



Pytes Brand Essential Guidelines for Pytes Partners





BUILDING AN EXCELLENT PLATFORM OF
CREATING, UNDERTAKING & SHARING,
BY CONTINUOUSLY OPERATING TO BENEFIT SOCIETY.

About this Brand Guideline

This guideline is intended to help you better understand the Brand Identity of Pytes, market and sell Pytes products. By clearly regulating the application of each element of the visual identity system in a comprehensive and holistic manner, it guides you in building a unified and distinctive Pytes brand identity.

This guideline provides a comprehensive specification of the Pytes Brand Identity, including how to use logos, colors, brand fonts and graphics. By using this manual, you will not only strengthen your cohesion with the Pytes brand, but more importantly, you will strengthen your customer relationships and gain your customer's trust easier.

We wish you more opportunities as well as more success with it!

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Pytes

The Pytes logo is designed with the concept of

"Creating, Undertaking & Sharing"

"e" represents electric, emotion, energy,
empower Proceeding from the lithium battery,

Power a Better Life!

Standard Logo

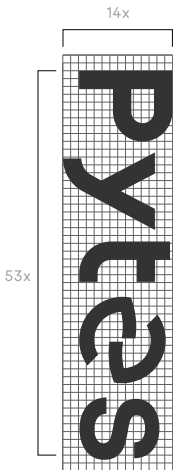
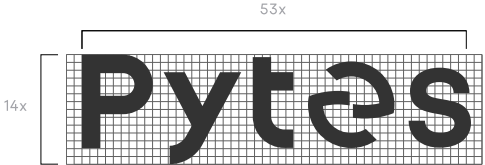
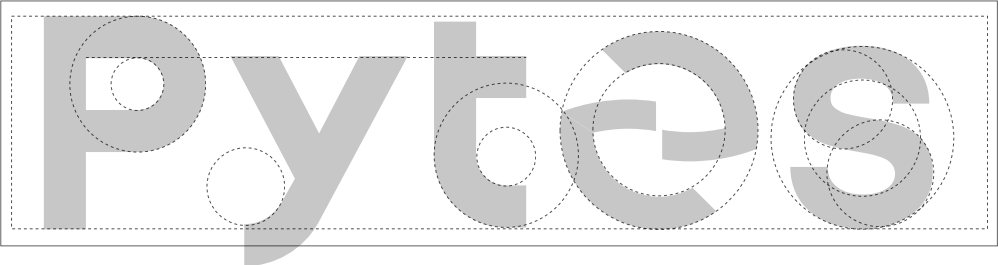
Logo with brand name

Pytes

Logo without brand name



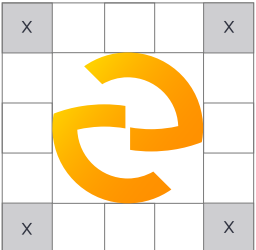
Logo Standardized Mapping



Pytes Minimum height 5mm

X=Half of logo height

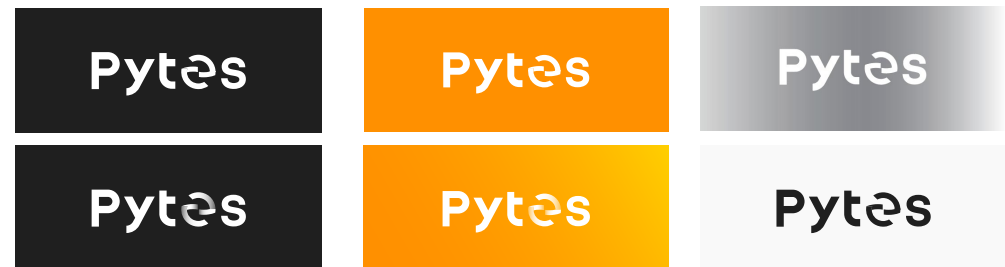
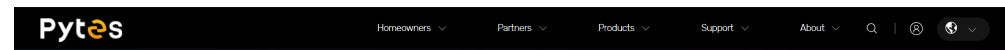
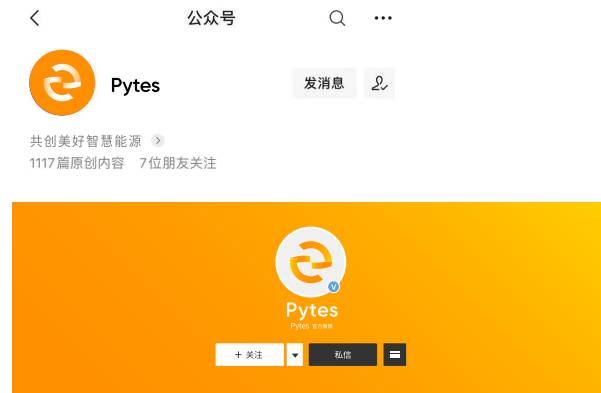
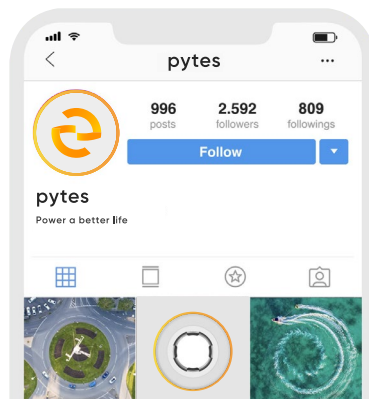
Clearance zone



