



POWERCHAIN

Energy saving **you can save on**

<http://powerchain.energy>



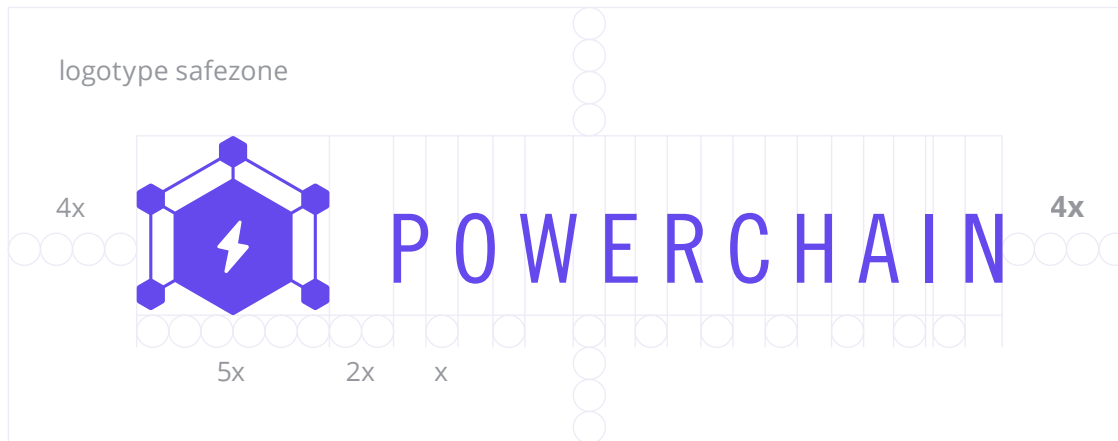
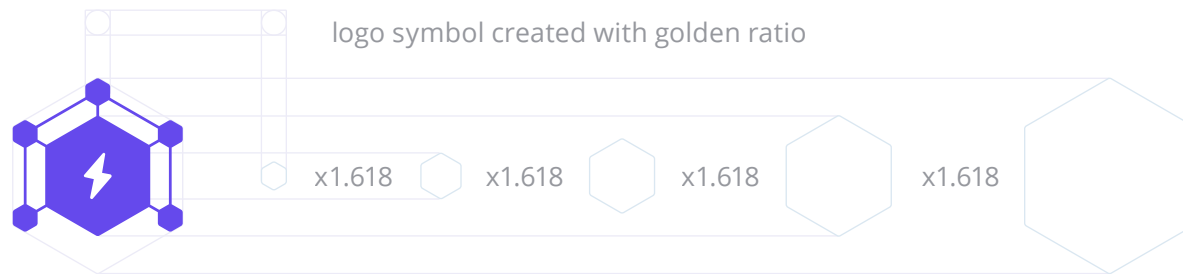


