



2021 BRAND GUIDELINES

**We Believe In
Powering Electric Vehicles.**

Table of Contents



BRAND STRATEGY

- 1 Mission
- 2 Identity Pillars
- 3 Why-Raison d'être
- 4 Personality
- 5 Values
- 6 Tone

DESIGN ELEMENTS

- 1 Logo
- 2 Color
- 3 Iconography
- 4 Typography
- 5 Pattern

ART DIRECTION

- 1 Photography
- 2 Social Media
- 3 Website
- 4 Deck Style

Brand Strategy

- 1 Mission
- 2 Identity Pillars
- 3 Raison d'être
- 4 Personality
- 5 Values
- 6 Tone

Brand Strategy

1 Mission

**We Make All Electric Vehicles More Accessible
And More Attractive Through The
Democratization Of Technologies.**

Brand Strategy

2 Identity Pillars

Helpful	Performance and Quality	Optimal User Experience	Expert and Collaborative Team
<p>Increasing the value of electric motors</p> <ul style="list-style-type: none">• Realization of ideas that will have a significant impact• Choice of the best technologies• Continuous improvement <p>Challenging of the status quo</p> <ul style="list-style-type: none">• Reflection on the source of the problems to bring about real global progress.• Despite the pitfalls and constraints, daring to propose non-traditional solutions• User Experience Centric <p>Environmental responsibility</p> <ul style="list-style-type: none">• Optimization of the resources used <p>Values</p> <p>XXXXXXXXXXXXXXXXXXXXXXXXXXXX</p> <p>Integrity, diversity, respect for the environment, security, excellence, transparency, and customer-centric.</p>	<p>Efficient, reliable and flexible solution</p> <ul style="list-style-type: none">• Features can be easily and quickly customized by the customer according to his needs.• Your choice: 30% cost reduction or 30% increase in battery autonomy• 30% space saving due to lightweight design (smaller, compact and lighter)• Reduced system integration stress (can be integrated into all types of batteries and small motors, at the desired location)• Higher quality of the materials used and knowledge of the provenance• Products are identified according to their origin: they are labelled "Handmade in Canada", or "Made in Canada", as the case may be. <p>Personality</p> <p>XXXXXXXXXXXXXXXXXXXXXXXXXXXX</p> <p>Passionate, efficient, visionary, honest, persevering, daring</p>	<p>Safe for the user</p> <ul style="list-style-type: none">• No danger of the motor controller overheating <p>More pleasant user experience</p> <ul style="list-style-type: none">• Intelligent controller with scalable learning algorithm• Smooth transition between power changes• Extended autonomy• Optimized power on demand (e.g. on a slope)• Reduced risk of breakage and maintenance costs• Secured GPS locking system <p>Unique Promise</p> <p>XXXXXXXXXXXXXXXXXXXXXXXXXXXX</p> <p>To offer the world's most efficient urban vehicle electric motor controller.</p>	<p>Agility and expertise</p> <ul style="list-style-type: none">• Team of engineers and experts with complementary knowledge• Speed of action and availability• Diversity of profiles from the 4 corners of the world <p>Collaboration</p> <ul style="list-style-type: none">• Working together to offer the best solution accessible to all• Aiming for long-term relationship development <p>Integrity and transparency</p> <ul style="list-style-type: none">• Offering a solution at a fair price without compromising on quality <p>Purpose</p> <p>XXXXXXXXXXXXXXXXXXXXXXXXXXXX</p> <p>Make all electric vehicles for urban mobility more attractive through the democratization of technologies.</p>

