

rhythm<sup>Q</sup>s.io<sup>®</sup>

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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# Brand Identity

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## RHYTHMOS.IO® IDENTITY

### Logo Mark

The primary identity mark for Rhythmos.io® 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.IO® 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.IO® 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.

rhythm↻s.io®

rhythm↻s.io®



## RHYTHMOS.IO® 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

rhythm<sup>Q</sup>s.io ] .175"

#### DIGITAL

rhythm<sup>Q</sup>s.io ] 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.IO® IDENTITY

# Brand Messaging

### Our Promise

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

### Our Mission

Our mission statement clearly defines what Rhythmios.io® 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.io® 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



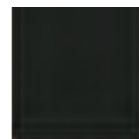
**Olive Green**  
RGB: 130 / 163 / 49  
HEX: 82A331  
CMYK: 59 / 21 / 89 / 4  
PMS 576



**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<br>All Caps - 8pt / 12pt<br>Opt tracking        |
| ② Large headlines or high-level pieces of copy look best when rendered in Light.  | Mundial Light<br>Sentence Case - 40pt / 46pt<br>Opt tracking     |
| ③ Subhead or other small bodies of copy, best used in Regular.                    | Mundial Regular<br>Sentence Case - 20pt / 26pt<br>Opt tracking   |
| ④ Long copy renders best in Light, especially alongside other larger point sizes. | Inter Tight Light<br>Sentence Case - 10pt / 16pt<br>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.io® 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.

