

Recharge

# Brand Style Guide

Version 3.0-2025

*The largest rapid charging network in the Nordics*



## How to use the Brand Style Guide

Our Brand Style Guide defines the core elements of our visual identity and shows how to use them consistently across all channels.

Following these guidelines ensures a strong and cohesive brand presence. The guide is a resource for everyone working with Recharge's brand – from our own teams to designers, agencies, printers, and other creative partners.

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## Brand style

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## Brand style in use

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# Logo

Primary logo

Clear space and minimum size

Secondary logo

Primary logo with tagline

Symbol / app icon

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### Primary logo

Recharge's primary logo consists of a symbol and a wordmark, inspired by maps, locations, meeting points, charging stations, driving routes, and the concepts of power and charging. The lightning bolt within the symbol represents electricity and charging.

The primary logo is primarily intended for use on blue or light

backgrounds.

The wordmark must never be used without the symbol. However, the symbol may be used on its own when appropriate.

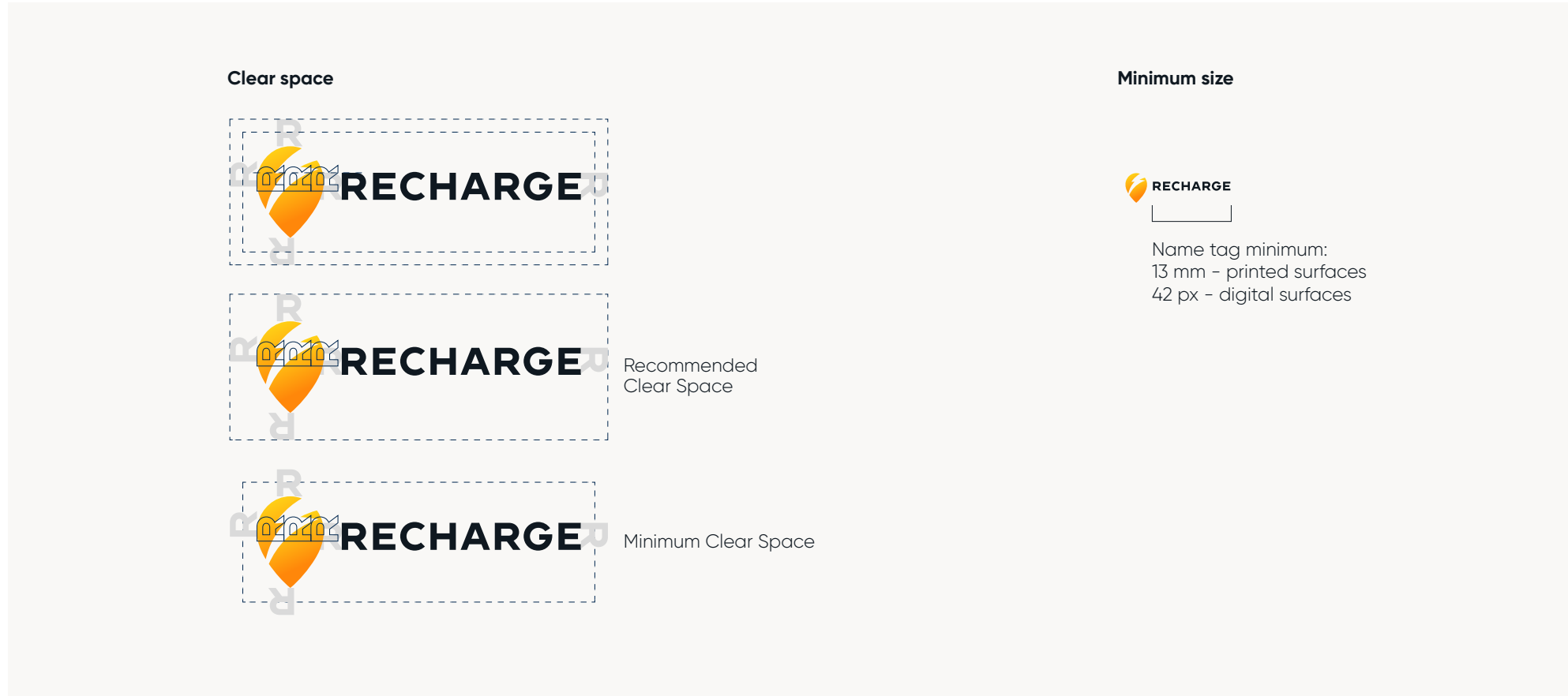
The symbol and wordmark must always be used in a way that preserves their visual relationship.

### Color options

The logo can be used in negative as shown above.

The logo can also be used for images where the contrast between the logo and image is high.

# Clear space and minimum size



## Clear space

The area surrounding the logo is essential to ensure it is displayed clearly and remains visually distinct. You may allow more space than recommended, but never less than the defined minimum.

**Recommended clear space:** Equal to the height of the letter "R" in the wordmark.

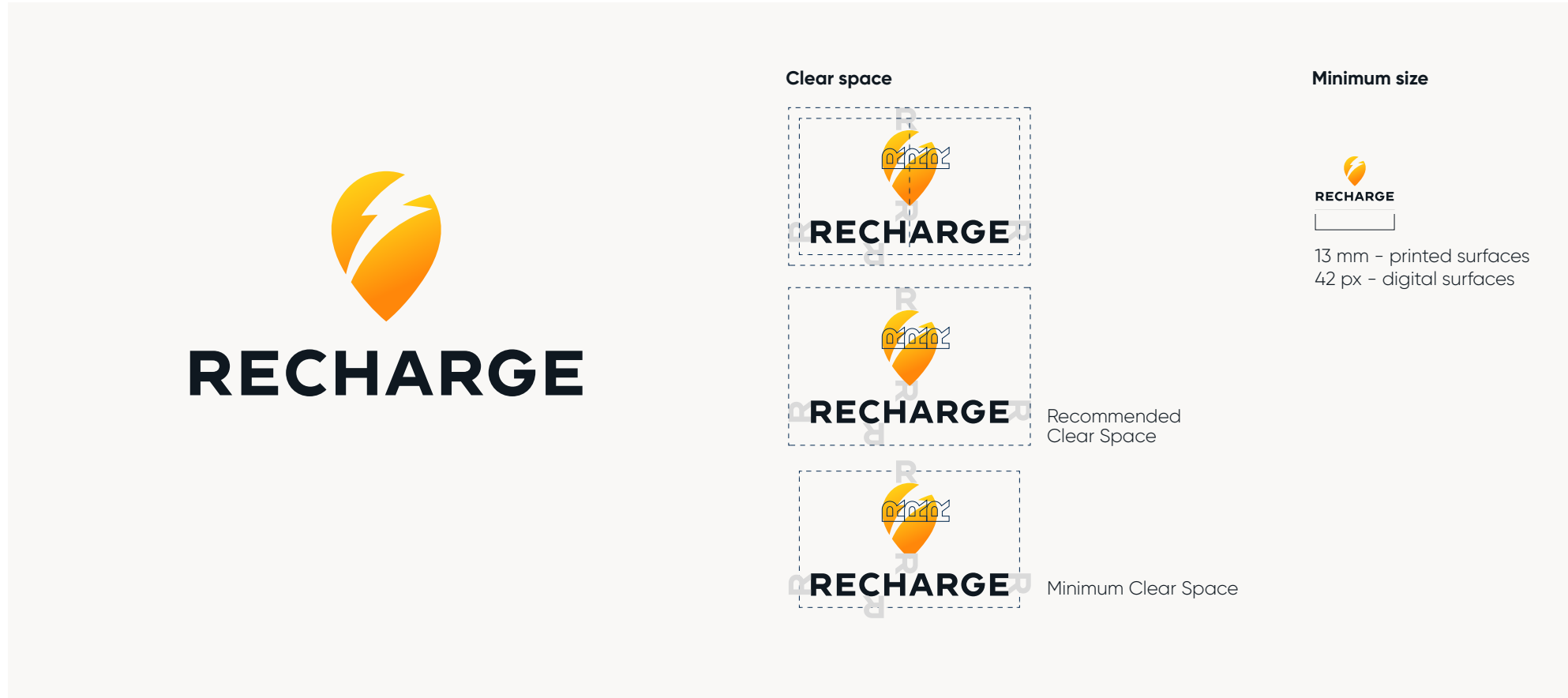
**Minimum clear space:** Half the height of the letter "R" in the wordmark.

