



ChargeNet

BRAND GUIDELINES

“We’re committed to providing and maintaining a world class EV charging network to keep New Zealand charging into the future,”

Steve West, CEO & Founder of ChargeNet



Background

The ChargeNet story began in 2015 as a few enterprising Kiwis with a dream of encouraging people to turn on to electric vehicles. Through a mix of imagination, determination, and some pretty clever software, we're now the largest EV charging network in New Zealand.

Our purpose is to make charging simple and accessible. To us, this means introducing Kiwis to simple charging technology that enables EV drivers to travel the country with confidence and convenience.



Uses of Logo

CORRECT

Secondary



ChargeNet

Primary



Roundel





Uses of Logo

MARGINS

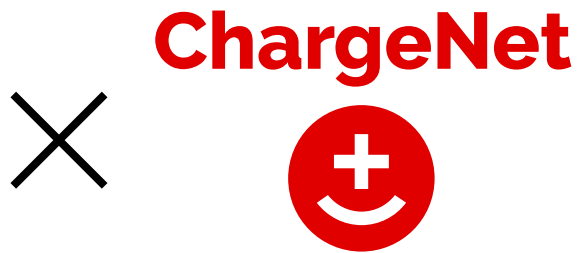


This margin must be respected and applied to all logos.



Uses of Logo

INCORRECT





Uses of Logo

COLOURS

All logos should be used in the primary colour, wherever possible. Always use adequate clear space. Also available in black and white.

[View all](#)

Primary



Secondary

Tertiary





Uses of Logo

COLOURED BACKGROUND

Light Colours



Dark Colours





Uses of Logo

PHOTOGRAPHY



HEX/HTML E10000
RGB 225 0 0
CMYK 5 100 100 1

Colour Palette

The ChargeNet brand uses red and white as its primary colours. Red should generally be present as the hero colour. Dark red and black may be used sparingly where contrast is needed for (e.g. callouts, highlights or buttons).

Our brand uses colours purposefully to communicate. This helps us create visual patterns that can make interacting with our product easier and more predictable.

The core palette is intentionally small in variety so as to not dilute the brand visuals.

HEX/HTML FFFFFFFF
RGB 255 255 255
CMYK 0 0 0 0

HEX/HTML BB0000
RGB 187 0 0
CMYK 18 100 100 10

HEX/HTML EFF0EF
RGB 239 240 239
CMYK 5 3 4 0

HEX/HTML 000000
RGB 0 0 0
CMYK 100 100 100 100



Fonts

PRINT

**USED FOR DISPLAYS
AND HEADERS**

Raleway ExtraBold

UPPERCASE
USED FOR SUBHEADERS,
TITLES, AND CAPTIONS

RALEWAY MEDIUM

Used for paragraphs and
supporting type

Raleway Regular. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

[View Now](#)



Fonts

WEB

62px / 74px **Raleway Bold 700**
#E10000

Heading 1

45px / 54 px **Raleway Bold 700**
#E10000

Heading 2

42px / 54px **Raleway SemiBold 600**
#000000

Heading 3

32px / 44px **Raleway SemiBold 600**
#000000

Heading 4

22px / 34px **Raleway Medium 500**
#000000

Heading 5

22 px / 30px **Raleway Light 300**
#000000

Body



Buttons

WEB



Buttons #E10000

Rollover state #BB0000



ChargeNet

www.charge.net.nz

