

Brand Identity Guideline 2.0

Hi!

Our identity is more than the logo. It's a rich system of elements composed to create a distinctive look that makes the Northvolt brand instantly recognisable.

This guide is written for Northvolt employees, but we hope it's helpful for anyone associated with the company.

Please use it as reference when designing or writing your next Northvolt masterpiece.

Good luck!

Our core

Bold, Passionate, Excellent

Who we are

We are Northvolt
A battery manufacturer, sure
But also a unifying force to fight dirty oil with clean batteries
Combustion with recharging
Exhaust with recycling
That paves the way to a brighter future
A future less dependent on oil
But more dependent on collaboration and innovation
Because the road towards electrification will not be straight
Excuses to keep on burning oil will be as strong as they are wrong
But they can be silenced
With improved performance at lower prices
Recyclable lithium and humane cobalt mining
Renewable energy and longer lifespans

This, is why we turn up to work
To undo the the past and recharge the future,
making green batteries so powerful we'll one day...

MAKE OIL HISTORY.

Our values

To move at the speed of opportunity a shared set of values are essential. They are part of who we are, what we stand for and how we act.

Bold

- We challenge the status quo
- We take calculated risks
- We speak up

Passionate

- We have purpose as our superpower
- We win and lose together
- We make the journey fun

Excellent

- We never compromise with safety or quality
- We act on what truly matters
- We are as smart with time and money as we are with Earth's resources

Tone of voice

We talk in short, declarative sentences. Addressing the needs and wants of the reader. We deliver every line with confidence, in an informal and personal manner. We state the truth but stay on the solution, not the problem.

Confidence

Being confident is always a gamble. But executed right it sets the quality of our products apart from the boring competition.

Ways in:

- Make hard things sound simple.
- Be clear over clever
- Write headlines using some wit (but no puns)

Inviting

An informal tone emits a feeling of simplicity, with fewer barriers of entry. We want our products and process to be simple to understand.

Ways in:

- Talk in short declarative sentences.
- Avoid jargong, use ordinary language

Optimism

We believe in good. We believe in technology. We know Northvolt can combine the two and bring on a brighter future.

Ways in:

- Focus on solutions over problems.
- Lift unnecessary negatives (no, not, bad, etc.) out of your language
- Assume the audience has a positive mindset.

Bold

HUMAN

Minimalism

Design principles

We're the rebels of the energy industry and not afraid to express ourselves with striking visuals, bold headlines and confident language.

To us making the world's greenest battery is personal. That's why every financial report, shipment box, advert or building should contain surprising elements of humanity.

Minimalism is to settle for less, but better. Unobtrusive, aesthetic, long-lasting design, down to the last detail. It also makes room for our other design principles, Bold and Human, to stand out.

Our core Summary

Invite the world to Northvolt but don't overdo it.
Be clear over clever. Use short sentences.
Avoid jargong. Make hard things sound simple.

northvolt

Logotype

A beacon of quality

Primary

The logotype is the most powerful and distinctive element of our identity - a beacon of quality features and our single most important identity carrier. It must always be used with care and respect.

The characteristics of the logotype are modern, bold, safe and friendly. The main colors of our logotype are black, white and silver. It can also be negative placed on an image.

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Clearspace

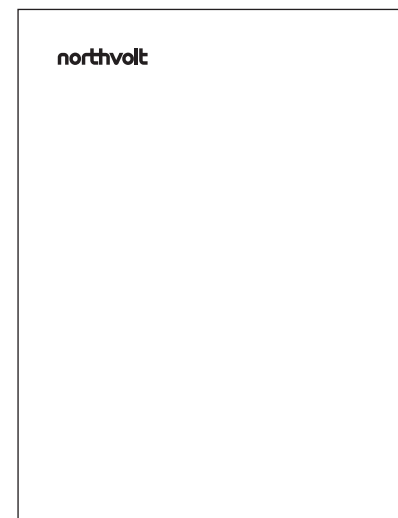
The minimal clearspace around the logo is equal to the size of the square of the foot of the letter "n" in our logo.

This ensures that the logotype will always be perceived clearly without clutter.



Placement

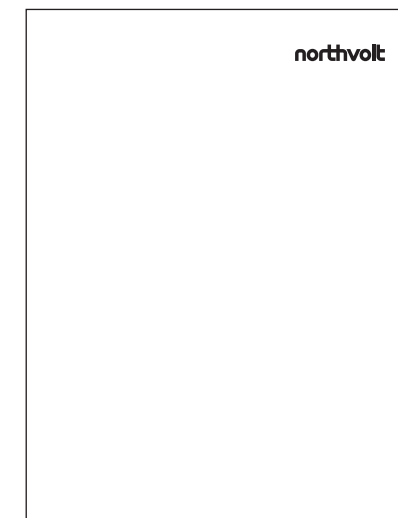
Your document should start or end with the Northvolt logo. However, different medias has different requirements, and therefore all four corners are ok.