## Minimum size

To maintain legibility, clarity, and print quality, the logo must never be reproduced smaller than the specified minimum size:

**Printed materials:** Wordmark minimum width – 13 mm

**Digital materials:** Wordmark minimum width – 42 px



### Secondary logo

The secondary logo is used when the primary logo does not fit the available format.

The symbol and wordmark must always maintain the same proportions.

### Clear space

The area surrounding the logo is essential to ensure it is displayed clearly and remains visually distinct. You may allow more space than recommended, but never less than the defined minimum.

**Recommended clear space:** Equal to the height of the letter "R" in the wordmark.

**Minimum clear space:** Half the height of the letter "R" in the wordmark.

### Minimum size

To maintain legibility, clarity, and print quality, the logo must never be reproduced smaller than the specified minimum size:

**Printed materials:** Wordmark minimum width – 13 mm

**Digital materials:** Wordmark minimum width – 42 px



## Minimum size



45 mm - printed surfaces  
130 px - digital surfaces

### Primary logo with tagline

The primary logo with tagline should be used in situations where the logo alone does not fully communicate the essence of the brand. The tagline adds clarity and reinforces the brand's message.

### Usage rules:

- Always maintain clear space around the logo and tagline to ensure visibility and legibility.
- The tagline must remain in its approved typeface, size, and placement relative to the logo. It should never be altered, moved, or separated.
- The logo with tagline should only be used in the approved color variations outlined in this guide.

### Minimum size

To maintain legibility, clarity, and print quality, the logo must never be reproduced smaller than the specified minimum size:

**Printed materials:** Logo with tagline minimum width – 45 mm  
**Digital materials:** Logo with tagline minimum width – 130 px



### Logo symbol as app icon

The logo symbol may be used as an app icon across digital platforms.

### Usage rules:

- Always use the official logo symbol without modification.
- The icon should be displayed on a solid blue, white, or other approved brand background.
- Avoid placing the symbol over complex or patterned backgrounds.

# Colors

Color codes  
Map colors



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**Primary colors**

<p>Pantone   295 C CMYK   100/63/0/67 RGB   0/40/88 HTML   002858 RAL   5003 Saphirblau</p>	<p>Pantone   2018 C CMYK   0/58/100/0 RGB   255/117/0 HTML   FF7500 RAL   2008 Hellrotorange</p>	<p>Pantone   123 C CMYK   0/16/89/0 RGB   255/200/54 HTML   FFC836 RAL   1018 Zinngelb</p>	<p>Pantone   Black 6 C CMYK   93/76/56/78 RGB   17/24/31 HTML   11181f RAL   5004 Schwarzblau</p>
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**Secondary colors**

<p>Pantone   5435 C CMYK   34/14/6/0 RGB   166/188/214 HTML   A6BCD6</p>	<p>Pantone   353 C CMYK   42/0/44/0 RGB   127/225/176 HTML   7FE1B0</p>	<p>Pantone   7724 C CMYK   81/3/64/10 RGB   0/150/113 HTML   009671</p>	<p>Pantone   7635 C CMYK   3/90/25/7 RGB   198/55/107 HTML   C6376B</p>
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PMS 2018 C - 100 %      PMS 123 C - 100 %

PMS 5435 C - 100 %  
 PMS 295 C - 100 %

### Primary colors

Recharge's primary color palette is warm, balanced, and harmonious.

Each color reflects key brand values:

**Blue:** Faith, trust, and dignity

**Orange:** Positive emotions and warmth

**Yellow:** Energy, creativity, and optimism

### Black: Authority

Primary colors may be used at 80%, 60%, 40%, or 20% tint when needed. However, the logo must always appear in 100% of its defined color.

### Secondary colors

Secondary (support) colors are intended for use only alongside the primary palette.

They serve as a complement when additional variation or vibrancy is required in printed or digital materials.

Secondary colors may also be used at 80%, 60%, 40%, or 20% tint.