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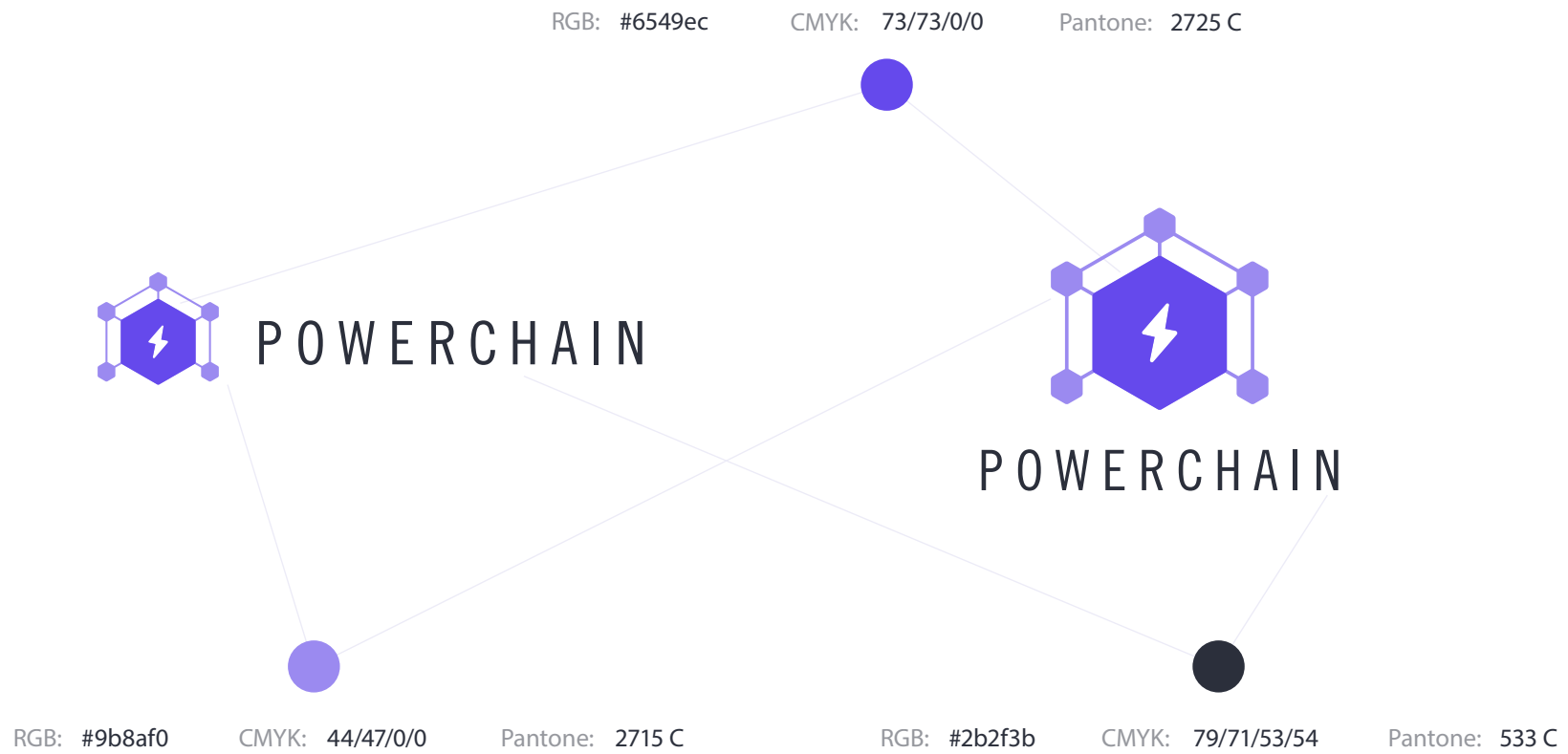
Logo construction



