



Brand Guidelines

VERSION 1 FEBRUARY 2023

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Introduction

These guidelines provide all the information you need to bring the Forge Nano brand to life and to apply it correctly and consistently across all touchpoints.

Following the principles outlined in this document will ensure that we all contribute to building a strong world-class brand.

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01 Our brand



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Our value proposition

Forge Nano is a world-leading materials science company. Harnessing the power of Atomic Armor, our proprietary nanocoating technology, we accelerate manufacturing innovation and transform product performance to achieve a more sustainable future.

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Our tagline

Build Better Products

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Our vision and mission

Vision

Build better materials
to build a better world.

Mission

Create and commercialize fundamental
materials science to accelerate
manufacturing innovation, transform
product performance and achieve a
more sustainable future.

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Our values

Passion

We bring our best selves to every challenge, every day to deliver optimal results

Hard Work

We are dedicated and we persevere, putting in the effort required to get the job done

Ingenuity

We apply imagination and logic to develop creative solutions to new problems

Integrity

We are committed to doing what is right for our people, customers, communities and society

Innovation

We turn expertise and insight into new technology that transforms products and industries

Excellence

We do not settle for anything less than outstanding quality and superior results for our customers and ourselves

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Our narrative

The future is electric.

We are in the midst of a once-in-a-generation transformation. From fossil fuels to decarbonized, clean and sustainable energy. From internal combustion engines to electrified mobility.

To power this transformation, we need better batteries. Batteries that look and act like today's lithium-ion batteries but are built better. Batteries that deliver the functionality and value that automakers and consumers demand and deserve.

Forge Nano is making this transformation happen, today.

Our Atomic Armor technology enables atomic level engineering and nanoscale surface enhancement to build better batteries.

Batteries that deliver greater power and performance. Batteries that charge faster and last longer. Batteries that are safer and more reliable. Batteries that are more efficient – and less costly.

The future is electric. And with Atomic Armor, the future is now.

Atomic Armor
Build better batteries

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Storytelling pillars

SCIENCE

Better materials science

Go big or go home. It's a mantra that we've all heard.

But in manufacturing, the trajectory of innovation is about going small. Every time you need to improve performance, you go smaller, because the smaller you get the more control you have.

That's what we've achieved with Atomic Armor – atomic level engineering and nanoscale surface enhancement – to improve the functional performance of any virtually any material.

At Forge Nano, we go big by going small.

SCALE

Better manufacturing solutions

The true test of a technology is the ability to evolve from science to scale.

The seeds of Atomic Armor were planted at the University of Colorado Atomic Layer Deposition Lab. Over the past 10 years, we have built this innovative technology to a commercially-viable manufacturing scale.

From semiconductor wafers to ultra-high surface area powders and industrial objects and substrates, our equipment applies Atomic Armor onto nearly any surface and form factor.

IMPACT

Better products

With Atomic Armor, you can create the next generation of products

Batteries that charge faster and last longer. Rocket fuel that is more stable. Medicines with improved efficacy and longer shelf life. Fabrics that resist bacteria and odors. Even golf balls that could fly higher and farther.

Atomic Armor is the catalyst to unlock the potential of your products.