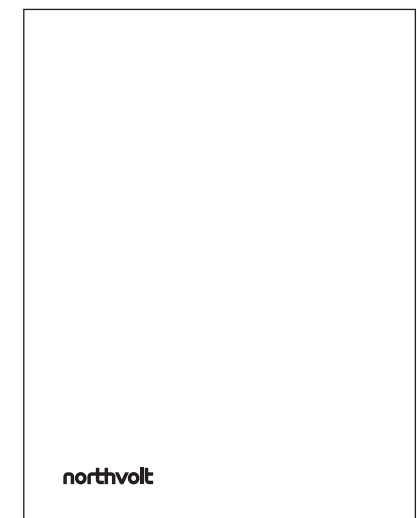
Perfect



Nice



Okay



If necessary

Scaling

Being a bold and strong logo, the logo looks good in many sizes. To ensure visibility and readability the minimum size of the logo is 60 px in digital and 20 mm in print.

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Logotype Summary

Use clearspace

Start or end with the Northvolt logo

Ensure visibility and readability

Brand architecture

A branded house

One brand. One house.

There are two dominant brand architectures. The house of brands (GM) and the branded house (Tesla). We are the latter. This means that all our products, services, sub-brands and co-branding opportunities serve to strengthen the mothership, our Northvolt brand.

As a branded house every decision starts with the Northvolt logo, and how the product or service should be packaged in relation to the logo. This is what brand folks call a lockup.

Primary lockup

The primary lockup pairs the logotype with Northvolt Sans Light acting as a subtitle. The space between the lines should be two clearspace. The letter height of the subtitle should be x.



northvolt
Labs

northvolt
Ett

northvolt
Dwa

northvolt
Systems

northvolt
Revolt

northvolt
Voltpack

Partnerships

Aligning partnership logos should follow clearspace rules. Partner logo-type should be the same x-height as the Northvolt logotype.



Brand architecture

Summary

Northvolt is a branded house. This means that: every opportunity to communicate a product or service should be exploited to further build trust and value in the Northvolt brand.

Typography

Strict but friendly

Northvolt Grit

Our typeface, Northvolt Grit, incorporates the functionality of the workhorse typeface with factual and relaxed elegance.

It looks like Helvetica, but with round dots and some extra bends to make it friendlier and warmer. Bold human minimalism, rolled into a font!

Northvolt Grit

AaBbCcDdEe

FfGgHhIiJjKkLlMmNn

OoPpQqRrSsTtUuVvXxYyZzÅåÄäÖö

1234567890

!"#€%&/()=?`´'-.,:;\_ \*^`©@£\$∞§|[]≈

The family

Let’s face it. We Nortvolters are masters of tech, not of typography. That’s why our typeface is as characteristic as it is easy to use. With three weights and two styles (roman and italic) Nortvolt Grit can do just about anything you need it to do.

Light	<i>Light Italic</i>
Regular	<i>Regular Italic</i>
Bold	<i>Bold Italic</i>

Language support

Northvolt Grit covers a complete Latin character set, with support for Western, Eastern and Central European languages.

Northvolt Grit is a living thing. It will evolve over time. Download the latest from the Brand portal.

Köttfärssås
Rødspættefilet
Święconka
Grießbrei

Typography Summary

Northvolt is a branded house. This means that: every opportunity to communicate a product or service should be exploited to further build trust and value in the Northvolt brand.

