Brand guidelines

October 2026

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1 Brand overview

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1.1 About the company

E100 is the only fuel card that connects two continents, allowing seamless travel across Europe and Asia without stops.

Currently, there are over 20,000 points of acceptance for E100 cards and usage of the E100 Mobile application. The E100 card provides access to 18,000 gas stations in 32 countries, offering VAT refunds, cashless road toll payments, and additional transportation services, ranging from parking and car washes to ferry reservations and bridge toll payments.

1.2 Mission

Our mission is to create a convenient ecosystem of products for transportation, enabling cost optimization and reducing environmental pollution.

We attract the best specialists to develop products for our customers and care about enhancing their well-being by providing ample opportunities for personal and professional growth.

1.3 Brand strategy

We are creating a dialog between technology and business.

Our main goal is to provide technology solutions that meet the needs of even the most demanding customers. People are our main focus, and every day we strive to meet their growing expectations of a dynamically changing world. Our relationships are based on partnership, trust and dialog.

1.4 Vision

Our company aspires to become a reliable and responsible partner for our clients, offering them fast, convenient, and secure access to financial services and fuel across Europe.

We aim to help them reduce expenses and enhance the competitiveness of their businesses in the modern economy. To achieve this, we attract top-notch employees, ensuring comfortable working conditions and opportunities for development.

We continuously develop cooperation with our partners to meet the individual needs of our customers, offering digital solutions and flexible, personalized service that takes into account the unique needs of each customer and ensures a high level of satisfaction.

1.5 Brand tree



2 Main components

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2.1 Logo

The main option is to use green logo on a white background.



It is not allowed to make any changes to the composition and shape of the logo.

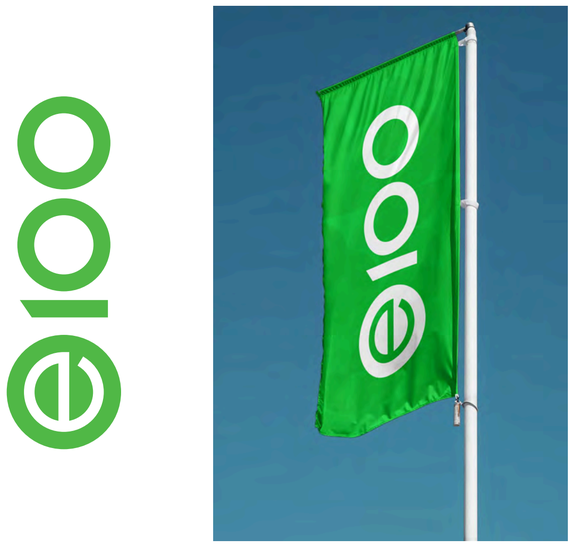
For the design of various types of media, a ready-made version of the logo is always a ready-made version of the logo is always used, which which is attached to this manual.

It is not allowed to disturb the integrity of the logo and the mutual arrangement of its elements. The mark may be used separately only in exceptional cases described in this manual.

2.2 Logo rules



Most preferable to use the logo
in a horizontal position.



Use the vertical version **only when** the layout does not allow the use of horizontal version, e.g. production of POS materials.

2.3 Acceptable logo colors

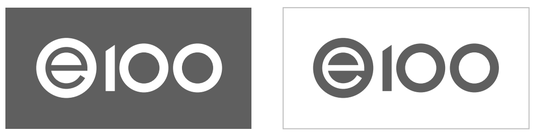


On a white background
A version of the corporate green color logo is used.

It is also acceptable to use the logo in silver/gold with obligatory acceptance in the design department.



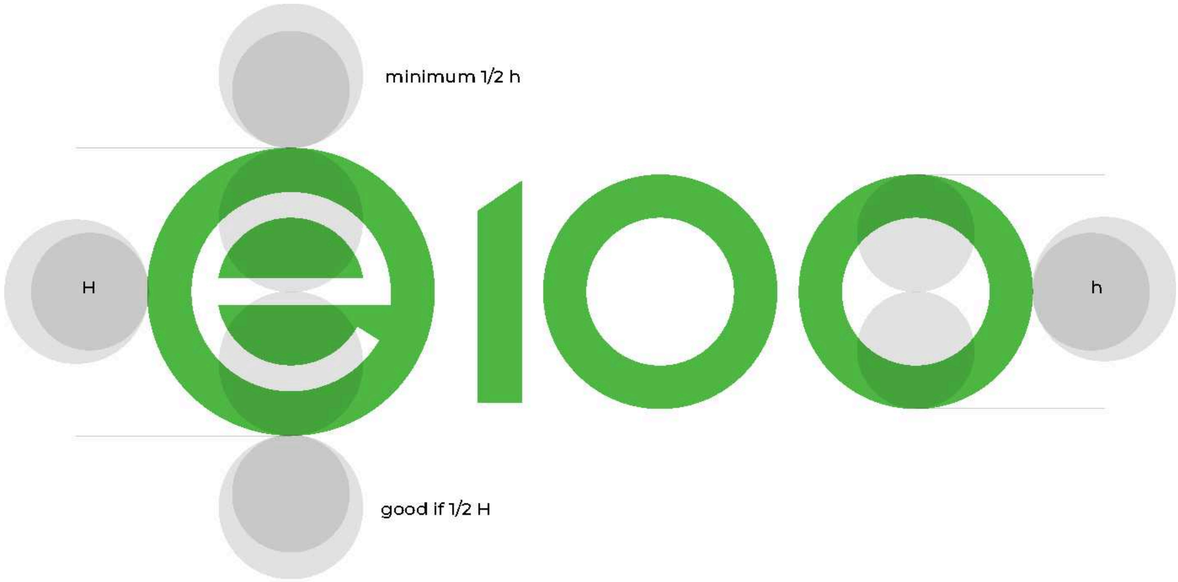
On a green background
The white-colored logo is placed on the corporate green background.



On a monochrome or photo background it is acceptable to use the logo in gray color.

You can download the logo at the link

2.4 Indents and minimum sizes



Indents

When placing a logo on a layout, we leave space around it free of other graphics and typography to ensure their visibility.

The minimum clearance should be equal to half the height of the logo on the layout.

Digital: 24 px
Print: 4 mm

2.5 Unacceptable uses

The E100 logo is our most valuable brand asset.

Always use the official logo files from Brand Center and MarketingHub as they are posted.

Never use logos from web image search or old files.

Don’t distort the proportions of the logo / Don’t rotate the logo



Don’t recolor, add effects like bevels, or fill the logo with imagery.



Don’t modify the distances between wordmark and symbol



Don’tadd elements to the logo



Don’t use the logo as a stroke



Don’t use the symbol alone*



* the exception ONLY for favicon

2.6 Main collors

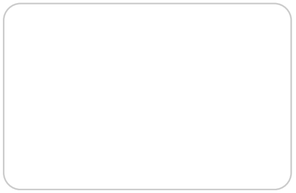
Color plays a critical role in expressing our brand. Using a consistent color palette creates brand recognition and builds lasting emotional connections with our customers, partners and employees.

But it takes time and consistency.

Green is our primary color. Along with our secondary colors - white, light gray and dark gray. Please do not deviate from this core set of colors or create shades of these values.



HEX	**00B938**
RGB	**80 188 70**
CMYK	**75 0 100 0**
PANTONE	**361**



HEX	**FFFFFF**
RGB	**255 255 255**
CMYK	**0 0 0 0**
PANTONE	



HEX	**6E7782**
RGB	**110 119 130**
CMYK	**0 0 0 70**
PANTONE	



HEX	**3B3B3B**
RGB	**68 68 68**
CMYK	**0 0 0 88**
PANTONE	

2.6 Main collors

For greater variability in advertising materials
only for auxiliary elements it is acceptable
to use shades of the main colors

#E3F8E3		#F1F2F3	#F2F2F2
#AFE6AD		#CDD1D6	#D1D1D1
#50BC46	#FFFFFF	#6E7782	#787878
#27622A		#353940	#3B3B3B
			#0A0A0A

2.7 Extended color palette

In addition to our corporate colors, we use additional "accent" colors for attention management and highlighted colors for our sub-brands and products.

If necessary, Pantone color is matched to specific surfaces

					3481DD
HEX					
RGB	255 217 0				52 129 221
CMYK	12 0 100 0				79 46 0 0
HEX	3AC0E0	07B2C3			
RGB	58 192 224	7 178 195			
CMYK	74 0 10 0	84 0 25 0	41 100 32 11	100 100 29 19	
HEX	BAB5B6	5E6470	293648	05445b	
RGB	186 181 182	94 100 12	41 54 72	80 188 70	
CMYK	27 25 23 0	66 55 42 17	87 72 48 43	100 66 44 30	

2.8 Rules for using the expanded color palette

Colors can be used in a variety of ways to convey meaning to users.

If this applies to your communication, think about how the color will fit with the color palette of the product and the theme of your communication. For example, blue is informative, green is positive, and red is cautionary.

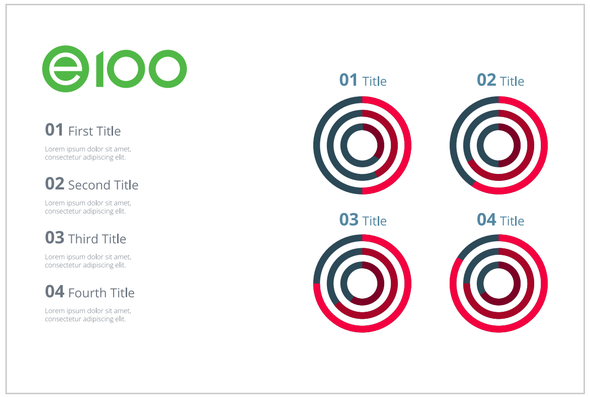
Avoid reinforcing stereotypes with color. Before choosing a color, think about how it will be perceived by different audiences.

Product or sub-brand materials use product-specific colors and over-coloring is not recommended are not recommended.

For example:



2.9 Unacceptable use of colors



Avoid using red for chart elements and text as it can have a negative connotation.



Don't use too many secondary colors or competitor colors so that they become the main color theme.



Avoid dark or gloomy color palettes. The only exceptions are "dark" themes in email communications and dark colors of POS materials.

2.10 Corporate font

Extrabold

Montserat ExtraBold

ABCEGJKQZ12345@#$%&

Bold

Montserat Bold

ABCEGJKQZ12345@#$%&

Regular

Montserat Regular

ABCEGJKQZ12345@#$%&

Light

Montserat Light

ABCEGJKQZ12345@#$%&

Montserat is our corporate font family.
We recommend using the Montrserat font family for all communications, including all products and channels.

Our system currently uses light, regular, bold, and super bold fonts.

The Montserat set also includes additional weights that can be used in special cases.

Montserat supports all European languages, including Polish, Lithuanian, Latvian, Estonian and Ukrainian.

↓ You can download our branded font at the link

2.11 Additional font

Bold

Arial Bold

ABCEGJKQZ12345@#$%&

Regular

Arial Regular

ABCEGJKQZ12345@#$%&

System **font Arial** is used in business correspondence, email communications and other cases when the use of basic fonts is impossible for technical reasons.

The Arial font is pre-installed by default in most modern operating systems.

2.12 Font use in typography

That bold headline is the first thing you read.

This is followed by subheading.

Finally, you read the main text. This is very important, but not the most important. That's why we create a hierarchy, to build a good flow that's easy to scan but also creates a good story arc. And if you keep reading, then our structure works.

We use a hierarchy of font weights and font capitalization to maintain a pleasing reading flow in each message.