Brand Strategy

3 Why - Raison d'être

Why of solutions

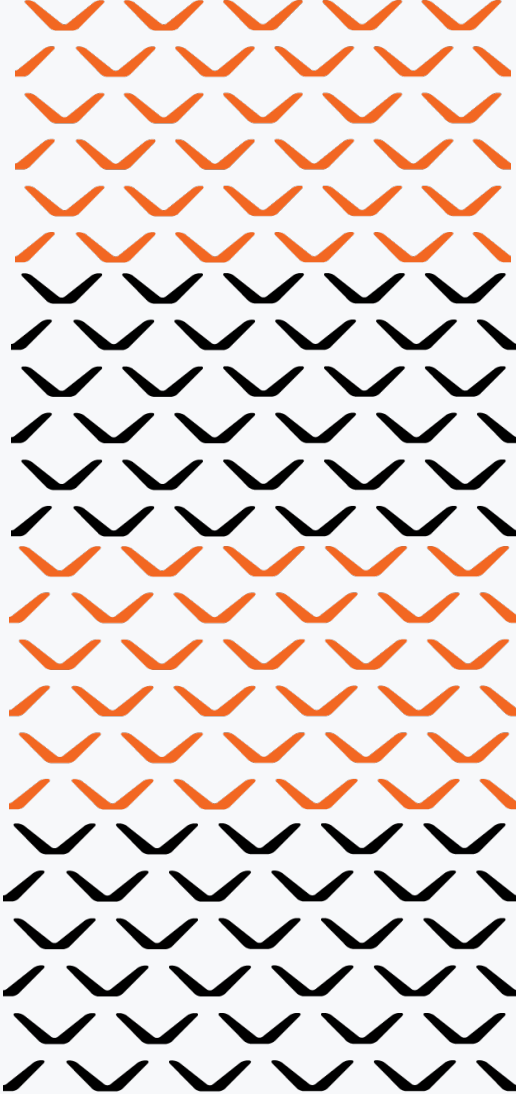
Go further with less range anxiety, more power, less overheating, less effort and More Freedom!

Why of personality

Believing in a progressive and responsible society where diversity, responsible actions, collaboration, and passion are part of the future.

Why of company

At FTEX, we believe in an energy-efficient society! Together, we contribute by offering enhanced solutions for power management. Our motor controller solutions for small electric vehicles respond to the need for a greener path for personal transport, logistics and leisure.



Brand Strategy

4 Personality

Daring

Efficient

Visionary

Persevering



Brand Strategy

5 Values

Integrity.

Diversity.

Respect For The Environment.

Security.

Excellence.

Transparency.

Customer-Centric.

Brand Strategy

6 Tone

Daring

Challenging the status quo by being bold and being intriguing with our projects.

Accessible

Welcoming the interactions and Customer Service.

Honest

No bullshit, no lies.

Helpful

Answering technical questions, redirecting to the right person, here to help each other.

Professional

With a twist of humor when the opportunities arise.

Passionate

Driven by the vision of a better and realistic society.

Inspiring

Supportive to progress and promoting good business practices and personal development and careful.



Design Elements

- 1 Logo
- 2 Color
- 3 Iconography
- 4 Typography
- 5 Pattern

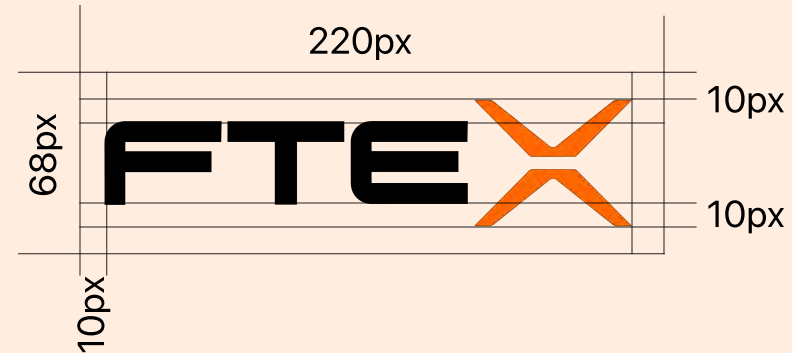
Design Elements

1 Logo

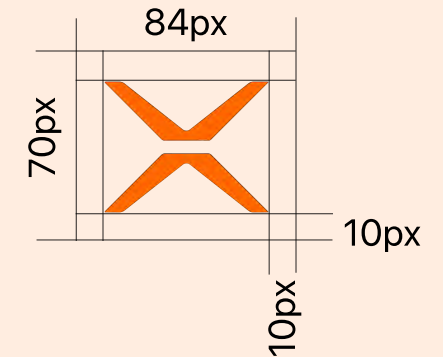
Our logo is composed of capital letters "F", "T", "E" and "X", together making up our brand name "FTEX".

