



LIONENERGY™

DESIGN AND BRAND GUIDELINES

POWER YOUR LIFE.



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01/2021



THE COMPANY INTRODUCTION

We create the best and most innovative renewable energy products that empower people and inspire adventure. Our goals are to educate and cultivate public appreciation, make a lasting mark on renewable energy and adventure, and promote the lifestyle of adventure and preparation.

Lion Energy's voice is best-in-class, bold, aggressive and daring. We are smart but not stodgy; confident but not cocky. Our tone is inspiring, empowering and invitational rather than demanding. Our tone is also edgy and cool rather than formal.

As we forge ahead, the foundations of customer experience, safety, reliability and innovative renewability remain.

We are committed to a continued focus on providing the best emergency preparedness power, portable solar power, and home storage power.

Lion Energy is committed to providing our customers peace of mind and the freedom to live life on their terms.

LIONENERGY™

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THE CORPORATE LOGO SIGNAGE

Signs identify, inform and direct. Because they are highly visible, they are among the most important tools for establishing and reinforcing the Lion Energy corporate identity.

If the logo is used, review the guidelines to gain an understanding of the area of isolation, logo use, color, font type, etc.

Note: The Lion Energy logotype and logograph have been custom designed. Do not redraw, translate or recreate them. Use only approved reproduction artwork.





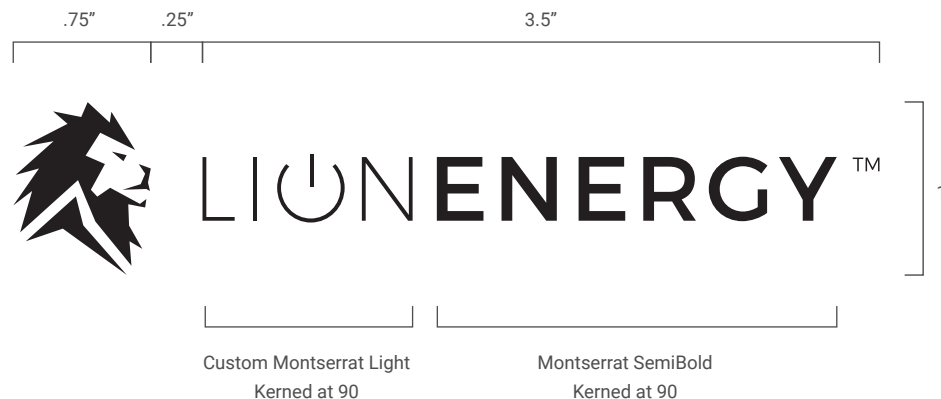
THE CORPORATE LOGO SIGNAGE

PRIMARY LOGO

The primary logo is the black logograph (Lion image @ .75") combined with the black logotype ("Lion Energy" @ 3.5") aligned horizontally with .25" space between. Together they are 1" tall. *Scaling should reflect such spacing and alignment.*

The "Lion" part of the logotype uses a custom Montserrat Light font kerned at 90 spacing. The "Energy" part of the logotype is Montserrat SemiBold font kerned at 90 spacing.

There cannot be any other font family, type or spacing used to represent the Lion Energy logo.



SECONDARY LOGO

The secondary logo is the black logograph combined with the black logotype aligned vertically with .25" space between. Together they are 1.5" tall and 1.585" wide. *Scaling should reflect such spacing and alignment.*

The "Lion" part of the logotype uses a custom Montserrat Light font kerned at 90 spacing. The "Energy" part of the logotype is Montserrat SemiBold font kerned at 90 spacing.

There cannot be any other font family, type or spacing used to represent the Lion Energy logo.

