BioLite Brand Book

2021

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CHAPTER 01

WHY WE EXIST

WHY WE EXIST

Energy sits at the center of our lives, keeping us safe, productive, and connected.

Energy extends our days after the sun goes down, enables us to communicate across vast distances, cooks our meals, and powers daily interactions big and small. It is vital – and the world's current harnessing and consumption of it is unavailable to many, and ultimately unsustainable for all of us.

Creating **access** to renewable energy for a growing global population is one of the most urgent challenges for both people and planet.

For those we serve in the outdoor market, BioLite has a unique role to play as ambassadors to a **renewable future**, introducing them to compelling alternatives to power life beyond fossil fuels and the traditional grid.

In emerging markets, we have the humbling opportunity to be a household's first step onto the energy ladder, replacing expensive and dangerous energy sources with reliable, affordable ways to cook, charge, and light daily life.

This planet's future will be shared by all of us – and BioLite is on a mission to make that future bright for everyone.

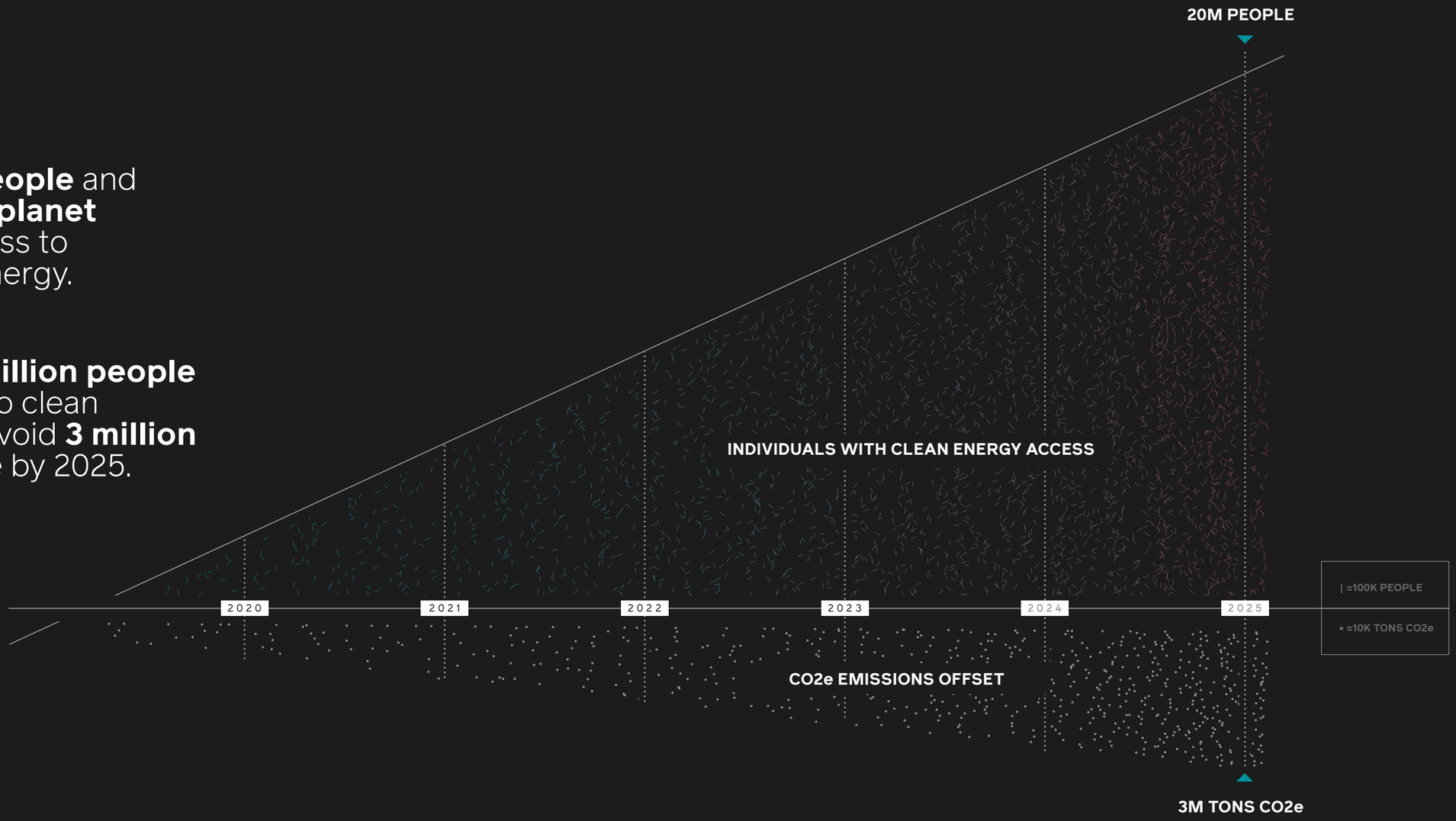
MISSION & VISION

MISSION

Empower people and **protect our planet** through access to renewable energy.

VISION

Provide **20 million people** with access to clean energy and avoid **3 million tons** of CO2e by 2025.



BELIEFS 1/3

Energy Is A Fundamental Human Right

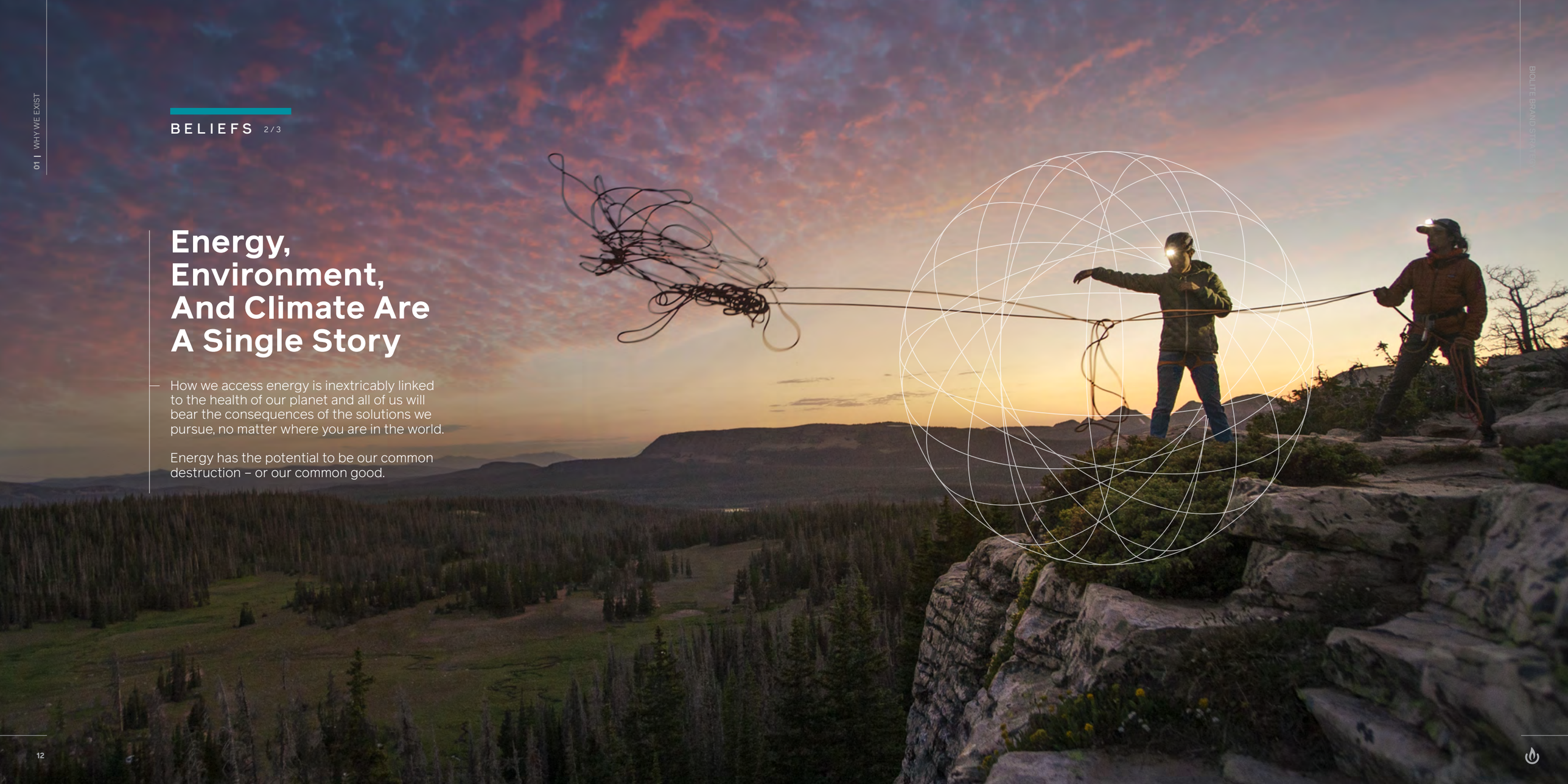
Like water or air, energy is a resource central to our ability to survive and thrive – and we all deserve equitable access.