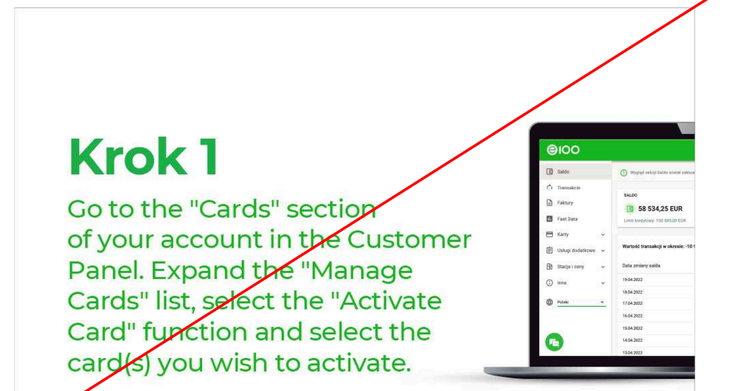
This font style helps us to create a hierarchy of information that at the same time fits flexibly with the tone of each message.

When determining font size, start with the body text and increase the size as you create subheadings, headings, and subheadings.

We usually align the font to the left edge unless the layout forces us to use a different style.

2.13 Unacceptable combinations for text

Do not use large amounts of colored text. Manage the user's attention. Color only the blanks or accents to catch the reader's attention.



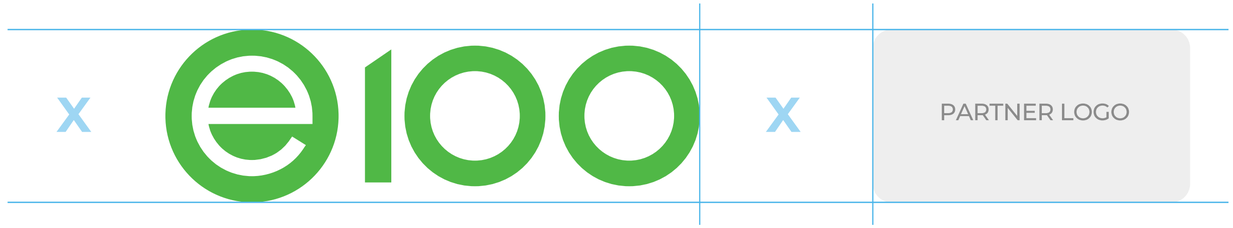
Do not use fonts other than Montserat and Arial in all communications.

If you do not have our corporate font installed – contact our support department for assistance.

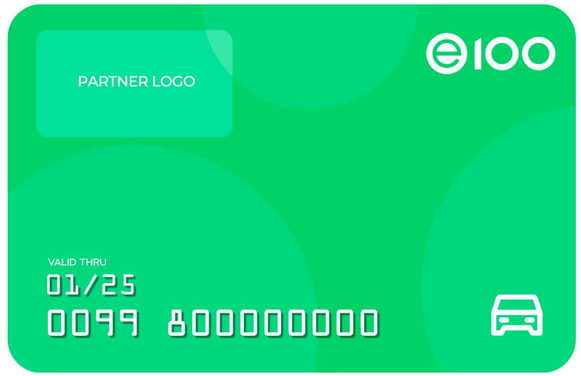


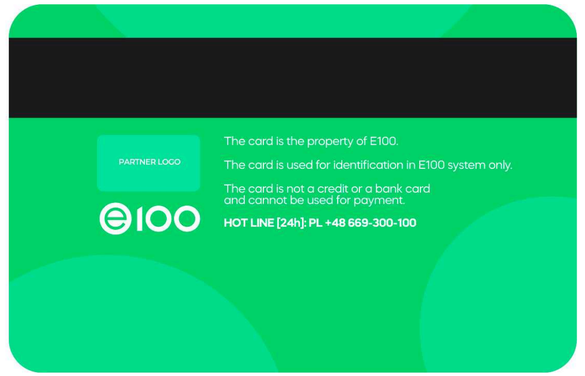
2.14 Cobranding. Principles of placement

In partner materials it is necessary to put the E100 logo in a dominant position - with addition of the partner's logo according to the scheme specified in this section. When choosing the color scheme it is necessary to take into account the constants of E100 corporate style.



When designing plastic cards for partners, the E100 logo is placed in the upper right part (obverse) and next to the partner's logo (reverse).





2.15 Examples of co-branded products









3 E100 sub-brands

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3.1 List of sub-brands

e100 power max

e100 team

e100 neo

e100 mobile

e100 secure ebox

e100 E-BOX Health

e100 locatorpro

e100 faktoring

e100 fastcash

e100 verify

e100 fastdata

e100 daily

e100 news

e100 academy

3.2 Sub-brand logos/principles of construction

Most preferable to use the logo
in a horizontal position.



Use the vertical version **only when** the layout does not allow the use of horizontal version, e.g. production of POS materials

In cases of limited horizontal space, it is allowed to transfer the name of the sub-brand under the main sign in compliance with the E100 corporate identity constants.



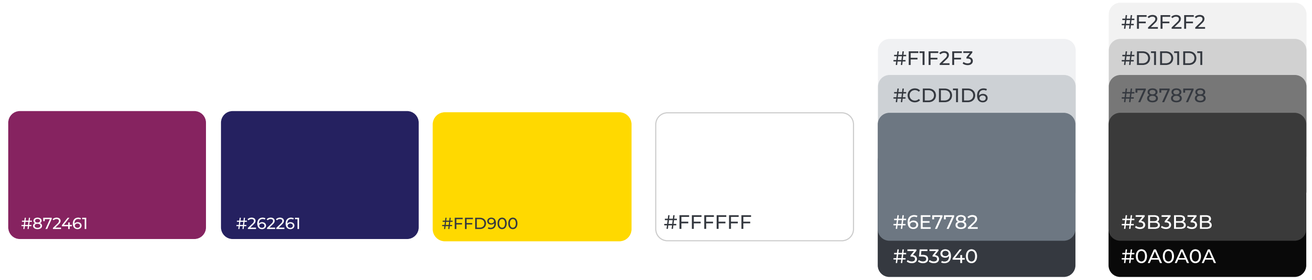
3.3 Sub-brand colors

Each E100 sub-brand is designed with its own color palette for faster identification with customers. Each sub-brand has its own accent color (group of colors) combined with white, light gray and dark gray.

For example

e100 faktoring

For greater variability in advertising materials **only for auxiliary elements** it is acceptable to use shades of the main colors



3.3 Sub-brand colors

e100 faktoring

#872461 #262261 #FFD900 #FFFFFF

#F1F2F3 #CDD1D6 #6E7782 #353940

#F2F2F2 #D1D1D1 #787878 #3B3B3B #0A0A0A

e100 power max

#FFC3C7 #FF6772 #EC1C24 #C60000

#FFFFFF

#F1F2F3 #CDD1D6 #6E7782 #353940

#F2F2F2 #D1D1D1 #787878 #3B3B3B #0A0A0A

e100 fastdata

#3AC0E0

#79A2AE #05445b

#FFEB6B #FFD900

#FFFFFF

#F1F2F3 #CDD1D6 #6E7782 #353940

#F2F2F2 #D1D1D1 #787878 #3B3B3B #0A0A0A

e100 neo

3.4 Unacceptable uses of sub-brand logos

E100's sub-brand logos are no less valuable than E100's main logo. And their misuse leads to a decrease in the value of the E100 brand itself.

Always use the official logo files from Brand Center

Never use logos from web image search or old files.

Don’t distort the proportions of the logo / Don’t rotate the logo



Don’t recolor, add effects like bevels, or fill the logo with imagery.



Don’t modify the distances between wordmark and symbol



Don’t add elements to the logo



Don’t use the logo as a stroke



Don’t use the symbol alone*



3.5 Links to sub-brands library

Download the required materials for each sub-brand at the following links

e100 faktoring — Product page | Materials

e100 secure ebox — Product page | Materials

e100 fastdata — Product page | Materials

e100 academy — Product page | Materials

4 Rules for the use of images

4.1 BASIC RULES FOR SELECTING ENTOURAGE AND PRODUCT PHOTOS OF PEOPLE 34

4.2 EXAMPLES ON CHARACTER SELECTION 35

4.3 EXAMPLES ON CHOOSING AN ENTOURAGE 36

4.4 EXAMPLES ON SELECTING PRODUCTS PHOTOS 37

4.5 UNACCEPTABLE USE OF PHOTOS 38

4.6 BRANDED PATTERN 39

4.1 Basic rules for selecting entourage and product photos of people

Photo style is part of the brand design system. It complements the visual language and sets the mood in communication.

Clean, light and simple space in the frame supports the digital character of the brand.

A lot of free space in the frame helps to create an additional contrast between the characters of the communication and the brand block.

With millions of images available, it is important to find the images that best represent E100 as a global brand.

Favor conceptual examples on a theme or subject. Steer clear of images that are gloomy or controversial. Look for images that look natural without excessive editing.

4.2 Examples on character selection

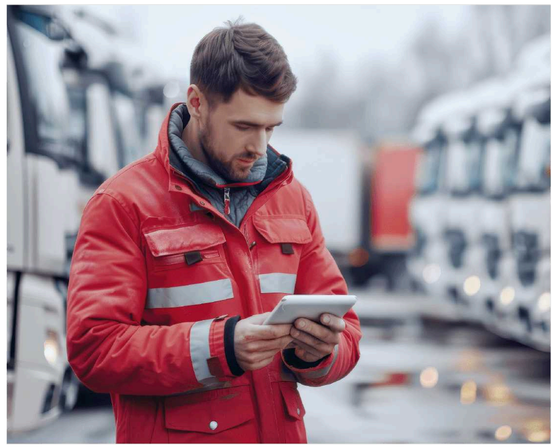
When choosing stock photos of people, it is recommended to use not only close-up, but also medium and general. In this case, the pose should be more free, relaxed and lively, as well as facial expressions.

Free space near the subject, enough to build up additional frames if necessary, as well as to crop the image without loss of quality and detail at the stage of post-processing

To do this, the original image must have enough space.









4.3 Examples on choosing an entourage

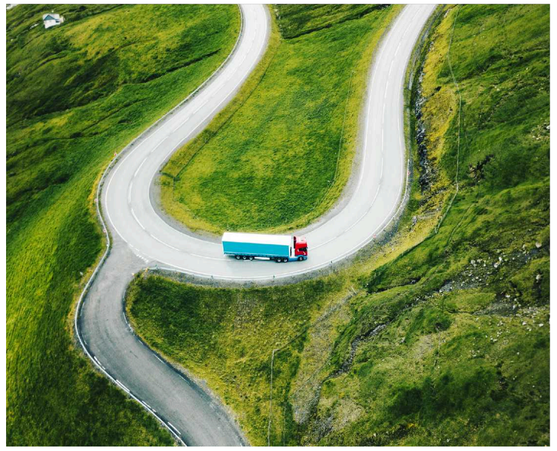
If the communication involves landscape (interior) If landscape (interior) photography is to be used in the communication, such photos should also correspond to the general color scheme of the style and contain a minimum number of distracting elements.

The hero of the communication can interact with the background for photography, and the background itself can be a corporate green shade.

Choosing the right environment in photos is all about finding places that seem familiar. Instead of busy and distracting environments, it is better to choose bright, spacious areas with a clear focus.









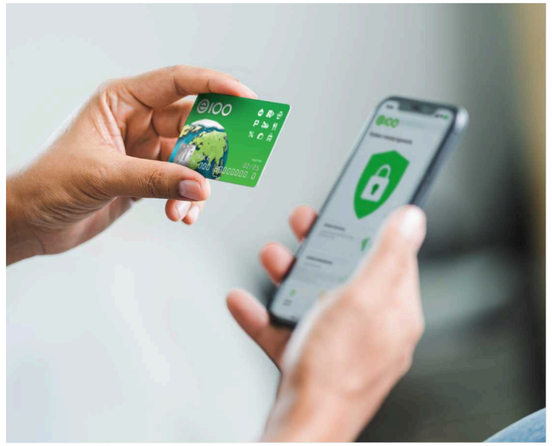
4.4 Examples on selecting products photos

Subject photography is based
on the same rules as hero photography.

However, the space in this photography
is more profound. As a rule, subject
photography involves the use of close-ups
and close up angles.