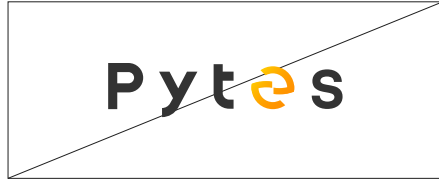
X=1/3 logo height

 Minimum height 5mm

Application



Misapplication



Do not change the letter spacing



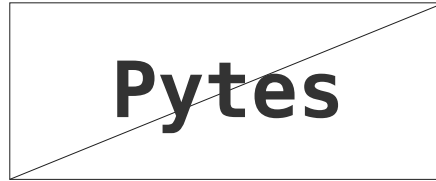
Do not change the color



Do not deform the logo



Do not add special effects to logo



Do not change the font



Do not allow other logos to enter the clearance zone of the logo



Do not change the color ratio



Do not use stereoscopic gradient on a white background



Do not use stereoscopic gradient of auxiliary colors on a white background



Do not use dark gray stereoscopic gradient on a white background

Font

Rany

Power a better life!

Power a better life!

Power a better life!

Power a better life!

Power a better life!

light

Medium

SemiBold

Bold

For large outdoor advertising and large headlines

Rany bold

Power a better life!

For article and ad headlines

Rany midum

Power a better life!

Rany regular

Power a better life!

For article body and notes

Rany light

Power a better life!

Colour

Pytes' color is based on a distinctive, intelligent, technological, and futuristic sense of visual perception, reflecting a professional and steady as well as intelligent and humanistic visual feeling.

Brand Standard Color Value

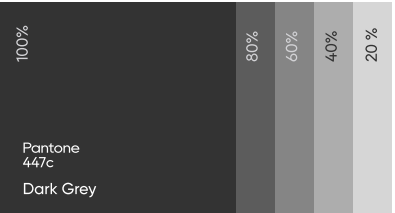
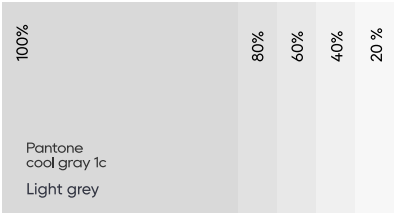
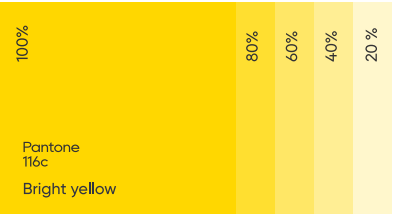
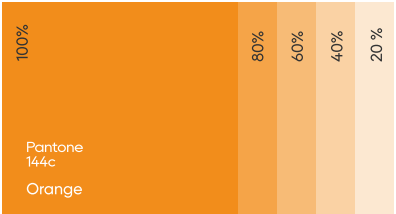
The brand standard color is used as the main color to promote a warm and intimate as well as professional and trustworthy feeling to customers.

