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Brand Guidebook

Welcome to the Ionex Energy Brand Guide

Where we connect our brand with the future of electric two-wheel transportation. As you explore this guide, you're delving into Ionex Energy's vision of an electrified future for all. From logos to colors, every detail reflects our commitment to a sustainable future. Thank you for joining us on this journey of innovation and transformation.

Introduction

Our Vision

Ionex Energy is here to explore, empower, and enable the future of electric two-wheel transportation. We are here to help the half-billion people who daily depend on two-wheel transportation to swap to electric. We aim to bring the Ionex EV Solution to every rider. Ionex Energy is the total solution connecting riders, vehicles, and energy replenishment. We have economical electric vehicles, energy stations for flexible and scalable charging networks and smart operating systems to automate and centrally manage the whole mobility infrastructure.

Ionex riders are your neighbors commuting to work, the food delivery drivers bringing dinner home, and the mailman taking packages the last mile to their final designation. Electric two-wheel transportation for private and commercial use is now the better choice with the Ionex EV Solution.

Introduction

Our Core Values

SPEED

We value speed. We promise fast and deliver faster. We foresee our customers' needs and uncover their unexpressed desires, so before they can think of it, it's done; the moment they want it, it's there.

CAN-DO ATTITUDE

We have a can-do attitude. When others focus on roadblocks, we see potential. Every impossible problem is an opportunity for Ionex Energy to shine.

OWNERSHIP

We take ownership of our work, feel the urgency to act, dedicate ourselves to each mission's success, and embrace personal accountability end-to-end.

COMMITMENT

We keep promises, meet deadlines, and work to surpass expectations. Our actions speak louder than our words, earning us the trust of customers and colleagues.

INNOVATION

We pioneer innovative, world-class products that redefine our industry, addressing customer needs and delivering a magical experience as we shape the future.

Introduction

Naming Reference

iONEX = Small 'i' and capitalized 'ONEX' is only used when placing the logo image on materials, never in written form.

Ionex = Brand use independently or in conjunction with other products/ solutions such as Ionex EV Solution, Ionex Energy, Ionex OS, Ionex Electric Vehicles, and Ionex Battery Metering Unit (Ionex BMU). In all written form, it is spelled with a capitalized 'I' and lower cased 'onex'; the correct written form is Ionex.

• Correct: Ionex

• Common Mistakes: ionex, iOnex, iONEX, IONEX

Ionex Energy = All references to the company should use Ionex Energy.

Ionex Energy Inc. = Full proper name of the company. Only used for formal and legal documentation.

Ionex EV / Ionex Electric Motorcycle / Ionex Vehicle = Motorcycles manufactured by KYMCO and/or other OEMs that have integrated the Ionex EV Solution.

Logo

Brandmark

Ionex Brandmark Lock-up

The Ionex brandmark has only one lock-up. To ensure consistency and optimum reproduction quality, no alterations can be made to the brandmark in any way.

A number of logos in different file formats are available for download, always use the brandmark from our logo library.

Download ⬈

Logo

Brandmark Color

The Ionex Energy logo is always either blue, black, and white. Primarily the logo should be used on a white background.

Ionex Blue is the primary color for the brandmark, and it consists of the following color codes:

· Pantone Process Cyan C

· C100 M0 Y0 K0

· R0 G160 B233

· #00A0E9

Note: Pantone and CMYK colors are to be used for print collaterals. RGB colors are to be used primarily across all digital and online mediums. See the Color pages (p.12 - p.14) for details on the brand's color palette and recommended usage.

Primary

Primary

Secondary

Secondary

Logo

Clear Space

Exclusion zones are important to keep all versions of the Ionex Energy identity marks clear of other graphic elements. To regulate this, an exclusion zone has been established around each logo. This exclusion zone indicates the closest any other graphic element or message can be positioned about either logo.

The clear space of the marks is defined by doubling the height of the symbol, which is applied equally around the edges of the logo. As illustrated, the minimum clear space is defined as "X", measured by the height of the symbol. All the brand elements must be surrounded by a clear margin of no less than 2 "X".

Logo

Minimum Size

To maintain legibility and branding presence, Ionex Energy's identity marks should not be reduced beyond the recommended sizes.

・For digital usage, the minimum size of the logo is 12px in height.

・For print usage, the minimum size of the logo is 5mm in height.