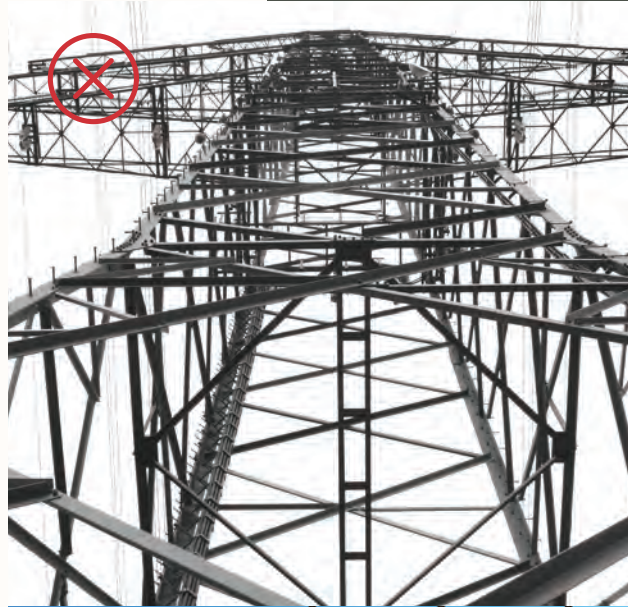


## VISUAL LANGUAGE

# Photography

### Don'ts

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





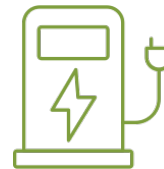
## VISUAL LANGUAGE

# 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 Rhythmios.io's body of work.



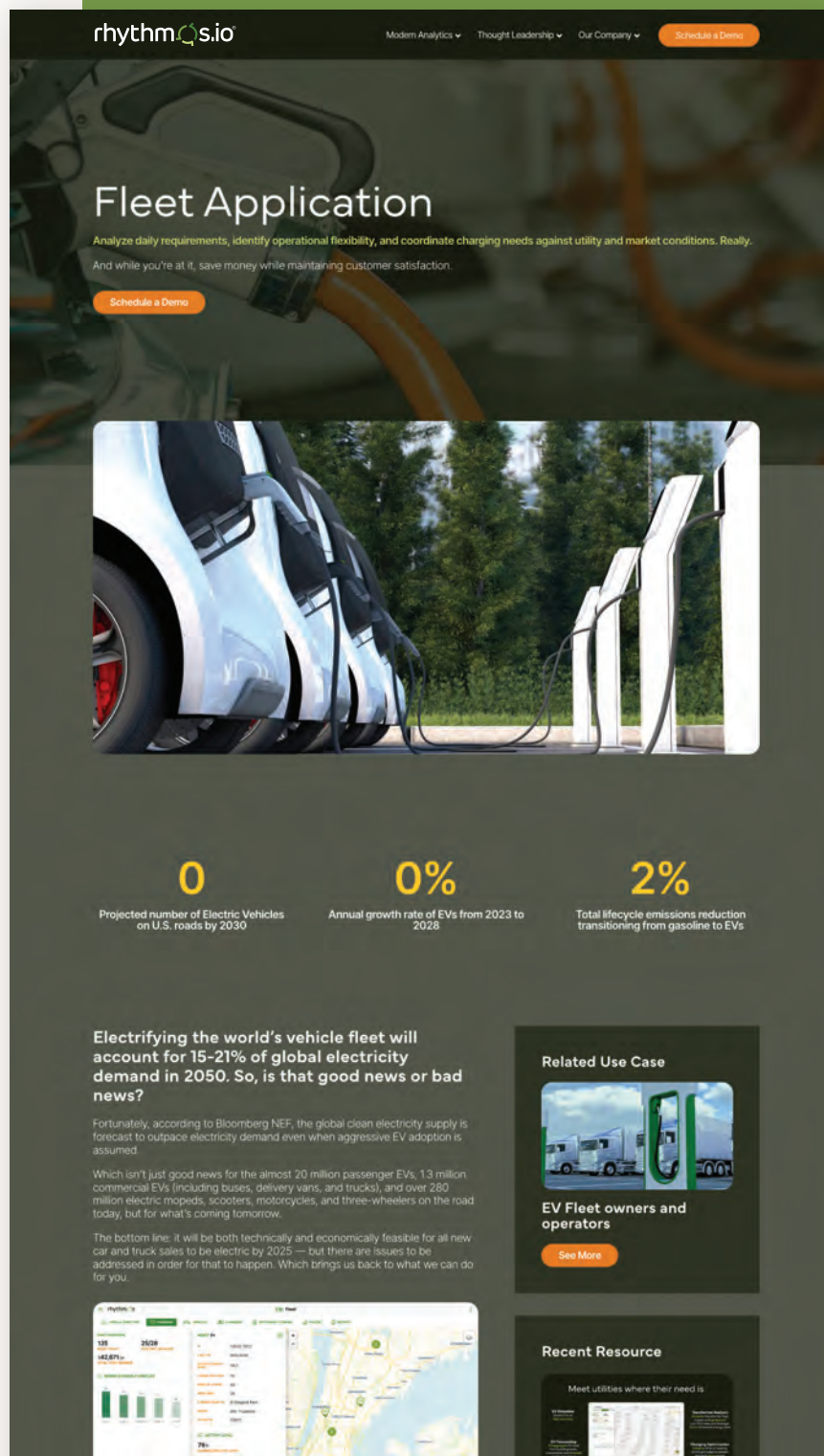
## EXAMPLES

# Website: Homepage



## EXAMPLES

## Website: Fleet Application



## EXAMPLES

### PowerPoint

rhythmios.io

# 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


rhythmios.io

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## EXAMPLES

# Brochure



**rhythmios.io**

## Cadency EdgeAI<sup>SM</sup>

### End-to-End Optimization Platform

The Rhythmios.io® Cadency EdgeAI<sup>SM</sup> platform creates transparency for customers to understand the hidden effects of electric vehicle (EV) load on the distribution grid at a granular level. Cadency EdgeAI<sup>SM</sup> was designed using artificial intelligence, power system engineering, and machine learning-driven data analytics to provide distribution system-optimized charging and critical asset management for utilities and EV fleets.

### Reduced Energy Costs and Infrastructure Investments


With Cadency EdgeAI<sup>SM</sup>, fleet customers gain transparency and insight into a fleet's charging load and infrastructure impacts. Optimized charging can save 10% on energy costs annually, reduce demand charges, and avoid infrastructure costs.

Utilities can save 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 96% accuracy (for Level 2 charging and above)
- EV adoption planning scenarios to identify locational infrastructure additions and associated costs
- Transformer loading analysis and forecasting
- Other distributed energy resource (DER) detection, forecasting and optimization

### OPTIMIZATION SOLUTION



At the substation level, we've got years of SCADA data that we can analyze, at the distribution transformer level, we don't. That is the insight Rhythmios.io® provides.