It is possible (and even desirable)
to use 3D models.

The way we show our products has a big
impact on the perception of our brand.
The level of detail can vary: some photos
show tools up close, others show them
in the context of a large environment.









4.5 Unacceptable use of photos

1

It is forbidden to use photos from search queries in the browser



2

It is forbidden to use dark or distracting photos



3

Stylistically "old" photos



4.6 Branded pattern

E100 Corporate Pattern This brand element is designed as an additional creative expression in certain limited situations such as corporate presentations, business cards, printed materials and environmental graphics.

Do not create new patterns with the E100 logo or any product logos.

The pattern can be used in 3 variants

1. with gamma up on the corporate green backgroun
2. with gamma reduction on a corporate green backgroun
3. gray version on a white backgroun





You can download our pattern by clicking here link

5 Icons library

5.1 E100 ICONS 41 - 46

5.2 E100 ICONS FOR BIG FORMAT 47

5.1 E100 icons

To maintain the corporate identity, unique sets of icons were developed for use in the company's digital product interfaces: in the application, web design and locator.

Icons are based on the basic Material Design grid - 24x24 px, taking into account key lines and allowable indents.

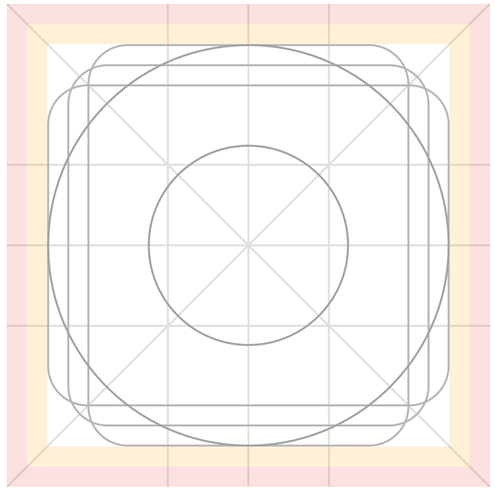
They have a symmetrical and consistent look, ensuring readability and clarity even at small sizes.

If you can't find the icon you need, please contact us with a request at marketing@e100.support

Most icons have 2 rendering states: outline (2px) and filled. Icons are divided into main groups: UI icons, Flag icons, Map icons

The UI icons group is categorized for easier use in digital product development:

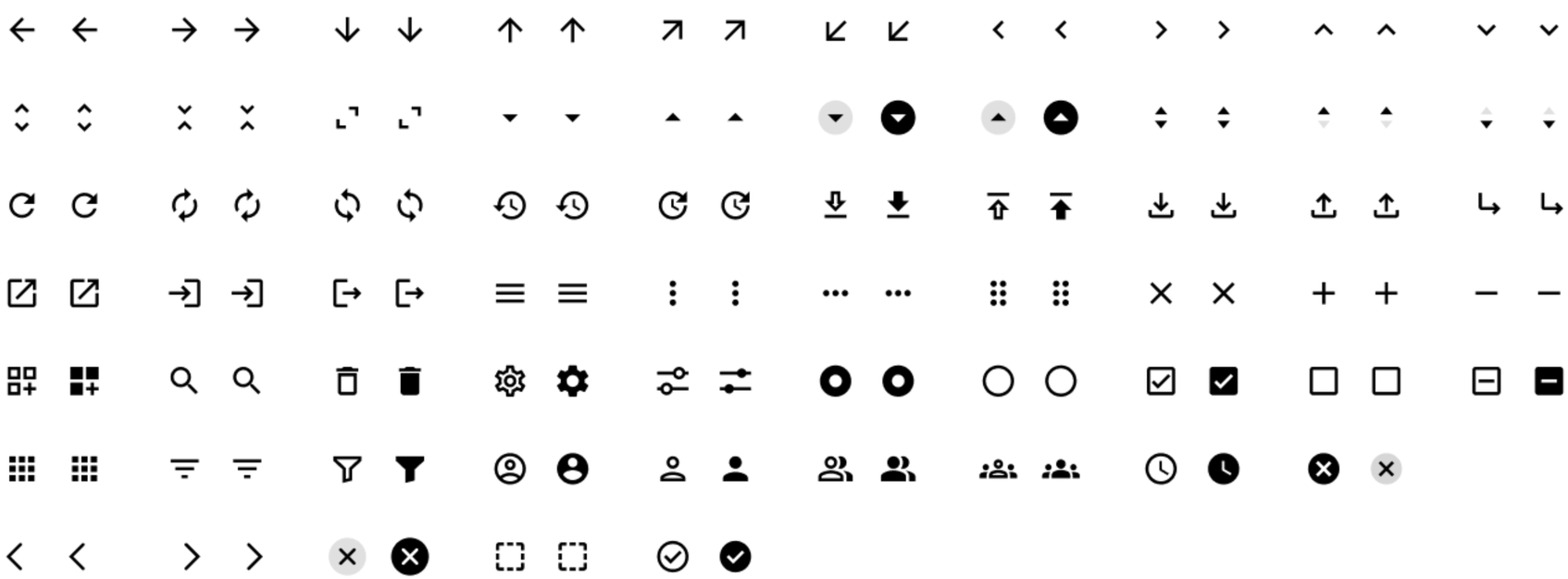
- Services
- Map
- Card
- Security & Privacy
- Communication
- Content
- Signs
- Actions



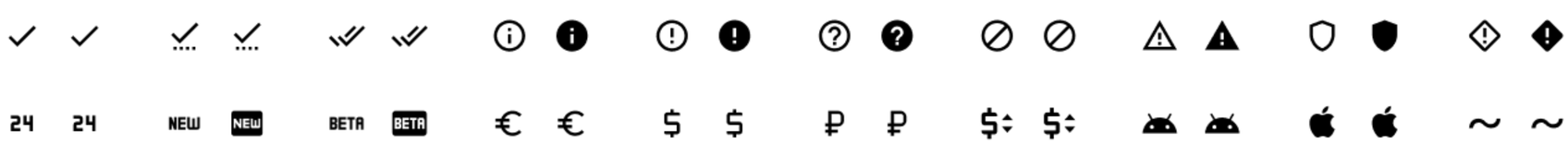
Icon library link

5.1 E100 icons

Actions

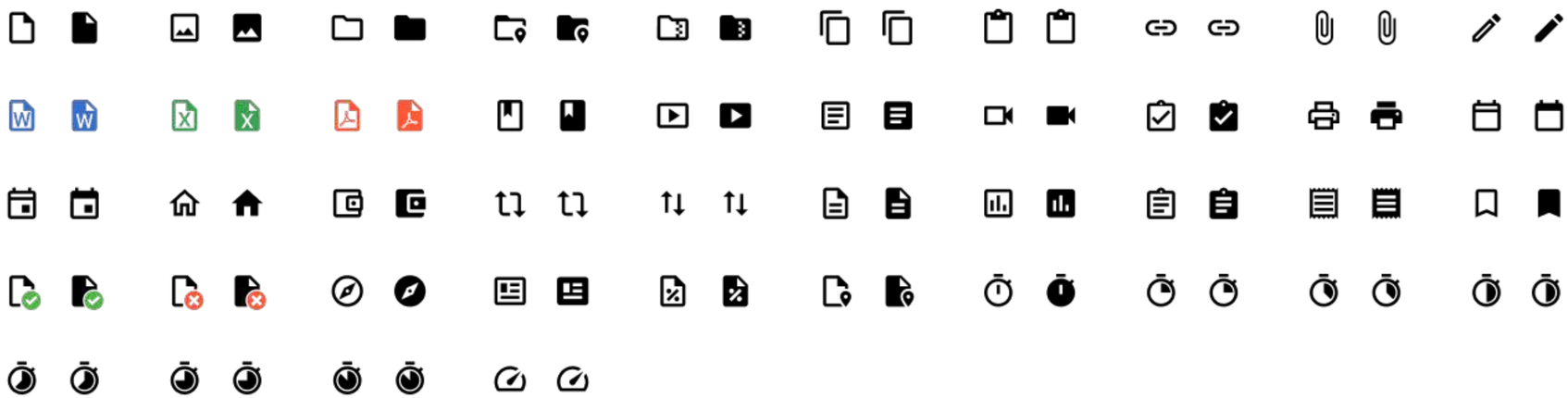


Signs

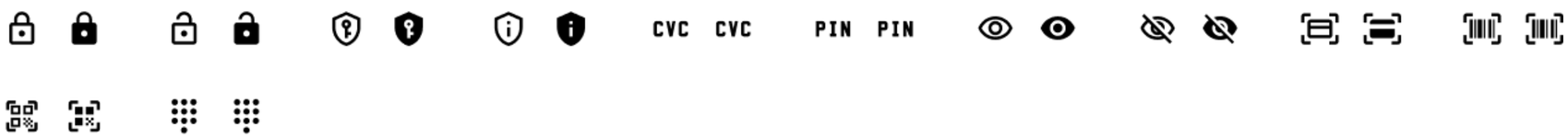


5.1 E100 icons

Content



Security & Privacy



Cards



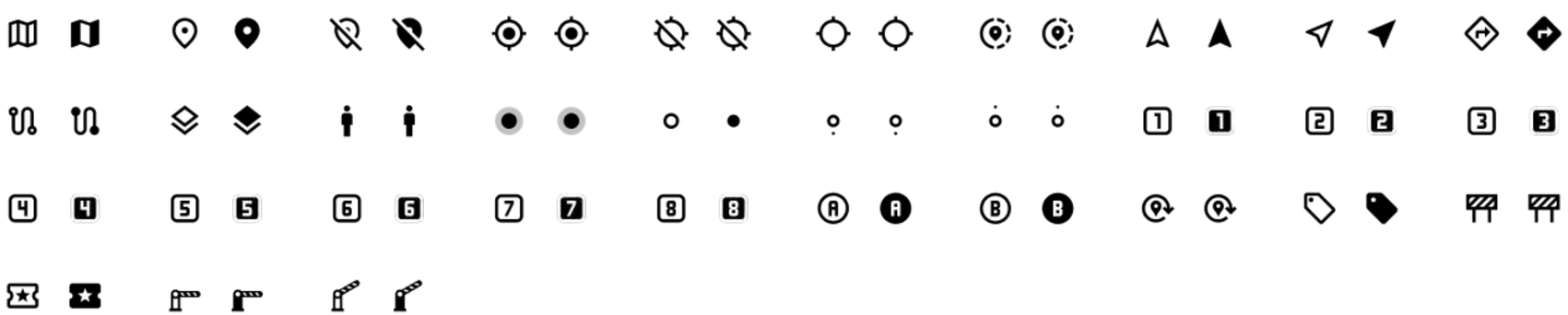
5.1 E100 icons

Communications



5.1 E100 icons

Map



Services



5.1 E100 icons

Transport



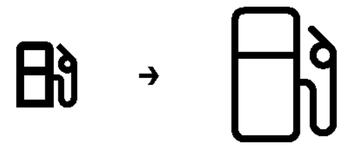
Logo

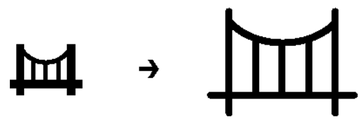


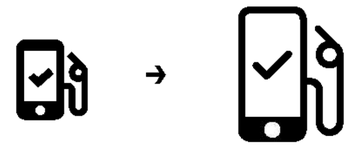
5.2 E100 icons for big format

If you need to use icons in sizes more than 32x32 px and more - you need to use their **light version** with thinner lines.

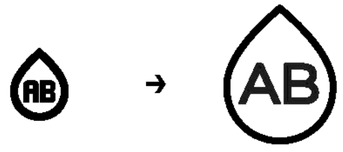
Icon library link







But you can order any of the icons by emailing us at **marketing@e100.support**.