Light grey	Pantone cool gray 1c	R:217 G:217 B:217 C :18 M :13 Y:13 K:0 #D9D9D9
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Orange	Pantone 144c	R:255 G:148 B:0 C :0 M :57 Y:100 K:0 #FF9400
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Bright yellow	Pantone 116c	R:255 G:212 B:0 C :2 M :22 Y:100 K:0 #FFD400
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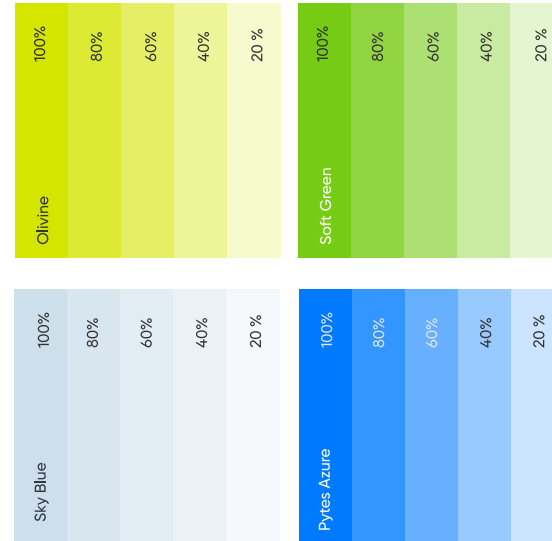
Dark Grey	Pantone 447c	R:51 G:51 B:51 C :79 M :74 Y:71 K:45 #333333
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Auxiliary Color Value

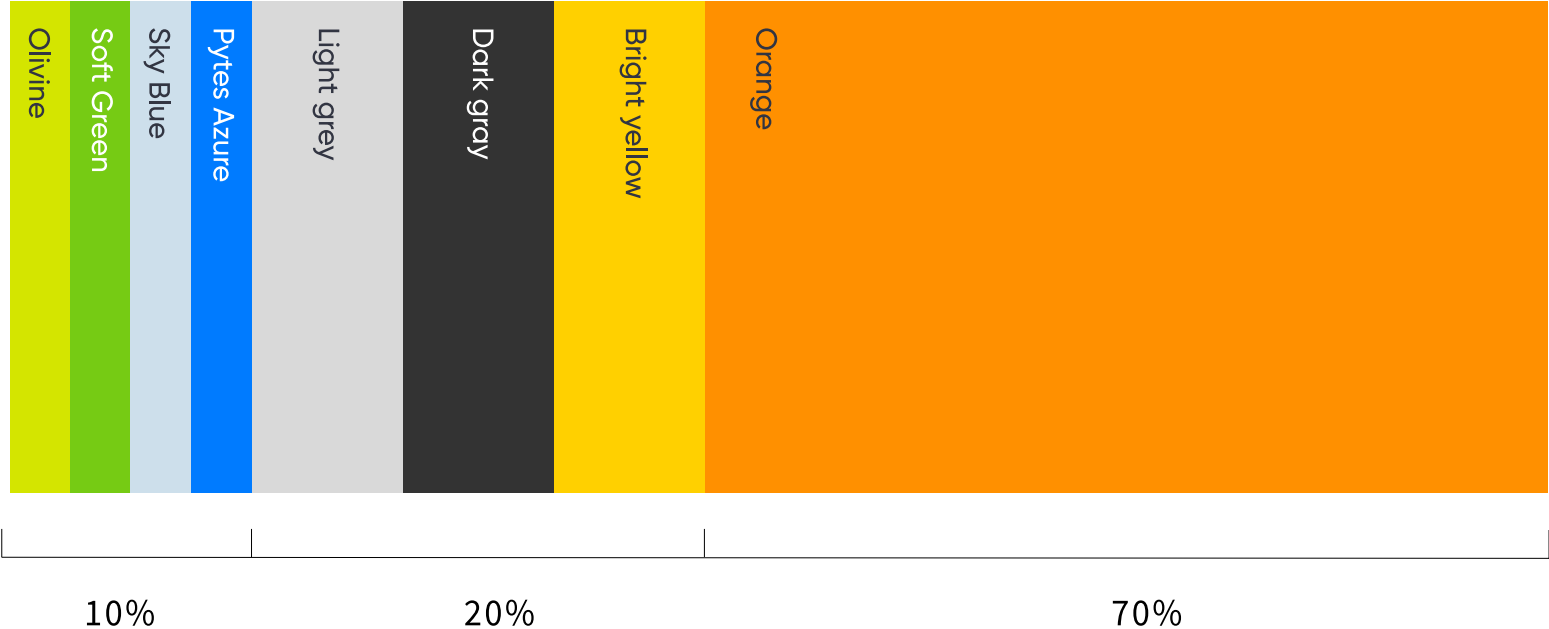
The brand auxiliary color is used as an embellishment to provide rich visual changes and apply to the use of color in different scenes.

