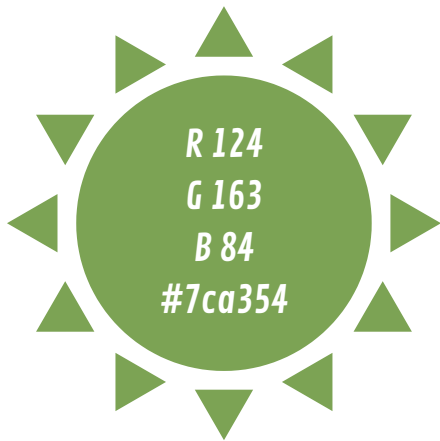


# Electric Avenue Company Branding Guide

## Logo, Color Palette, and Fonts



### Color Palette



Electric Avenue uses the colors green and blue to emphasize the two essentials of our company: products eco-friendly and adventurous. The color green represents growth and nature. Here at EA, we strive to connect with nature in order to preserve the state of our environment. The color blue is dynamic and expresses exhilaration, which we strive to help our consumers find with our adventure products, that assures them an experience that will last a lifetime.



### Logo



Electric Avenue's logo primarily features a mountain with solar panels for sides and a sunrise in the background. These elements emphasize our product line and our mission. We provide our consumers with solar-powered adventure products, and those aspects are highlighted in our logo's elements.

White logo used with dark backgrounds



### Fonts

## Contrail One

&

## Open Sans

Electric Avenue uses the font "Contrail One" for titles, headings, and call-outs. "Contrail One" best represents the adventurous aspect of our company while maintaining a clean and simple shape. EA prefers to use the font "Open Sans" in larger bodies of texts in order to differentiate our titles, headings, and call-outs from our paragraph-formatted information.



# ***ELECTRIC AVENUE***

**P O W E R E D   B Y   T H E   S U N**

1020 Dunham Road  
St. Charles,, Illinois, 60174  
Phone: (331) 228 - 5588  
[electricavenueil@veinternational.org](mailto:electricavenueil@veinternational.org)  
[www.electricavenueonline.net](http://www.electricavenueonline.net)

## ***Company Overview***

Electric Avenue's corporate office is located at 1020 Dunham Rd, St. Charles, IL. Electric Avenue is classified as a C-Corp in order to protect current and future shareholders from personal liability. Additionally, the ability to issue more stock later will help us obtain additional capital. As a firm, Electric Avenue, abbreviated as EA, has seen the growing consumer demand in the market for environmentally friendly products and therefore chose to pivot in that direction. Since starting operations in 2009, Electric Avenue has pursued concert vending, transportation, and party planning. After a reorganization in 2019, Electric Avenue is currently proud to produce solar-powered services and outdoor products with the goal of saving our local environment and the planet as a whole, while providing our consumers with experience that can be remebered for a lifetime.

