

BRAND GUIDELINES

**BE
FLEX
IBLE**

BACKGROUND

Markets must encourage the development of more flexible generation and demand and the elimination of obstacles to market-based pricing, remove regulatory distortions, enable scarcity pricing, interconnection, Demand Side Response and storage.

Be Flexible aims at increasing energy system flexibility, enhancing cooperation among DSOs and TSOs and easing participation of all energy-related actors through the validation and large-scale demonstration of adapted and proven cross-sectoral services, interoperable platforms for smart grids operation developing further already demonstrated solutions and the creation of required system architecture framework to enable the creation of new business models providing additional value to meet consumers' needs in compliance with a stable regulatory framework.



Brand concepts

FLEXIBILITY

Be Flexible aims to increase the flexibility of the energy system and bring suppliers and consumers together in a community. To embody this in its branding, we have generated a flexible, changing, flexible image, in which its height and width vary depending on the application. This similarity between target and brand creates a perfect fusion.



Brand concepts

ENERGY

Energy is the subject of the project. Electricity consumption is changing over time and it is necessary to take new measures in response to changes and to change the way it is used. The corporate image shows elongated lines with straight shapes that simulate the connection that generates energy. Colour is also an important element where energy is shown.



B≡FLΞXIBLΞ

FLEXIBILITY



ENERGY

B≡FLΞXIBLΞ

BΞFLΞXIBLΞ

Presentation of the brand

Below we will show the visual identity of the brand with the logo in its different forms and versions for placement on all adaptable devices.

BΞFLΞXIBLΞ



BΞFLΞXIBLΞ



**BΞ
FLΞX
IBLΞ**



BΞFLΞXIBLΞ



BΞ

B= FLEXIBLE

B= FLEXIBLE

B= FLEXIBLE

B= FLEXIBLE

B

B= FLEXIBLE

B= FLEXIBLE

B= FLEXIBLE

B

BEFLEXIBLE

Construction and
protection area



BΞFLΞXIBLEΞ

The brand and
its reductions



Graphic elements

Below we will show the different graphic elements that make up the brand, which are directly linked to the concepts from which it arose

Typography

Typography for headlines
Typography for paragraphs

Color

Main color
Secondary colors

Graphic resources

INTER

Inter is a stiff, rigid, corporate typeface, with great legibility despite its narrow line spacing. It is a complete, clean and elegant font family.

CANTARELL

Cantarell, despite being a dry-letter typeface, offers endless adaptations given the terminations in its layout. It is a bold but legible typeface with a regular and a bold weight.

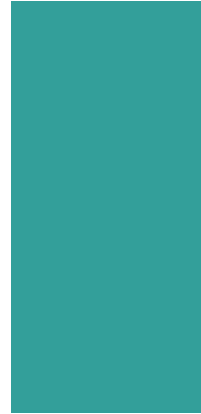
B E F L E X I B L E



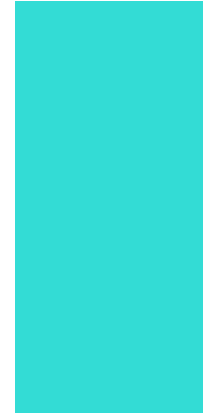
#37d359

MAIN COLOR

#339f9a



#33dcd5



#87e59b



#66b7b4

BEFLXIBLE

Use correct

BEFLXIBLE

BEFLXIBLE

BEFLXIBLE

BEFLXIBLE

BEFLXIBLE

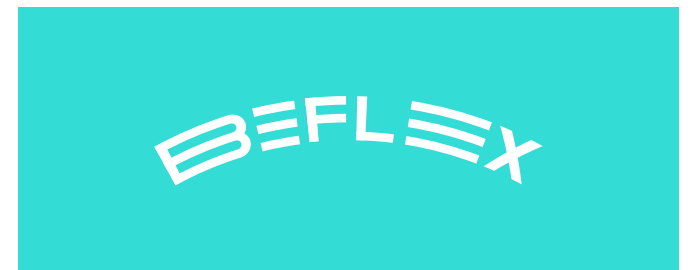
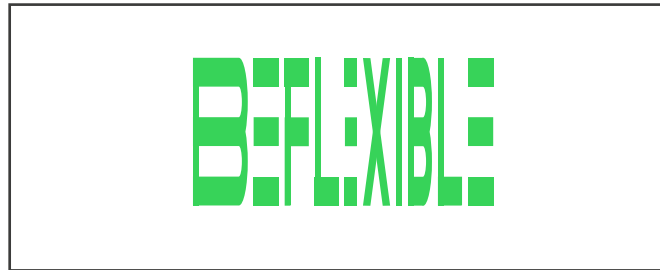
BEFLXIBLE

BEFLXIBLE

BEFLXIBLE

BEFLEXIBLE

Use incorrect



FELIX
IBL



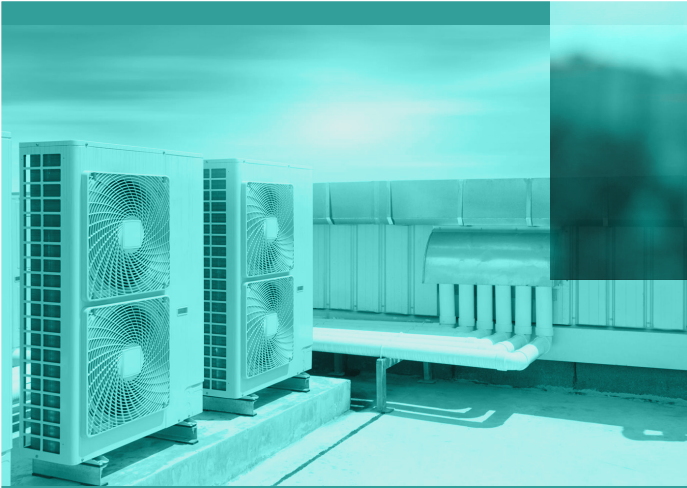
LOREM IPSUM DOLOR

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