

ARGENTUM

intelligent power

VISUAL
IDENTITY
MANUAL

logo

colorized wordmark
+ light background



logo

colorized wordmark
+ dark background



logo

colorized
horizontal logo shape
+ light background



logo

colorized
horizontal logo shape
+ dark background



logo

colorized
centered logo shape
+ light background



ARGENTUM

intelligent power

logo

colorized
centered logo shape
+ dark background



ARGENTUM

intelligent power

logo

monochromatic
horizontal logo shape
+ light background



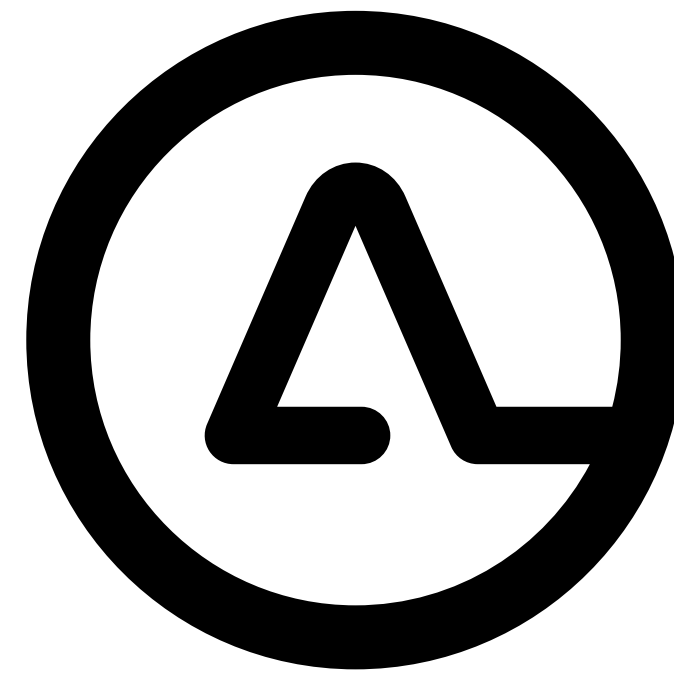
logo

monochromatic
horizontal logo shape
+ dark background



logo

monochromatic
centered logo shape
+ light background



ARGENTUM

intelligent power

logo

monochromatic
centered logo shape
+ dark background



ARGENTUM

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logo

monochromatic wordmark
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logo

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ARGENTUM
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color gamma

