



BRAND BOOK

The making of interact**EV**



The EV space is noisy, fragmented, and evolving faster than most can keep up. **InteractEV** was built to make sense of it all.

We track what matters – from new EV models and government grants to startup moves and charging infrastructure – and deliver it in a way that's accessible, engaging, and relevant. Not just for experts or enthusiasts, but for anyone curious about where mobility is headed.

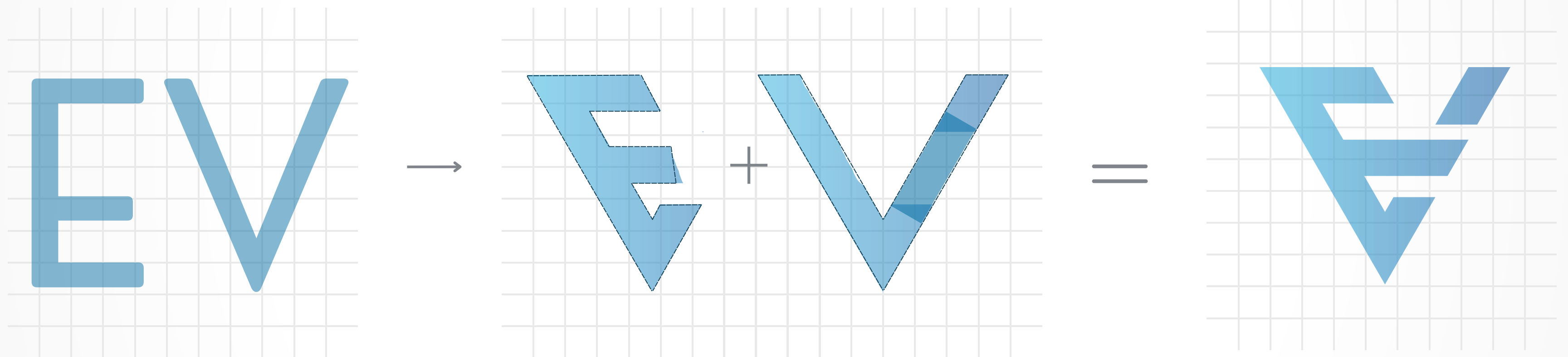
This isn't just a platform. It's a growing community of people, companies, and ideas shaping the electric shift – one update, conversation, or sale at a time.

logo elements



PRIMARY ELEMENTS FOR THE LOGO

logo construction



HYBRID LETTERING OF EV

typography

Primary Typeface:

NOURD

Used for: Headlines, Titles, Brand Statements

- ❖ Strong, clean geometric structure
- ❖ Perfect for bold communication
- ❖ Reflects the technical edge of EV innovation

INTERACTEV

Secondary Typeface

Garet

Used for: Body Text, Subheadings, Captions

- ❖ Rounded edges with a friendly, digital feel
- ❖ Supports readability across all platforms
- ❖ Balances out the boldness of Nourd with accessibility

Evolving the way we move

colour palette



#0870A5
R8 G112 B165

The Color That Connects Us

The shade of blue used in InteractEV is more than a design choice – it's a thread woven through our family of businesses. It's the same blue that has powered the visual identity of



and



both of which have built trust, innovation, and excellence over the decades.

With interactEV, this legacy continues – evolving from tradition into technology, and from enterprise into community. Blue here stands for trust, clarity, and a shared vision across generations. The green represents the brand's green-thumb values – a nod to sustainability, conscious innovation, and the future we're helping build.