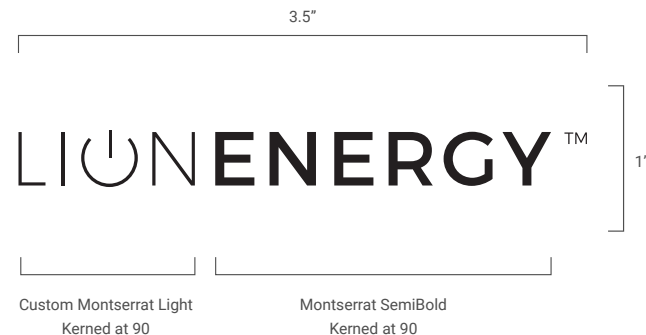




THE CORPORATE LOGO SIGNAGE

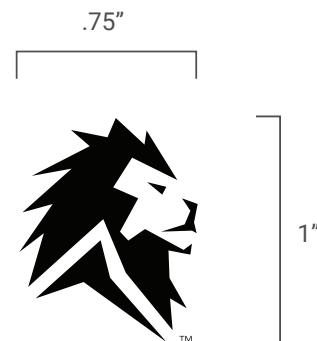
LOGOTYPE

The Lion Energy logo can be used with just the logotype, which is the Lion Energy type only. The trademark symbol (™) must be included after the logotype.



LOGOGRAPH

The Lion Energy logo can be used with just the logograph, which is the Lion Head image only. The only type that must be included is the trademark symbol (™) which is found at the very bottom point of the lion head.



THE CORPORATE COLOR SYSTEM

Color is one of the most powerful tools for expressing who we are and what we represent. It is important to maintain a sense of hierarchy, balance and harmony when using the Lion Energy color palette.

Our color system was designed to stand out above our competitors. By developing on company-wide color palette, we present a more unified brand to our audience. It reinforces a sense of strength and vibrance for all communications.

Each color was carefully selected to express the personality of our company. All palette colors are designed to be used across all communications.

A large, bold, yellow number '02' is positioned on the right side of the slide. The '0' is a simple, thick-lined circle, and the '2' is a thick-lined numeral. The entire number is rendered in a bright yellow color that contrasts sharply with the black background.



THE CORPORATE COLOR SYSTEM

IDENTITY PALETTE

Beyond our logo, color is the most recognizable aspect of our brand identity. Only three colors exist for the Lion Energy identity. The palette is made of bold colors that reflect and create dynamic, expressive communications. Ampule use of white space unifies the palette with contrast and vibrancy.

Black is the primary color in the Lion Energy system. It should be used as the dominant color on all packaging and large marketing collateral such as trade show booths, folders, etc.

White is the secondary color in the Lion Energy system. It should be used for business collateral such as letterhead, sale sheets, quick start guides, etc, and other copy-dominant documents and materials.

Gold is the accent color in the Lion Energy system. It should be used to highlight, accentuate, and draw attention. It should never dominate or be used as a background color in a space larger than 2' x 2'. It is crucial that the correct spot color is used for printing materials (Pantone 1225C) and must be called out.

Using color appropriately is one of the strongest ways to make sure our materials reflect a cohesive and reliable Lion Energy brand.



BLACK

CMYK	75 68 67 90
RGB	000
HEX	000000



GOLD

CMYK	0 19 79 0
RGB	255 207 81
HEX	FFCF51
PANTONE	1225C



WHITE

CMYK	0 0 0 0
RGB	255 255 255
HEX	FFFFFF



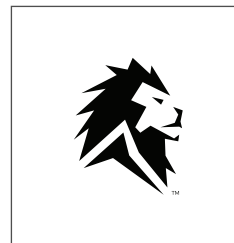
THE CORPORATE COLOR SYSTEM

LOGO STYLE COLORS

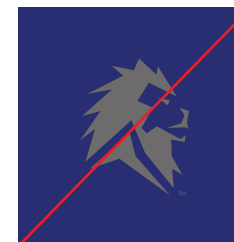
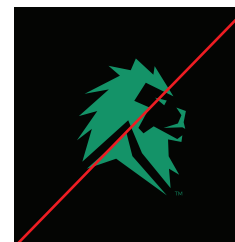
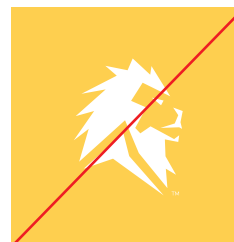
The primary style is a black logo on white background. It can be used on a gold background with black logo, a black background with white logo, black background with gold logo, or white background with a gold logo.