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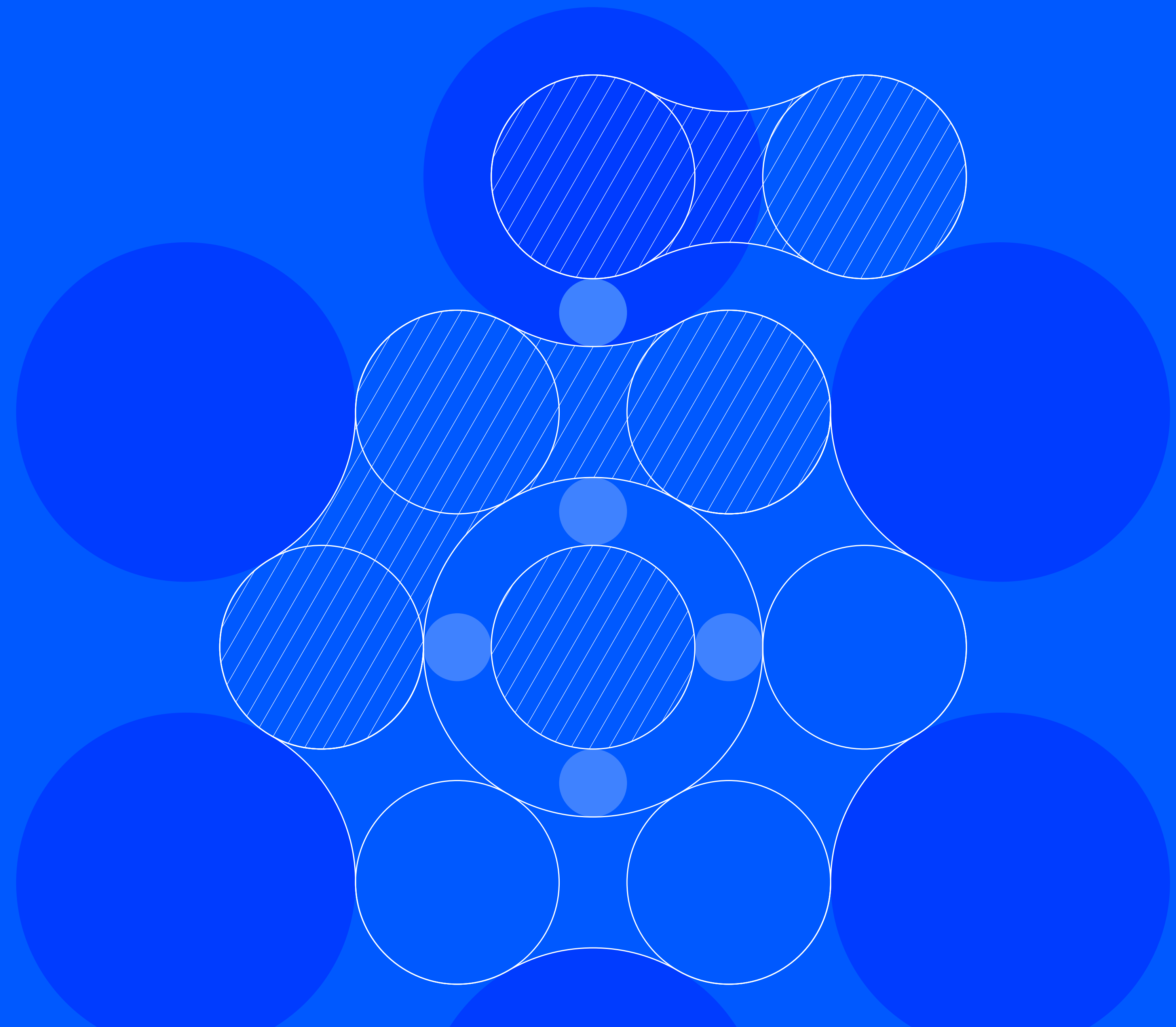
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Forge Nano logo

The Forge Nano logo is a core element of our brand identity. Clean, contemporary and declarative, it is designed to reflect the scientific innovation of our technology.

Our logo is made up of two elements, the symbol and the wordmark. These elements should primarily be used together as shown here.



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Logo variations

Logo variations have been created to ensure the legibility of our logo across different applications.



Forge Nano full color logo

The Forge Nano full color logo is our primary logo, and should be used when placed on white or light backgrounds.

Forge Nano inversed logo

The inversed logo should be used on colored backgrounds or darker imagery.



Forge Nano monotone logos

The monotone logo is produced in both black and white. It should only be in special production cases, such as embossing, engraving, or when only one ink color is available.



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Using the Forge Nano logo

To ensure the integrity of our brand, please observe the following guidelines when using our logo.



Clearspace

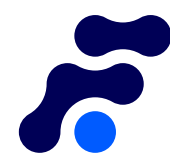
To ensure the Forge Nano logo can stand out clearly, it should have as much space around it as possible. The minimum clearspace is defined by the x-height as shown. No other visual elements are permitted to sit within this space.



