RECURRENT

BRAND GUIDELINES

The end of the disposable battery.

How to present Recurrent: the logo, the mark, color, type, voice and the rules for partners, distributors and licensees.

RECURRENT.EARTH FOR PARTNERS, DISTRIBUTORS AND LICENSEES

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01 BRAND ESSENCE

Batteries don't belong in landfills.

Recurrent is a battery-free power platform for vape devices. Instead of sealing a new lithium cell into every disposable, Recurrent devices draw power through USB-C from the batteries people already carry: phones, laptops, power banks, cars, consoles and chargers.

2B

Batteries trashed every year by the vape industry. Used once. Buried forever.

4×

Enough batteries every year to wrap around the world four times.

8

Platforms in development on Recurrent technology.

MISSION

End the disposable vape battery.

BELIEF

The problem is unacceptable, but it is fixable. The power already surrounds us.

PERSONALITY

Precise, optimistic, rebellious against waste. Engineered, never preachy.

02 MESSAGING

One idea. Many forms.

Every Recurrent product is built on one principle. These four technology pillars are the approved way to describe the platform.

01

BATTERY-FREE DEVICES

No battery inside. Pass-through powered via USB-C.

02

UNIVERSAL CORDS

The device in your pocket becomes a vape battery.

03

SUPERCAP PODS

Super capacitors charge in seconds and work for years.

04

TWO-WAY PORT POWER

Every disposable becomes rechargeable. Trash nothing.

FOR MANUFACTURERS AND BRANDS

↓ **Lower unit cost.** No battery, no charging circuit. Cheaper to build.

↑ **Higher margin.** Lower impact, lower cost, higher profit. No trade-offs.

§ **Regulation, removed.** Disposable bans are spreading. So will Recurrent.

⟳ **A new story.** A reason to buy, and a reason to talk about it.

APPROVED LINES

- The end of the disposable battery.
- Everything around you is already a power source.
- Good for the planet. Better for the bottom line.
- Look for the mark.
- Spark the revolution. Build a better future.

03 VOICE AND TONE

Short. Certain. Engineered.

Recurrent talks like an engineer with a cause. Short declarative sentences, real numbers, and a confident point of view on waste. We state the problem plainly, then show the fix.

CLEAR

Lead with the fact. Two billion batteries. One port. Fewer words, more weight.

OPTIMISTIC

The problem is real, and it is fixable. We are building the future, not mourning the present.

TECHNICAL, NOT COLD

Name the technology (USB-C, SuperCap) and explain what it means for the person holding it.

DO

- ✓ Write the name as Recurrent in sentences. Use RECURRENT only in the logo and all-caps display type.
- ✓ Write USB-C and SuperCap exactly this way.
- ✓ Use short sentences and fragments for rhythm. "Used once. Buried forever."
- ✓ Back every environmental statement with a substantiated, product-specific fact.

DON'T

- × Make health, safety or cessation claims about vaping.
- × Use vague green language like "eco-friendly" or "zero impact" without proof.
- × Use slang, cartoon language or anything that could appeal to minors.
- × Shame consumers. The enemy is the disposable battery, not the person.

04 LOGO SYSTEM

The lockup, the mark, the icon.

The logo pairs the Recurrent mark (two interlocking arrows forming a charge bolt, a loop of power that never ends) with the custom wide wordmark. Always use the supplied artwork. Never retype the wordmark.



PRIMARY LOCKUP



MARK



APP / SOCIAL ICON



MARK, SIGNAL TEAL

PRIMARY LOCKUP

Default for packaging, documents, websites and anything where Recurrent is introduced.

MARK

For small spaces, product surfaces, device engraving and as the certification mark (see section 06).

ICON

For social avatars, app icons and favicons. The mark in white on a Panel tile with a teal hairline.

05 LOGO USAGE RULES

Space, size and color.



CLEAR SPACE

CLEAR SPACE

X equals the height of the wordmark letters. Keep at least 1X clear on every side of the lockup, and 0.5 × the mark's width around the mark alone. No text, edges or graphics inside this zone.

MINIMUM SIZE

Lockup: 100 px wide on screen, 25 mm in print.
Mark: 20 px on screen, 6 mm in print (5 mm for engraving or debossing).



