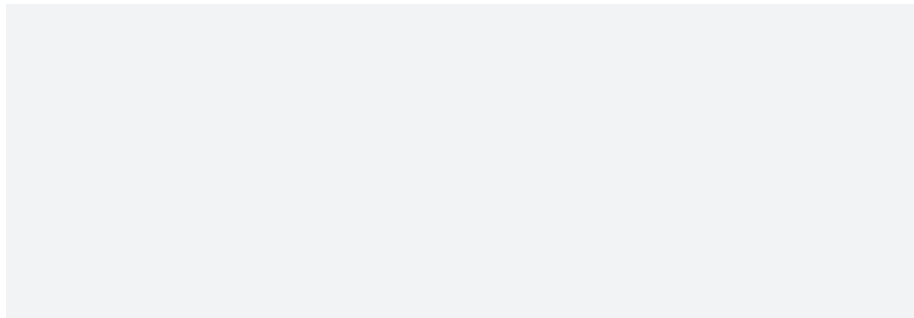
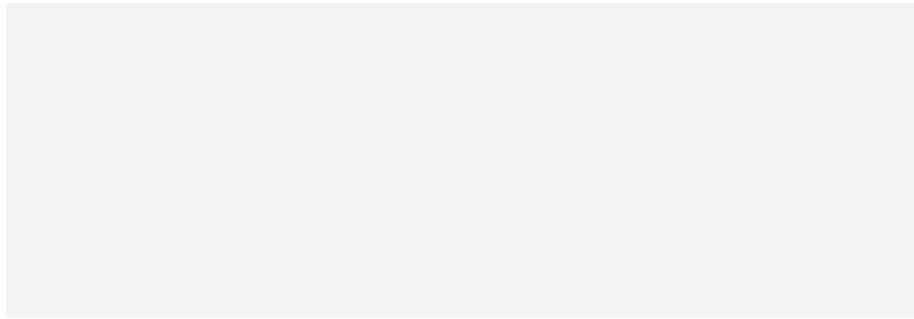
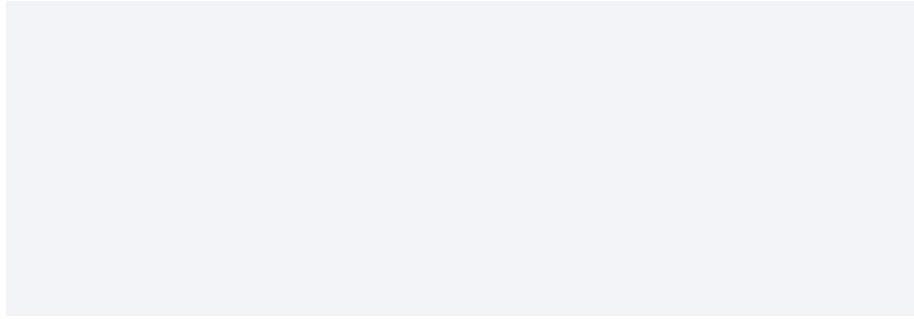


EPURPLTM
By ATOM POWER[®]

BRAND TOOLKIT

BETA Version 0.2 (AUGUST 2021)



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For more information, please visit atompower.com or contact: info@atompower.com

BRAND LOGO

Clear space

Logo requires breathing space to help maximize its impact and presence. Following these guidelines will ensure that other graphic elements and type don't distract from the logo.

Minimum size

The Primary logo should always be reduced in proportion and NEVER smaller than 0.25" to ensure proper legibility.

IMPORTANT

USE THIS LOGO AS AN ORIGINAL PIECE OF ART. DO NOT ALTER IT OR TRY TO RECREATE IT IN ANY WAY.

