

eFOLDi Brand Guidelines

1. Brand Overview

eFOLDi, a brand under SunTech UK Ltd, is a multi-award-winning mobility company dedicated to creating innovative, lightweight, and portable personal electric vehicles. Our products, include the eFOLDi Compass, Lite, Explorer, and Navigator, are designed to empower individuals with mobility challenges, offering freedom and independence.

2. Logo Usage

Primary Logo: The eFOLDi logo should be used in its original form without alterations.

Clear Space: Maintain a clear space around the logo equal to the height of the letter 'e' in eFOLDi.

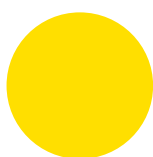
Minimum Size: Ensure the logo remains legible; do not reduce its width below 1 inch (25.4 mm) for print or 72 pixels for digital use.

Backgrounds: Use the logo on solid, contrasting backgrounds to maintain visibility.

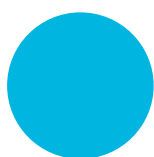
3. Colour Palette

Primary Colours: These selected colours represent the overall eFOLDi brand, with blue and yellow being the main brand colourways, supported with complimentary shades and tints, as well as charcoal, grey and white.

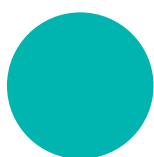
Products each have a colour palette to aid identification and differentiation. Each product has a main colour with two supporting shades.



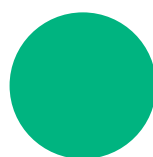
C0 M9 Y100 K0



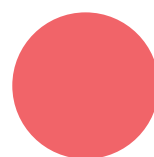
C86 M0 Y9 K0



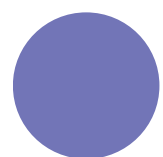
C81 M0 Y39 K0



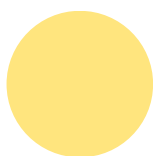
C78 M0 Y68 K0



C0 M76 Y54 K0



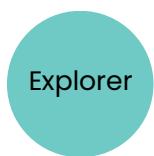
C61 M56 Y0 K0



C0 M8 Y61 K0



C52 M0 Y1 K0



C54 M0 Y27 K0



C48 M0 Y45 K0



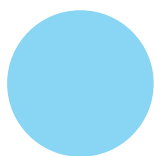
C0 M59 Y50 K0



C43 M42 Y0 K0



C0 M3 Y48 K0



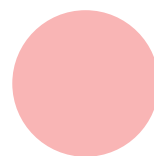
C42 M0 Y1 K0



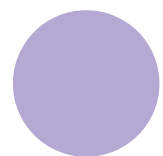
C35 M0 Y18 K0



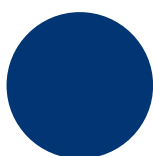
C32 M0 Y30 K0



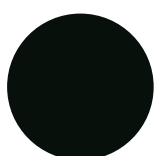
C0 M35 Y18 K0



C29 M32 Y K0



C100 M80 Y6 K32



C67 M44 Y67 K95



C8 M4 K1 K0



C7 M3 Y5 K8

4. Typography

Primary Typeface: The modern, Poppins Semi-Bold font is used for headings and body text, ensuring readability and a contemporary look.

5. Imagery

Style: Use authentic, real-life scenarios that show people actively using eFOLDi products in daily life — whether at home, outdoors, travelling, or socialising. Imagery should feel natural, relatable, and human.

Tone: Visuals should be bright, positive, and empowering, capturing the freedom and confidence that eFOLDi products bring. The overall look should reflect warmth, independence, and ease.

Representation: Ensure diversity in age, ethnicity, gender, and ability. While the core audience leans towards 65+, include a balance of younger users — particularly for the eFOLDi Navigator — to reflect real-world usage and promote inclusivity.

6. Tone of Voice

Approach: Communications should be friendly, supportive, and informative.

Messaging: Focus on the benefits of mobility, freedom, and the innovative nature of eFOLDi products.

7. Product Descriptions

eFOLDi Compass: A bi-folding, lightweight scooter, weighing just 11kg (excluding battery), designed to boost confidence in everyday use.

eFOLDi Lite: An ultra-lightweight mobility scooter, weighing just 15kg (excluding battery), designed for easy transport and storage.

eFOLDi Explorer: A compact scooter with a top speed of 8 mph and a range of up to 14 miles, suitable for road use.

eFOLDi Power Chair: A lightweight folding electric wheelchair, weighing 15kg (excluding batteries), offering comfort and convenience for daily travel.

8. Legal Considerations

Trademark: The eFOLDi name and logo are registered trademarks of SunTech UK Ltd. Unauthorized use is prohibited.

Usage: Always use the trademark symbol (™ or ®) as appropriate when referencing the brand.