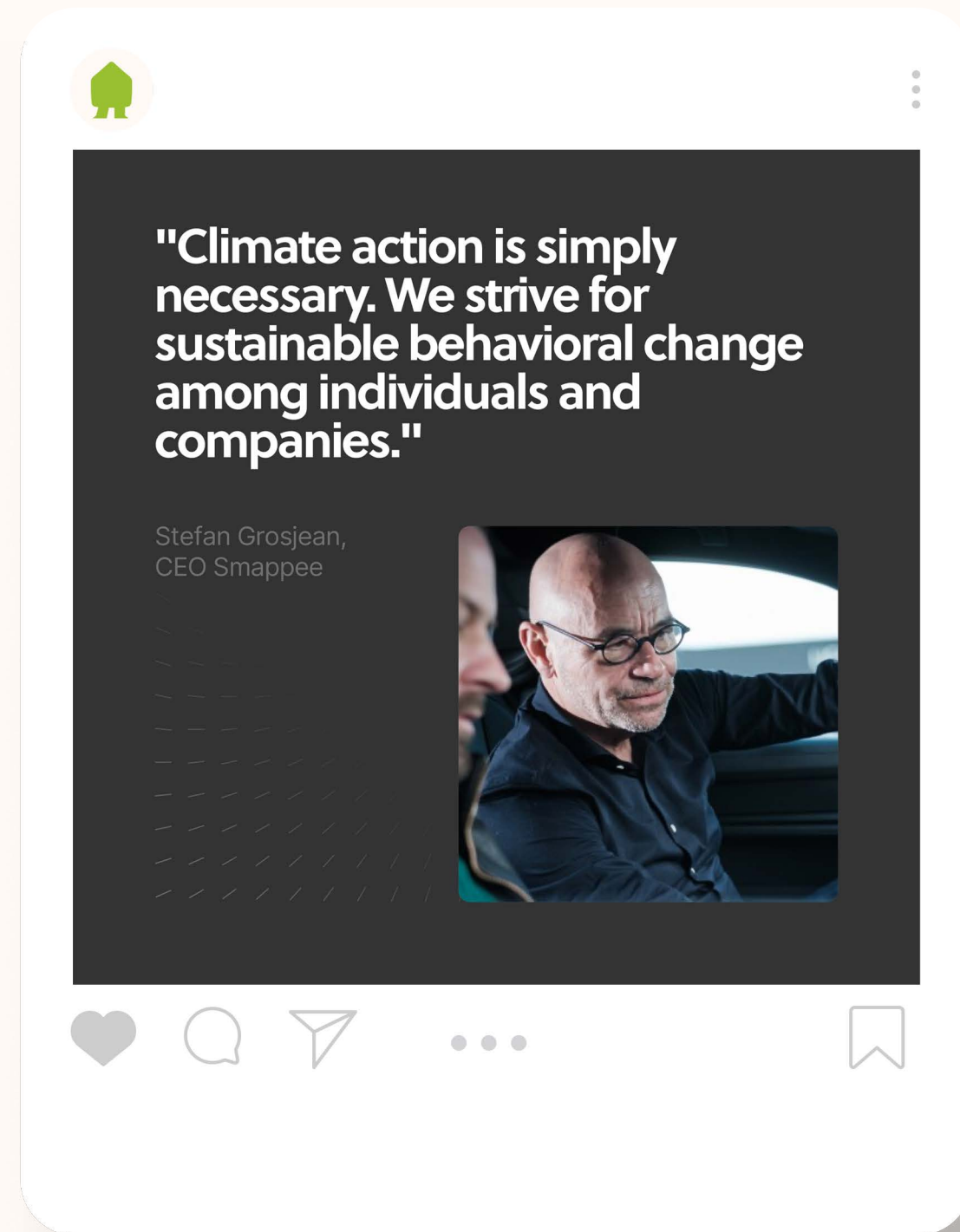
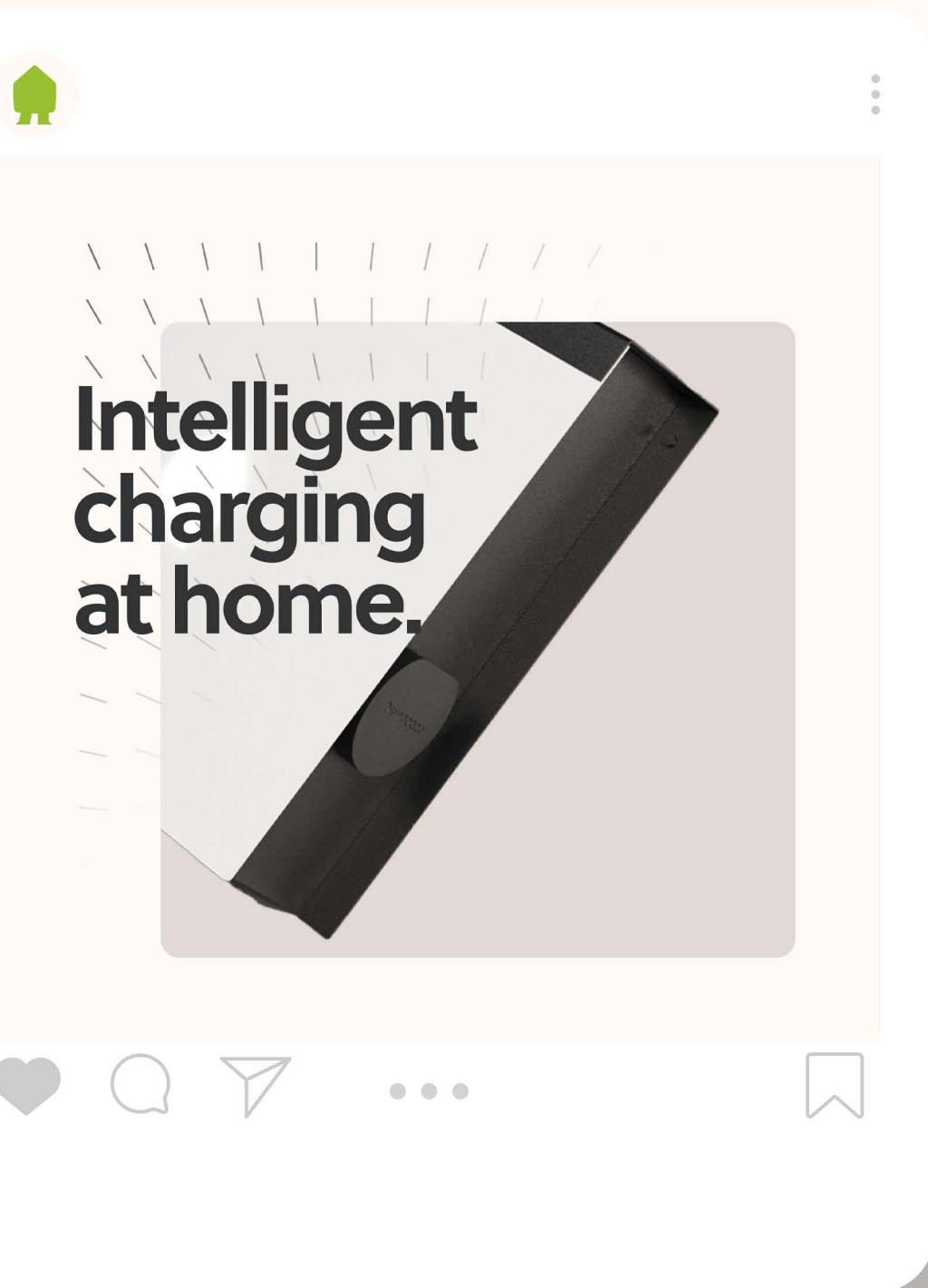
Smart energy management
Maximize efficiency and cut costs with the advanced energy management features of the Smappee Infinity.
[Discover our energy management system](#) [Receive a quote](#)

Charge at the best price and with solar
Do you know that charging your EV at home will double your energy bill? That is why you want to choose smart charging with Smappee. Our smart charging system cleverly regulates charging around the time with the lowest grid tariffs and help you side-step exorbitant capacity rates. Our built-in solar forecasting and Dynamic Phase Switching also helps you optimally charge with solar power. This way you save up to 50% on your energy bill.

Even safer charging, thanks to load balancing
Our DC fast charger is fast and safe. Dynamic load-balancing ensures that your electricity system is never overloaded. Because of load balancing for charging with alternating current and direct current (a combination of DC and AC charging), you can offer charging services to even more people. Extra income guaranteed!

All-in-one energy management system
Smappee Infinity offers a single solution for voltage monitoring and dynamic load balancing between solar, EV, and other appliances in the home and buildings through a cloud-based application interface. New phase measurement capabilities allow the Infinity modules and gateway to aggregate more data, reducing costs for (multi)family and enterprise systems.

Social Media



Questions? Contact the marketing team.

By email
marketing@smappee.com

By phone
+32 56 38 02 11