



undercurrent
ENERGY



WELCOME TO THE
UNDERCURRENT ENERGY
BRAND GUIDELINES.

This manual was designed to give direction in key
branded situations and is broken down into the
primary sections.

LET'S DISCOVER →

Section 1

ABOUT US

03	Who We Are
05	Our Mission & Vision
06	Brand Archetypes

Section 3

COLORS

Primary palette	12
Secondary palette	13
Color hierarchy	14
Color combinations	15

Section 5

BRAND ASSETS

IN PROGRESS

Layout Grid & Nodal Elements	18
Pattern Library	19
Neural Images	20
Deck Template	22
Icons Library	23

Section 2

LOGOTYPE

07	Logo
08	Logo Options
09	Safe Zone & Sizes
11	Misuses

Section 4

TYPOGRAPHY

Bai Jampjuree Font Family	16
Font styles	17

**WE ARE THE CURRENT
BENEATH THE SURFACE THAT
PUSHES THE FUTURE
FORWARD.**

We're not your typical energy company — and that's by design.

A TEAM OF ENGINEERS, SCIENTISTS, CREATIVES, AND BUILDERS UNITED BY A SHARED BELIEF: **THE WORLD DOESN'T JUST NEED BETTER BATTERIES — IT NEEDS A BETTER SYSTEM.**

At Undercurrent Energy, we challenge outdated assumptions about how energy is generated, moved, and stored.

We operate with curiosity, urgency, and conviction.

We're here to break through the limits of today's energy system — and build something better from the ground up.



This isn't just about innovation.
It's about impact.





GOAL

To solve the energy crisis.

SOARING ELECTRICITY PRICES

OVERLOADED POWER GRIDS

FREQUENT BLACKOUTS

DEPENDENCY ON FOREIGN RESOURCES

FUEL AND BATTERY SHORTAGES

LIMITED ACCESS IN RURAL AREAS

AGING INFRASTRUCTURE

RIISING EMISSIONS AND POLLUTION



MISSION

Our mission is to break through the limits of how we generate, move, and store energy – making the electrification of all transportation not just possible, but practical.



VISION

We envision a world where energy no longer holds us back – it pushes us forward, to solve the world's greatest challenges.

UNDERCURRENT ENERGY:

ENERGY WITHOUT LIMITS



MAVERICK

POSITIVE TRAITS:

- Challenges the status quo
- Authentic and raw
- A change agent
- Bold, fearless, and independent

TONALITY & DRIVE:

- Unconventional and unafraid to challenge norms
- Uses an authentic and relatable tone
- We fight for what's right, because real change takes courage
- Smart and clever
- Empowers the underdog

WILL NEVER:

- Conform to mainstream norms
- Sugarcoat truth to be palatable
- Prioritize authority over autonomy
- Engage in performative or hollow activism



INNOVATOR

POSITIVE TRAITS:

- Inspires transformation
- Provides limitless possibilities
- Forward thinking

TONALITY & DRIVE:

- Inquisitive, Curious. Seeks to improve the status quo
- Confident and humble, open to new possibilities
- Energetic and forward thinking
- Delivers "aha" moments through innovative storytelling

WILL NEVER:

- Be cryptic or speak in hyperbole
- Embrace cynicism or limitation
- Copy others or recycle old ideas
- Use fear-mongering or manipulation as a tool



SERVANT LEADER

POSITIVE TRAITS:

- Attuned to others' needs
- Collaboration over ego
- Leads with humility and integrity

TONALITY & DRIVE:

- Supportive not self promoting
- Humble not boastful
- Human-centered: Speaks to real needs in "we" language
- Encouraging: Highlights the potential in others, collaborative

WILL NEVER:

- Exploit power for personal gain
- Take credit for others' work or success
- Dismiss teams' needs/contributions
- Lead through fear, intimidation, or dominance

The Undercurrent Energy logo is more than a mark – it’s a signal. Designed as a techno-cultural catalyst, the logo reflects our mission to power the future with bold, system-shifting energy. The combined layout features a clean logomark and a brutalist text block, merging industrial modernity with abstract digital systems.

At the heart of the mark is a continuous spiral – a form that suggests infinity, motion, and energy flow. It doubles as a visual nod to a battery loop, reinforcing the idea of refillable, decentralized power. This spiral also serves as a compact version of the logo for social media, delivering high recognizability at any scale.

The typography is unapologetically strong – brutalist yet refined – symbolizing both our technological edge and our readiness to disrupt legacy infrastructure.



LOGO OPTIONS

The Undercurrent Energy logo is designed to work seamlessly across light and dark backgrounds, ensuring optimal legibility and recognition in every environment. This page displays all approved variations – from full lockups to standalone logomarks.

Always ensure high contrast between the logo and the background. Use color logos for brand-forward moments and visual impact.

*Refer to the Color section for rules on contrast and background compatibility. Consistent logo usage protects our visual identity and keeps the brand instantly recognizable.



SAFE ZONE & SIZES

To maintain legibility and visual impact, the Undercurrent Energy logo must always have sufficient clear space around it. This “safe zone” ensures the logo is never crowded by other elements, protecting its presence across all media.

The minimum clear space around the logo is defined by the height of the wordmark – marked here as “X”.