136 PIXELS – DIGITAL
3/4 INCH – PRINT

Minimum size

The logo should be at least 136 pixels wide in digital communications and .75 inch wide when printed.



Forge Nano symbol

The Forge Nano symbol should only be used when the minimum size cannot be observed.

Incorrect use of Forge Nano logo

The logo should only be reproduced from the original artwork files. Shown here are some examples of things that should not be done with our logo.



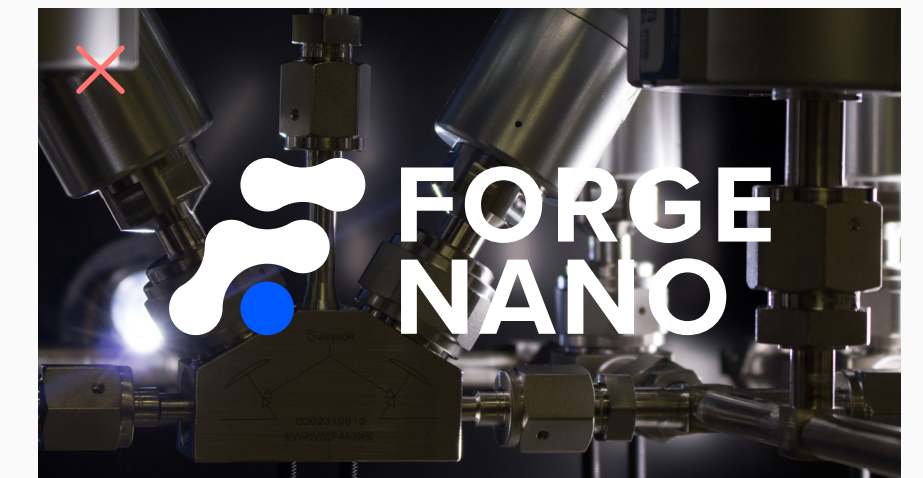
Don't re-color logo elements.



Don't change the logo's proportions.



Don't add drop shadows or other effects.



Don't place the logo on a background that reduces its legibility.



Don't crop or remove any part of the logo.



Don't change the logo's typeface.

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Forge Nano logo placement

The primary position for the placement of the Forge Nano logo is top left of our communication materials. If this position is unavailable, the logo can be placed in any of the other three corners.



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Atomic Armor logo

The Atomic Armor logo has been created to showcase and define our unique Forge Nano offering. It is used to brand our Atomic Armor technology and products.

It is designed to represent both Forge Nano and Atomic Armor, and therefore can stand alone when placed on Atomic Armor products.



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Atomic Armor logo variations

Logo variations have been created to ensure the legibility of our logo across different applications.



Atomic Armor full color logo

The full color Atomic Armor logo should be used on white or light backgrounds.



Powered by Atomic Armor

The Powered by Atomic Armor logo has been created to help build and establish Atomic Armor's presence within our industry.

It should be used on a case-by-case basis. Please contact MTalarico@forgenano.com if you require this variation.

Atomic Armor inverted – metallic text

The inverted metallic text logo should be used when placed on our deep blue or dark background.



Atomic Armor inverted – white text

The inverted logo should be used when placed on darker imagery.



Atomic Armor monotone logos

The monotone logo is produced in both black and white. It should only be in special production cases, such as embossing, engraving, or when only one ink color is available.



