

Brand Style Guidelines

www.base-batterypassport.com

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02 About the Project

The main goal of Battery Passport for Resilient Supply Chain and Implementation of Circular Economy (BASE) project is to develop, validate and implement a working Digital Battery Passport (DBP) service, as mandated by the "EU Regulation", by exploiting the collected data via number of constantly evolving tools and methods, to ensure transparent, secure, and cost- efficient platform operation, by also catalysing the growth of circular businesses. The BASE will develop transparent methodologies to calculate battery performance & ESGE indicators. The project will ensure traceability at Critical Raw Materials (CRM) level through the entire battery value chain. In the physical domain this will be achieved through the mass balancing approach. For the data management side, exploiting distributed ledger technology, the BASE will ensure built-in data authenticity verification, along the value chain, with no data duplication, avoiding data manipulation, ensuring privacy by design, and promoting data interoperability.

The DBP will provide up-to-date and accurate battery performance indicator data, remaining useful life data, dismantling data, material compositional data, safety data, allowing to increase the useful service life of battery and more efficient recycling, which will increase the resource efficiency, reduce the waste and EU dependency of CRM on 3rd countries.

03 About this Guideline

These guidelines provide the framework for consistent and impactful communication for the BASE project. By following these standards, we ensure clarity and recognition among stakeholders, the public, and funding bodies. This document details logo usage, communication templates, and necessary disclaimers, all aligned with EU requirements, to effectively represent the project and its goals.

04 The LOGO





With tagline Without tagline

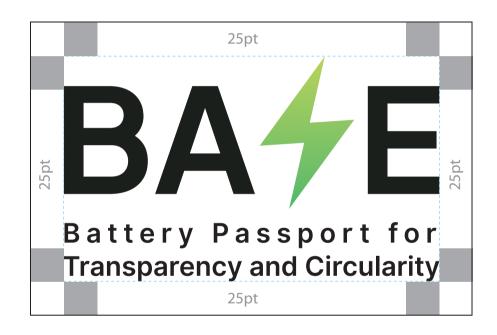
05 Our identity (spelling)

The correct spelling of the project is BASE. In this format, all letters are uppercase. This distinct combination is essential for maintaining the brand identity and recognition of the project. The following spellings (not limited) are considered incorrect and must be avoided.

Base base BaSe

06 Safe Zone

While placing any other brand or project's logo next to BASE logo, the minimum distance should be maintained as outlined.



07 Lock-ups Partnership & Product

Aligning partnership logos should follow clear space rules. The separating line between logos can be created either by the vertical line glyph in the Dosis font at the same size as the logo. Spacing and alignment guidance for aligning product names with the logo.



08 Primary & Secondary Colours

The primary colour code for branding the BASE project is #51b76a, which should be predominantly used across all the project materials. For accents, secondary actions, and to support the entire colour scheme of BASE, #fcda4b can be used as a secondary colour.



09 Logo Colour Variation

This section outlines the correct colour format for BASE, detailing the official colours to be used in all branding and presentation materials.







Note: For print, tagline (Battery Passport for Transparency and Circularity) will be Block color (C - 0, M - 0, Y - 0, K - 100).

10 Logo Mono Colour

This section exemplifies how the BASE logo should be used across various shades, tints, and tones.







11 Logo Misuse

Any use of the BASE logo that deviates from the specified guidelines outlined in this guidelines will be considered a misuse of the BASE logo, this includes (not limited to)

Using non corporative colours



X Use any other colour combination.



X Applying different color styles



X Add drop shadows



X Transforming width/height non proportionally

BA4E

Battery Passport for Transparency and Circularity

BA+E

Battery Passport for Transparency and Circularity

BATE

Battery Passport for Transparency and Circularity

12 Logo Placement

Guidelines on the appropriate placement of the EU emblem alongside the funding statement in all materials of the BASE project.









13 Primary Typography

The following fonts and typography guidelines should be used in various contexts for the BASE project to ensure a consistent and professional brand representation.

Font: Plus Jakarta Sans

 Aa0 Bb1 Cc2 Dd3 Ff4 Gg5
 Aa0 Bb1 Cc2 Dd3 Ff4 Gg5
 Aa0 Bb1 Cc2 Dd3 Ff4 Gg5

 Aa0 Bb1 Cc2 Dd3 Ff4 Gg5
 Aa0 Bb1 Cc2 Dd3 Ff4 Gg5

Aa0 Bb1 Cc2 Dd3 Ff4 Gg5

Aa0 Bb1 Cc2 Dd3 Ff4 Gg5



AaBbCcDdEeFfGgHhliJjKkLlMmNnOoPpQqRrSs TtUuVvWwXxYyZz 0123456789

14 Boilerplate

The BASE Project boilerplate serves as a consistent introduction for various contexts, providing essential information about the project. It encompasses the who, what, where, when, why, and how of the initiative.

"Battery Passport for Resilient Supply Chain and Implementation of Circular Economy (BASE) aims to address the challenges of a battery supply chain lacking traceability, sustainability, resiliency, and circularity by implementing a Digital Battery Passport (DBP). Hence, the goals of the project are to develop, validate, and implement a working DBP. This project uses distributed ledger technology to ensure data authenticity, privacy, and interoperability, providing accurate data on battery performance indicators, remaining useful life, dismantling, material composition, and safety. The project will demonstrate its applicability through four pilot use cases, funded by the Horizon Europe Framework Programme (HORIZON) Research and Innovation Actions under grant agreement No 101157200."

15 Disclaimers

The following text should be added to the materials (e.g., scientific publications, websites, brochures, videos, etc.) of the BASE project as a disclaimer.

"Funded by the European Union under grant agreement No 101157200. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the Horizon Europe Framework Programme (HORIZON) Research and Innovation Actions. Neither the European Union nor the granting authority can be held responsible for them."