



Brand Guidelines

January 2025

Introduction

HUMAX has been a recognized global leader in innovative technology solutions since 1989. As well as providing advanced total mobility platform, it specializes in fleet management systems and shared mobility solution.

With 20 overseas subsidiaries and branches located across the globe, Humax is an established and respected leader in technology solutions worldwide.

EV chargers are a new addition to HUMAX'S portfolio diversification strategy, designed to tap into the expanding EV charging market across the UK and EU.

Our product range includes solutions for both home and commercial charging.

For homeowners, our chargers address key emotional needs such as convenience, security, cost efficiency, environmental consciousness, and the freedom that comes with home-based charging.

On the commercial side, we cater to large organizations like fleet operators, supermarkets, parking lots, workplaces, and the hospitality sector.

As the EV industry evolves, our goal is to set ourselves apart by offering more than just a charging solution – we provide a lifestyle upgrade.

Our brand embodies empowerment, control, and sustainability, making it the preferred choice for homeowners who value cutting-edge technology, eco-friendly practices, and energy autonomy.



LOGO

Brand Architecture

HUMAX

HUMAX EV CHARGING

COMMERCIAL

HUMAX EV CHARGING

HOME

Primary Logo

Our logo has been specifically created for Humax. It is therefore unique and should not be copied. The integrity of the logo and consistent use through all materials must be maintained; this will strengthen brand recognition.

The original artwork must always be used and no attempt must be made to recreate it. The logo must always be positioned following the guidelines laid out in this document, ensuring its clarity at all times.

The master artworks are provided in a digital format and is available on request.



Overarching Logo

Add On

Secondary Logo

This secondary version of the logo may be used in headers or footers, in documents or websites, or in designs that work better with this lockup.



Colour Variations

There are 2 colour variants of the primary logo - one for home and one for commercial. Both may appear as 2 colour on a white background or with the text as white reversed out of a coloured background as below. Where possible the background colour should appear in either the Primary or Secondary Colour Palette.



Colour Variations

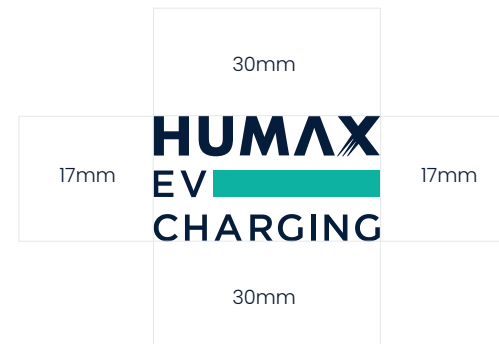
There are 2 colour variants of the secondary logo - one for home and one for commercial. Both may appear as 2 colour on a white background or with the text as white reversed out of a coloured background as below. Where possible the background colour should appear in either the Primary or Secondary Colour Palette.



Minimum Size

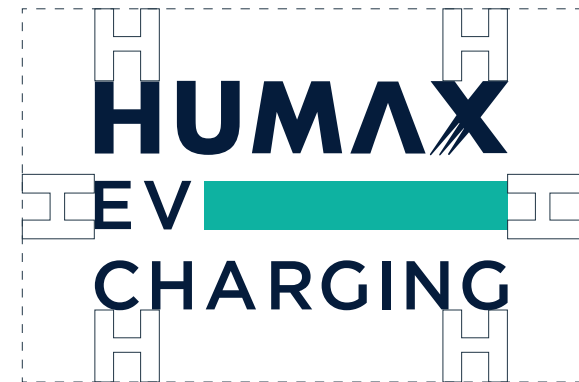
To ensure the logo retains its visual impact and is accurately rendered, it should not be reproduced smaller than 82mm in width (primary logo), 30mm in width (secondary logo).

The logo should be scaled upwards to a larger size to suit its application.



Safe Zone

The minimum required Clear Space is defined by the measurement 'H' (equal to the height of the uppercase letters, known as the 'cap-height'). The width is equal to the height.



Incorrect Logo Usage

To ensure the brand logo is not the victim of aesthetic vandalism, the general rule to abide by is: do not change, alter, modify any part of the logo. Please see some examples below:



✘
Do not outline



✘
Do not use colour other than black & white or within the colour palette



✘
Do not place in shape



✘
Do not alter proportions



✘
Do not add drop shadow



✘
Do not reformat

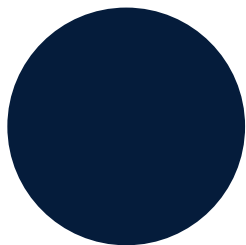
Primary Colour Palette

The Humax primary colour palette consists of Indigo, Forest, Azure (Home) and Sunshine (Commercial). These are the colours that we wish to be associated with and consistent usage ensures strong brand recognition.

