HYDROSTOR

Hydrostor Identity Guidelines

V0.4 October 2026

Hydrostor is a leading developer and operator of long duration energy storage systems. Hydrostor leverages a proven technology solution for delivering long duration energy storage (eight hours or more) to power grids around the world, using compressed air and water to store energy.

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Logos

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1.1 Logo overview

The Hydrostor logo is the core company logo.
It should always appear clear and legible in all instances of official company communication.

The logo is a monotone mark + wordmark.

In rare instances, it is okay to use the mark as a standalone graphic element, but this is generally avoided.



1.2 Clear space

The logo should always have ample clear space around it such that it doesn’t compete with surrounding elements and other logos.

The standard clear space should be no smaller than the height of the logomark There may be instances where this amount is not feasible – in those cases the maximum amount of possible clear space should be given.



1.3 Color usage

The logo may only be used in “Hydro 80” and “White”. It may also be set in Black when required.

When considering color usage, legibility should be the main focus. The logo should always be easy to read.

For hex codes of our brand colors, reference the “Colors” section of this book.

“Hydro 80”
Use this color on light backgrounds. Always ensure AA accessibility.





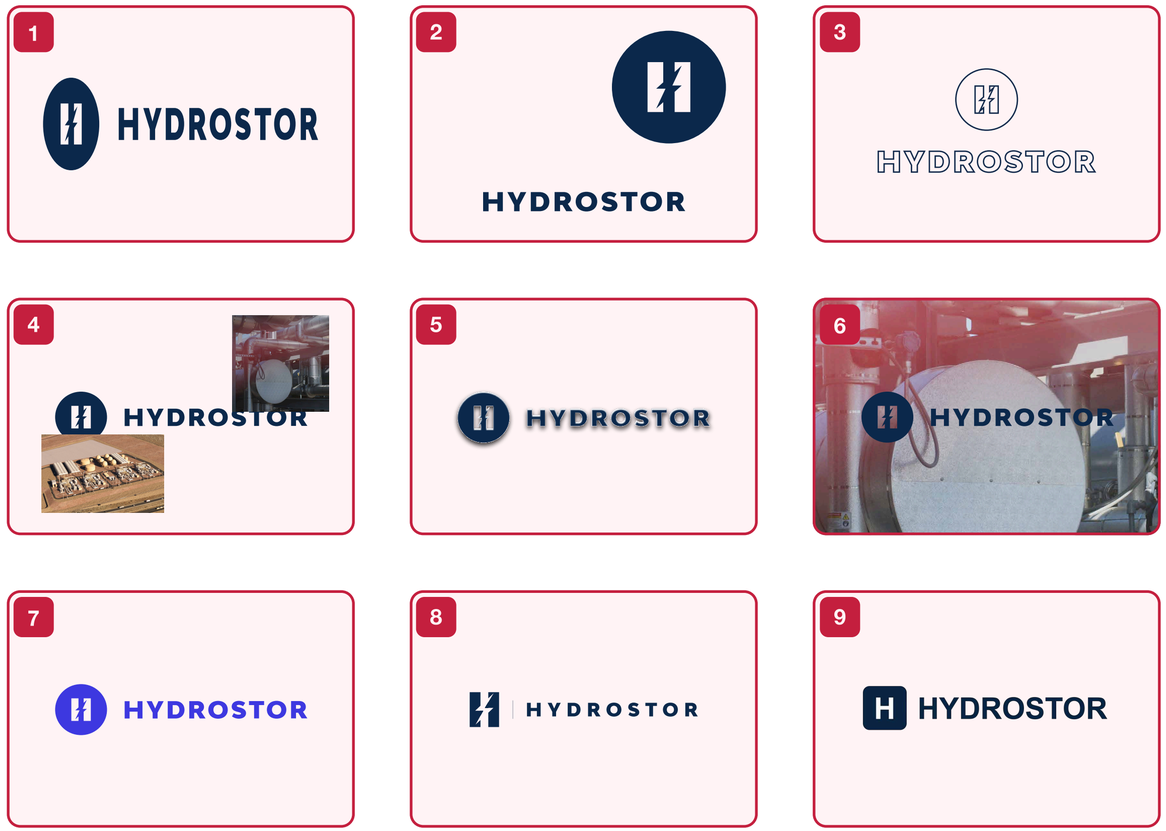
“White”
Use this color on dark backgrounds. Always ensure AA accessibility.





1.4 Improper Usage

All company logos (corporate, projects, etc.) must be legible and unchanged from their approved designs.



Protecting our company logos is critical to having a well-represented brand.
Improper usage includes:

1. Stretching the logo
2. Deconstructing/rearranging the elements
3. Outlining the logo
4. Covering/obstructing the logo
5. Adding effects (drop shadows, outlines, etc.)
6. Placing the logo on busy backgrounds
7. Recoloring the logo
8. Using outdated versions
9. Using AI generated logos

1.5 Project Logos

Our project logos are unique and distinct.
Generally, they take inspiration from the local area and try to fit in as a professional brand for the community.