## Map colors



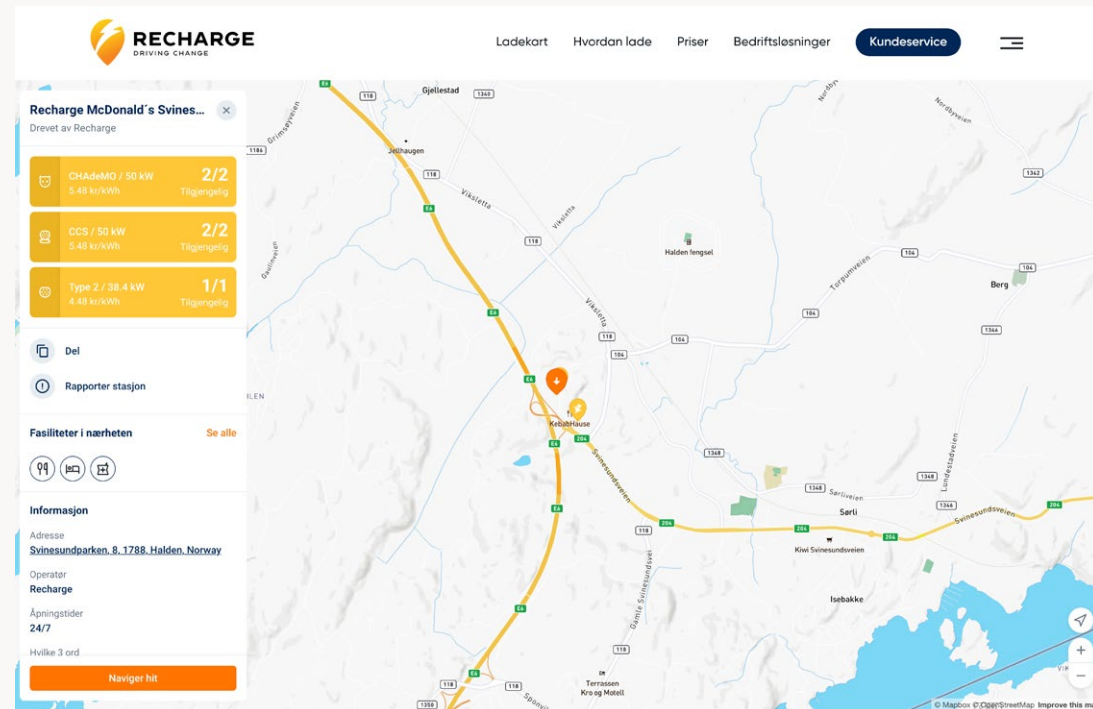
Pantone | 7724 C  
CMYK | 81/3/64/10  
RGB | 0/150/113  
HTML | 009671



Pantone | 285 C  
CMYK | 90/47/0/0  
RGB | 0/114/218  
HTML | 0072DA



Pantone | 3516 C  
CMYK | 0/88/100/0  
RGB | 219/53/18  
HTML | DB3512



## Map colors

For maps displaying charging station status, only the following colors are permitted:

- Green:** Available
- Blue:** In use
- Red:** Out of order

# Typography

Primary font  
Secondary font

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## Primary Font

Gilroy

Gilroy Light  
Gilroy Regular  
**Gilroy Semibold**  
**Gilroy Bold**  
**Gilroy Black**

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz Æ æ Ø ø Å å  
1234567890?!€\$@%&()

## Secondary font

Avenir Next

Avenir Next Light  
Avenir Next Regular  
Avenir Next Medium  
**Avenir Next Bold**  
**Avenir Next Heavy**

Aa Bb Cc Dd Ee Ff Gg Hh  
Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx-  
Yy Zz Æ æ Ø ø Å å  
1234567890?!€\$@%&()

### Primary font

The Gilroy typeface is the primary font for all marketing materials.

Its strength lies in the simplicity of its letterforms. Gilroy is an open, geometric sans serif with consistent stroke widths and balanced transitions. It features well-proportioned ascenders and descenders, ensuring excellent readability and compliance with universal design principles.

**Approved Weights:** Light, Regular, Semibold, Bold, Black.

Font Purchase Link: [Gilroy on MyFonts](#)

### Secondary font

Avenir Next should be used in situations where the primary Gilroy font is not available—particularly within Office applications.

**Approved Weights:** Light, Regular, Medium, Bold, Heavy.

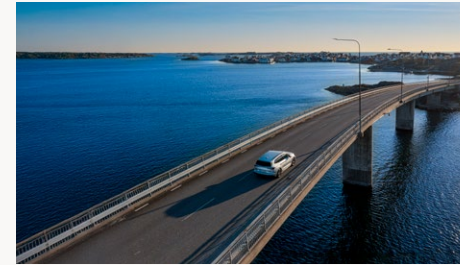
# Photo

Moodboard  
Photo style



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## Photography

The key themes for Recharge imagery are:  
Informative – Simple – Accessible – Emotional – Stress-free –  
Familiar – Nature – People.

Images should consistently reflect these values across all  
platforms and materials.

## Usage rules:

- Use natural lighting whenever possible to create authenticity and warmth.
- Maintain a clean, uncluttered composition with a clear focal point.
- Include people interacting naturally with the environment, preferably in real-life situations.
- Avoid over-processed, overly saturated, or staged stock images.

- Nature should appear fresh and vibrant, complementing the brand's color palette.

# Graphic elements

Icons  
Graphic elements  
Illustration



### Icons

Plug in the connector	Charge with RFID	Charge with app	Charge with Drop-in	Charge with SMS	Pay with card	Payment method	Follow the instructions	EV bus
Language	Customer service	Call	Contact Us	Select language	Recharge employees	EV car	Charge EV car	EV truck
Recharge charge	FAQ	Charging speed	Kilometers charged	Road	Upgraded locations	New charge point	Insights	EV truck with semi-trailer
Charging time	Power	Power capacity	CO <sub>2</sub> Avoided	Around the earth	Analytics	Terms of use	Explanation	
Load balancing	Third parties	GDPR	Open network	Product	Recharge Office	New business	ESG Report	

### Icons for maps

📍
📍
⚡
⚡

⚡
📍
☰
🔍

🌐
📍
🗨️
?
🗨️
📄
🔗
✅

### Icons for Recharge Values

DARE  
Grab the wheel!

SHARE  
Is everyone onboard?

CARE  
Go the extra mile!

### Icons for charge level

### Public charging plugs

CHAdeMO

CCS

Type2

### Icons

A custom icon set has been developed to simplify and clarify communication.

All charging-related icons incorporate a clearly recognizable lightning symbol derived from the Recharge logo, ensuring visual consistency and brand recognition..

### Usage rules:

- Icons should always be used in brand colors or monochrome, never in unapproved colors.
- Maintain consistent line weight and spacing across all icons.
- Do not distort, rotate, or apply special effects to icons.



### Graphic element

To create a more complete, recognizable, and informative profile, the lightning symbol is used as a recurring graphic element.

Examples of use: 5.3.