No text, graphics, or UI elements should enter this safe zone – unless part of an approved brand lockup.



MINIMAL SIZES

For digital: 32px

BASED ON LOGO HEIGHT

For print: 14mm

MINIMAL SIZES

For digital: 8px

BASED ON LOGO HEIGHT

For print: 5mm

For sizes 16x16 and smaller is recommended to use a graphic sign with no external shape to maintain legibility.



SAFE ZONE



MINIMAL SIZES

For digital: 20px

BASED ON LOGO HEIGHT

For print: 8mm

MISUSES

To keep the Undercurrent Energy brand consistent and powerful, the logo should always appear as designed. Altering it in any way compromises recognition and dilutes the brand's visual identity.



Don't distort, rotate or reduce opacity the logo.



Don't distort the proportions of the logo block.



Don't change the style options of the logo.

Don't change corporate colors in the logo.



Don't change the geometry of the logo.



Don't apply any effect to the logo if its not in visual system.



PRIMARY COLOR PALETTE

Our color palette is bold, modern, and built to reflect movement, energy, and clarity. Undercurrent Energy’s core colors balance industrial strength with digital precision – combining high-contrast tones that feel both grounded and future-forward. These hues were chosen to evoke trust, momentum, and disruption in equal measure.

UNDERCURRENT ORANGE

Backgrounds, Accents, Illustrations, Icons

RGB: 255 106 0

CMYK: 0 74 100 0

PMS: Pantone 1505 C

HEX: FF6A00

DEEP BLACK

Backgrounds, Text

RGB: 3 6 12

CMYK: 100 61 32 96

PMS: Pantone Black 6 C

HEX: 03060C

WHITE NOISE

Backgrounds, Dividers, Text

RGB: 255 255 255

CMYK: 0 0 0 0

PMS: -

HEX: FFFFFFFF

GHOST GRID GRAY

Backgrounds, Dividers

RGB:

33 37 40

CMYK:

78 57 39 56

PMS:

Pantone 446 C

HEX:

212528

CIRCUIT STEEL

Backgrounds, Icons, Accents

HEX:

D5D5D5

HEX:

D5D5D5

ECHO BLUE

Text, Accents, Graphics

RGB:

167 221 243

PMS:

Pantone 291 C

CMYK:

38 4 0 0

HEX:

A7DDF3

SIGNAL DEEP BLUE

Text, Accents, Graphics

RGB:

57 121 251

PMS:

pantone 2726 C

CMYK:

83 66 0 0

HEX:

3979FB

DRIFT WHITE

Backgrounds, Dividers

RGB:

224 236 241

PMS:

Pantone 649 C

CMYK:

11 3 0 0

HEX:

E0ECF1

SIGNAL LIGHT BLUE

Text, Accents, Graphics

RGB:

38 200 255

PMS:

Pantone 292 C

CMYK:

55 13 0 0

HEX:

26C8FF

PULSE ORANGE

Notifications, Graphics

RGB:

255 69 46

PMS:

Pantone 172 C

CMYK:

0 94 100 0

HEX:

FF452E

COLOR HIERARCHY

To maintain visual clarity and brand consistency, use color in thoughtful, proportional ways. Below are three recommended approaches for applying Undercurrent Energy's color palette across digital and print layouts.

60%

20%

15%

5%

60%

20%

5%

15%

60%

60%

20%

10%

10%



ENERGY WITHOUT LIMITS

Driven by NEF: the world's first high-density, non-flammable liquid battery engineered for mass electrification.

EXPLORE →



ENERGY WITHOUT LIMITS

Driven by NEF: the world's first high-density, non-flammable liquid battery engineered for mass electrification.

EXPLORE →



ENERGY WITHOUT LIMITS

Driven by NEF: the world's first high-density, non-flammable liquid battery engineered for mass electrification.

EXPLORE →



COLOR COMBINATIONS

Undercurrent Energy uses a versatile system of 37 approved color pairings designed to enhance brand recognition and visual clarity across all platforms.

These combinations ensure strong contrast, accessibility, and brand cohesion—whether applied to text, backgrounds, buttons, or key visuals.

Look for the red triangle markers to identify combinations that should be avoided due to poor legibility or contrast.