A number of the logos were designed before the current brand color palette was established. These should be left as is, but new marks should use the current brand color palette.















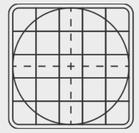




1.6 Project Logo Construction

When a project reaches maturity during development and public facing assets are necessary, the energy storage center is given a brand mark and logotype. These generally take on the literal name of the community or an abstracted version based on the area’s historical or cultural significance.

The project marks are meant to have an abundance of flexibility to accommodate a look that carries meaning with the local area. They should generally stay within the bounds of the defined scale area, but always do a final visual weight and balance check when making a new mark. It should fit in well at 100% scale with the rest of the project logo family.



PROJECT NAME
ENERGY STORAGE

STANDARD PROJECT LOGO FORMAT

All project logos get a custom mark paired with a consistent type treatment



GODERICH
ENERGY STORAGE

LITERAL NAME

Named after the town of Goderich where the facility is located



SILVER CITY
ENERGY STORAGE

ABSTRACT NAME

Named after area’s proud history of silver mining

02

Color

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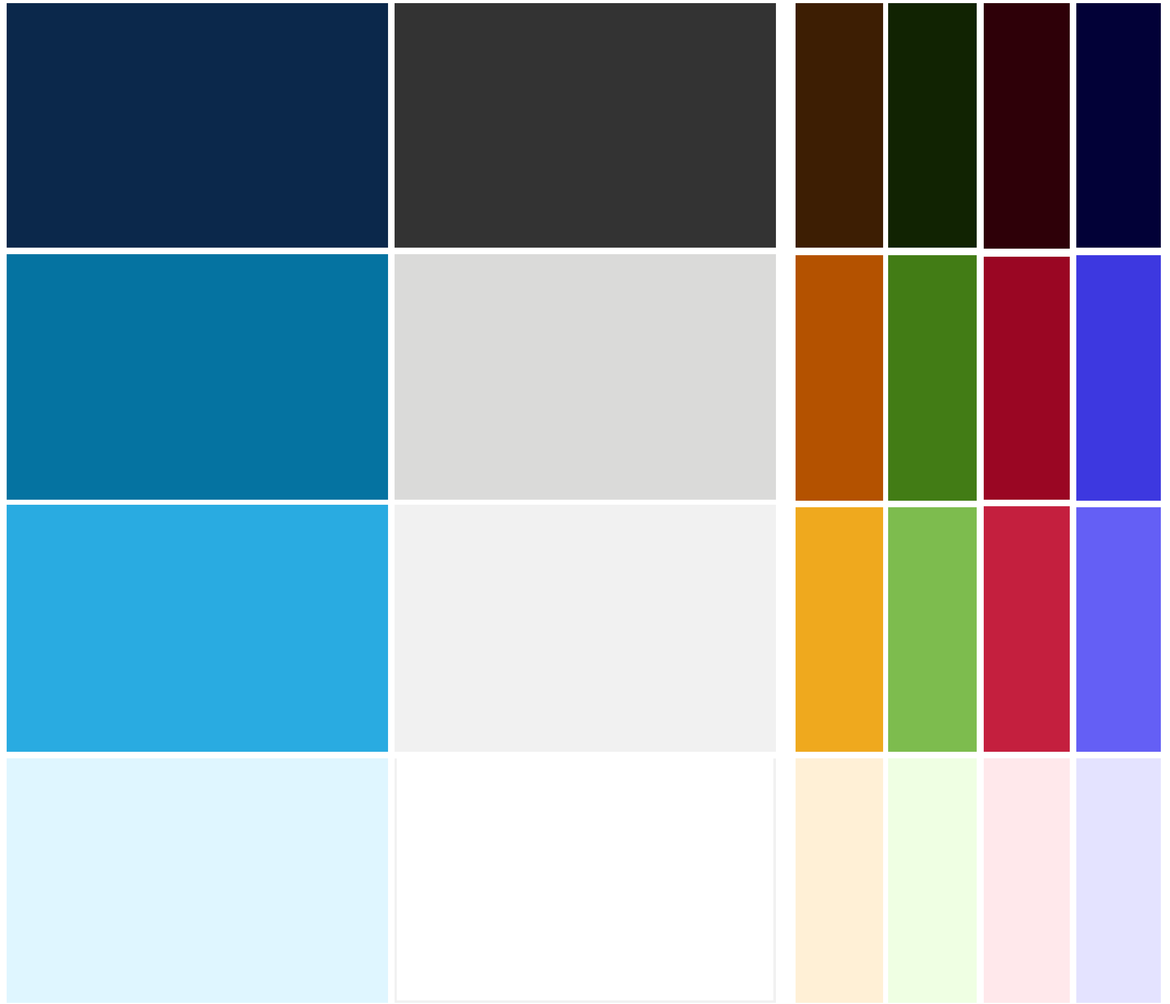
14 Secondary palette

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2.1 Color overview

Our color palette helps identify our brand quickly. Choice of color also helps to establish a mood, feeling, and tone to our communication.