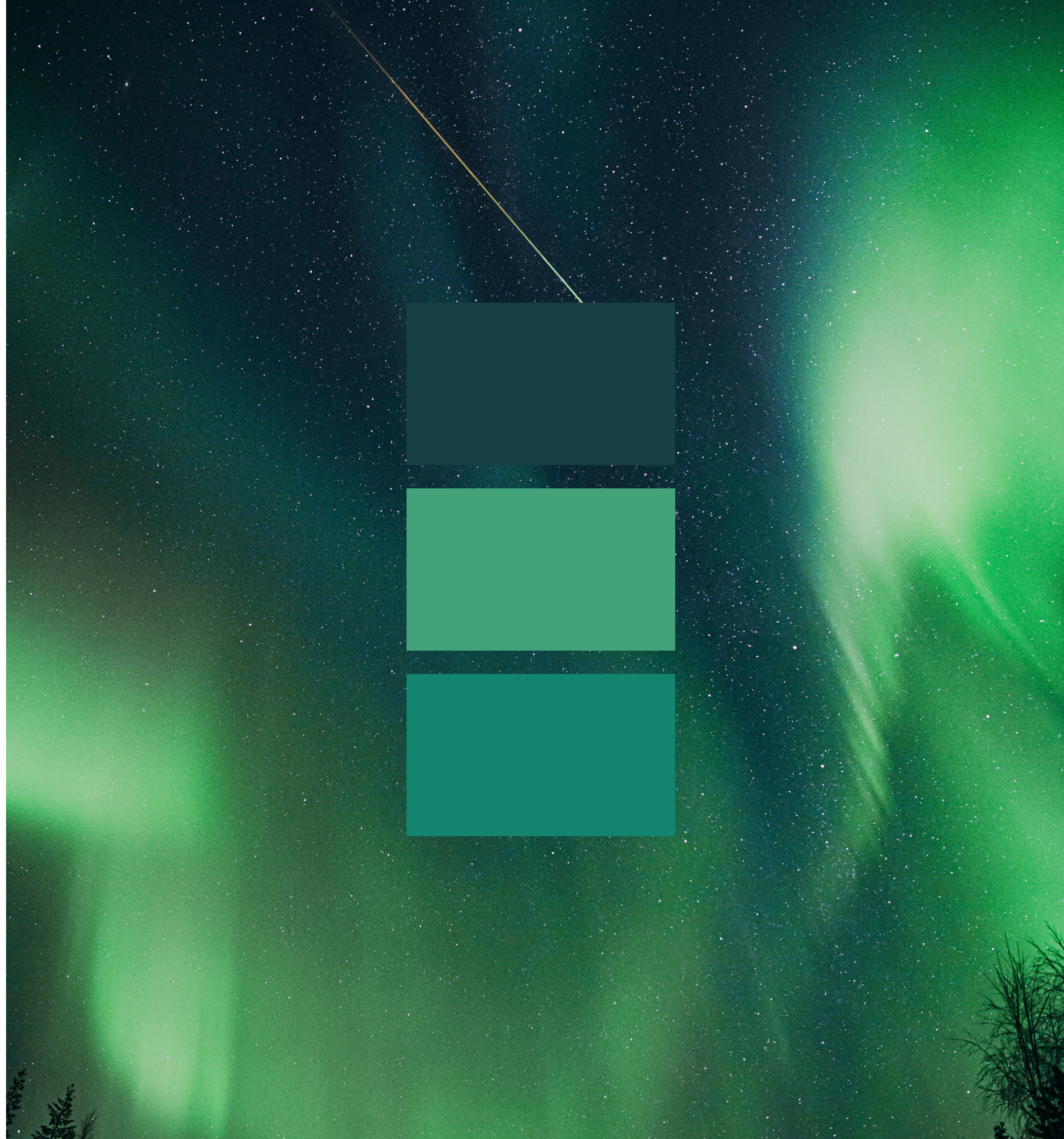
Colors

The power of white and black

northvolt

Electric skies

Inspired by the Swedish winter night, our color palette is white and black. Simple to use with maximum impact. Drawing hues from the occasional aurora borealis, our monochrome world is also punctuated with elements of green and blue to draw focus on important moments.



Primary colors

White and black is the primary colors of Northvolt. They provide minimalistic simplicity, and consistency throughout all of our brand’s expressions.

White

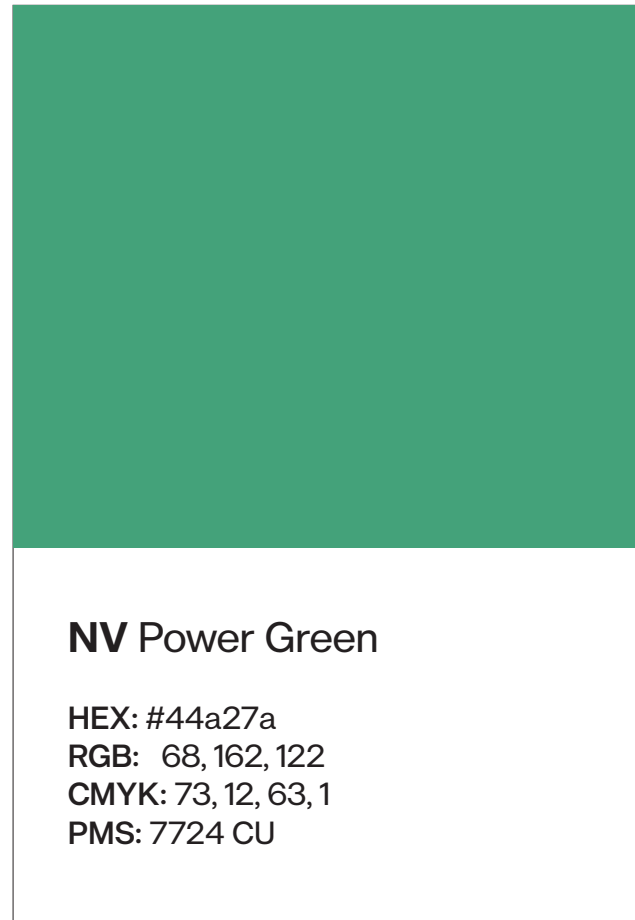
HEX: #ffffff
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
PMS: White