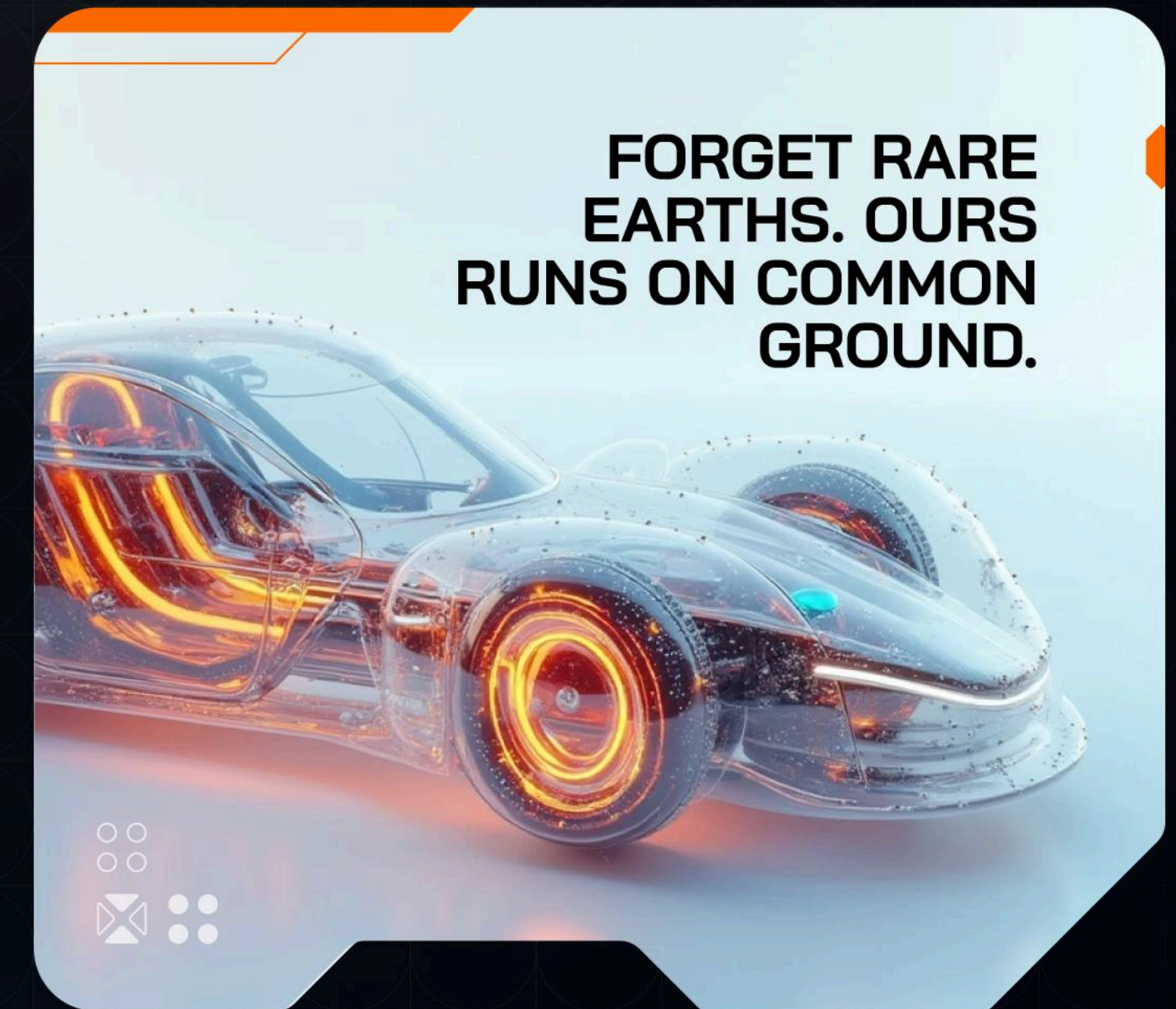
BAI JAMPJUREE FONT FAMILY

Bai Jamjuree is the primary typeface for Undercurrent Energy, chosen for its clean geometry, modular rhythm, and tech-forward presence. It strikes the perfect balance between industrial precision and contemporary clarity—a typographic match for our disruptive energy platform.

Ideal for both display headlines and body copy

Supports 200+ languages, enabling global scalability

Offers 12 weights from ExtraLight to Bold Italic



BAI JAMPJUREE

This guide outlines how to use the five approved styles of the Bai Jamjuree typeface. These font weights – from Light to Bold – are optimized for clarity, hierarchy, and brand consistency across all platforms.

Stick to these five styles only:
Light, Regular, Medium, Semibold, Bold.

Each style has a recommended line height and minimum size for optimal legibility.

Bai Jamjuree
Light

Aa

Usage:
Links, References, Notes

Line Height: 110–120%
Minimal Size: 12pt.

Example:
Forget rare earths. Ours runs on common ground.

Bai Jamjuree
Regular

Aa

Usage:
Body Text

Line Height: 150%
Minimal Size: 14pt.

Example:
Forget rare earths. Ours runs on common ground.

Bai Jamjuree
Medium

Aa

Usage:
Subtitles, Text Preview

Line Height: 150%
Minimal Size: 16pt.

Example:
Forget rare earths. Ours runs on common ground.

Bai Jamjuree
Semibold

Aa

Usage:
Quotes, Links, Buttons

Line Height: 110–120%
Minimal Size: 24pt.

Example:
FORGET RARE EARTHS. OURS RUNS ON COMMON GROUND.

Bai Jamjuree
Bold

Aa

CAPS ONLY

Usage:
Page Titles, Tags

Line Height: 110–120%
Minimal Size: 24pt.

Example:
FORGET RARE EARTHS. OURS RUNS ON COMMON GROUND.

In our visuals we should represent the perfect balance between free, borderless lifestyle and effective and respectful organization.