The Hydrostor color palette features a number of secondary hues, allowing for diverse and varied set of options when designing for the brand. There is room for all colors to be used throughout communications, especially when considering social media, data visualization, and long-form content.



2.2 Primary palette

The Hydrostor brand currently leads with deep blues and steely greys that help give the brand a mechanical, energetic tone.

While our core brand uses these blues, designers should make an effort to ensure that the brand doesn't convey strong water-related interpretations. While water does play a role in our technology, it can sometimes confuse industry professionals with other forms of energy storage.

The blue tones are best leveraged when tied to symbolism related to hot energy, glowing light, sparks, and electricity.

HYDRO 80 HEX: #0C284C RGB: 12, 40, 76 CMYK: 100, 86, 41, 41	**STEEL 80** HEX: #343434 RGB: 52,52,52 CMYK: 69, 63, 62, 57
HYDRO 60 HEX: #0573A2 RGB: 5, 115, 162 CMYK: 89, 49, 18, 1	**STEEL 60** HEX: #DADAD9 RGB: 218,218,217 CMYK: 13, 10, 11, 0
HYDRO 40 HEX: #29ABE2 RGB: 41, 171 226 CMYK: 70, 15, 0, 0	**STEEL 40** HEX: #F2F2F2 RGB: 242, 242, 242 CMYK: 4, 2, 2, 0
HYDRO 20 HEX: #E0F6FF RGB: 224, 246, 255 CMYK: 10, 0, 0, 0	**WHITE** HEX: #FFFFFF RGB: 255, 255, 255 CMYK: 0, 0, 0, 0

2.3 Secondary palette

Our secondary palette features four hues along with varying levels of tints and shades to allow for both light and dark color schemes.

These secondary colors are allowed to play a larger, more primary role in longer form content that risks becoming monotonous if relying solely on our core blue. Feel free to incorporate these in social media, office video screens, data visualizations, and expressive moments for the brand.

SOLAR 80 HEX: #3E1E03 RGB: 62, 30, 3 CMYK: 50, 73, 83, 70	**CHLOROPHYLL 80** HEX: #112402 RGB: 17, 36, 2 CMYK: 74, 55, 81, 75	**HEAT 80** HEX: #2E0009 RGB: 46, 0, 9 CMYK: 55, 78, 65, 79	**ULTRAVIOLET 80** HEX: #030137 RGB: 3, 1, 55 CMYK: 97, 92, 41, 61
SOLAR 60 HEX: #B45200 RGB: 180, 82, 0 CMYK: 22, 77, 100, 12	**CHLOROPHYLL 60** HEX: #427D16 RGB: 66, 125, 22 CMYK: 77, 29, 100, 15	**HEAT 60** HEX: #9A0723 RGB: 154, 7, 35 CMYK: 25, 100, 91, 23	**ULTRAVIOLET 60** HEX: #3E38E0 RGB: 62, 56, 224 CMYK: 82, 77, 0, 0
SOLAR 40 HEX: #F0A91E RGB: 240, 169, 30 CMYK: 5, 36, 100, 0	**CHLOROPHYLL 40** HEX: #7EBD4E RGB: 126, 189, 78 CMYK: 55, 3, 93, 0	**HEAT 40** HEX: #C41F3F RGB: 196, 31, 63 CMYK: 16, 100, 75, 5	**ULTRAVIOLET 40** HEX: #6560F5 RGB: 101, 96, 245 CMYK: 71, 66, 0, 0
SOLAR 20 HEX: #FFF1D7 RGB: 255, 241, 251 CMYK: 0, 4, 16, 0	**CHLOROPHYLL 20** HEX: #F0FFE4 RGB: 240, 255, 228 CMYK: 5, 0, 13, 0	**HEAT 20** HEX: #FFE8EC RGB: 255, 232, 236 CMYK: 0, 11, 2, 0	**ULTRAVIOLET 20** HEX: #E5E4FF RGB: 229, 228, 255 CMYK: 8, 9, 0, 0

