

Brand Guidelines



Updated February 2019

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I. Logo

PRIMARY USES

PRIMARY LOGOS



FULL COLOR

This is the standard BioLite logo and will be used for most applications.

USAGE:

- Digital
- Print
- Environmental



1 COLOR

A 1-color logo in black or white reverse may be used only when color is restricted by the print medium.

USAGE:

- Textiles
- Shippers & Master Cartons
- Product Design

LIMITED USE LOGOS

NOTE: Usage of logos in this section requires approval from the BioLite Design team. See [page 14](#) for approval process.



FLAME ICON

The icon minus the wordmark should only be used when there are extreme space constraints or in lifestyle applications.

USAGE:

- Social Media Avatars
- Application Icons
- Apparel & Merchandise



STACKED LOGO

The stacked logo may be used when the available space is in an extremely vertical orientation.

USAGE:

- Product Design
- Digital Banner Ads



Download logo assets at [BioLiteEnergy.com/Brand](https://www.BioLiteEnergy.com/Brand)

I. Logo

SIZING & RESTRICTIONS

LOGO CLEAR SPACE REQUIREMENT

Always ensure that the BioLite logo has adequate space to breathe.
TIP: Use the height on the BioLite “e” as a guide to the proper clearspace



MINIMUM LOGO SIZE

To ensure proper readability, the BioLite logo should **NEVER** appear at heights smaller than those specified below

0.75 inches
19 mm
35 pixels



DEPRECATED & PROHIBITED USES



NEVER use in a solid color other than white or black



NEVER rotate the logo



NEVER distort or stretch the logo



DEPRECATED - logo with tagline is no longer permitted

II. Typography

FONT FAMILIES

BioLite uses two primary font families - Din Next Pro and Open Sans.

Din Next Pro is a modern typeface that has a future-facing feel without being a gimmick. The monoline form and subtle rounds complement BioLite's industrial design aesthetic and iconography. The primary use for Din Next Pro is in headlines and product names. This font should not be used in long-form copy and should only be used in one of two weights - Bold and Light.

Open Sans, is an open-source, humanist sans-serif typeface. Its friendly form and multiple weights make it a desirable choice for both print and web applications. The primary use for Open Sans paragraph and multi-line text. The variety of weights can also be combined with Din Next Pro to create stylized headlines and graphic treatments.



Download fonts at [BioLiteEnergy.com/Brand](https://www.bioliteenergy.com/brand)

**MAJOR HEADLINES
PRODUCT NAMES
DIAGRAM LABELS**

Din Next Pro Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

SUBHEADLINES

Din Next Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

PARAGRAPH TEXT

Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

EMPHASIS IN LONG-FORM COPY

Open Sans Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

II. Typography

STYLE & CASING

CASING AND STYLE

Proper names within the BioLite ecosystem should use “Pascal Casing” - meaning compound words are joined together and capitalized.

The “B” and “L” should always be capitalized

BioLite
⋮ ⋮

Similarly, BioLite product names should always use this casing convention.

CampStove
⋮ ⋮

FirePit
⋮ ⋮

SolarHome 620
⋮ ⋮

TYPOGRAPHY HIERARCHY EXAMPLE

BioLite HeadLamp 330 | *Din Next Pro Bold*
No-Bounce Rechargeable Head Light | *Din Next Pro Light*

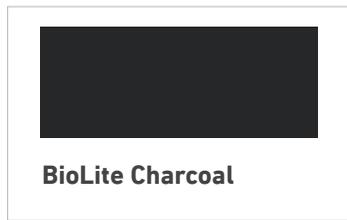
Experience top-tier performance with a fit unlike any headlamp you’ve experienced thanks to our proprietary 3D SlimFit Construction. With a front profile of only 9mm and weighing only 69g, the headlamp sits flush on the forehead without worry of bounce or slippage. Moisture-wicking fabric keeps you cool and dry for any activity and the rechargeable battery means you can leave the alkalines behind.

..... *Open Sans Light*

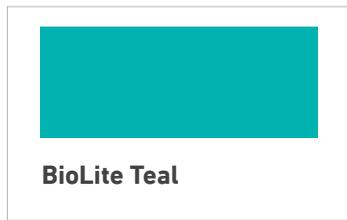
III. Colors

PRIMARY PALETTE

Most BioLite communications will use some combination of the two colors in our primary palette. Note that screen tints or opacities are only permitted when using BioLite Charcoal.



