

Brand Guidelines

Logo, colours, type and imagery for our partners

These guidelines help you present Redox Flow products the way we do in our own brochures and on redox-flow.com. Follow them for anything you make with our name on it: web pages, flyers, slides, social posts and trade-show material.

Short version: use our logo files as they are, stick to our colours, keep layouts clean, and let the product photos do the work.

FILES YOU NEED

Logos: Graphics & Promotional Material › Logos

Product pictures: Graphics & Promotional Material › Product Pictures

Reference layouts: Graphics & Promotional Material › Brochures

1. OSur logo

The logo has two parts: the **wave symbol** and the **Redox Flow® wordmark**. They always appear together, in this arrangement. The ® is part of the logo; keep it.



Versions

There are two versions. Pick the one that gives the most contrast with the background.



Black version on white or light backgrounds



Black version on our off-white



White version on navy



White version on black or dark product photos

Clear space

Keep a free area around the logo equal to **x**, the height of the capital R in “Redox”. No text, edges or other logos inside it.



Minimum size

- **Print:** at least 30 mm wide.
- **Screen:** at least 150 px wide.

Below that, the ® and the wave lines stop being readable.

Next to your logo

When you show both logos, place them side by side at the same visual height, with at least **2x** between them or a thin vertical line. Add the line “**Authorised distributor of Redox-Flow.com in [territory]**” where it fits. Never merge the two logos into one mark.

Don't



× **Stretch or squash it**



× **Recolour it**



× **Rotate or tilt it**



× **Add shadows or effects**



× **Put it on our bright blue: “Flow” disappears**



× **Use the black version on dark backgrounds**

Also: don't redraw the logo, change the font, separate the symbol from the wordmark, or place it on busy photos.

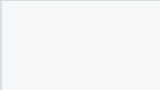
2. Colours

These are the colours used across our brochures. Navy, blue and green are used as full-page backgrounds, one per page, with white text on top. Off-white and black carry the product photos.

Main colours

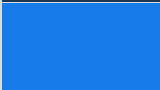
	Colour	Values	Where we use it
	Navy	HEX #243B5B RGB 36 · 59 · 91	Text-heavy pages, product introductions, backgrounds for the white logo
	Blue	HEX #2984E1 RGB 41 · 132 · 225	Components and configuration pages; highlights and links
	Green	HEX #52995C RGB 82 · 153 · 92	“About the cell” and accessories pages; applications

Neutrals

	Colour	Values	Where we use it
	Off-white	HEX #F6F7F7 RGB 246 · 247 · 247	Page background for product photos and specifications
	Photo black	HEX #15161A RGB 21 · 22 · 26	Covers and full-page product photos

Logo colours

These appear only in the logo. Don't use them for other elements.

	Colour	Values	Where we use it
	Logo blue	HEX #167AE9 RGB 22 · 122 · 233	“Flow” and the blue wave lines
	Logo grey	HEX #878787 RGB 135 · 135 · 135	The grey wave lines

USING THE COLOURS

Use **one background colour per page or slide**, with white text on navy, blue and green.

Use **black or navy text** on white and off-white.

Don't make tints, gradients or new colour combinations.

3. Typography

Our brochures are set in **Helvetica Neue**. The look comes from contrast between weights: large, light headlines with the key words in bold.

The Most **Versatile & Modular** Electrolysis Cell for *R&D*

Headline from the X-Cell brochure: Light and Heavy in one line.

Element	Weight	How it looks
Cover title	Heavy, all caps	THE X-CELL
Headline	Light, with key words in Bold or Heavy	The Most Versatile & Modular Electrolysis Cell
Labels and running header	Roman or Medium, all caps, wide letter spacing	THE X-CELL · REDOX FLOW
Sub-heading	Roman or Medium	Components & Configuration
Body text	Light, 9–11 pt	Plain sentences, left-aligned

If you don't have Helvetica Neue

Use **Arial** in Word, PowerPoint, email and web pages. Keep the same approach: light or regular for headlines, bold for key words, regular for body text.

Writing style

- Short, direct sentences. Lead with what the product does.
- Use correct units and notation: 1 cm², CO₂, 95 °C.
- Product names as we write them: **X-Cell**, **X-Stack**, **M-Cell**, **A-Cell**, **S-Cell**, **S-Stack**, **Y-Cell**.

4. Product photography

Our photos show the hardware close up and in sharp detail: PEEK bodies, metal end plates, blue fittings. Two settings are used:

- **Dark:** product on a black background, for covers and full-page images.
- **Light:** product on white or off-white, for components and specification pages.

DO

- Use the pictures from the Product Pictures folder. They are high resolution; resize them for the web.
- Crop in close. Details like ports, flow fields and gaskets make strong images.
- Use your own photos of installations and lab set-ups; send them to us and we may reshare them.

DON'T

- Add filters, colour tints or heavy retouching.
- Cut products out onto busy or coloured backgrounds.
- Use images of competitor hardware alongside ours.

5. Layout

Our brochures follow a few simple rules. Use them for flyers, slides and web pages too.



Light headline next to a dark product photo; navy page with body text.



Blue components page next to an off-white specification page.

- **One topic per page or slide.**
- **Full-colour pages:** navy, blue or green backgrounds, one per page.
- **Generous margins** and plenty of empty space.
- **Left-aligned text.** No centred body text.
- **A small running header** in spaced capitals, e.g. REDOX FLOW or the product name.
- **Photos full-bleed or in clean rectangles**, no frames or rounded shapes.

6. Before you publish

- ☐ Correct logo version for the background, with clear space around it
- ☐ Logo not stretched, recoloured or placed on a busy image
- ☐ Colours from this guide only
- ☐ Helvetica Neue, or Arial as fallback
- ☐ Product names and units written correctly
- ☐ Photos from our library or approved by us
- ☐ Your UTM link used when you link to redox-flow.com

QUESTIONS OR APPROVAL

Not sure if something fits? Send it to us before you publish: Blanka Zana, bz@redox-flow.com.

Need a format we don't have, like a vector logo or the symbol on its own? Ask us.