## Logo

The AEM EV logo, pictured below, is our primary logo and it should only be used with white or non-duotoned backgrounds. The text below the logo (Performance EV Control Solutions) should be white or black depending on the background, for proper contrast. For stylized usage (apparel, social media posts, vehicle livery, etc.), this text does not need to be included with the primary logo. If you are unsure, please contact marketing@aemev.com.



- It's highly important that the appearance of our logo remains consistent. Our logo should not be modified or added to in any way shape or form. No attempt should be made to alter the logo's orientation, colour and composition should remain as displayed in this style guide. There are no exceptions.

- When the gradient in our logo conflicts with a design, a version of the logo with a solid red color in the "EV" is acceptable (pictured to the left).

## Exclusion Zone

Our logo's exclusion zone is equal to the full heigh of the AEM logo itself (marked X in the diagram below).
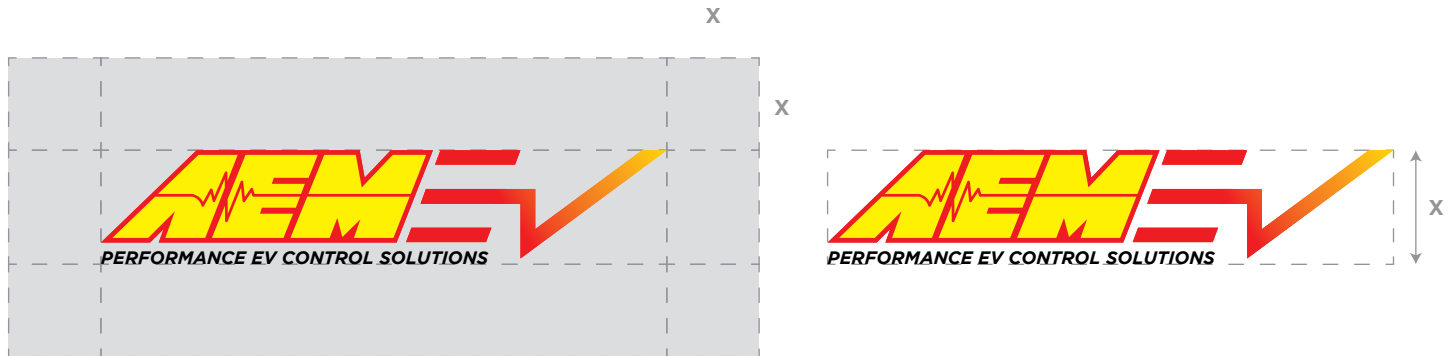


## Typeface

We have a long standing partnership with Gotham, the typeface. Gotham is the only set of fonts that should be used. Primarily adhering to; Gotham light, bold and black.
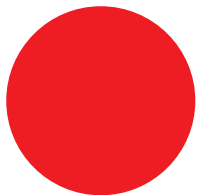
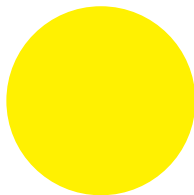GOTHAM LIGHT        **GOTHAM BOLD**        **GOTHAM BLACK**

## Our Primary Colors

AEM has always been red and yellow so it's only right that AEM EV is consistent. While red and yellow are bright powerful colors, they should be avoided with use in type.
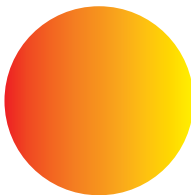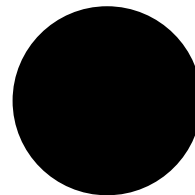


| Primary red | Primary yellow | Primary gradient | Black | White |
|---|---|---|---|---|
| #E30613 | #FFED00 | Primary red to | #000000 | #FFFFFF |
| 0 100 100 0 | 0 0 100 0 | primary yellow | 100 100 100 100 | 0 0 0 0 |
| 227 6 19 | 255 237 0 | | 0 0 0 | 255 255 255 |

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