

ACEL



Brand Guidelines

 Identity Manual



An Overview

ACEL IS:

The electric outboard company that's redefining marine propulsion.

ACEL has a massive head start with patent pending innovation.

ACEL is Canadian - an attribute commonly associated with trust, reliability and quality.

We are substantiating what underpins our innovation without being vague or waffly.

Our tech is superior to other electric marine motors in the market (e.g. higher torque.)

Our consumers don't have to make a sacrifice between a powerful engine and the environment.



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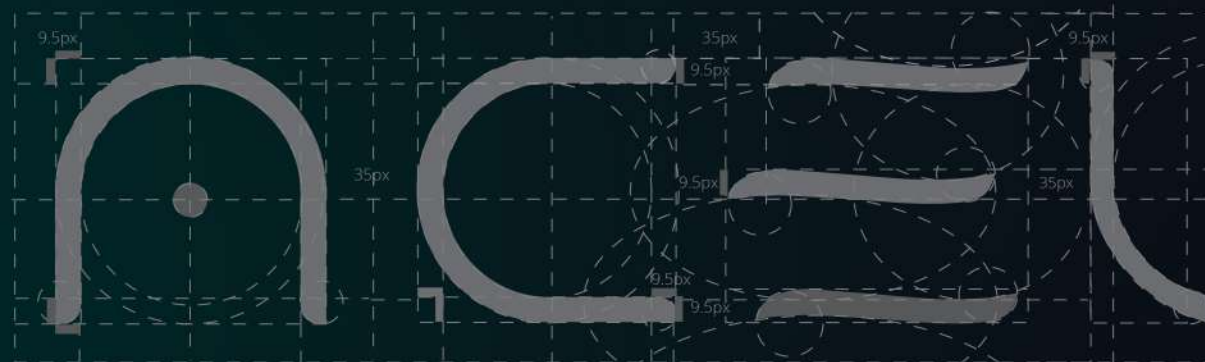


LOGO





The **ACEL** Logo



The logo consists of a Watermark.

Our Watermark is minimal and sharp.

The logo is designed to be expressive it has movement and speed.

The Curve forms represent sea waves and also induce a sense of continuity and calm.

