EVstop

Brand and press kit

Azerbaijan's first local EV charging platform

The mark is a map pin whose head is a plug with two prongs; the bolt inside is drawn with the strokes of the V in the wordmark. Tagline: YOUR CHARGING HUB.

brand.evstop.az



Logo

The logo is final. Use the ready-made files only: SVG for web and print, PNG with a transparent background. Each file is made for its background: do not put the light-background version on a dark one.



Horizontal with tagline, for light backgrounds

`logo-horizontal-light`

Graphite pin, lime bolt, graphite lettering.

Where: The main logo on light backgrounds: website header, documents, presentations, e-mail signature.



Horizontal with tagline, for dark backgrounds

`logo-horizontal-dark`

Lime pin, the bolt is cut out, white lettering.

Where: The main logo on dark backgrounds: dark theme, dark header bar.



Horizontal without tagline, for light backgrounds

`logo-horizontal-notagline-light`

Version without the tagline.

Where: Below 64 px height: navigation bar, small headers.



Horizontal without tagline, for dark backgrounds

`logo-horizontal-notagline-dark`

Version without the tagline.

Where: The same, on dark backgrounds.



Stacked, for light backgrounds

`logo-stacked-light`

Mark on top, wordmark and tagline below.

Where: Near-square areas: splash screen, social media, posters, print.



Stacked, for dark backgrounds

`logo-stacked-dark`

Mark on top, wordmark and tagline below.

Where: The same, on dark backgrounds.



One colour, black

`logo-mono-black`

Pure black #000000, the bolt is cut out.

Where: One-colour print, stamps, fax; lime backgrounds.



One colour, white

`logo-mono-white`

White, the bolt is cut out.

Where: One-colour application on dark or photo backgrounds: vinyl, engraving.

Mark and app icon

The mark without the wordmark is for small spaces. The app icon and the favicon are always on a lime tile: graphite mark, the bolt cut out.



Mark, for dark backgrounds

`mark`

Lime pin, the bolt is cut out, transparent background.

Where: Small spaces on dark backgrounds: avatar, loading screen, map marker.



Mark, for light backgrounds

`mark-on-light`

Graphite pin, lime bolt.

Where: The same, on light backgrounds.

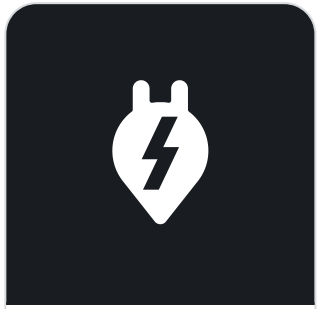


Mark, one colour, black

`mark-mono-black`

Black, the bolt is cut out.

Where: One-colour print, lime backgrounds.



Mark, one colour, white

`mark-mono-white`

White, the bolt is cut out.

Where: One-colour application on dark or photo backgrounds.



App icon, iOS

1024 × 1024, square, no transparency. The system applies the corner mask.

Where: App Store.



App icon, Google Play

512 × 512, square.

Where: Google Play.



Favicon

The SVG is fitted to a 16 px pixel grid; PNG at 16 and 32 px.

Where: Website and admin panel.



Home screen icon (web)

180 × 180.

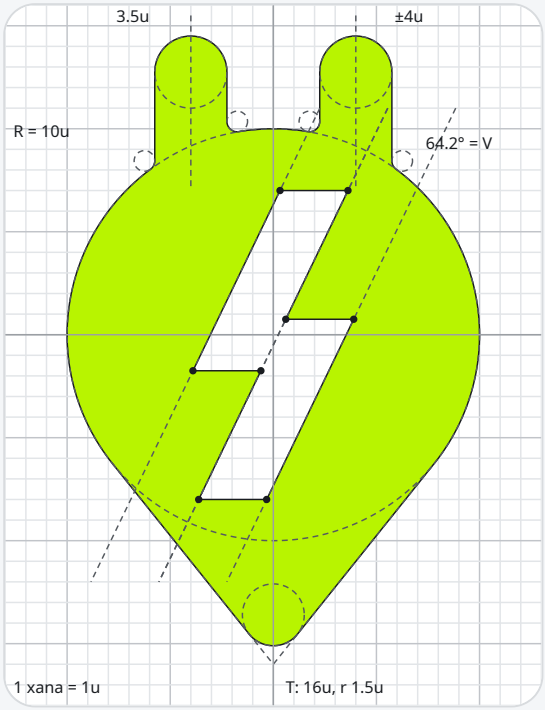
Where: The website's home screen icon on iOS.

Clear space and minimum sizes

Keep at least X free on every side: X = 5u, the distance between the mark and the wordmark, about 1/6 of the composition's height. No text, other logo or screen edge enters this space. The same rule applies to the mark on its own.



Dashed line: the edge of the clear space X.



Construction of the mark: every curve is a circular arc, every straight edge a tangent. 1 square = 1u (labels on the drawing are in Azerbaijani).

Minimum sizes on screen

What	Minimum	Note
Mark	24 px high	At 24 and 32 px the prongs and the bolt are clear; at 16 px the bolt falls apart
Mark, 16 px	favicon-16.png or favicon.svg only	A separate drawing for the pixel grid
Horizontal with tagline	64 px high	Smaller, the tagline blurs
Horizontal without tagline	24 px high	The capitals of EVstop are about 8 px
Stacked with tagline	96 px high	Smaller, the tagline blurs

Minimum sizes for print have not been verified yet. Check a proof before printing.

Colours

The four brand colours. The values come from the design tokens.