BELIEFS 2/3

Energy, Environment, And Climate Are A Single Story

How we access energy is inextricably linked to the health of our planet and all of us will bear the consequences of the solutions we pursue, no matter where you are in the world.

Energy has the potential to be our common destruction – or our common good.



BELIEFS 3/3

True Progress is Self-Sustaining

Rather than one-time philanthropy or shortsighted action, we want to build true systems of change that have the power to endure and scale.

OUR PROMISES

Our promises are a commitment to the impact and work we want to do in the world.

Keep Impact At The Heart Of What We Do

Our mission and the people we serve are our north star. We hold ourselves accountable to this by keeping our customer at the center of our work and tracking the *actual* effect we are having: a solution is only good if people actually use it and are better off for it.

IMPACT

Make Amazing, Innovative Products

If we're going to transition our world onto renewable energy, we've got to make the experience amazing. We don't just want you to use renewables, we want you to love renewables. We're committed to delivering products that pair real functional value with emotion and inspiration. We embody quality, efficiency, and true innovation so our customers experience their move to renewables as an upgrade, never a sacrifice.

PRODUCT

Innovation Starts With Listening To Our Customers

We want to be a trusted partner – from retailers and distributors to end-users – and that comes from respecting and listening to the needs of our community. Everyone we touch should feel that we truly understand their challenges, are supportive of their own goals, and that their feedback to us is reflected in continuous improvement of our products, services, and communications.

CUSTOMERS

Celebrate & Nurture the People Behind BioLite

It's not a shiny patent or algorithm that sets us apart – it's our team. Our ability to build a bright future comes from the bright minds that choose to come to BioLite and tackle big things with creativity and persistence. We seek to build a diverse community that celebrates a range of perspectives and experiences, all making us smarter and braver in our work. We commit to a work culture that always finds ways to uplift the real, wonderful humans that make this place vibrate with energy and possibility.

TEAM

Use Business As An Engine Of Change

We are a social enterprise: we believe we can use markets to create sustainable, scalable change. We can prove businesses can be agents of transformation in our world. We can model a future where energy is a human right, carbon comes with a price, and transparency is a new basic standard for business.

BUSINESS

Solve Big Problems Without Creating New Ones For The Environment

While answering today's challenges we cannot degrade tomorrow's world in the process. Sustainability must infuse our organization and our footprint on the world must be measured rigorously. We commit ourselves to immediate carbon-neutral status (reducing what we can, offsetting what we can't) while actively working towards a future where our entire operation utilizes carbon-free practices and sustainable lifecycle management.

SUSTAINABILITY

HOW WE WORK

This is the shared foundation that **enables us to work together** productively while creating space for different personalities and styles to thrive.

Accountable: Own It, Build It

Faced with hard problems, we own them and take initiative to build solutions -- now and for the future.

Optimistic: See Possibility

We engage in our work with positivity and creativity. We believe in ourselves, our partners, and our mission.

Collaborative: Be A Partner

Working with openness, curiosity, and appreciation of one another, we know we are at our best and most inspired when we work together.

Analytical: Grounding In Reality

We face facts and embrace reality, leveraging data and insights to analyze problems, make decisions and take action.

OUR ELEVATOR PITCH

THE SHORTEST

I work at BioLite. We're a social enterprise that makes gear to power life outside and off-grid through renewable energy.

THE SLIGHTLY LONGER

CORPORATE LEVEL FACING

I work at BioLite. We're a social enterprise that has reached over one million people delivering renewable energy through cooking, charging, and lighting daily life off-grid: we've got a product line for outdoor recreation and a product line for homes in emerging markets where traditional grids are unreliable or unreachable. Different audiences, but they're united by a common need for energy access, and our model enables us to invest in a single, amazing team to serve both.

OUTDOOR RECREATION FACING

I work at BioLite. We make the gear you need to power your outdoor trips: stoves, lights, solar panels, batteries – all built on renewable energy. We operate primarily in the outdoor space here in (INSERT OR MARKET), but we're actually a fully functional social enterprise, simultaneously working on delivering safe, clean energy products to over one million people in emerging markets where the grid is unreliable or unreachable.

EMERGING MARKETS FACING

I work at BioLite. We're a social enterprise that has reached over one million people living off-grid with safe, affordable, and reliable energy access. We make solar charging and lighting systems and clean-burning cookstoves to power daily life.

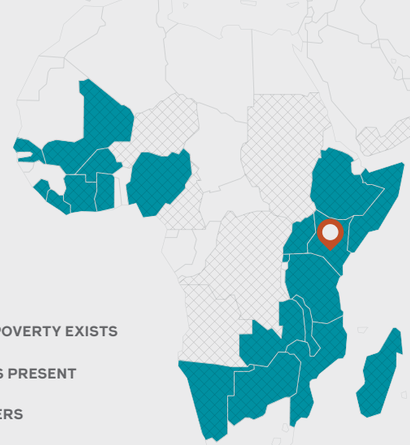
CHAPTER 02

WHO WE SERVE

ADDRESSING ENERGY POVERTY

Access to electricity is limited or non-existent for more than 1.2 billion people.

This Is Energy Poverty.



- COUNTRIES WHERE ENERGY POVERTY EXISTS
- COUNTRIES WHERE BIOLITE IS PRESENT
- BIOLITE AFRICA HEADQUARTERS

Energy Poverty forces households to rely on **dangerous and expensive** energy sources that dramatically impact every day life:

TIME & FINANCES
Families spend disproportionately large amounts of time and income collecting wood and paying for kerosene.

CONNECTIVITY
Mobile phone usage by off-grid consumers is growing rapidly. A transformative tool for economic development and communication, these devices are hindered by being unable to charge at home.

LIGHTING
With limited resources for illumination, hours for family, study, and work are cut short when the sun goes down.

HEALTH
Open fire cooking causes over 4 million deaths per year. Conditions like heart disease and COPD are directly linked to the toxic smoke inhaled by the billions of people still cooking over biomass fires.

CLIMATE
Open fires also release significant amounts of CO2 and produce a staggering 25% of global black carbon emissions. This is more than all the world's cars and trucks combined.

OUR MODEL

Using a unique business model called **Parallel Innovation,** our team develops core energy technologies that are applicable to two distinct customer segments:

Off-grid households in emerging markets in Africa and Asia.

Outdoor recreation customers seeking renewable and rechargeable ways to cook, charge, and light.

THE MACRO ENERGY NEEDS

SAFE

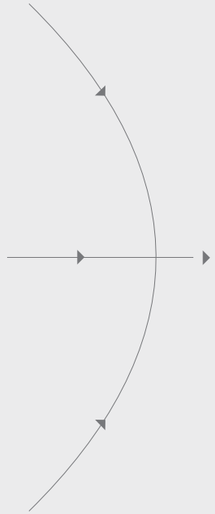
We give our customers a sense of control and independence with reliable energy access. Whether it is a hike back in the dark or replacing dangerous kerosene in the home, we enable our customers to navigate their daily life and outdoor adventures safely and affordably.

CONNECTED

Energy is a human right, and humanity is fundamentally social. We enable our customers to feel plugged into the people and places that matter most to them, whether that's literally through a phone call, emotionally through a night around the fire, or functionally through news on the radio.

PRODUCTIVE

Our energy enables our customers to take action and accomplish the things they want out of life. We remove the barrier of a day cut short because of sunset, focus blurred because of a lack of a hot meal, an opportunity missed because of a dead phone, and replace it with possibility and opportunity.



EMPOWERED

By enabling our customers to feel safe, productive, and connected through access to energy – basic human needs – we empower them to pursue the life and adventure they want.