### Usage rules:

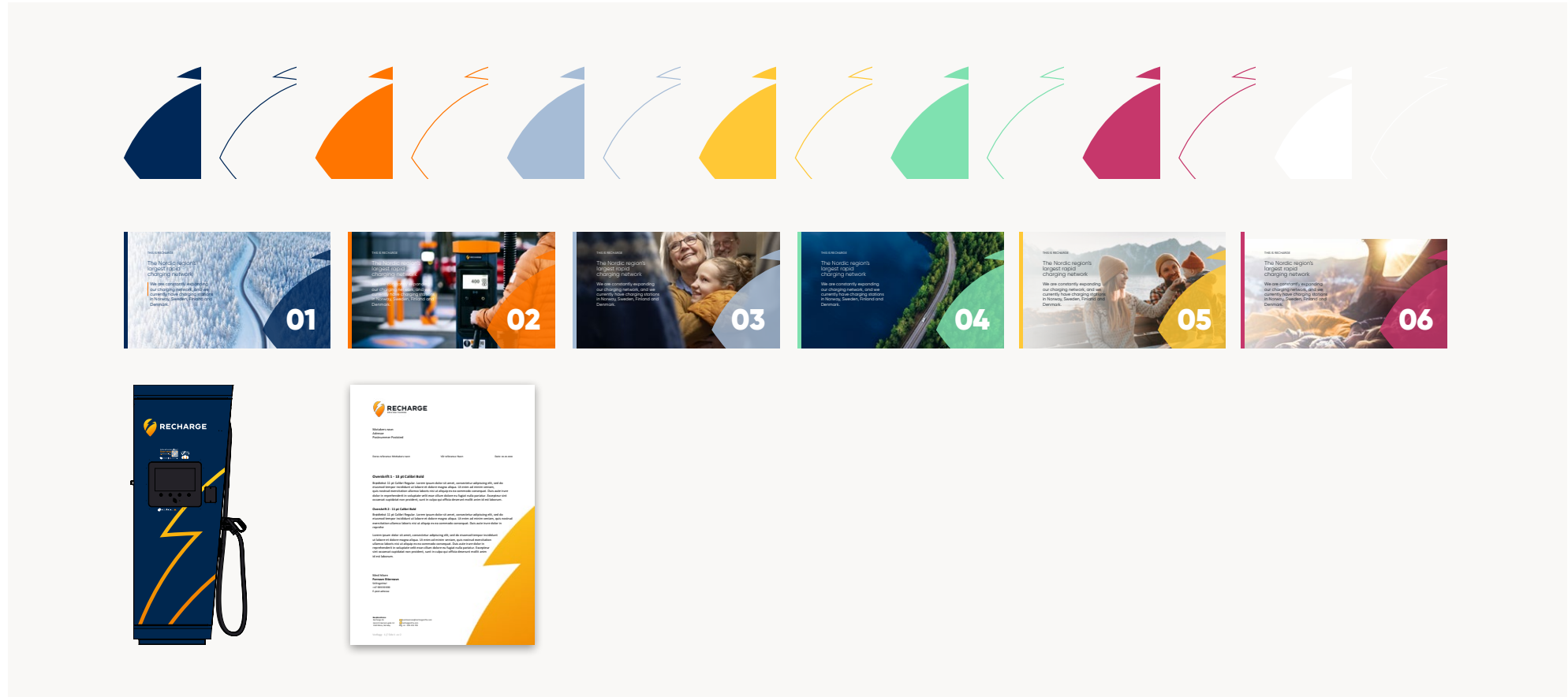
- The lightning symbol must maintain its original proportions.
- It may be used as a subtle background pattern or as a bold focal point, depending on the application.
- Avoid excessive repetition that may distract from the main content.



## Graphic element

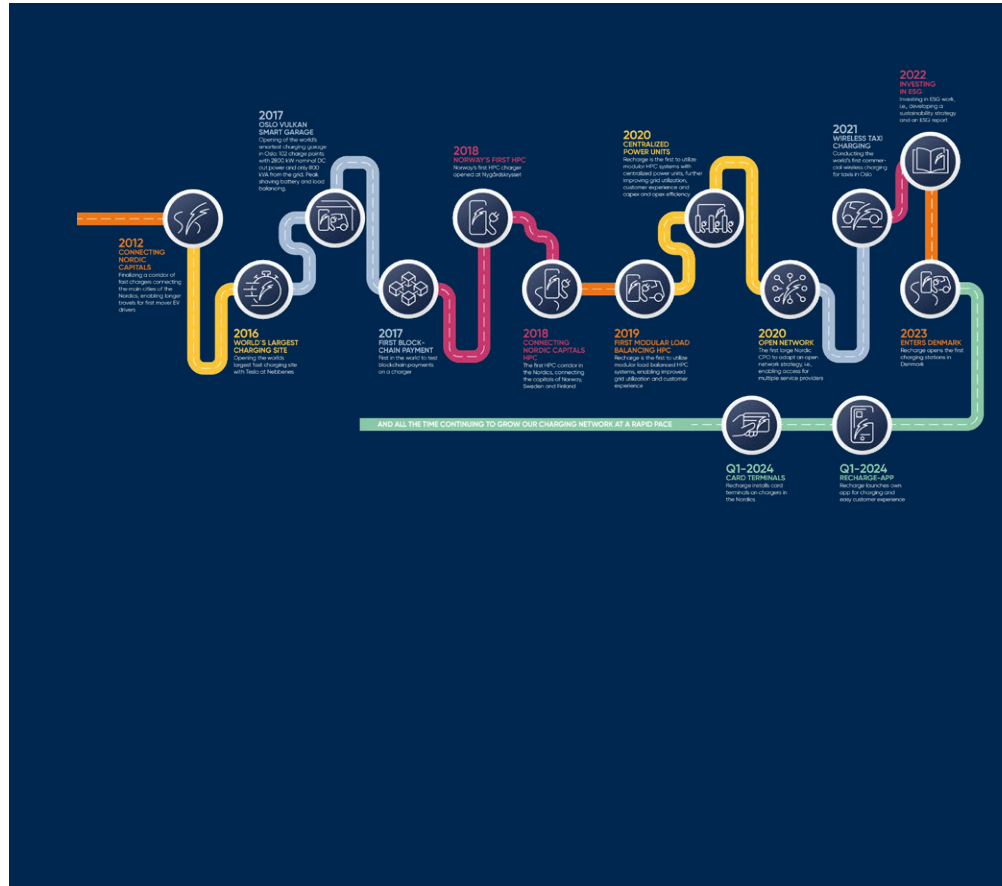
Here are examples of how elements from the lightning symbol are used as a graphic element in the design

# Graphic element - Symbol



## Graphic element

Here are examples of how elements from the lightning symbol are used as a graphic element in the design



Our charging network, consisting of almost 4 400 charge points, serves our customer whenever they need it. Together with our partners we provide charging where you live, where you shop, or along the road towards new adventures – either for a quick break or while grabbing a meal. We also support businesses in decarbonizing their car fleets, enabling e.g., taxi and transport companies to offer zero-emission services.

## Illustration

The Recharge illustration style can take on different expressions while maintaining brand consistency. Examples are provided to guide correct visual execution.

## Usage rules:

- Use the approved color palette to maintain visual harmony.
- Maintain a clean, minimal style that complements photography and iconography.
- Avoid mixing multiple illustration styles in a single application.