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12px on screen
5mm in print

Logo

Correct Usage

On Solid Backgrounds

1.1 The logo should be used on a white background for maximum impact and clarity.

1.2 When this is impossible, choose background colors that provide sufficient contrast with the logo.

1.1

1.2

Logo

Correct Usage

On Image Backgrounds

2.1 Place the logo on clear backgrounds.

2.2 Use the white logo on dark photos that provide sufficient contrast for all logo components. We recommend applying a 60-80% black tone to the entire image to make the white logo visible. There may be some exceptions to the rule; please feel free to reach out to our dedicated marketing team at: marketing@ionexenergy.com.
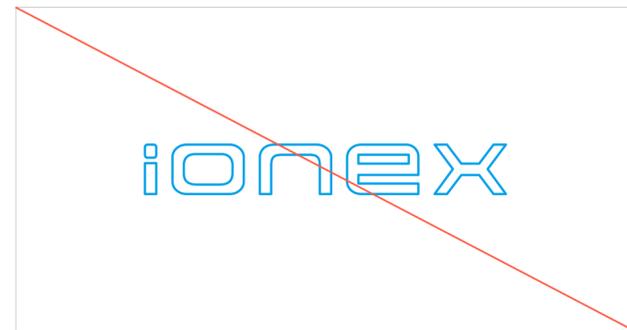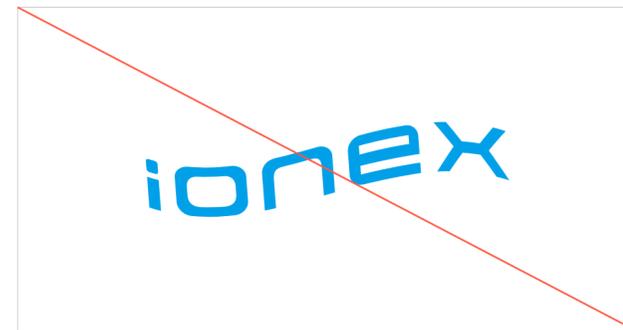

2.1

2.2

Logo
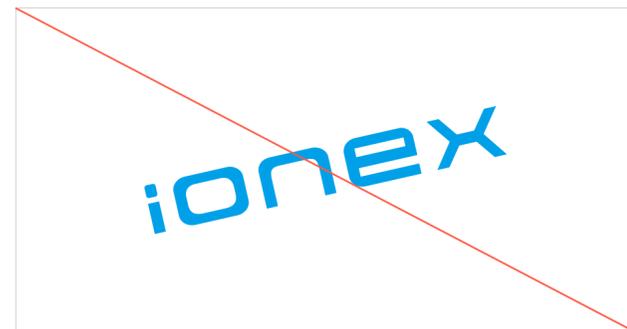
Inappropriate Usage

Do not outline the stroke

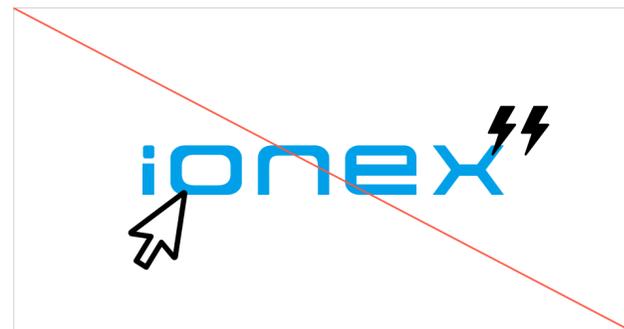Do not alter the colors or add gradients
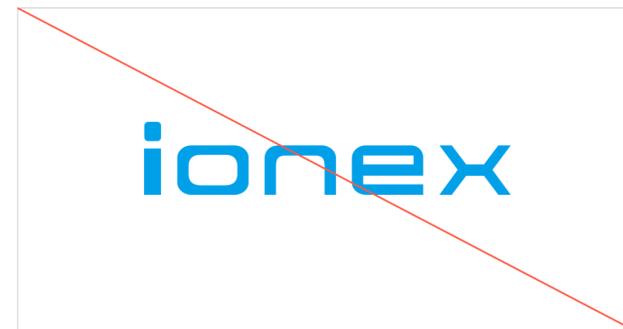
Do not rotate or distort

Do not add effects like drop shadows

Don't position the logo at an angle

Do not add elements to the Ionex logo

Do not change the size of the elements

Do not use the logo in a phrase

Color

Primary Colors

The lead color is used on the brandmark and should always be the first point of reference when making choices for color usage.

The lead color is **Ionex Blue**, representing the clarity and optimism of an open sky. We invite everyone to see a future of endless possibilities inspired by the healing breath of a clean breeze and an infinite horizon.