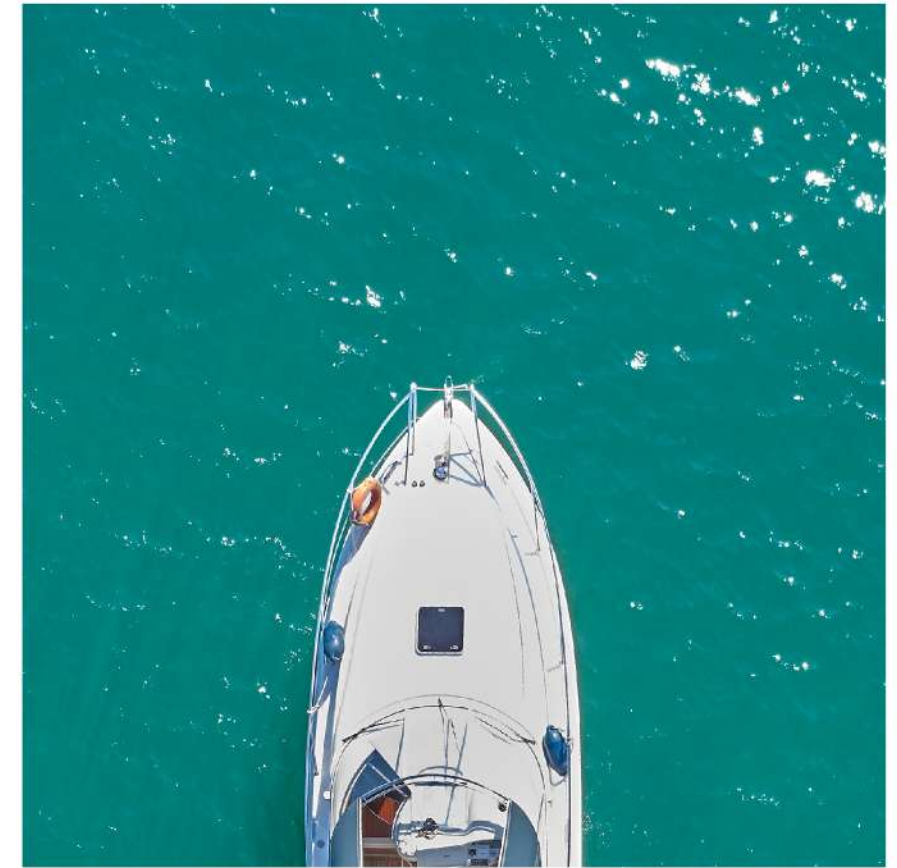
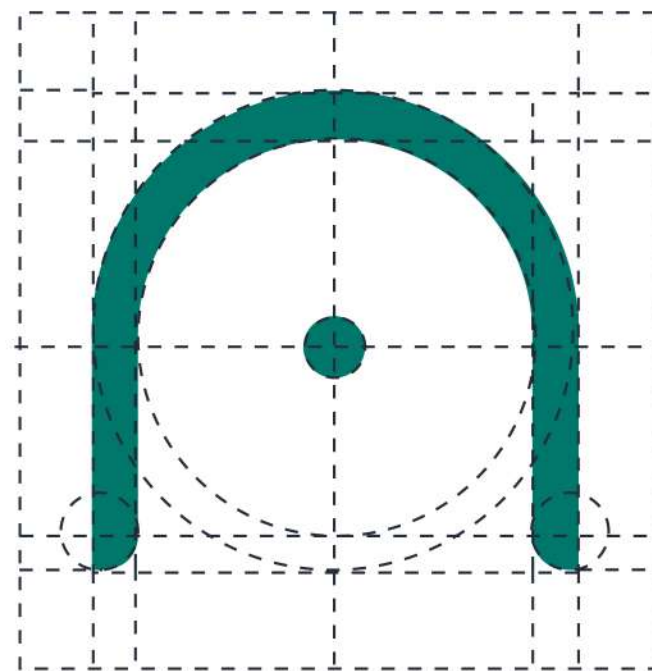
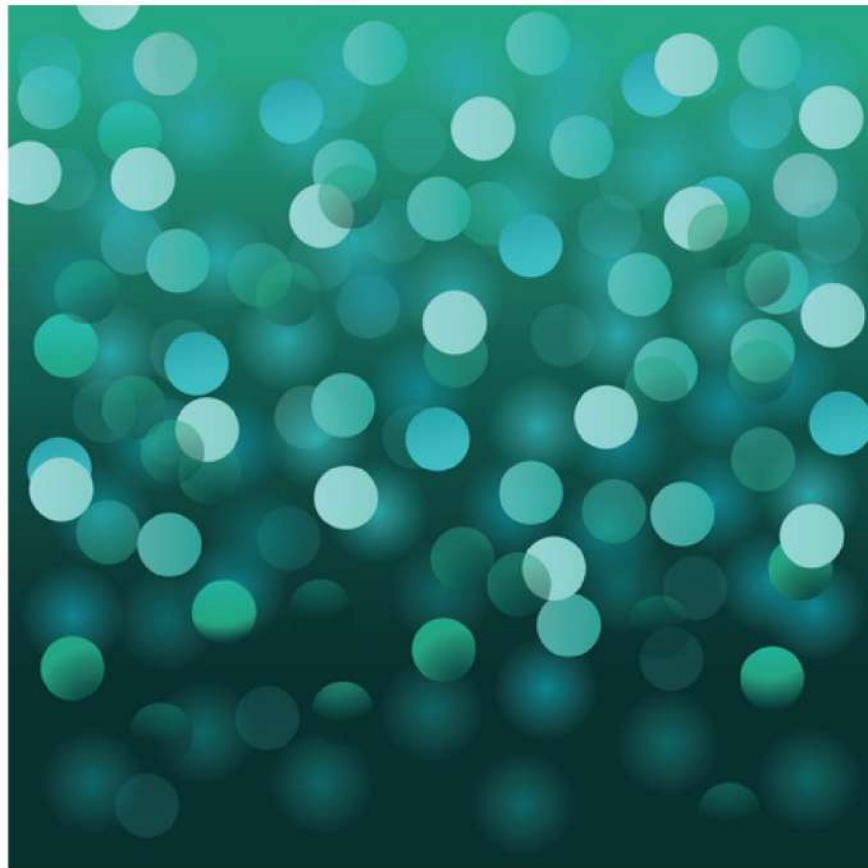