"X" is not only the very last letter of our brand name "FTEX", but also an emblem that can be used independently under some certain circumstances, such as profile image. The emblem should not be in any other colors except for orange #ff6700.

220px wide logo example
(bright background)



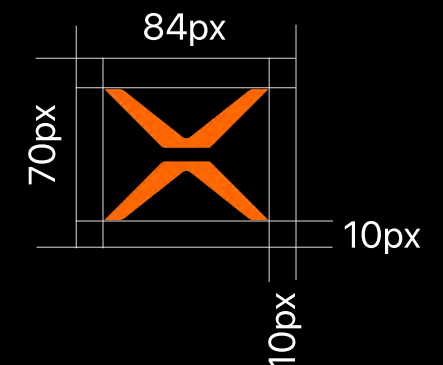
84px wide emblem example
(bright background)



220px wide logo example
(dark background)

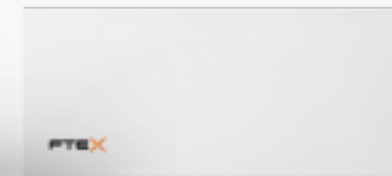


84px wide emblem example
(dark background)



Design Elements

1 Logo

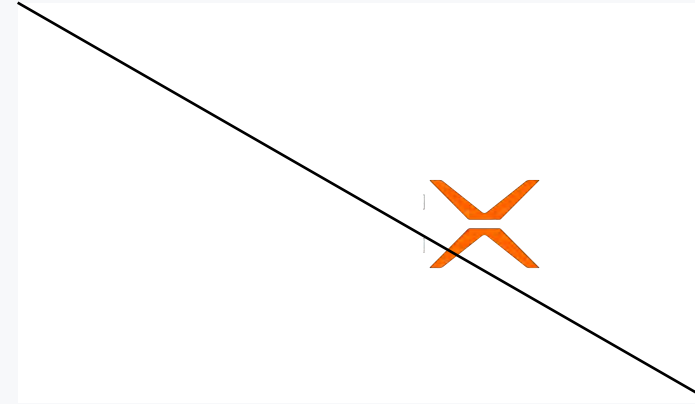


Design Elements

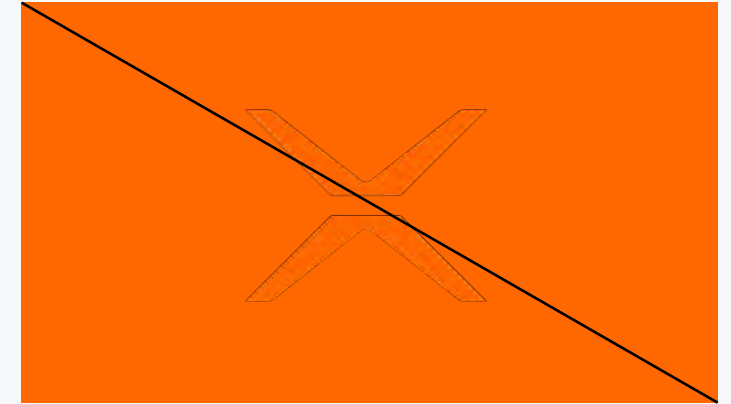
1 Logo



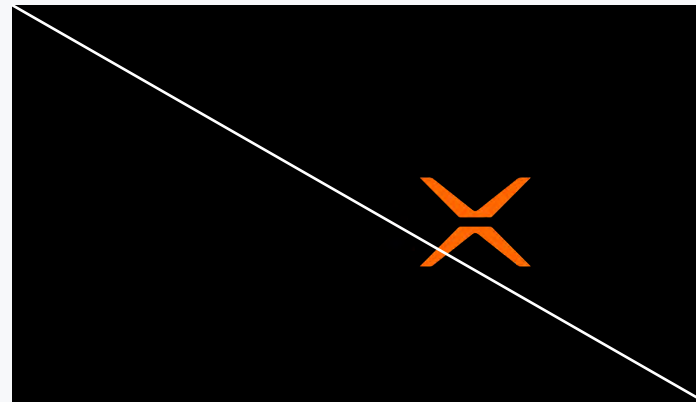
Don't use over distracting photographs



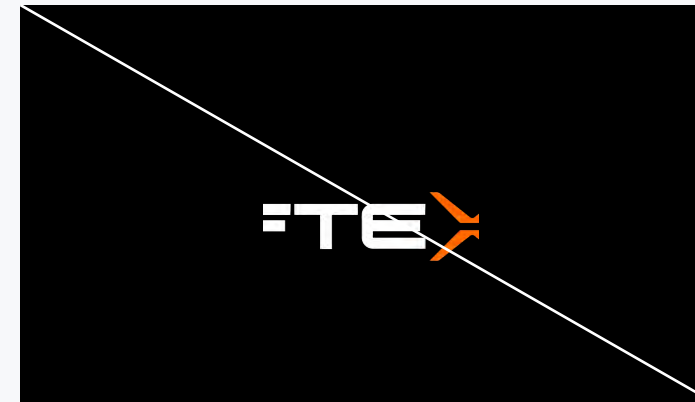
