

rhythm^{os}s

Brand Guidelines
rhythmos.io

OUR MISSION

Our mission is to drive intelligent energy delivery and use for a world that moves on electricity.



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RHYTHMOS IDENTITY

Logo Mark

The primary identity mark for Rhythmos is this logo, present it in Dark Black and the 3 brand Greens. It is our standard logo for all customer-facing materials, and should be utilized unless color restrictions or placement necessitate an alternate use.



RHYTHMOS IDENTITY

Clear Space

A minimum area of clear space must always surround our logo. This area of isolation allows the logo to stand out by ensuring that any copy, additional identities, or other visual elements are kept clear from the logo.

The clear space is defined by the width of the letter 'm' from the logo and is to be maintained around the perimeter of the logo.



RHYTHMOS IDENTITY

Logo Usage: Color

The logo should only be used in full color or reversed out. Use the full color logo only when it is clearly legible. Use the reversed logo on darker colors or over images.

The logo features the word "rhythmos" in a lowercase, rounded sans-serif font. The letter "o" is replaced by a circular graphic composed of three curved arrows forming a clockwise loop. The arrows are colored in a gradient from dark green to light green.The logo is shown in a reversed-out style, with the word "rhythmos" and the circular arrow graphic in white. This version is set against a solid dark brown background, demonstrating its use for high contrast.

RHYTHMOS IDENTITY

Secondary Logo

The secondary logo is only used on the Rhythmos website. This version of the logo should not be used in any marketing or sales materials without written permission from the Rhythmos Marketing Team.



RHYTHMOS IDENTITY

Logo Usage: Common Errors

Minimum Size

Our logo should never be hard to read or recognize. Minimum sizes for print and digital are shown to retain legibility in all communications.

Incorrect Usage

The success of the brand depends on our logo maintaining a consistent appearance in all communications. In order to preserve the integrity of the logo, the following examples illustrate how it should not be used.

Minimum Size

PRINT

rhythmOS .175"

DIGITAL

rhythmOS 18px

Incorrect Usage

- Do not alter or distort the logo in any way.
- Do not change the logo colors.
- Do not alter the composition of the logo lockup.
- Do not add any effects to the logo.
- Do not warp the logo or change its proportions.
- Do not place the logo on complex backgrounds.
- Do not create alternative versions of the logo.

RHYTHMOS IDENTITY

Brand Messaging

Our Promise

Our brand promise is who we are and why we matter. This is how we present Rhythmos to our external audiences. Our promise clearly communicates the key difference that Rhythmos offers and lets customers know what they can expect from our products and services.

Our Mission

Our mission statement clearly defines what Rhythmos aspires to achieve now and in the future. It drives everything we do as an organization. It should be used in collateral and marketing material as a secondary message after our promise.

Move with Electricity

We are continually looking for new ways to drive intelligent energy delivery and use for a world that moves on electricity

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COLOR & TYPOGRAPHY

Our brand design elements are integral to the personality and recognizability of the Rhythmos brand. They are a cohesive design system composed of a number of creative elements that work together to create a distinctive look and feel.

COLOR & TYPOGRAPHY

Color Palette

For print, use PMS colors when possible as they will yield the most accurate results.
For digital you may use either RGB or Hex.