Meaning & Construction

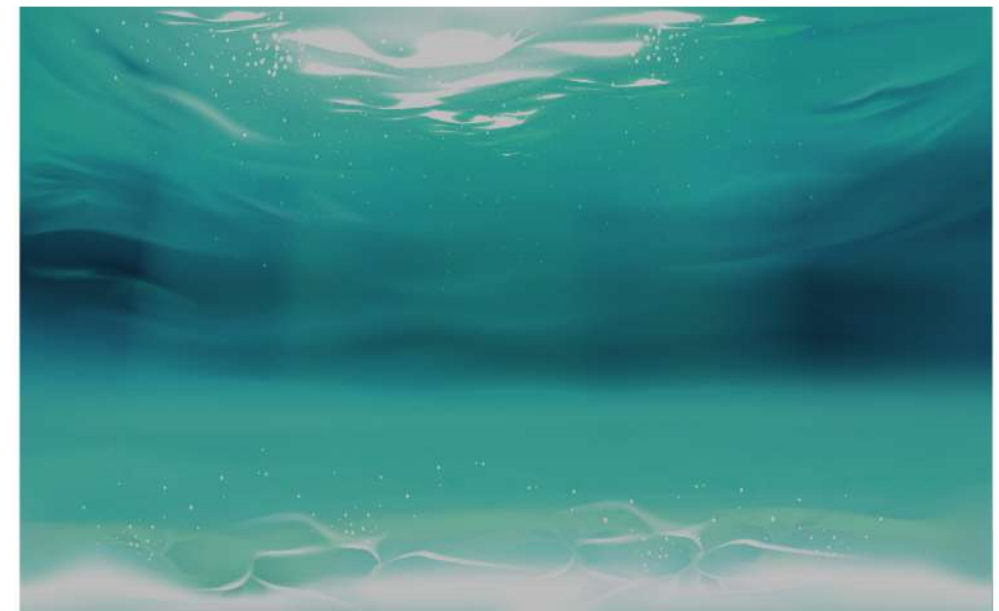
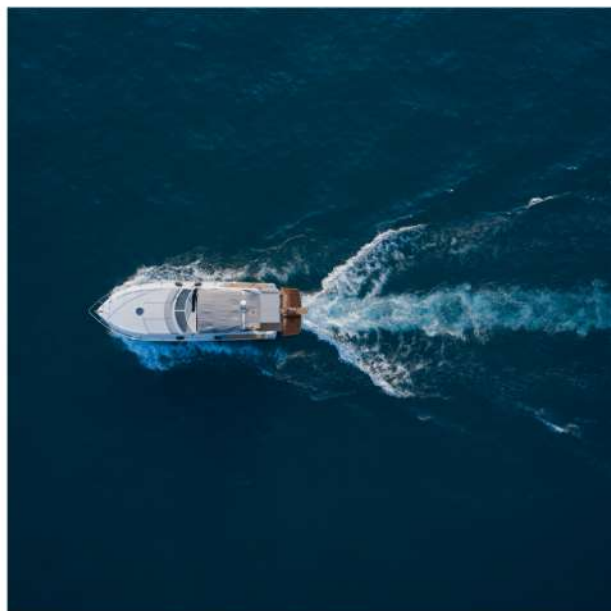
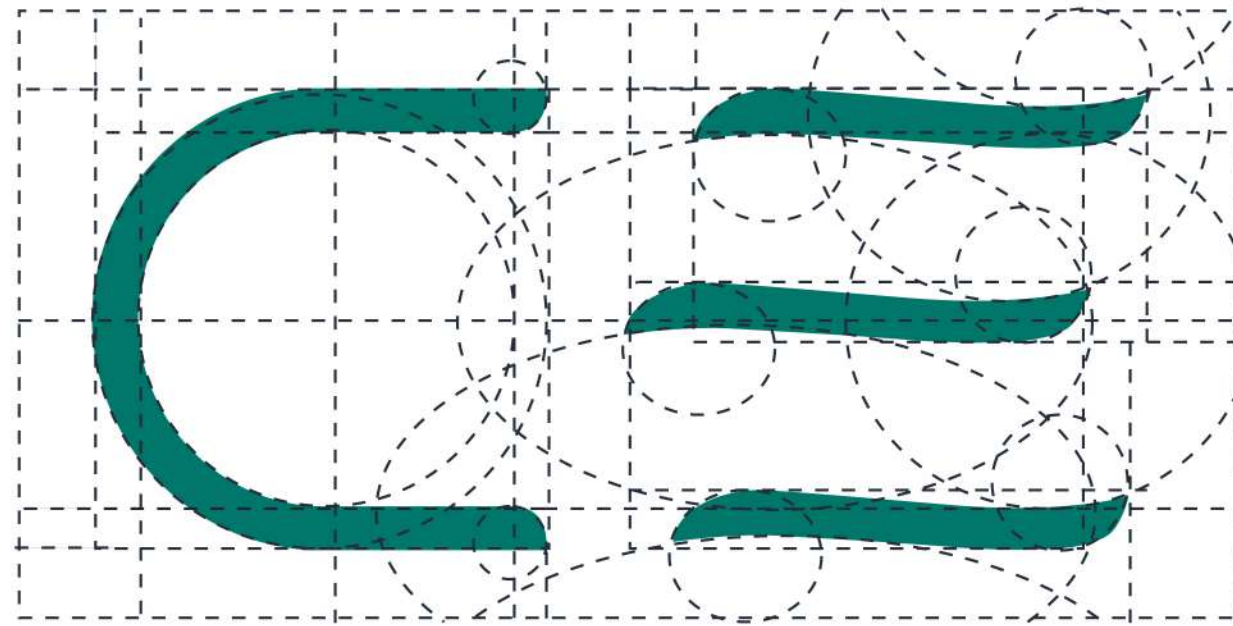
ACEL comes from the word Accelerate.

Definition of Accelerate: To move faster, To gain speed, To progress from grade to grade more rapidly than usual.

