peblar ROCKSOLID CHARGERS

Branding Guidelines

July 2024



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Welcome to Peblar's Branding Guidelines

At Peblar, our commitment to quality and innovation extends beyond our products to the way we present ourselves. This guide is designed to help you, our valued installers and wholesalers, communicate the Peblar brand consistently and effectively. From logo usage to color schemes, these guidelines ensure that every interaction with our brand reflects the high standards we are known for.

Thank you for being a valued partner in our journey to build trust and satisfaction in every project.

BRANDING

Branding identity

WHY

This is what we believe in

Everyone deserves a worry-free life

HOW

This is how we do it / Vision

Making the most reliable AC charger available for everyone

WHAT

This is what we are doing

- AC charger with great design
- Ensures high IT security
- Built with a single, robust Printed Circuit Board (PCB) for durability
- Easy to use & hard to break
- Quick to install (<30 mins)

Message

The message

We have worked long and hard on the development of Peblar. Reliability and affordability were paramount in this process.The end result is a charging point that will never let you down and is accessible to everyone. This is the central thread in every message. Peblar is the most reliable partner for consumers, employees, and partners.

Slogan

Since 2018, we have been developing EV chargers under the umbrella of our parent company, Prodrive Technologies. With over 200,000 chargers sold as white label products, we have refined our expertise and reliability in the industry. Now, as we launch the Peblar brand, we are bringing this proven track record directly to our customers. That's why Peblar is 'Born Ready.'

BORN READY

Logo + descriptor

Each advertisement is concluded with the logo and the descriptor (what we are).

peblar ROCKSOLID CHARGERS

Value proposition

We believe charging your vehicle should be as easy as driving it. That's why we've built the most reliable, easy-to-use charger on the market that's accessible to everyone.

Our EV chargers are crafted entirely in-house at our state-of-the-art facility in Eindhoven, The Netherlands. From rigorous testing and validation to the production of components and final assembly, every step is performed under one roof. This ensures the highest standards of quality and reliability.

We're powered by Prodrive Technologies' experience and high standards, which gives us a head start in developing robust charging solutions. When designing our EV charger, we didn't choose between safety, robustness and aesthetics.
We made sure you have it all.

Tone of voice

Archetypes

- Big Friendly Giant (caring, nurturing)
- Energiser (enthusiastic, innovative)

Four dimensions of tone of voice

Peblar's tone of voice blends casual and serious elements, while being enthusiastic and respectful:

- **Serious:** Trustworthy and professional communication.
- **Casual:** Approachable and easy to engage with.
- **Respectful:** Valuing our partnerships and customer relationships.
- **Enthusiastic:** Passionate about our innovations and the future.

Language

Although Peblar is a Dutch brand, we use British English to be more accessible and consistent.

Goal

Peblar aims to be seen as an established, professional brand that is approachable and supportive, not as a young, inexperienced start-up.

Logo & usage

Primary logo



Use this logo for most branding applications where the context already establishes Peblar's industry and focus. It represents the core identity of Peblar, conveying simplicity and recognizability through the distinct product shape we have.

It is ideal for social media, website and applications where space is limited.

Logo with descriptor



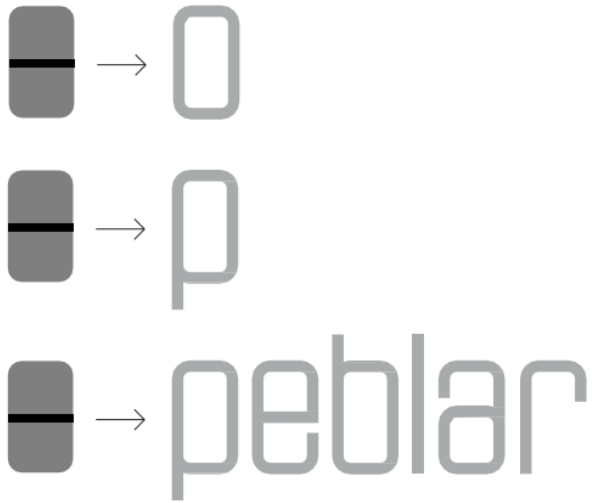
Use this logo in contexts where it is important to immediately convey Peblar's industry and product focus. It reinforces the brand's association with durable and reliable EV chargers.

It is ideal for brochures, trade show displays, or advertising materials aimed at new audiences or markets to clarify Peblar's product offering.

Download our logo pack here.

Logo & usage

Logo typography



Our logo's typography is derived from the distinctive shape of our chargers.

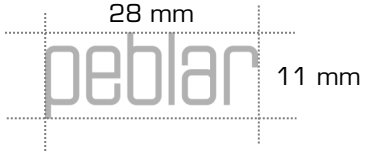
White space



Keep the letter 'P' as a white-space character around the logo.

Minimum size





The descriptor font size is at least 6 pt.

Logo variations

















Logo color combinations – do's and dont's

Suitable combinations



Unsuitable combinations



Please make sure the contrast ratio is high enough

Images

When using images for marketing material never edit or flip the image. In case of bad quality or resolution, please contact us via marketing@peblar.com



Do not stretch images



Do not mirror images



Do not cut images

Download our product images here.

Colours

Peblar golden glow	Peblar dark grey	Peblar mid grey	Peblar light grey	Black	Vertical gradient. Top left light grey to bottom right golden glow.
C 0 M 50 Y 97 K 0	C 36 M 27 Y 28 K 0	C 19 M 14 Y 15 K 0	C 9 M 6 Y 7 K 0	C 0 M 0 Y 0 K 100	
R 243 G 146 B 7	R 177 G 178 B 178	R 214 G 214 B 214	R 236 G 236 B 236	R 0 G 0 B 0	
# f39207	# A8ABAC	# d6d6d6	# ececec	# 000000	
RAL 2000 (Yellow Orange)	RAL 9006	RAL 7035	RAL 9003		
Pantone 144 C	Pantone 7543	Pantone 420	Pantone Cool Grey 1 C		

PRODUCT BRANDING

Product names & colours

Product names are written in Title Case.



Peblar Home



Peblar Home Plus



Peblar Business



Peblar
Front Cover

525B5C

RAL 7012
(Basalt Grey)



Peblar
Back Cover

474A51

RAL 7024
(Graphite Grey)



Peblar
Pole

282828

RAL 9004
(Signal Black)



Unique Selling Points



Aesthetic design

Made to accessorise and fit in with your exterior

Quick installation <30 mins

Set up by an installer in less than 30 minutes

Future-ready

Peblar is ready for the future of EV charging

Safe & secure

Following the highest market standards for both hardware & software

Made in the Netherlands

Designed, developed, tested, and produced in Eindhoven, the Netherlands

Thank you, for helping exposing Peblar brand

For questions about branding guidelines, media usage or co-branding initiative, please reach out to us via marketing@peblar.com

www.peblar.com