2.4 Full palette

HYDRO 80 HEX: #0C284C RGB: 12, 40, 76 CMYK: 100, 86, 41, 41	**STEEL 80** HEX: #343434 RGB: 52,52,52 CMYK: 69, 63, 62, 57	**SOLAR 80** HEX: #3E1E03 RGB: 62, 30, 3 CMYK: 50, 73, 83, 70	**CHLOROPHYLL 80** HEX: #112402 RGB: 17, 36, 2 CMYK: 74, 55, 81, 75	**HEAT 80** HEX: #2E0009 RGB: 46, 0, 9 CMYK: 55, 78, 65, 79	**ULTRAVIOLET 80** HEX: #030137 RGB: 3, 1, 55 CMYK: 97, 92, 41, 61
HYDRO 60 HEX: #0573A2 RGB: 5, 115, 162 CMYK: 89, 49, 18, 1	**STEEL 60** HEX: #DADAD9 RGB: 218,218,217 CMYK: 13, 10, 11, 0	**SOLAR 60** HEX: #B45200 RGB: 180, 82, 0 CMYK: 22, 77, 100, 12	**CHLOROPHYLL 60** HEX: #427D16 RGB: 66, 125, 22 CMYK: 77, 29, 100, 15	**HEAT 60** HEX: #9A0723 RGB: 154, 7, 35 CMYK: 25, 100, 91, 23	**ULTRAVIOLET 60** HEX: #3E38E0 RGB: 62, 56, 224 CMYK: 82, 77, 0, 0
HYDRO 40 HEX: #29ABE2 RGB: 41, 171 226 CMYK: 70, 15, 0, 0	**STEEL 40** HEX: #F2F2F2 RGB: 242, 242, 242 CMYK: 4, 2, 2, 0	**SOLAR 40** HEX: #F0A91E RGB: 240, 169, 30 CMYK: 5, 36, 100, 0	**CHLOROPHYLL 40** HEX: #7EBD4E RGB: 126, 189, 78 CMYK: 55, 3, 93, 0	**HEAT 40** HEX: #C41F3F RGB: 196, 31, 63 CMYK: 16, 100, 75, 5	**ULTRAVIOLET 40** HEX: #6560F5 RGB: 101, 96, 245 CMYK: 71, 66, 0, 0
HYDRO 20 HEX: #E0F6FF RGB: 224, 246, 255 CMYK: 10, 0, 0, 0	**WHITE** HEX: #FFFFFF RGB: 255, 255, 255 CMYK: 0, 0, 0, 0	**SOLAR 20** HEX: #FFF1D7 RGB: 255, 241, 251 CMYK: 0, 4, 16, 0	**CHLOROPHYLL 20** HEX: #F0FFE4 RGB: 240, 255, 228 CMYK: 5, 0, 13, 0	**HEAT 20** HEX: #FFE8EC RGB: 255, 232, 236 CMYK: 0, 11, 2, 0	**ULTRAVIOLET 20** HEX: #E5E4FF RGB: 229, 228, 255 CMYK: 8, 9, 0, 0

03

Typefaces

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3.1 Typefaces overview

Hydrostor currently uses two distinct typefaces depending on the platform and application that is being used.

Arial Nova should be considered the core typeface. This is exclusive to the Windows PC operating system and MS Office programs.

When designing on a Mac and in applications where Arial Nova is not available, **Helvetica Neue** should be used as a substitute.

If neither of those typefaces are available, Arial should be used, followed by the most similar sans serif typeface available.

Arial Nova

The quick brown fox jumps over the lazy dog

Helvetica Neue

The quick brown fox jumps over the lazy dog

3.2 Arial Nova samples

120 PT, LIGHT

Rock Solid
Energy Storage

22 PT, REGULAR

Hydrostor, a global long duration energy storage (LDES) developer and operator, has filed a Supplemental Application for Certification (SAFC) for their Willow Rock Energy Storage Center project in California, demonstrating that momentum is building for the project that will provide 500 MWs or eight hours of energy storage to California.

Coupled with the news that the project's large generator interconnection agreement (LGIA) was fully executed with Southern California Edison (SCE) and the California Independent System Operator (CAISO) in December, this announcement marks a significant step forward for Willow Rock, currently one of California's largest long duration energy storage projects.

80 PT, REGULAR

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz

90 PT, BOLD

0123456789

10 PT, REGULAR

"We're excited to be delivering these key milestones in California, including filing our Supplemental Application for Certification, which allows us to continue on pace to meet California's late-decade needs for long duration energy storage," said Jon Norman, President of Hydrostor.

"This project will provide much-needed storage capacity for the California market, which is becoming even more important as additional renewable generation is added to the grid. We welcome the work to come with the California Energy Commission to keep this project moving, and we're ready to provide energy storage capacity to California," Norman continued.

3.3 Helvetica Neue samples

120 PT, LIGHT

Rock Solid Energy Storage

22 PT, REGULAR

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76 PT, REGULAR

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz

90 PT, BOLD

0123456789

10 PT, MEDIUM

"We're excited to be delivering these key milestones in California, including filing our Supplemental Application for Certification, which allows us to continue on pace to meet California's late-decade needs for long duration energy storage," said Jon Norman, President of Hydrostor.

"This project will provide much-needed storage capacity for the California market, which is becoming even more important as additional renewable generation is added to the grid. We welcome the work to come with the California Energy Commission to keep this project moving, and we're ready to provide energy storage capacity to California," Norman continued.