EMERGING MARKETS CUSTOMER ENERGY NEEDS

- Save money
- Keep my family safe
- Save time
- Receive information
- Help my kids
- Improve my home

- Live beyond the dark
- Entertain
- Recharge my devices
- Cook my meals efficiently
- Spend time with people I love
- Stay connected and in control

- Find joy outside
- Recharge my mind
- Be comfortable
- Be ready for emergency
- Experience options other than disposable batteries and fossil fuels

OUTDOOR RECREATION CUSTOMER ENERGY NEEDS

CUSTOMER SEGMENTS

EMERGING MARKETS CUSTOMER

Families living in energy poverty with unreliable ways to cook, charge, and light daily life.

ENVIRONMENTS

- At Home
- Wayfinding Around Home

COMMON ACTIVITIES

- Cooking Daily Meal
- Lighting Home After Dark
- Charging Mobile Devices
- Entertainment (Radio/TV)

OUTDOOR RECREATION CUSTOMER

Outdoor recreationalists seeking power and fuel independence away from the grid.

ENVIRONMENTS

- Campsite
- On The Trail
- At Home
- Commute/Travel

COMMON ACTIVITIES

- Social Fire
- Cooking Meals
- Lighting Camp/Trail
- Backup Power

CUSTOMER: **EMERGING MARKETS**

Grace	32	Rural Western Kenya
NAME	AGE	

Smallholder Farmer

PROFESSION

Married with 4 Children

FAMILY

DESCRIPTION

Purchased SolarHome 620 through One Acre Fund agent visit while re-upping on farming supplies. Decided it was time to try system because she was tired of paying for Kerosene and a previous solar light she acquired had broken quickly after use. Chose BioLite because she found the design appealing and felt she could afford it through the Pay-Go installments.

USES HER SYSTEM TO

- Light her home after dark: preps dinner under the light while her kids do homework.
- Listen to the radio for both entertainment and news
- Charge her and her son's mobile phones: important because her mPesa mobile currency account is connected to her phone.

CUSTOMER: OUTDOOR

Jason	47	California, USA
NAME	AGE	

Business Manager

PROFESSION

Married with 2 Children

FAMILY

DESCRIPTION

Originally bought a CampStove out of curiosity, dependable performance has led to loyalty to the entire ecosystem: still uses CampStove family for car camping trips, now uses FirePit in Backyard at home and HeadLamp for several activities.

Appreciates our mission, but ultimately uses and evangelizes BioLite products because of how reliable his experience has been and the delight of it "doing what it says it will do:" eg smokeless fires, superior fit/comfort, and fun with cooking.

KEY ACTIVITIES

- CampStove as the coffee maker at the campsite
- Hangs out with his kids around the FirePit in their backyard
- Gifted HeadLamp to more than 3 people in his life

MEASURING IMPACT

We want to measure the impact we are having on our customers lives as well as the impact we are having on the planet with the energy and resources required to do our work. As we stated in our Beliefs, true progress is self-sustaining and today's impact cannot come at the expense of tomorrow's stability.

Accountability Partners:

Acumen invests in social enterprises, including BioLite, that serve low-income communities in developing countries across Sub-Saharan Africa, South Asia, Latin America, and the United States.

60 Decibels is a global, end-to-end impact measurement company. Their methodology helps companies like BioLite better understand the scale of their social impact.

Climate Neutral provides brands of all sizes with the resources and guidance to measure and offset their carbon footprint. BioLite has been offsetting our carbon footprint since 2015 and co-founded Climate Neutral in an effort to help other brands do the same.

1,733,507
people impacted by BioLite products

255,000
households use BioLite for daily energy access

460,908
tons of CO2 offset by our products

1,670,240
kilowatt hours of electricity generated

Impact statistics as of February 2021. To view our most current stats visit **BioLiteEnergy.com/mission**

CHAPTER 03

WHAT WE MAKE

PRODUCT PRINCIPLES

Our product principles are guidelines for how we approach our design and engineering practices.

Human-Centered Design Approach

We know that our users are a roadmap to solving the most challenging problems. Our creative approach to problem solving starts with the desires of the people we're designing for and ends with a solution rooted in people's actual needs. By centering user needs, we arrive at innovative solutions that not only are viable and feasible, but desirable.

Engineering From First Principles

When we remove dogma and focus on the foundational truths of engineering, we get a clearer picture of the world and what is possible in it. By breaking down complicated problems into basic elements and then reassembling them from the ground up to, we find new creative possibilities. When we want to build something that doesn't exist, we have the facility and depth to go out and create it.

Products With Beauty & Soul

We believe in the power of an emotional connection with our physical products. Delivering aspiration, joy, and delight are just as important as delivering the watts we generate.

DESIGN MINDSETS

Our design mindsets help frame our approach to the creative process.

Creative Confidence

You have ideas and inherently realize that you have the ability to act on them. You believe in you and your team's ability to come up with ideas which solve challenging problems. You are fearless and eager to roll up your sleeves and dive in.

Learn By Making

You believe making an idea tangible reveals things that theory can not. You can prototype anything at any stage of the process. You fail through making, early and often, in order to succeed sooner.

Embrace Ambiguity

You make your mind free to pursue a solution that you can't yet picture. You are optimistic despite not knowing all of the answers. You realize that if the answer is obvious too early, than you are not pursuing the route of innovation.

EMERGING MARKETS CORE PRODUCTS 1/2

HomeStove

Electricity-generating cookstove that burns wood like gas and reduces emissions by up to 90%.

COOKING

JikoMalkia

High-performance charcoal stove that burns clean, saves money, and offers the largest cooktop on the market.

COOKING

SolarHome 5000

High-capacity solar energy system that can power televisions, fans, and more.

LIGHTING **CHARGING**

SolarHome 620

Scalable solar lighting, power, and radio for the off-grid home.

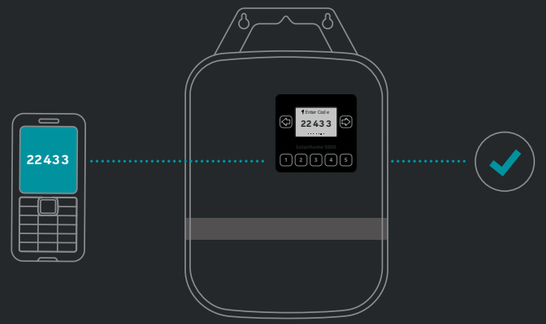
LIGHTING **CHARGING**

EMERGING MARKETS CORE PRODUCTS 2/2

The explosion of mobile money in emerging markets has not only increased the need for reliable energy, but allowed more people to experience the benefits of micro-grid energy.

BIOPAY PAYG

BioLite's SolarHome series is equipped with pay-as-you-go functionality. Customers can finance the purchase of their system by making small monthly payments - all from their mobile phone. A code is sent via text message and then validated through numerical input in the SolarHome's easy-to-read user interface.



OUTDOOR CORE PRODUCTS: **COOK** 1 / 5

CampStove 2+

Patented combustion technology creates a vortex of smokeless flames for a portable campfire that can cook your meals and charge your gear, all at the same time.

COOKING

FirePit

FirePit creates hyper-efficient flames with patented airflow technology and gives you a front-row seat to the magic thanks to the X-Ray Mesh body. Lift the fuel rack and toss in charcoal to transform it from a fire pit to a portable hibachi-style grill, complete with included grill grate.

COOKING

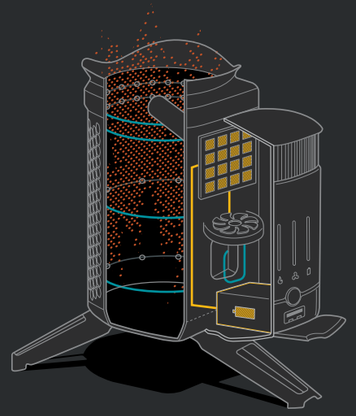
OUTDOOR CORE PRODUCTS: **COOK** 2 / 5

BioLite's origin story centers around a technology that turns fire into electricty - and creates a much cleaner burn in the process.

CLEAN COMBUSTION TECHNOLOGY

BioLite's patented design converts heat from your fire into usable electricity, powering an internal airflow system that optimizes combustion, burning smoke before it has a chance to escape.

Surplus electricity is stored in the onboard battery, enabling you to access power via USB when you need it.



OUTDOOR CORE PRODUCTS: **CHARGE** 3 / 5

SolarPanel 5+ & 10+

Featuring the Optimal Sun System, an integrated sundial aligns the panel to the sun to capture direct rays while a 360 degree kickstand simplifies positioning on uneven terrain. Store power in the onboard battery.

CHARGING

Charge PD Series

The Charge PD series features USB-C Power Delivery for faster, more flexible charging. Compact design is easily packable and ready for travel or life away from an outlet.

