

HighMag
BRAND GUIDELINES
May 2025





High-energy, low-cost and scalable
generation 5 magnesium-based batteries
for mobility applications and beyond

#82C676
R0 G147 B190
C80 M27 Y14 K0
Pantone 2184 C



#0f4b68
R17 G76 B105
C95 M67 Y39 K23
Pantone 7693 C



#57c4c4
R87 G196 B196
C61 M0 Y27 K0
Pantone 325 C



#1eabe2
R30 G171 B226
C71 M14 Y0 K0
Pantone 2925 C



BLACK AND WHITE

MONOCHROME





The height of the capital letters define the ideal space around the logotype

Montserrat

for printed and digital visual materials

Available for free
www.fonts.google.com

RECOMMENDED MINIMUM SIZE IN PRINT

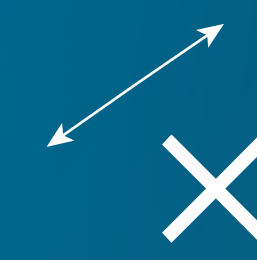
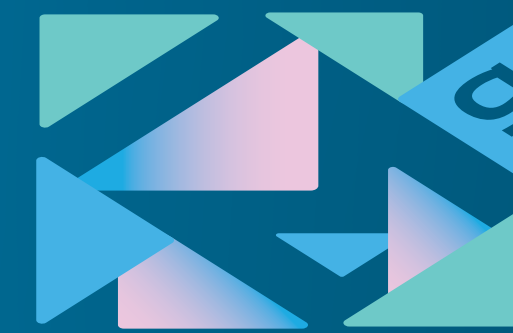


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20mm

Applying
new colors



Rotating
for special effect



Distorting
the proportion

HighMag



Funded by the European Union

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All written productions, i.e., reports, must include the disclaimer alongside the logo.

Available formats
for printing: eps.
All other types of use: png.

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