

**energetic**

CORPORATE IDENTITY MANUAL

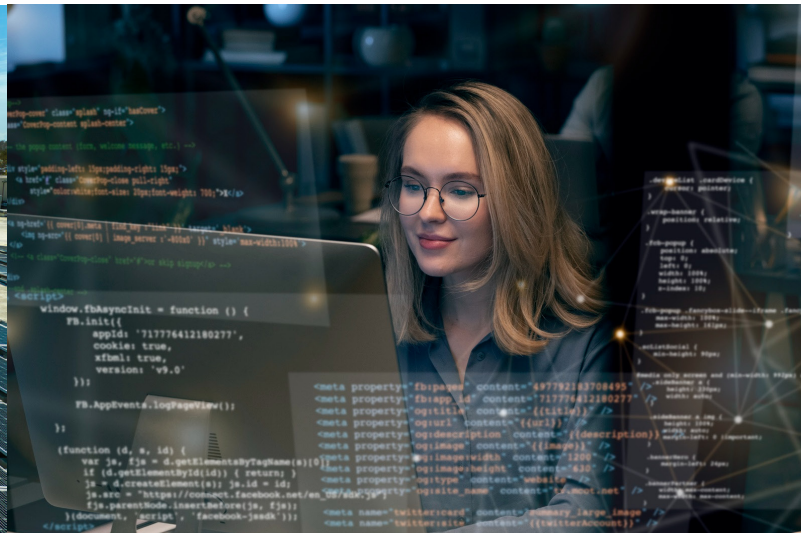
# CONTEXT

ENERGETIC project aims to develop the next generation BMS for optimizing batteries' systems utilization in the first (transport) and the second life (stationary) in a path towards more reliable, powerful, and safer operations. ENERGETIC project contributes to the field of translational enhanced sensing technologies, exploiting multiple Artificial Intelligence models, supported by Edge and Cloud computing. ENERGETIC's vision not only encompasses monitoring and prognosis the remaining useful life of a Li-ion battery with a digital twin, but also encompasses diagnosis by scrutinizing the reasons for degradation through investigating the explainable AI models. This involves development of new technologies of sensing, combination and validation of multiphysics and data driven models, information fusion through Artificial Intelligence, Real time testing and smart Digital Twin development. Based on a solid and interdisciplinary consortium of partners, the ENERGETIC R&D project develops innovative physics and data-based approaches both at the software and hardware levels to ensure an optimized and safe utilization of the battery system during all modes of operation.



# CONCEPT

ENGINEERING  
BATTERY  
RENEWABLE  
ENERGY  
TECH



energetic





**energetic**



## **BRAND SYMBOL**

Reduction of the logo and accompaniment for the complete brand. Can be displayed in a variety of sizes and in different applications.

# energetic

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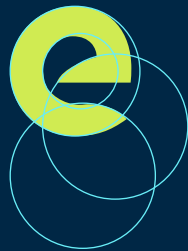
## **LOGOTYPE**

Below are some characteristic features of the logo:

- Characters in small letters: simple language, for all people.
- High thickness in the type: It gives strength and personality at the same time that it helps to compensate the symbol for its use alone.
- Rounded ends: softness and closeness.
- Wavy stroke in the g: main element of the logo showing fluidity and movement in reference to energy

# CONSTRUCTION OF THE LOGO

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# CONSTRUCTION OF THE LOGO





# SHAPES AND REDUCTIONS



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# TYPOGRAPHY

LIBRE FANKLIN

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headlines

Aa

KANIT

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paragraph

Aa

# CORRECT USES



# INCORRECT USES



# COLOURS



# Lorem ipsum dolor sit amet, consectetur adipiscing elit,

Lorem ipsum dolor sit  
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adipiscing elit, sed do  
eiusmod tempor  
incididunt ut labore et



LOREM IPSUM  
DOLOR SIT



**06 - 07 - 23**

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our new energy your new energy your new energy



our new energy your new energy your new energy