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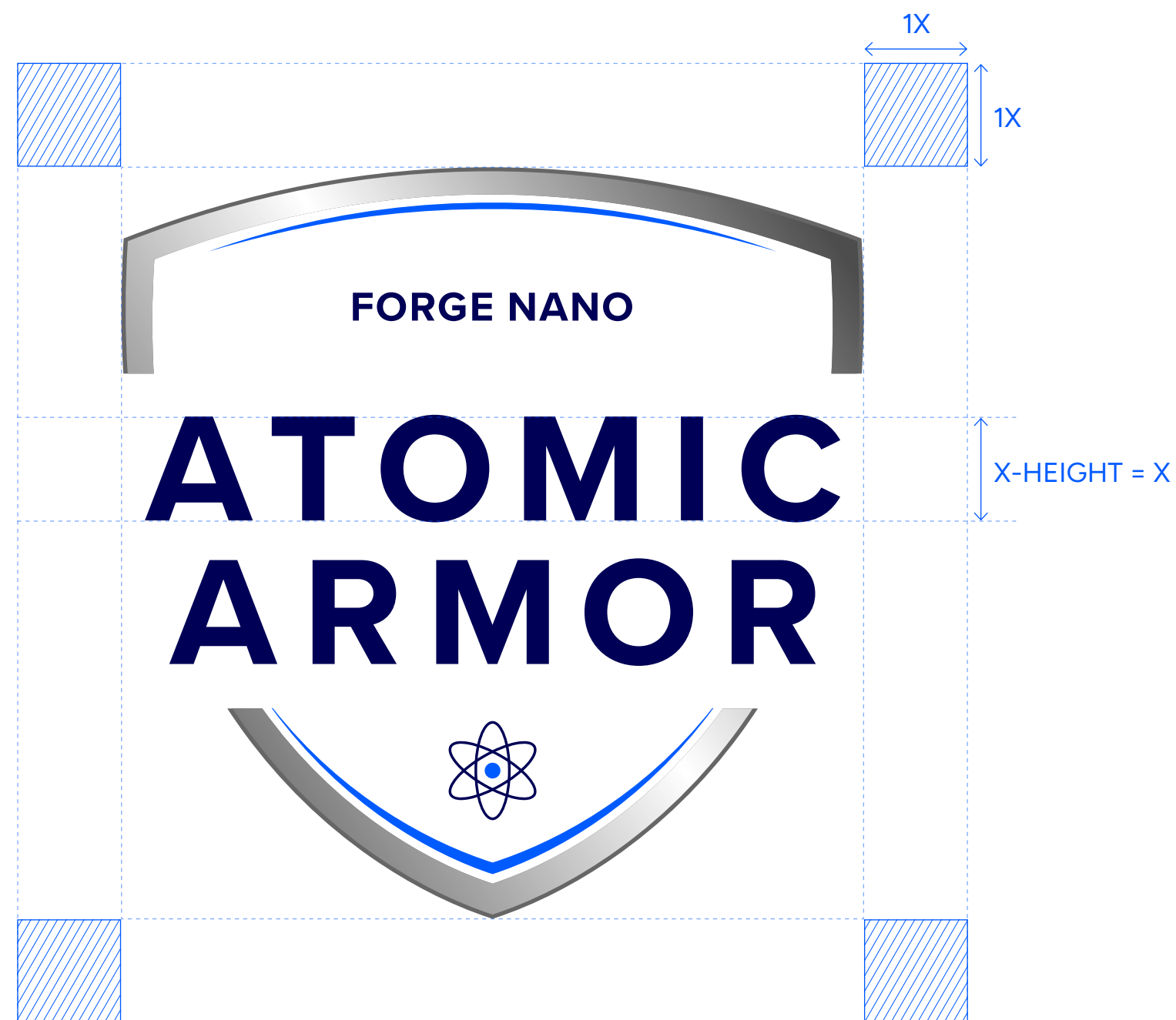
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Using the Atomic Armor logo

Please observe the following guidelines when using the Atomic Armor logo.



Clearspace

To ensure the Atomic Armor logo can stand out clearly, it should have as much space around it as possible. The minimum clearspace is defined by the x-height as shown. No other visual elements are permitted to sit within this space.