Sunshine Yellow is a recent addition to the primary colour palette to be used for commercial chargers. It aligns with the industrial aesthetic of the chargers. Known for its strong association with heavy-duty machinery, yellow symbolizes visibility, safety, energy, and reliability—traits valued in tough work environments. This vibrant colour not only ensures high visibility in busy industrial spaces but also conveys durability, innovation, and trust. By using Sunshine Yellow, the chargers evoke a sense of rugged performance while standing out as dependable, high-performance tools designed for demanding tasks.

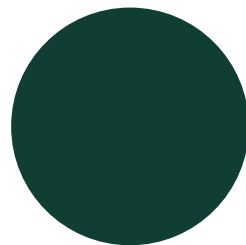
Please use the colours specified to achieve the most accurate colour match. When printing it will appear differently depending on the material used and the type of press it is printed on. It is therefore recommended that you provide a previous accurate professionally printed sample and colour reference to any printing supplier.

For production processes that do not use CMYK or RGB colour processes, please match as closely as possible.



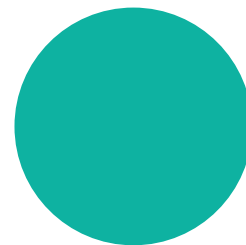
INDIGO

CMYK : C100 \ M85 \ Y43 \ K56
RGB : R5 \ G29 \ B60
WEB :#001c3d



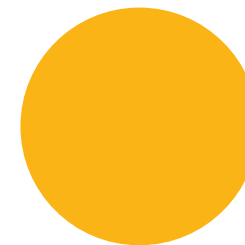
FOREST

CMYK : C85 \ M51 \ Y70 \ K54
RGB : R22 \ G62 \ B53
WEB :#163e35



AZURE (HOME)

CMYK : C76 \ M3 \ Y45 \ K0
RGB : R0 \ G177 \ B161
WEB :#00b1a1



SUNSHINE (COMMERCIAL)

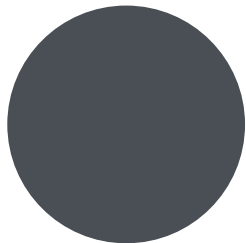
CMYK : C0 \ M32 \ Y100 \ K62
RGB : R253 \ G181 \ B21
WEB :#fdb515

Secondary Colour Palette

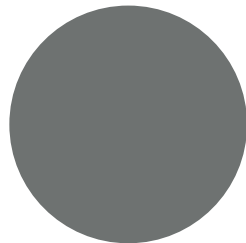
The Humax secondary colour palette consists of 3 neutral greys along with muted tones of Azure (Home) and Sunshine (Commercial) from the primary palette.

Please use the colours specified to achieve the most accurate colour match. When printing it will appear differently depending on the material used and the type of press it is printed on. It is therefore recommended that you provide a previous accurate professionally printed sample and colour reference to any printing supplier.

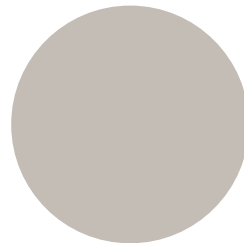
For production processes that do not use CMYK or RGB colour processes, please match as closely as possible.



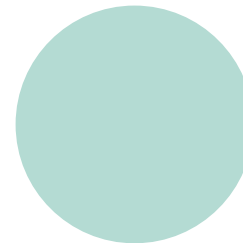
CMYK : C69 \ M58 \ Y53 \ K33
RGB : R74 \ G79 \ B85
WEB :#4a4f55



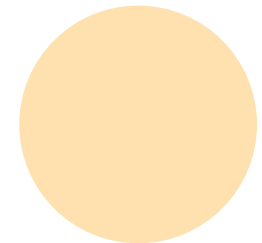
CMYK : C58 \ M47 \ Y48 \ K14
RGB : R11 \ G31 \ B50
WEB :#6f7271



CMYK : C23 \ M21 \ Y25 \ K0
RGB : R196 \ G190 \ B182
WEB :#c4beb6



CMYK : C28 \ M2 \ Y18 \ K0
RGB : R181 \ G219 \ B211
WEB :#b5dbd3



CMYK : 0 \ M11 \ Y35 \ K0
RGB : R255 \ G226 \ B174
WEB :#ffe2ae

Typography

Poppins is our typeface, chosen for its clarity, geometric and contemporary feel, it evokes elegance and style. There are several variants of the font - the heavier weights can be used to highlight important text.