04 Visual motifs

21 Transmission spark

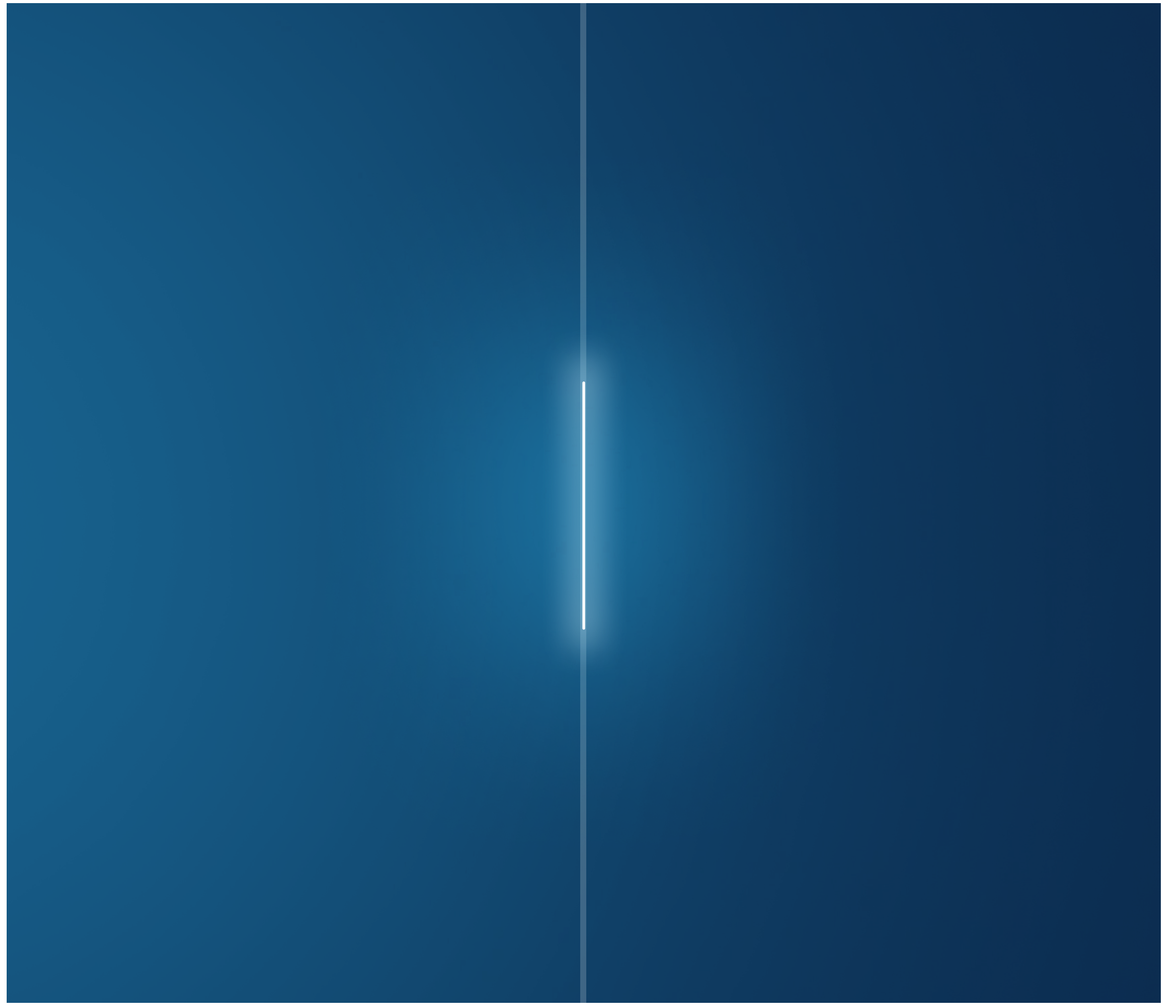
22 Delicate lines and accents

23 Buttons, CTAs, and callouts

24 Reference samples

4.1 Transmission spark

This is a hero element, appearing mostly near H1 style headlines and cover pages. This element should be used sparingly and generally once per layout.