Black

HEX: #000000
RGB: 0, 0, 0
CMYK: 0, 0, 0, 100
PMS: Black CU

Accent color

Power green is a potent color that we use sparingly. Less is always more. It is used to establish a deeper connection with our audience. Either to draw focus, bring assurance or simply delight.



Silver

Only used in the physical world, Silver is used to deliver a refined industrial feel to apparel, cars, fine stationary and physical signs.

Silver should be used to strengthen the quality of the product, and make it more exclusive, never to make the ugly passable.

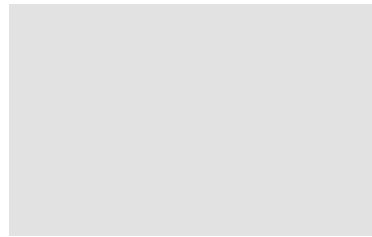
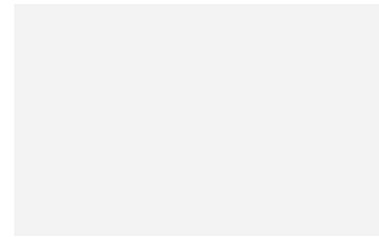


NV Silver

HEX: #8A8D8F
RGB: 138, 141, 143
CMYK: 47, 35, 35, 14
PMS: Metallic 877

Grayscale

Our four grays could be used when black and white brings too much contrast (like a big wall), or when we need to organise information without introducing color.

				
NV Gray 5 HEX: #6e6e6d RGB: 110, 110, 110 CMYK: 54, 43, 44, 29	NV Gray 4 HEX: #9b9b9b RGB: 155, 155, 155 CMYK: 40, 31, 32, 10	NV Gray 3 HEX: #c0c0c0 RGB: 192, 192, 192 CMYK: 28, 21, 22, 3	NV Gray 2 HEX: #e2e2e2 RGB: 226, 226, 226 CMYK: 14, 10, 4, 10	NV Gray 1 HEX: #f3f3f3 RGB: 243, 243, 243 CMYK: 6, 4, 5, 5

Secondary colors

Our secondary colors takes its hues from the aurora borealis. They should be used sparingly to bring meaning and attention to information such as charts, illustrations or interior design.



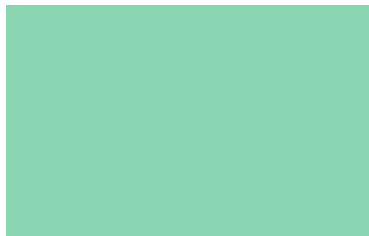
NV Green 5
HEX: #174335
RGB: 23, 67, 53
CMYK: 87, 45, 73, 55



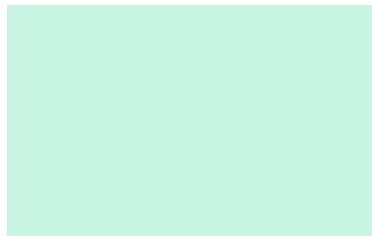
NV Green 4
HEX: #1e644b
RGB: 30, 100, 75
CMYK: 85, 35, 73, 29



NV Green 3
HEX: #00966c
RGB: 0, 150, 108
CMYK: 82, 15, 69, 1



NV Green 2
HEX: #8ad5b2
RGB: 138, 213, 178
CMYK: 49, 0, 39, 0



NV Green 1
HEX: #c9f3e2
RGB: 201, 243, 226
CMYK: 25, 0, 18, 0



NV Teal 5
HEX: #064a42
RGB: 6, 71, 66
CMYK: 90, 43, 62, 52



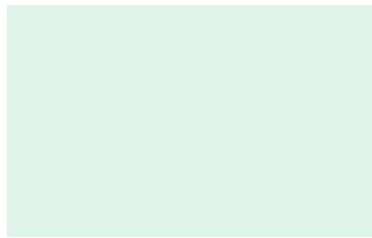
NV Teal 4
HEX: #13846e
RGB: 19, 129, 110
CMYK: 83, 26, 61, 11