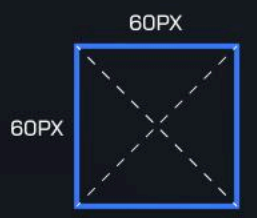
STEP 01

To build a proper and consistent layout grid, do the following steps:

01. Create a circle shape with a 60px diameter



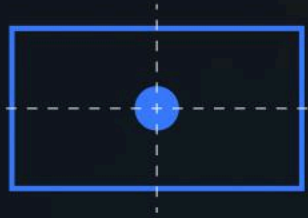
02. Create a 60x60px square shape



03. Align centred to make a circle inside of a square



04. Place the group of shapes in the centre of the layout



05. Duplicate horizontally & vertically to build a grid



To create a nodal background elements use grid from the previous step and specific tools:

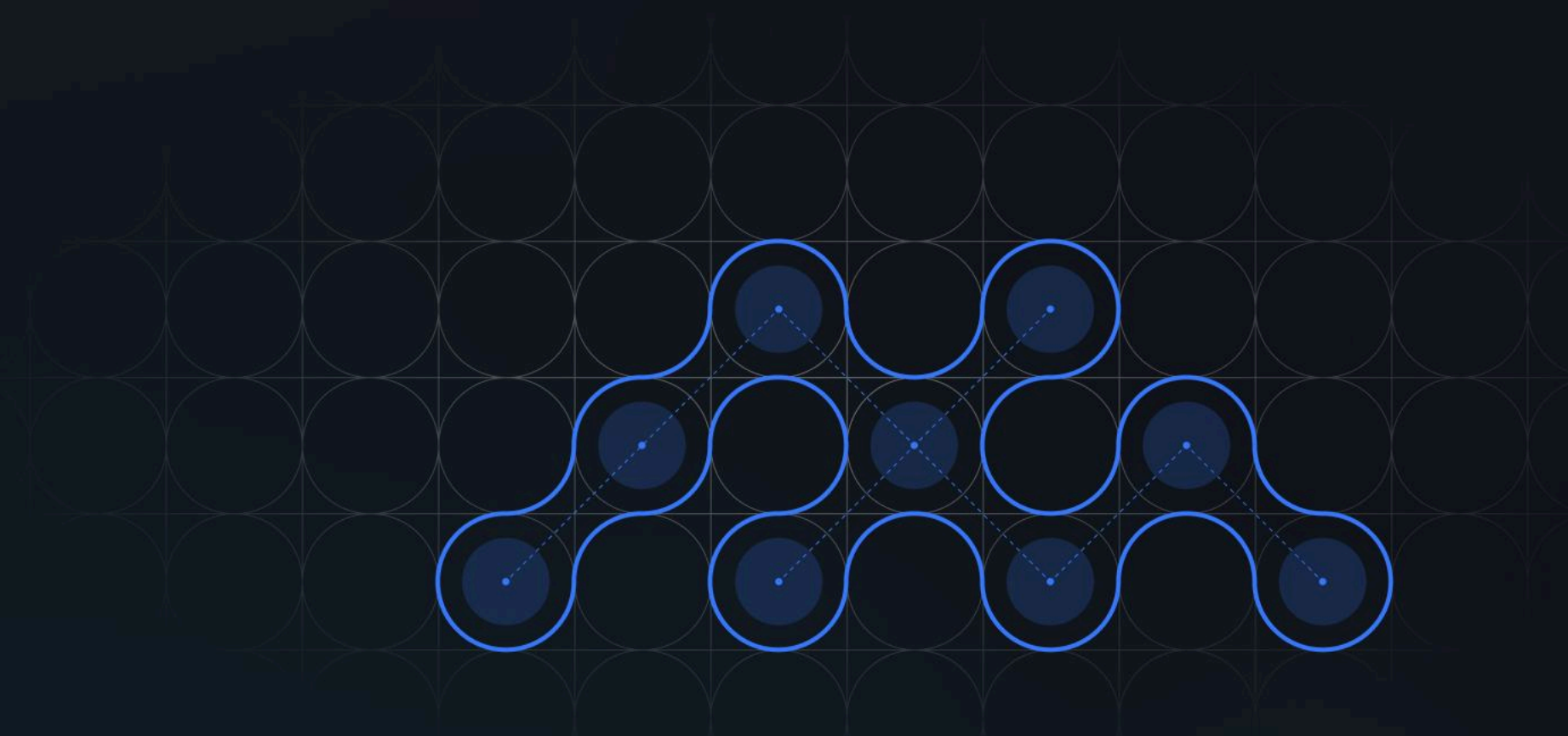
STEP 02

Adobe Illustrator:

Use Shape Builder (Shift + M)

Figma:

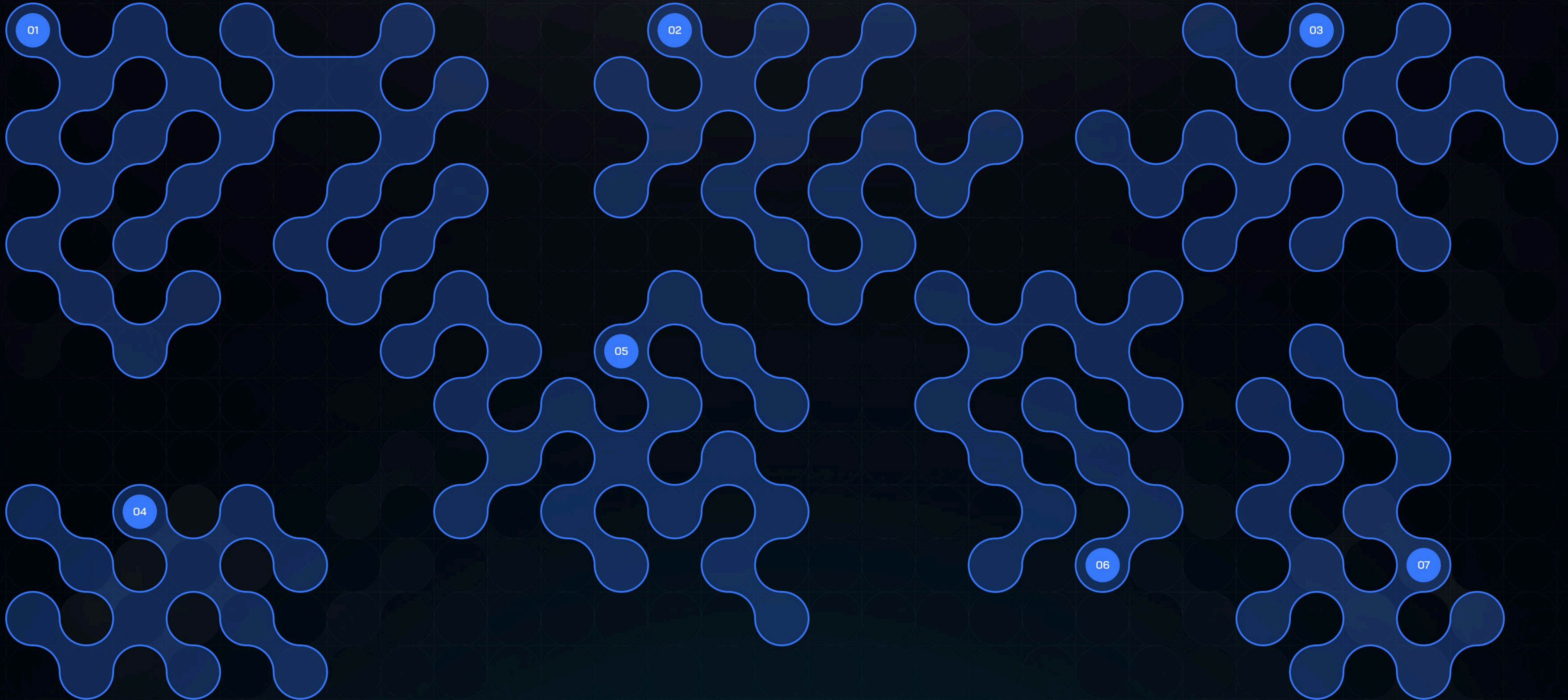
Select all - Edit Object - M



There's a set of the most appropriate abstract shapes that could be used as a supportive background elements.

You can create a custom ones, just stick to the guide on the previous page.

Each shape could be mirrored horizontally and vertically to git the specific needs.