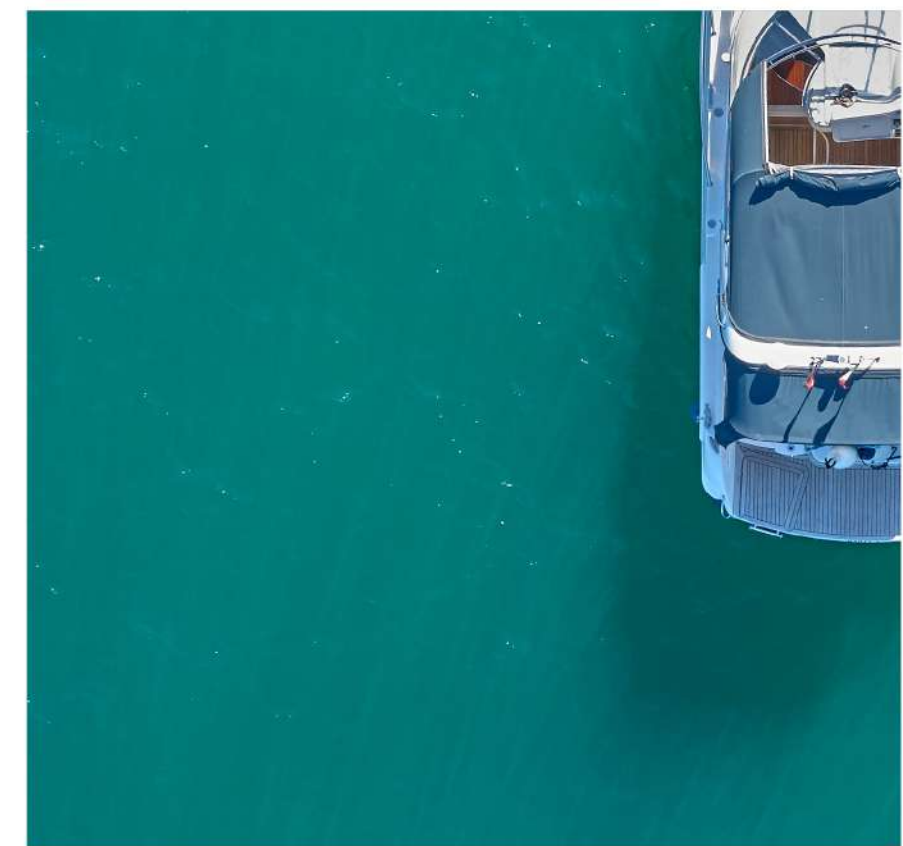
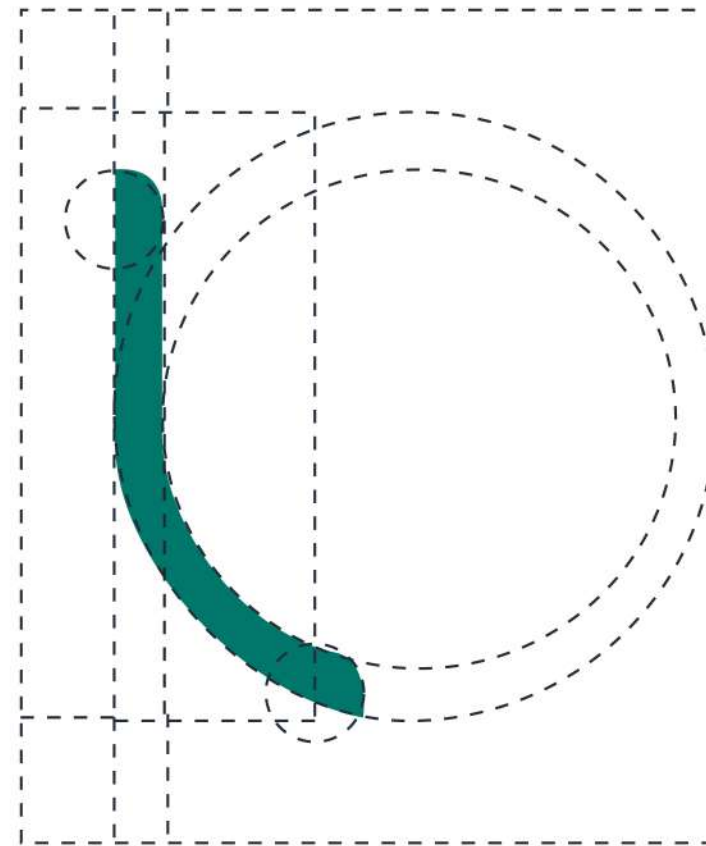
We took our inspiration for the logo from the basic shapes in nature.



Water Drops: A very small amount of water shaped a waterdrop, which represents life, It can associated with fertility and refreshment ,it placed in middle of the A shape instead of a line.
BOAT : from the top view represented the A



C & E : Boat - speed - waves



L Form :The curve form comes from our outboards and also the end corner of the boat and it is in the opposite of the A form, which is top view of the other part.