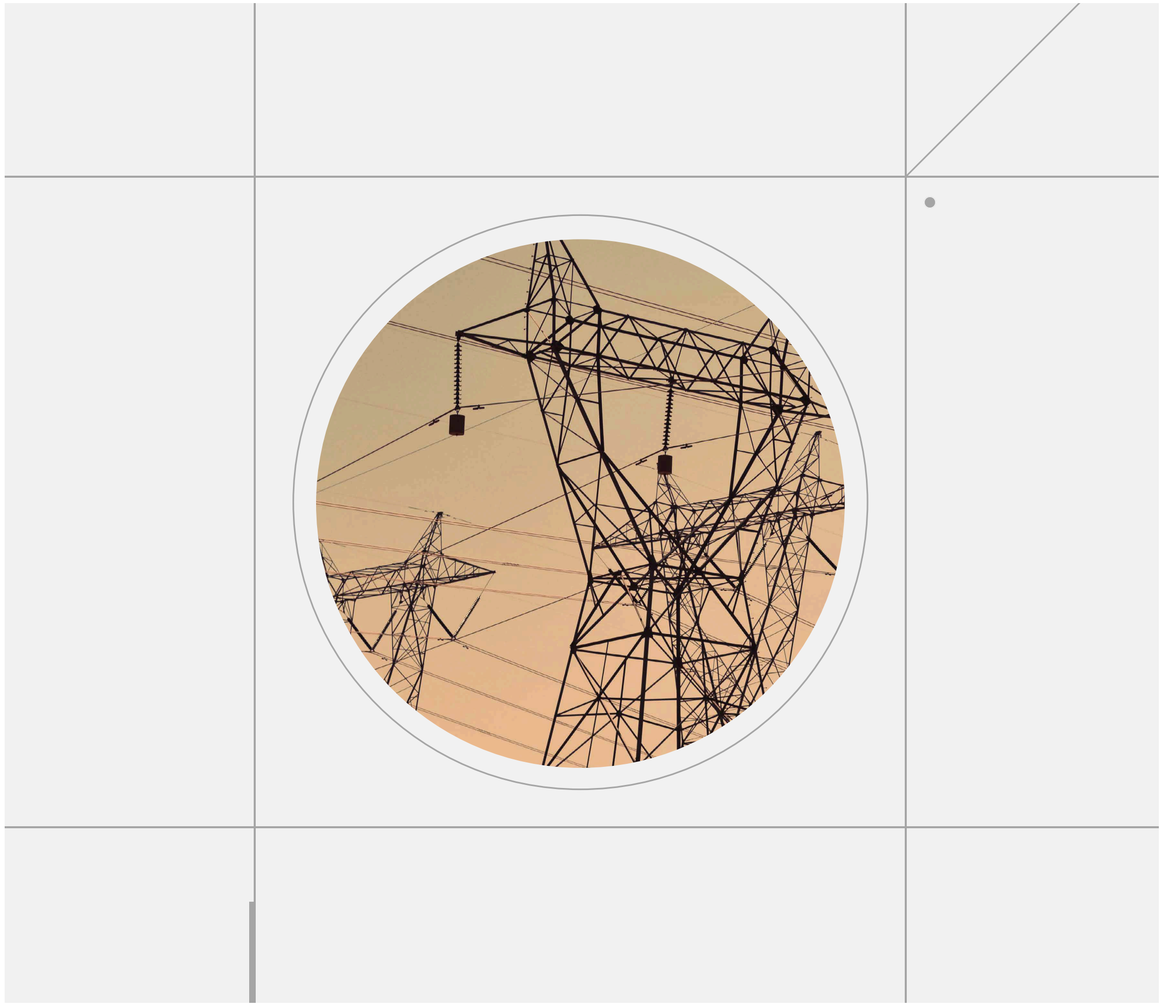


The transmission spark is created using a line the same width (or slightly smaller) than the width of the line it’s attached to. It is always on a rule line. The glow can be created various ways, depending on the design program it is being built in.

The transmission spark should adopt the color scheme of the background it appears on or be complimentary to the layout. Avoid color combinations that vibrate or feel messy.

4.2 Delicate lines and accents

Delicate, crossing line work is found on nearly every layout that we create. It helps create visual interest while grounding layouts in precise compositions.



Rule lines should appear fairly subtle in layouts, being used more as texture than focus-pulling design elements.

In order to avoid “cookie cutter” layouts, feel free to add small embellishments like diagonal lines, bleeding edges, small circles, or thicker portions to a line (as illustrated to the right).