PMS 426
R: 37 G: 39 B: 40
C: 73 M: 66 Y: 62 K: 67
Hex #252728



PMS 326
R: 0 G: 178 B: 176
C: 85 M: 0 Y: 38 K: 0
Hex #00B2B0

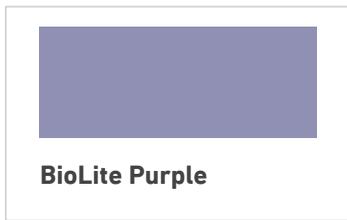
SECONDARY PALETTE

Colors from the secondary palette should be used on a limited basis when color is helpful to distinguish between BioLite product verticals (Cooking, Charging, & Lighting) or business verticals (Outdoor Recreation & Emerging Markets).

NOTE: Usage of colors in this section requires approval from the BioLite Design team. See [page 14](#) for approval process.



PMS 130
R: 253 G: 184 B: 19
#FDB813
C: 0 M: 30 Y: 100 K: 0



PMS 7675 C
R: 142 G: 143 B: 180
#8E8FB4
C: 47 M: 41 Y: 13 K: 0



PMS 718 C
R: 193 G: 80 B: 39
#C15027
C: 18 M: 81 Y: 100 K: 7

USAGE:

- Packaging background
- Headline and body copy
- Icons
- Strokes on product illustrations

- Callouts & attention grabbers
- Headlines
- Background on product titles
- Calls-to-action

- Charging Designation

- Lighting Designation

- Cooking Designation
- Emerging Markets Designation

IV. Voice & Tone

Refer to the prepared statements below as a guide for matching BioLite's voice and tone across various communication mediums.

TAGLINES & SHORT SUMMARIES

Useful for signage or digital display graphics for a concise brand summary.

“ Gear to Cook, Charge, and Light
Your Life Outside and Off-Grid

BRAND SUMMARY

Currently written as “we,” may be edited into a 3rd person perspective, but further editing is restricted.

“ BioLite is on a mission to bring Energy Everywhere with revolutionary products that transform the way we cook, charge, and light our lives off the grid. A team of engineers, designers, operators, and adventurers, we believe that advanced technologies paired with sustainable business practices have the power to change the world. Our business model called Parallel Innovation pairs the needs of families living in energy poverty with the passions of outdoor enthusiasts, driving solutions that push the energy boundaries of life outdoors and on-the-go. BioLite is a proudly Carbon Neutral company.

CONSUMER-FACING MISSION CONNECTION

To be used when looking for a concise description of how a consumer's purchase gives back.

“ **Impact in Every Purchase:** A portion of every sale is reinvested into BioLite's work bringing safe, clean energy access to off-grid families across sub-Saharan Africa.

PRODUCT DESCRIPTIONS

Below is a sample product description consisting of name, short summary, long summary, and bullet point feature list. These can be used in any combination depending on the medium and space restrictions.

“ **BioLite HeadLamp 330**
No-Bounce Rechargeable Head Light

Experience top-tier performance with a fit unlike any headlamp you've experienced thanks to our proprietary 3D SlimFit Construction. With a front profile of only 9mm and weighing only 69g, the headlamp sits flush on the forehead without worry of bounce or slippage. Moisture-wicking fabric keeps you cool and dry for any activity and the rechargeable battery means you can leave the alkalines behind.

 **Download product descriptions for all BioLite products at [BioLiteEnergy.com/Brand](https://www.BioLiteEnergy.com/Brand)**

V. Photography

THIS NOT THAT

DO THIS



Warm

Color temperature of the scene should be slightly on the warm side. Style works well in scenes with fire and light.



Soft Saturation

Whether is the unexpected orange powerpack or the sun reflecting off the bright blue KettlePot, pops of vibrant color are part of the BioLite brand. Amplify these with a slight bump in saturation.



Communal & Social

Small groups (2-5) encourage laughter, happiness, and fun. Capture this by encouraging conversation and a tight group dynamic.