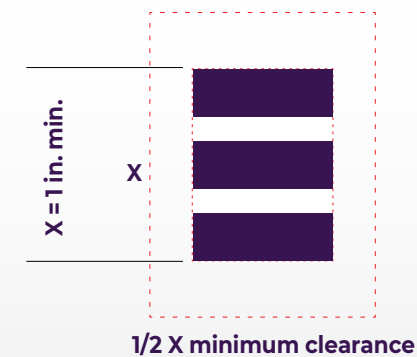
PRIMARY



SECONDARY



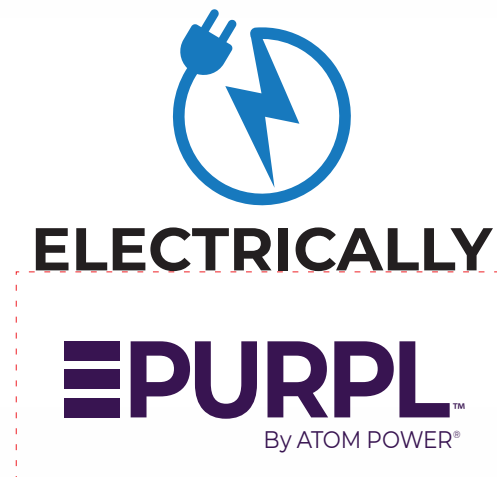
AS NEEDED BY APPLICATION (Must Be Approved By Brand Director)



LOGO LOCKUPS

Logo lockups must be pre-approved by
ATOM POWER Brand Director.

THIRD PARTY APPLICATIONS



BRAND COLORS

Used consistently, our color palette builds immediate recognition for **PURPL**.

Our primary color, **ATOM PURPLE™** (PMS 2627) should always be dominant, supported by the other secondaries. Accent colors are modern brights, used as accents only. All of these colors also appear, in different proportions, in the ATOM POWER color palette.

A deviation from these colors must be approved by ATOM POWER Brand Director.

Web Values for PMS 2627:

RGB 60 16 83

HEX/HTML 3C1053

PRIMARY	50% PMS 2627 (ATOM PURPLE™)		
	20% 100% Black	10% 70% Black	10% WHITE
SECONDARY			

LOGO COLOR
ATOM PURPLE
(PMS 2627)
(CMYK 83 100 0 44)



100% BLACK
100% WHITE
70% Black (Gray)



TAG LINES

Use of graphics & typography to help tell the story.

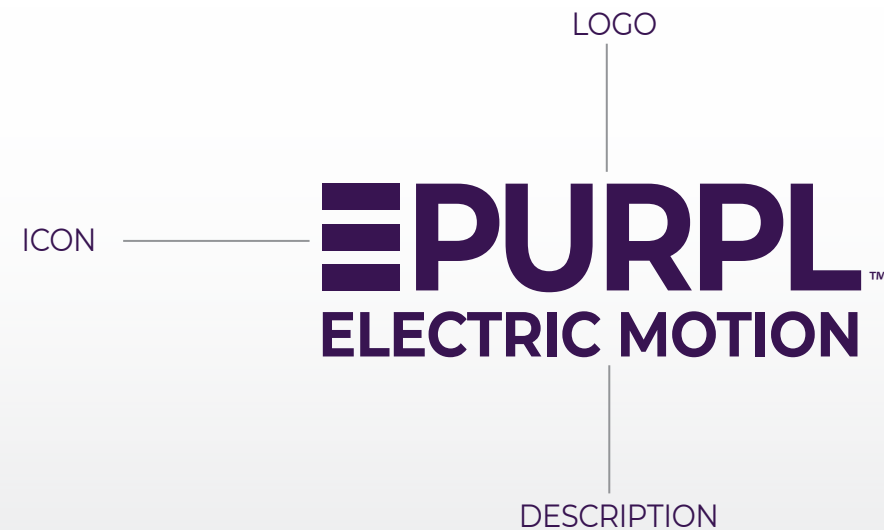
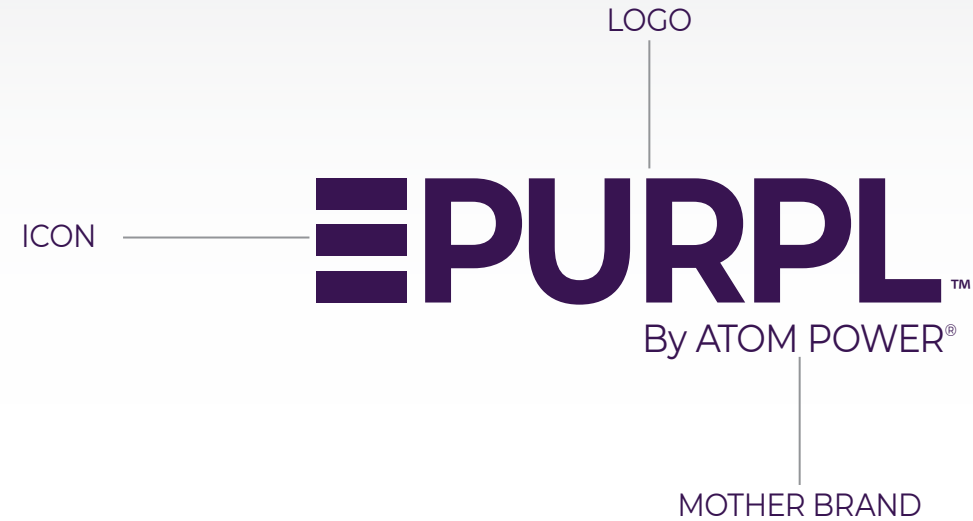
When we share content with customers, potential partners, or our industry, we want to activate their interest about **PURPL**, get them excited and wanting to do business with us. The goal is to create fans and brand ambassadors for our brand.

