

MULLEN

Brand Guideline

Electric
Simple and Basic Expression
Relation to Automotive
Linked to DNA
Ease of Use
Unique

Vision:

Lower the damaging environmental impact of fossil fuel dependence by increasing the availability of clean energy solutions through innovation and technology, thereby solidifying the hope of a sustainable future.

Mission:

Mullen is a Southern Californian company on a mission to create clean-energy Electric Vehicles (EVs) that are Efficient, Economical, and most importantly, Easy to own and operate.

Mullen Logo Concept

In 2021, Mullen went through a rebranding effort where we updated the logo and the look and feel of the brand.

The new circular design in Mullen's emblem follows current international trends. The circular motion of the logo also delivers a more efficient pattern around the M, highlighting our focus that EVs should not only be cleaner, but more efficient. The circular motion also pays homage to our automotive vertical and represents both steering (direction) and wheel (momentum) relationships.

The M has become more pronounced Mountain Peaks with one in front of the other for effect. We've removed the sharp points and tightened the angles, which delivers a less pronounced and softer touch. This is important for wider demographic appeal.

The E is now a main focal point of the overall presentation with color highlight and macron accentuation. This is to center the brand and highlight our electric focus and the efficiency of our EV offerings. The E also represents a battery in positive vertical position, displayed in a way that is both instantly and not instantly recognizable at the same time. Some will see it right away. Others will only see it after a while or multiple views. In any case, it's a smart representation, unique to us and now part of our identity.

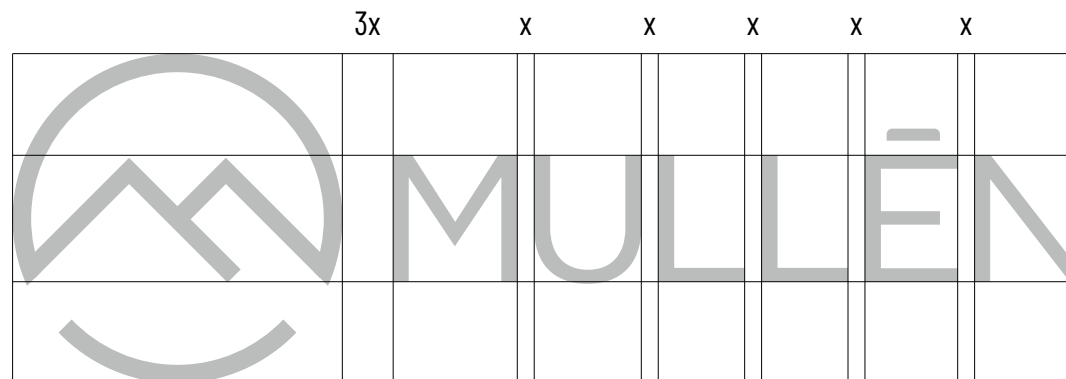




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Logo Proportions

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Emblem

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MULLÈN

Sub Logos

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Logo Size

Maximum sizing for
small use logo

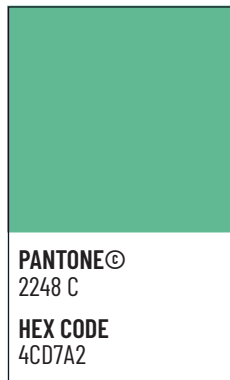


Minimum sizing for
small use logo



Colors

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Use of the Logo on Various Backgrounds

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Use of the Logo on Image

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Vertical Logo

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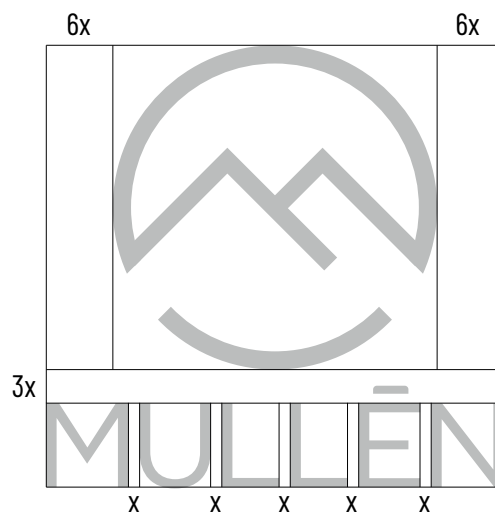