Ionex Blue

PANTONE Process Cyan C
C100 M0 Y0 K0
R0 G160 B233
#00A0E9

C0 M0 Y0 K100
R35 G24 B21
#231815

C0 M0 Y0 K0
R255 G255 B255
#FFFFFF

Color

Secondary Colors

To match the bright and bold future we are creating with our partners and riders, Ionex has selected a secondary color palette inspired by nature and energy. Our palette is built around Ionex Blue. Secondary colors should never overpower the lead color but should only be used to complement and highlight. The supporting palette of cool and warm colors represents the rich hues of energy flowing through a sustainable, electrified city filled with movement and life.

Together, they celebrate the sustainable lifestyle, freedom, and adventure we want Ionex riders to feel speeding down the road on their fully electric motorcycle.

PANTONE Green 0921 U
C51 M0 Y31 K0
R120 G230 B208
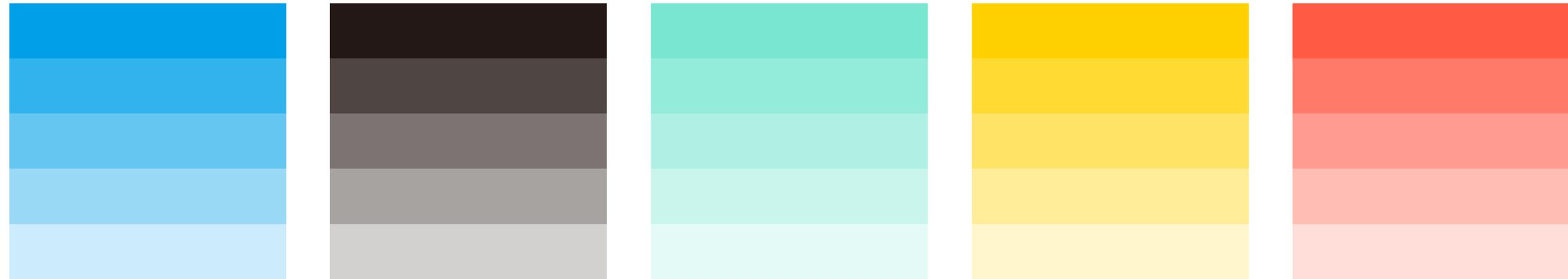#78E6D0

PANTONE 109 C
C4 M23 Y89 K0
R255 G209 B0
#FFD100

C0 M78 Y68 K0
R255 G90 B68
#FF5A44

Color

Alternative Color Palette

Our color palette may also be expanded using tints of the base and secondary colors.

Depending on the purpose of the marketing collaterals, tints of corporate colors can be used for headers, backgrounds, and so on.

Typography

English Typeface

The English language corporate typeface chosen for Ionex Energy is the **Arial** Font Family.

All print and digital assets with English copy should use the corporate typeface.

Arial

Bold

Going Electric Made Easy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Regular

Going Electric Made Easy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Typography

Chinese Typeface

The Chinese language corporate typeface chosen for Ionex is the **Noto Sans Traditional Chinese** Font Family.

All print and digital assets with Chiense Characters should use the corporate typeface.

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思源黑體

Bold

新移動 新體驗 新生活

壹貳參肆伍陸柒捌玖拾

Regular

新移動 新體驗 新生活

壹貳參肆伍陸柒捌玖拾

Imagery

Photograph / Videography

Ionex Energy photography/videography should communicate the solution's usability and the sustainable lifestyle we are promoting. Photography/Videography includes product images/videos, usage scenarios, and scenarios with models/actors. Colors and saturation should be aligned with our color palette or complementary.

Models should not be posing or standing still but in consent action or showing movement. Focus on empathizing how the solution works best, including riding, swapping, App interactions, and OS interactions. We want to show a variety of demographics, including ages, body shapes, sexual orientations, and color. The closer to 'real-life' visual and a larger emotional range, the better the image/video.

Our main audience for all marketing materials is B-to-B, including business fleets for delivery, service providers, patrol/police, and tourists/renters (short-term and long-term). General day-to-day users such as office workers or city commuters can be used to show the overall solution to the mass market (B-to-C), but a focus on the B-to-B audience is more reflective of our main business model.

Photos/Videos should emphasize the 'humanity' behind the solution and products, showcasing the user experience and simplicity of the technology. Easy-of-use (no scanning, passwords, unnecessary steps, etc.), enriched daily/work life, and the eco-friendliness aspect of the solution should be brought forward.

