



# Brand Guidelines



# Mission

**Conflow Power's** mission is to prove autonomous power is as reliable as power station and grid-based applications. It will do this with practical pilots and installations of products it is developing in street lamps (iLamp) traffic lights (iTrafficSignal) mini turbines (iTurbine) off grid EV charging networks (iCharge) and more.

It will couple this aim with complimentary technology so that each and every product is revenue generating using Power as a Service (PaaS) along with all the tech components already housed on the iLamp.

This will create an eco-system which will have its own economy using iCX (iCXcoin) as the currency.

Many of these products are significantly operational with R&D complete and various technologies already aggregated.

Conflow Power has not done this alone. We have partnered with great innovative companies building enhanced hardware to mitigate risk and divide the power generation, therefore not relying on one source but many. **Conflow Power** is not just a demo driven company, there is a significant capacity ready for mass manufacturing and radical scaling. See links for details.

**Power, utility and currency** owned by the people who use the services.

# Visual Identity

This document contains the rules for our visual communication system. Follow these rules strictly to maintain brand consistency

This includes all of the elements you may need - logos, typefaces, colors, and more - to create a consistent tone, look and feel for Conflow Power Group materials. We invite you to absorb this information and reference it often to become an informed keeper of the brand.

# Logo Mark



Letter C

+



Letter P



## Horizontal Logo

The logo consists of a symbol and a typeface. When the width is much greater than the height (form-strip), the logo of this design is used.



## Vertical Logo

In cases where the shape for the logo is approximated to the square, a vertical version of the logo is used. Also this option used in cases where the logo is one on media, for example, a cover of something.



# Reverse Color

This option is used on dark background



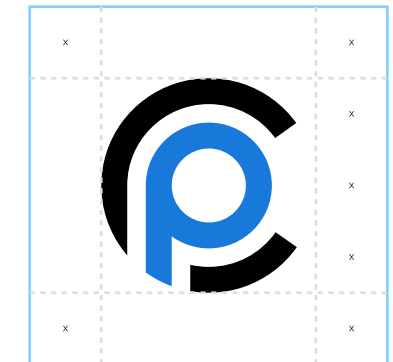
## Achromatic version

This option is used when printing with one ink, for example, when sending a fax.

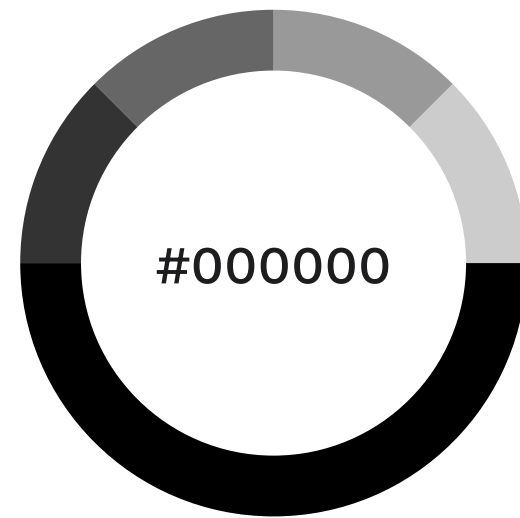


# Clear Space

The importance of whitespace around brand elements and throughout all layouts cannot be overstated. It adds condence and clarity to the visual messaging. The more, the better. These visuals are used to de ne minimums.