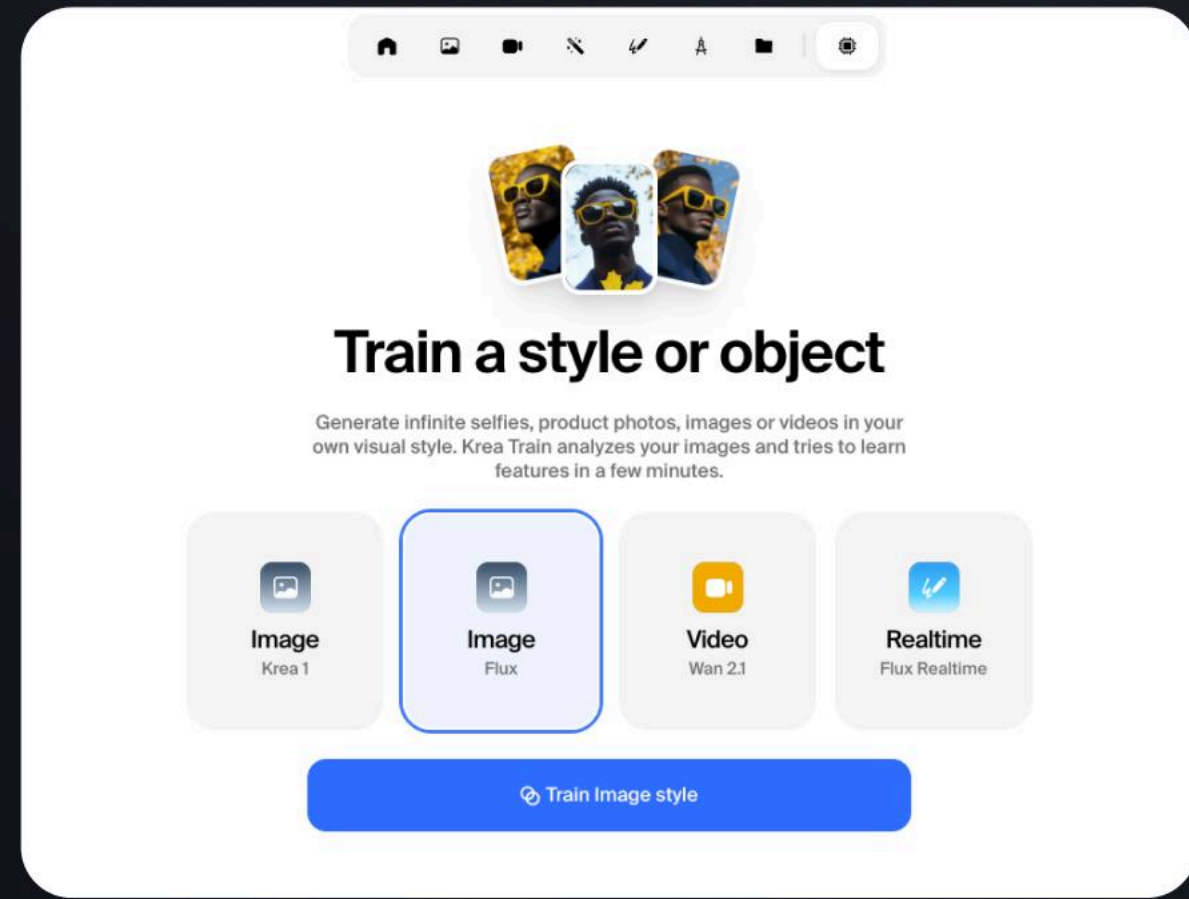


To follow the same visual style and share more personality we use neural tools. Below you may find the simple guidance how to achieve consistency and create endless similar options.

There's a two crucial steps you need to do to make things working correctly. Each will be described below.

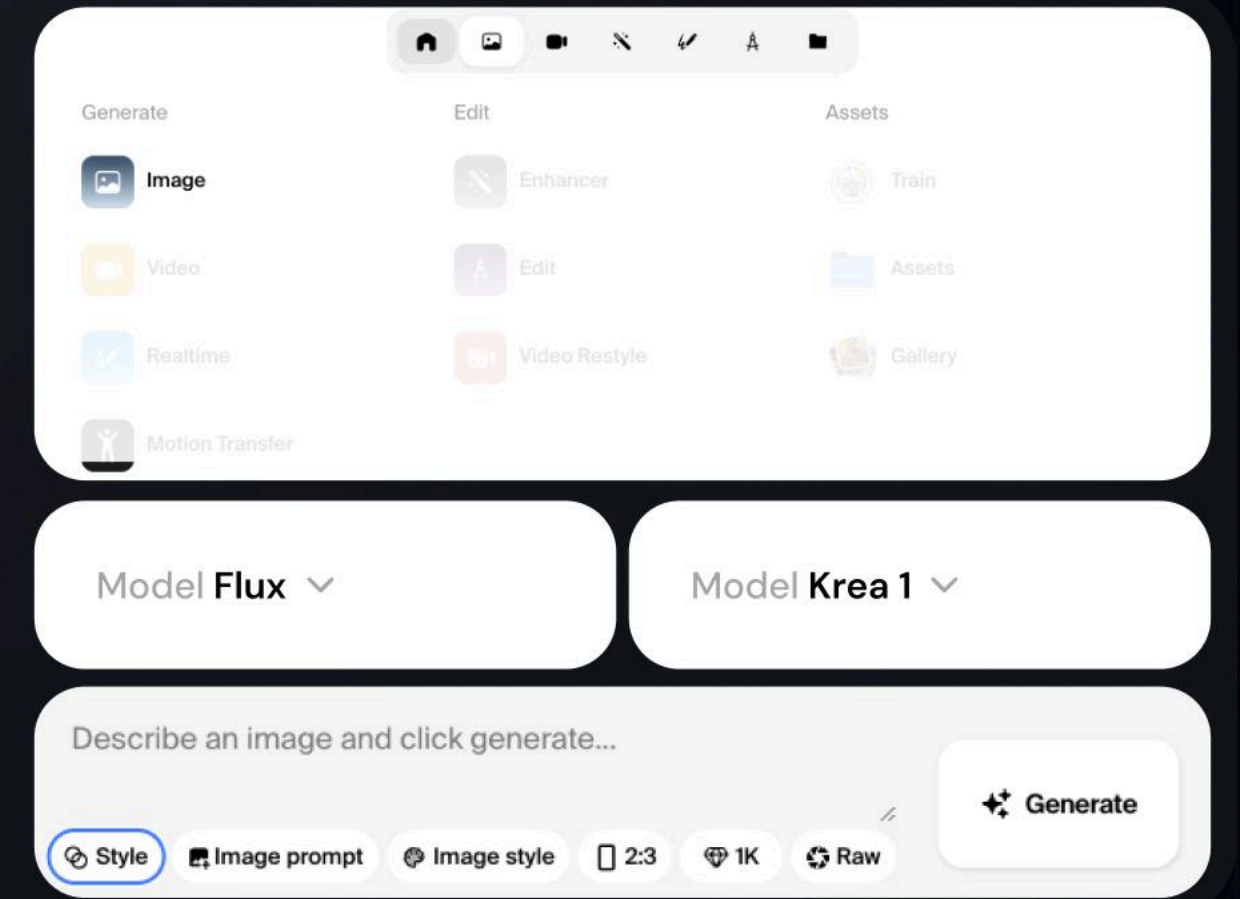
STEP 01:
PREPARING THE STYLE PRESET

- [Click](#) to open the krea.ai train tool
- Choose the "Flux" image trainer
- Click "Train image style".