Don't use white logo over bright background



Don't use emblem on orangi background



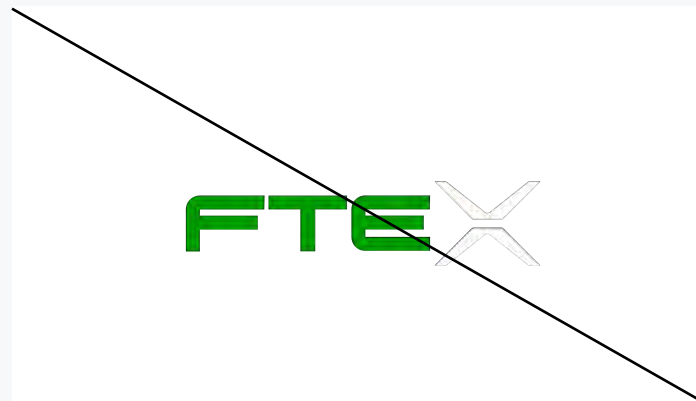
Don't use black logo over dark background



Don't crop the logo



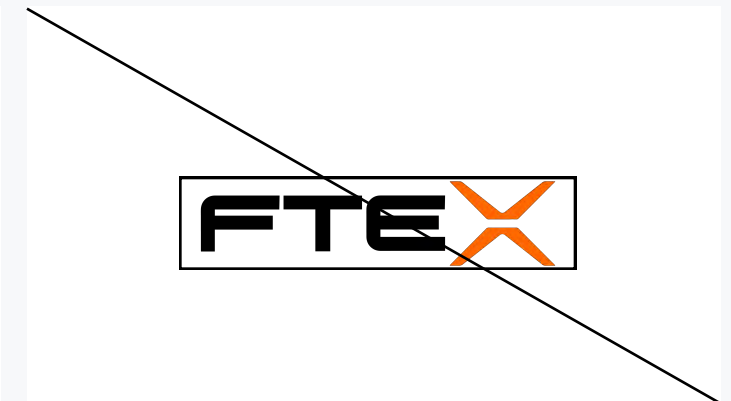
Don't rotate or flip the logo



Don't recolor it (except for black&white).



Don't use any effects



Don't use any strokes or frames

These are examples of misuses of the logo and the emblem.

Brand Strategy

2 Color

Core Colors

We use orange #ff6700 as the accent color.

<div>Orange</div> <div>#ff6700</div>	<div>Black</div> <div>#000000</div>	<div>White</div> <div>#ffffff</div>
	<div>Black</div> <div>65%</div>	<div>Alice Blue</div> <div>#f7f8fa</div>

Brand Strategy

2 Color



Secondary Colors

The secondary colors are green #6fd673, yellow #fff172 and red #fa4949.