136 PIXELS – DIGITAL
3/4 INCH – PRINT

Minimum size

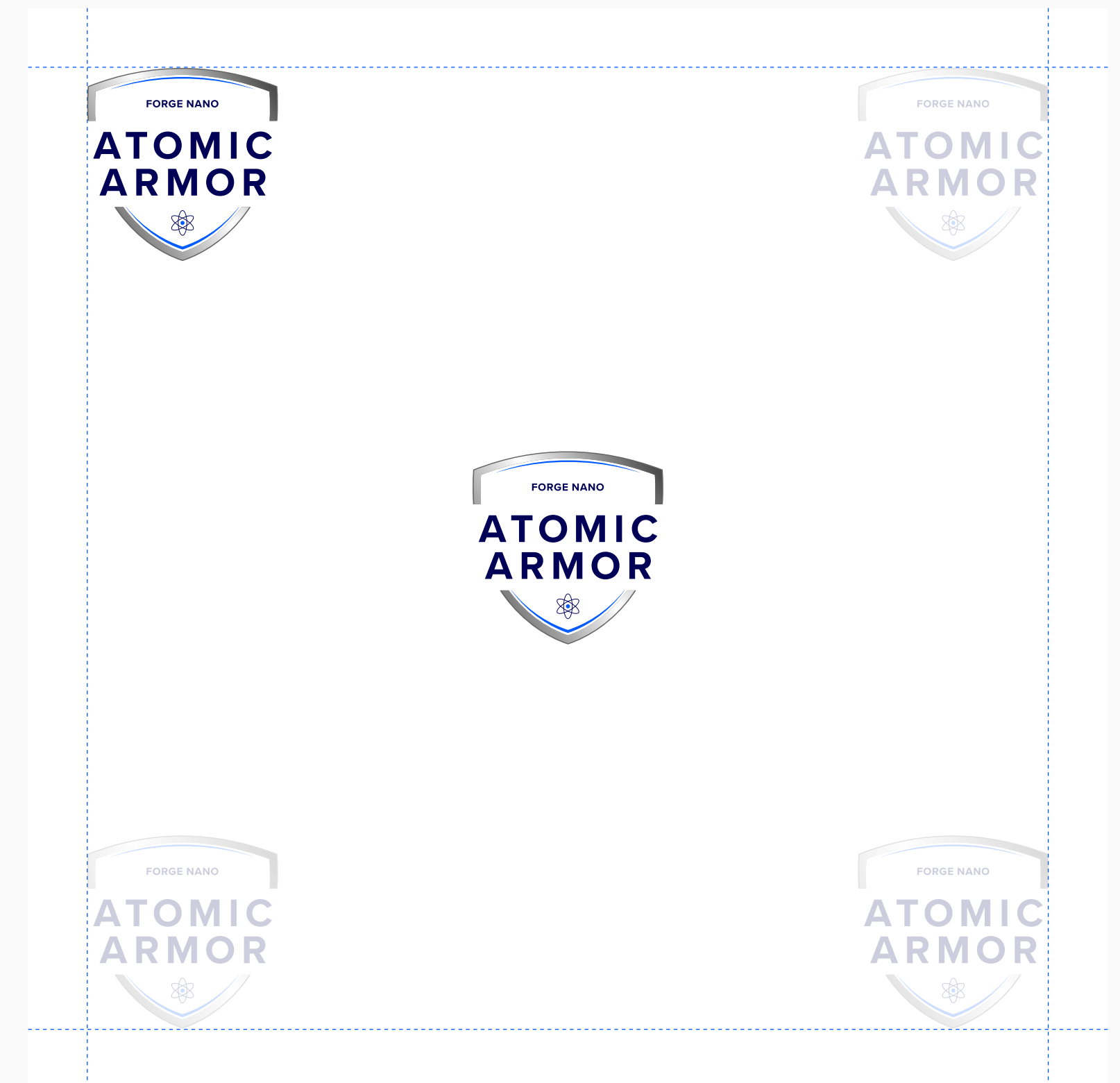
For general use, the Atomic Armor logo should be at least 136 pixels wide in digital communications and .75 inch wide when printed.

In special circumstances, the Atomic Armor logo can be produced at a smaller size, such as pharmaceutical packaging.

Atomic Armor logo placement

For communication materials, the primary position for the placement of the Atomic Armor logo is top left. If this position is unavailable, the logo can be placed in any of the other three corners.