CHARGING

OUTDOOR CORE PRODUCTS: **LIGHT** 4 / 5

AlpenGlow Lanterns

This rechargeable lantern delivers a dusk or daylight feel inspired by nature. Features high-efficiency ChromaReal LED technology to accurately render the colors in your environment.

LIGHTING

HeadLamp Series

BioLite's HeadLamp family delivers versatile lighting modes, USB rechargeability, and three options for lumen output. All models are designed with our 3D Slimfit Technology for a superior fit.

LIGHTING

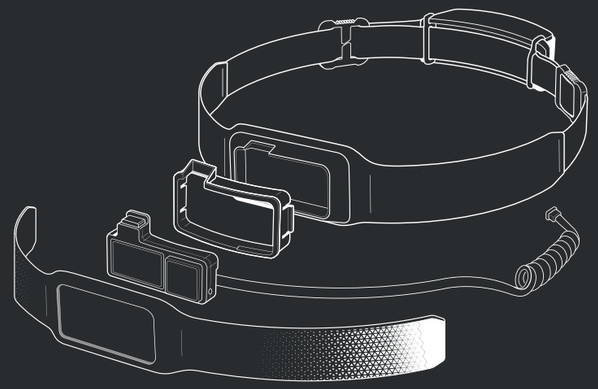
OUTDOOR CORE PRODUCTS: **LIGHT** 5/5

Our line of HeadLamps are not only designed for peak performance, the proprietary construction delivers the best fit of any headlamp on the market.

3D SLIMFIT CONSTRUCTION

By integrating our electronics into the fabric with a custom molded housing, we pack all your lighting into an ultra-thin facing that is designed to fit as seamlessly as a contact lens.

Our headlamps move with you as a single unit and you soon forget it's even there.



OUTDOOR ALL PRODUCTS

COOK

CAMPSTOVE 2+

PORTABLE GRILL

KETTLEPOT

COFFEEPRESS

FIREPIT+

FIREPIT GRILL LID

FIREPIT GRIDDLE

PREP & GRILL TOOLKIT

FIREPIT FIREPOKER

FIREPIT FIREMAT

FIREPIT CARRY BAG

CHARGE

SOLARPANEL 5+

SOLARPANEL 10+

CHARGE 20 PD

CHARGE 40 PD

CHARGE 80 PD

LIGHT

HEADLAMP 200

HEADLAMP 330

HEADLAMP 750

ALPENGLOW 250

ALPENGLOW 500

SITELIGHT STRING

SITELIGHT DUO

SITELIGHT LANTERN

SUNLIGHT 100

TRAVELIGHT 135

FLEXLIGHT 100

CHAPTER 04

BRAND EXPRESSION

POSITION STATEMENT

TURN YOUR ENERGY INTO POWER

FIG. A-1

FIG. B

FIG. C-1

FIG. A-2

FIG. C-2

FIG. A-1, A-2

BioLite is actively involved in transformation, from it's business model to its catalytic technologies

FIG. B

Empowerment of the individual and individual experiences.

FIG. C-1, C-2

A nuanced but critical insight that energy is nothing without access to it — the ability to harness it and use it safely and sustainably? That is when it becomes power.

BRAND CHARACTER

The traits that represent our **brand character** are foundational to both the visuals and voice of BioLite. These traits become the filters we use to make decisions when crafting communications for all brand touchpoints.

WE ARE:

INVITING NO 1

ACTIVATED NO 2

INVENTIVE NO 3

BRAND CHARACTER 1/3

INVITING

VISUAL

We represent diverse experiences and personalities in our lifestyle photography and storytelling. The settings for these stories encourages gathering and collective energy. Our iconography uses only essential shapes and details. Our design systems adapt to markets served by both sides of the business.

VOICE

Walk-with-me
Helpful

WE ARE NOT

Cute
Overly Friendly

BRAND CHARACTER 2/3

ACTIVATED

VISUAL

Our studio photography is dynamic and shows products in use, with flames radiating and lights glowing. BioLite's color palette adds energy and focus. Our motion graphics and 3D animations bring product features to life by overlaying technical drawings and specifications. We use bold, striking headlines and numerals in our packaging and collateral.

VOICE

Bright
Enthusiastic

WE ARE NOT

Aggressive
Frenetic

BRAND CHARACTER 3/3

INVENTIVE

VISUAL

Our technical illustrations show the proprietary systems behind our products. BioLite's products illustrations show important features while simplifying the product form for understanding and scale. Our patterns look like they are created by mathematical formula. Our typography is simple but elegant. Layouts combine our visual toolkit in an orderly and essential fashion.

VOICE

Intelligent
Ambitious

WE ARE NOT

Boastful
Complicated
Convoluted

BRAND PERSONA

THE ENERGY ATHLETE

The **intersection** of **intelligence** and performance: where smarts is your superpower and the rest of the world knows you're making us all better for it.

This maps to our Brand Promise around our **people** and provides unique opportunities to distinguish ourselves from **competitive outdoor brands**. It's at the heart of why our design and engineering and business behaves differently.

It creates space for us to be **excited, energetic, and positive** – but grounded in some really badass expertise and work and a genuine desire for our community to **understand** what we're up to.

Translating our character into voice & personality:

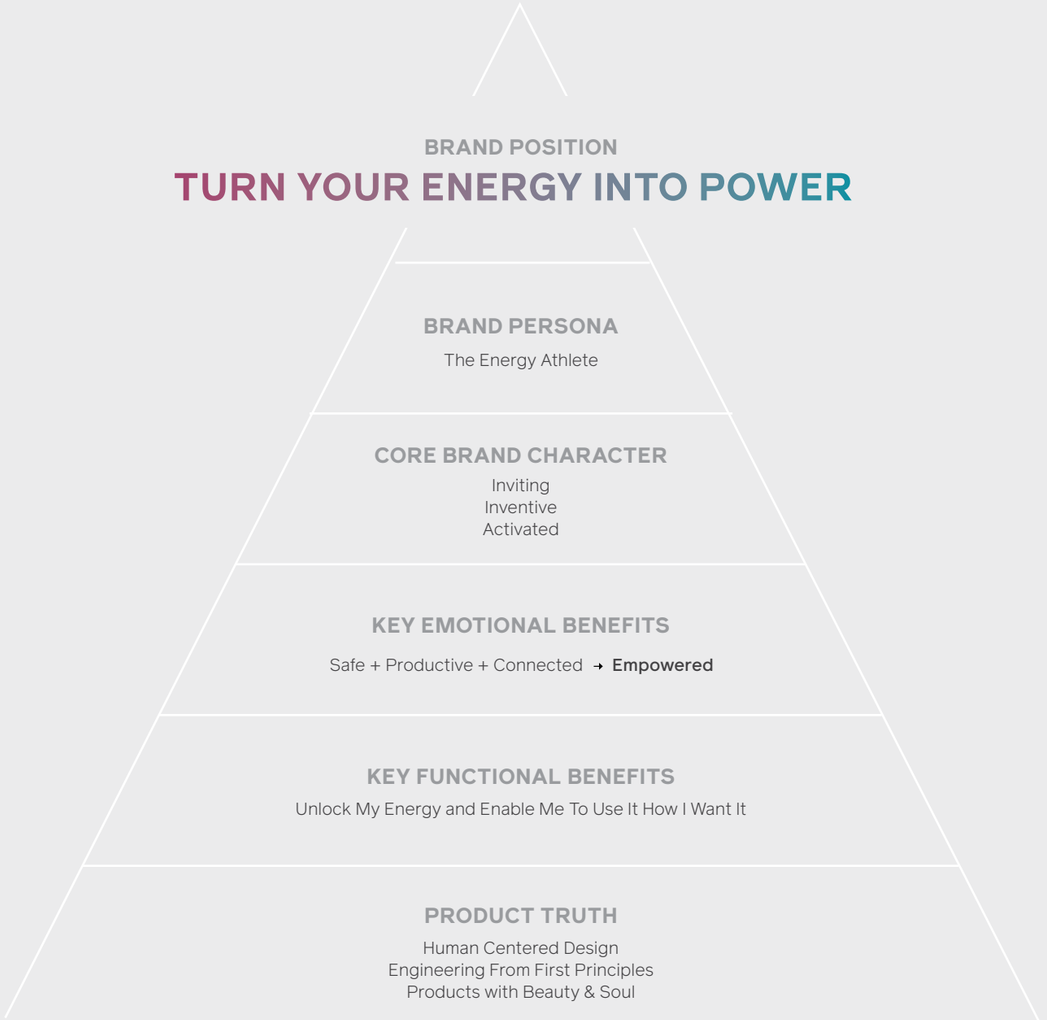
Inviting: Approachable, Conversational

Inventive: Intelligent, Optimistic

Activated: Ambitious, Enthusiastic

THE CUSTOMER EXPERIENCE

The ultimate beneficiary of BioLite's Product Principles and Brand Expression is **our customer**. Our customer experience is expressed through the lens of how we build products and how we communicate verbally and visually.



