



Branding Guidelines

2023

INTRODUCTION

What is a brand?

It's not just the company name, or the logo we put on our products.

Curating a brand is an exercise in thoughtfulness. How do we want people to **feel** when they see our brand? What do we want them to **think** about Voltera? How will they **react** when they hear our name?

It's a gut check.

So, how do we infuse confidence in our brand? Through **consistency**. From logos and brand voice to messaging and graphic elements, it's really important to curate a positive brand experience. The guidelines outlined in this document will show how to do just that.

Have questions about Voltera's brand? Please contact shelley.bulmer@voltera.io.

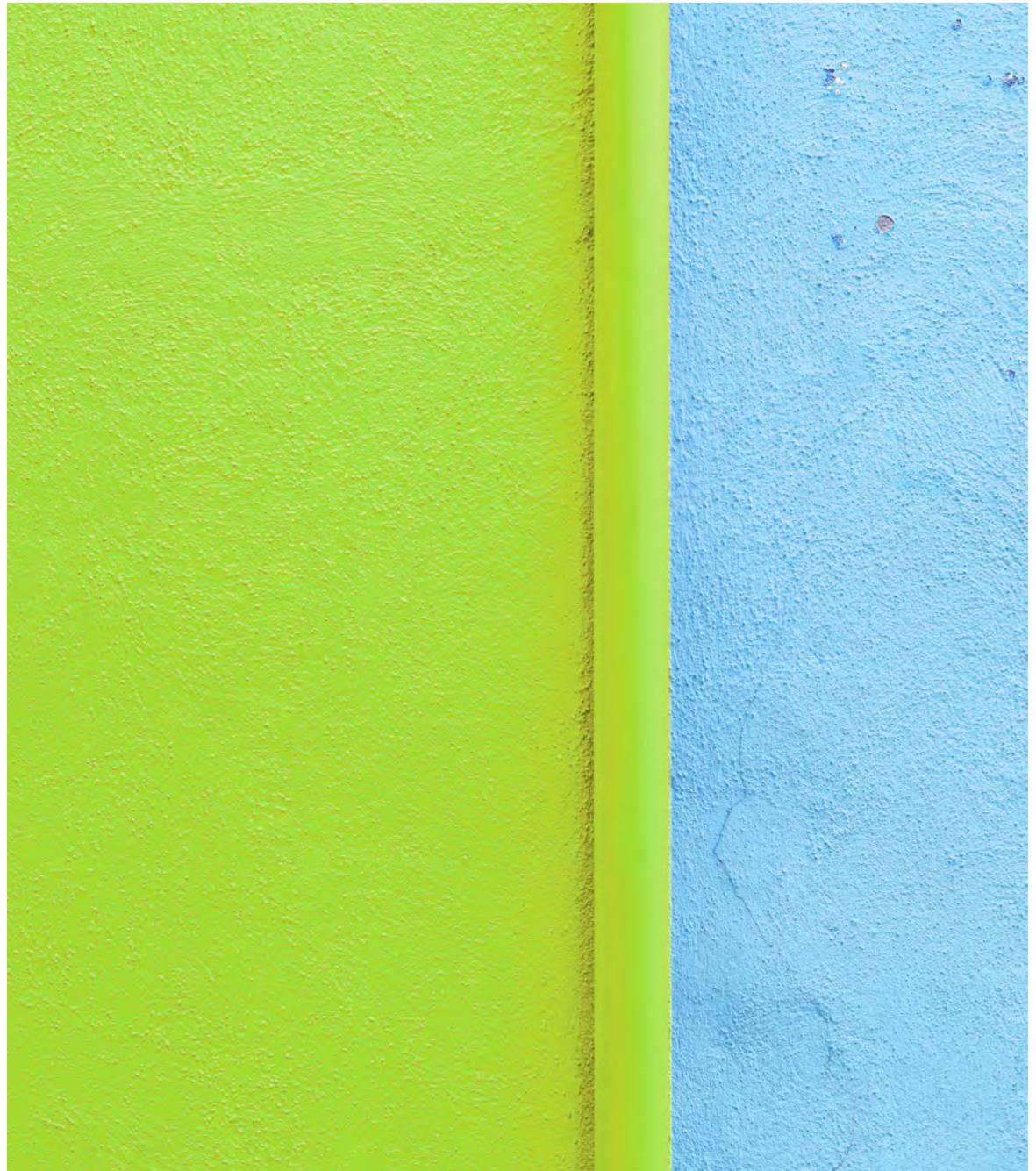


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01

Culture

OUR STORY

Voltera was founded in 2013 by four University of Waterloo engineering students. Building on an idea sparked by their capstone project, Jesus Zozaya, Katarina Ilić, James Pickard, and Alroy Almeida have spent the last decade growing Voltera into the successful and profitable company it is today.