#1A8C6A
R26 G140 B106

logo



INTERACTEV

EVOLVING THE WAY WE MOVE

logo



INTERACTEV

EVOLVING THE WAY WE MOVE



Dr Radhika Kapur

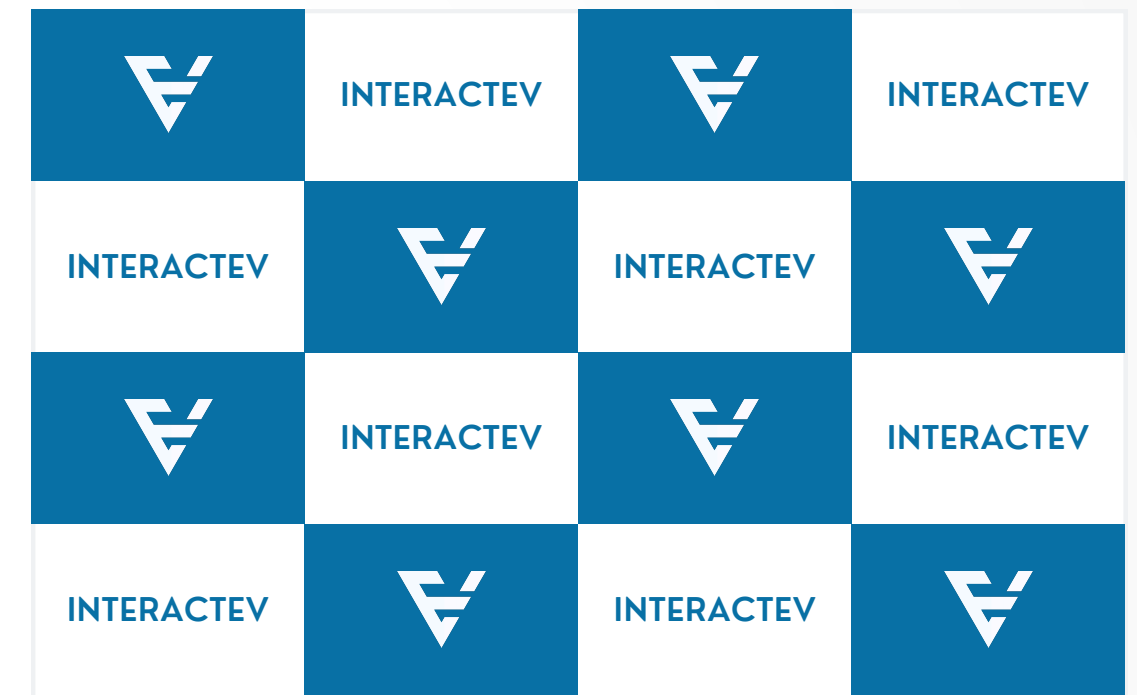
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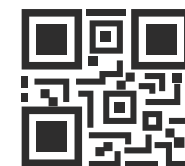


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EVOLVING THE WAY WE MOVE



INTERACTEV

FAST CHARGING SOLUTIONS FOR EV

Power up quickly with our fast charging solutions for EVs—speed, efficiency, and convenience for every journey!

Shorter Charging Time

Wide Compatibility

Optimal Energy Efficiency

More Information
www.reallygreatsite.com










INTERACTEV


EV CHARGING STATION Installation

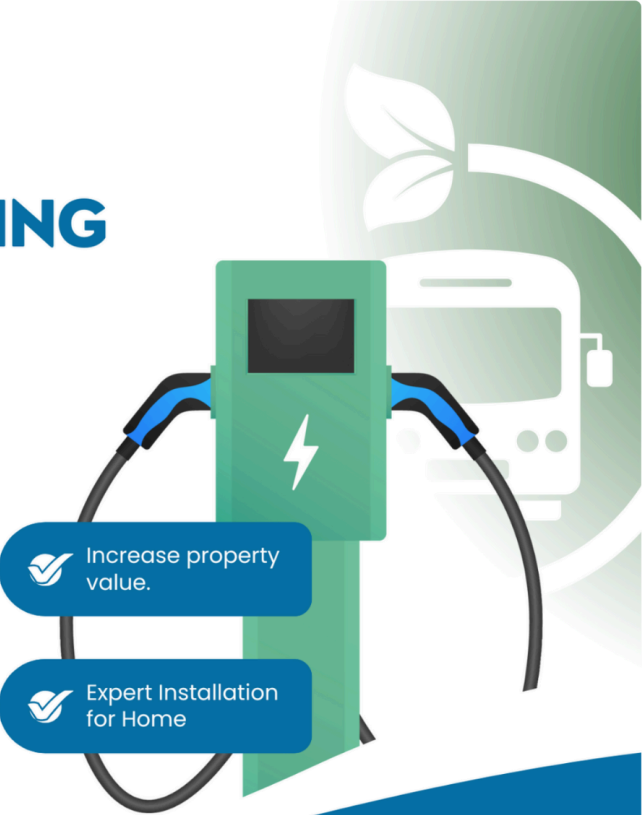
Power Up Your Future with Ease!