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Vertical Logo Proportions

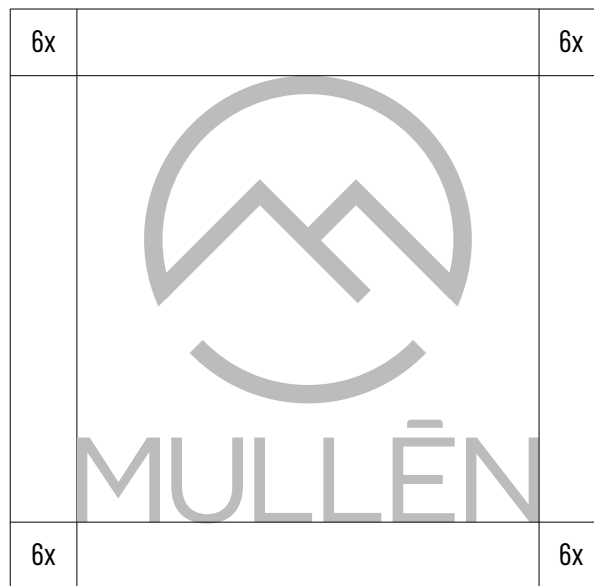
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Vertical Logo Safety Area

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Use of the Vertical Logo on Various Backgrounds

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Vertical Sub Logos

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Montserrat | Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Montserrat | Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Montserrat | Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Montserrat | Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Misuse of the Logo

MULLEN BRANDING GUIDELINE



Do not reverse the colors.



Do not skew the logo.



Do not distort the logo.



Do not reverse the order of the type and the symbol.



Do not change the size relationship between the symbol and the type.



Do not use shade under the logo.



Do not change the amount of space between the symbol and the type.



Do not put the logo in a shape.



Do not use at different angles the logo.