Olivine	Pantone 381c	R :208 G :225 B :0 C :31 M :0 Y :100 K :0 #D0E100
Soft Green	Pantone 802c	R :118 G :203 B :20 C :63 M :0 Y :100 K :0 #76CB14
Sky Blue	Pantone 545c	R :205 G :223 B :235 C :26 M :7 Y :6 K :0 #c9e0ec
Pytes Azure	Pantone 2727c	R :0 G :123 B :255 C :84 M :50 Y :0 K :0 #1007aff



Color Usage Ratio

It is integrated to reflect the Pytes' continuous creation of value in the new energy technology industry and the continuous exploration.



Application

It is integrated to reflect the Pytes' continuous creation of value in the new energy technology industry and the continuous exploration.



Misapplication

It is integrated to reflect the Pytes' continuous creation of value in the new energy technology industry and the continuous exploration.



Do not use similar colors
as the base color



Do not use grayscale gradient
color as the base color



Do not use other colors
as the base color



Do not use a large area
of auxiliary color



Do not use uneven
silver stamping color



Do not use white logo when the
background color is light

Auxiliary Symbol

The "e" in Pytes is the point of penetration for creativity, and the unique composition of the "e" extends in all aspects the graphic symbolism of co-sharing, creating, undertaking and progressing together.

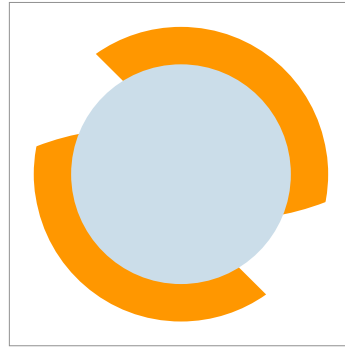
Auxiliary Symbol

It is integrated to reflect the Pytes' continuous creation of value in the new energy technology industry and the continuous exploration.



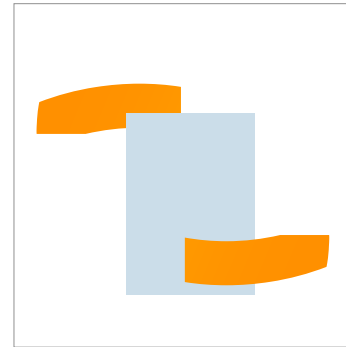
Co-Sharing

Place the target object inside the auxiliary icon



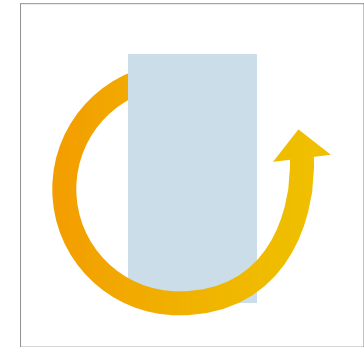
Co-Creating

Place the auxiliary icon in opposition Close to the target object



Undertaking

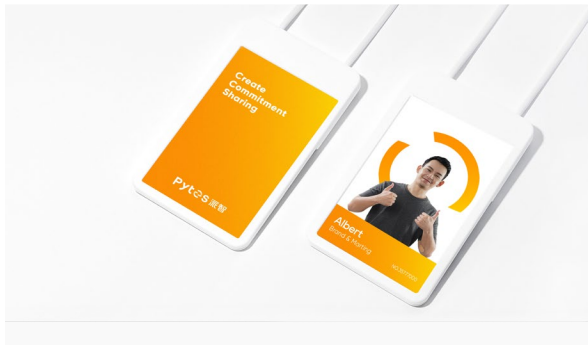
Placing the target object inside a spatially misaligned portion of the auxiliary icon



Co-progressing

Wrap around target object

Application of Auxiliary Symbol



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Pytes