Primary Colors



Forest Green

RGB: 58 / 129 / 21

HEX: 3A8115

CMYK: 75 / 28 / 100 / 14

PMS 2278



Olive Green

RGB: 130 / 163 / 49

HEX: 82A331

CMYK: 59 / 21 / 89 / 4

PMS 576



Faded Green

RGB: 197 / 206 / 107

HEX: C5CE6B

CMYK: 27 / 2 / 66 / 0

PMS 2289



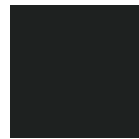
Gold

RGB: 255 / 203 / 46

HEX: FFCB2E

CMYK: 0 / 32 / 96 / 0

PMS 1235



Near Black

RGB: 26 / 30 / 14

HEX: 1A1E0E

CMYK: 73 / 65 / 65 / 72

PMS 419



Grey

RGB: 116 / 117 / 110

HEX: 74756E

CMYK: 57 / 47 / 48 / 14

PMS 424



Canvas

RGB: 103 / 99 / 65

HEX: 676341

CMYK: 57 / 44 / 89 / 28

PMS 7750



Canvas 1

RGB: 48 / 52 / 37

HEX: 303425

CMYK: 64 / 59 / 76 / 66

PMS Black 2



Canvas 2

RGB: 94 / 97 / 85

HEX: 5e6155

CMYK: 57 / 52 / 58 / 25

PMS 405



Canvas 3

RGB: 129 / 131 / 122

HEX: 81837A

CMYK: 47 / 42 / 47 / 7

PMS 403



Canvas 4

RGB: 83 / 86 / 74

HEX: 53564A

CMYK: 65 / 53 / 63 / 36

PMS 418

Secondary Colors



Cyan

RGB: 8 / 126 / 177

HEX: 087EB1

CMYK: 89 / 42 / 16 / 1

PMS 2390



Navy

RGB: 0 / 58 / 115

HEX: 003A73

CMYK: 100 / 84 / 31 / 19

PMS 654



Orange

RGB: 230 / 124 / 0

HEX: E67C00

CMYK: 5 / 64 / 100 / 0

PMS 716



Butterscotch

RGB: 199 / 137 / 39

HEX: C78927

CMYK: 28 / 48 / 100 / 8

PMS 7551

COLOR & TYPOGRAPHY

Typography

Headline: Mundial

Mundial is a sans serif typeface. The simple and geometric font has wide proportions and airy negative space. It is suitable for both web and print usage.

Body Copy: Inter Tight Light

This is a specialized version of Inter with tighter spacing, for display usage. This version also has Roman and Italic styles.

Fonts are accessible from Adobe Fonts at <https://fonts.adobe.com/>

Brand Font:

PRIMARY

Mundial Light

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789"!/?%&

SECONDARY

Inter Tight Light

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789"!/?%&

COLOR & TYPOGRAPHY

Typography

Headline & Body Alternative: Century Gothic Pro

Century Gothic Pro is the approved font for Mac and PC devices when Mundial and Inter Tight are not available. Uses may include, emails and PowerPoint presentations.

Brand Font:

ALTERNATIVE

Century Gothic Pro Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789"!/?%&

COLOR & TYPOGRAPHY

Typography Usage

- | | |
|---|--|
| ① This type spec is useful for 'eyebrow' style headings or categorical marking. | Inter Tight Bold
All Caps - 8pt / 12pt
Opt tracking |
| ② Large headlines or high-level pieces of copy look best when rendered in Light. | Mundial Light
Sentence Case - 40pt / 46pt
Opt tracking |
| ③ Subhead or other small bodies of copy, best used in Regular. | Mundial Regular
Sentence Case - 20pt / 26pt
Opt tracking |
| ④ Long copy renders best in Light, especially alongside other larger point sizes. | Inter Tight Light
Sentence Case - 10pt / 16pt
Opt tracking |

① —————

PURUS LOREM COMMODO

② —————

Vivamus sagit

③ —————

Etiam porta sem malesuada
magna mollis euismod.

④ —————

Morbi leo risus, porta ac
consectetur ac, vestibulum
at eros amet Cras mattis
aconsectetur purus sit eros
amet fermentum. Praesent
commodo cursus magna.

Morbi leo risus, porta ac
consectetur ac, vestibulum
at eros amet Cras mattis
aconsectetur purus sit eros
amet fermentum. Praesent
commodo cursus magna.

Visual Language

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VISUAL LANGUAGE

Our brand design elements are integral to the personality and recognizability of the Rhythmos brand. They are a cohesive design system composed of a number of creative elements that work together to create a distinctive look and feel.

VISUAL LANGUAGE

Photography

Dos

Our photography style uses bold photography that captures innovation and technology in our industry. The images should be authentic and have interesting focal point to draw the viewers attention.