Now a scaling technology company, Voltera is on a mission to drive change in the additive electronics industry. Our benchtop electronics printers enable rapid iteration and spark ideas that will transform the future.

Our first product, the V-One, is a multi-functional PCB printer that enables rapid prototyping of traditional electronics. Released in 2015, the V-One is used as a product development and education tool. It allows users to make changes to their designs on the fly without needing to wait for design specific tooling. It's also a more environmentally friendly option for prototyping PCBs compared to traditional manufacturing methods. Because material is only dispensed where it's needed, you're conserving precious material and eliminating lengthy cleaning processes.



Our second product, NOVA, is a digital manufacturing platform for flexible hybrid electronics that was released in 2022. It's used by research labs and organizations working with additive electronics who want to expand their rapid prototyping capabilities, accelerate their research and development timelines, and unlock new research or revenue opportunities. It is the only platform of its kind built for screen printable materials, meaning it offers users a wider range of materials options while streamlining the transition from lab to production.

Voltera is a Canadian company. We're proud that all of our products are designed, assembled, and shipped from our headquarters in Kitchener, Ontario.

BIG HAIRY AUDACIOUS GOAL (BHAG)

To have our tools involved in every additive electronics project.

OUR WHY

To catalyze innovation by removing the barriers to entry.

OUR VALUES



It takes a village

We should collaborate, be humble, and lean on each other. Ask questions and seek out help. Speak freely with a positive intent — be honest, straightforward and real.



Laser-focused and aligned

We want our employees to set their sights on company targets and feel proud when they hit them. There's nothing more motivating than working on a high functioning team.



WOW the customer

We want to delight and impress our customers with our magic touch in every interaction. Give them something to remember. Understand their needs and work with them to find solutions.



Look for doors, not walls

We want people to share learnings, working to improve themselves and the company. Be curious, learn enthusiastically, and teach others.

02

Brand Standards

BRAND VOICE

Voltera's brand voice is a delicate balance. We are professional, informational, clever, and humble. We don't take ourselves too seriously, but we don't use humor as a crutch.

Our goal is to educate and delight our audience with thought-provoking, easy-to-understand, and forward-thinking content.

Our audience is international, so keep this in mind when writing copy for Voltera. Jokes don't always translate. Neither do "Canadianisms."

Do: "At Voltera, we're engineers, product developers, and materials scientists at our core. We believe in making hardware that's helpful, yet easy to use."

Don't: "At Voltera, we're engineers and sciencey folks at our core. We believe in making building hardware...suck less!"

Do: "The V-One is our original product, first released on Kickstarter in 2015."

Don't: "The V-One is our original product – the OG."

We're experts in our field, but we're not arrogant about it. Make sure you're not too high-level and nebulous.

Keep it conversational. **Communicate using plain language and simple sentence structure, and provide examples when you can.**

Editorial guidelines

When writing for Voltera, use Canadian Press style, but use American spelling (color, neighbor, labor, etc.). Any exceptions to Canadian Press style are outlined in the house style guide section of the appendix.

Point of view

Always write using first person plural.

For example:

"We make easy-to-use products."

"Our co-founders graduated from the University of Waterloo."

Case

Title Case

All titles and button text should be written in title case.

- This Sentence Is Written in Title Case.

Sentence Case

All subheadings and body copy should be written in sentence case.

- This sentence is written in sentence case.

Capitalization

Never write body copy in ALL CAPS. Titles are acceptable.

Never capitalizes words because they are "important".

Proper nouns should always be capitalized.

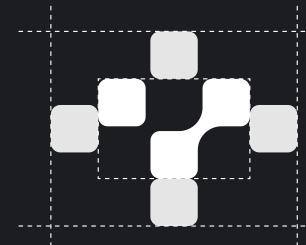
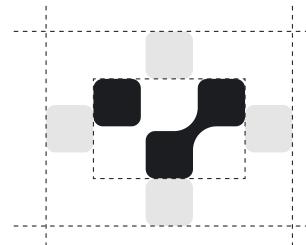


BRAND ARCHITECTURE AND LOGOS

Voltera has more than one product, but only one brand. Our products have their own styling and design elements to help differentiate them from one another, but they all fall under the Voltera brand umbrella.