dA

PRIMARY TYPEFACE

Poppins Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%^&**(:><?

dA

SECONDARY TYPEFACE

Poppins Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%^&**(:><?

dA

SECONDARY TYPEFACE

Poppins Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%^&(:><?**

Home Imagery & Photography

By using clear impactful product photography, along with imagery that focuses on people, we demonstrate our purpose: delivering an effective, smart and revolutionary solution for home charging. Along with capturing Humax's personality, these images should demonstrate the important role Humax can play in the day-to-day lives of our customers, and allow us to tell our unique story in an authentic way.

Imagery should capture authentic life interactions and expressions between people. Avoiding imagery where people are intentionally looking at the camera as this loses the spontaneity of capturing a moment in time.



Commercial Imagery & Photography

By using clear impactful product photography, we demonstrate our purpose: delivering an effective, smart and revolutionary solution for commercial charging. Along with capturing Humax's personality, these images demonstrate the important role Humax can play in the commercial field.

Imagery should capture industrial environments such as parking lots, office buildings, hotels, and fleet depots. Visuals that highlight scalability—such as multiple charging stations in one frame. The tone emphasis should be professionalism, scalability, reliability and innovation.



Home Icons & Iconography

A simple set of linear, graphic icons have been created as part of our graphic language which may be used across web and print.



OZEV compliant



Built in PEN fault protection



Easy Installation



Guest Sharing



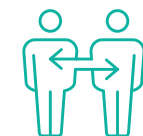
OZEV compliant



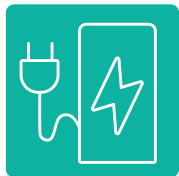
Built in PEN fault protection



Easy Installation



Guest Sharing



Multiple Charging Modes



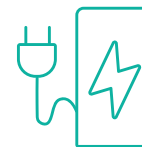
Cost Efficient



Solar Compatible



General Information



Multiple Charging Modes



Cost Efficient



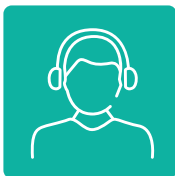
Solar Compatible



General Information



Enhanced Warranty



Customer Support



General FAQs



Humax EV Home Charging



Enhanced Warranty



Customer Support



General FAQs



Humax EV Home Charging

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A simple set of linear, graphic icons have been created as part of our graphic language which may be used across web and print.



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Easy Installation



Guest Sharing



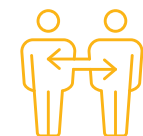
OZEV compliant



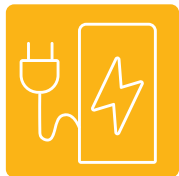
Built in PEN fault protection



Easy Installation



Guest Sharing



Multiple Charging Modes



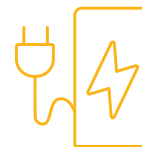
Cost Efficient



Solar Compatible



General Information



Multiple Charging Modes



Cost Efficient



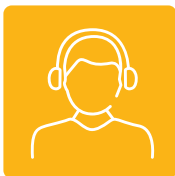
Solar Compatible



General Information



Enhanced Warranty



Customer Support



General FAQs



Humax EV Commercial Charging



Enhanced Warranty



Customer Support



General FAQs



Humax EV Commercial Charging

Pattern

A repeat pattern of the 'X' icon within the logo may be used as a background to add subtle interest and texture. The pattern should remain subtle as per examples below:



Core Values

Our core values are the questions we continually ask ourselves.

Integrity

Are my decisions, actions and intentions ethical and honest?

Communication

Do I listen actively to other opinions and offer mine candidly?

Commitment

Do I hold myself accountable for results and contribute to the well-being of others and the organization?

Innovation

Do I strive to improve myself, and do I see results?

Brand Values & Personality

The brand should be perceived as:

Empowering

Giving customers the control and freedom to charge on their own terms

Innovative

Modern, forward-thinking, and at the forefront of technology

Reliable

Dependable, secure, and always available

Sustainable

Environmentally friendly, promoting a green future

Comforting

Bringing peace of mind and simplicity to the charging experience

Proposed Format

Brand Name + Lineup Category + Model Descriptor + Generation/Upgrade Indicator

- **Brand Name:** Always "Humax" to reinforce brand identity.
- **Lineup Category:** A prefix or core identifier for home and commercial chargers.
- **Model Descriptor:** Use numbers/letters that communicate capacity, speed, or unique features.
- **Generation/Upgrade Indicator:** A version suffix to indicate newer iterations (e.g., Pro, 2.0).