CHAPTER 05

BRAND TOOLKIT

LOGO: PRIMARY MARK

PRIMARY LOGOS

This is the standard BioLite logo and will be used for most applications. The logo may be used in 94% black or in white reverse. Use the logo that has the **most contrast** against the background it is applied to.

Usage: Digital / Print / Environmental

94% Black

White Reverse

FLAME ICON

The icon minus the wordmark should only be used when there are extreme space constraints or in lifestyle applications. Use of the standalone flame icon **requires approval** from the BioLite Design team.

Usage: Social Media Avatars / Application Icons / Apparel & Merchandise

Full Color

Full Color On Black

White Reverse On Black

Download logo assets at bioliteenergy.com/brand.

LOGO: SIZING & RESTRICTIONS

LOGO CLEAR SPACE REQUIREMENT

Always ensure that the BioLite logo has adequate space to breathe.
TIP: Use the height of BioLite's "e" as a guide to the proper clearspace.

Social Media Icon

App Icon

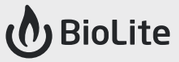
MINIMUM LOGO SIZE

To ensure proper readability, the BioLite logo should NEVER appear at heights smaller than those specified below:

0.30 inches
8 mm
21 pixels

DEPRECIATED AND PROHIBITED USES

⊗ **NEVER** use in any color other than black or white



⊗ **NEVER** alter the size relationship between the flame and wordmark

⊗ **NEVER** distort, stretch or rotate the logo

⊗ **NEVER** use depreciated forms of the logo, including tagline lockup

COLOR

PRIMARY PALETTE

Our primary palette is the go-to selection for most applications. Teal should be used to highlight important information such as headlines and calls-to-action.

TEAL

HEX: #008fa1
CMYK: 83, 27, 33, 1
PANTONE: PMS 3541 C

CHARCOAL

HEX: #363436
CMYK: 0, 0, 0, 94
PANTONE: 94% Black

LIGHT GREY

HEX: #f3f3f3
CMYK: 3, 2, 2, 0

GREY

HEX: #ebebec
CMYK: 0, 0, 0, 8

MEDIUM GREY

HEX: #cfd2d3
CMYK: 18, 12, 13, 0
PANTONE: PMS 427

SECONDARY PALETTE

Our secondary palette is most commonly used in illustrations and for UI applications that require an additional color outside of our primary palette.

NOTE: Use of the Secondary Palette is restricted to the BioLite Design Team unless approved in advance.

BIOLITE YELLOW

HEX: #ff8f00
CMYK: 0, 44, 100, 0
PANTONE: PMS 137 C
USAGE: Product & technical illustrations

BIOLITE ORANGE

HEX: #c15027
CMYK: 18, 81, 100, 7
USAGE: Technical illustrations, UI messaging

ACCENT PALETTE

Our accent palette is a selection of gradients inspired by the environments where BioLite feels most at home. These gradients are intended to make the invisible force of energy visible and dynamic - so they are best used in conjunction with our Mission and Impact messaging.

NOTE: Use of the Accent Palette is restricted to the BioLite Design Team unless approved in advance.

NAIROBI NIGHTFALL

HEX #98417a
HEX #c15027

GOLDEN HOUR

HEX #008fa1
HEX #98417a

COMPLETE COMBUSTION

HEX #f9a83f
HEX #5b64ae

TYPOGRAPHY

Reader is BioLite's Primary Typeface, whose employed weights include Bold, Regular, and Light. Reader is designed by Colophon Foundry and has a precise, technical yet not overly-engineered appearance.

Its x-height to cap-height ratio makes it highly legible in all applications with its clarity suiting the inviting nature of BioLite's tone of voice.

BioLite's employs a single weight of Gotham Condensed as a Secondary Typeface only in instances where space is constrained, such as technical documents and print collateral where point size is under 8 pt.

It should only be used in these instances and never be used in the place of Reader.

PRIMARY HEADLINE
PRODUCT NAMES

Reader Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%?

PRIMARY BODY TEXT

Reader Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%?

SUBHEADLINES
DIAGRAM LABELS

Reader Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%?

SECONDARY BODY TEXT

Gotham Condensed Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%?

LIFESTYLE PHOTOGRAPHY: **THIS NOT THAT**

DO THIS

WARM

Color temperature of the scene should be slightly on the warm side. Style works well in scenes with fire and light. This correlates to our “Inviting” Brand Character.

SOFT SATURATION

Whether is the unexpected orange powerpack or the sun reflecting off the bright blue KettlePot, pops of vibrant color are part of the BioLite brand. Amplify these with a slight bump in saturation.

CONNECTED & COMMUNAL

Small groups (2-5) encourage laughter and joy. Capture this by encouraging conversation and a tight group dynamic. This correlates to our “Activated” Brand Character.

AUTHENTIC

The components of a scene should feel very candid. Setup products in configurations that very natural. Don’t be afraid to accessorize with complementary products but keep it under control so the scene doesn’t feel busy.

NOT THAT

COOL

Photos with a cooler temperature, less contrast or overly exposed.

HDR

While beautiful, these types of high dynamic range photos can feel staged and unnatural. Keep saturation and contrast levels in check to maintain a more natural look.

DETACHED

Be aspirational without being extreme. A polarity to “connected,” a detached scene can feel posed and isolating.

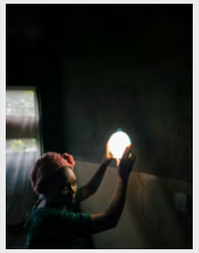
FORCED

Avoid perching products that are charging in ways that feel unnatural or including products in configurations that wouldn't normally be used.

LIFESTYLE PHOTOGRAPHY: **SETTING & COMPOSTION**

WEIGHTING

About 75% of shots should be heavily weighted to one side of the frame. This allows text to be placed over the image and keeps the photo feeling open and airy.



COMPOSITION

About 50% of shots should be a heavily orthographic, 2D composition. Products should be oriented distinctly with one side facing the camera. This is a great opportunity for overhead shots too.

TIME OF DAY

Dusk and dawn. We're looking for warm lights and cool nights - that magical golden hour when the sky is a deep blue but there's still enough light to see glimmers of product detail. Daytime is great for arrival, hiking and setup shots. Our SolarHome products show up at their best at dusk.

MODELS & SETTING

Outfit models with gear appropriate for the setting. Choose neutral colors when possible to keep the focus on BioLite and the environment. Don't be afraid to accessorize with complementary products but keep it under control so the scene doesn't feel busy. Choose destinations that are aspirational and invoke wonder.

STUDIO PHOTOGRAPHY

PRODUCT PHOTOGRAPHY

BioLite product photography is most commonly used in e-commerce applications. Products should be shot from a slightly top-down angle with soft shadows only (no reflections). Celebrate the product materials with subtle lighting and shadow touches: an extra shine on stainless steel, a sun-simulated beam on the SolarPanel, subtle highlights on the Charge's rounded corners. Generally these photos are used in a 1:1 square so be mindful of these boundaries when composing the scene. BioLite product photos should be presented on a gray background whenever possible. Use hex value #f3f3f3 for digital environments and Black at a 8% tint for non-packaging print applications.

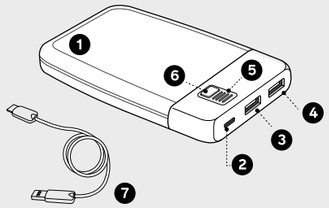
PRODUCT RENDERINGS

Product renderings are used in two cases: (1) To represent products in development that have not yet reached market and (2) on product packaging. The use of renderings on product packaging is to allow for more editorialized compositions that fit the space allotted on the front facing. When applicable, the product should be activated in a way that simulates the product in use: fire roaring, LEDs on, HeadLamp illuminated. Product renderings for packaging should appear on the background color PMS 427.