6 Message house

6.1 E100 IDETITY MESSAGE HOUSE 49

6.2 TAGLINE 50

6.1 E100 Identity Message House

we HELP
road transport companies GROW

Clients	Employees	Public Relations / Investors
More than a fuel card	**We know business** **We build products** **We own tech**	**We know business** **& we build products**

E100 is a platform that helps road transport companies manage costs, fleets, and access financing, with 24/7 expert support

GROWyour business withE100 **GROW– it's yourprofit** **if you GROW → we grow**	we HELP – focus on customer experience and service **GROW - it's our EBIDTA** **if clients GROW → E100 grows**	we GROW road transport companies and EUROPE is our playground **if they GROW → we grow**

offices in 6 EU countries | 700+ people, 120 in IT

25 000+ clients in 32 countries | 210 000+ drivers using our card on daily basis

E100 is TOP3 acceptance network in Europe with over 20 000+ stations | 25 years on the European market

We grow 25% per year with 1.5 billion-euro transaction volume in 2024

6.2 Tagline

we **HELP** road transport companies **GROW**

7 Tone of voice

7.1 KEY ATTRIBUTES OF TONE OF VOICE 52
7.2 WORD PERCEPTION MAP 53
7.3 HOW CAN THIS BE EXPRESSED IN LANGUAGE? 54

7.1 Key attributes of tone of voice

1

Partnership
and **friendly**

A “personal guardian,” “advisor,” and “trusted partner” who put support first.

We say: We support, we help, we are always available, we are in touch.

2

Expert
but **affordable**

Expertise is presented in an accessible way, without overusing hermetic jargon.

The goal is to educate and build understanding, not to overwhelm the audience with technical terminology.

3

Rational
not **emotional**

Communication is strongly rooted in specifics. We prefer facts, figures, and real, measurable benefits.

We avoid generalities and marketing clichés.

4

Pragmatic and
solution-oriented

Communication is strongly rooted in specifics. We prefer facts, figures, and real, measurable benefits.

We avoid generalities and marketing clichés.

5

Modern but
not fashionable

We are talking about a system, data, technology, a single operating platform.

7.2 Word perception map



7.3 How can this be expressed in language?

Use

→ Short and medium-length sentences, specific, without complex structures

→ Use a factual style without marketing excesses

→ Language of operational benefits

→ Tone of responsibility and control

→ 25 years as proof of stability

Don't use

→ Artificially pompous, complicated language

→ Promises of revolution and “game changers”

→ Flashy promotions and hype

→ Startup jargon and trendy buzzwords

→ Emotional selling instead of facts

8 Components of the corporate identity

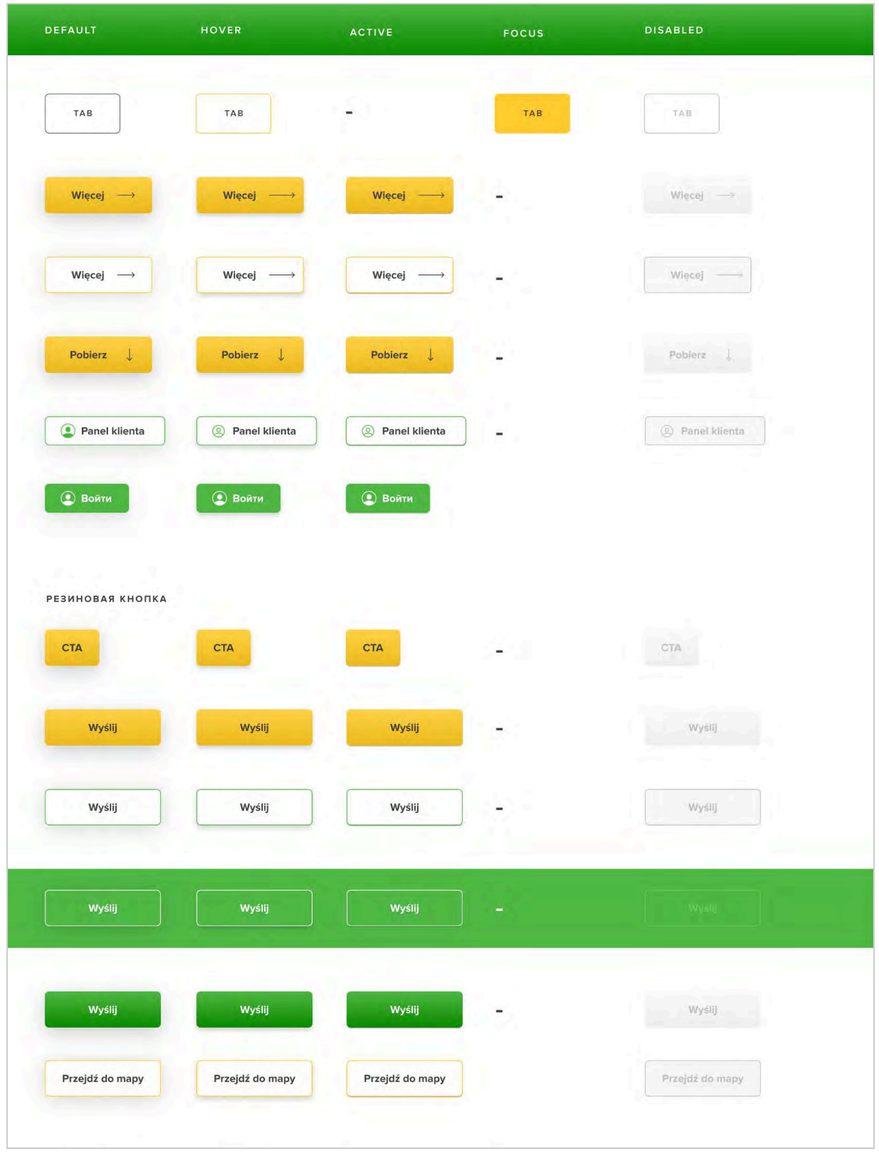
8.1 RULES FOR LANDINGS 56 - 59
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8.14 COMPANY ANNIVERSARY 77

8.1 Rules for landings

The design of lendings is based on the main corporate colors, fonts specified in this brandbook, as well as elements and components collected and formed in the style library in UI Kit'e

UI Kit link

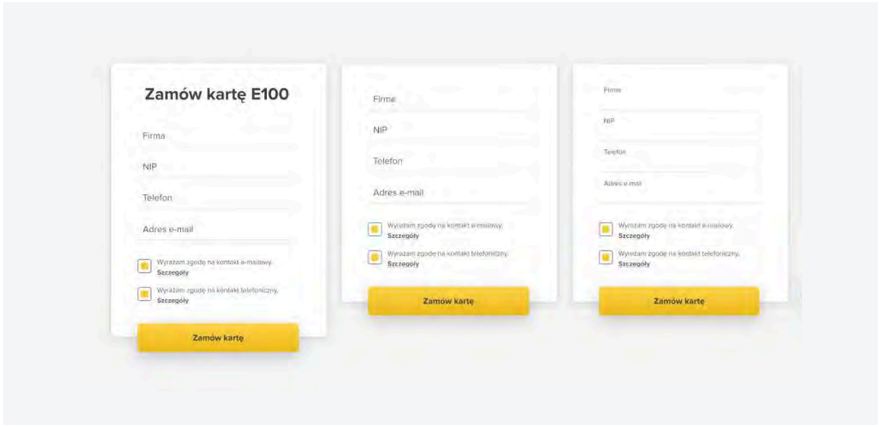


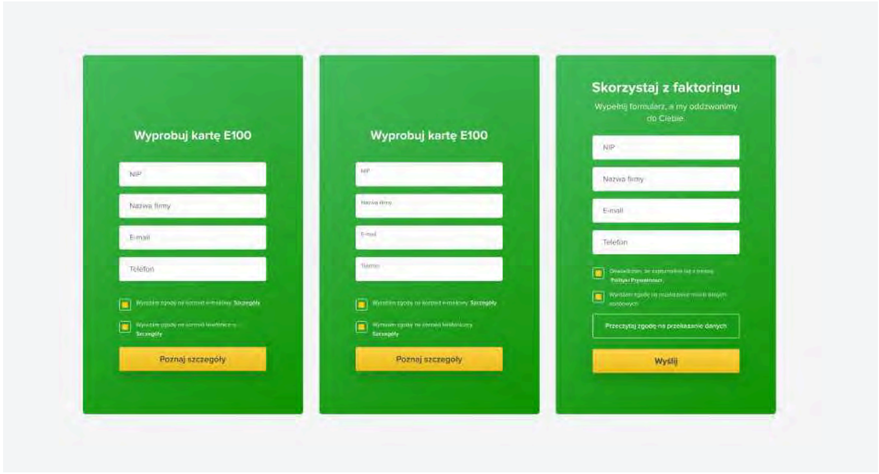


8.1 Rules for landings / UI KIT / Submission forms, Icons

The design of lendings is based on the main corporate colors, fonts specified in this brandbook, as well as elements and components collected and formed in the style library in UI Kit'e

UI Kit link





8.1 Rules for Landings / Modular grid





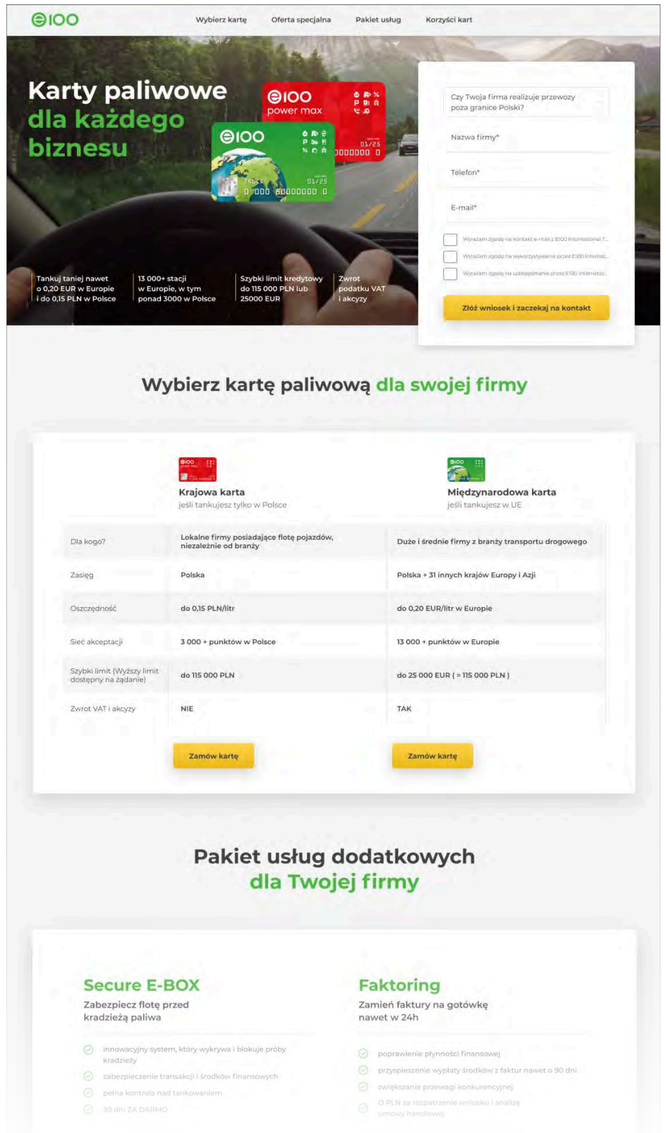
1 Modular grid (Desktop)