A white logo should **not** be used on a gold surface. The Lion Energy logo **cannot** be printed or shown as any color outside of the Lion Energy Brand Guidelines. (See Section #2 *Corporate Colors* for details.) If it must be printed on a color outside of the Lion Energy Brand Guidelines for marketing purposes, use either white or black.

APPROVED:



NOT APPROVED:



THE CORPORATE FONTS + TYPOGRAPHY

Our corporate typefaces Montserrat and Roboto were selected because they are bold, open, and legible at all sizes. Flexibility comes from using one type family that contains all necessary styles.

Designed specifically for a wide range of uses, the Montserrat and Roboto families perform well across all areas both virtually and tangibly.

No other fonts should be used for marketing materials outside of the corporate fonts and typography that were strategically chosen for Lion Energy.

03



THE CORPORATE FONTS + TYPOGRAPHY

PRIMARY FONT

This font was developed in 1957 by Swiss typeface designer Max Miedinger. The font family is diverse and can be used as such. All collateral within the Lion Energy design system using Helvetica Neue should be clean and minimal. Helvetica Neue should be used for headers and subheaders and has flexibility to be used in all CAPS or not. It should never be kerned more than 90.

All variations in the Helvetica Neue family can be used

HELVETICA NEUE

FONT
HELVETICA NEUE

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

Regular

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

Bold

0 1 2 3 4 5 6 7 8 9

Numbers

! @ # \$ % ^ & * () _ + | { } < > ? " ' : ~ ` | ™ £ ¢ ∞ § ¶ •
ª º − ≠ œ Σ ´ ® † ¥ ¨ ^ ø π “ ’ æ … ¬ ° Δ ´ © ¢ ð ß å Ω

Glyphs +
Symbols



THE CORPORATE FONTS + TYPOGRAPHY

SECONDARY FONT

This font was inspired by the urban posters and design in Montserrat Buenos Aires. The font family is diverse and increases creative ability when designing materials for Lion Energy. It's bold and powerful without being overbearing. Montserrat should be used for headers and subheaders. It **should never be used as the font for copy-dense areas or kerned more than 90.**

**All variations in the
Montserrat family can be used**

MONTSERRAT

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

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

! @ # \$ % ^ & * () _ + | { } < > ? " ' ~ ` ; ™ £ ¢ ∞ § ¶ ·
ª º – ≠ œ Σ ´ ® † ¥ ¨ ^ ø π “ ’ æ … ¬ ° Δ ´ © ¢ ð ß å Ω

FONT
MONTSERRAT

Download at:
[https://fonts.google.com/
specimen/Montserrat](https://fonts.google.com/specimen/Montserrat)

Regular

SemiBold

Numbers

Glyphs +
Symbols



THE CORPORATE FONTS + TYPOGRAPHY

SECONDARY FONT

Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features frieldy and open curves that pair nicely with the primary font Montserrat. Roboto can be used in headers and subheaders, but **should be the only font used for copy-dense areas**. This makes for a more natural reading rhythm and legibility.

**All variations in the
Roboto family can be used**

ROBOTO

FONT
ROBOTO

Download at:
[https://fonts.google.com/
specimen/Roboto](https://fonts.google.com/specimen/Roboto)

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

Regular

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

Medium

0 1 2 3 4 5 6 7 8 9

Numbers

! @ # \$ % ^ & * () _ + | { } < > ? " ' ~ ` i ™ £ ¢ ∞ § ¶ •
ª º − ≠ œ Σ ´ ® † ¥ ¨ ^ ø π “ ’ æ … ¬ ° Δ ´ © ¢ ð ß å Ω

Glyphs +
Symbols



THE CORPORATE FONTS + TYPOGRAPHY

FONTS PAIRED

There is a lot of creative liberty when it comes to pairing Montserrat and Roboto together. They are graphically minimalistic while being complimentary in nature. This creates many options for the type paired together. One rule of thumb is that **Montserrat** should never be used for copy-dense areas.