Authentic

The components of a scene should feel very candid. Setup products in configurations that very natural. Don't be afraid to accessorize with complementary products but keep it under control so the scene doesn't feel busy.

NOT THAT



Cool

Photos with a cooler temperature, less contrast or overly exposed.



HDR

While beautiful, these types of high dynamic range photos can feel staged and unnatural. Keep saturation and contrast levels in check to maintain a more natural look.



Independent, Detached

Be aspirational without being extreme. BioLite products pair performance design with practical, wide-reaching use cases.



Forced

Avoid perching products that are charging in ways that feel unnatural or including products in configurations that wouldn't normally be used.

V. Photography

COMPOSITION AND STAGING

WEIGHTING

About 75% of shots should be heavily weighted to one side of the frame. This allows text to be placed over the image and keeps the photo feeling open and airy.



COMPOSITION

About 50% of shots should be a heavily orthographic, 2d composition. Products should be oriented distinctly with one side facing the camera. This is a great opportunity for overhead shots too.



TIME OF DAY

Dusk and dawn. We're looking for warm lights and cool nights - that magical golden hour when the sky is a deep blue but there's still enough light to see glimmers of product detail. Daytime is great for arrival, hiking and setup shots.



MODELS & SETTING

Outfit models with gear appropriate for the setting. Choose neutral colors when possible to keep the focus on BioLite and the environment. Don't be afraid to accessorize with complementary products but keep it under control so the scene doesn't feel busy. Choose destinations that are aspirational and invoke wonder.

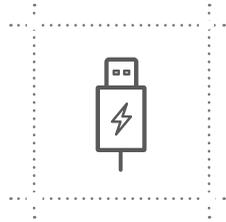


VI. Iconography

CONSTRUCTION



BioLite icons are designed with 2 different stroke weights - thicker strokes for outlines and thinner strokes for details.



Icons are designed to fit within a square. When placing icons, be sure to leave appropriate clearance as shown.



Icons should only appear in BioLite Charcoal or white reverse.

USAGE

Icons are intended to supplement written descriptions, providing clarity and quicker recognition. Thus icons should always be used in conjunction with written descriptions. Always maintain an appropriate size relationship between icons and their description. Icons should appear visually smaller than its accompanying block of text.



Fit For Any Adventure

A near weightless feel makes HeadLamp a perfect companion for camping, running, or the next power outage.

example icon + text lockup

AVAILABLE ICONS

BioLite icons are designed to accompany specific messaging and product benefits. Below is a sampling of the available icons and their usage.

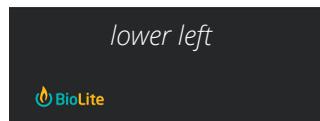
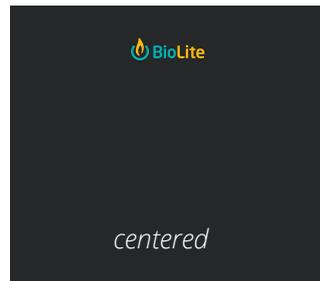
 2 USB	<p>MEANING: Charges two devices via USB output USE WITH PRODUCT(S): BaseLantern, BaseLantern XL, Charge 40</p>
 BASELANTERN	<p>MEANING: Basic BaseLantern Shape USE WITH PRODUCT(S): BaseLantern, BaseLantern XL, NanoGrid</p>
 BATTERY	<p>MEANING: Product has a rechargeable battery USE WITH PRODUCT(S): BaseCamp, BaseLantern, BaseLantern XL, CampStove 2, Charge Series, FirePit, PowerLight Mini, PowerLight, SunLight, SolarPanel 5+, SolarPanel 10+, SolarHome 620</p>
 BIKE	<p>MEANING: For use with biking or contains a bike mount USE WITH PRODUCT(S): HeadLamp 330, PowerLight Mini</p>
 BIKE MOUNT	<p>MEANING: Bike mount included USE WITH PRODUCT(S): PowerLight Mini</p>
 BLUETOOTH	<p>MEANING: Product contains Bluetooth USE WITH PRODUCT(S): BaseLantern, BaseLantern XL, FirePit</p>
 POWER	<p>MEANING: Product is in Power vertical USE WITH PRODUCT(S): SolarPanel Series, Charge Series</p>

Download all BioLite icons and usage guide at [BioLiteEnergy.com/Brand](https://www.BioLiteEnergy.com/Brand)

VII. Layout & Composition

BEST PRACTICES

The following sections are guidelines for creating layouts that consist of various components within the BioLite brand toolkit.