For products, the Atomic Armor logo should be as prominent as possible given printing area, ideally centered and with adequate clearspace.



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When to use each logo



The Forge Nano logo is our overarching company logo.

We use it to brand all of our corporate communications, both internally and externally.



The Atomic Armor logo is used to brand products using our ALD technology.

It is designed to represent both Forge Nano and Atomic Armor, and therefore can stand alone when placed on Atomic Armor products.

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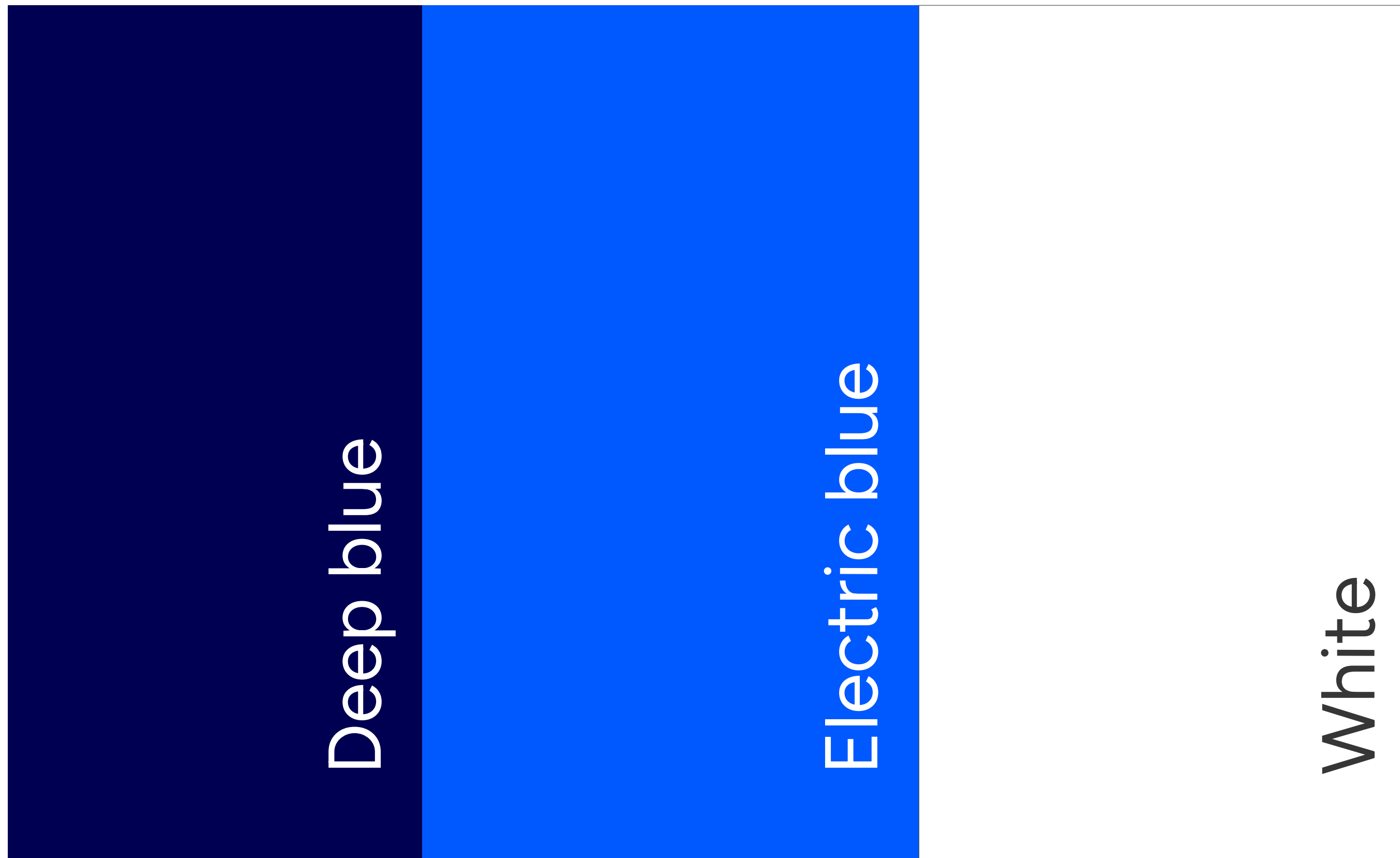
Color palette

Color plays an integral role in the Forge Nano brand. Our palette is fresh and vibrant, and reflects the future-forward nature our of technology.