Mail Signature

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Name Surname

Title

Phone Number

Street

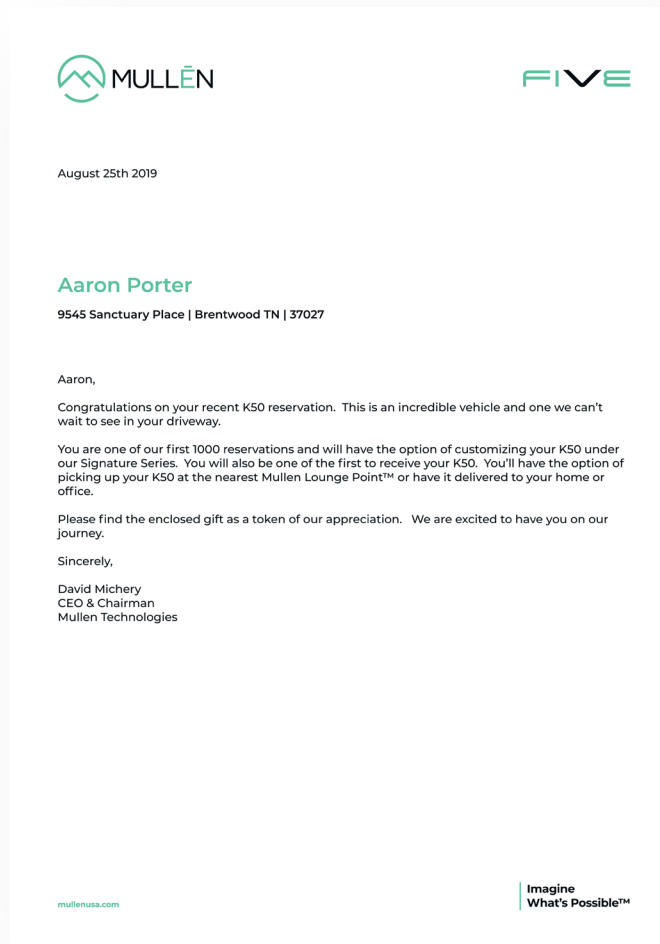
City, State, ZIP

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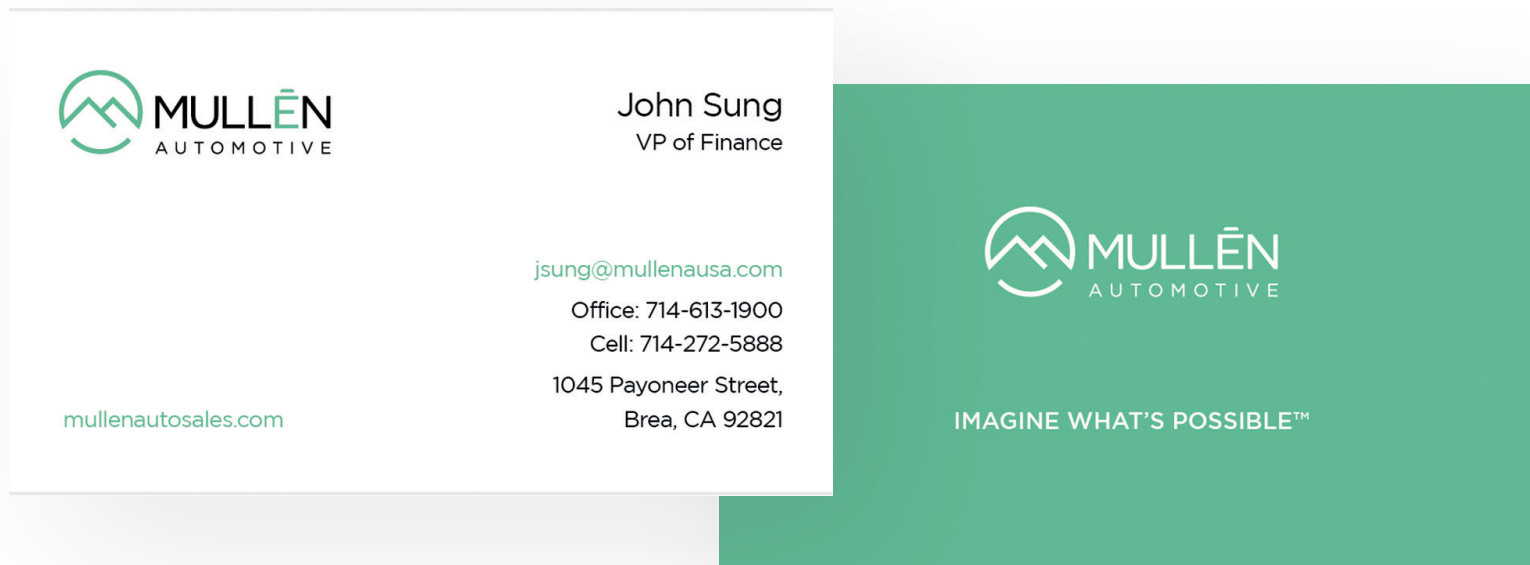
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Business Card

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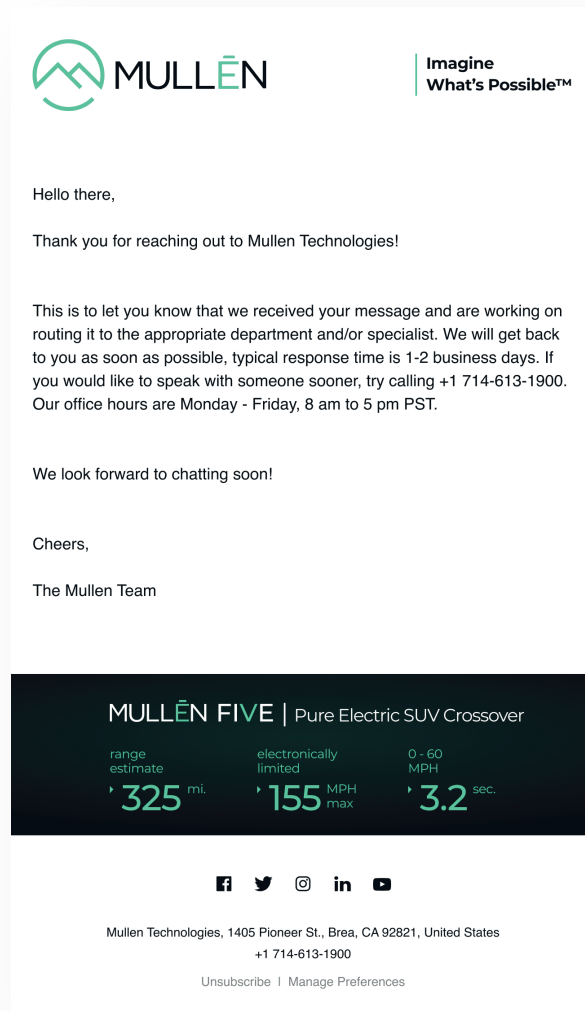


