

OBRIST Group
CORPORATE DESIGN MANUAL

BASIC ELEMENTS

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BRAND MANUAL BASIC ELEMENTS

Logo on black background

If the OBRIST Logo is placed on black background, the logo must **NOT** be surrounded by a white frame.

The image shows the OBRIST logo centered on a solid black rectangular background. The word "OBRIST" is written in a large, bold, white, sans-serif typeface. Directly beneath it, the word "POWERTRAIN" is written in a smaller, all-caps, white, sans-serif font. The word "POWERTRAIN" is flanked by two short, horizontal white lines, one on each side, creating a symmetrical design.

OBRIST
— POWERTRAIN —

These are the regular and mainly
to be used Logos



In exceptional cases, if the
background does not permit
otherwise, the logo may be used
inverted.



Protective Zone



Protective zone for free-standing positioning

In order for the logo to be shown to its best advantage, it needs a defined free space. No other elements (or other logos) may be placed in this free space. The minimum protective zone is the width of the logo height.

BRAND MANUAL BASIC ELEMENTS

Inadmissible Use



The logo must not be disorted disproportionately.*



The logo may not be transformed into any other form, e.g. circle, triangle or square.*



The **OBRIST** logo must always be displayed in black.*



The rectangle may not be shortened at the top, bottom, left or right.*

*The same applies to all OBRIST Logos.

100 % DIN A4 Application



125 % DIN A3 Application



Application PowerPoint



80 % Application DIN A5



50 % Minimum size



Minimum Size: Scaling 50 % = 22x8 mm
DIN A4: Scaling 100 % = 45x16 mm

The original size of the logo is in DIN A4. To ensure a uniform appearance, the logo must only be reproduced in specified sizes/scales.

Futura BQ Bold is used for Headlines

Futura BQ Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789 ß´+#+-
.,i“”[]|{}wz‘±’-...µ~ çå,©@œ•ø/’†®«

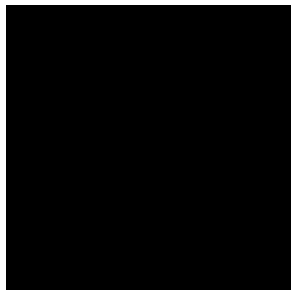
Helvetica Neue Regular is used for continuous
Text

**Helvetica Neue
Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ß´+#+-.,i“”[]|{}z‘±’-...µ~
çå,©@œ•ø/’†®«

Print color palette**OBRIST** primary colores

To ensure optimal recognition, the color identify for the **OBRIST** company as defined with black. Values such as strenght, functionality and renewal are associated with the color black.

**OBRIST-SCHWARZ****PANTONE:**

PROCESS BLACK C

RAL:

9005 TIEFSCHWARZ

CMYK:

90 | 60 | 30 | 100

RGB:

0 | 0 | 0

HEX:

#000000

**OBRIST-BLAU****CMYK:**

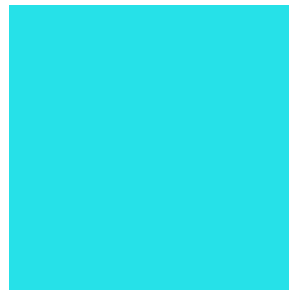
100 | 65 | 0 | 0

RGB:

32 | 85 | 176

HEX:

#2055B0

**Sub Zero® Color - Digital****CMYK:**

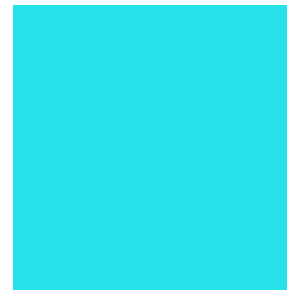
47 | 0 | 14 | 0

RGB:

38 | 225 | 232

HEX:

#26E1E8

**Sub Zero® Color - print****CMYK:**

84 | 3 | 0 | 9

RGB:

38 | 225 | 232

HEX:

#26E1E8

Wording

Our Sub Zero® brand must be written and marketed as shown below.



Registered Trade Mark

Our registered trade marks:

- Sub Zero® Methanol
- Modern Forest®
- Sub Zero®
- cSink®
- Sub Zero® Steel
- OBRIST DAC®
- HyperHybrid®

Modern Forest®

Like a natural forest, our Modern Forest® concept takes out CO₂ out of the atmosphere and generates O₂ as a process output. The Modern Forest® can be up to thirty times more effective than a natural forest of the same area. Instead of sugar (C₆H₁₂O₆), the Modern Forest's "byproduct" is Methanol (CH₃OH).

Hydrogen is produced from solar power and seawater by means of electrolysis. In a further process, the hydrogen combines with CO₂ from the air to form CH₃OH – methanol. The production of one kilo of methanol binds 1.38 kilos of CO₂.

cSink®

Combines the production of green methanol the liquid global energy carrier, with a carbon sink process (cSink®). A part of the CO₂ is extracted from the carbon cycle and converted into solid carbon, making Sub Zero® Methanol not only a CO₂ neutral but even a CO₂ negative fuel. This is a feat that has never been achieved until now. Sub Zero® Methanol is a combination of existing sub-technologies, making it comparatively fast in deployment. Most of the processes are already in commercial use today. With a technology readiness level (TRL) of 8 to 9.

HyperHybrid® Powertrain

The HyperHybrid® Powertrain is our serial hybrid system that combines electric driving with unlimited range, and CO₂ negative emissions by using green methanol (Sub Zero® Methanol) as fuel representing the world's first climate – positive powertrain. The HyperHybrid® powertrain has an ultra-compact, vibration-free and highly efficient combustion engine (Zero Vibration Generator), a powerful, cost-effective battery with a highly and innovative thermal management.

Sub Zero® Methanol

Combines the production of green methanol the liquid global energy carrier, with a carbon sink process (cSink®). A part of the CO₂ is extracted from the carbon cycle and converted into solid carbon, making Sub Zero® Methanol not only a CO₂ neutral but even a CO₂ negative fuel. This is a feat that has never been achieved until now. Sub Zero® Methanol is a combination of existing sub-technologies, making it comparatively fast in deployment. Most of the processes are already in commercial use today. With a technology readiness level (TRL) of 8 to 9.

OBRIST DAC®

Direct Air Capture: our own DAC Process celebrated its world premiere in summer 2023 in Lindau. The in-house developed technology based on NaOH as the sorbent provides substantial advantages over other DAC processes and allows it to be scaled indefinitely while also being deployed in the sunbelt of the Earth, which is crucial to economic viability and scale-up.

Zero Vibration Generator

The Zero Vibration Generator (ZVG) is a generator-integrated combustion engine with first-class efficiency, ultra-compact design and Euro 7 capability – and completely CO₂ emission-free operation capability thanks to green methanol (Sub Zero® Methanol). The engine integrates a generator, an inverter and an engine control unit. Its design is reduced to the essentials, resulting in a simple, ultra-compact and cost-effective solution.

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OBRIST
TECHNOLOGIES

OBRIST
DE