Design Elements

3 Iconography



These are examples of the icon set, which always come with parts highlighted using the accent color.

Design Elements

4 Typography

Primary Typeface

The primary typeface is Manrope, which is a semi-condensed geometric sans-serif.

Download:

https://fonts.google.com/specimen/Manrope?preview.text_type=custom

Secondary Typeface

SF Pro Display provides a consistent, legible, and friendly typographic voice.

Download:

<https://developer.apple.com/fonts/>

*The largest font size shouldn't exceed 80px on desktop and 28px on mobile devices. The font size shouldn't be smaller than 10px on desktop and 8px on mobile devices.

Manrope

Manrope

Manrope

Manrope

Manrope

Manrope

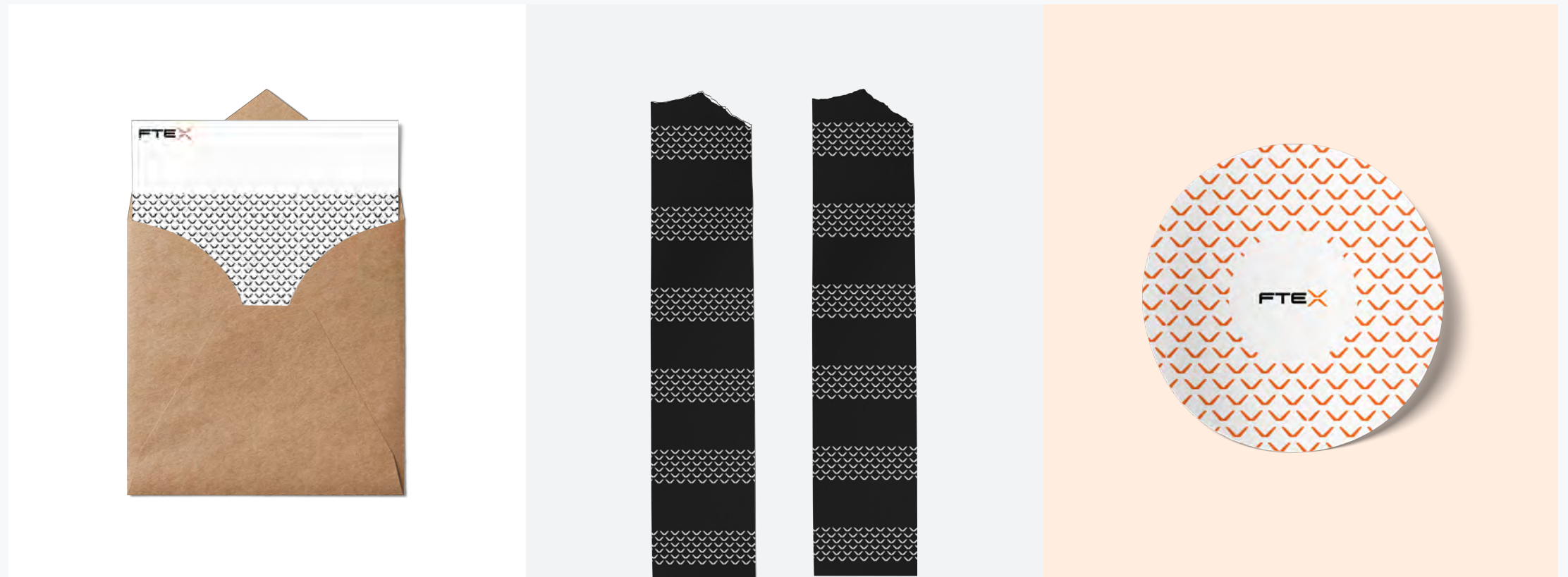
SF Pro Display

SF Pro Display

SF Pro Display

Design Elements

5 Pattern



The pattern is made up of units from the FTEX emblem. The pattern consists of 3 versions: the black, the white and the orange. As an important design element, it can be used in branding materials of FTEX.

Art Direction

- 1 Photography
- 2 Social Media
- 3 Website
- 4 Deck Style

Art Direction

1 Photography - Values

We adopt photography that is related to our core values: Respect for the environment, Integrity, Customer-centric, Security, Excellence, Transparency and Diversity.