**Manager of Electrical Systems Engineering**

Rhythmios.io® - Move with Electricity

www.rhythmios.io



**rhythmios.io**

## MODEL SIMULATIONS



Utility Forecast, Feeder, Substation



EV Data & Load Management



Operational & Locational Constraint

### AWARENESS, IMPACT, AND ACTION



**Fleet**

Cadency EdgeAI<sup>SM</sup> creates transparency and **Awareness** into a fleet's charging load and infrastructure **Impact**. The optimized charging tool analyzes daily operational requirements for EV fleets, identifies flexibility within assets, and coordinates charging needs against utility and market conditions to enable fleet managers to take **Action** and facilitate savings.



**Utility**

Cadency EdgeAI<sup>SM</sup> gives utilities the **Awareness** of where and how EVs are charging on their distribution systems, provides insights into how EV charging loads **Impact** transformers and distribution assets. Utilities can then take **Action** by optimizing EV charging to minimize energy costs, protect distribution assets, and maximize the use of zero-carbon energy sources. Utilities avoid costly grid capacity upgrades and provide savings to EV customers.



**Market**

Cadency EdgeAI<sup>SM</sup> 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.

Rhythmios.io® opens a tremendous opportunity to drive the electric mobility transformation: 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. Cadency EdgeAI<sup>SM</sup> is the connective tissue along the EV and utility value chains, creating awareness and transparency that enables greater EV adoption worldwide.

To learn more or to request a demo, go to [www.rhythmios.io](http://www.rhythmios.io)

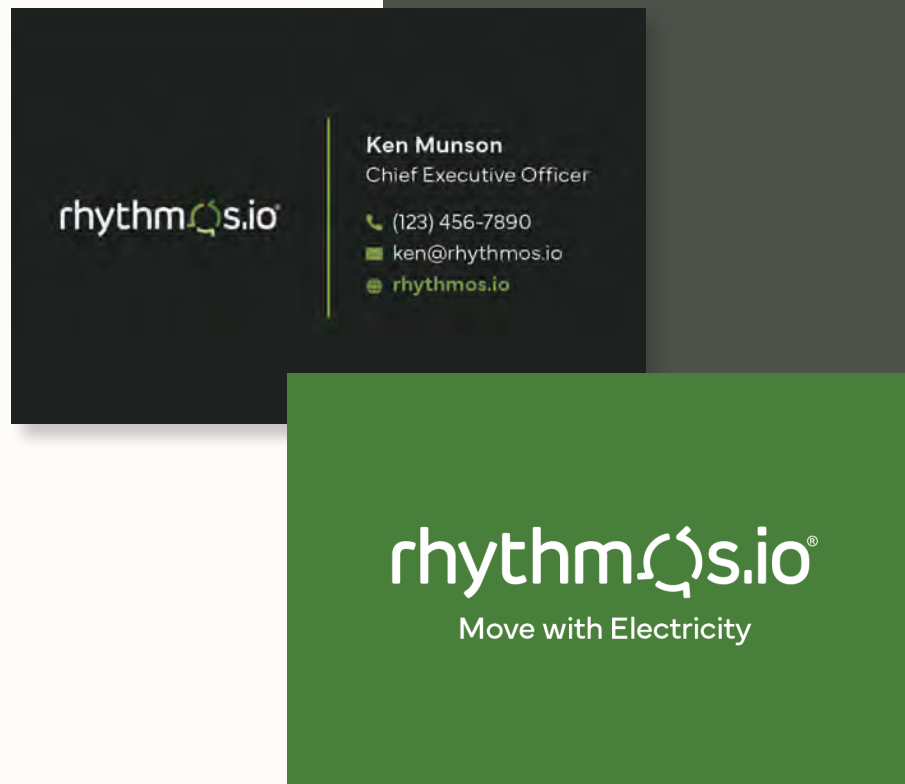
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EXAMPLES

## Business Cards



EXAMPLES

## Events



# Thank you

## Questions?

For more information  
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