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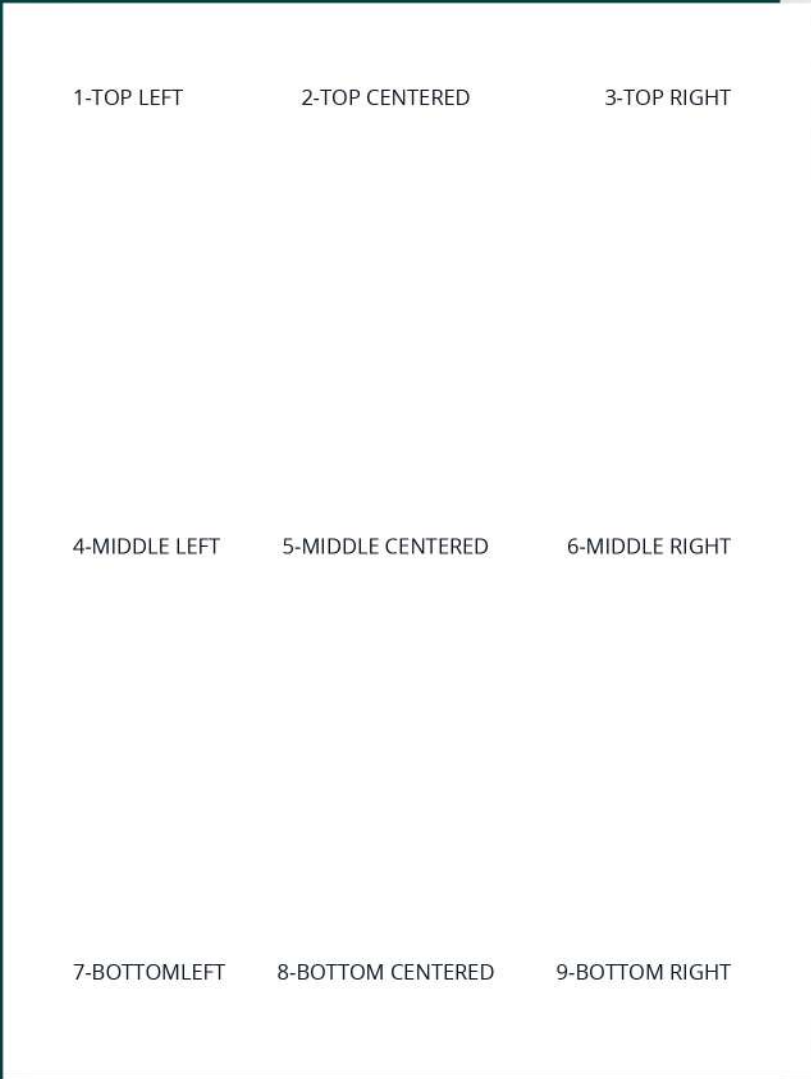


Minimum Size

ACEL

ACEL } 35 px

ACEL } 15 px



Placement

If the logo comes alone placed it in middle
If it used with content you can use it in the corners



Reversed and Single Color

For print material just use solid color





x Don'ts



ACEL

Don't distort the logo
in anyway .



