



# FORESEESON



# 02.

# Mission & Vision



#### MISSION

**To empower our customers success through our passion for engineering and problem solving whilst driving global progress towards a fully renewable economy**

#### VISION

**We offer real-time online access for customers, vendors, and end-users, a key factor in their success as a Canadian manufacturer and Sales & Marketing company.**

# 03.

# Brand Values



# Technology

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Notable recent initiatives involve the implementation of government rebate programs such as "Scrap-It" and pioneering mobile charging solutions for fleet and roadside e-mobility applications. We take pride in our role as a catalyst for emerging technologies.





# Environment

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We believe that a harmonious balance between innovation and environmental responsibility is essential. As we continue to evolve and adapt, we remain steadfast in our mission to lead the way in green technology, setting a positive precedent for a more sustainable and eco-conscious future.





# Reliable growth

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Foreseeson technology has experienced over 20 years of continuous growth through innovation and assiduous talent. Today, Foreseeson employs more than 90 people. Foreseeson strives to become a total technology solution in the new field of Green technology and Software platforms. Foreseeson has shown reliable growth over the years, even during the Covid-19 pandemic.



# 04.

## Brand Colors

# Primary Colors

In crafting the visual identity of Foreseeson, we've carefully selected a palette of colors that not only captivate the eye but also resonate deeply with our brand's essence.

Our primary colors are the brushstrokes of your return journey, painting a story of seamless experiences and unwavering reliability.

Sea Green  
2D865B — 04BBA6

Chinese Black  
12141A

Light Sea Green  
39A470 — 1EDDC7

Icelandic Winds  
DBDFED

Cornflower  
EFF2FB

Perfume Haze  
FAFCFD

# Primary Colors

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**Sea Green**

cmyk(66%, 0%, 32%, 48%) —  
cmyk(98%, 0%, 11%, 27%)

**Chinese Black**

cmyk(31%, 23%, 0%, 90%)

**Light Sea Green**

cmyk(65%, 0%, 32%, 36%) —  
cmyk(86%, 0%, 10%, 13%)

**Icelandic Winds**

cmyk(8%, 6%, 0%, 7%)

**Cornflower**

cmyk(5%, 4%, 0%, 2%)

**Perfume Haze**

cmyk(1%, 0%, 0%, 1%)

# Secondary Shades

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Each primary color is accompanied by different shades which are useful when different contrasts are needed for a specific context.

2D865B

2D865B

3DA371

12141A

545B77

A8ABB9

DBDFED

EFF2FB

FAFCFD

# 05.

## Logo & Usage

# Foreseeson Logo

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The logo features ideas of progression and network. Lorem ipsum dolor sit amet consectetur. Vulputate aliquam sed nullam ultrices ipsum. Hendrerit risus egestas consequat quis varius pharetra risus. Nullam congue enim mi nec.

Quam in in ornare lorem cras ullamcorper sit nisl lorem. Amet egestas id elit bibendum.



# Logo Usage

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The logo and the icon's exclusion zone is equal to half the height of the icon (marked as x in the diagram).

## Exclusion Zone



# Logo Misuse

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It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. Its orientation, colour and composition should remain as indicated in this document — there are no exceptions.



Do not change the logo colour or tone outside of the Foreseeson brand colors



Do not distort or warp the logo in any way.



Do not change the typeface, recreate, or manipulate the wordmark and the icon.