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Mail Template

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App Icons

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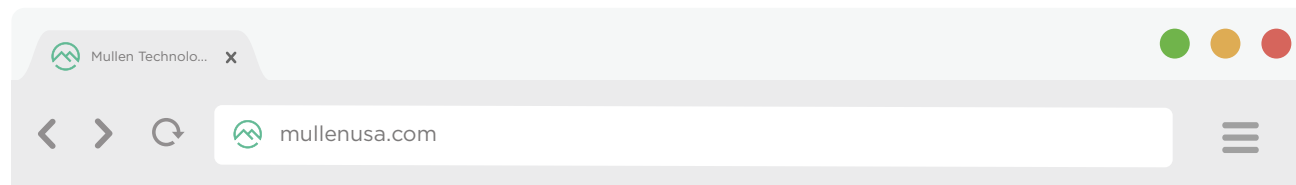


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Mullen Favicon (Web Browser)

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Mullen

Vehicle Nomenclature

Mullen Vehicle Nomenclature

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Pure **Electric** SUV Crossover

Correct: Mullen FIVE

Wrong: Mullen 5, MullenFIVE, Mullen Five, M5, Mullen-Five



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FIVE
RS | **High-Performance**
Sport Crossover EV

Correct: Mullen FIVE RS

Wrong: Mullen 5RS, Mullen Five Rs, MullenFIVERS,
M5RS, Mullen-FIVERS



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Mullen Vehicle Nomenclature

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Pure **Electric** Sports Car

Correct: Mullen GT

Wrong: MullenGT, Mullen-GT



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Mullen Vehicle Nomenclature

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Pure, Performance **Electric** Supercar

Correct: Mullen GTRS

Wrong: MullenGTRS, Mullen GTRS, Mullen-GTRS



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Mullen Vehicle Nomenclature

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Class 1 Urban Delivery Cargo Van

Correct: Mullen ONE

Wrong: Mullen One, MullenONE, Mullen 1, M1,
Mullen-ONE



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Mullen Vehicle Nomenclature

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Class 3 Urban Utility Low Cab Forward

Correct: Mullen THREE

Wrong: Mullen Three, MullenTHREE, Mullen 3,
M3, Mullen-Three



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Mullen Vehicle Nomenclature

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Campus Delivery Utility Vehicle

Correct: Mullen CAMPUS

Wrong: Mullen Campus, MullenCAMPUS,
Mullen-Campus



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Mullen Vehicle Nomenclature

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Urban Commercial Delivery EV

Correct: Mullen-GO

Wrong: Mullen GO, Mullen Go, M-GO



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FIVE

Brand Guideline

FIVE Logo Concept

FIVE BRANDING GUIDELINE

Keeping in mind that simplicity is key, we decided to name our EV after something that is elementary but also capable of evoking a number of concepts and emotions that tie back to our brand, values, and the vehicle itself. The name is synonymous with team participation, celebration, and winning (High Five!). The number “5” is also singular, represents balance and is tied to one of the very first numbers we learn.

Why FIVE?

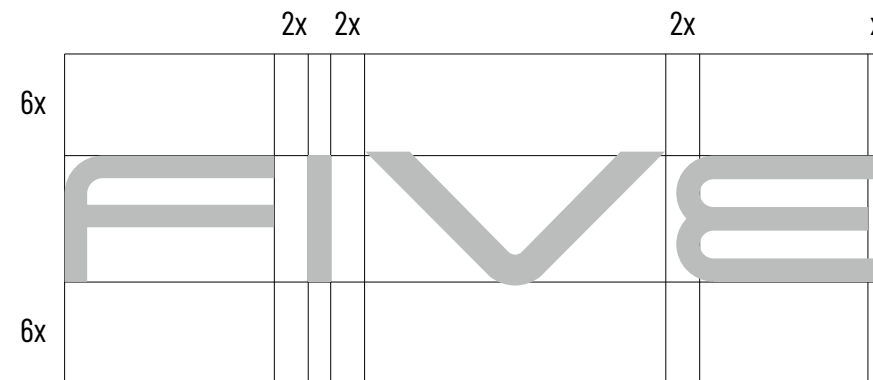
- It's one syllable, easy to pronounce, identify and recall while also being interesting and unique
- Five also represents the number of vehicle passengers (5)
- Mullen's FIVE will have the “V” pronounced, drawing attention and understanding — V is the Roman numeral for 5
- Stylistically, the FIVE will be depicted similar to the Mullen logo with one letter, the “V”, highlighted with a different color. The “Mullen” and “FIVE” come together to cleverly form “EV”
- It's worth noting that Mullen's value proposition is based on the three Es – Efficiency, Economical and Easy. The “E” in Mullen is called out for this reason and the “E” is also meant to represent a battery in a vertical position