When applying color, follow the hierachy below to ensure the correct balance of our palette.

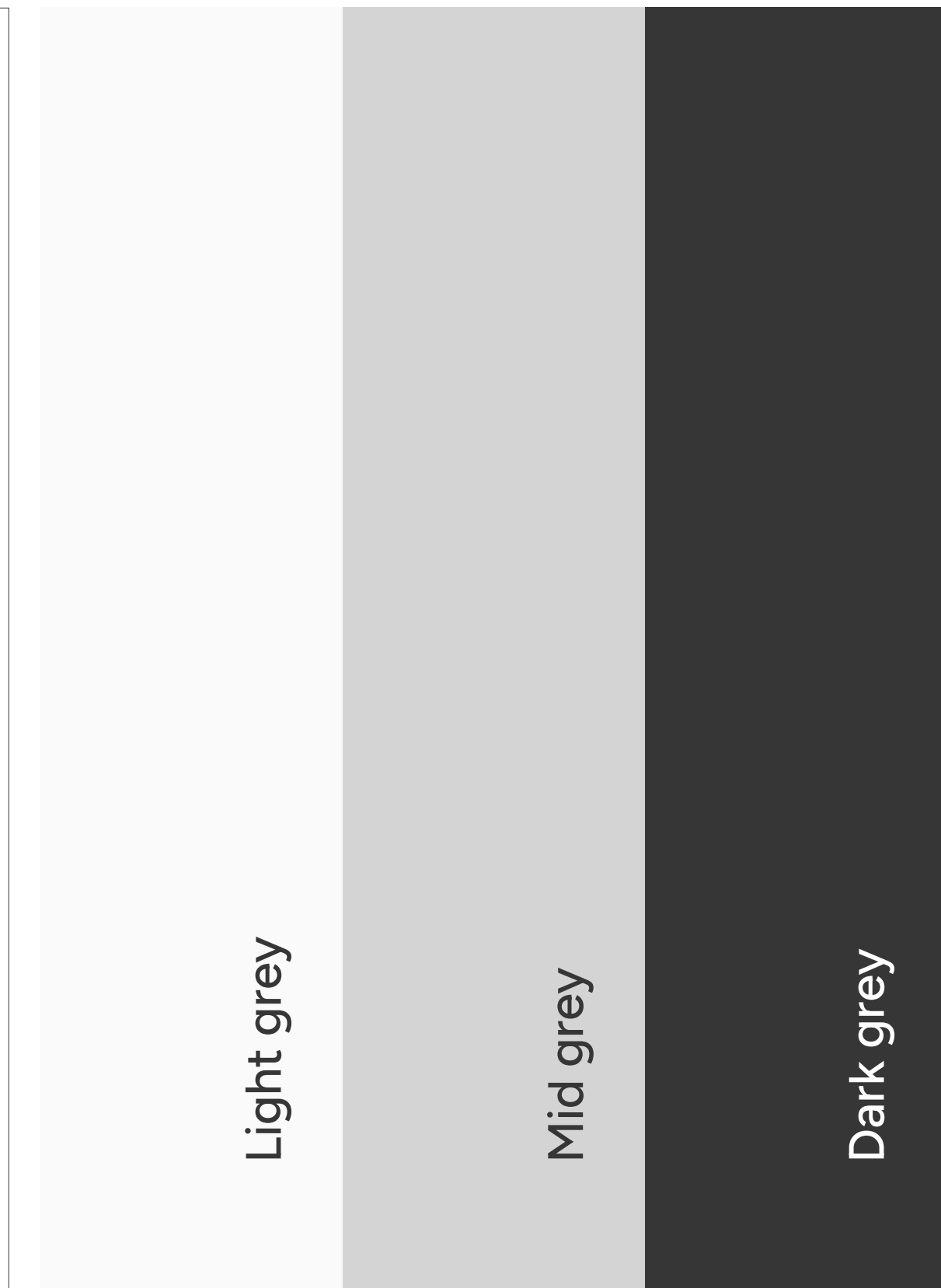
Primary palette

Our primary palette consists of Deep blue and Electric blue, along with ample white space.