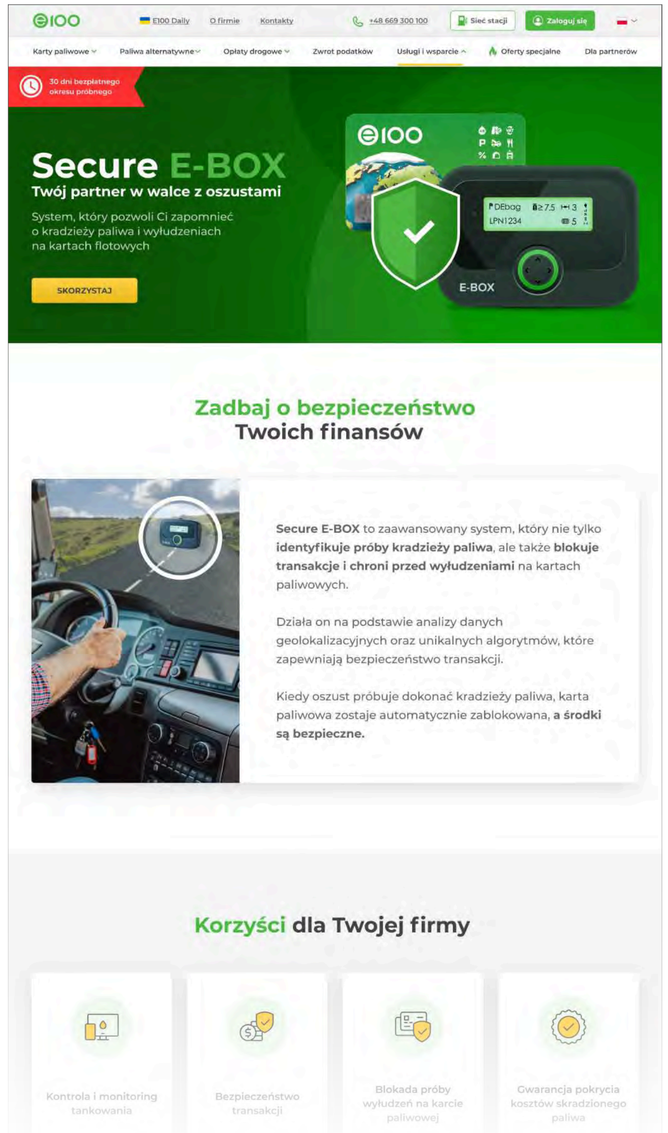
Layout - block
Layout width - 1300px
Columns count - 12
Gutter - 30 px

2 Modular grid (Mobile)

Layout - block
Layout width - 320px
Columns count - 6
Gutter - 30 px

8.1 Rules for Landings / Examples

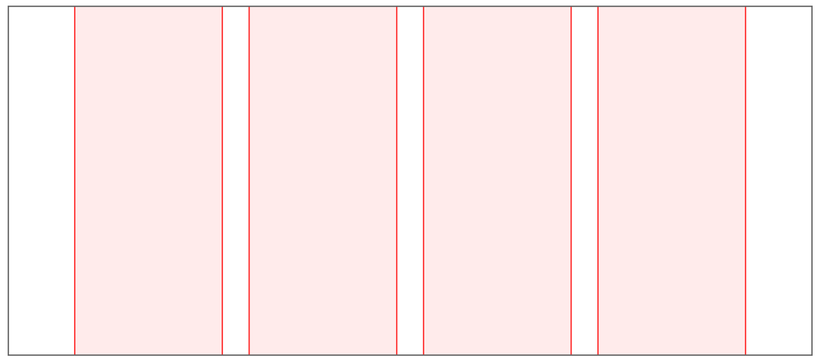




8.2 Rules for emails

1 Modular grid

Layout - table
Layout width - 600px
Columns count - 4
Gutter - 20 px



2 Header

The header always contains an informational or image banner with the logo leading to the site.



3 Logo

The logo shall be positioned in accordance with the logo guidelines specified in this brand book (Section 2.2 - 2.5)

4 Font

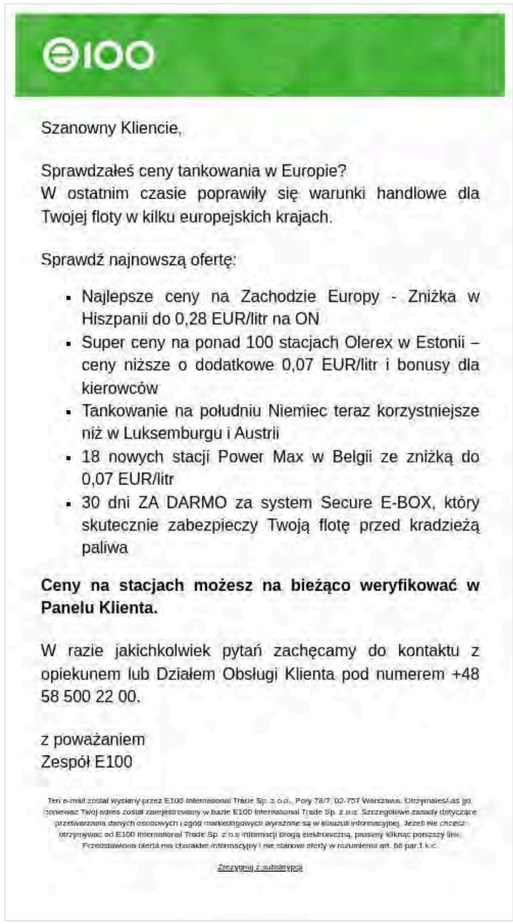
For correct display of content in email newsletters the system font - Arial - is used.

8.2 Rules for emails / Examples









8.2 Rules for emails / Email signature

In outgoing emails it is recommended to use a signature with the following structure.



The certificate field is optional, a reference to the certificate of conformity obtained by E100 can be added.

↓ You can download email signature at the link

8.3 Presentations

The format of the presentation is Power Point / 16/9

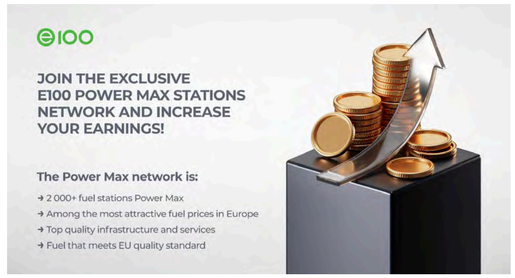
Presentation slides are designed in accordance with in accordance with the E100 style with the use of corporate colors, fonts and design elements.

The cover can be either a photo image or a corporate pattern (green or gray).

The title slide contains the title, date, logo, etc.
(subheading is optional).
(subtitle optional, if necessary).

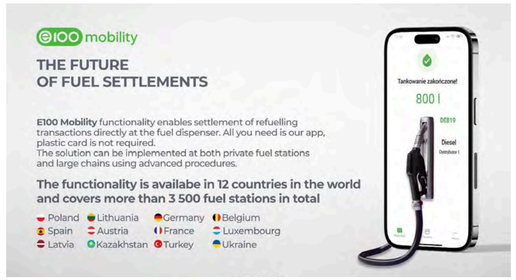
On each page of the presentation, the logo is placed in the upper left corner - in compliance with all the rules of logo use.











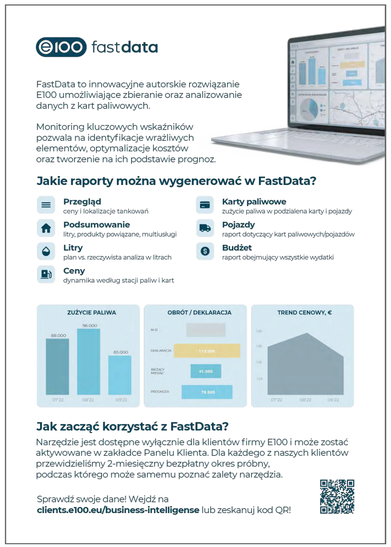


8.4 Flyers

For informational flyers recommended to use A4 format or multiples of it upwards or downwards. Flyers can be vertical or horizontal.

When developing the design it is necessary to take into account the constants of E100 corporate style with observance of indentation proportions.







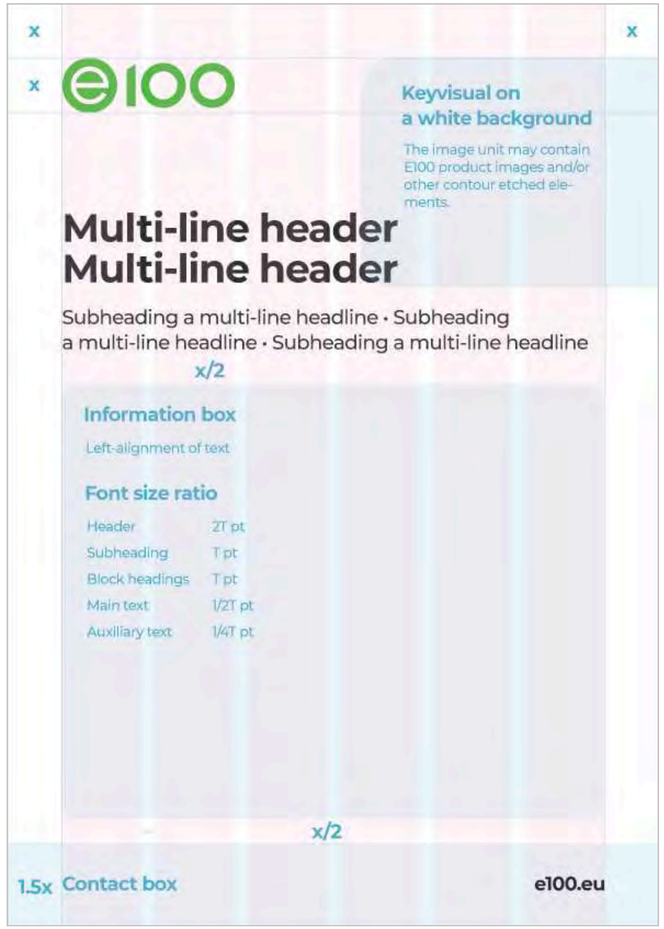


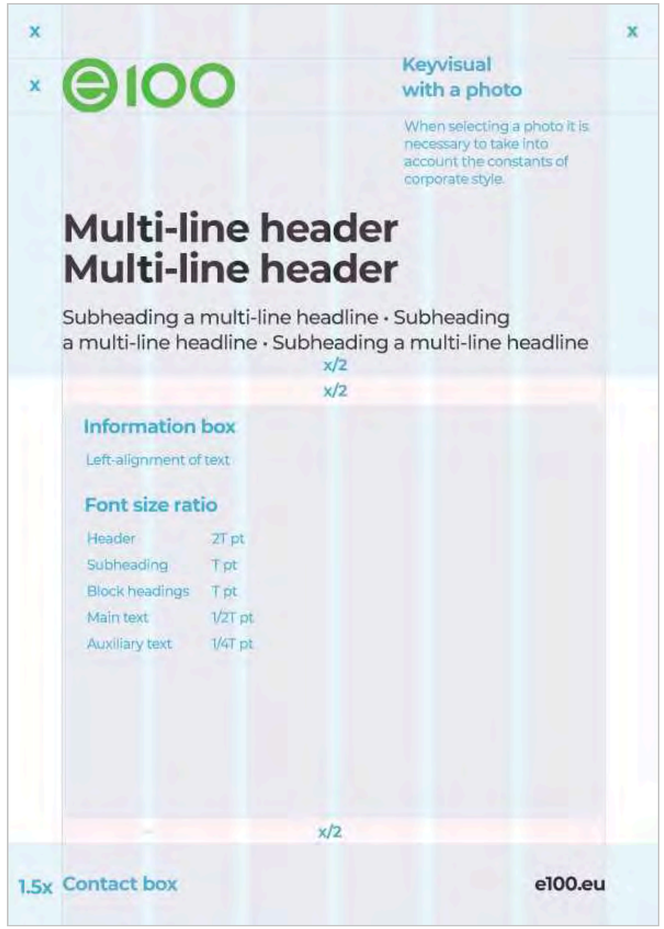
8.4 Flyers / Grid-1

Format - A4 / 210x297
Margins - 15 / 15 / 15 / 22.5 mm

A modular grid with 6 columns is used to prepare layouts.

The flyer should contain the maximum 5 possible number of font sizes and color scheme according to the E100 corporate style constants.