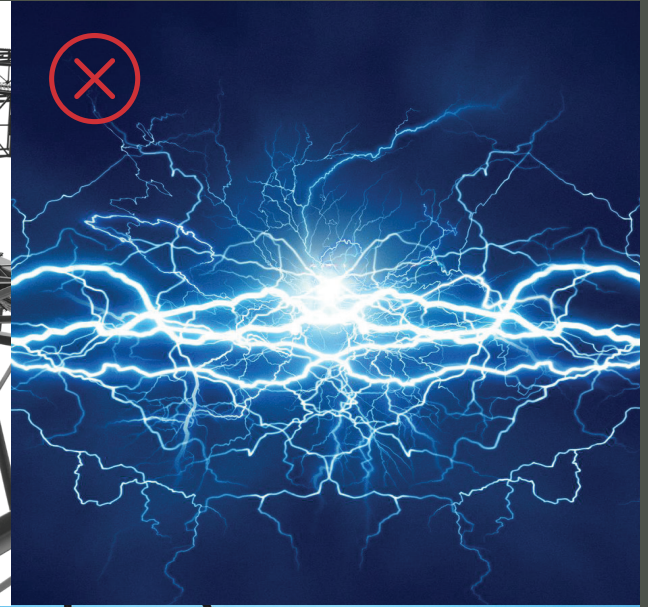
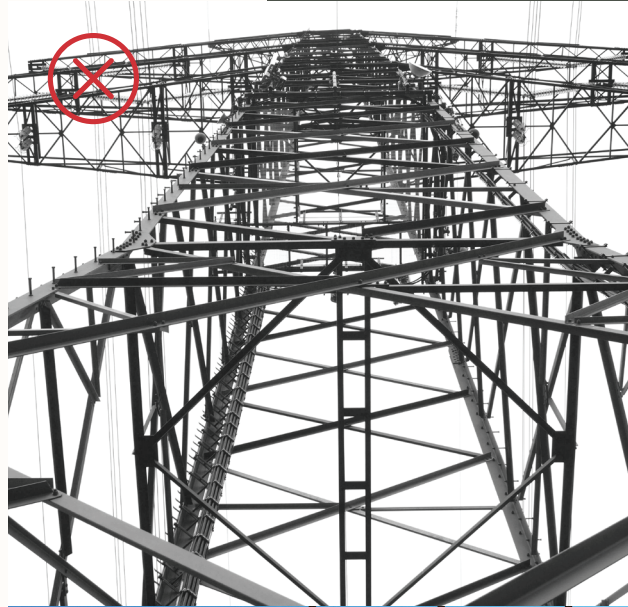


VISUAL LANGUAGE

Photography

Don'ts

We should not be using black and white highly staged or unnatural photography.



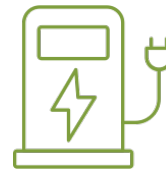
VISUAL LANGUAGE

Iconography

Dos

Our iconography uses a clean simple design with even stroke size. Only brand colors should be used or black and white.

Examples:



Don'ts

We should not be using solid, black and white, dimensional or very complicated icons.



No Solid Icons



No Lines & Solid Shapes Icons



No Dimensional Icons



No Complex Icons

VISUAL LANGUAGE

Graphics

When we create graphics they should have a unified look, be unique and interesting. Using only our brand font and color palette is the primary way to achieve this. Use our icons as appropriate. All lines should be even and not overly complex do not use multiple colors. Keep the graphic light and airy for ease in reading.



Examples of Work

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EXAMPLES

The following pages show some examples
from Rhythmos's body of work.

EXAMPLES

Website: Homepage



Website: Fleet Application



EXAMPLES

PowerPoint

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Company Introduction

Add subtitle here

2023

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Utilities can make EV Energy demand predictable and flexible while reducing the cost of EV adoption.

Optimize Demand

- Enable EV detection with better fidelity to what is happening at the grid edge
- Better utilization of existing transformer, feeder, and substation capacity to serve growing loads
- Insightful visualization of data from your advanced metering infrastructure
- Platform capabilities that enable you to offer more effective customer programs

Reduce Costs

- Lower build-out costs by leveraging existing network assets
- Greater use of lower wholesale energy prices to serve EV charging loads
- Smarter, more targeted, investment in infrastructure to meet rapidly growing EV demand
- Access to real-time and accurately forecasted information about load, carbon intensity, energy market, customer behavior, and environmental data to support smart investments in grid infrastructure


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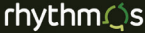
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EXAMPLES

Brochure





Algorithmic Optimization System

A Single End-to-End Ecosystem Optimization Platform

The Rhythmos AOS platform is the foundation for the company's advanced, intelligent technology solutions that co-optimize the entire grid ecosystem to extract maximum benefits from EV deployments for customers. At the same time, the technology minimizes grid impacts and wholesale energy costs of EV charging and operations for utilities, energy retailers, and aggregators.


Reduced Energy Costs and Infrastructure Investments

For the fleet customer, we can save them 10% on energy costs annually and avoid having to upgrade service transformers.