ILLUSTRATION & ICONOGRAPHY

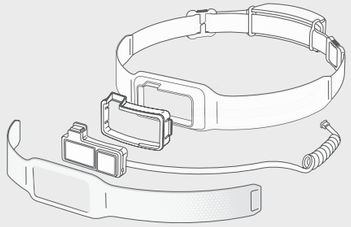
PRODUCT FEATURE DIAGRAMS

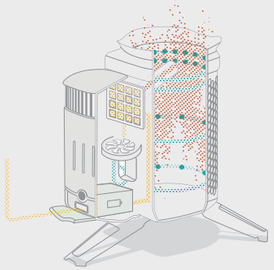
Product feature diagrams are technical drawings to highlight both the form (industrial design) and function (features) for maximum clarity. Product illustrations should distill the form down to essential details. The use of color is permitted when the medium allows (web and digital) but keep shading and shadows to a minimum.



INSIDE THE TECH ILLUSTRATIONS

These illustrations take our feature diagrams a step further by explaining the proprietary technology behind our products. Artful interpretations of the product form and the use of primary or secondary colors is allowed when it adds clarity and enhances understanding.





ICONOGRAPHY

Icons are intended to supplement written descriptions, providing clarity and quicker recognition. The construction of icons should use the most essential forms in order to maintain readability at smaller scales. Color is permitted only when iconography corresponds to color modes in BioLite lighting products. Otherwise, icons should be used in white reverse or 94% black. Use is dependent on background contrast within the specific medium.

Maintain an appropriate size relationship between icons and their description. Icons should appear visually smaller than its accompanying block of text. Icons are designed to fit within a square. When placing icons, be sure to leave appropriate clearance.

Icons On Dark Backgrounds

- ChromaReal Technology
- USB Out
- Cool Light
- Warm Light
- Multicolor Light
- 1-Color Light
- Multicolor Party
- 1-Color Cycling
- Warm Candle Flicker
- Single-Side Light
- IPX4
- LED FlexLight Included
- Turn Fire Into Electricity
- Burn Wood Without Smoke
- Cook Meals & Charge Gear
- FAA Carry-On Compliant
- 10,000 mAh
- Fast Charging USB-C PD
- Portable & Durable
- Burns Wood or Charcoal
- Full View With X-Ray Mesh
- Bluetooth Enabled

Icons On Light Backgrounds

- USB Rechargeable
- Constant Light Mode
- Rear Red Visibility Light
- White Spot
- White Flood
- Spot & Flood
- White Strobe
- Red Flood
- Red Rear Light
- Red Rear Strobe
- Dimming
- White Burst
- Lock out
- 4-Point Tilt
- IPX4 Rating
- 150g (5.3oz)
- Rechargeable Battery
- High-Efficiency Design
- Heat-Dissipating Design
- Compact & Lightweight
- Stand, Hang Or Clip
- Ultra-Slim Design

Download all iconography at bioliteenergy.com/brand.

TECH MONIKERS & PATTERNS

TECH MONIKERS

Tech monikers are part logo, part illustration and are commonly paired with Inside The Tech illustrations. They exist to cement our core product technologies as part of BioLite lexicon. The wordmark should be set in all-caps Reader bold with accompanying line art that is derived from the core benefit behind the technology. This benefit is also the foundation for extrapolating the structure of the line art into patterns.

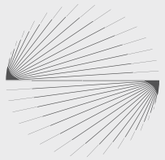
PATTERNS

BioLite products exist to make energy, a powerful but invisible force, tangible and practical. Derived from the style of our product and tech illustrations, we use patterns that are overlaid on photography to create a similar effect; the feeling that the precision engineering behind our products is weaved into moments of wonder and enthusiasm.

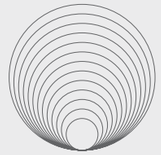
The foundation of our pattern library is derived from the simplified line art within our Tech Monikers. While the basic shape of the pattern can vary, the construction of patterns should have similar characteristics: uniform stroke thickness and a repeat that feels algorithmically generated.

MISSION ICON

Constructed in a style that is consistent with our patterns, this icon is used to represent our Mission. Its origins are in the unique business model we use to incubate our core technologies in both the outdoor recreation and emerging markets. We call this Parallel Innovation.



ANATOMY OF TECH MONIKERS & PATTERNS

Tech Moniker	Derivation	Accompanying Pattern
3D SLIMFIT CONSTRUCTION	The construction of our headlamps enable a fit that is closer to a sweat band than a traditional headlamp. The smooth, circular construction mimics this fit.	
CLEAN COMBUSTION TECHNOLOGY	Our FirePit, CampStove and HomeStove bring together a triad of inputs to create the ideal burn: fire, air and electricity. We refer to this as the “Fire Triangle.”	
OPTIMAL SUN SYSTEM	This sundial-like feature of our solar products allows users to get the most energy from the sun by giving them a targeted, analog read out of the sun’s position.	

Download all Tech Monikers at bioliteenergy.com/brand.

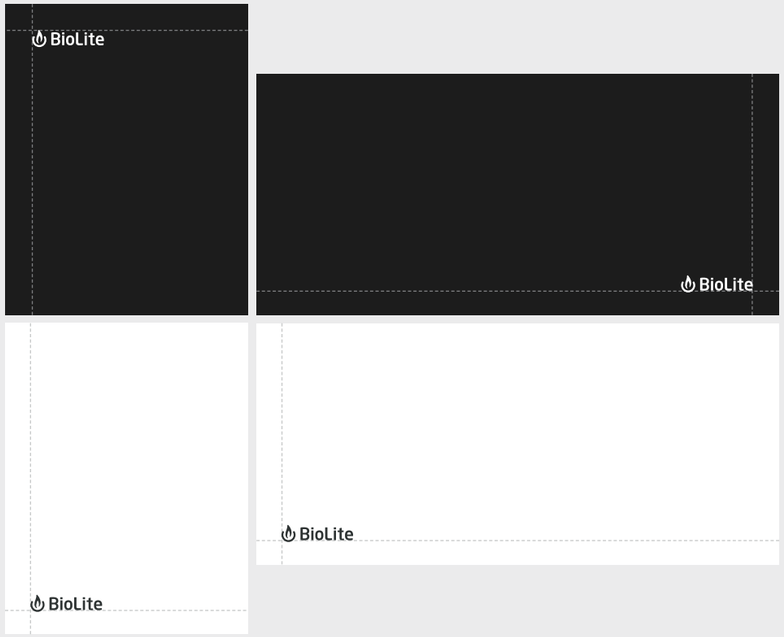
CHAPTER 06

BRAND APPLICATION

LOGO PLACEMENT

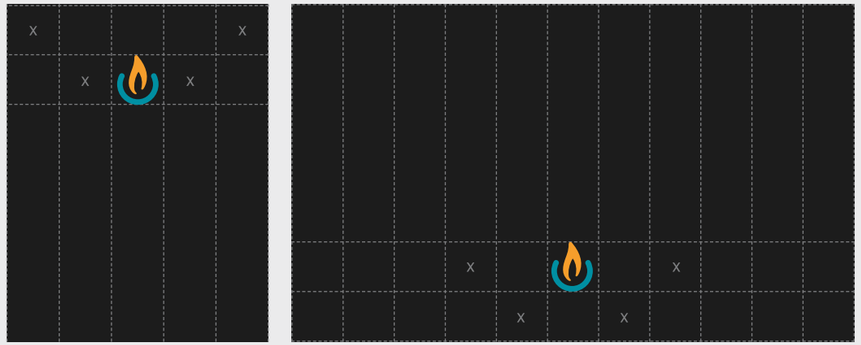
PRIMARY LOGO APPLICATIONS

Logo color will always be Charcoal or White (when there is a darker background). Do not adjust the scale or location of the wordmark in relation to the flame icon.



SECONDARY BRAND ICON APPLICATIONS

When using the flame icon, always give it ample space at the top and bottom of the canvas. We recommend using the same amount of space as the height of the icon (x).



TYPOGRAPHICAL USAGE

STYLE AND CASING

Proper names within the BioLite ecosystem should use “Pascal Casing” — meaning compound words are joined together and capitalized.

The “B” and “L” should always be capitalized.

BioLite

Similarly, BioLite product names should always use this casing convention.

AlpenGlow

FirePit+

SolarHome 620

TYPOGRAPHIC HIERARCHY

Reader Bold

Reader Light

Reader Light

BioLite HeadLamp 750

Pro-Level Rechargeable USB Headlamp

Powerful lumens and rich features in an ultra-compact space. This pro-line model puts you in complete control of your illumination thanks to Constant Mode, Run Forever pass-thru charging, and 8 different lighting modes that enable you to see and be seen on your next adventure. And with BioLite’s proprietary 3D SlimFit construction, you’ll wear major functionality with maximum comfort.