ATOM POWER APPLICATIONS

(Trade Shows/Videos/Etc.)



ALL THIRD PARTY APPLICATIONS



ATOM POWER APPLICATIONS

(White Papers/Brochure/Sales Collaterals)



ATOM POWER APPLICATIONS

(Advertising ONLY)



ATOM POWER APPLICATIONS

(RTB ONLY)



BRAND TYPEFACES

Follow this type hierarchy, in order of importance:

MONSERRAT

Use only the weights and variations of Montserrat as shown on the right to give type layouts a consistent, branded look that's easy to read. **Typesetting:**
90% Horizontal Scale / -10 Tracking
Optical Kerning

ROBOTO

We use it only rarely in headlines and logo designs, for special cases, to accent a word or short phrase. Generally, our heads and subheads are done in all caps. **Typesetting:**
90% Horizontal Scale / 0 Tracking
Optical Kerning

Digital Fonts (Web & Social)

As a basic rule, use only SanSerif fonts when the MONSERRAT font family is not available. Please contact ATOM POWER Brand Director for additional font recommendations.

PRIMARY

MONTSERRAT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

COPY

MONTSERRAT LIGHT
MONTSERRAT REGULAR
MONTSERRAT BOLD

TITLES

HEADLINES

MONTSERRAT BLACK

SECONDARY

ROBOTO
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

QUOTES/ HIGHLIGHTS

ROBOTO LIGHT ITALIC
ROBOT REGULAR
ROBOTO BOLD

CONTACTS

We work with you to make sure our branding and communications go smoothly.

Please get in touch with questions or to request logos and other original materials.

Please remember — you need final approval to print or use the PURPL brand.

LEGAL STATEMENT

Legal statement should be displayed at a minimum 8 pt. font size and can be placed into design where it fits best.

PURPL™ must always be in UPPERCASE and **BOLD** font when used in third party communications and websites.

When using ATOM POWER content must include the legal statement below:

©2021 All Rights Reserved.

PURPL™, ATOM POWER®

APPROVALS

Please submit materials (in pdf format as much as possible) via email to the ATOM POWER Brand Director for approval:

Carlos Albino
Brand Director
calbino@atompower.com
585.749.8747

For Business Opportunities, Partnerships and Live Demonstrations please contact:

Ryan B. Rizor
VP of Business Development
rrizor@atompower.com
828.318.5999



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