# Color Palette

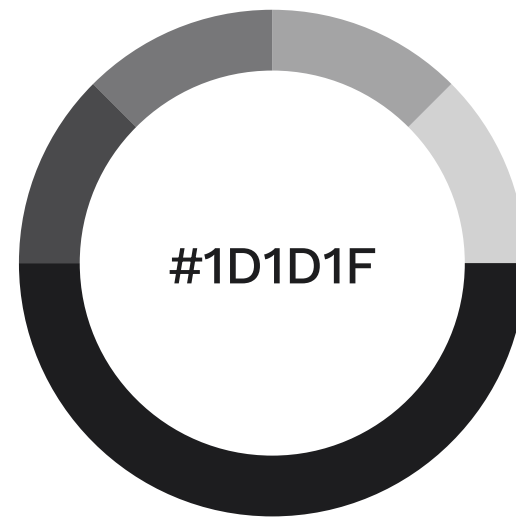


RGB

0, 0, 0

CMYK

75% 8% 67% 90%

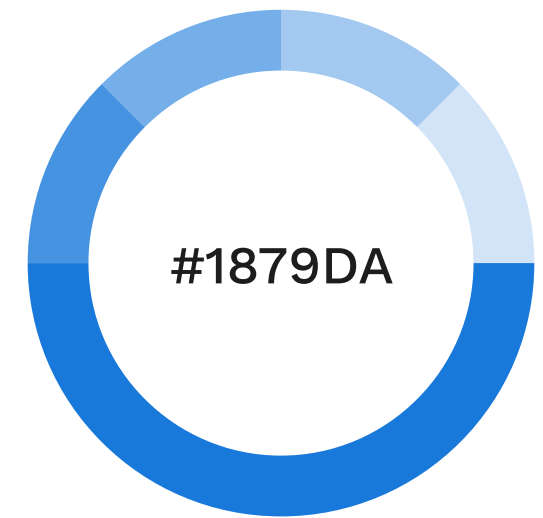


RGB

29, 29, 31

CMYK

73% 67% 63% 75%



RGB

24, 121, 218

CMYK

80% 51% 0% 0%

# Typeface

We use Work Sans and Nimbus Sans for logo.  
For website and others we use TT Interphase

## WORK SANS BOLD

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**Aa**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

## NIMBUS SANS LIGHT

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Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## TT INTERPHASES

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Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

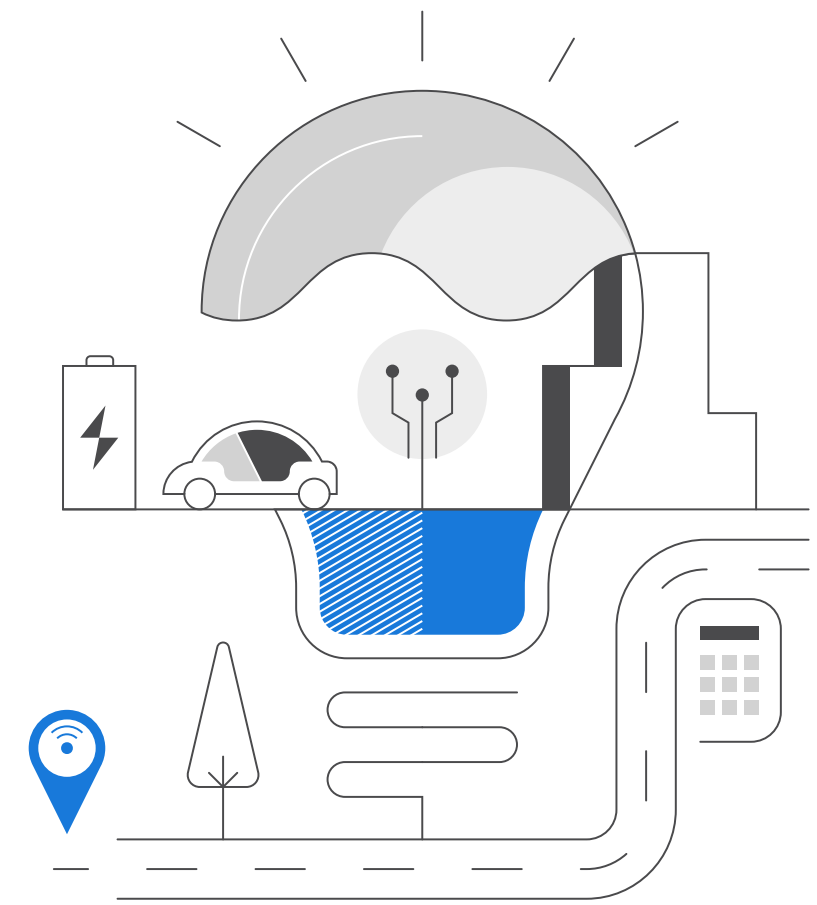
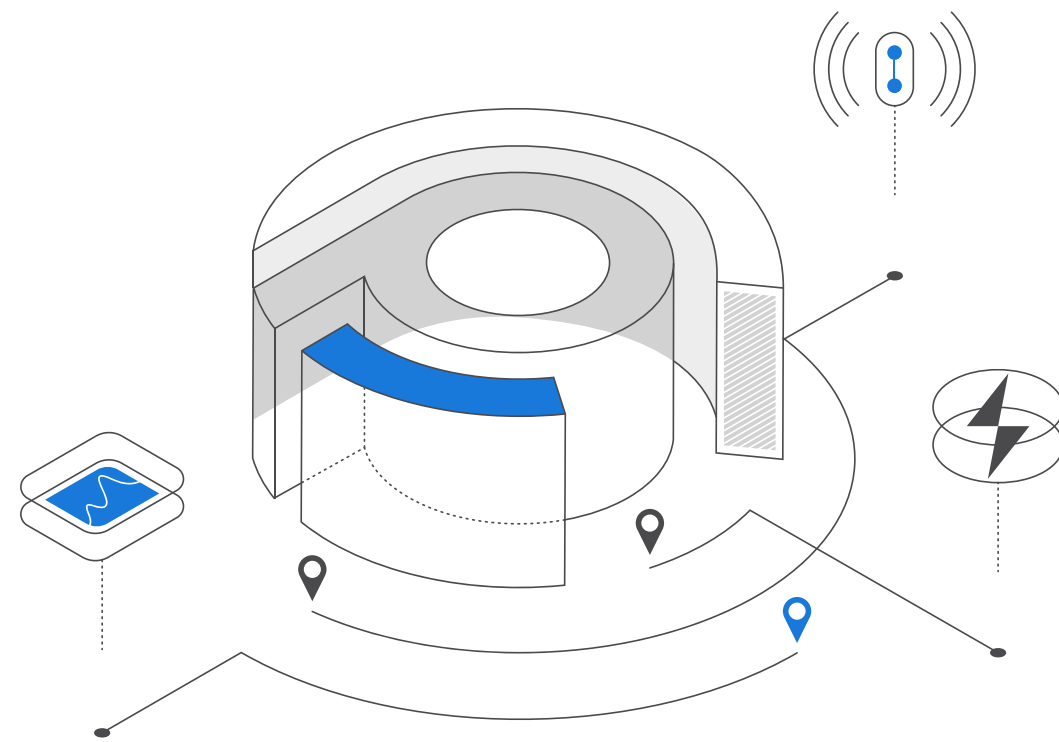
# Illustration