# Tone of voice

Bringing our experience principles to life  
The principles behind our tone of voice  
How we speak to consumers  
How we speak to businesses

## Bringing our experience principles to life



Our tone of voice is the expression of our brand's personality. It defines how we speak to our audience and ensures that every interaction feels authentic and consistent. A clear and unified voice builds trust, strengthens relationships, and makes our brand instantly recognizable across all channels.

Our tone of voice is grounded in our experience principles—how we act, what we say, and how we want to be perceived by our customers and the market. These principles guide not only the content of our communication, but also its character, helping us convey who we are and what we stand for.

## Open

We communicate with clarity, inclusivity, and transparency. Our language is straightforward and easy to understand, avoiding unnecessary jargon or complexity. We use a welcoming and approachable tone that invites dialogue and makes people feel included.

### Example:

- ✓ *"We make charging simple and accessible for everyone."*
- ✗ *"Our proprietary charging solution leverages advanced connectivity to optimize user interfaces."*

## Responsible

We speak with care, credibility, and reliability. Our tone reflects our commitment to people, the planet, and the energy system. We avoid exaggerations and keep our promises realistic, ensuring that our communication builds trust and long-term confidence.

### Example:

- ✓ *"We expand our network responsibly, meeting today's needs while preparing for tomorrow."*
- ✗ *"We guarantee the fastest charging everywhere, all the time."*

## Pioneering

We use an inspiring, forward-looking, and confident tone. Our language reflects innovation and leadership in EV charging, while remaining humble and grounded. We emphasize progress, energy, and optimism without resorting to overstatement.

### Example:

- ✓ *"We lead the way in developing new solutions for smarter, more sustainable travel."*
- ✗ *"We are the only company shaping the future of mobility."*

## How we want to be perceived

- As a **reliable partner**: trustworthy, responsible, and consistent.
- As an **inspiring leader**: innovative, future-oriented, and bold, yet approachable.
- As an **accessible brand**: simple, clear, and always easy to connect with.

## Tone of Voice in B2C Communication

When we speak to consumers, our tone of voice taps into the sense of longing that drives travel itself. We recognize that people are not only on a physical journey but also on an emotional one—towards places, experiences, and the people they care about. By using language that evokes anticipation and desire, we connect with customers on a personal level and make charging feel like an enabler of life's meaningful moments. This approach helps us move beyond functional messaging and create communication that inspires, resonates, and strengthens emotional bonds with our brand.

### Examples:

Sweden (SE):

*Ladda för nya upplevelser*

*Vi vet att alla längtar efter något eller någon. Oavsett om du är på väg hem, eller till den nypistade manchestern i backen.*

*Rockbandet du älskar, eller stugan på landet.*

*Med Recharge kan du enkelt ladda för livets alla upplevelser.*

Norway (NO):

*Lad opp for nye opplevelser*

*Vi vet at alle lengter etter noen eller noe. Uansett om du er på vei hjem til dine kjære, eller jakter den fantastiske følelsen av å være først i slalombakken. Uansett om du hører rockebandet du digger, eller nyter hyttekoson med de du er glad i.*

*Med Recharge kan du enkelt lade opp til livets opplevelser.*



## Tone of Voice in B2B Communication

In our B2B communication, our tone of voice focuses on trust, partnership, and long-term value. We speak with clarity and confidence, guided by our principles—**Open, Responsible, and Pioneering**. Our goal is to show businesses that Recharge is not only a service provider, but a strategic partner that helps them accelerate the transition to sustainable mobility.

We emphasize the strength of our network, the reliability of our solutions, and our commitment to innovation and responsibility. The language is straightforward, credible, and business-oriented, yet inspiring enough to underline our pioneering role in the industry.

### Examples:

Sweden (SE):

*Att välja elbil är att välja framtiden. Med smarta funktioner och el från 100 % förnybara källor hjälper vi dig längs vägen, och håller din verksamhet rullande. Med Nordens största nätverk av snabbladdare, strategiskt placerade där du behöver dem, blir varje laddning enkel, tillgänglig och effektiv. På Recharge ser vi till att laddningen fungerar. Så att du kan fokusera på det som verkligen räknas.*