Important design notes

- The logo should have one pad's worth of clear space around it at all times.
- The wordmarks should have clear space around them the height of a capitalized "V" at all times.
- Do not add a shadow or stroke, change the logo or wordmark colors, sheer, overlay, or distort the logo in any way.



The Voltera logo is always monochrome.



The V-One logo uses Voltera Green in the detached pad.



The NOVA logo uses Voltera Blue in the detached pad.



COLOR RULES: VOLTERA PRIMARY

All Voltera branded designs should use the monochromatic color palette below.

**Rich
Black**

RGB: (28,29,33)
HEX: #1c1d21
CMYK: (15/12/0/87)

**Dark
Accent**

RGB: (42,44,50)
HEX: (#2a2c32)
CMYK: (16/12/0/80)

Grey

RGB: (229,229,229)
HEX: (#e5e5e5)
CMYK: (0/0/0/10)

**Light
Grey**

RGB: (250,250,250)
HEX: (#fafafa)
CMYK: (1/1/1/0)

White

RGB: (255,255,255)
HEX: (#ffffff)
CMYK: (0/0/0/0)

**Rich
Black**

**Dark
Accent**

Grey

**Light
Grey**

White



COLOR RULES: PRODUCT SECONDARY

This palette is to be used when designing for our products, in addition to the primary palette. Stick with Voltera Green and Voltera Blue when possible, however, more contrasting options are available (Rich Green and Vivid Blue) for times when a higher contrast is needed or accessibility is a factor.

The Accessibility for Ontarians with Disabilities Act (AODA) states all large private, non-profit, and public-sector organizations (50+ employees) must make their website accessible. Though we're not at 50 employees (yet), we strive to meet WCAG 2.1 Level AA standards to make our website a great experience for everyone.

Voltera Green

RGB: (180,232,106)
HEX: (#b4e86a)
CMYK: (22/0/54/9)

Rich Green

RGB: (121,206,0)
HEX: (#79ce00)
CMYK: (56/0/100/0)

Light Green

RGB: (240,250,225)
HEX: (#f0fae1)
CMYK: (26/9/0/1)

NOVA Blue

RGB: (188,231,253)
HEX: (#bce7fd)
CMYK: (26/9/0/1)

Voltera Green and NOVA Blue are the primary colors and should be used the most often.

Vibrant Blue

RGB: (48,175,239)
HEX: (#30afef)
CMYK: (66/15/0/0)

Rich Green and Vibrant Blue are the accent colors in icons.

Light Blue

RGB: (242,250,255)
HEX: (#f2fafaff)
CMYK: (4/0/0/0)

Light Green and Light Blue are used to add slight style that doesn't require high visibility.



TYPOGRAPHY

Roboto Bold

Used for all headers, rich black or white text depending on the background and legibility.

Roboto Light

Used for body text, between 10-16 font size, rich black or white depending on the background.

Roboto Medium

Used for hyperlinks or bolding within body copy.

Headers Roboto Bold

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DESIGN ELEMENTS: V-ONE

The font for the V-One logo is "Sansation Regular" that has been manually modified to remove the A bar. The font is now titled "Voltera".

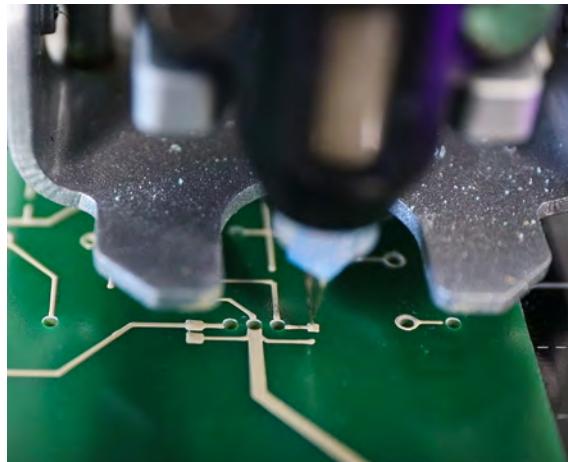
V-ONE

BUILD HARDWARE FASTER.

The V-One is our original product. When we think about the V-One we think education and product development. It's traditional and rigid. It was never meant to print on flex. The V-One is great for high schools, undergrad programs, and developers who have no need for flex.

**Simple, easy to use, approachable, versatile
(Swiss Army knife), trustworthy.**

Adjectives/mood.