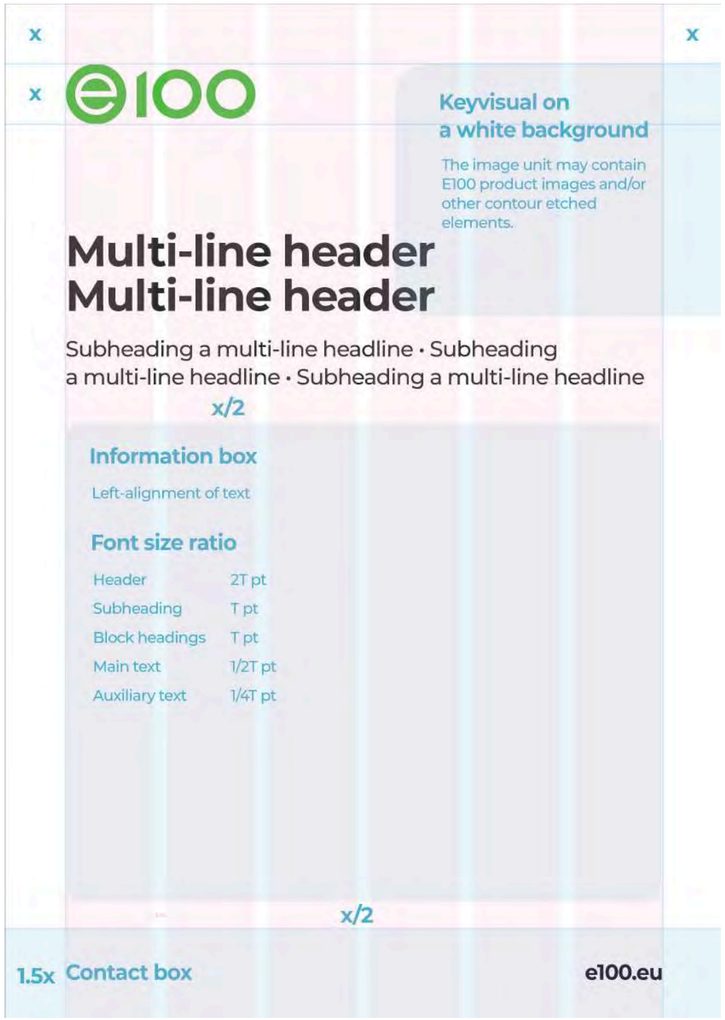


8.4 Flyers / Grid-2

Format - A5 / 148x210
Margins - 12 / 12 / 12 / 18 mm

A modular grid with 6 columns is used to prepare layouts.

The flyer should contain the maximum 5 possible number of font sizes and color scheme according to the E100 corporate style constants.

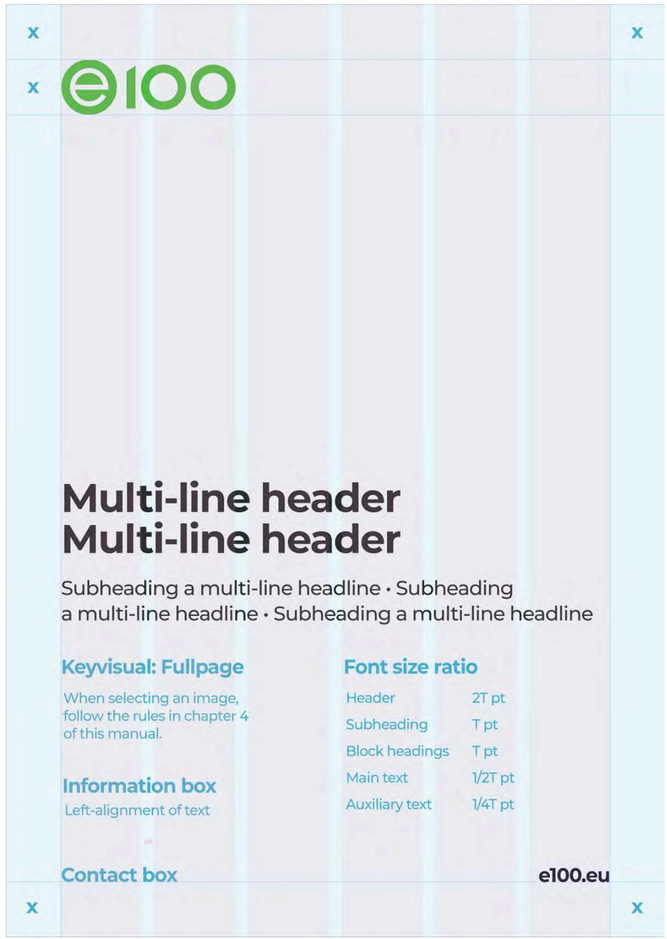


8.5 Posters / Print advertising

The design should take into account the constants of the E100 corporate identity.

All advertising must be coordinated with E100's marketing department.

For example:





8.6 Official letters and forms

For official letters and documents, the templates of the respective legal entity are used.

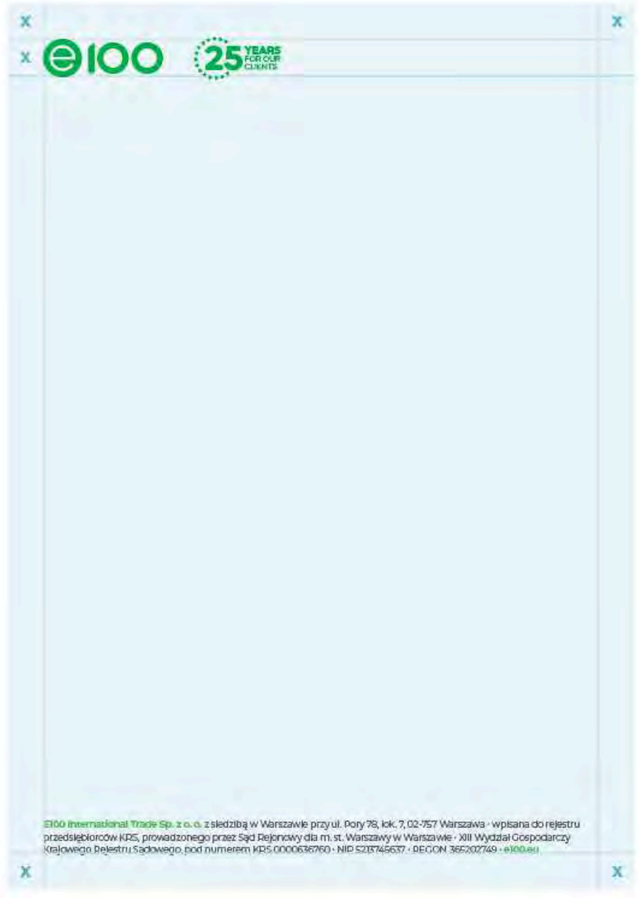
It is allowed to use 2 templates of an official letter with observance of all constants of E100 corporate style.

Font: Montserat
Text Size: Headline: 16 pt. Main text: 12 pt.

In printed letterhead materials, the size is determined by the same rule and is equal to the margin from the edge of the printed material, whilst ensuring that the logo's proportions are maintained.

For safe sending - always save emails in PDF format

Request a form for your company at:
marketing@e100.support



Download these templates from the link

8.7 Company envelope

The company envelope can be downloaded from the template database.

In printed envelope materials, the size is determined by the same rule and is equal to the margin from the edge of the printed material, whilst ensuring that the logo's proportions are maintained.

To prepare an envelope layout for your company, please contact: design@e100it.pl.



Download these templates from the link

8.8 Business cards

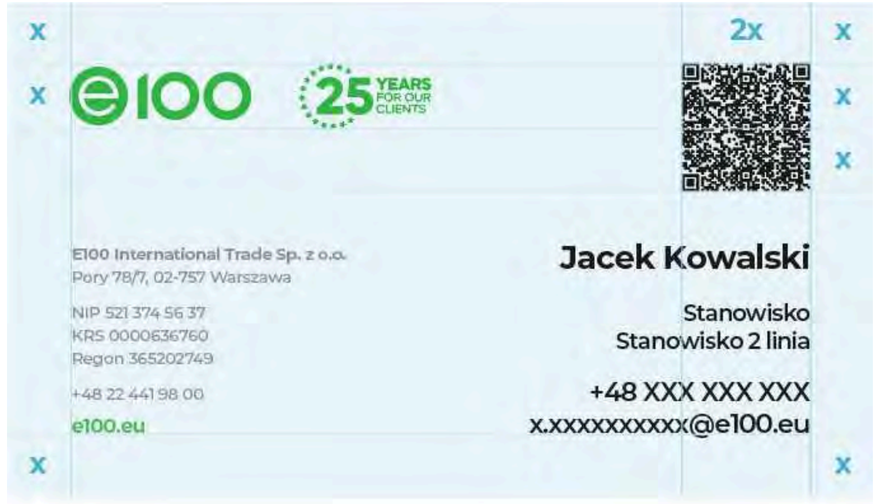
Format: 90 x 50 mm
Margins: 6 mm

Font sizes
First Name Last Name - 11 pt
Position / contacts - 8 pt
Legal entity contacts - 6 pt

QR code - 15 mm

In printed materials such as letterheads, folders, envelopes and business cards, the size is determined by the same rule and is equal to the margin from the edge of the printed material, whilst ensuring that the logo's proportions are maintained

Business cards can be in 1 or 2 languages, depending on your needs. For a single language business card, the second side is branded according to the sample.





8.9 Printed materials

In printed materials such as letterheads, folders, envelopes and business cards, the size is determined by the same rule and is equal to the margin from the edge of the printed material, whilst ensuring that the logo's proportions are maintained

Letterhead



Envelop



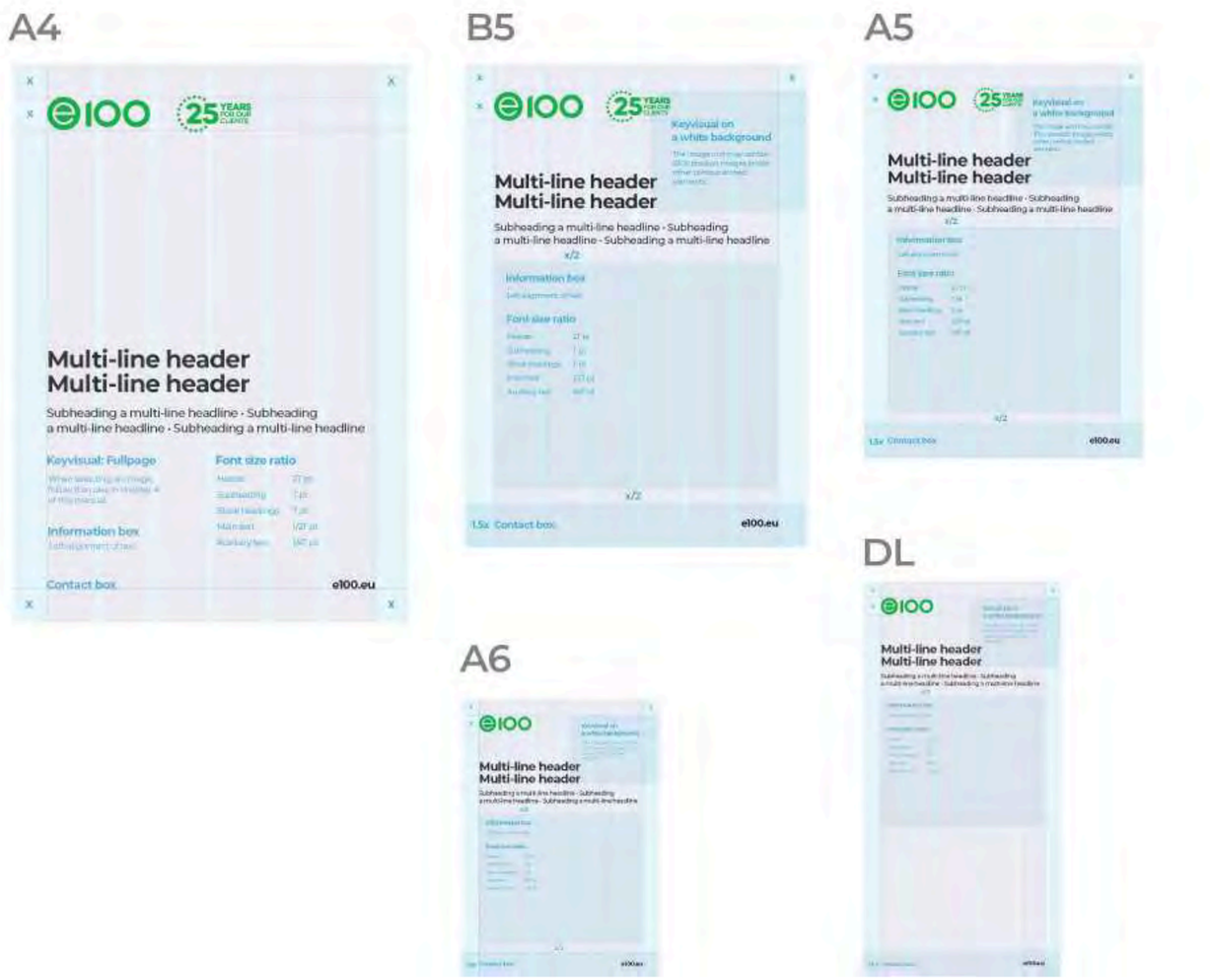
Business Card





8.9 Printed materials

The height of the logo in printed materials is determined using the same principle and is equal to the margin from the edge of the advertising medium, whilst ensuring that the logo’s proportions are maintained.