NV Teal 3
HEX: #65af9e
RGB: 101, 175, 158
CMYK: 65, 10, 44, 0



NV Teal 2
HEX: #aee2cf
RGB: 174, 226, 207
CMYK: 36, 0, 26, 10



NV Teal 1
HEX: #dff4e9
RGB: 223, 244, 233
CMYK: 16, 0, 13, 6



NV Blue 5
HEX: #163f46
RGB: 22, 63, 70
CMYK: 89, 53, 52, 53



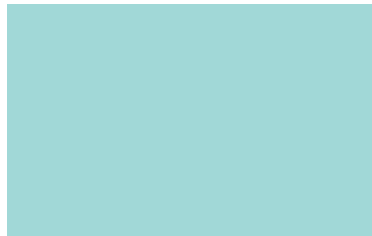
NV Blue 4
HEX: #006663
RGB: 0, 102, 99
CMYK: 87, 35, 54, 28



NV Blue 3
HEX: #21898b
RGB: 33, 137, 139
CMYK: 80, 25, 44, 8



NV Blue 2
HEX: #44acb1
RGB: 68, 172, 177
CMYK: 69, 10, 33, 0



NV Blue 1
HEX: #a1d8d7
RGB: 161, 216, 215
CMYK: 4, 0, 19, 0

Functional colors

These colors must have a functional association and should not be used otherwise. For example in heat maps or in user interfaces to express warning, attention or confirmation.

		
NV Red HEX: #d84437 RGB: 216, 68, 55 CMYK: 9, 84, 79, 1	NV Orange HEX: #ed6d1d RGB: 237, 109, 29 CMYK: 0, 67, 93, 0	NV Yellow HEX: #f8b222 RGB: 248, 178, 34 CMYK: 1, 34, 90, 0