DESIGN ELEMENTS: NOVA

NOVA

PRINT ELECTRONICS ON ANYTHING.

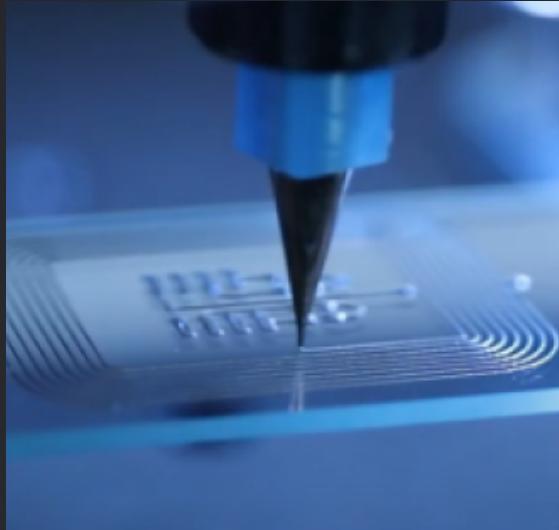
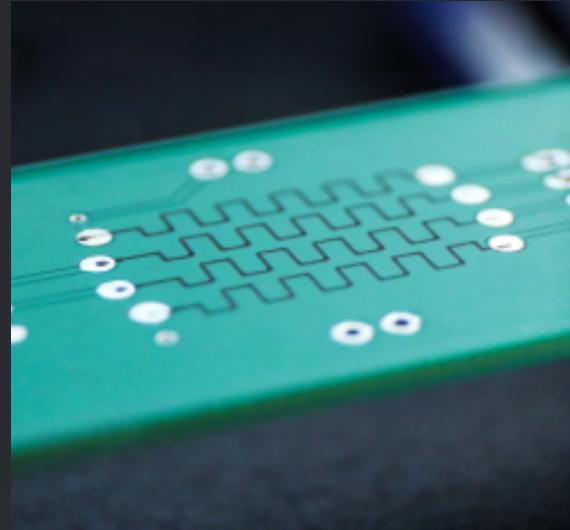
NOVA is a newer product for Voltera. It pairs well with researchers and big corporations trying to do big things with both rigid and flex materials.

Futuristic, innovative, thought-leader, precision, accuracy.

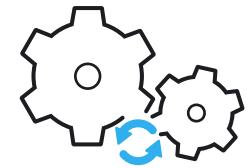
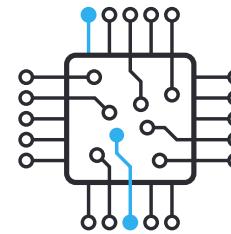
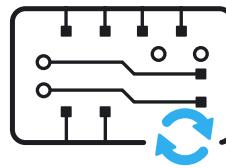
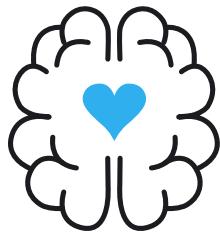
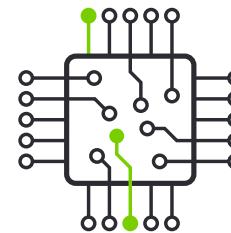
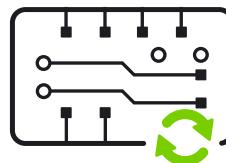
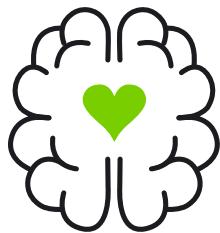
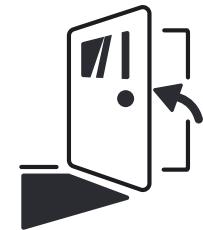
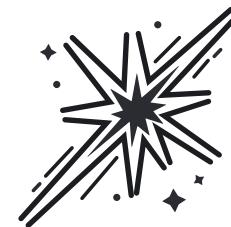
The font for the NOVA logo is "Sansation Regular" that has been manually modified to remove the A bar. The font is now titled "Voltera".

NOVA's tagline.

Adjectives/mood.



ICONS



Icons should be high contrast. They should convey a concept as simply as possible, using accent colors to bring the viewer's attention to the most important part of the image. A library of icons is available. They have been developed with Voltera, our products, and our customers in mind.

- Icons are to be designed **by the marketing team only**.
- New icons should follow the same aesthetic as the existing icons. If you need a new icon developed, please contact marketing.
- Not every word or phrase needs to be an icon. They are not replacements for complex or abstract concepts and should not be used for decoration.



VOLTERA