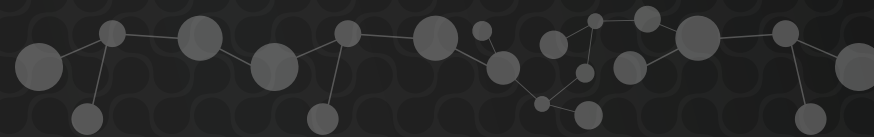




ONE H₂™



STYLE GUIDE





We see a zero-emissions future fueled by sustainable, affordable and reliable zero-carbon power.

OneH2 is on a mission to get us there.

At OneH2, we provide holistic solutions for zero-emissions hydrogen fuel that improves equipment productivity and operations. This allows our customers to meet sustainability goals with a clear understanding of the economics.

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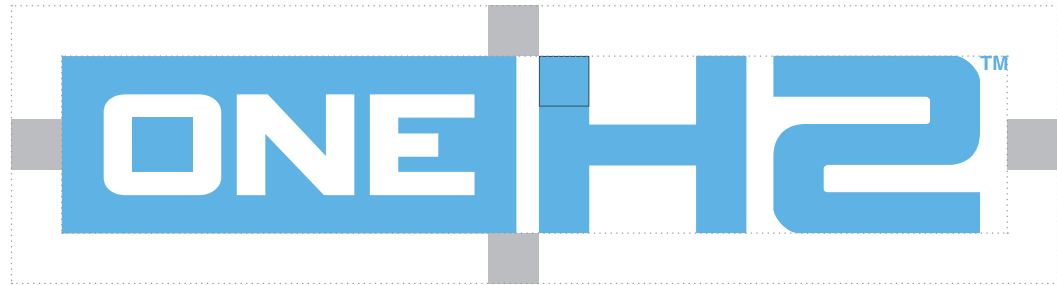
LOGO

Always position the logo for maximum impact and give it plenty of room to breathe. This will help to ensure our logo's visibility and legibility.

The minimum clear space for the OneH2 logo is defined as the width of the stem on the H.

Understanding the clear-space rule is essential, as it is also the standard for logo position and scale on most printed communications. In that regard, the clear space rule should be maintained as the logo is proportionately enlarged or reduced in size.

Clear Space Requirements



Color Variations and Usage



Taglines

FUELING THE HYDROGEN REVOLUTION™

FUELING THE HYDROGEN REVOLUTION™

FUELING THE HYDROGEN REVOLUTION™

FUELING THE HYDROGEN REVOLUTION™

TYPOGRAPHY

Poppins Bold, the headline typeface is to be used as the title or header typeface on all printed and static digital marketing materials.

Poppins SemiBold, is to be used as a sub-headline typeface on all printed and static digital marketing materials. Case and size are dependent on design.

Poppins Medium, is to be used as the body copy typeface on all printed and static digital marketing materials.

Poppins Regular, is to be used as the subtext typeface.

Headlines

Poppins Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Sub-Headlines

Poppins SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Body Copy

Poppins Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Subtext

Poppins Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

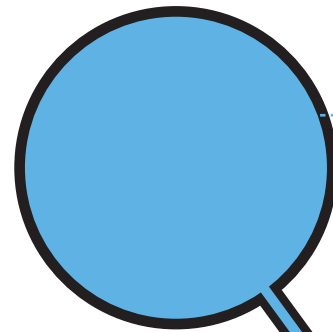
abcdefghijklmnopqrstuvwxyz

0123456789

COLORS

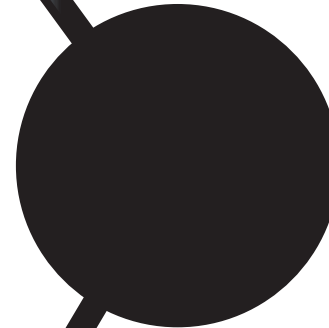
Consistent use of OneH2's color palette inspires recognizability and brand confidence.

As such, OneH2 designs must be shown in the primary or secondary palette colors for any public-facing use.



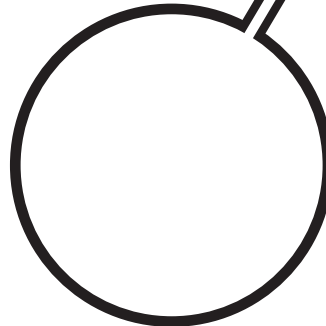
Blue

PMS: 2915 C
CMYK: 100 / 93 / 17 / 7
RGB: 0 / 47 / 135
HEX: #002F87



Black

PMS: Black 6 C
CMYK: 75 / 68 / 97 / 90
RGB: 0 / 0 / 0
HEX: #000000



White

PMS: NA
CMYK: 0 / 0 / 0 / 0
RGB: 255 / 255 / 255
HEX: #FFFFFF

ASSETS

Rounded corner rectangles are used to distinguish design/text elements from the rest of a composition. The corner radius varies, depending on the size of the rectangle, but generally about a radius of 0.2".

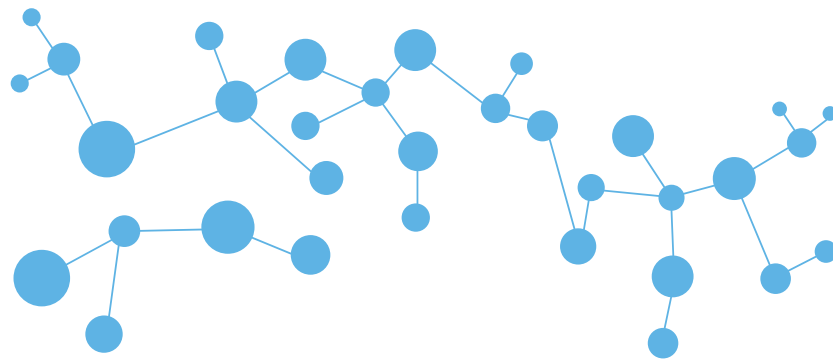
The molecule is an important design asset in OneH2's brand. It can be used with varying degrees of opacity, color or gradients.

The molecule background pattern can be used to create a simple, yet intricate, repeating background using varying degrees of opacity, color or gradients.

Rounded Corner Rectangle

**Depending on Rectangle Size:
Roughly 0.2" Radius Curve
on Corners**

The Molecule



Molecule Background Pattern

