BRAND BOOK

MANUAL

EX MACHINA

WEATHER
ON DEMAND

LOGO

SQUARE LAYOUT

SOLID PRINT
WHITE BACKGROUND

WEATHER
ON DEMAND

EX MACHINA

WEATHER

WEATHER
FORECASTING
THE SMART WAY

FORECAST

ENERGY
FORECASTING
THE SMART WAY

LOGO

SQUARE LAYOUT

SOLID PRINT
DARK BACKGROUND

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SQUARE LAYOUT

SOLID PRINT MEDIUM GREY
DARK BACKGROUND

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SQUARE LAYOUT

BASE COLORS
FOR LOW RESOLUTION PRINTING
WHITE BACKGROUND

R=37 G=154 B=224
2599DF

R=196 G=42 B=86
C42A56

WEATHER

FORECAST

LOGO

SQUARE LAYOUT

BASE COLORS
FOR LOW RESOLUTION PRINTING
DARK BACKGROUND

WEATHER

FORECAST

LOGO

HORIZONTAL LAYOUT

BASE COLORS
FOR LOW RESOLUTION PRINTING
ON WHITE BACKGROUND

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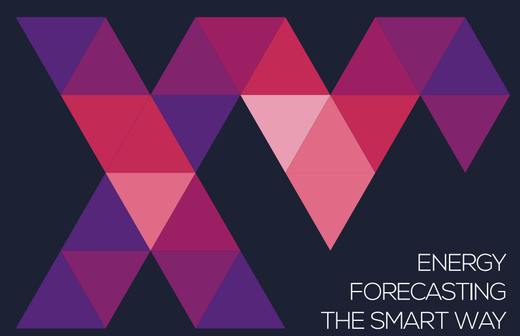
FORECAST



ENERGY
FORECASTING
THE SMART WAY

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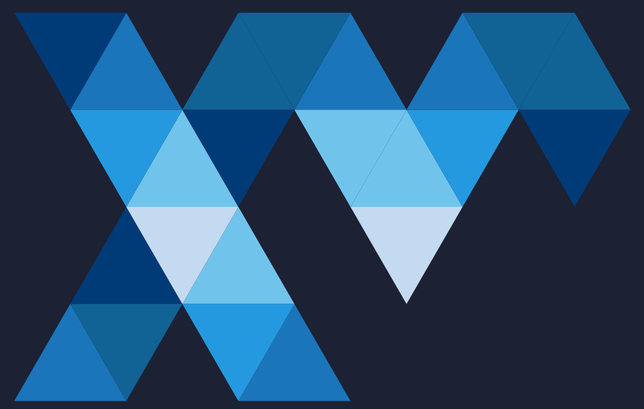

LOGO

HORIZONTAL LAYOUT

FORECAST

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LOGO

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THE SMART WAY

FONT

ENCODE LIGHT, REGULAR, MEDIUM, BOLD

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PATTERN, TEXTURES, MEDIA

USE CASES

EX MACHINA

WEATHER
ON DEMAND

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