

ChargeDock



Brand Guidelines · v1.0

POWER-BANK SHARING · MALLORCA · MEDITERRANEO

Low battery?

Not here.

The complete visual & verbal identity · ES · EN · DE · IT

What's inside.

01 **Brand essence**

02 **Audiences**

03 **Logo system**

04 **Clear space**

05 **Colour**

Mission · positioning

Guests & venues

Anatomy · variants

Construction · sizing

Palette · specs · usage

06 **Typography**

07 **Iconography**

08 **Components**

09 **Imagery**

10 **Voice & applications**

Outfit · Geist

Line system

Battery · pay · status

Art direction

Tone · touchpoints

01

Brand

Why we exist, and who we serve.

A charge is always within reach.

ChargeDock is a power-bank-sharing network for hospitality. Rent a charger at any station with a tap of your card, use the built-in cable, and return it anywhere in the network. No app, no account, no cables to carry.

MISSION

Make “my phone’s about to die” solve itself — everywhere, in seconds.

POSITIONING

The effortless, premium power-bank network for the Mediterranean.

PERSONALITY

Effortless · Dependable · Energetic · Premium. Confident and lightly witty — never alarmist.



Two audiences, one system.



Guest

The low-battery traveller

Tourists and locals who want a charge now, with zero hassle. Speed and trust over everything. Copy: short, warm, reassuring.



Venue

The host partner

Hotels, beach clubs, cafés, restaurants. Host a station free to keep guests longer. Copy: leads with value — footfall, dwell time, zero cost.

02

Logo

One wordmark, charged with meaning.

The wordmark.

ChargeDock



“Charge”

The action, in Charge Green. The energy and the promise.

“Dock”

The place, in Dock Navy. Trust and home base.

The bolt

A lightning streak in Bolt Grey. Never recoloured arbitrarily.

Pick the most contrast.



PRIMARY · ON LIGHT



REVERSED · ON NAVY



MONO · ON GREEN



MONO · ON SEA

Clear space & sizing.



Keep clear space on all sides equal to the **height of the bolt**. Nothing enters this zone.

ChargeDock

DIGITAL – 120PX MIN

ChargeDock

PRINT – 24MM MIN

Below these sizes, use the standalone bolt mark as favicon / app icon.

03

Colour

Sunlit green. Sea-blue calm.

Core palette.

CMYK / Pantone approximate — confirm against your print profile.



Charge Green

primary / action

#65B32E

RGB 101·179·46

CMYK 44·0·74·30

Pantone 369 C



Dock Navy

ink / surfaces

#162139

RGB 22·33·57

CMYK 62·42·0·78

Pantone 5395 C



Sea Blue

secondary

#0E8FB0

RGB 14·143·176

CMYK 92·19·0·31

Pantone 7461 C



Bolt Grey

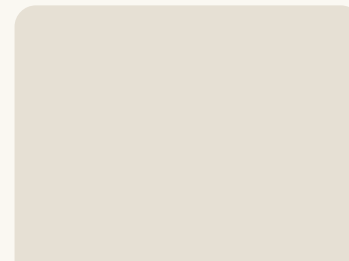
tertiary

#6B7281

RGB 107·114·129

CMYK 17·12·0·49

Cool Gray 9



Sand

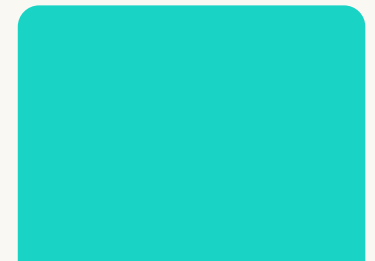
neutral

#E6E0D4

RGB 230·224·212

CMYK 0·3·8·10

Pantone 9143 C



Slot Cyan

status only

#19D3C5

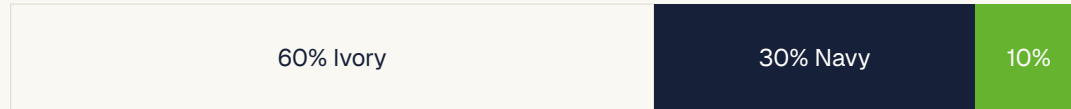
RGB 25·211·197

CMYK 88·0·7·17

Pantone 3262 C

Balance & accessibility.

USAGE BALANCE · 60 · 30 · 10



ENERGY GRADIENT



Green → cyan. Hero accents only — never behind body text.

Green is a spotlight.

One primary action per screen. If everything is green, nothing is.

Accessibility.

Body text is navy on ivory (>12:1). White passes AA on green, navy, sea and grey. Never set body text in green, cyan or sand.

Aa — white on navy

AA ✓

04

Type

Geometric display. Honest body.

Outfit & Geist.

DISPLAY · HEADLINES

Outfit

Weights 500–800 · tracking –2%. H1–H3, buttons, numbers.

BODY · INTERFACE

Geist

Weights 400–700 · 1.6 line-height · max 65ch. Paragraphs, UI.

H1 · 40

Find a station near you

BODY · 16

Rent a power bank in seconds. Three cables built in.

CAPTION

€1 UNLOCK · €2 / HOUR · €12 DAILY CAP

05

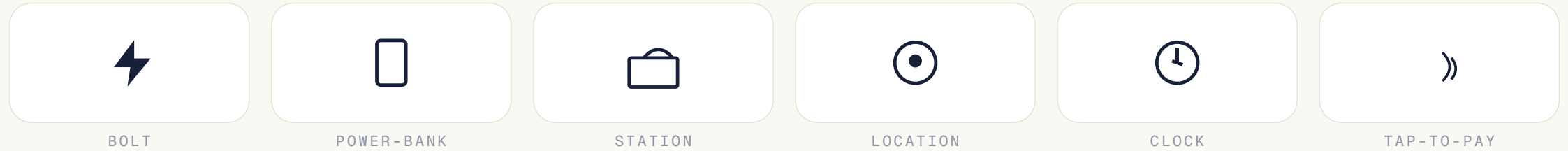
System

Icons & bespoke components.