STEP 03:
CREATING THE ASSETS

- [Click](#) to open the krea.ai image generator
- On bottom left corner choose "Flux" or "Krea 1" (you can test different models to get different results)
- Click the style button on context menu below and choose your style preset
- Use modified prompt to get the result.



STEP 02:
UPLOADING THE REFERENCES

- 15 ITEMS
- Upload set of images that attached on the "Brand Assets" page in "for-ai-training" section into trainer
 - Simply wait the style to be prepared
 - Done.



STEP 04:
PROMPT TEMPLATE

Use this prompt template to get the consistent results:

Portrait of , , minimal deep dark background, ultra-clean composition, thin bright electric neon layered outlines precisely tracing the entire silhouette of the figure, intense glowing edge light separated from the subject, radiant halo effect spilling , onto the background, multi-layer luminous aura with smooth gradients, outer glow concentrated along hair, shoulders and torso edges, glowing contour effect, outer rim light, neon tracer lines, vivid photorealistic edge glow cyberpunk-inspired lighting, hyperrealistic soft shadows, cinematic depth.

here you may find the examples for each replaceable section:

<input type="text" value="[insert character/person description]"/>	<input type="text" value="[person placement and emotion]"/>	<input type="text" value="[color preset]"/>
young woman with curly hair	upper body, looking upward with determined expression	soft blue light
elderly man in a military uniform	face close up, looking forward with a anger	light blue light
robotic humanoid with smooth chrome skin	half body, raised hand with happy expression	vibrant orange light
		deep electric blue light

To represent our brand in effective and consistent way on different events, meetings and media resources, we have a deck template, that fits our needs to provide the information clearly.

We have the set of necessary pages, that helps us build custom deck options, depending on our needs. The list of templates is given below:

Use all information, provided in Colors & Typography sections to create outstanding visual solutions for deck.