PACKAGING

Our packaging represents the tightest distillation of our brand toolkit. The space constraints combined with high consumer-facing visibility makes this medium an excellent example of how color, photography and illustration work in harmony to deliver a succinct but impactful message.

ANATOMY OF PACKAGING

- Large product render showing product in use
- Large teal numerals for tech specs in categories that favor comparison shopping
- Front and top in PMS 427; back, two sides and bottom in Black 94%
- Mission messaging on right side panel
- Tech or feature call out on left side panel
- Tech Moniker in upper right when applicable
- Recyclable, black kraft box for core products
- Black cotton hangtag creates a premium feel while eliminating the use of plastic
- Certifications, UPC, and import requirements on bottom

PATTERN COMPOSITION & USAGE

FIG. 1

FIG. 2

FIG. 3

SAMPLE ARTIFACT: PRINT ADVERTISEMENT

FIG. 1

The 3D Slimfit Construction pattern is overlaid on a compelling lifestyle photo. This approach draws the eye to the subject of the photo and reinforces how we seamlessly weave technology into the experiences of BioLite customers.

FIG. 2

Our iconography style pairs well with our patterning. Use iconography to reinforce key product benefits when applicable.

FIG. 3

3D Slimfit Tech moniker accompanies the pattern to reinforce the proprietary technology and create recall. This Tech Moniker is used through product interactions like packaging and digital communications.

FIG. 4

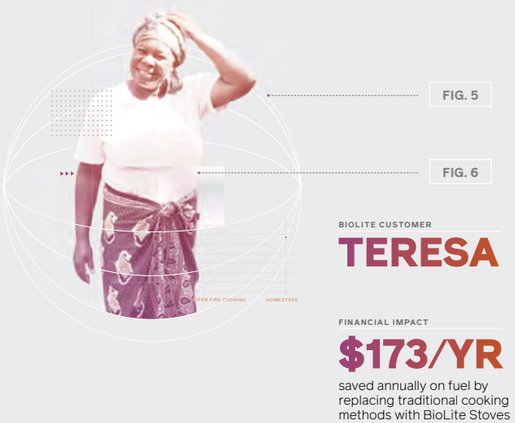


FIG. 5

FIG. 6

SAMPLE ARTIFACT: BRANDED SWAG

While the origins of our foundational pattern library are derived from our core technologies, additional patterns may be created as long as they adhere to our construction guidelines (**see page 94**).

FIG. 4

In this artifact of a Field Agent notebook, a triangular pattern alludes to a topographical map; but with mathematical precision that exudes our Brand Character trait of "Inventive."

Our "Golden Hour" gradient accent is overlaid for added energy and interest.

SAMPLE ARTIFACT: CUSTOMER PROFILE

Our Mission is centered around providing energy access for millions of people. To distill our Mission down to a personal scale, we feature individual stories of how BioLite's products have impact our customers. This artifact would typically be found on our Mission page, in social media posts and in our annual Impact Report

FIG. 5

Unique pattern inspired by our core pattern library. Pattern clips the profile image.

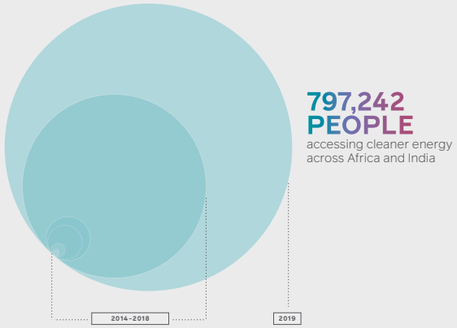
FIG. 6

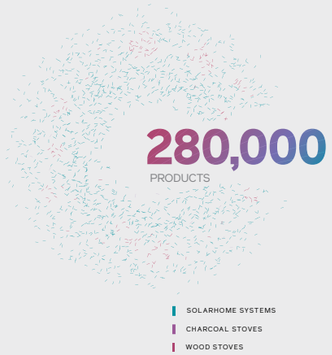
Profile image has subtle "Nairobi Nightfall" gradient overlay to warm up the photo and allow profile images to feel consistent.

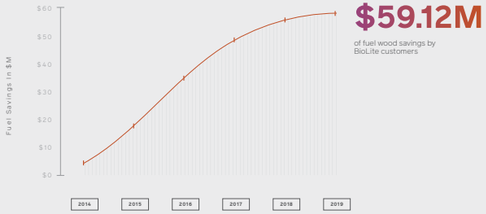
DATA VISUALIZATION

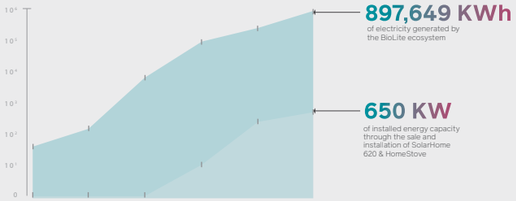
Our patterning and technical illustration styles really shine when it comes to distilling complex data into bite-sized stories. Use our secondary and accent palettes to add interest and clarity to multiple data sets.

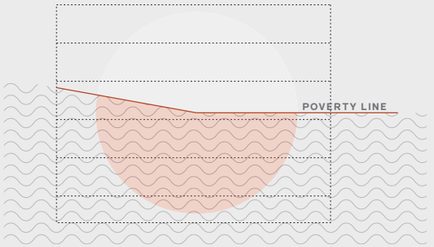
Above all, our data visualizations should **enhance understanding**. While the combination of our dynamic illustrations and energic color palette add beauty, they are meant to serve the ultimate promise of our Brand Character: a helpful and clarifying snapshot of our inventive approach to product design and distribution.









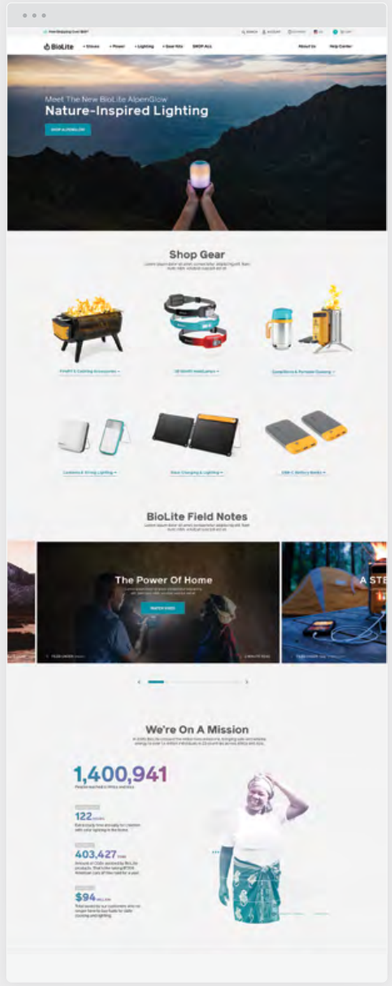


WEB & DIGITAL

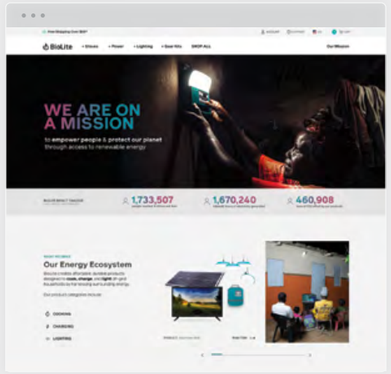
Our web and digital platforms include:

- BioLiteEnergy.com (E-commerce Platform)
- BioLiteGlobal.com (Emerging Markets)
- The BioLite Blog
- The BIoLite Energy App
- Consumer Email Platform
- Social Media
- Display Ads

Not only is our website an excellent showcase of how our Brand Toolkit comes together, our Brand Character should be only display through the tone of voice and user experience. We should always strive to make our e-comm development environment inviting and accessible to the widest audience possible.