Lime

`palette.lime.400`

HEX	#B8F400
RGB	184, 244, 0

The main brand colour: the mark on dark backgrounds, accents, the app icon tile. Never text or a lone line on white or light backgrounds (1.31:1 on white).

Graphite

`palette.graphite.900`

HEX	#191C20
RGB	25, 28, 32

Dark surfaces and bars; the pin and the wordmark on light backgrounds (17.10:1 on white). Lime on graphite is 13.01:1.

Dark green

`palette.lime.800`

HEX	#2F6B00
RGB	47, 107, 0

Text, links and icons on light backgrounds (6.51:1 on white). Not one of the logo's colours.

White

`palette.white`

HEX	#FFFFFF
RGB	255, 255, 255

The wordmark on dark backgrounds, light surfaces.

Rules

- Lime is #B8F400 only: never shifted towards yellow or another green.
- On light backgrounds the pin is graphite and the bolt stays lime. A lime mark on white (1.31:1) was rejected.
- On lime, only the black one-colour logo (15.98:1). White and lime marks are not used on lime.
- The one-colour versions are pure black #000000 and white.
- Red is never used: neither in the mark nor as a background.
- In the interface, text, links and the main button are dark green in the light theme and lime in the dark theme.

Type

The logo and the interface use different typefaces. All three are released under the SIL Open Font License 1.1.

EVstop

Archivo Expanded

Logo only

The wordmark is Archivo Expanded ExtraBold, the tagline SemiBold. In the SVG files the letters are outlines, and V and s share a custom join. Do not retype the wordmark: use the SVG files only.

Licence: SIL OFL 1.1

Aa

Əə Ğğ Iı İi Öö Üü Şş Çç

Аа Бб Жж Ёё Ыы Яя

400 500 **600 700**

Onest

Interface

Website, mobile app and admin panel. It has every Azerbaijani and Cyrillic letter.

Licence: SIL OFL 1.1

00

Il1 O0 #B8F400

0123456789

JetBrains Mono

Codes and IDs

In Onest, I and l look the same, so codes and IDs are set in the monospace face.

Licence: SIL OFL 1.1

Don'ts

These examples are made from the real logo files and show incorrect use.

Don't



Stretching or squeezing. Scale proportionally only.

Don't



Rotating or slanting.

Don't



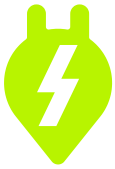
Shadows, glows, gradients and outline effects.

Don't



Recolouring: lime is never shifted towards yellow or another green; red and purple are not used.

Don't



A lime mark on white or light backgrounds (1.31:1). Use mark-on-light.svg there.

Don't



The light-background version on a dark background. Use *-dark.svg there.

Don't



Retyping the wordmark in another typeface. SVG files only.

Don't



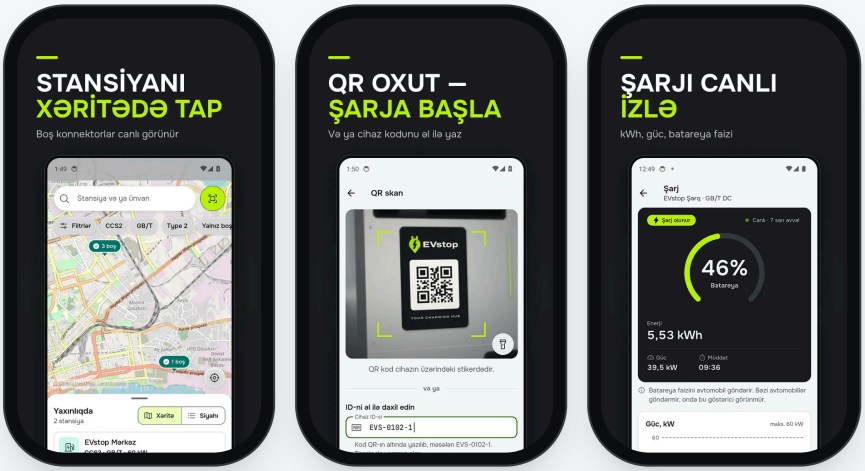
The logo with tagline below 64 px. At small sizes use the version without tagline or the mark.

In use

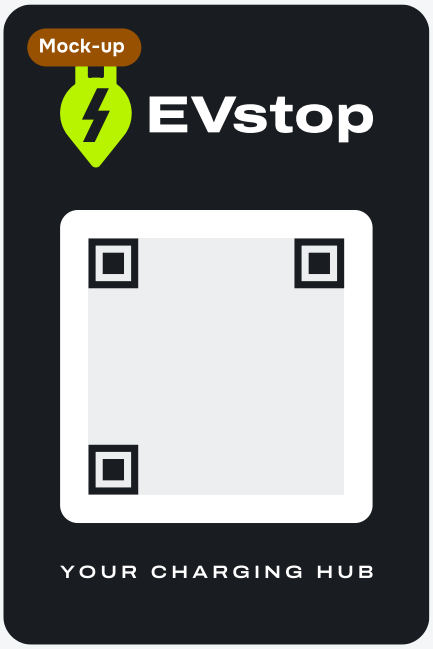
The brand in real material: the Google Play listing and the app's screens.



Google Play: feature graphic (1024 × 500)



Google Play screenshots (the app in Azerbaijani)



QR sticker for chargers. A mock-up: the size and the QR content are not decided, it is not for print. The grey area is not a real QR code.

Media contact

For media requests and questions about using the logo, write to us.

info@evstop.az

EVstop

© 2026 EVstop evstop.az Licenses