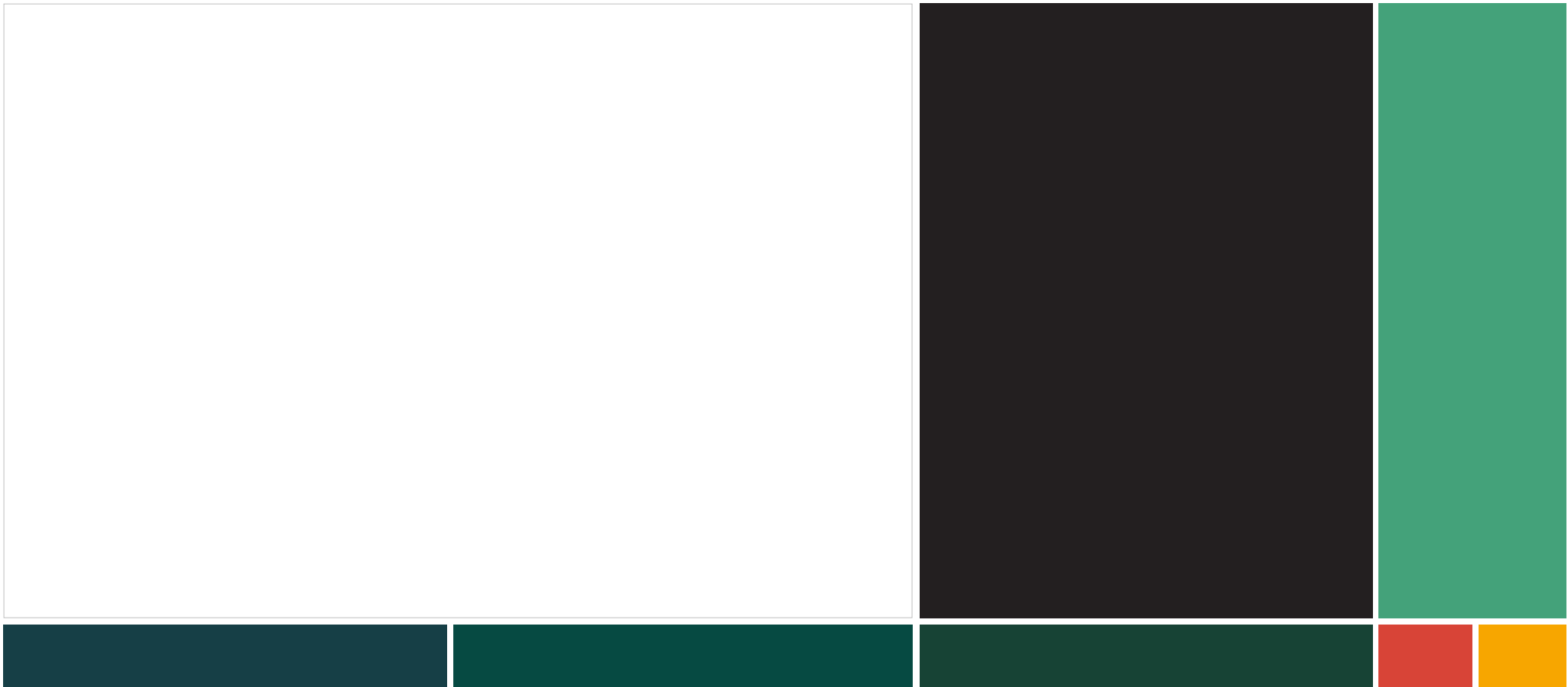
Proportions

To maintain brand consistency it's crucial that we all use the same proportions when using color in our communication.

The color white plays a very important role in all brand communications and should provide balance with black. Our Power Green is used sparingly. Like dynamite it should make a big impact even in very small doses.

The secondary colors are only used reasonably for making diagrams, illustrations and other suitable graphic elements.

Our functional colors are meant to serve and empower usability and interaction on everything from physical and digital devices and platforms.



Color Summary

Embrace the power of white and black.
Our Power green is used sparingly to signal brand presence. We love Silver but only use it on high quality goods, like our cells.

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Photography

Capture Northvolt

Capture Northvolt

We want our images to stand out in the marketplace while also being coherent. This is done by consistently sticking to the same set of rules when choosing our images.

Download the latest assets at northvolt.com/brand



Scandinavian nature

Outdoor spaces pristine with a touch of civilisation. It's a clear and sophisticated nordic look that signals modernity and purity.



Speed

Commotion and motion blur cuts through scenes, setting the stage for a company clearly moving at the speed of opportunity.



Human grit

People working side by side, determined to make a difference. They show grit, camaraderie and emotions, but never complacency.



Diversity

Women, men, old, young from all walks of life, from all across the world, finally finding a place where they all belong.



Clean tech

Machines and technology captured as clean and uncluttered as possible. It's crisp and well-kept look signal quality and sustainability.



Abstract

Machines and technology captured as clean and uncluttered as possible. It's crisp and well-kept look signal quality and sustainability.

Image topology

Use images from different perspectives to tell different parts of the Northvolt story.

High level

What are we trying to accomplish on a higher level? To the planet? To the future? Use Aerial photography, sky pictures and epic landscapes to set the scene when communicating the “big picture”.