## Style

Solid line 

Dashed line 

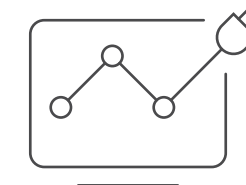
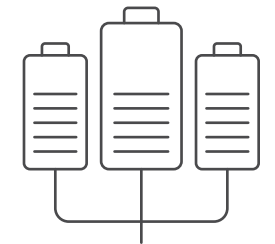
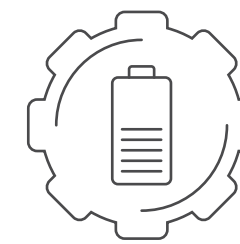
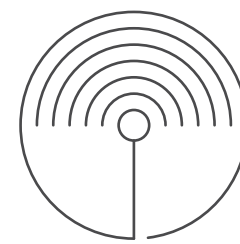
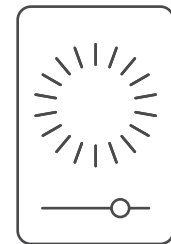
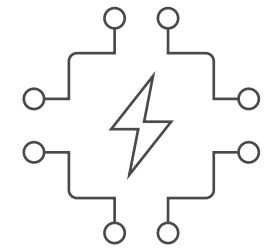
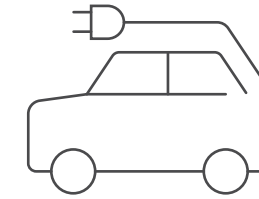
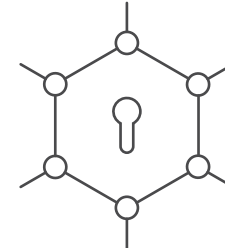
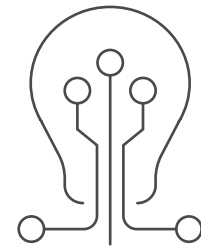
Pattern  



# Icon

Style

Solid line





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