We can save utilities 40-50% on energy costs compared to unmanaged charging while avoiding service transformer upgrades, making it possible to more than double a typical utility's EV charging capacity compared to unmanaged charging scenarios. Additional values:

- EV detection at better than 96% accuracy (for Level 2 charging and above)
- Determination of EV hosting capacity by substation, feeder, and service transformer
- Ability to conduct "what if" EV scenarios to identify locational infrastructure additions and associated costs

OPTIMIZATION SOLUTION



“With our behind-the-meter DER optimization platform coupled with your utility optimization analytics, customers will be able to extract greater value from their assets.”

President of a clean DER solutions provider

Rhythmos - Move with Electricity

www.rhythmos.io



MODEL SIMULATIONS

- Utility Forecast Transformer, Feeder, Substation
- EV Data & Load Management
- Operational & Locational Constraint

OPTIMIZE AND CALCULATE IMPROVED ROI



Fleet
OPTIMIZE EV CHARGING

A dynamic optimization tool that analyzes daily operational requirements for EV fleets, identifies operational flexibility within these assets, and coordinates charging needs against utility and market conditions to facilitate maximum value extraction.



Utility
OPTIMIZE UTILITY MANAGEMENT

A dynamic optimization tool for electric utilities to daily plan, forecast, optimize and schedule EV charging events for fleets and individual EV owners that minimize T&D capacity constraints to avoid costly grid capacity upgrades, saving EV customers and utilities money.



Market
OPTIMIZE ENERGY MARKET

A dynamic optimization tool that creates a direct link between EV energy demand, energy resource procurement, and scheduling that ties together EV fleet, utility and market opportunities, enabling access to new revenue streams via emerging wholesale and grid services markets.

The technology opens up a tremendous opportunity to drive the transformation from the ends: Linking wholesale markets, utility transmission and distribution systems, EV fleet operators, and even individual EV owners to create incentives for all participants to play an active role in the transition while sharing in its economic benefits.

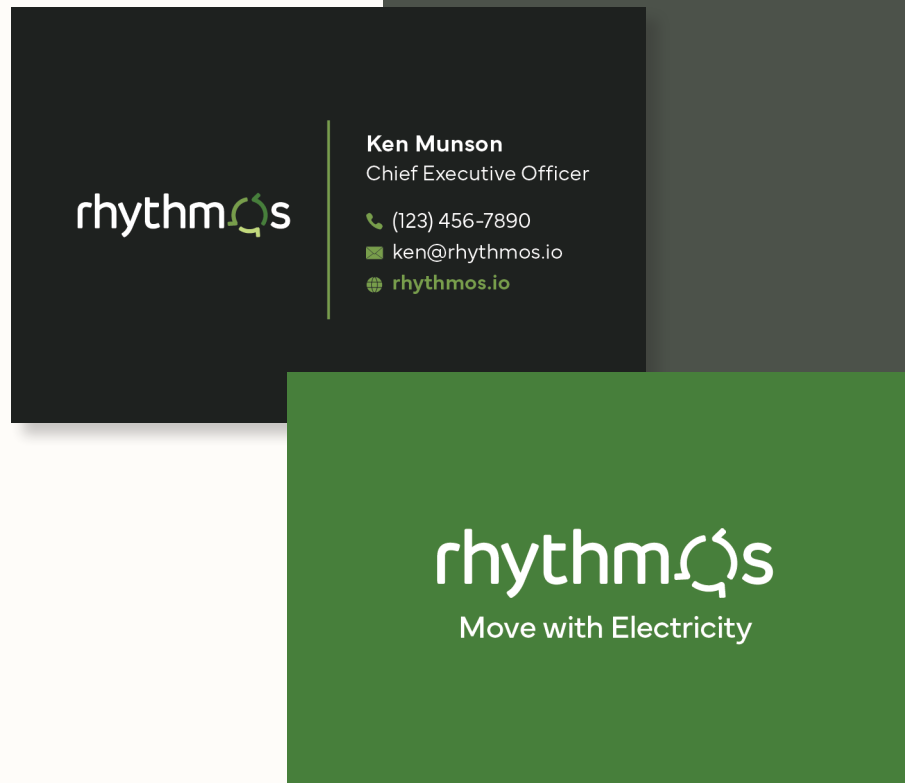
To learn more or to request a demo, go to www.rhythmos.io

Rhythmos - Move with Electricity

www.rhythmos.io

EXAMPLES

Business Cards



EXAMPLES

Events



Thank you

Questions?

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