MAX 300 kW

RECHARGE



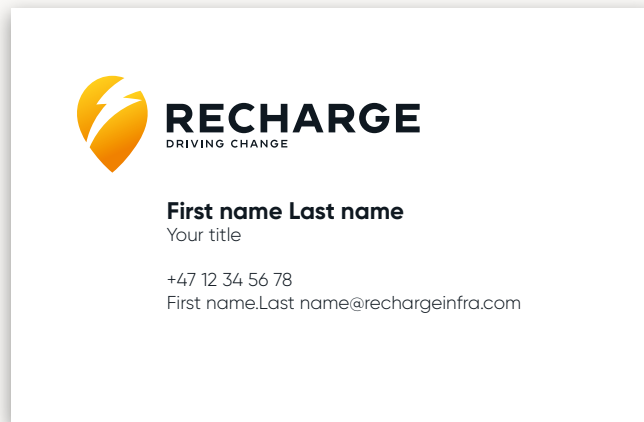
RE

# Document style

Business cards  
Letter and envelopes  
Powerpoint  
Reports

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Front



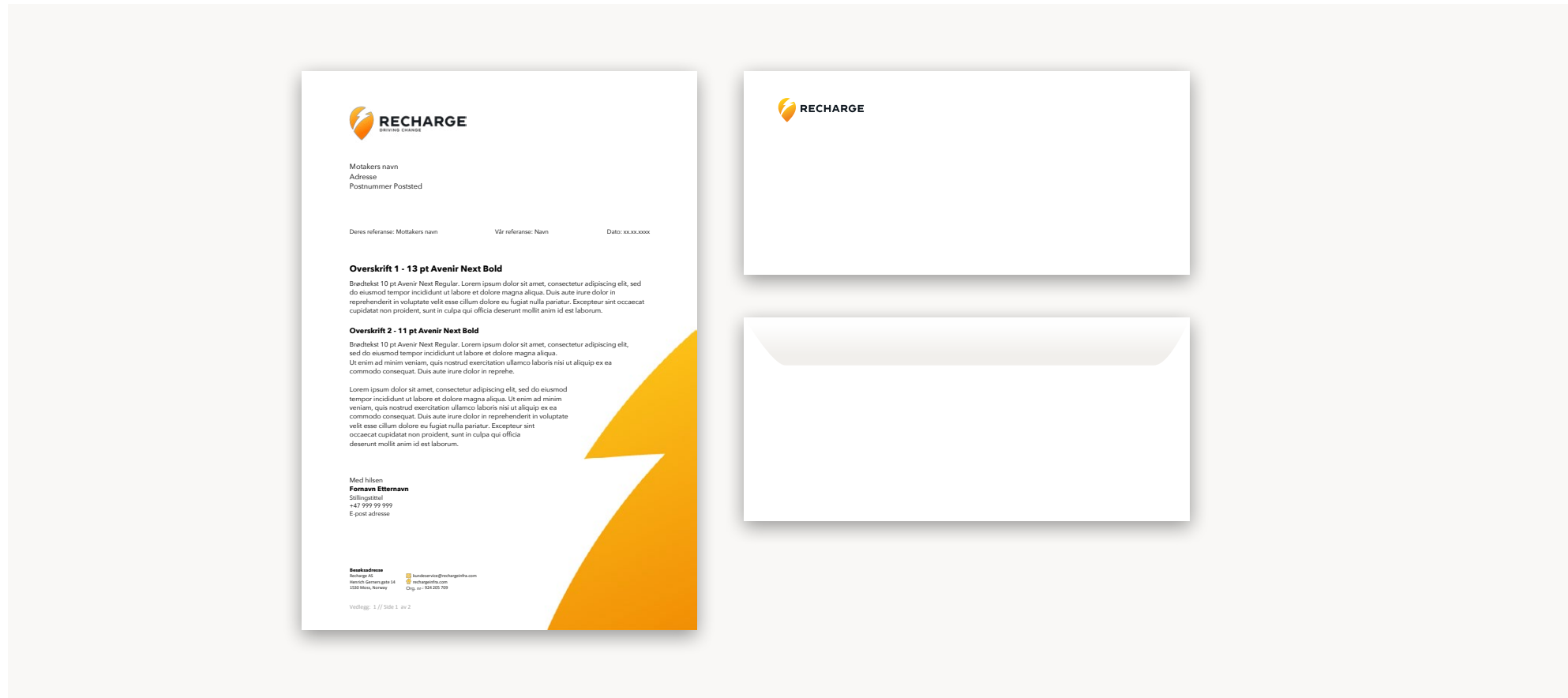
Back



## Business cards

Recharge employees' business cards must follow the styles shown above.

Format: 85 x 55 mm.



## Letterhead

A letterhead template has been created in Word and must always be used.

An example is shown above.

## Envelopes

Recharge's envelopes are simple, featuring only the primary logo in the upper left corner.



## PowerPoint

The templates displayed above are examples. A wider range of templates is available in PowerPoint for use.

Format: Widescreen.



## Sustainability report

An example is shown above.

# Using brand assets

## On site

**Charging station** - Slow

**Charging station** - Fast

**Charging station** - Ultra fast

**Pylon** - Slim/Large

**Wayfinder** - sign

**Asphalt marking** - 2 colors/1 color

## Printed material

**Branding material** - Beach flag/Banners

**Branding material** - Poster

**Branding material** - Roll-ups

**Branding material** - Giveaways

## Digital material

**Charger screen** - design

**Web/App** - design

**Campaigns/Ads** - SoMe

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# Slow – Charging station

Examples: Zaptec PRO - max 22 kW



Examples: Easee - max 22 kW



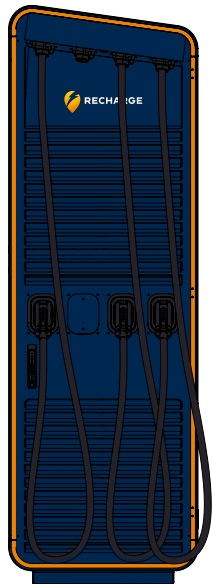
# Fast – Charging station

Examples: Alpitronic HYC50 – max 50 kW

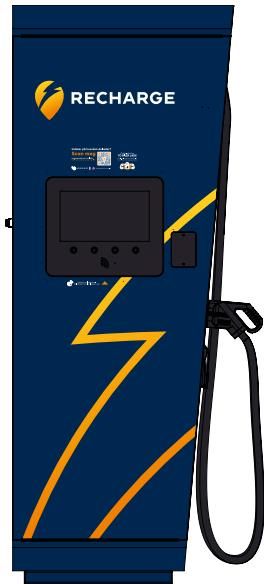


# Ultra fast – Charging station

Examples: Alpitronic HYC - max 400 kW



Front side



Screen side



Back side



Opposite screen side



# Ultra fast – Charging station

Examples: Kempower V2 – max 400 kW



Satellite pole 2  
CHAdeMO/CCS

Satellite pole 1  
CCS

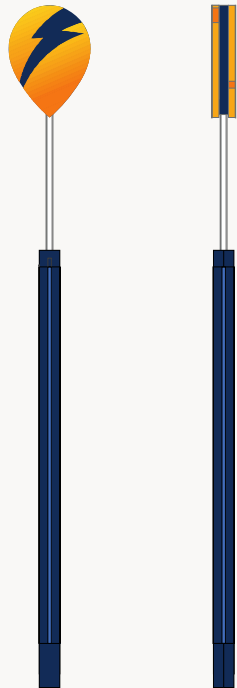


Power Unit

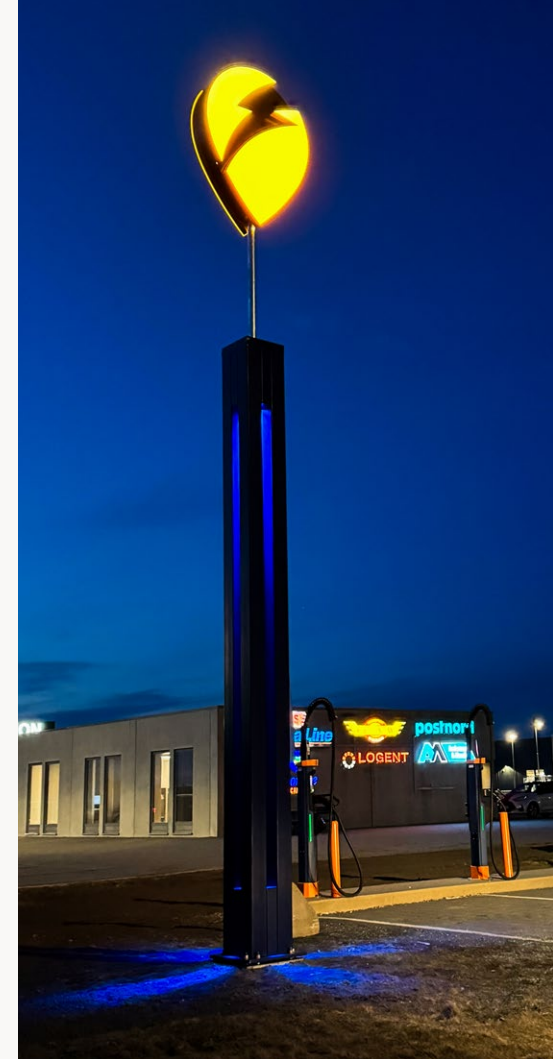
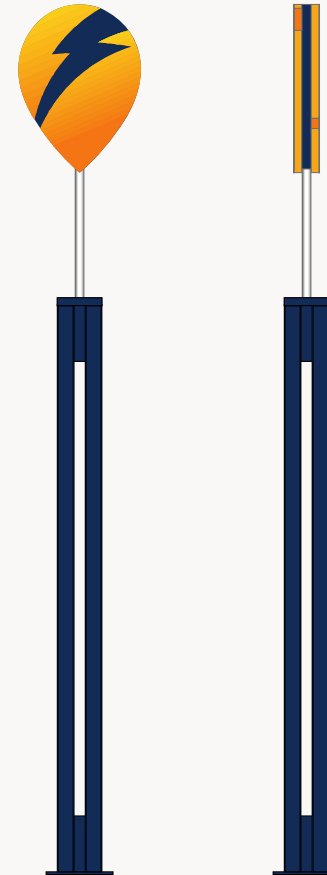