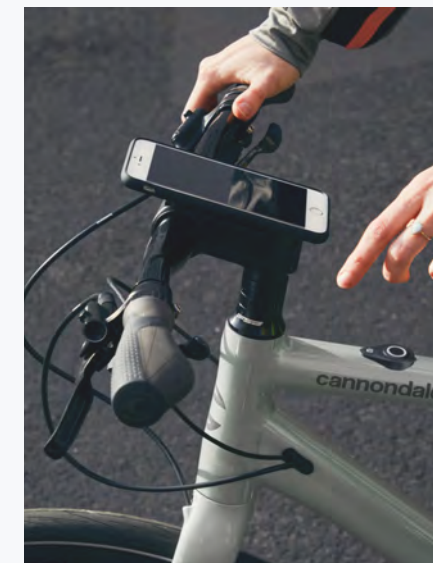
Respect for the environment



Customer-centric



Integrity



Security



Excellence



Transparency



Diversity



Art Direction

2 Social Media

Twitter Page Cover



YouTube Channel Cover



Facebook Page Cover



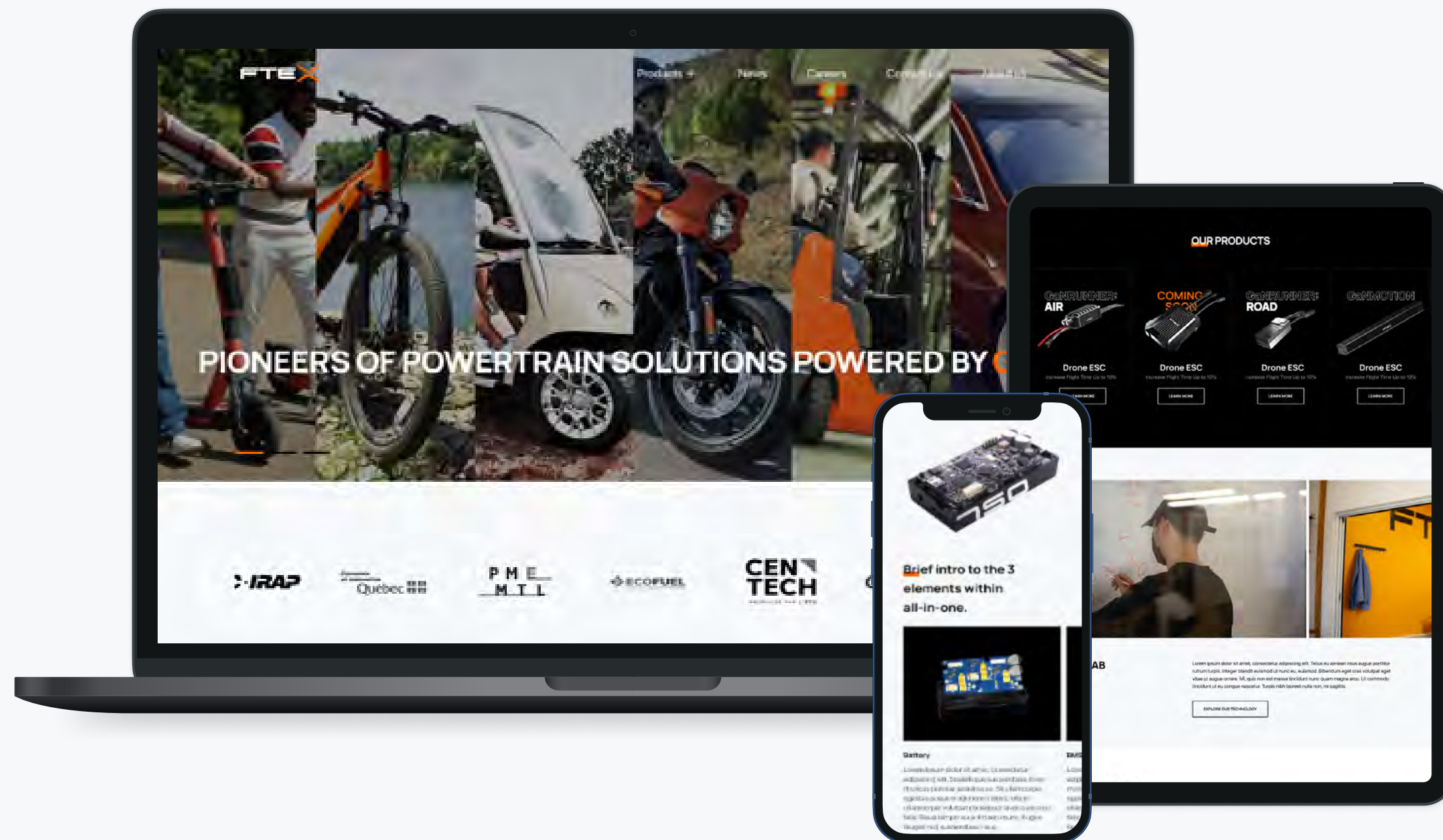
LinkedIn Page Cover



Social media covers serve as the billboards of the personality and vision of FTEX. They also inform people of the EV markets that FTEX targets.

Art Direction

3 Website



Please visit our website:

<https://ftex.ca/>

Art Direction

4 Deck Style

To make deck work more efficient, FTEX has built up a deck bank where slide templates of all kinds can be found. For better accessibility, we provide both English and French versions.

English Version



Pioneers of powertrain solutions powered by **GaN**.



CUTTING THE LARGEST EXPENSE


40,000 Scooters averaging 5 rides per day

BIRD

Dockless e-scooters ride share implementations are booming around the world, however, the cost of picking up and charging these fleets represents that single largest cost of operations.

Without FTEX	With FTEX
Charging cost/ride: \$0.86	Charging cost/ride: \$0.70 20% ↓
Daily charging cost of fleet: 172K	Daily charging cost of fleet: 140K

32k in saving per day, 11.6 million per year



2022 - GAN AI CONTROL UNIT

Q1 2022

Q2 2022

Prototypes Delivery

Certification

Manufacturing

Delivery to OEMs

AiCU

First ever dynamic drive

AI control algorithms for maximum efficiency.

Flexible powertrain design, works best with lower voltage batteries.

Extend motor and battery life, especially in very hot or very cold conditions.