CLOUD ON DARK



VOID ON LIGHT



CLOUD ON SKY



TEAL ACCENT

Cloud (white) on dark is the preferred version. Use Signal Teal sparingly, only on dark backgrounds. Single-color one-tone versions are allowed for engraving, foil and one-color print.

DON'T



Stretch or squash



Rotate



Recolor off-palette



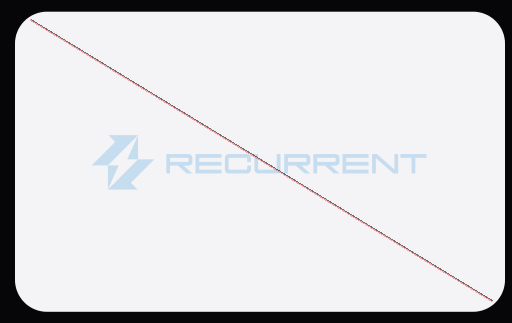
Add effects or shadows



Outline



Retype or rearrange



Use low contrast



Place on busy backgrounds



Look for the mark.

Any brand or factory building on Recurrent technology can carry the mark for free.

A signal for the whole industry.

When the whole industry adopts the mark, the disposable battery is history. It tells consumers and retailers that a product runs on Recurrent technology.

1. Available free to approved partners building on Recurrent technology. Approval is required before first use.
2. Place on the front or back panel of packaging, at 6 mm minimum, in one solid color from the palette or in black/white.
3. Pair with the approved line "Powered by Recurrent" or "Built on Recurrent technology" when space allows.
4. Only use on products that actually use Recurrent technology. Never on products with a sealed disposable battery.

07 COLOR

Dark field. One bright signal.

Recurrent lives on near-black. Signal Teal is the charge: used sparingly for accents, highlights and the moment of power. Print values are starting points; confirm with a press proof.

Void
HEX #060608
RGB 6 · 6 · 8
CMYK 60 · 40 · 40 · 100
Primary background

Panel
HEX #0D0D11
RGB 13 · 13 · 17
CMYK 75 · 65 · 60 · 85
Cards, surfaces

Line
HEX #1C1C22
RGB 28 · 28 · 34
CMYK 70 · 62 · 55 · 60
Hairlines, dividers

Signal Teal
HEX #3EE6E0
RGB 62 · 230 · 224
CMYK 62 · 0 · 20 · 0
Accent, the charge

Cloud
HEX #F4F4F6
RGB 244 · 244 · 246
CMYK 2 · 2 · 0 · 2
Type, logo on dark

Muted
HEX #93939E
RGB 147 · 147 · 158
CMYK 42 · 36 · 28 · 0
Secondary text

SECONDARY: SKY AND EMBER

Sky is used for the open-air "look for the mark" moments and gradients. Ember is a warm highlight for light and glow effects only, never for type or logos.

Sky 100
HEX #C6DDF0
RGB 198 · 221 · 240
CMYK 20 · 8 · 0 · 0
Gradient top

Sky 300
HEX #7BA6DB
RGB 123 · 166 · 219
CMYK 50 · 28 · 0 · 0
Gradient mid

Sky 500
HEX #4F7EC2
RGB 79 · 126 · 194
CMYK 72 · 45 · 0 · 0
Gradient base

Ember
HEX #FFE2AA
RGB 255 · 226 · 170
CMYK 0 · 12 · 38 · 0
Warm light, glow only

PROPORTION

VOID / PANEL 62% | CLOUD 20% | MUTED | TEAL

08 TYPOGRAPHY

Michroma and Inter.

Michroma is wide and technical, like engraved hardware. Inter Light keeps long copy calm and readable. Both are free Google Fonts (SIL Open Font License). Fallback: Helvetica or Arial.

DISPLAY
MICHROMA REGULAR
TRACKING +0.04 TO +0.06EM
LINE HEIGHT 1.1

Two billion batteries

HEADING
MICHROMA REGULAR
26 TO 44 PX
LINE HEIGHT 1.2

Everything around you is already a power source

LABEL
MICHROMA, ALL CAPS
10 TO 12 PX
TRACKING +0.2 TO +0.3EM

USB-C · ONE UNIVERSAL PORT

BODY
INTER LIGHT 300
16 TO 19 PX
LINE HEIGHT 1.6

The batteries already exist, in pockets, bags, cars and homes. Recurrent plugs into all of them.