One line. One feeling.

24px grid · 1.8px stroke · rounded caps. Friendly geometry matching Outfit.



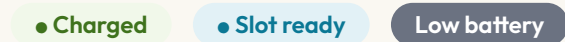
Built from the product.

Every component nods to charge, battery and contactless pay.

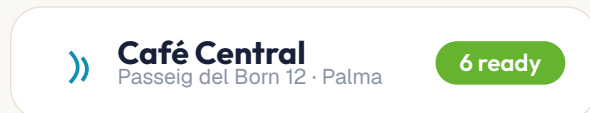
BATTERY / CHARGE METER



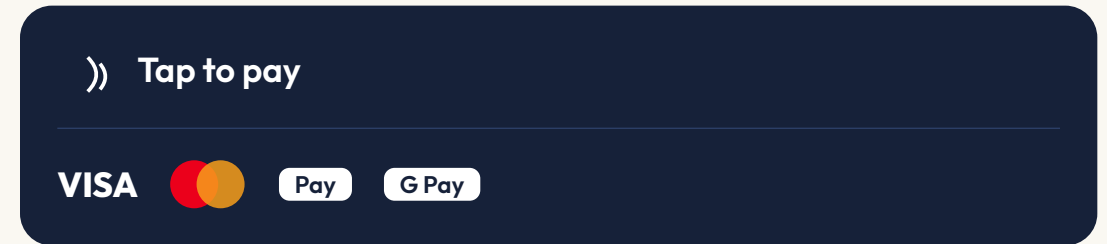
STATUS



STATION AVAILABILITY



TAP-TO-PAY CHIP



BUTTONS



06

Imagery

Real hardware, sunlit life.



Warm, textured, true.

Golden Mediterranean light, natural textures and irregular dappled sun. Real venues; never fake the hardware.



“Low battery? Not here.”

The product is always the hero — placed in the real Mediterranean moments people live.



Confident, clear, quietly witty.

✓ WRITE LIKE THIS

“Low battery? Not here.”
“Tap your card and go. No app, no account.”
“Three cables built in. Bring nothing but your phone.”
ES — “¿Sin batería? Aquí no.”

Effortless

Warm

Direct

Reassuring

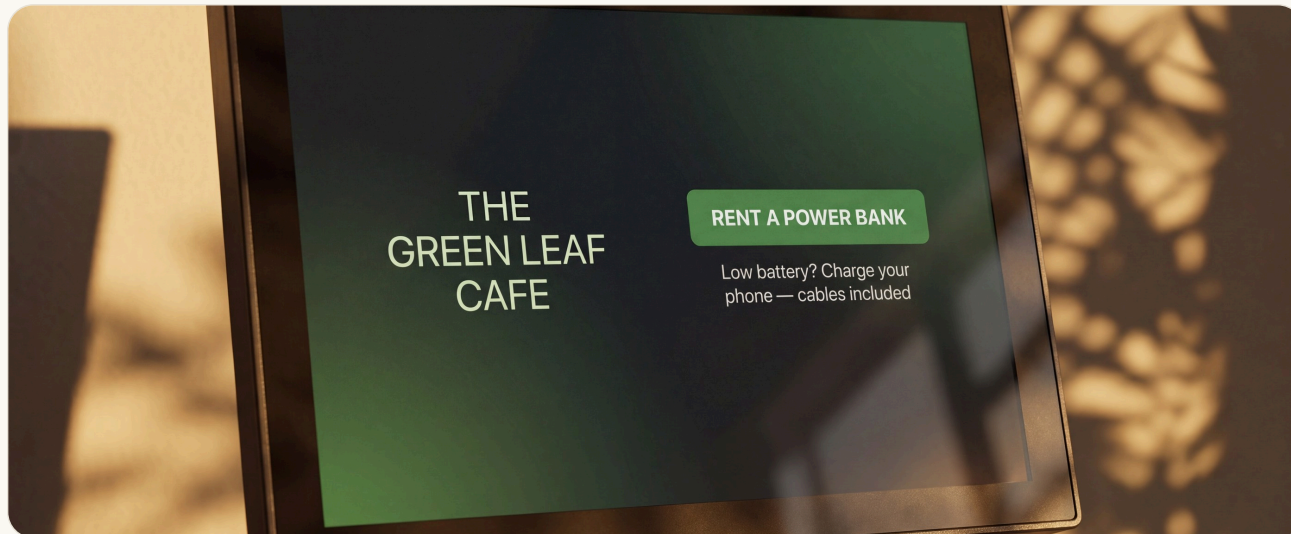
Playful

× NOT LIKE THIS

“Don't let your battery DIE!!!”
“Our synergistic charging ecosystem leverages...”
“Download the app, register an account...”
“Revolutionary next-gen power solution.”

The brand in the world.

STATION SCREEN — CO-BRANDED



Venue name left, ChargeDock action right in brand green — a key venue-partner selling point.

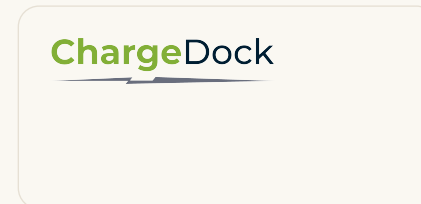
IDENTITY TOUCHPOINTS



APP ICON



STICKER



BUSINESS CARD · IVORY / NAVY



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