LION SAFARI **UT™ 700**

LITHIUM-ION BATTERY



LIONENERGY™

Safe. Silent. Renewable.

LION SAFARI **UT™ 700**

Replace Lead Acid Batteries

LITHIUM-ION BATTERY

SAFARI **UT™ 700**

Holds Charge for 1 Year

Maintenance Free

10 Year Warranty*

12.8V, 56Ah

PRODUCT TITLE REQUIREMENTS

While product titles can be displayed in Roboto in some circumstances for marketing purposes, they should ideally be shown in Montserrat. The family which the product belongs to should be Montserrat Medium kerned at 90, and the product name should Montserrat SemiBold kerned at 90 with (™) afterwards.

(With the exception of our UT products which have (™) after UT)

CUB GO™

Montserrat
Medium

Montserrat
SemiBold

THE CORPORATE ICONOGRAPHY SYSTEM

The proper use of Lion Energy icons helps create a unified family appearance that is used across a variety of platforms.

All our icons have been created to visually match our logo. The Lion head symbol in our logo has sharp corners and straight edges, parallel lines, negative space and solid fills and so do our icons.

Our icons shapes are bold and geometric. Symmetry and consistency of shapes give our icons a unique quality, while keeping them simple and easy to understand.





THE CORPORATE ICONOGRAPHY SYSTEM

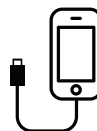
ICONOGRAPHY BASICS

The design of our icons is modern and friendly. Each icon is distilled to its essence and designed to ensure readability and clarity even at small sizes.