ACEL

Don't use another colors



ACEL

Don't change the original
solid with in an outline



ACEL

Don't change letter spacing

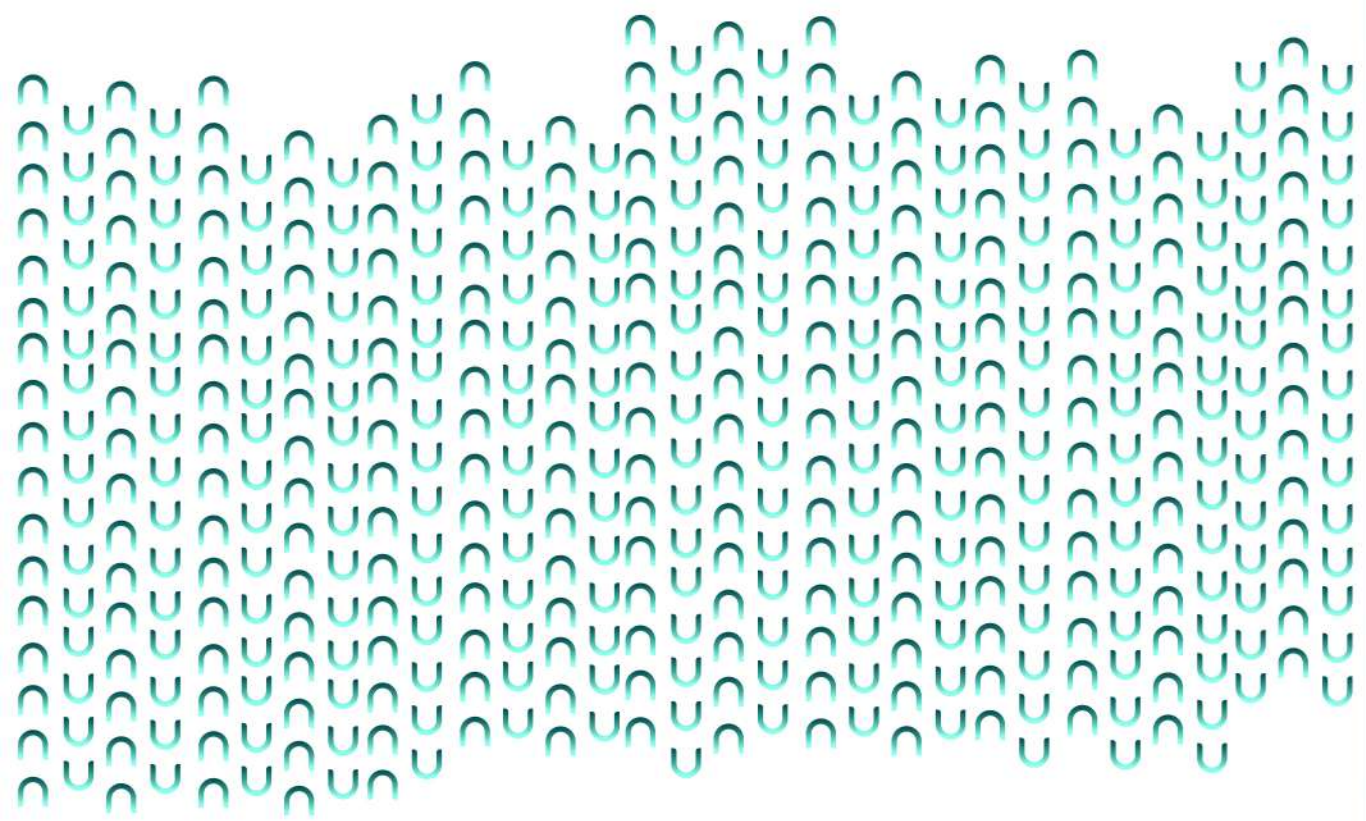
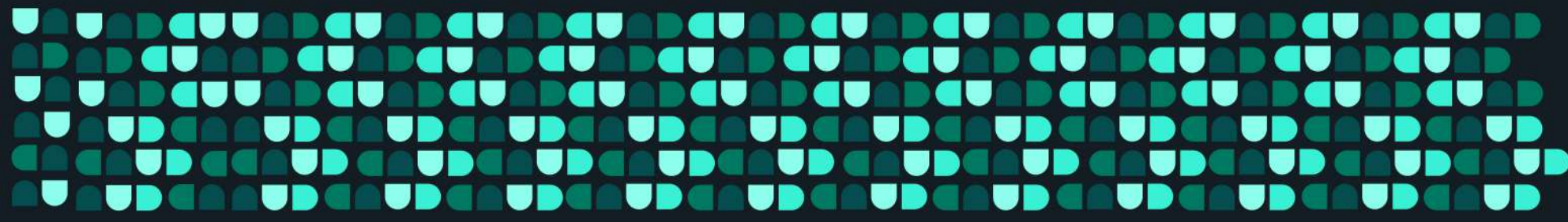


Don't placed the logo against
any background that dosen't
creat contrast



ACEL

Don't add shadows to distort the sharpness



Pattern



We keep the ACEL pattern consistent in the designs to further influence the customer's mind

TYPOGRAPHY





Text & Content Typeface

Our main typeface is
Open Sans for both presentation
& website.

Sans Serif font's are Modern, Minimal andd Clean

Open Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk

Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

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A B C 1 2

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Weight & Style

Maintain the font pairing, tracking leading, and paragraph headline.

Pairing	
H1	Open Sans SemiBold
H2	Open Sans Regular
Headline Fonts:	
Open Sans Bold	Tracking : 0 - 200
Subfont:	
Open Sans SemiBold	Tracking : 0-200
bodyfont:	
Open Sans Regular Open sans Light	Tracking : 0-200



ACEL

GO ELECTRIC

Tagline

Tagline while placed under logo it should be opensans light with 200- 500 tracking

while using as headline it should be opensans Bold and the tracking can be change it depends on design



COLOR



Primary Palet

By using the same colors in all your business ventures, you strengthen your brand's association with those colors, and by extension strengthen brand awareness as a whole.

	Storm #004645
	Teal Green #006361
	Teal #478589
	Fair Aqua #B8E2DC
	Hint of Mint #DCEBE4
	Bright White FFFFFF
	A bite of blue #E5E9E8
	429 C #A2AAAD
	Charcoal #36454F
	Carbon #1C242B
	Black 6C #101820

Teal is symbolic of the **infinity** of the sea and sky, while it is the color of truth and faith for Egyptians. Teal combines the calming properties of blue with the renewal qualities of green.

It is a **renewing** and **refreshing** color that also represents **open communication** and **clarity of thought**. While its green hue provides a sense of **optimism** and **vibrant energy**.

Teal personality is to **think before acting**.

-Blue is **trustworthy, reliable. Stability**, harmony, peace

-Green is natural, often used to demonstrate **sustainability, Growth, prosperity**.

These attributes represent the ACEL identity.

White

White evokes **cleanliness**, virtue, health or **simplicity**.

It can range from **affordable to high-end**.

Blue-Gray

Mix gray with a little blue. Gray stands for neutrality. It can look **mature**.

Black

Black evokes a powerful, sophisticated, edgy, luxurious and modern feeling. Used shades of gray to represent black.