Imagery

Photograph / Videography

Imagery

Marketing and Sales Assets

Ionex Energy has an array of ready-made marketing and sales assets available, including brochures, technical documents, social posts, etc. These assets are designed to streamline your creative endeavors, provide references, and are already aligned with the Ionex Energy brand.

Note: For approval and access to our photo/video bank and pre-designed marketing/sales assets, kindly contact us at marketing@ionexenergy.com.

Should you require any further assistance or have questions regarding our accessible resources, please don't hesitate to contact our marketing team at marketing@ionexenergy.com.
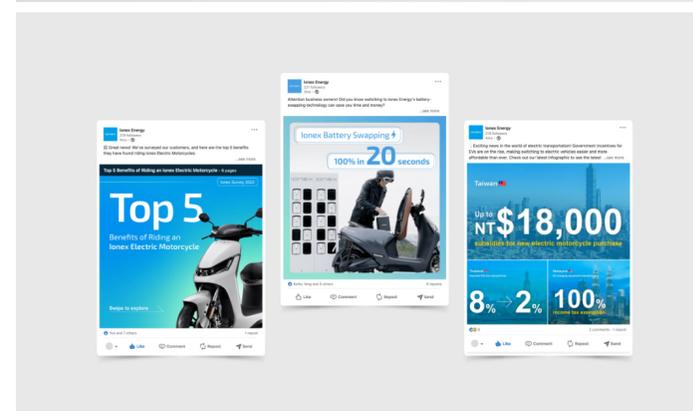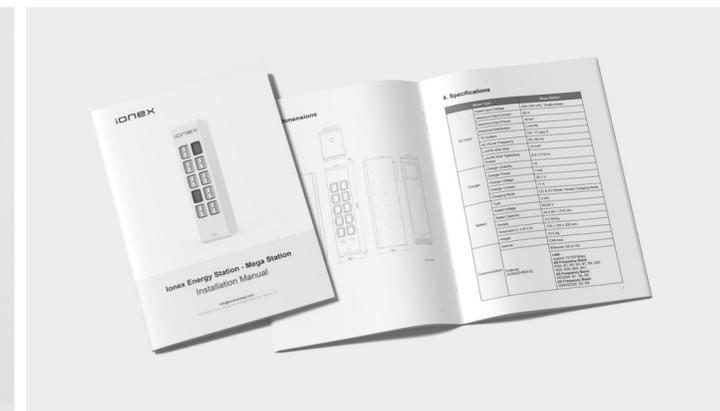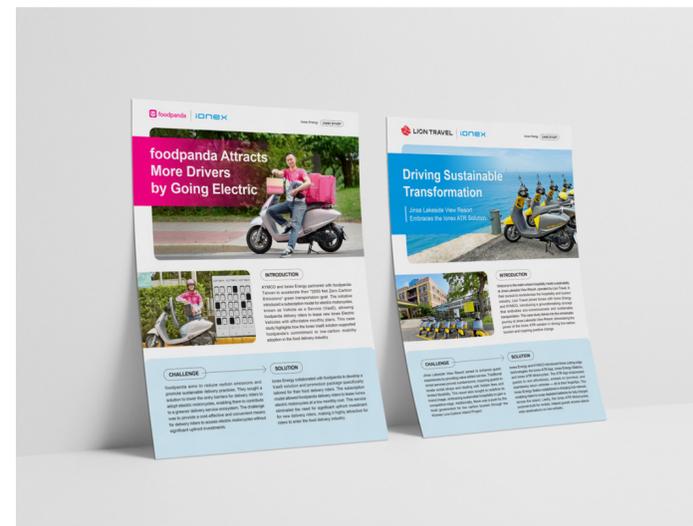
Approval and Copyright Information

We place significant value on the integrity and consistency of the Ionex Energy brand. As such, any and all official utilization and incorporation of Ionex Energy brand elements, including trademarks, copyrights, images, videos, and other assets, are subject to a mandatory review and approval process.

To ensure alignment with our brand's identity and messaging, please submit all proposed applications of Ionex Energy brand materials for a thorough review. This step guarantees our brand's accurate representation but also safeguards its legal rights and distinctive qualities.

For approval and inquiries regarding the use of Ionex Energy branded materials, including but not limited to email signatures, marketing collateral, and promotional materials, kindly contact our dedicated marketing team at: marketing@ionexenergy.com or info@ionexenergy.com.

Please note that any unauthorized use or replication of Ionex Energy branded and copyrighted assets is strictly prohibited and may lead to legal action. We appreciate your commitment to upholding the essence and authenticity of the Ionex Energy brand.

Thank you for your cooperation and respect for our brand's identity and copyrights.

– Ionex Marketing Team

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