Categories for Home Chargers

Using distinct but related names to separate the two product lines while maintaining coherence.

Home Lineup

- **Series Name example:** "Humax Volt"
Represents power, simplicity, and accessibility.
- **Examples:**
 - Humax Volt 7 (7 kW basic home charger)
 - Humax Volt X (Premium version / gen2 with smart / advanced features)

Categories for Commercial Chargers

Using distinct but related names to separate the two product lines while maintaining coherence.

Commercial Lineup

- **Series Name Example:** "Humax PowerLink"
Represents robust, scalable, and heavy-duty solutions for commercial settings.
- **Examples:**
 - Humax PowerLink 22 (22 kW charger)
 - Humax PowerLink 30 (30 kW fast charger)
 - Humax PowerLink Pro 30 (30 kW fast charger for fleets / public parking)

Scalability for Future Upgrades

Upgrade Indicators

- Use generational indicators to denote improvements (e.g., G2, G3, 2.0, Ultra).
 - **Example:** Humax Volt X G2, Humax PowerLink 100 Ultra
- Add suffixes for software-enabled features or modules (e.g., "AI", "Edge").
 - **Example:** Humax Volt 5 AI, Humax PowerLink 50 Edge

Capacity & Power Naming

- Integrate numeric or letter-based identifiers to reflect technical specs like wattage or speed.
 - **Example:** Humax Volt 7 (7 kW charger), Humax PowerLink 300 (300 kW for ultra-fast charging).

Special Editions

- Highlight unique versions using descriptors like Eco (sustainability-focused), Plus (additional features), or Lite (economy version).
 - **Example:** Humax Volt Lite, Humax PowerLink Eco.

Unified Naming Across Ecosystem

If Humax develops complementary products & accessories (e.g., cables, energy storage or management systems), ensure names align with the EV chargers.

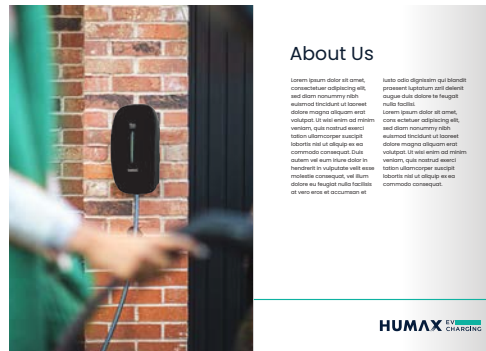
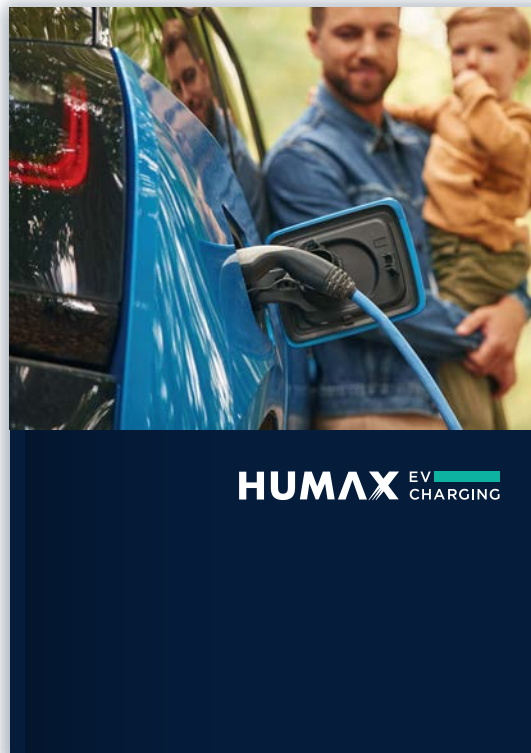
Examples:

- Humax PowerLink (cable)
- Humax Volt Storage (home battery system)
- Humax PowerLink Manager (commercial software suite)

