



SPRING 2026

BRAND GUIDELINES

TERMS OF USE & GUIDANCE

KEY CONCEPTS

SCOPE OF THE GUIDELINES

- 01** Our Brand Name
- 02** Our Logo
- 03** Color Guidance
- 04** Typography
- 05** Photography

OUR BRAND NAME

Why Equisera?

Equisera

Equisera marks a shift. From a single focus to a balanced system. From a moment of innovation to a long-term energy era.

The name Equisera reflects the evolution of our mission. As our technology expanded beyond hydrogen alone, it became clear that a broader, more balanced approach was needed.

Equisera represents this transition. An energy era built on flexibility, multiple outputs and practical decarbonisation at scale.

OUR LOGO

What logo to use when



Whiteout: name & logo

On a dark background, use our full logo which consists of our symbol logo and our name. Clarity is key and our logo must be legible against the background.



Whiteout: name & logo

On an image background, use of our whiteout full logo which consists of our symbol logo and our name is preferred. Clarity is key and our logo must be legible against the background.



Black: name & logo

On an white or light coloured background, use of our black full logo which consists of our symbol logo and our name is preferred. Clarity is key and our logo must be legible against the background.

COLOR GUIDELINES

Principles and usage

Colour principles

Our colour palette is intentionally minimal and confident. The off-black and deep red form the core of the Equisera identity, balancing authority with energy and momentum. Supporting grey and white provide clarity, structure and space, allowing complex ideas to be communicated simply and with impact.

Colour usage

Core colours should be used with intent and restraint, never overpowering content. White space is a defining feature of the Equisera visual language and should be used generously to create clarity and focus. Together, these elements ensure our communications feel modern, considered and confident.

CORE COLOURS

#2B2B2B

#BF0000

SUPPORTING COLOURS

#919294

#FFFFFF

TYPOGRAPHY

Principles and usage

HEADLINES

CEREBRI

BODY COPY

APTOS / Aptos

OPEN SANS / Open sans

Typography principle

Equisera typography is clear, modern and highly legible. It supports complex ideas with confidence and restraint.

Typography usage

Use Cerebri for headlines and emphasis. Use Aptos or Open Sans for body copy and longer-form content. Maintain clear hierarchy and generous white space.