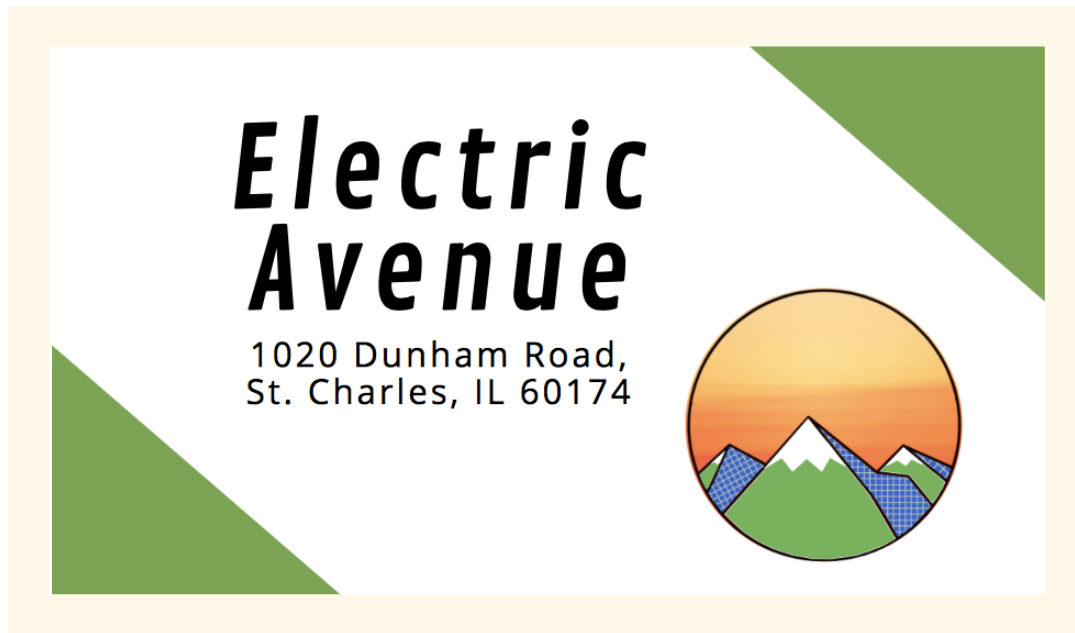


# Electric Avenue Company Branding Guide

## Business Card



### Business Card Front



### Business Card Back





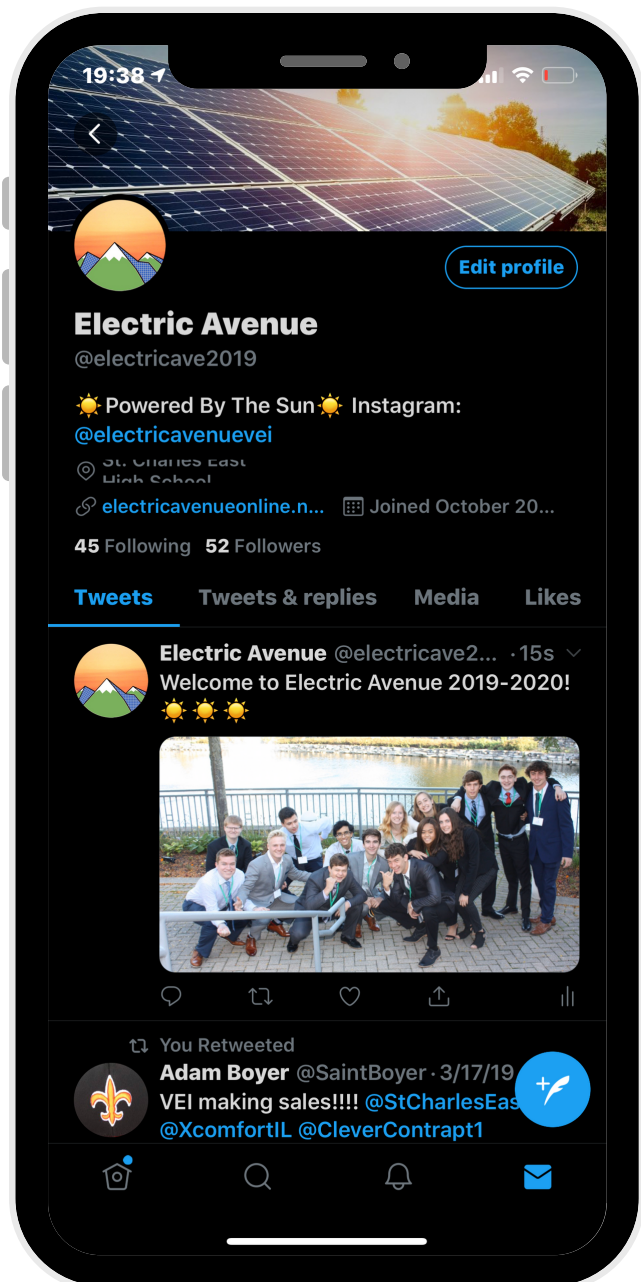
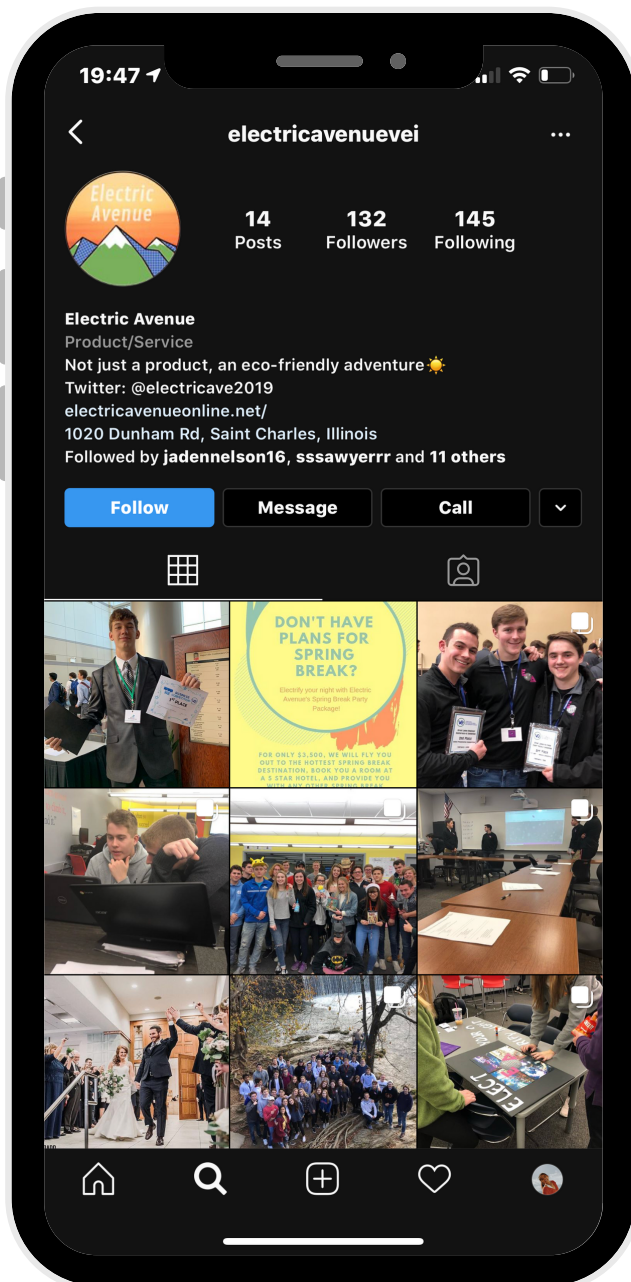
# Electric Avenue Company Branding Guide

