

# UNISON POWER PARK BRANDING

ELECTRIC VEHICLE CHARGING STATION



Unison is driving change by installing public **fast charging stations** across our network regions



							
C	0	C	0	C	0	C	100
M	94	M	35	M	80	M	90
Y	0	Y	100	Y	100	Y	0
K	40	K	0	K	0	K	40
R	167	R	250	R	240	R	17
G	169	G	175	G	90	G	35
B	172	B	25	B	35	B	105

RGB & CMYK COLOUR SYSTEM FOR  
THE POWER PARK BRAND

PRIMARY LOGO FONT

OPEN SANS - EXTRA BOLD ITALIC

OPEN SANS - EXTRA BOLD

SECONDARY BRAND FONT

BIG NOODLE TITLING - REGULAR

BIG NOODLE TITLING - ITALIC

SUPPORTING BRAND FONT

HELVETICA NEUE LTD - 57 CONDENSED

HELVETICA NEUE LTD - 57 CONDENSED ITALIC

## WRAP DESIGN FOR POWERPARK CHARGER





## DESIGN FILE FOR POWERPARK CHARGING SITE SIGNAGE

There were a number of factors considered when designing the signage for the EV Charger sites.

It was important that vehicle traffic had visibility of the signage, therefore at least one of the signs at each station had to have some vertical height.

The signs themselves were created with a number of different materials for a number of reasons.

The use of the Wooden posts was a way of having that connection back to the natural, green, clean connotations that come with EV's.

While the aluminium metal sheet used at the bottom of the signs was used as a way to reflect the future and the contemporary nature of EV's and EV Charging.

It was also important to showcase not only our brand but also the brand of our partners with each of the sites. On one side of the sign you can find the Unison brand etched into the metal sheet and on the opposite side is the brand of the partner.