Up to 30% more range than legacy controllers - or smaller batteries.

Up to 30% more power than legacy controllers - or smaller motors.

French Version



Pionniers des solutions de groupe motopropulseur alimentées par des **GaN**.



RÉDUIRE LES DÉPENSES LES PLUS IMPORTANTES

40 000 scooters avec une moyenne de 5 trajets par jour

BIRD

Les mises en œuvre de systèmes de covoiturage sans chauffeur sont en plein essor dans le monde entier, mais le coût du ramassage et de la recharge de ces flottes représente le coût le plus important des opérations.

Sans FTEX	With FTEX
Coût de la charge par trajet : 0.86\$	Charging cost/ride: 0.70\$ 20% ↓
Coût de charge quotidien de la flotte : 172K	Coût de charge quotidien de la flotte : 140K

32 000 euros d'économies par jour, 11.6 millions par an.



2022 - Unité de contrôle de l'IA en GaN

Q1 2022

Q2 2022

Livraison des prototypes

Certification

Fabrication

Livraison aux OEMs

AiCU

Première version du Dynamic Drive

Algorithmes de contrôle AI pour une efficacité maximale.


Conception flexible du groupe motopropulseur, fonctionne mieux avec les batteries à faible tension.

Prolonge la durée de vie du moteur et de la batterie, en particulier dans des conditions très chaudes ou très froides.



Jusqu'à 30 % d'autonomie en plus par rapport aux anciens contrôleurs - ou des batteries plus petites.

Jusqu'à 30 % de puissance en plus par rapport aux contrôleurs existants - ou des moteurs plus petits.



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LET'S WORK TOGETHER!



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TRAVAILLONS ENSEMBLE !



MAXIMUM EFFICIENCY