LOGO POSITION

The BioLite logo should either be weighted to the bottom left or centered within the available space. Centered logo placement is ideal for vertical layouts while bottom left is preferred for horizontal layouts.



GRAPHIC OVERLAYS

A majority of BioLite's lifestyle photography is composed to allow for graphic overlays. This composition draws the eye to the scene's subject and gives space for messaging. Use this negative space sparingly for the BioLite logo, text and icons.



PRODUCT PHOTOGRAPHY

BioLite product photography should be presented on a gray background whenever possible. Use hex value #f3f3f3 for digital environments and PMS 420 at a 4% tint for print. Photography with transparent backgrounds are available for download at [BioLiteEnergy.com/brand](https://www.BioLiteEnergy.com/brand).



COLOR USAGE

Use BioLite Teal sparingly within layouts to draw attention to important concepts. Keep color usage within a single layout to 2 colors: BioLite Teal and BioLite Charcoal.

VII. Layout & Composition

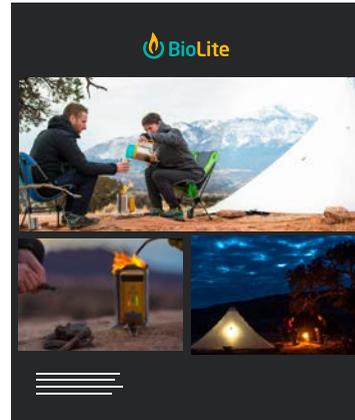
RESTRICTED USES



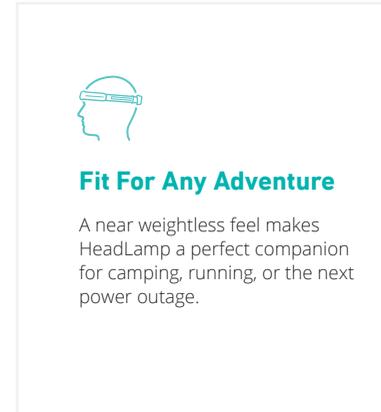
DON'T place product photography on a colored background.



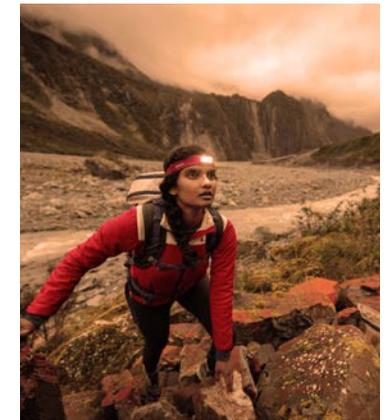
DON'T combine product photos into a single scene unless the combination has been approved by the BioLite Design Team.



DON'T overcrowd layouts with multiple photos. Focus on a single strong visual and leave adequate space for messaging.



DON'T use BioLite iconography in any color other than BioLite Charcoal or white reverse.



DON'T Photoshop images or edit videos (subtitles or translations are acceptable).

VIII. Assets & Support

BRAND ASSETS

All of the assets outlined in this document are available to download via Dropbox. Looking for something not listed below? Send an email to the BioLite Brand Team at brand@bioliteenergy.com.

Asset folders include the following:

- Product Photos
- Lifestyle Photos
- Product Videos
- Sales Sheets
- Instruction Manuals
- Logo Files
- Fonts
- Iconography



 [BioLiteEnergy.com/Brand](https://www.bioliteenergy.com/Brand)

APPROVAL PROCESS

For treatments requiring approval or not explicitly outlined in this document, follow the steps below:

- Send an email to brand@bioliteenergy.com with the following:
 - A brief contain containing the purpose and medium of the asset(s)
 - A mockup of the treatment
 - A deadline for completion
- Please allow up to 2 business days for a response.

SUPPORT

If you are a BioLite dealer and need additional support with our brand asset guidelines, please reach out to us at dealerservices@bioliteenergy.com.



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