

eFlexFuelTM

eFlexFuel brand graphic guidance

These guidelines have been created to explain and demonstrate the newly refined eFlexFuel brand visual identity. It is important to give a global uniform visual identity which provides greater visibility. Therefore, it is vital to follow these guidelines carefully so that a standard style and quality of presentation can be ensured. Everything that is produced, needs to reflect this uniform eFlexFuel brand style clearly and consistently.

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Document changes

1.1	Updated document version Tuning software added
1.0	First release

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Headings

Oswald Bold or Anton Google for headings, BOLD only

You can also use light weight Open sans for headings to create more delicate look

Paragraph

Open Sans Family or Calibri all font weights

Light weight (100)

Normal (paragraph) (400)

Semi-Bold (500)

Bold (600)

Italic and underline text is ok for all font weight

What is Lorem Ipsum?

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum

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Logo naming

eFlexFuel

eFlexEco

eFlexPlus

eFlexPro

Start sentences with lower case e.

- eFlexFuel is the best!
- eFlexEco is also the best!
- eFlexPlus is more best!
- eFlexPro is the bestest best!

NOT LIKE THIS!

EFlexfuel, Eflexfuel, eflexfuel, etc...

Main colors

Grey (eFlexFuel logo)

PMS Cool Grey 8C

C0 M0 Y0 K70

R128 G128 B128

#808080

Grey (Eco, Plus, Pro logo)

PMS Cool Grey 10C

C0 M0 Y0 K80

R51 G51 B51

#333333

Green

PMS 369C

C70 M0 Y100 K0

R80 G170 B0

#50AA00

Orange

PMS 021C

C0 M70 Y100 K0

R236 G105 B31

#EC691F

Red

PMS 200C

C5 M95 Y100 K0

R145 G0 B0

#910000

Logos

- Use TM or R registered mark always in top right.
- Do not use logos with grey background if logo is not visible enough.
- Inverted colors are ok. Only use if normal logo is not possible to use.
- Prefer dark grey background, not full black.

eFlexFuel™

EFLEXPLUS™

EFLEXECO™

EFLEXPRO™



eFlexFuel software

eFlexTuner app icon



Desktop icon for eFlexTuner



eFlexFuel logo text usage

eFlexFuel logo with under text

eFlexFuelTM
E85 BIOETHANOL UPGRADE

- Open sans uppercase light weight font.
- Translations also possible; E85-ETANOLIPÄIVITYS, etc...

~~eFlexFuelTM
E85 BIOETHANOL UPGRADE~~

- Text should be small font.

Logos protection area



The image shows the 'eFlexFuel' logo in a light grey, semi-transparent font. The lowercase 'e' is highlighted in green. A thin purple rectangular box is drawn around the text, indicating the protection area. A small 'TM' trademark symbol is positioned above the final 'l'.



The image shows the 'EFLEXECO' logo in a bold, italicized, sans-serif font. The 'X' is highlighted in green, while the other letters are in grey. A thin purple rectangular box is drawn around the text, indicating the protection area. A small 'TM' trademark symbol is positioned above the final 'O'.