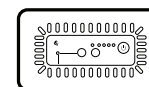
General



It Can Power



Product Icons

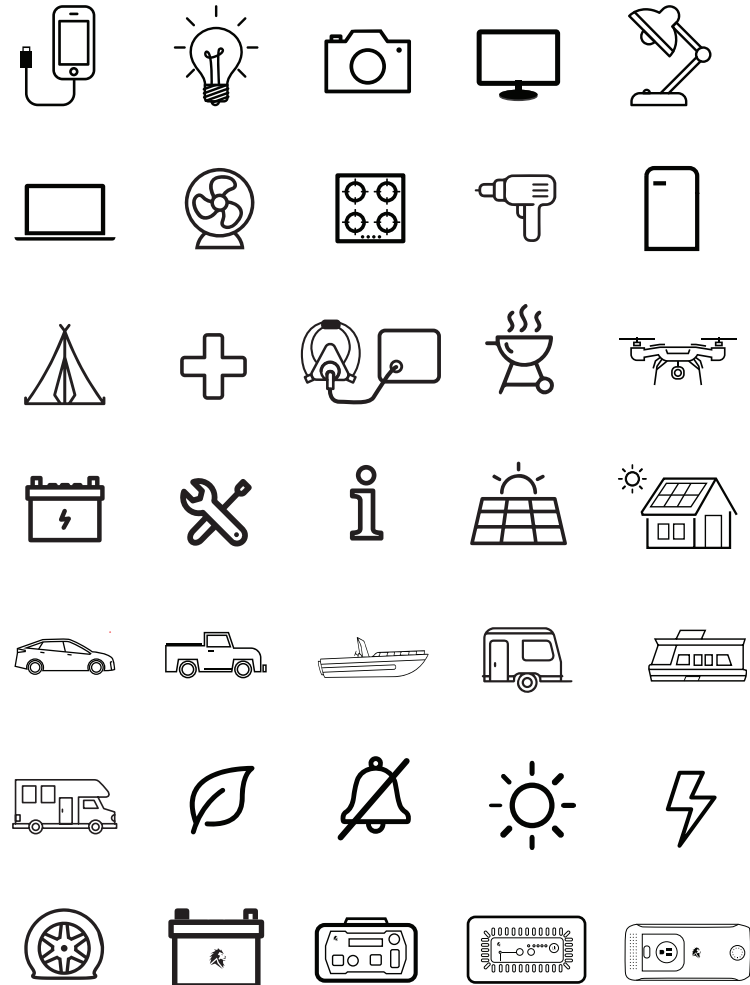




THE CORPORATE ICONOGRAPHY SYSTEM

ICON LIBRARY

These basic principles help create the unique Lion Energy icon library. Each member communicates well with other members in the library since they share the same principles. This strengthens the “family” feel.



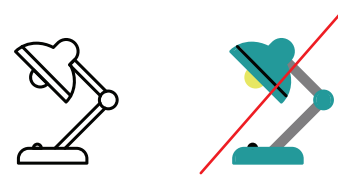


THE CORPORATE ICONOGRAPHY SYSTEM

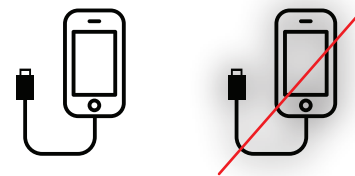
ICON DO'S & DON'TS

The following rules apply to all icons.

Icons are outlined (not filled) and remain one color



Icons remain flat, as if all one shape. No shadows.



Design from a straight-on perspective, not an angle.



THE CORPORATE PHOTOGRAPHY SYSTEM

Photos are a vivid way to bring our brand promise to life. Photos communicate the exciting and unique characteristics of Lion Energy, which are distinct, engaging, immersive, and inviting.

Our goals are to educate and cultivate public appreciation, make a lasting mark on renewable energy and adventure, and promote the lifestyle of adventure and preparation. Photography is what our customers can relate to or be inspired by when they see our brand.

05



THE CORPORATE PHOTOGRAPHY SYSTEM

PHOTO DO'S & DON'T

While Lion Energy's photography comes from many sources (mostly stock) it is important to remember these questions when considering using a photo to represent our brand:

- 1 / Does the photo tell a story?
- 2 / Does the image spark curiosity?
- 3 / Does the photo draw the viewer in and make them part of the experience?
- 4 / Does the image feel real, not artificial or fake?
- 5 / Will it inspire someone to use our products?





THE CORPORATE PHOTOGRAPHY SYSTEM

PURPOSEFUL IMAGES

While imagery should always reflect adventure, it's important that each photo serves a purpose in relation to our products.

The first image of the tent can be connected to many different Lion Energy products (ex: lights, LT, JC, etc). The second image focused on the campfire doesn't show anything that can be used with one of our products. It should not be used on social media, packaging, website, or any of our marketing collateral.



COHESIVE IMAGES (COLOR)

It's important that our images look like they belong to the same family. Our look is generally moody with darker tones. Images with heavily saturated colors and bright hues should not be used.



THE CORPORATE PACKAGING SYSTEM

The guidelines in this document are recommendations for using the Lion Energy brand on product packaging. They standardize the size and placement of the logo and all mandatory and optional information.

Lion Energy has a broad range of packaging types and sizes with different needs and requirements. The recommended packaging direction enables scalability of the branding across the portfolio.

Examples shown are intended to demonstrate visual scalability and placement only. Specific content on packaging can vary based on specific context.

06



THE CORPORATE PACKAGING SYSTEM

PACKAGING CONSISTENCY

Lion Energy branding must appear on all product packaging (unit or overpack). Messaging should be clear and concise. Image's used on packaging should reflect Lion Energy's mission of Energy Independence and adventure in a sleek and clear manner. Information will appear on packaging at the project team's discretion. This examples outlines content type and location on retail ready packaging. Requirements indicated with a (*). Color callouts must be placed on every package dieline sent to print.