## Social Media Pages



**Instagram: @electricavenuevei**

**Twitter: @electricave2019**





# Electric Avenue Company Branding Guide

## Brochure



### Electric Avenue's Mission

Electric Avenue is currently proud to produce solar-powered adventure products with the goal of saving our local environment and the planet as a whole, while providing our consumers with experience that can be remembered for a lifetime.



## CONTACT US



[ELECTRICAvenueONLINE.NET](http://ELECTRICAvenueONLINE.NET)



[@ELECTRICAvenueVEI](https://www.instagram.com/ELECTRICAvenueVEI)



[@ELECTRICAvenue2019](https://twitter.com/ELECTRICAvenue2019)



[ELECTRICAvenueIL@VEINTERNATIONAL.NET](mailto:ELECTRICAvenueIL@VEINTERNATIONAL.NET)

1020 DUNHAM ROAD  
ST. CHARLES IL 60174  
PHONE: (331) 228-5588



## ELECTRIC AVENUE

POWERED BY THE SUN



# Electric Avenue Company Branding Guide

## Brochure



## PRODUCTS

THE Cosmic Board - \$450.00

THE H2GO - \$200.00

THE Dora the exSolar - \$100.00

THE Polar Cooler - \$725.00

THE Solar Bass Master - \$160.00

THE Star-Powered Grill - \$800.00

***"Electric Avenue is dedicated to providing unique solar-powered products to empower their customers to experience new adventures while protecting our planet."***

## ELECTRIC AVENUE SPECIALS

### The Game Day Package \$1,950.00

Favorite sports team have a big game this weekend? Have all your friends and family over for the game with the Game Day Package! While watching the big game, you'll also be helping the environment by using these solar powered products.

Includes: The Star Powered Grill, The Polar Cooler, and topped off with The Ultimate Tailgating Tent.

### The Survival Package \$1,750

Going camping? Then this package is great for you! With all of these products at your side, your camping experience will surely be one of a kind. This package includes our best products to meet your camping needs.

Includes: The Sun Shield, The H2GO, The Dora ExSolar, The Star Powered Grill and The Solar Bass Master!

### The City Package \$1,125.00

This package is perfect for any trip to the city. Spice up your trips to the city with THE City Package. THE City Package makes moving around the city easy and reliable. Make your city experience perfect with THE City Package.

Includes: THE Cosmic Board, THE Dora the exSolar, THE Solar Charge, THE Solar Snap, and THE Starphones