FIVE

FIVE Logo Proportions

FIVE BRANDING GUIDELINE

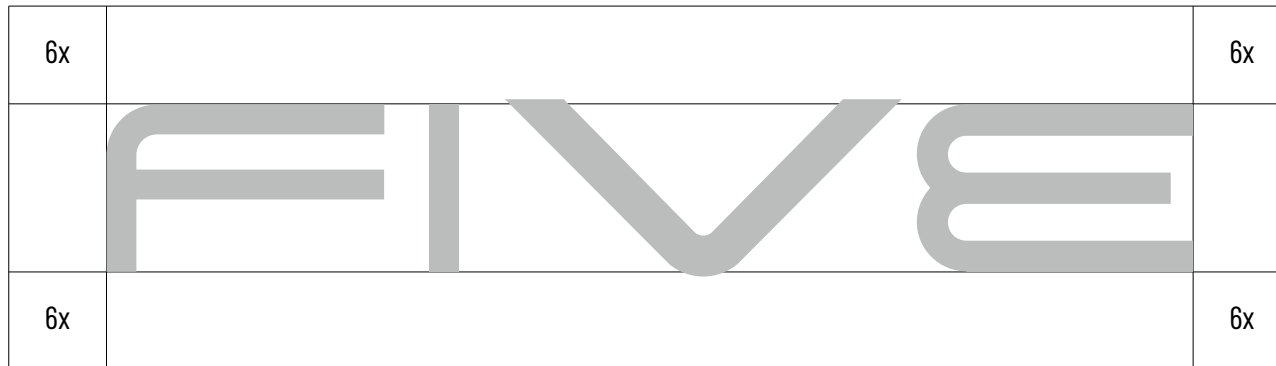


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FIVE Safety Area

FIVE BRANDING GUIDELINE



FIVE Emblem

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The image shows the word "FIVE" in a stylized, bold, sans-serif font. The letters "F", "I", and "E" are white, while the letter "V" is a vibrant green. The logo is centered on a solid black rectangular background.

Use of Logo on Image Background

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Use of Logo on Image Background

FIVE BRANDING GUIDELINE



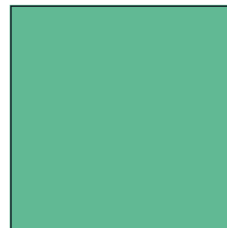
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Colors

FIVE BRANDING GUIDELINE

FIVE



PANTONE®
2248 C
HEX CODE
4CD7A2



PANTONE®
Black 6 C
HEX CODE
15181B

Betique Regular

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z



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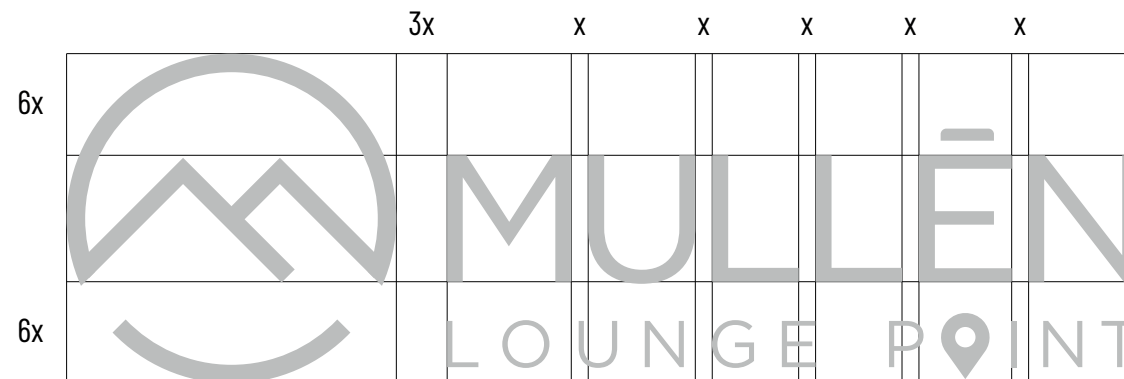


LOUNGE POINT

Brand Guideline



Logo Proportions





Emblem



LOUNGE P  INT



THANK
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