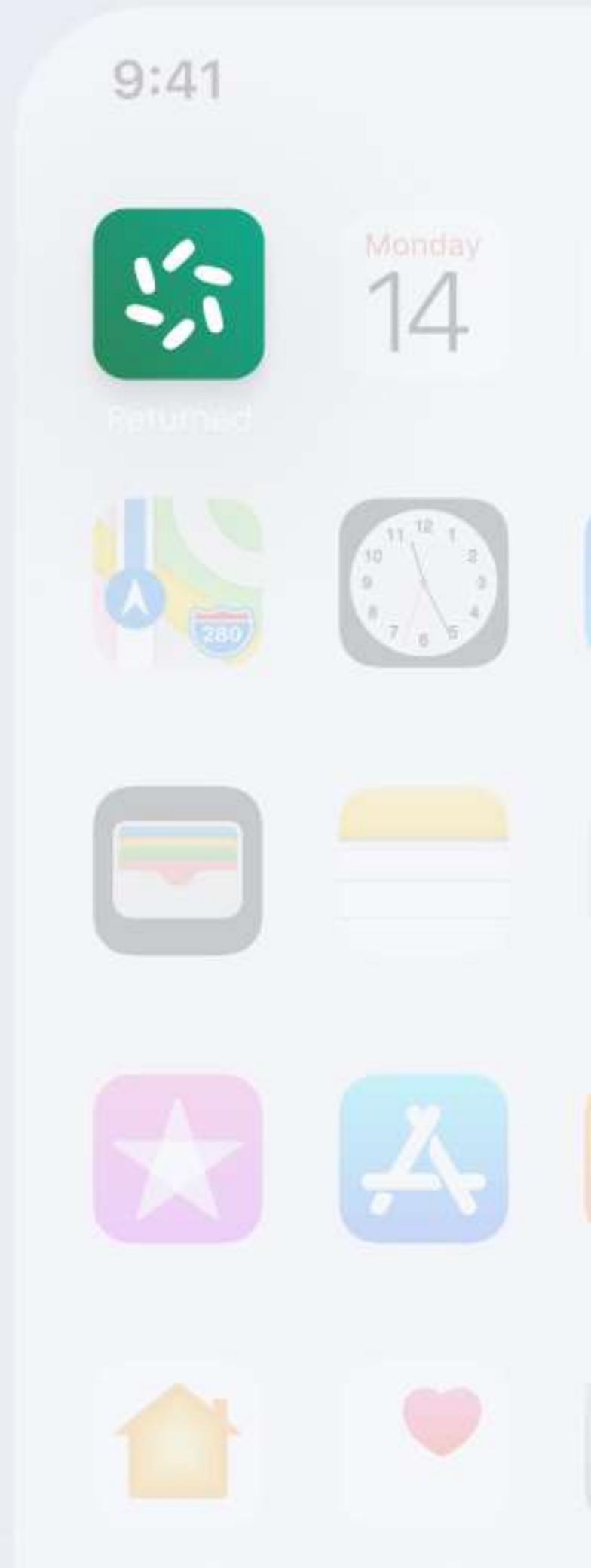
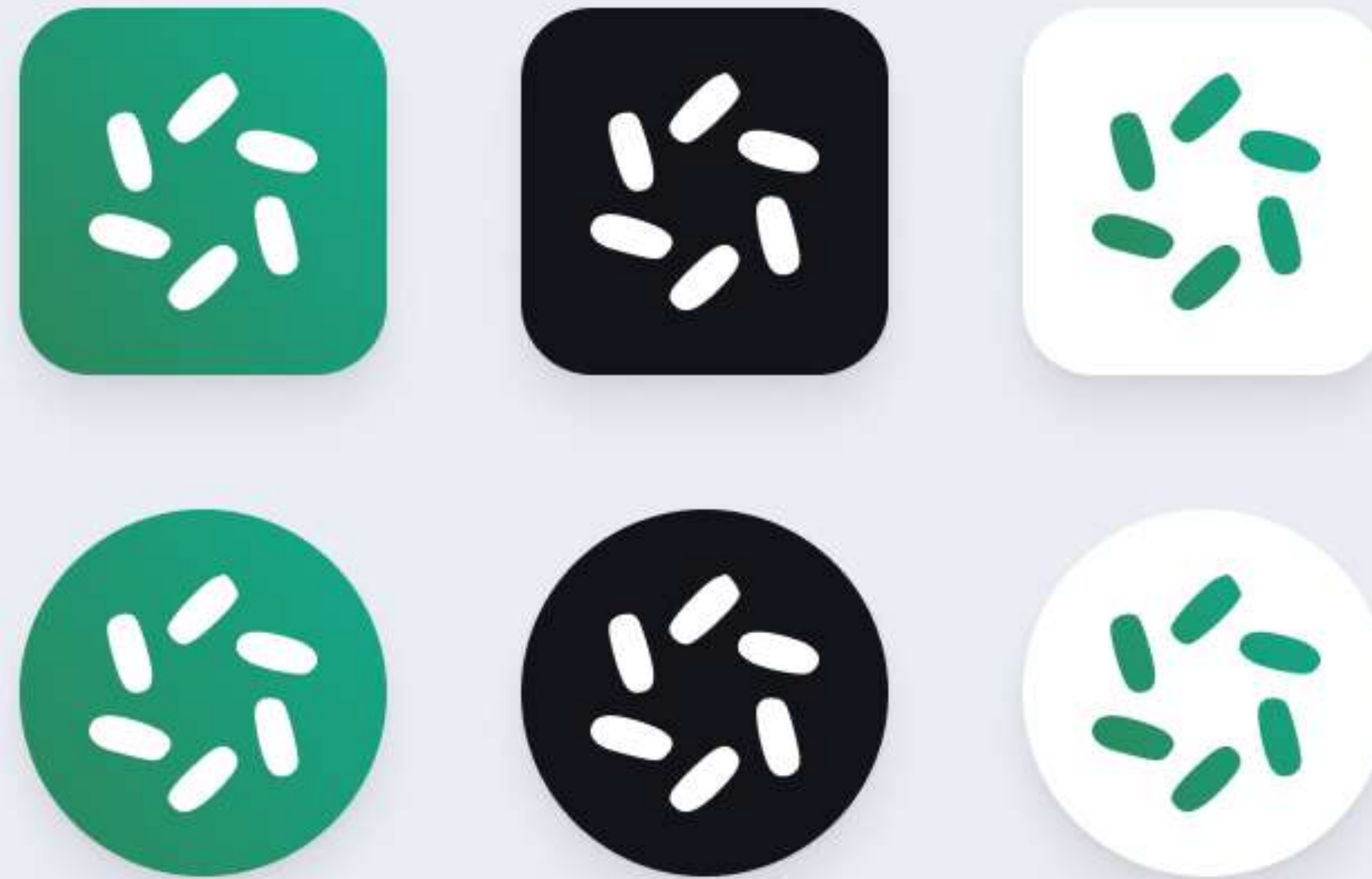


Do not rotate the logo

# App Icons

Social media and app icons should feature the logo mark. This is a very recognizable element that can be used on its own instead of the full logo.

The logo should always have padding on either side to keep a professional and clean look.



06.

Font

# IBM Plex Sans

IBM Plex® is the corporate typeface for IBM worldwide and an open-source project developed by the IBM Brand & Experience team (BX&D). Plex is an international typeface family designed to capture IBM's brand spirit and history and to illustrate the unique relationship between mankind and machine—a principal theme for IBM since the turn of the century.

The result is a neutral yet friendly Grotesque style typeface that balances design with the engineered details that make Plex distinctly IBM. The family includes a Sans, Sans Condensed, Mono, and Serif and has excellent legibility in print, web, and mobile interfaces.

Regular

Medium

SemiBold

Bold

# Thank you