Color is to be printed as spot color Pantone 1225C



Pantone / 1225C



CMYK / 75 68 67 90



CMYK / 0 0 0 0



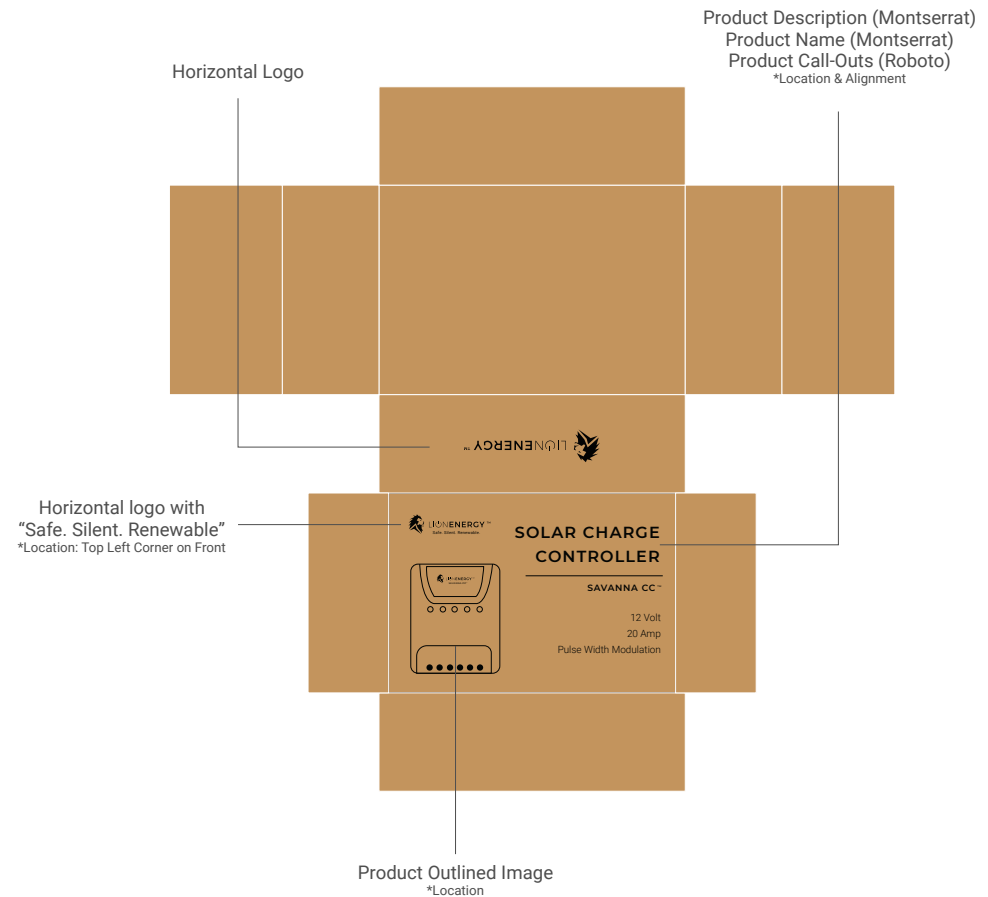
THE CORPORATE PACKAGING SYSTEM

PACKAGING CONSISTENCY

Lion Energy branding must appear on all product packaging (unit or overpack). Information will appear on packaging at the project team's discretion. This examples outlines content type and location on packaging that is not meant to be sold on it's own (not retail ready). Requirements indicated with a (*).

To be printed as black ONLY.

 CMYK / 75 68 67 90





**“LIFE IS EITHER A
DARING ADVENTURE
OR NOTHING AT ALL.”**

/ Helen Keller

**TAKE
ON THE
WORLD.**





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