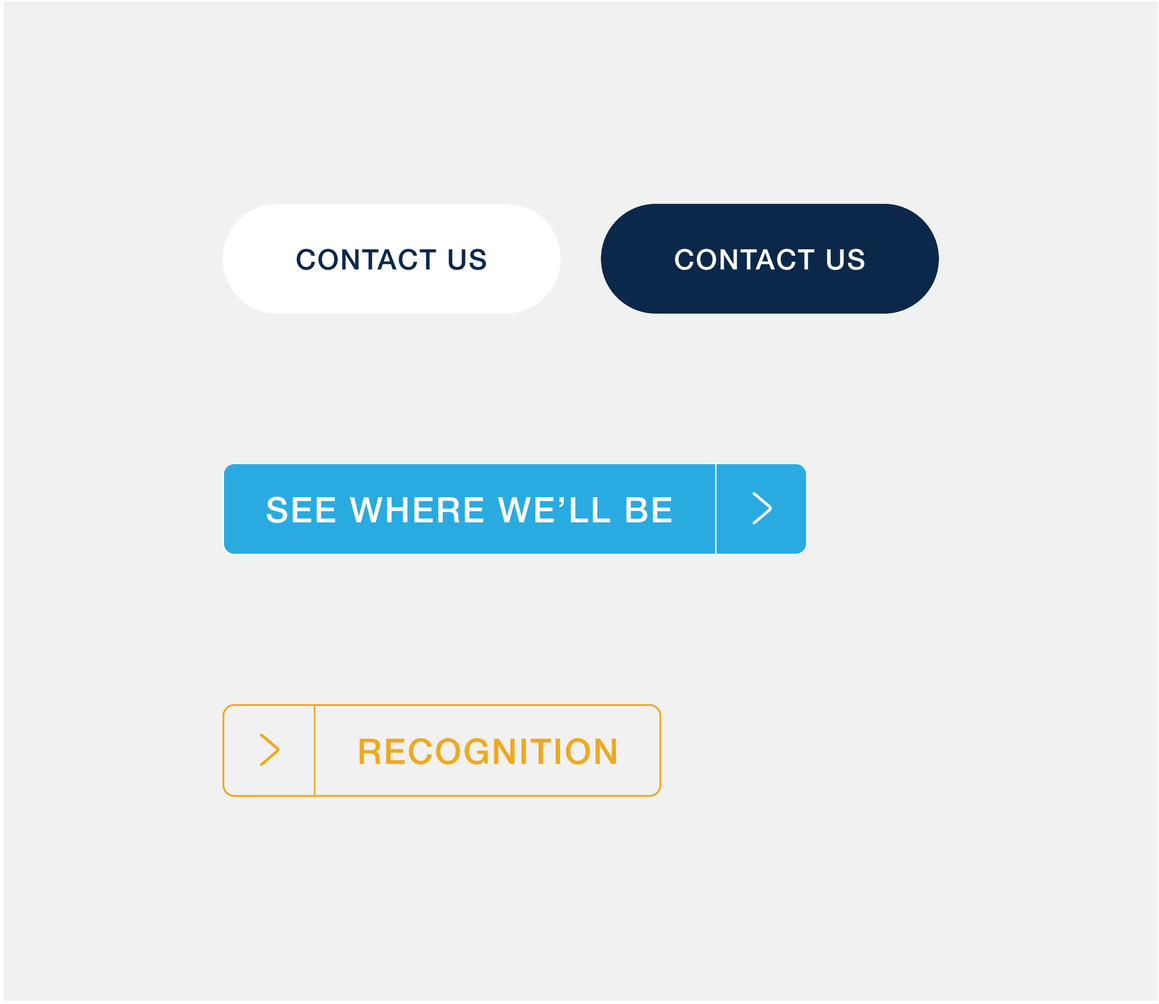
The delicate line work should never feel limiting – it is not the grid of a layout. Experiment with ways to create tension and release in their composition.

4.3 Buttons, CTAs, and callouts

There are two button/callout styles that we use throughout our materials.

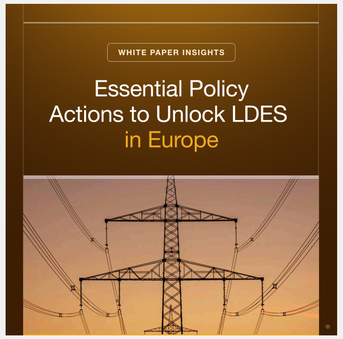
Pill shaped buttons with capital text act as our primary style. You will find this throughout our website as a clear indication of action.

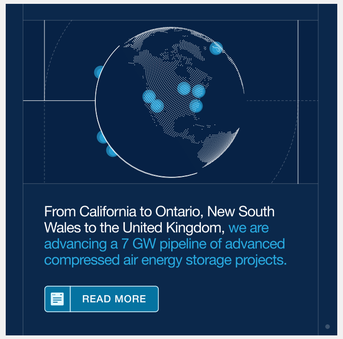
Square gridded buttons act as a more abstracted button style. We use these both as section markers as well as light-touch CTAs. You might use this if you want to inspire action, but recognize that the format does not allow for a clickable button. These have room for an icon, such as an arrow or descriptive mark.