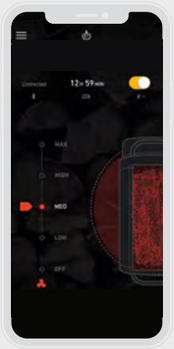


E-comm website homepage

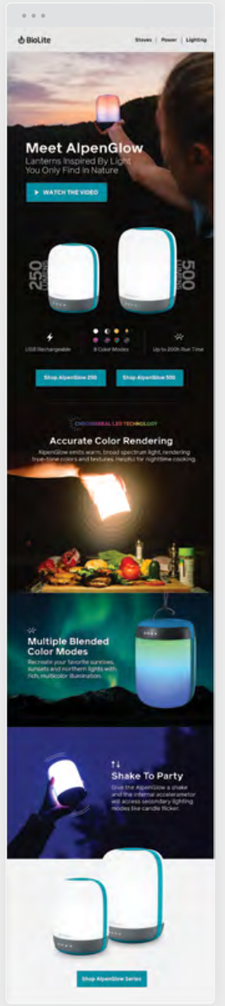


Mission page excerpt

Mobile Product Landing Page



BioLite Energy App



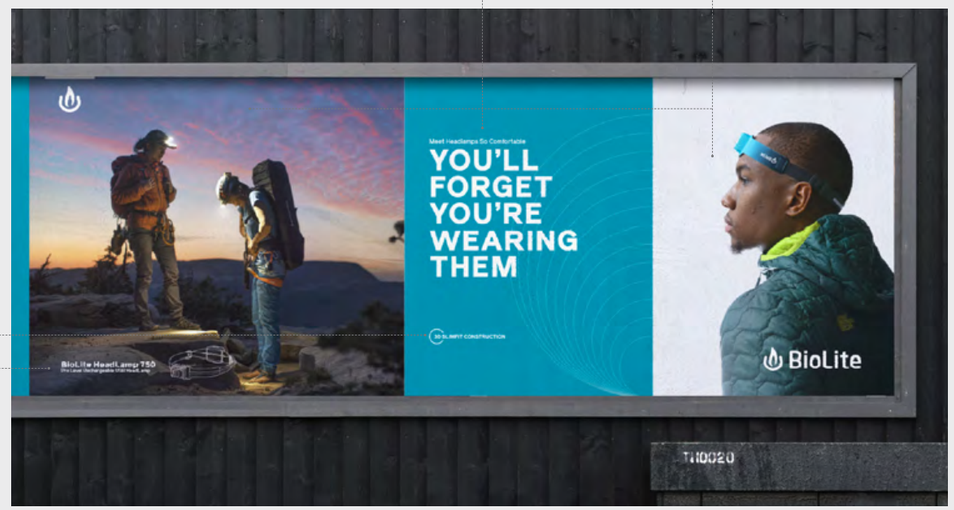
Product Launch Email

PHYSICAL & ENVIRONMENTAL

FIG. 1

FIG. 3

FIG. 2



SAMPLE ARTIFACT: OUT-OF-HOME

FIG. 1

Use of bold headlines and bright, ambitious copy immediately capture attention.

FIG. 2

Product illustrations add clarity and context. Tech Moniker reinforces the proprietary design component behind the product. Pattern creates a connection between the messaging modules.

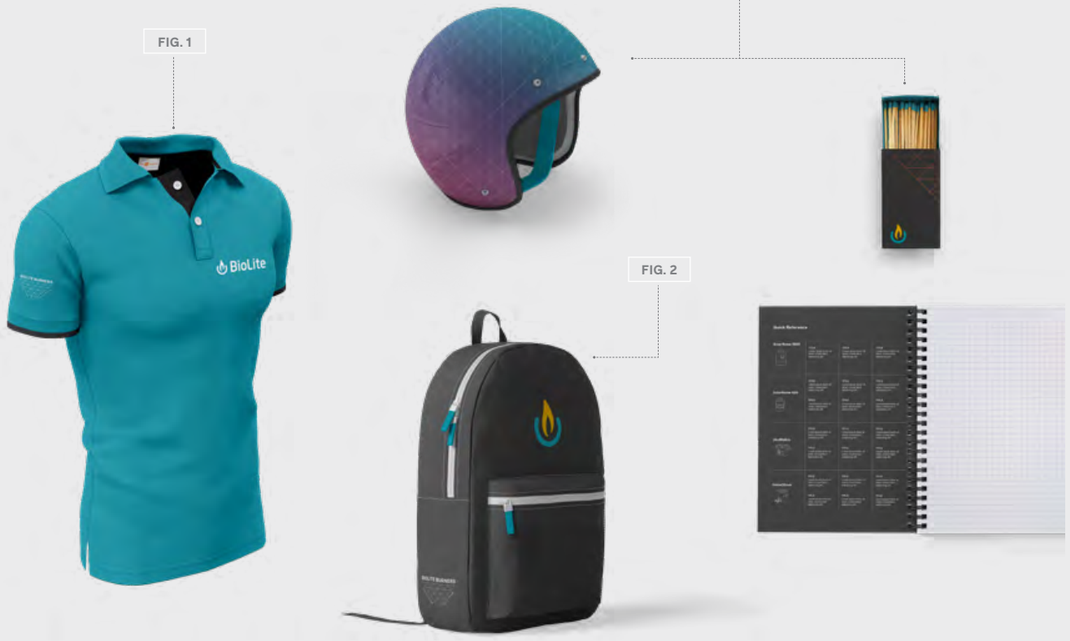
FIG. 3

Contrast of immersive lifestyle imagery with informative product photography strikes the ideal balance of visual hierarchy communication.

FIG. 3

FIG. 1

FIG. 2



SAMPLE ARTIFACT: FIELD AGENT KIT

FIG. 1

Our BioLite teal is unique and ownable. When paired with a white logo, this use case in apparel creates an instant and memorable connection to the brand.

FIG. 2

BioLite charcoal adds richness and a premium feel, especially when the teal can be used in close proximity. Use of icon only on the backpack is justified since the primary mark lives on a more visible garment (shirt).

FIG. 3

Accent palette adds energy and interest to less visible components of the kid. Helmet and matchbox are examples of BioLite's pattern style applied to create a micro-identity that appears throughout the kit.

VIDEO & ANIMATION

VIDEO STYLE #1

LIFESTYLE + ILLUSTRATION OVERLAY

Our most common format. This style combines aspirational and product-appropriate settings with text and illustration overlays to reinforce key selling points and elevate the technology used.

USAGE: Consumer-facing product overviews

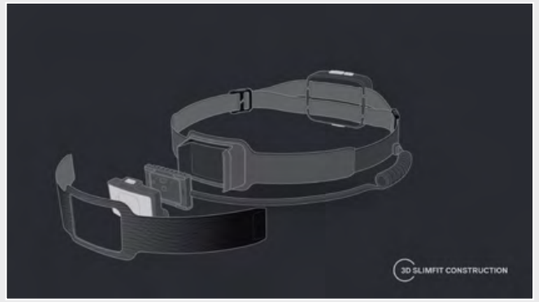
WATCH SAMPLE

VIDEO STYLE #2

PRODUCT PREVIEW RENDERING

This style uses combines the clean, high-tech approach of our studio photography with text and illustration overlays to reinforce key selling points and elevate the technology used. The product is activated through simple camera pans and product interactions

USAGE: Pre-launch “stoke” videos, interstitials in consumer-facing product overviews.



VIDEO STYLE #3

ILLUSTRATION INTERSTITIAL

In some cases, product function or technology may require a layer explanation that is impractical or prohibitively expensive to represent in video. For these cases, we employ our illustration style on a black background with simple animation to convey concepts quickly and clearly.

USAGE: Consumer-facing product overviews.

WATCH SAMPLE

VIDEO STYLE #4

ILLUSTRATION ONLY

Videos that are fully illustrated are primarily used in cases when we require flexibility on product coloring or branding. This approach allows us to create a compelling video with seamless partner co-branding.

USAGE: Emerging markets product overviews.

WATCH SAMPLE

ASSETS & CONTACT

BRAND ASSETS

All of the assets outlined in this document are available to download via Google Drive. Looking for something not listed below? Send an email to the BioLite Brand Team at brand@bioliteenergy.com.

Asset folders include the following:

- Product Photos
- Lifestyle Photos
- Product Videos
- Sales Sheets
- Instruction Manuals
- Logo Files
- Fonts
- Iconography

Download all assets at bioliteenergy.com/brand.

APPROVAL PROCESS

For treatments requiring approval or not explicitly outlined in this document, send an email to brand@bioliteenergy.com with the following information. Please allow up to 2 business days for a response.

- A brief contain containing the purpose and medium of the asset(s)
- A mockup of the treatment
- A deadline for completion

If you are a BioLite dealer and need additional support with our brand asset guidelines, please reach out to us at dealerservices@bioliteenergy.com.

BioLite