Font used:
TradeGothic LT CondEighteen



Logo colors



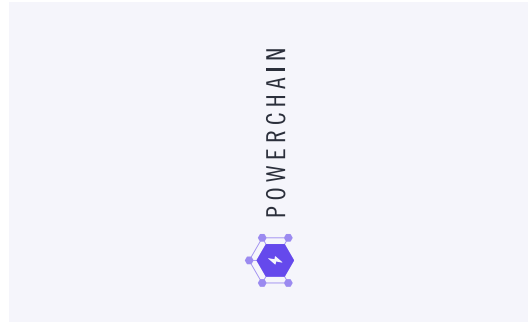


Monochromatic logo

	Vertical	Horizontal	Only symbol
Original			
Inverted			
Outlined			



Other usecases





Logo don'ts



Do not squish or stretch the logo



Do not use non brand colors



Do not angle logo



Do not use the logo as a pattern



Do not crop the logo



Do not use the logo in a sentence



Do not alter the spacing of the logo in any way



Do not use white solid logo on bright background

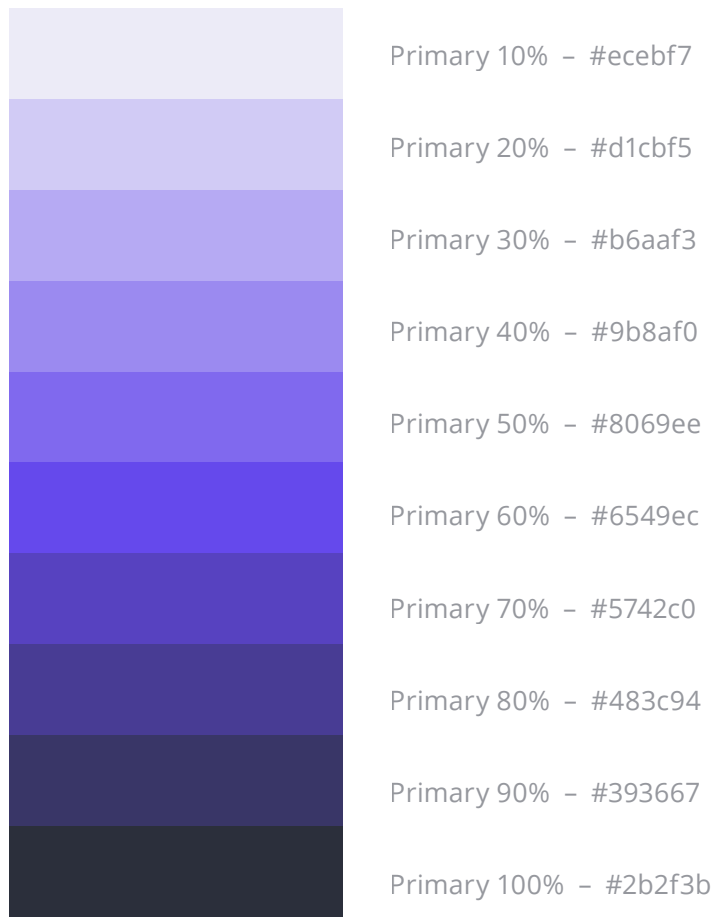


Do not outline solid color logo

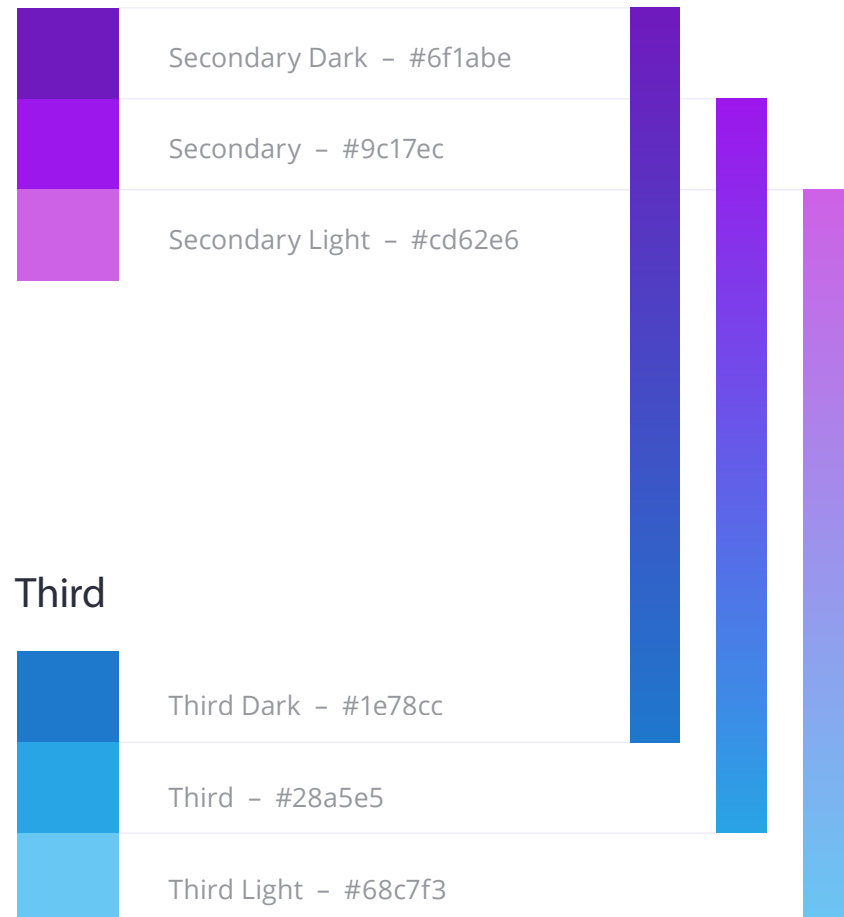


Brand colors

Primary



Secondary





Brand font

Open Sans Light

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,«»£“:;!@#\$\$%&*()

Open Sans Light Italic

*abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,«»£“:;!@#\$\$%&*()*

Open Sans SemiBold

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,«»£“:;!@#\$\$%&*()