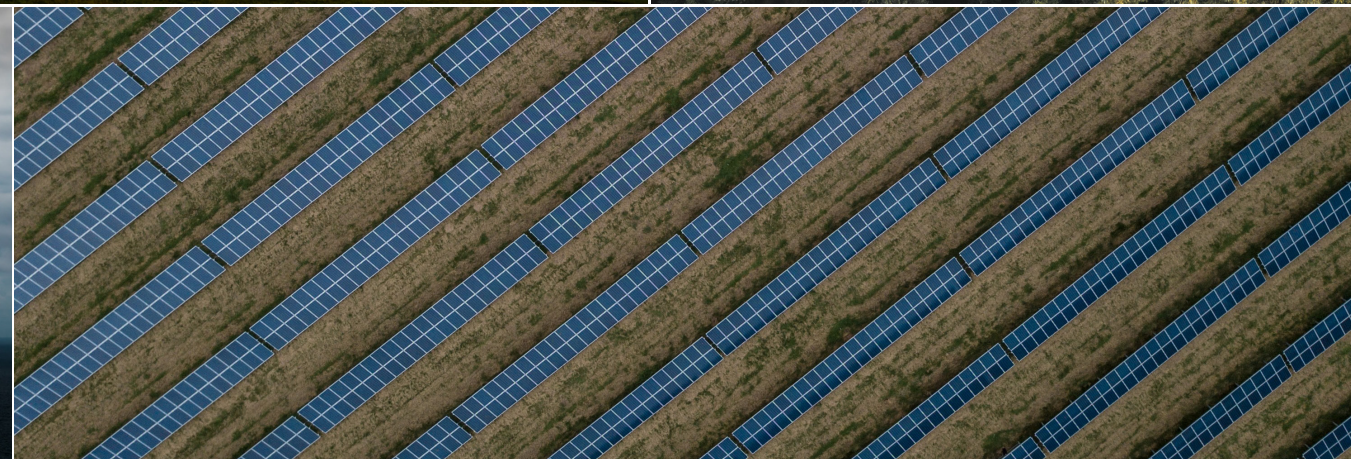
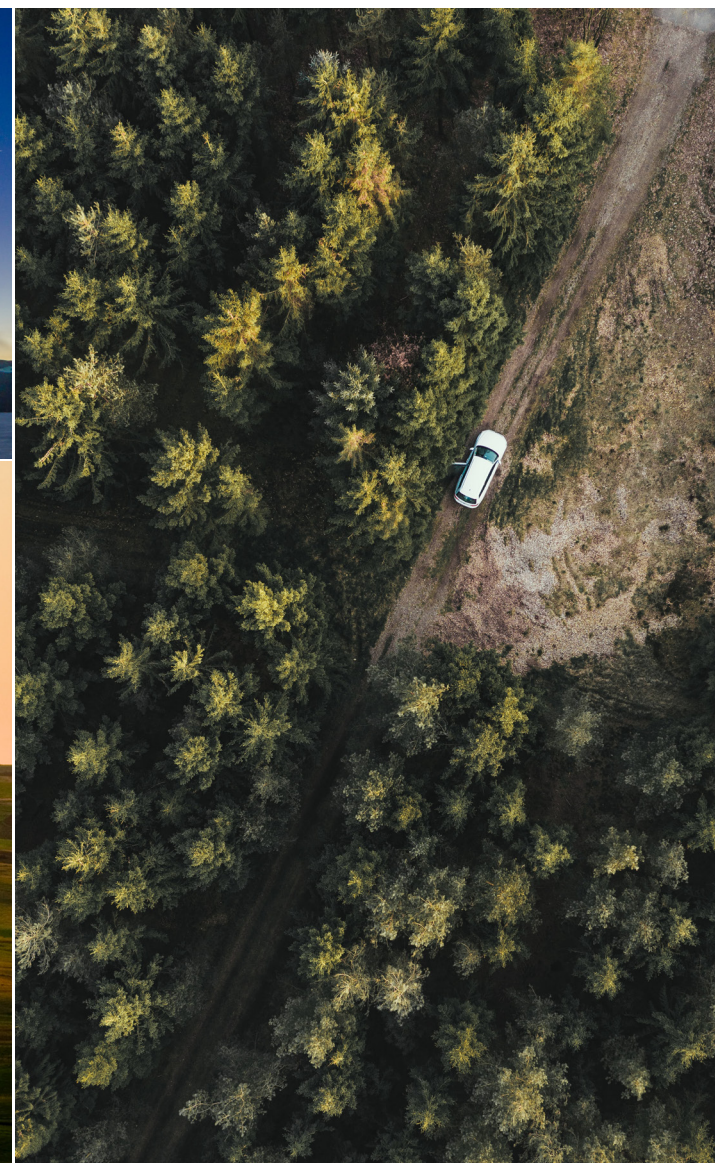
Human level

What’s happening today? When we communicate more concrete topics, solutions and products, we capture the surroundings with both feet on the ground.

Personal level

Who are we dealing with? Real stories, real deals and real persons needs portraits, close-ups, unexpected angles and different contexts.

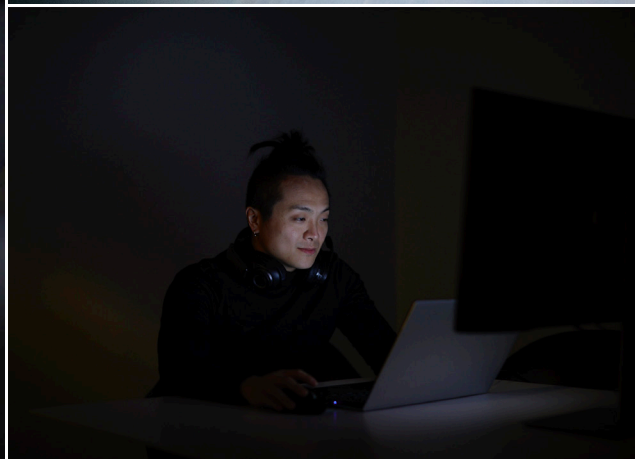
High level



Human level



Personal level



Photography Summary

Stand out among the competition by showing honest images of human grit, raw nature and clean tech.