# Pylon - Slim / Large

Slim



Large



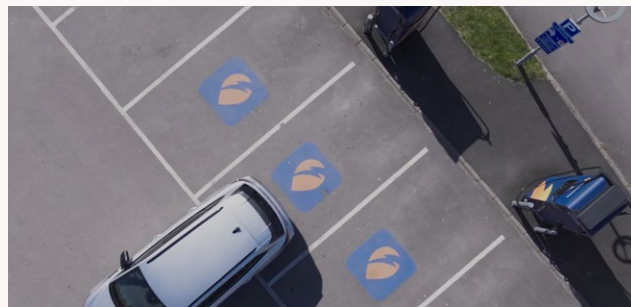
# Wayfinder - Sign



# Asphalt marking – 2 colors / 1 color

2 colors

1 color



Beach  
flags



Banner



Portable banner system







Lanyard



Shopping bag



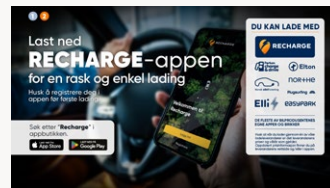
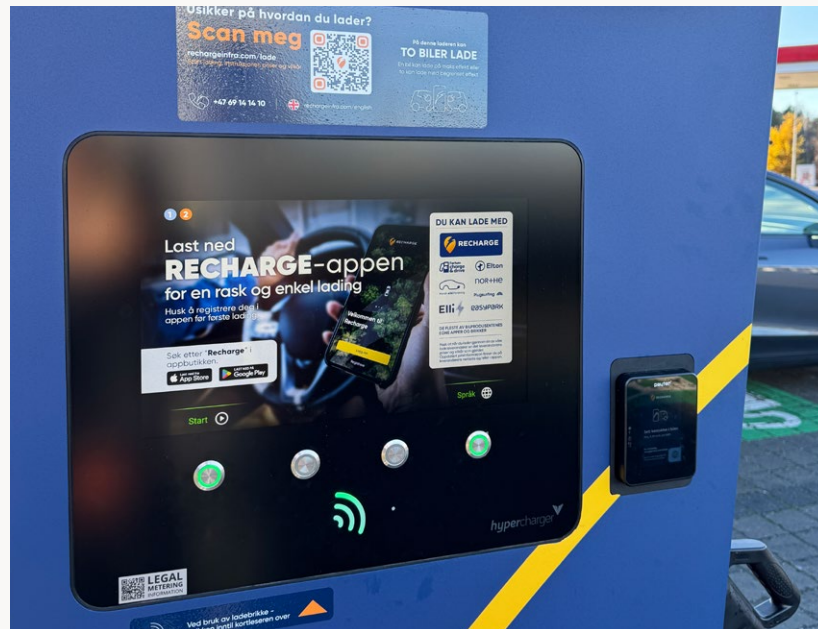
EV Pills