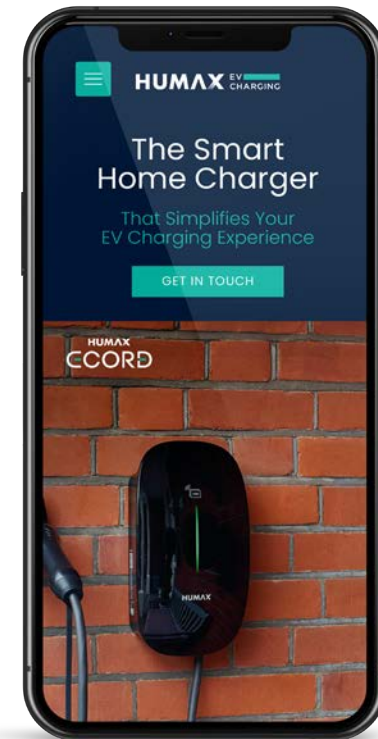
Stationery



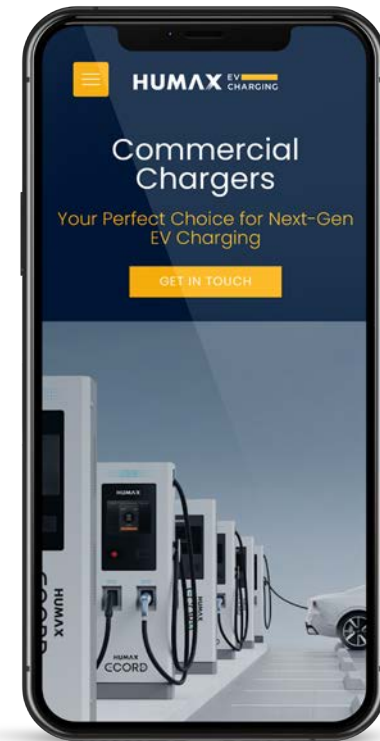
Brochures



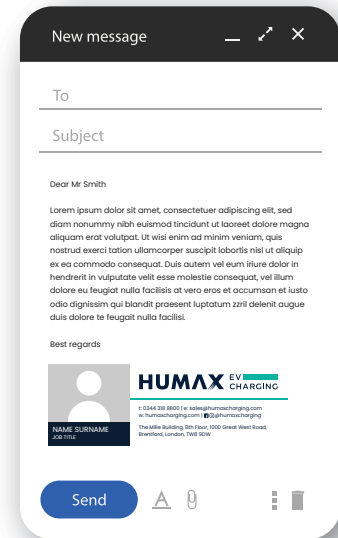
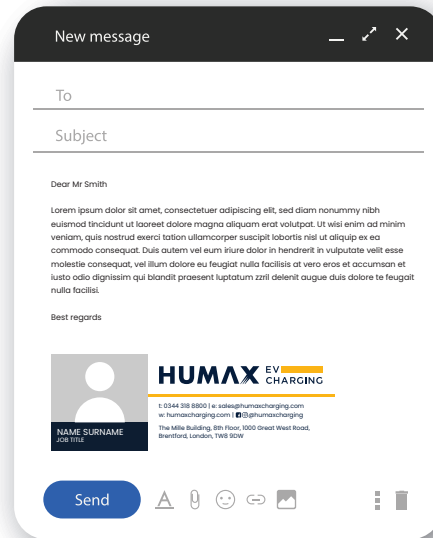
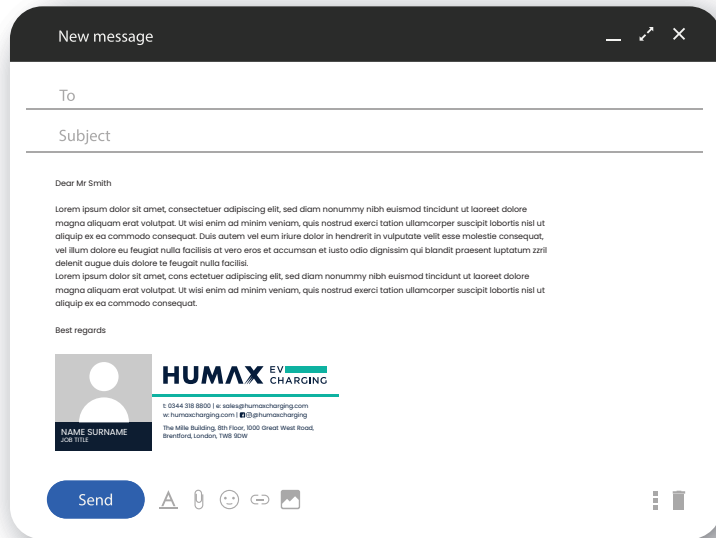
Website



Website



Email Signatures



Exhibition



Packaging



Social Icons

These icons can be used for all social media channels and scaled to fit appropriately .



FAVICON





Contact Us

t: 0344 318 8800 | e: sales@humaxcharging.com
w: humaxcharging.com | [f](https://www.facebook.com/humaxcharging) [@](https://www.instagram.com/humaxcharging)

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