Open Sans SemiBold Italic

***abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,«»£“:;!@#\$\$%&*()***



Typography

Open Sans Semi Bold – 48px (Gray 100%)

H1 heading

Open Sans Semi Bold – 24px (Gray 100%)

H2 heading

Open Sans Semi Bold – 16px (Gray 100%)

H3 heading

Open Sans Light – 14px (Gray 60%)

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Illustrator: Mengxin Li
From: <https://mengxinli.com>

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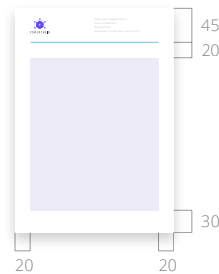
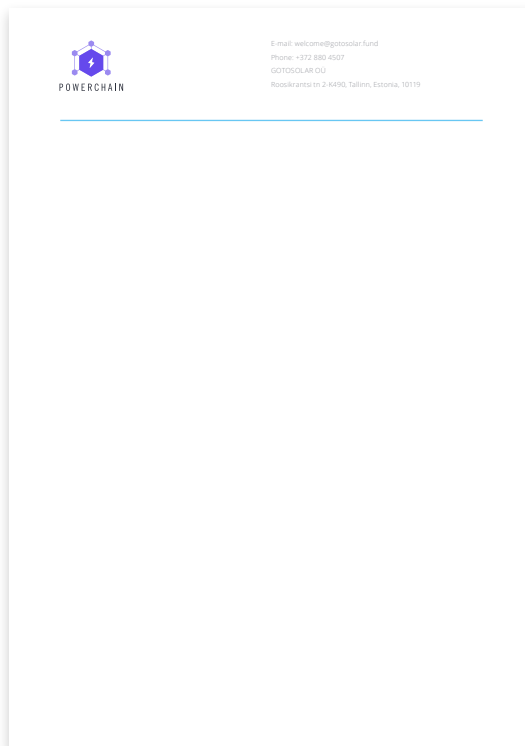


Corporate Blank

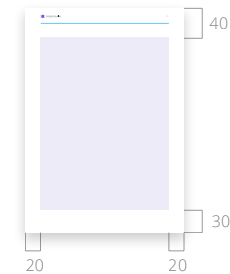
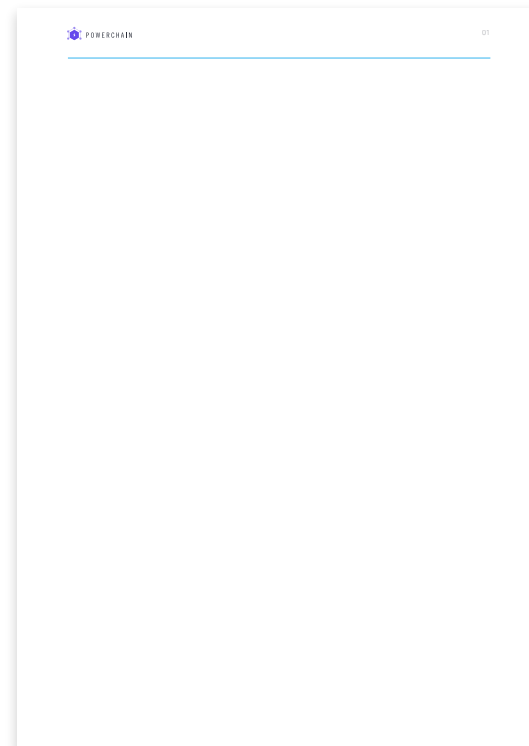
Size: 210 × 297 mm

Color: 4 + 0, CMYK, 3 + 0, Pantone

Title page



Inner pages





E-mail signature

To: john-doe@gmail.com

CC:

1914 translation by H. Rackham

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore

Sincerely,
Brian from Powerchain Energy



Energy saving
you can save on

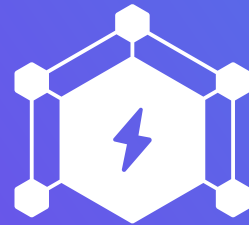
+1 893 981 77 12
+1 888 123 74 12
<https://powerchain.com>



Illustration style references



Illustrator: Mengxin Li
From: <https://mengxinli.com>



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