Yatzy

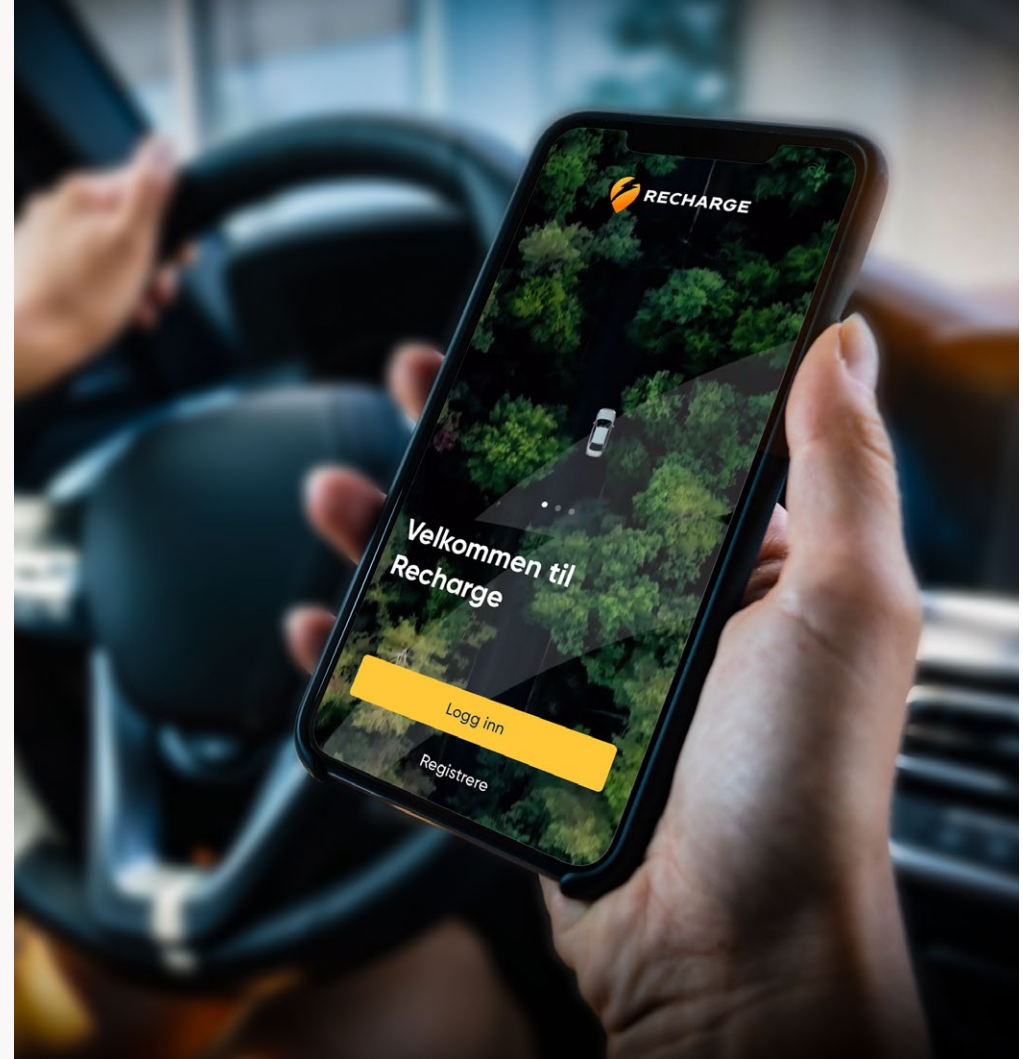
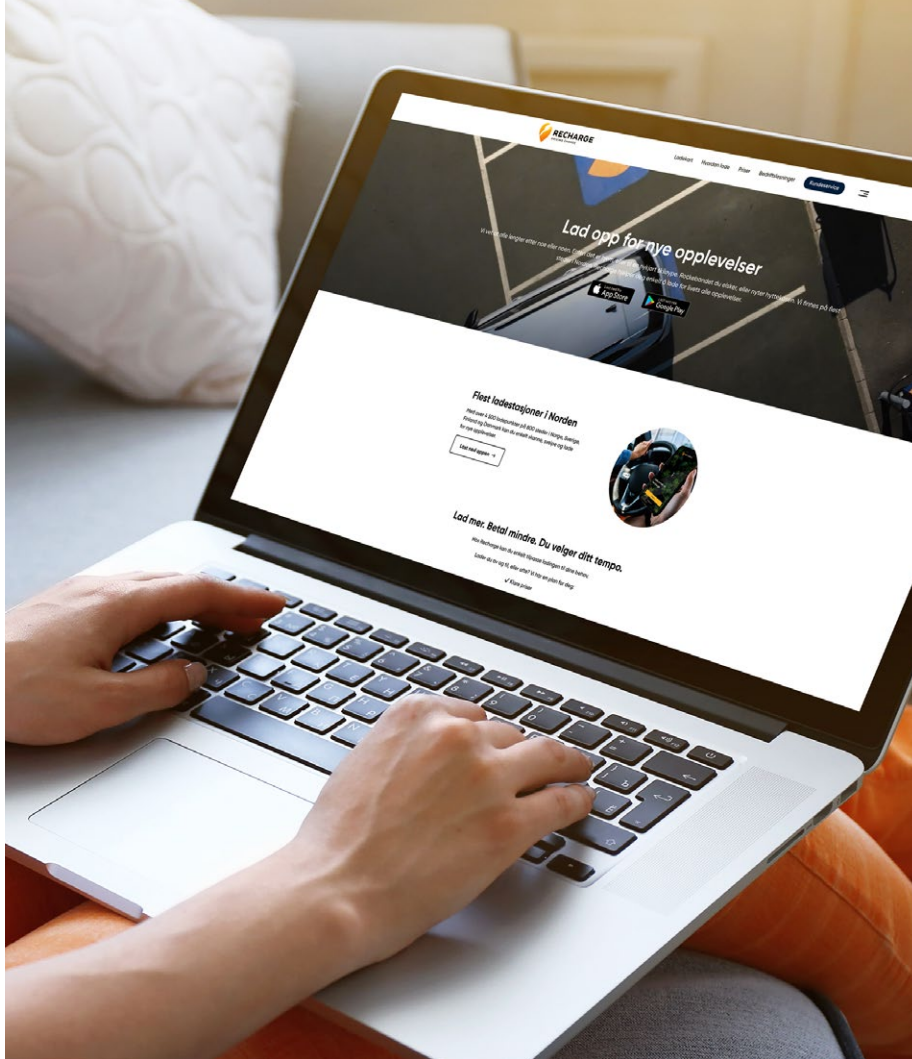


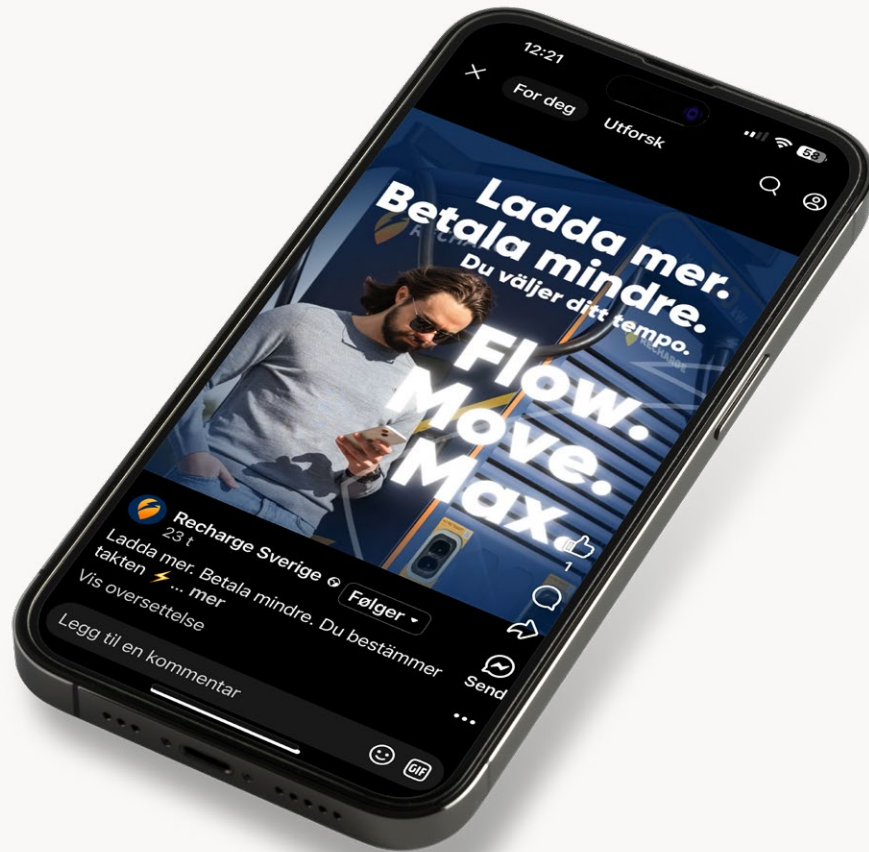
Alpitronic HYC



Alpitronic HYC50







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**Recharge AB**

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111 28 Stockholm - Sweden

**Recharge OY**

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**Recharge DK**

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Raadhuspladsen 16  
1550 Copenhagen - Denmark

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Images by Recharge

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