Icons & Symbols

Our visible language

Icon style and concept

The simplicity of the icons originates from the our typeface and shall always have one line size throughout the whole publication.



Line width

Our icons are outlined and should always strive to match the light weight in our font.

This means that the icon has a fixed weight (*Light*) even if the typography has a different one (eg *Bold*).



Where can I find a icon library?

We strive to be consistent in the use of icons. Therefore, we recommend using the icon library "Font Awesome" as much as possible. Their Light version works very well with our font.

Download the latest assets at northvolt.com/brand

Symbol style and concept

We use symbols to make abstract concepts such as environment, recycling, manufacturing or technology more attainable.

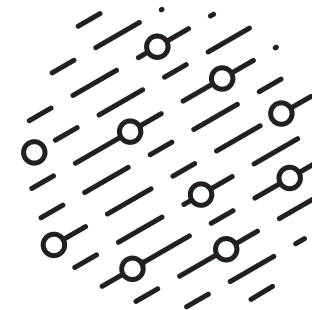
Their content may vary but they should all subscribe to the same elegant style and match the light weight in our font.



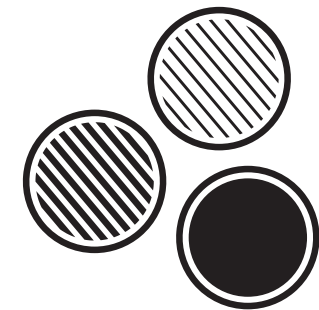
Perks



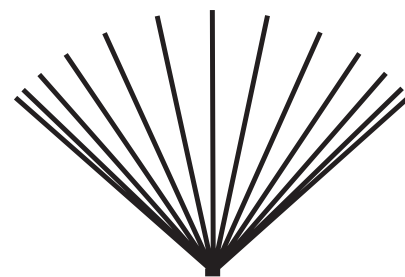
Transition



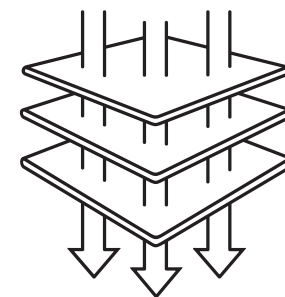
Technology



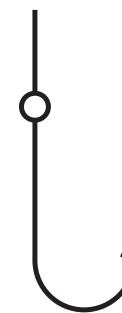
Integration



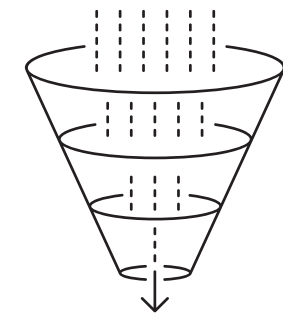
Knowledge



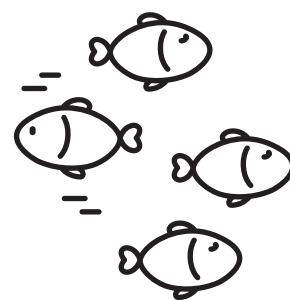
Material



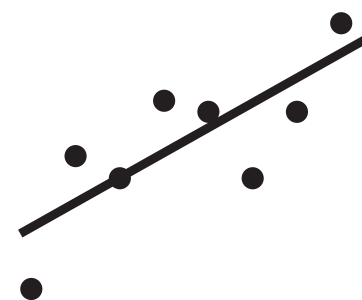
Recruit



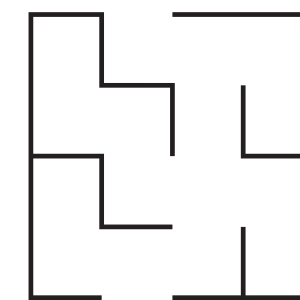
Artificial Intelligence



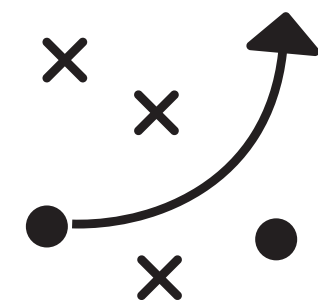
Difference



Trends



Challenge



Diligence

Where can I find nice symbols?

We strive to be consistent in the use of symbols. Therefore, we recommend reusing the symbols as often as possible.

A good site to use in the hunt for symbols (and icons) is The Noun Project (thenounproject.com). Be sure to share your favorite symbols and icons with your colleagues.

Download the latest assets at northvolt.com/brand

Icons & Symbols Summary

Use the same line size throughout the whole publication.
Be consistent in the use of symbols.