8.10 Promotional gifts

All souvenirs produced under the brand of E100 company must comply with the constants of the corporate style.

Due to the wide variability in souvenir selection, the E100 marketing department should be contacted at e-mail: **marketing@e100.support.**

It is forbidden to issue any corporate gifts without acceptance by the E100 Marketing Department.

Gallery of previously made gifts can be viewed at the link







8.11 Outdoor advertising / Roll-ups

For outdoor advertising, rollups and banners, the E100 Corporative Style Constants should be followed.

For non-standard products it is necessary to contact the E100 Design Department by e-mail:
marketing@e100.support





8.12 Car branding

Car branding should take into account the technological features of a particular brand: body curves, color, etc.

For best results, please contact the E100 Design Department by e-mail: design@e100it.pl.





8.13 Exhibitions. Meetings

For the preparation of projects for exhibitions and meetings it is necessary to follow all constants of the E100 corporate style set out above.

Due to the wide variability in souvenir selection, the E100 marketing department should be contacted at e-mail: **marketing@e100.support**.

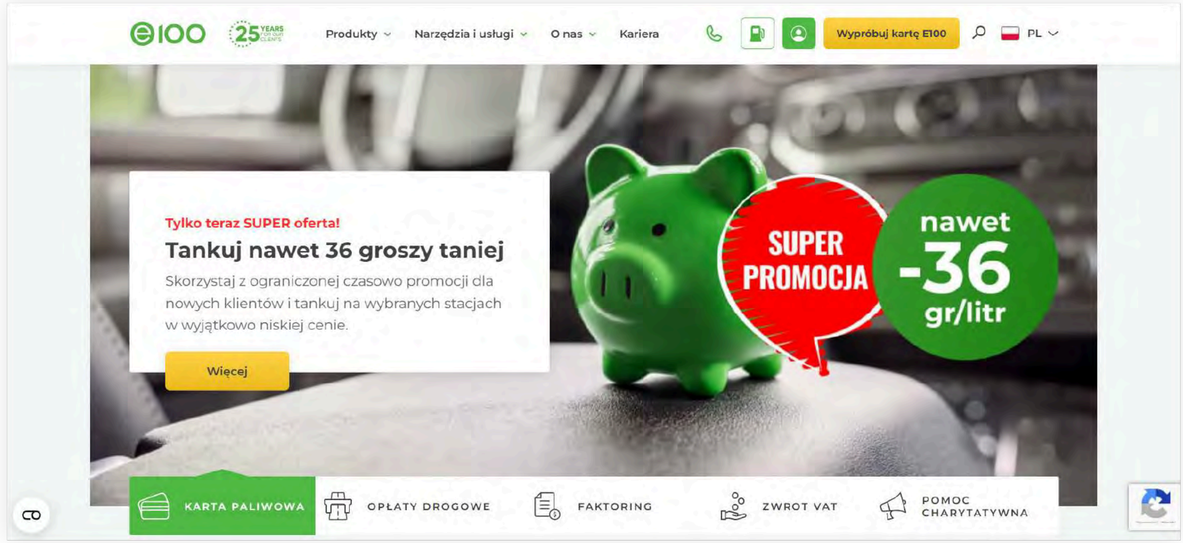


8.14 Company anniversary

The “25 Years for our clients” anniversary logo should only be used in combination with the main E100 logo in a horizontal (1) or vertical (2) arrangement.

1

2

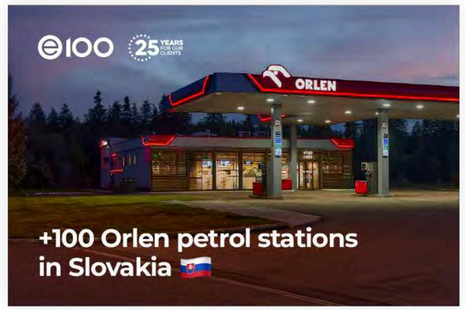



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9 Social Media Guidelines

9.1 AUTHENTIC LIFESTYLE PHOTOGRAPHY 79

9.2 REAL COMPANY REPRESENTATION 80

9.3 TEXT & LOGO PLACEMENT 81

9.4 COLOR BALANCE & BRAND CONSISTENCY 82

9.5 MAP & GEOGRAPHIC VISUALS 83

9.6 TYPOGRAPHY 84

9.7 REELS & VERTICAL FORMAT SAFETY AREA 85

9.8 ADVERTISING BANNERS 86

9.9 RULES FOR EVENTS PHOTOGRAPHY 87 - 93

9.1 Authentic Lifestyle Photography

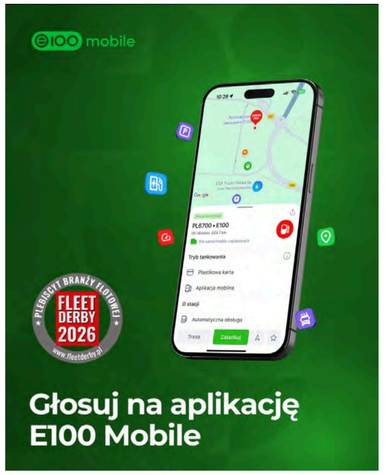
- Use natural-looking photos of people.
- Prefer light movement or action shots instead of static posing.
- Choose people who realistically reflect the company team and environment.
- Clothing should be neat, modern, and smart casual.
- Avoid checkered/plaid shirts on drivers whenever possible.
- Incorporate green tones subtly in clothing, props, or surroundings.



9.2 Real Company Representation

- Whenever possible, use photos of actual company employees.
- Prioritize authentic company environments, equipment, and real operational situations.
- Avoid overly generic stock photography that does not reflect the company’s identity.
- Visual communication should feel credible, genuine, and connected to the brand’s daily operations.









9.3 Text & Logo Placement

- Text should always remain clearly visible and easy to read.
- Apply a subtle dark shadow or dark glow behind the text to improve contrast and readability.
- Prefer white text on photos whenever possible.
- The logo should always be placed on the left side of the graphic.
- Maintain a consistent logo size across all social media visuals to ensure brand consistency.









9.4 Color Balance & Brand Consistency

- Avoid visuals where a single non-brand color becomes overly dominant.
- The overall color composition should remain balanced and aligned with the E100 visual identity.
- Brand-related colors should feel naturally integrated into the image whenever possible.
- Avoid color palettes that visually conflict with the company’s branding.



9.5 Map & Geographic Visuals

- When using maps in social media graphics, avoid displaying the eastern part of Europe.
- Maps should remain visually clean, simplified, and aligned with the company’s communication focus.
- Geographic visuals should support clarity and maintain a consistent visual composition.



9.6 Typography

- Use only the Montserrat font family across all social media communication.
- Maintain consistent typography to strengthen brand recognition and visual coherence.
- Avoid mixing additional font families within social media designs.

Extrabold

Montserat ExtraBold

ABCEGJKQZ12345@#$%&

Bold

Montserat Bold

ABCEGJKQZ12345@#$%&

Regular

Montserat Regular

ABCEGJKQZ12345@#$%&

Light

Montserat Light

ABCEGJKQZ12345@#$%&

You can download our branded font at the link

9.7 Reels & Vertical Format Safety Area

- When designing vertical content formats (1080 × 1920), always consider the built-in Instagram and Facebook interface elements.
- Maintain appropriate safety margins to prevent text, logos, or key visual elements from being covered by platform UI components.
- Important content should remain centered and clearly visible across all devices and placements.

Download these templates from the link





9.8 Advertising banners

The rules for the development of advertising banners in social networks are based on the general requirements of a particular network, taking into account the style of the company specified in this brandbook and the use of graphics in accordance with the advertising message.

It is important to follow the specific requirements offered for a particular social network:

- Absence of a logo on the banner (since the logo is contained on the avatar of the account);
- Take into account the interface areas of the social network;
- Text should occupy no more than 20% of the total area of the banner;
- Advertising banner should have visible borders (framed in a frame that does not coincide with the banner background color), the banner background should not be transparent;
- Take into account the allowable formats and weight of the banner.









9.9 Rules for events photography

Use

Focus on a single subject by keeping them in the foreground. A naturally blurred background captures the event's atmosphere without creating distractions.



Don't use

The empty space around the figure and the plain white wall create a sense of distance.



9.9.1 Rules for events photography

Use

The natural selfie style works perfectly here. Placing the employee on the right highlights the business trip background, while the clean lower frame leaves ideal space for text.



Don't use

A chaotic composition where the viewer's attention is split by too many distractions.



9.9.2 Rules for events photography

Use

This authentic, photojournalistic shot captures genuine interaction instead of staged poses. The close-up frames their body language and concentration, while the side angle makes the viewer feel like a direct observer.



Don't use

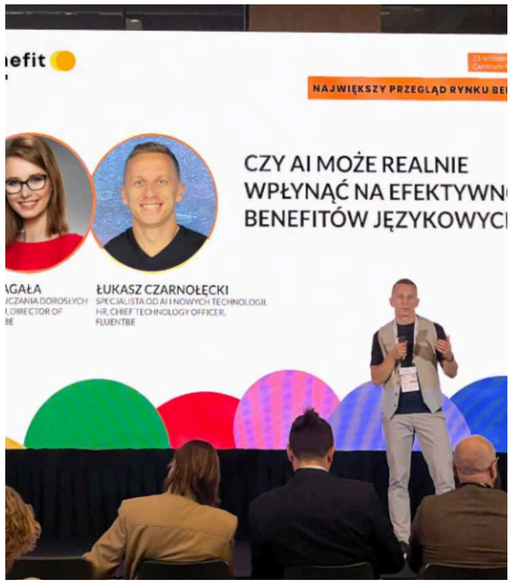
The stiff, formal seating around the table takes away all dynamism and naturalness from the shot.



9.9.3 Rules for events photography

Use

This shot captures the viewer’s perspective of a live stage presentation. The wide frame shows the expert in a dynamic speaking pose alongside the slide content, providing immediate context. At the bottom, the audience’s silhouettes add a sense of scale and genuine interest.



Don't use

We avoid putting our hands in our pockets.



9.9.4 Rules for events photography

Use

The shot neatly shows off modern tools and active, hands-on customer service.



Don't use

We avoid landscape photos.



9.9.5 Rules for events photography

Use

The image focusing on our employee rather than the participant removes any future image consent issues.