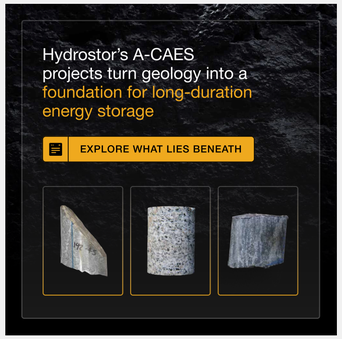


4.4 Reference Samples

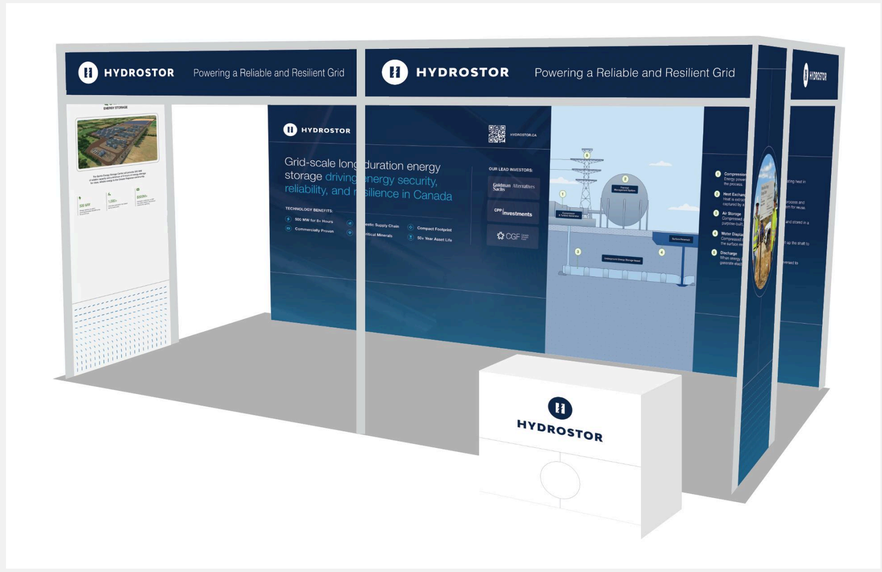


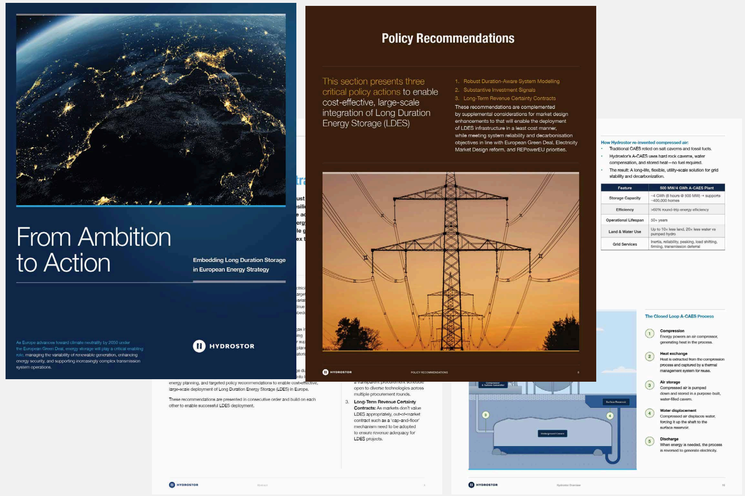


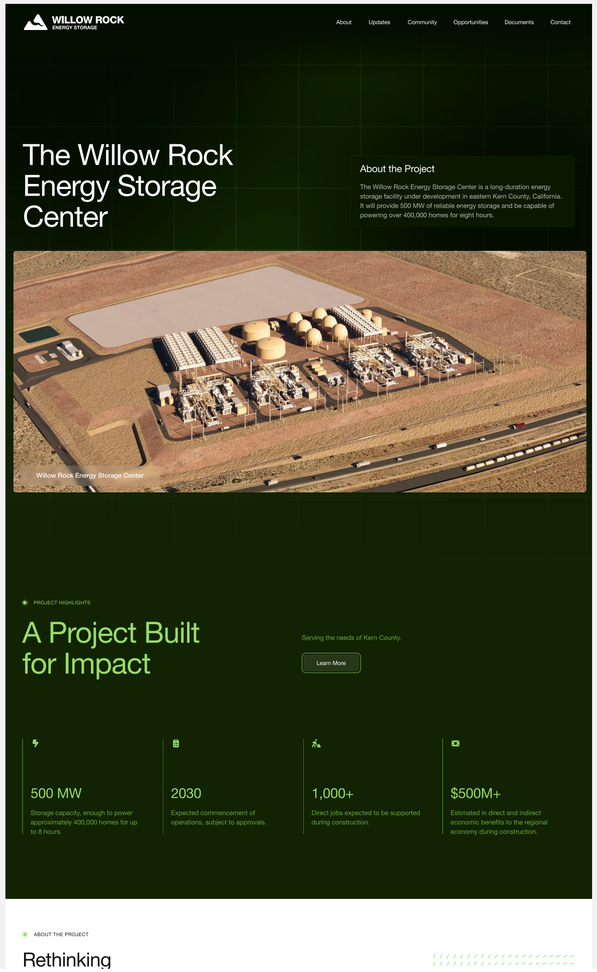












HYDROSTOR

Thank you for supporting our brand!

If you have questions beyond what is covered in this document, please reach out to Nick Wenzel at nick.wenzel@hydrostor.ca.

Have a design request? Fill out our form.

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External Resources:
Hydrostor Website
Media Kit

Internal Resources:
Brand ShowCAES Page

Logo Files
Photos & Renderings
Slide Templates
Document Templates
LinkedIn Banners
Email Signatures
Teams Backgrounds