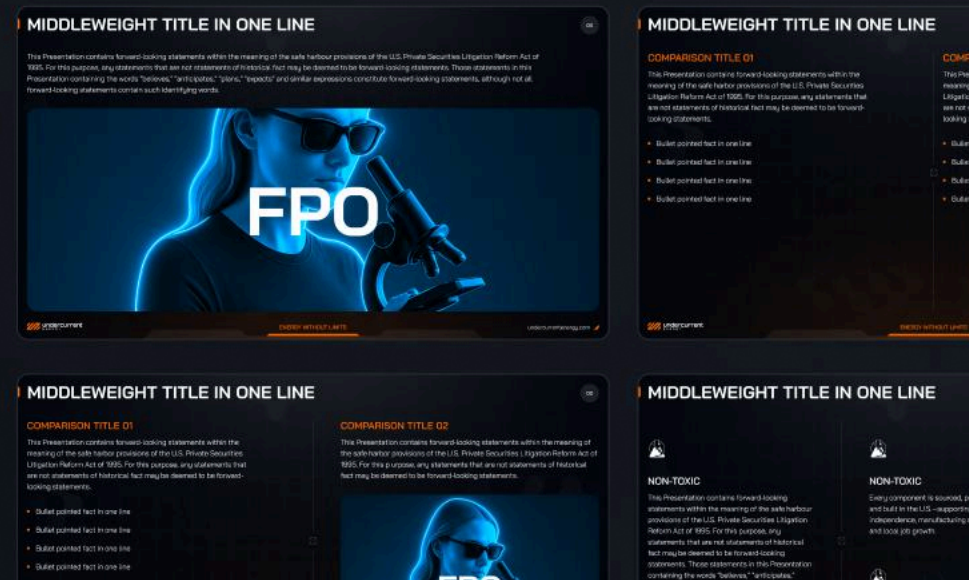
CORE PRESENTATION SLIDES

4 ITEMS



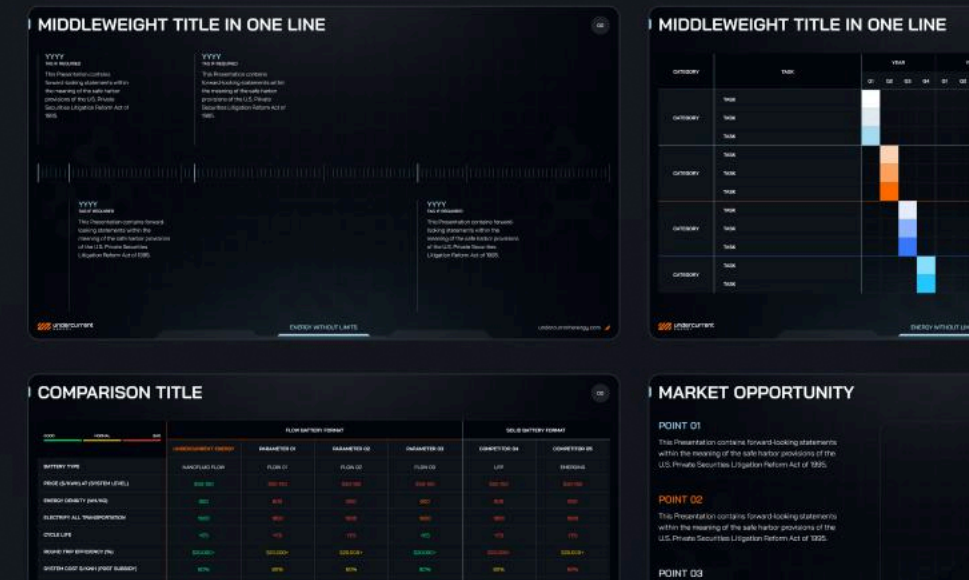
LAYOUT TEMPLATES

11 ITEMS



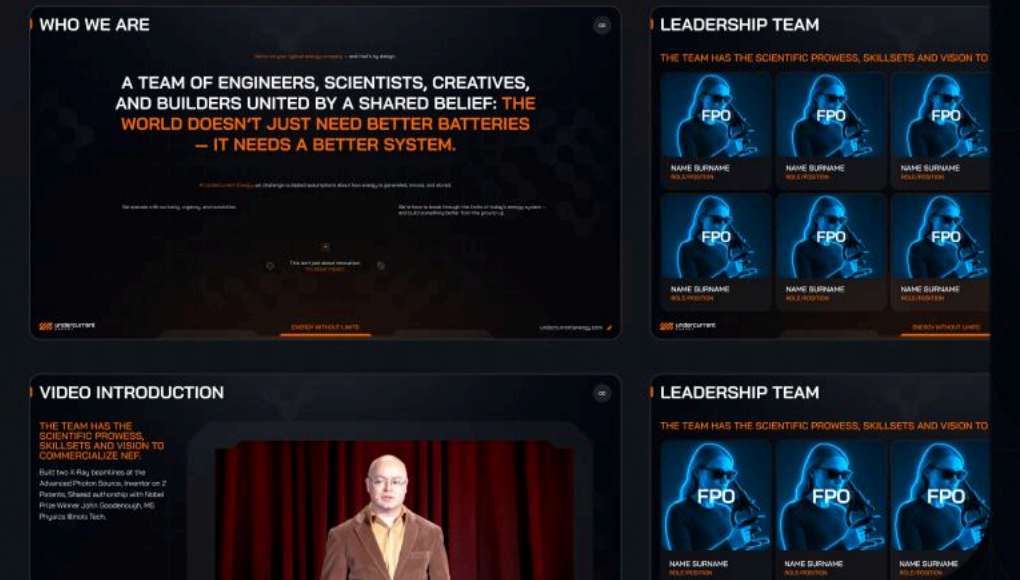
SPECIALTY SLIDES

15 ITEMS



COMPANY & TEAM SLIDES

10 ITEMS



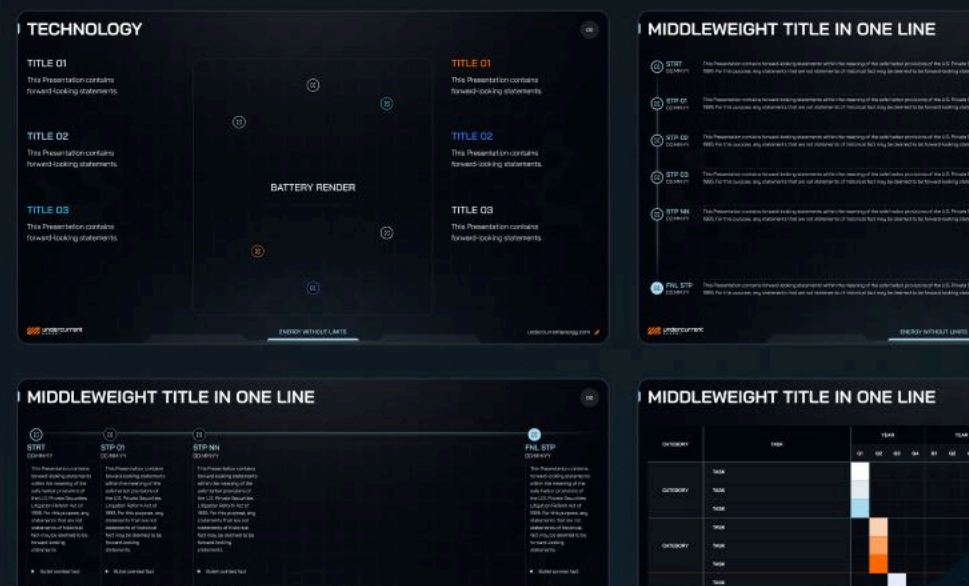
BUSINESS CASE SLIDES

4 ITEMS



TECHNICAL SLIDES

3 ITEMS



ADDITIONAL ELEMENTS

10 ITEMS



SURFACE TEMPLATES

3 ITEMS



To ensure visual consistency across all touchpoints, we created a custom icon library. This collection of scalable, reusable icons is designed for use across presentations, web, and other digital or print formats. Each icon reflects our brand's design language and supports clear, cohesive communication.

To build a consistent icons, we use 64x64px container with 2x2px square grids and line weight 1px for each.

Match nodal elements, fill & stroke styles for consistent icons.





undercurrent
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BRAND GUIDELINES

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