Why
Teal



The name **Teal** comes from the Eurasian Teal, a common freshwater duck with a bluish-green stripe extending from its eyes to the back of its head.

Ducks are **balanced adept swimmers** and **fliers**, and they may travel hundreds of miles each year during their migrations. They **Glide on** the water smoothly. They fly in formation for protection and to reduce air resistance, and they can fly at speeds of **up to 60 miles** per hour! Ducks are highly **intelligent** and **emotional** and **friendly** creatures. They can understand commands, play, give kisses, and beg for snuggles like other birds if you take the time to work with them. If handled frequently and gently from an early age, ducks will become quite **sociable** with people.

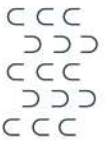
ACEL is

intelligent, adaptive, friendly, help boat to Glide on smoothly, stable, blanced, envormental, renewing, refreshing, trustworthy, cleanless



Secondary Palet





Secondary Palet





Verbal Identity



Audience Persona

ACEL's Three Personas:



Pragmatic Recreational

There are multiple factors that this group will weigh up before buying an electric engine (price, environment, activity, etc.) on balance it makes sense to them.

- Looking for <80HP outboard engines, which they buy directly and install on their own
- Aiming to enhance their experience of leisure (e.g. swimming + fishing)
- Middle to high net worth individuals

Status Seeker

High net worth individuals who are seeking an environmental and high torque solution. They are conspicuous consumers who will enjoy the status associated with being an early adopter.

- Buying >80HP outboard & inboard engines bought via dealership and installed professionally
- Could be using their engine in an existing boat, or even as an optional extra in a brand new boat

Commercial & Fleet

Businesses of all sizes seeking enterprise solutions for their company. They are looking for cost efficiencies, positive PR or even differentiation against competitors.

- Economies of scale and cost implications are a key driver for this group
- They will likely want to socialize the environmental benefits of their electric solution with



Story

Electric engines work in congruence with the rhythms of nature rather than in opposition to it. As a result, ACEL allows our customers to enjoy the wellness aspects of life that boating offers in way that doesn't disrupt the natural environment around them and create negative feelings associated with that.

Our engines are quieter, more sustainable, and safer than traditional powered engines.

To communicate these themes, this direction leverages kinetic graphics and typography, natural textures, and a subdued colour palette





Value

Beyond what we can do, our values showcase what we believe what our brand stands for and finally, what matters to our audiences:



Bold Innovation

Customer centric
Technology

Environmental
Stewardship

Continuous
Collaboration

Intelligent Design

Vision Statement

Allow renewable electric energy to become the driving force behind our society and safeguard the planet for future generations



Mission Statement

To make the world less reliant on fossil fuels by providing safe, reliable and high-calibre electric alternatives



Message

Electric Power
at its Core

The numerous benefits that electric engines deliver to the environment and our consumers - including sustainability, power, and reliability - are all thanks to the innovative technology within.

This direction brings these benefits to life by leaning into the technology through the use of bold typography, a vibrant colour palette, simple iconography, infographics, and motion.



Tone of voice

Words we like

Best Performance
Minimal Design
Safe & Reliable
sustainability
No emissions
Customizable
Maximum Torque
Modern
Friendly
Playful