UI / EMPHASIS
INTER REGULAR 400 / MEDIUM 500
13 TO 16 PX

No battery. No charging circuit. Cheaper to build.

09 VISUAL LANGUAGE

Precision, glow and air.

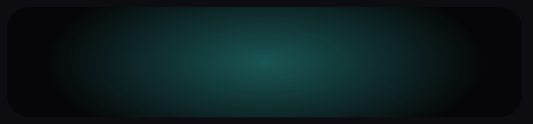
HAIRLINES

1 px borders in Line (#1C1C22). Thin, exact, like circuit traces. No heavy strokes.



CHARGE GLOW

Soft teal radial light behind key objects, as if powered on. Low opacity (10 to 25%).



DOT FIELD

A fine 28 px dot grid at 7% white, fading at the edges, suggests a network of power.



GLASS PANELS

Panels at 68 to 74% Panel with backdrop blur, 16 to 22 px radius.



GHOST MARK

The mark at large scale and 5 to 8% opacity, cropped off the edge, as a background element.



BUTTONS

Michroma caps, 2 px radius. Primary is Cloud fill, secondary is a hairline outline.

PARTNER WITH US

LEARN MORE

10 IMAGERY AND COMPLIANCE

Show the power, not the vapor.

Imagery focuses on the hardware and the connection: the USB-C port, the device meeting a phone, a laptop, a car console. Dark, controlled lighting with a single cool highlight.

DO

- ✓ Product close-ups on dark surfaces with a teal or cool rim light.
- ✓ Show the everyday power sources: phones, laptops, power banks, cars, consoles.
- ✓ Clean diagrams and line illustrations for how the technology works.
- ✓ Adults (clearly 25+) in real, everyday settings if people appear.

DON'T

- ✕ Clouds of vapor, smoke tricks or exhaling shots.
- ✕ Cartoons, candy, toys, bright youth styling or anything that appeals to minors.
- ✕ Piles of trash or guilt imagery attached to partner products.
- ✕ Stock images of generic batteries presented as Recurrent products.

COMPLIANCE NOTE FOR DISTRIBUTORS

Recurrent products are for adults of legal age only. All marketing must follow local laws on vapor and tobacco products, age gating and environmental claims in each market. Add required health warnings where law demands. Environmental statements must be specific and substantiated. When unsure, send materials to Recurrent for review before release.

11 CO-BRANDING FOR PARTNERS

Your brand, powered by Recurrent.

Partners, distributors and licensees lead with their own brand. Recurrent appears as the technology inside.



CO-BRAND LOCKUP



ENDORSEMENT



ENDORSEMENT, LIGHT

LOCKUP

Partner logo first, a 1 px vertical divider, then the Recurrent lockup. Match the optical height of both logos. Space each side of the divider by 1X.

HIERARCHY

Recurrent is never larger than the partner brand on partner packaging. Never merge the two logos or create a new combined mark.

APPROVAL

Send first-run packaging, retail displays and launch campaigns to Recurrent for sign-off before production.

12 DOWNLOADS

Brand kit.

Vector SVG for print and production, transparent PNG for digital. Always use these master files.

DOWNLOAD FULL BRAND KIT (.ZIP)

The full kit is also supplied as Recurrent-Brand-Kit.zip.



Primary lockup, Cloud

For dark backgrounds · recurrent-logo-white.svg / .png



Primary lockup, Void

For light backgrounds · recurrent-logo-black.svg / .png



Primary lockup, Signal Teal

Accent use on dark only · recurrent-logo-teal.svg / .png



Mark, Cloud

For dark backgrounds · recurrent-mark-white.svg / .png



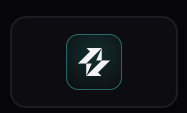
Mark, Void

For light backgrounds · recurrent-mark-black.svg / .png



Mark, Signal Teal

Accent use on dark only · recurrent-mark-teal.svg / .png



App / social icon

1024 px, plus 512, 256, 128 in kit · recurrent-icon.svg / .png



BUILD A BETTER FUTURE.

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