



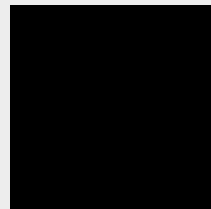
Brand manual v1.4

Colors



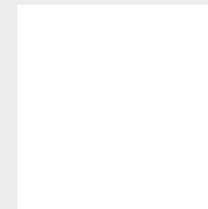
Yellow

RGB: 254, 209, 0
CMYK: 0, 17, 93, 0
Hex: #fed100
Pantone: 109 C



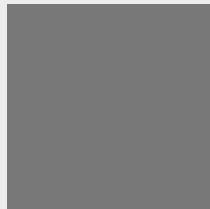
Black

RGB: 0, 0, 0
CMYK: 30, 30, 30, 100
Hex: #000000



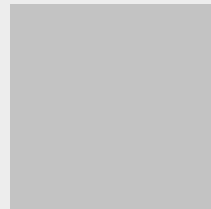
White

RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
Hex: #ffffff



G1

RGB: 120, 120, 120
CMYK: 0, 0, 0, 66
Hex: #787878



G2

RGB: 195, 195, 195
CMYK: 0, 0, 0, 30
Hex: #c3c3c3



Red

RGB: 240, 0, 0
CMYK: 0, 95, 100, 0
Hex: #f00000

Fonts

**Web, print materials,
promotional materials**

DM Sans Regular
DM Sans Bold

**Powerpoint presentations
and Word documents**

Arial Regular
Arial Bold

Bullets and numbering

Bullets:

- kulatá (tab 10 b u velikosti písma 10 b)
- kulatá (tab 10 b u velikosti písma 10 b) xxx xxx
xxxxxxx řádkování 3 b za odrážkou / 1.2 řádku
 - pomlčka (tab 10 b u velikosti písma 10 b)
 - pomlčka (tab 10 b u velikosti písma 10 b)

Numbering:

- 1) se závorkou
řádkování 3 b za
odrážkou / 1.2 řádku
- 2) se závorkou
- 3) se závorkou

Logo



Main

Usage usually on light, colorful or dark background.



Symbol

Usage usually on light, colorful or dark background.



Main + web

Usage usually on light or colorful background.

www.Yellow-Grid.eu



1 color

Usage usually on stickers where is only one-color print.



Alternative

Usage only on black background.



Alternative symbol

Usage only on black background.



Alternative + web

Usage only on black background.

www.Yellow-Grid.eu



1 color

Usage usually on stickers where is only one-color print.

Logo – safe space and minimum height



Safe space

Please keep safe-space that is free of imagery and text surrounding it.



Minimum height

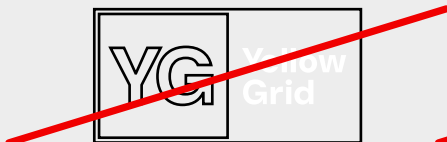
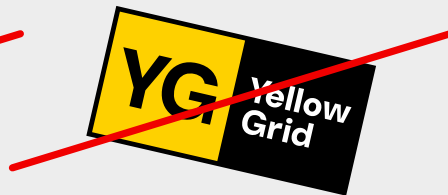
print: height 6 mm
digital: height 33px

Logo – dos and don'ts



What you can do with the logo

- Use a light, colorful or dark background
- Use alternate logo on black background



What not to do with the logo

- Placing on a wrong colored background or colored images
- Changing colors of the logo
- Switching to outlines
- Changing the opacity
- Adding visual effects such as a drop shadow
- Rotating the logo
- Deforming the logo

Graphic elements

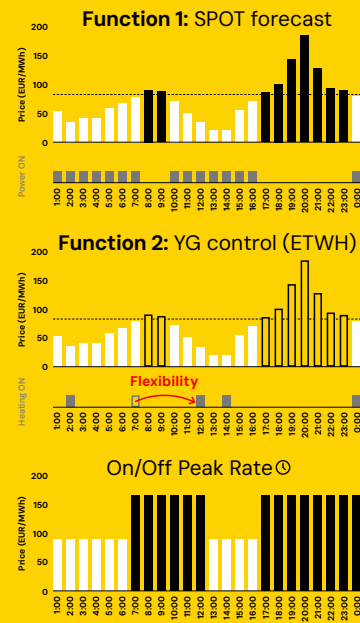
Exclaim

**Control your ETWH based
on SPOT energy prices.**

**Turn thousands of ETWHs
(Electric Tank Water Heaters)
into distributed energy storage.**

Exclaim - example

**Power your ETWH only when
electricity prices are low.**



Roll-up for Enlit exhibition



Yellow Grid a.s.

Formanská 296

149 00, Praha 4

Česká republika

Yellow-Grid.eu