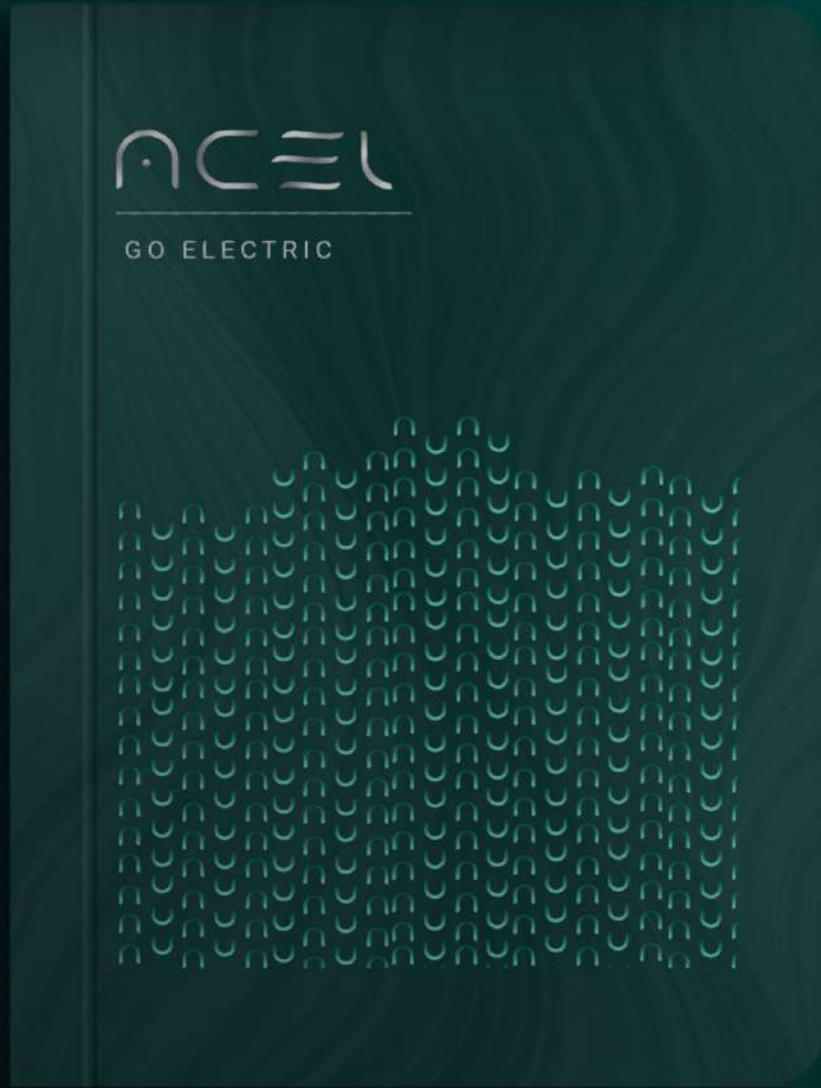
Words we don't like

Limited in Battery Size
Speed issues
Parts are not readily available,
Bad Infrastructure
High Cost
Easily Broken
Serious
Classic



Brand Merchandise

BRAND GUIDE LINE



ACEL

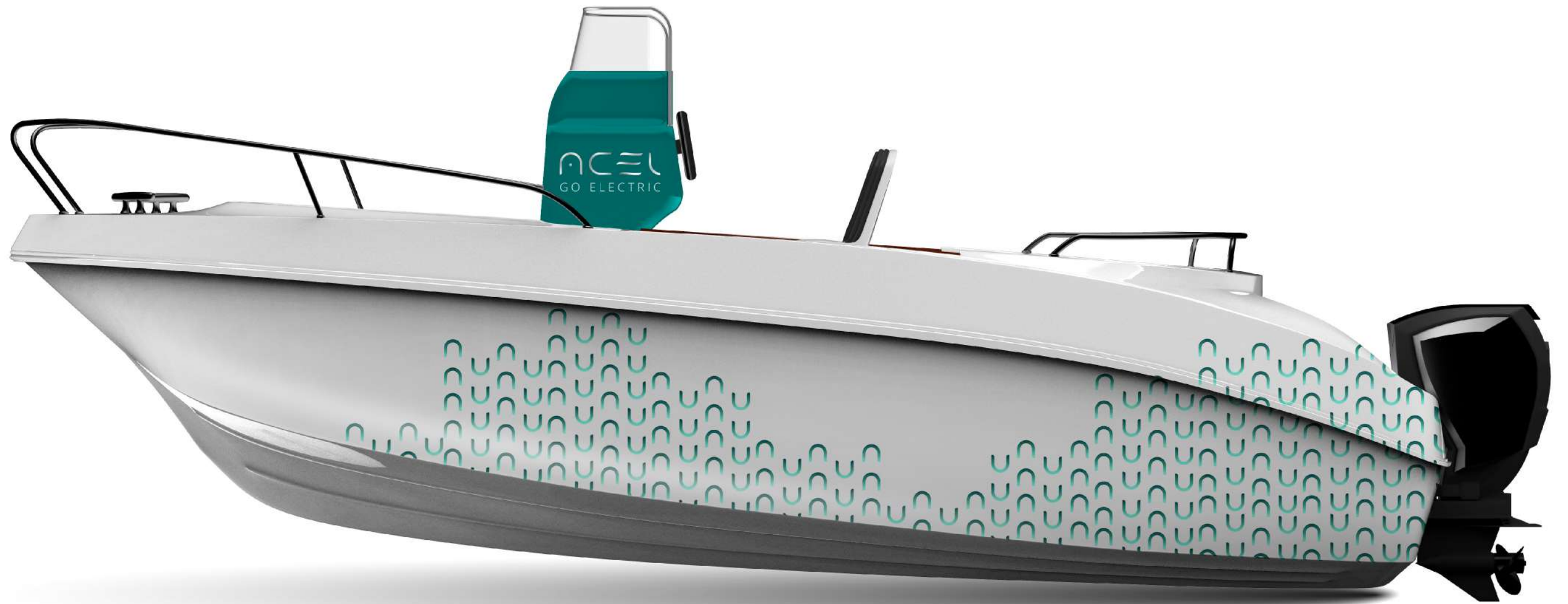
GO ELECTRIC



ACEL
GO ELECTRIC

ACEL

GO ELECTRIC





A circular, metallic-looking sign is mounted on a grey brick wall. The sign features a logo at the top consisting of stylized, teal-colored characters. Below the logo, the words "GO ELECTRIC" are printed in a clean, black, sans-serif font. The bottom portion of the sign is decorated with a pattern of small, teal-colored, stylized 'C' or 'U' shapes arranged in a wave-like pattern.

GO ELECTRIC

GO ELECTRIC

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