solid colors

typography color
& background fill

#ffffff

typography color

#a5afc9

typography color
& key elements fill

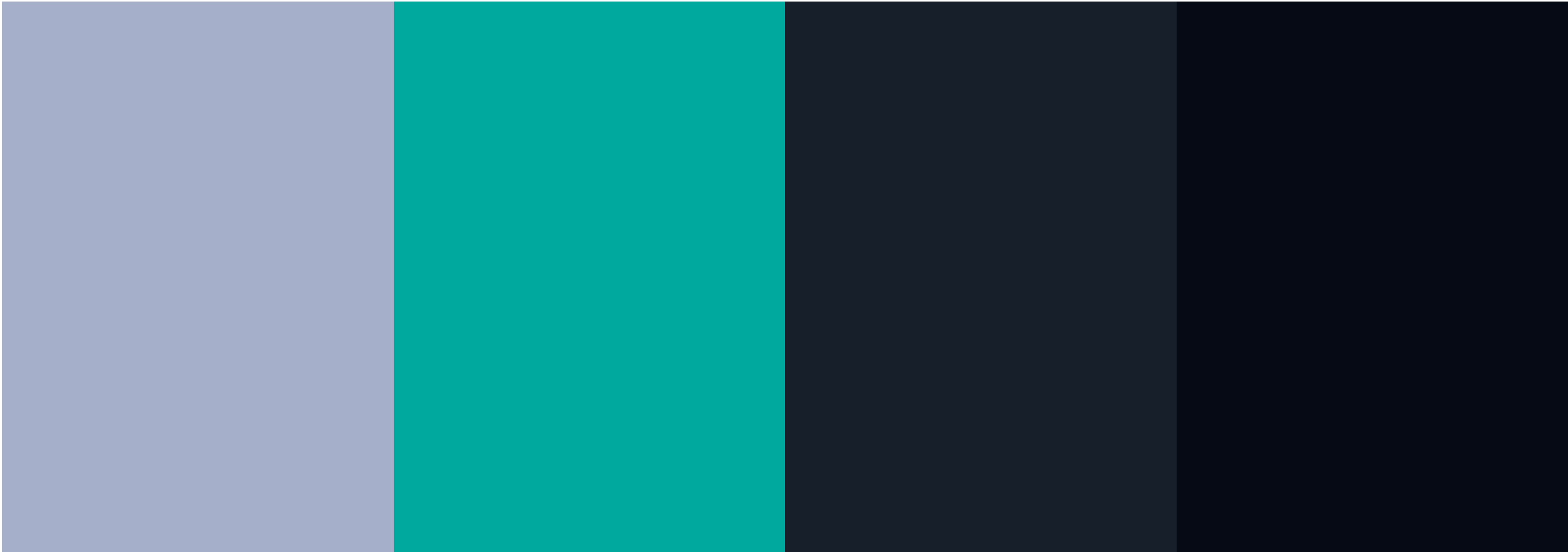
#00a99d

background fill

#171f2b

typography color
& background fill

#060a14



color gamma

gradient ramp
for background use
#22b573 + #29abe2



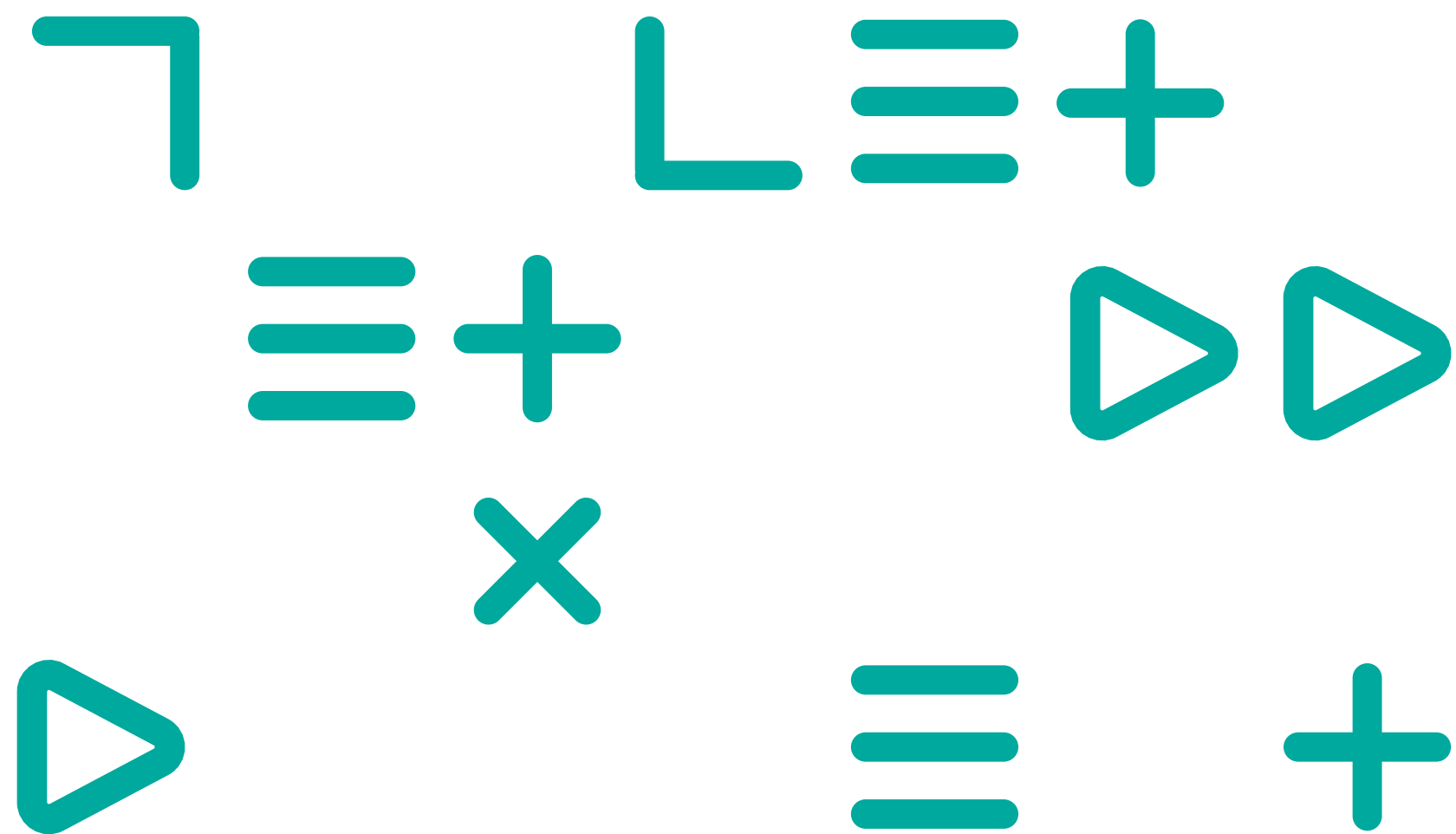
font

Regular Light

Regular Medium

graphical key elements

stylized elements



stylized energy waves visualisations



layouts



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ARGENTUM

Intellectual Property



2

granted
patents

+ Direct current power
distribution systems

+ Transformer-less
electrical isolation

Removing the need for
inefficient AC/DC
conversion

Increasing power factor
100 Watt IEEE 802.3bt

Power over
Ethernet (PoE) compliant



ARGENTUM

Go To Market

Target
Small to
mid size
commercial
buildings

Who
Business
owners,
property
managers,
etc.

How
Low cost
sensor
systems
+ LED
Retrofits

ARGENTUM
intelligent power

www.argenelec.com