Increase property value.


Expert Installation for Home

Convenient Charging Solutions




Reduce your carbon footprint.




Contact Information

Our Website
www.reallygreatsite.com

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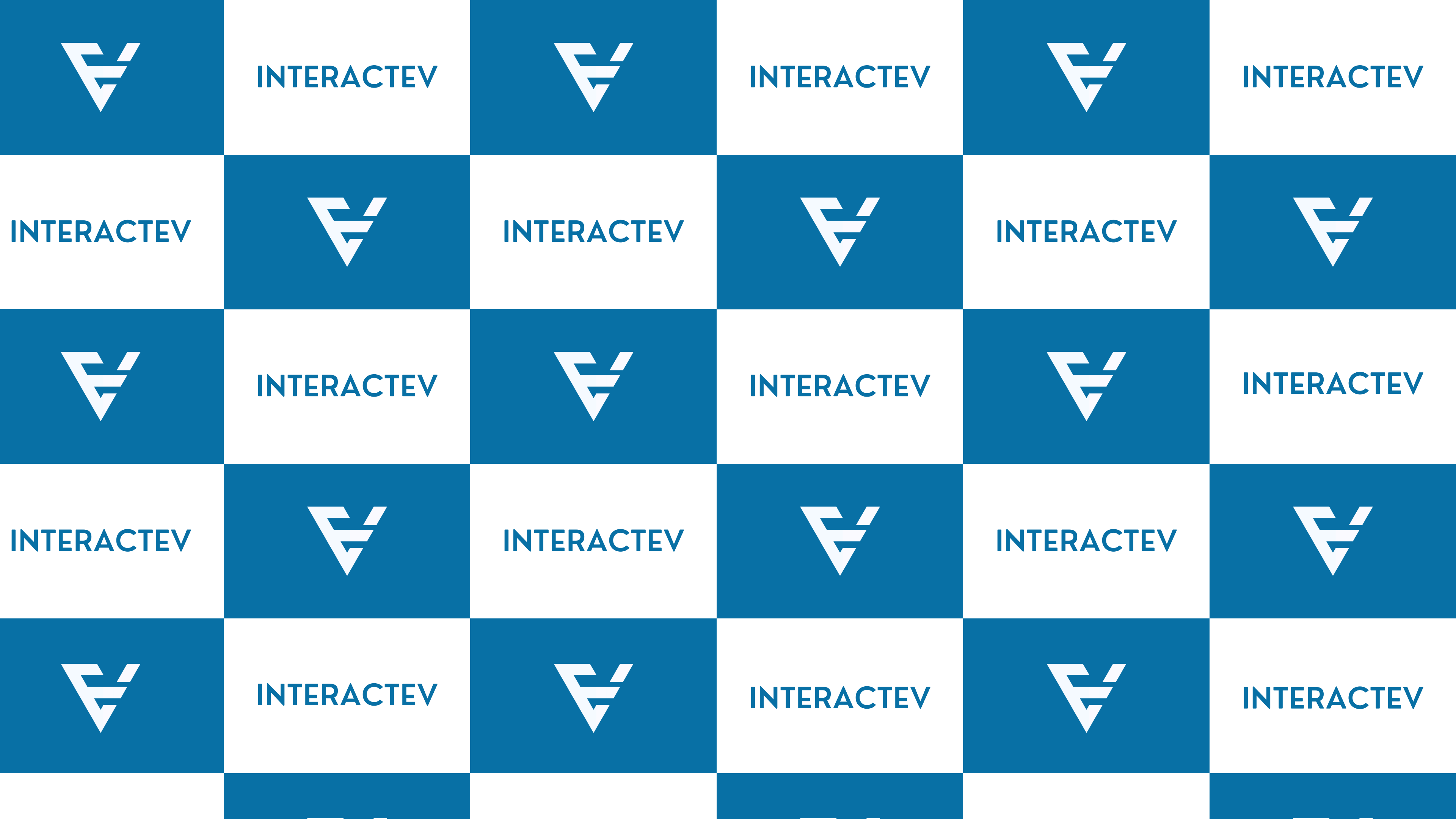
GO GREEN SAVE GREEN

We're leading the charge towards a cleaner, greener future with our comprehensive electric vehicle (EV) and charging station services











EVOLVING THE WAY WE MOVE