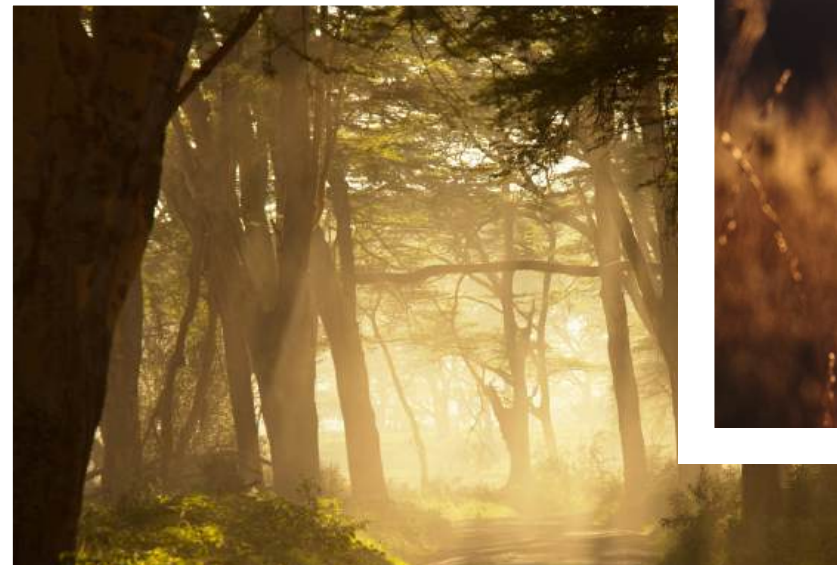
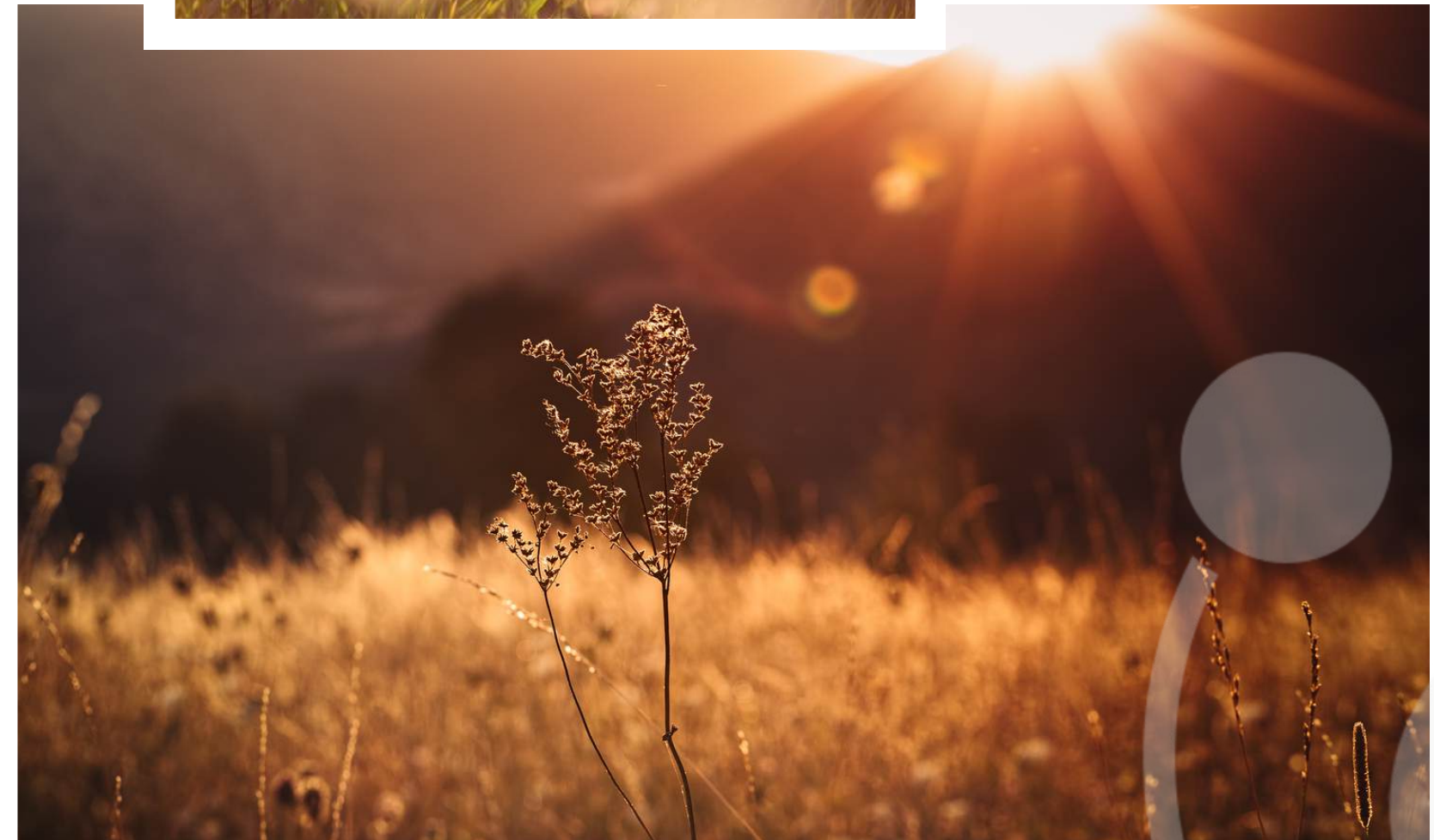
PHOTOGRAPHY

Showing potential and momentum

Photography principle

Our photography is inspired by a new dawn. Natural light and open landscapes reflect clarity, potential and forward momentum, while industrial scenes are framed to feel purposeful rather than heavy.

Together, our imagery shines a light on a sector in transition, revealing what is possible through a more considered approach.



ANY QUESTIONS?

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