Don't use

The backs of people dominate the foreground, creating a chaotic and unattractive shot



9.9.6 Rules for events photography

Don't use

An empty stage and rows of chairs before or after an event make the shot look cold, sterile, and abandoned.



Don't use

There is no human element or energy in the shot.



10 Visual elements of a gas station

10.1 COLORS 95

10.2 STRUCTURAL ELEMENTS 96

10.3 SIGNS 97

10.4 DISTRIBUTORS AND TERMINALS 98

10.5 USER INTERFACE ELEMENT 99

10.1 Colors

Primary color

RAL 6018

Additional colors

The primary color is a single color – RAL 6018.

Additional colors are used in elements of small-scale architecture.

RAL 9005 RAL 7016 RAL 9006 RAL 9010

10.2 Structural elements

Lightbox with logo

A lightbox with the logo is mounted on the sides of the shelter that are visible to the customer. The placement on the shelter is determined individually for each location.



10.3 Signs

Pylon

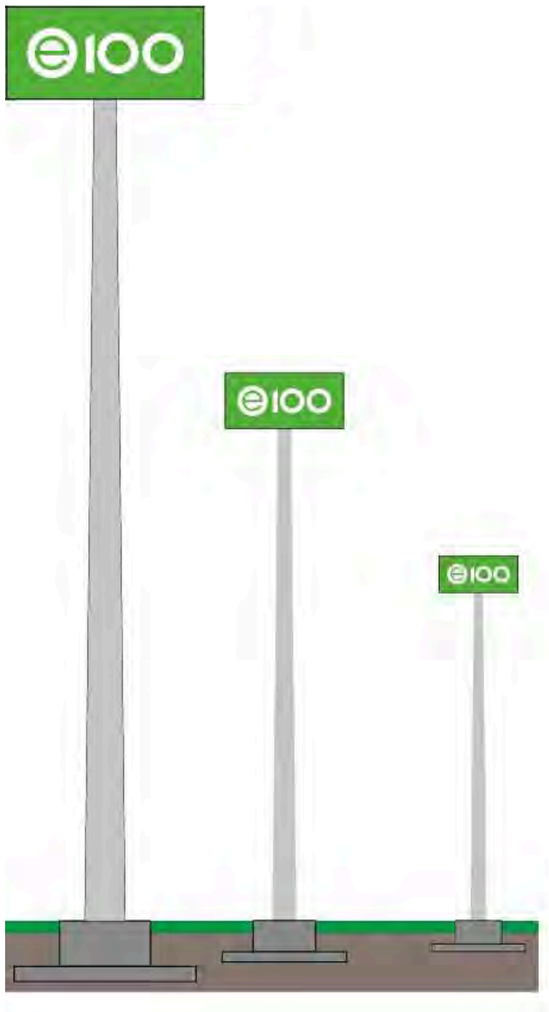
Prefabricated tower shaft
H = 27 / 16.2 / 10.8 m
Made using spun concrete technology.

Lightbox

Structure made of powder-coated rectangular steel profiles protected against corrosion by galvanizing Dimensions independent of the logo size, in proportion: width 4H, height 1.86H
Number and color of vinyl backlit displays with printed graphics applied.

Lighting

LED module lighting
Color temperature 8000K.



Lightbox

Directional lightbox mounted on the access roads to the station.



10.4 Distributors and terminals

Fuel dispensers 510

The size of the decals on the terminal is linked to the size of the E100 logo at the station and may vary depending on the surface.

Information on the decals – according to current needs.



Terminals

The size of the decals on the terminal is linked to the size of the E100 logo at the station and may vary depending on the surface.

Information on the decals – according to current needs.



10.5 User interface elements

Standard stickers

1 **Distributor number**
D140 mm



2 **Type of fuels**
140x35 mm



3 **Code**
35x35 mm



4 **Information sticker**
280x395 mm

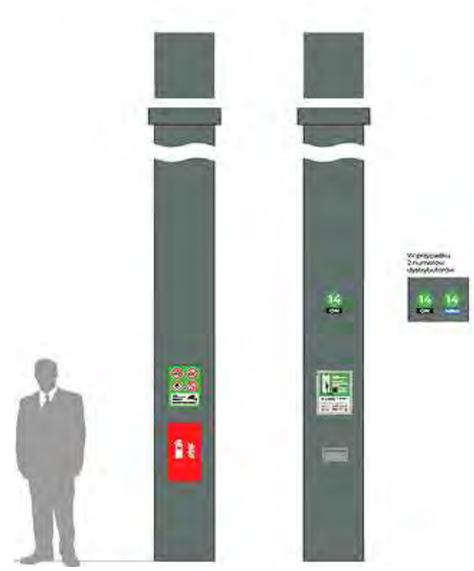


Poles

Painting

The use of standard station branding elements is described in the complete branding guide:

Branding guide link



11 Visual elements for offices

11.1 BUILDING IDENTIFICATION 101

11.2 FLOORS / RECEPTIOS 102

11.3 DOORS 103

11.4 WALLS 104

11.5 WALL DECORATION AND SMALL ELEMENTS 105

11.6 ROLL-UPS 106

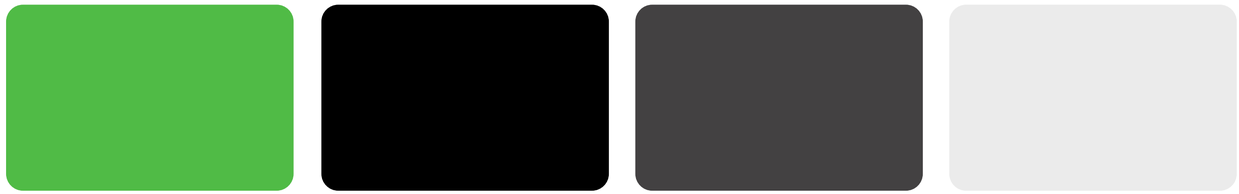
11.7 E100CARD WALL MAP 107

11.1 Building identification

Colors

The primary color is a single color – RAL 6018.

Additional colors are used in elements of small-scale architecture.



RAL 6018 RAL 9005 RAL 7016 RAL 9006

Buildings

The company logo on the building or on the outdoor sign must be made in the company colors and must be approved by the design department and the building owner.





11.2 Floors / Receptions

Floors

Navigation on the office floor(s) is highly individual and must also be agreed with the design department and the building owner.

Receptions

Reception area design projects are carried out by the design department or in consultation with it.





11.3 Doors

External doors

The entrance door can be marked with a sign on the wall (after approval by the design department and the building owner) or with a custom-designed sticker.



Internal doors

The designation of interior office doors is made in the form of full or partial matting with a film indicating the functional departments with a rectangular plate with the E100 logo and the name of the specific department, placed on the wall next to the door, or on the door itself, pressed against the side where the door handle is located. The designs of such plates are agreed upon with the company's design department.



11.4 Walls

Transparent partitions

Glass office partitions should be covered with a logo made of white or transparent film.
The logo can also be cut out of the film, which can partially or completely matte the surface of the glass wall.

Walls

Regular walls can be painted in one of the brand colors - see section 10.1.



11.5 Wall decoration and small elements

Posters

To make the space feel cozy, you can hang paintings, photographs, or themed E100 posters on the walls. You can download them from our repository.

Posters library link

Small elements

Potted plants in branded colors can also be a design element.





11.6 Roll-ups

One element of office design can be a roll-up banner.

If you need a design for such roll-up banners, please send a request to marketing@e100.support.





11.7 E100card wall map

One element of the office design could be a wall map made from old E100 cards.





12 Employer Branding

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12.1 Main colours

Color plays a critical role in expressing our brand. Using a consistent color palette creates brand recognition and builds lasting emotional connections with our employees.



HEX	**00B938**
RGB	**80 188 70**
CMYK	**75 0 100 0**
PANTONE	**361**

HEX	**2d95d3**
RGB	**45 149 211**
CMYK	**75 28 0 0**
PANTONE	

12.2 Tagline

Let’s ***grow*** together

12.3 Corporate font

Extrabold

Montserat ExtraBold

ABCEGJKQZ12345@#$%&

Bold

Montserat Bold

ABCEGJKQZ12345@#$%&

Regular

Montserat Regular

ABCEGJKQZ12345@#$%&

Light

Montserat Light

ABCEGJKQZ12345@#$%&

Montserat is our corporate font family.
We recommend using the Montrserat font family for all communications, including all products and channels.

Our system currently uses light, regular, bold, and super bold fonts.

The Montserat set also includes additional weights that can be used in special cases.

Montserat supports all European languages, including Polish, Lithuanian, Latvian, Estonian and Ukrainian.

12.4 Logo positioning

For a medium width of 1200 px, we recommend a logo height of 70 px. Margin is 80 px.

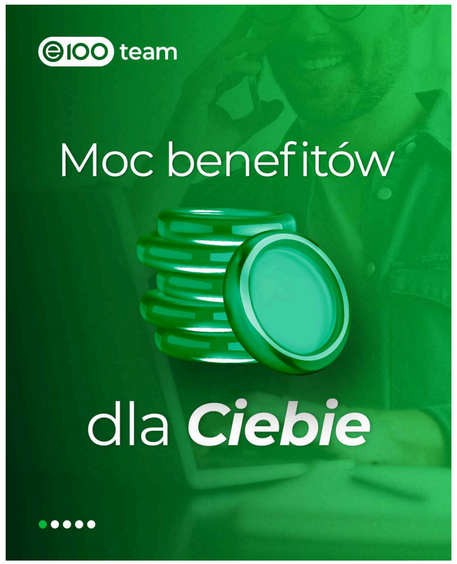


12.5 Design rules

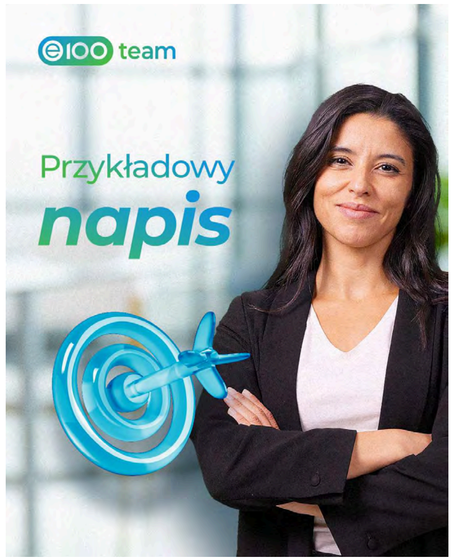
The visual content features large 3D elements that relate to the post's themes.

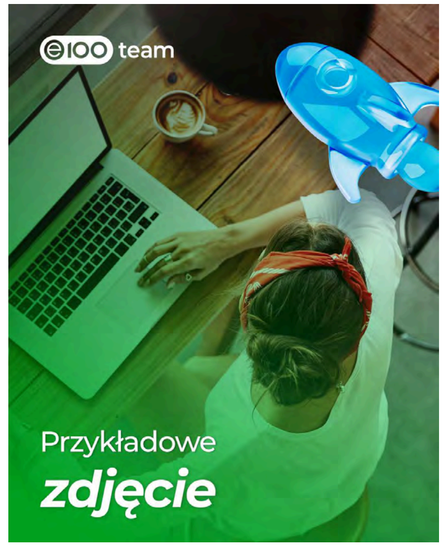
3D elements must be green or blue in colour (to contrast with the background).

Use short, big titles in contrast colour.









12.5 Design rules

The visual content features large 3D elements that relate to the post’s themes.

3D elements must be green or blue in colour (to contrast with the background).

Use short, big titles in contrast colour.





12.6 Authentic Lifestyle Photography

- If it’s possible, use employees photos.
- Use natural-looking photos of people.
- Prefer light movement or action shots instead of static posing.
- Choose people who realistically reflect the company team and environment.
- Clothing should be neat, modern, and smart casual.



For any questions, please contact

marketing@e100.support