

BRAND MANUAL

Version 1.0 | 7/30/25



Welcome

Since you are holding this brand manual, we're trusting you with our very identity—our brand. And our brand is at the core of how we communicate our values.

The following pages are full of guidelines, rules, and handy tips that we hope will help you communicate and reinforce our brand.





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**EXPERT
ENGINEERING**

40%

Practical, hands-on development. Strong blend of features. Aesthetically pleasing. Installer-friendly efficiency. Space-saving. Stackable. By installers, for installers. State-of-the-art. Always improving. Integrate well with other systems. Advanced lithium iron phosphate technology.

**PREMIUM
QUALITY**

30%

Precision-matched battery cells. Durable construction with superior thermal management. Repairable. No cut corners. Warranties of 10 and 12 years. We stand behind our warranties and don't give the run-around.

**PREMIUM
QUALITY**

30%

Strong industry partnerships. Wide industry knowledge allows us to answer far-ranging questions. Honest. Kingdom-focused. Talk to real humans when you call. We know the industry inside and out.

PRIMARY LOGO

PRIMARY LOGO



1 in.



1/2 in.

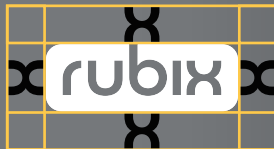


Minimum sizing for the logo should be no less than 1/2 inch in diameter to ensure visual clarity.

BEHIND THE RUBIX BATTERY LOGO

The new and refreshed logo is one that takes a look back at what made Rubix successful in the first place while ushering in a new era of Rubix Battery.

CLEAR SPACE



Make sure to give clear space around the logo at all times. Use the shape of the "X" in the logo to use as a guide for the space that should be given around the logo. Use this guideline at each edge of the logo.

LOGO INTEGRITY

DO NOT change the logo to non-brand colors.



DO NOT skew, stretch, or distort.



DO NOT apply unnecessary effects.



COLOR VARIATIONS



Make sure to use high-contrasting colors when pairing logos with backgrounds. On a lighter background, please use a darker color to present visual clarity and vice versa with lighter backgrounds.

Access the logos by visiting
the link or scanning the
code provided

[logopackage.app/p/
gtqOKhpdTkuTYQq5vwKDwQ](https://logopackage.app/p/gtqOKhpdTkuTYQq5vwKDwQ)



COLOR PALETTE

BOULDER

HEX: 75787B
RGB: 118, 120, 123
CMYK: 56, 46, 44, 10
PANTONE: Cool Gray 9 C



GOLDEN GLOW

HEX: FFC94D
RGB: 255, 201, 78
CMYK: 0, 22, 80, 0
PANTONE: 1225 C



JET

HEX: 2C2C2E
RGB: 45, 45, 46
CMYK: 71, 65, 62, 63
PANTONE: 426 C



ONYX

HEX: 404042
RGB: 65, 64, 66
CMYK: 68, 62, 58, 46
PANTONE: 4287 C



BRIGHT WHITE

HEX: FFFFFFFF
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
PANTONE: None



RUBIX BLACK

HEX: 030303
RGB: 3, 3, 3
CMYK: 75, 68, 67, 89
PANTONE: BLACK 6 C



COLOR KEY — TEXT ACCESSIBILITY STANDARDS FOR WEB

* = AA, AAA (Passing in contrast for text)

+ = Acceptable but only in large text

TYPOGRAPHY

DISPLAY

WATCH BOLD

Watch is a font that will mainly be used for titles and overall headings. Use all-caps. There will be no tracking.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

HEADERS

Watch Bold

Use this font and style with normal case on headers. There will be no tracking.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

WATCH CAN BE PURCHASED HERE:

pangrampangram.com/products/watch

LABELS

MUNDIAL BOLD

Use this font and style for labels. Text should be in all-caps. Tracking should be at 100.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

BODY

Mundial Regular

Use this font and style for body text. Tracking can vary between the auto amount or 10-25 on dark backgrounds.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

MUNDIAL CAN BE PURCHASED HERE:

tipotype.com/mundial/

*Phone numbers will be written with periods (.) on print materials and with hyphens (-) for online materials.

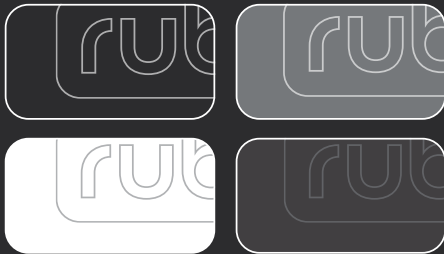
GRAPHIC ELEMENTS



Here is another example of the product cutout with the new logo implemented on the battery.



These are two of the primary gradient options to use as graphical elements to help support designs. Black should not be overused with this brand apart from gradients.



A design element of this brand is using cutout shapes from photography or of the products themselves that help to elevate the focal points of imagery.



An oversized logo can be used as a background element but should never be the main focus.

BATTERY LOGOS



R Series is one of the battery styles that Rubix has to offer. The logos for this will have the same color and spacing instructions as the Primary Logo usage.



Stack Series is one of the battery styles that Rubix has to offer. The logos for this will have the same color and spacing instructions as the Primary Logo usage.



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Rubix Battery

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