Neutral palette

Utilize light and mid greys for backgrounds, and dark grey for body copy text.



Accent palette

Use sparingly for contrast.



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Color values

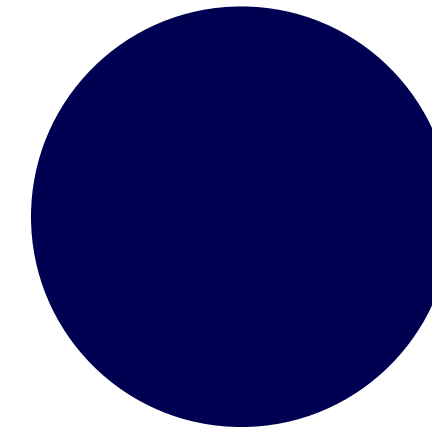
Colors following color values are specified for both print and screen-based applications.

Tints of our colors are only permitted when creating charts and diagrams, in order to create clear differentiation between data.

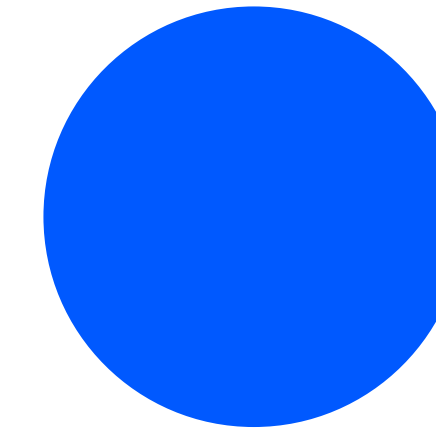
Color reproduction

When reproducing color across multiple platforms and processes, always pay due attention to the consistency of color. Printers can provide a variety of different proofs to check color. Always factor in time before the print deadline to arrange printers proofs.

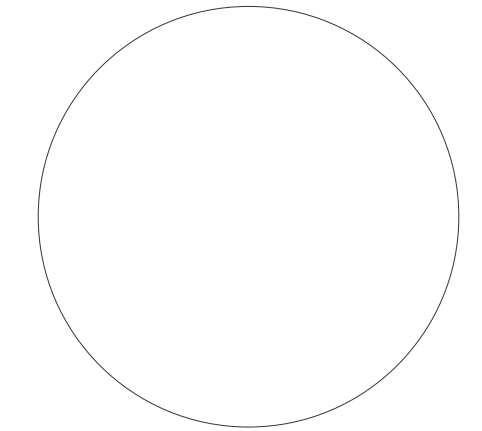
Primary palette



DEEP BLUE
PANTONE® 2748 C
CMYK 100 / 100 / 0 / 50
RGB 0 / 0 / 82
HEX #000052

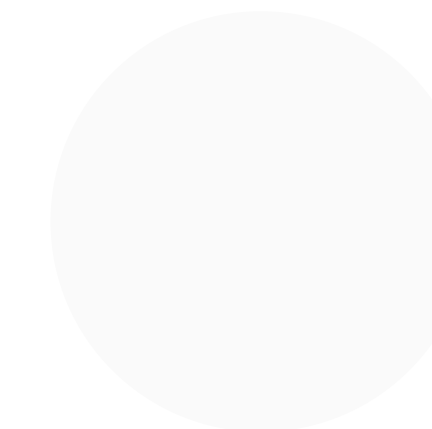


ELECTRIC BLUE
PANTONE® 3005 C
CMYK 100 / 40 / 0 / 0
RGB 0 / 89 / 255
HEX #0059FF

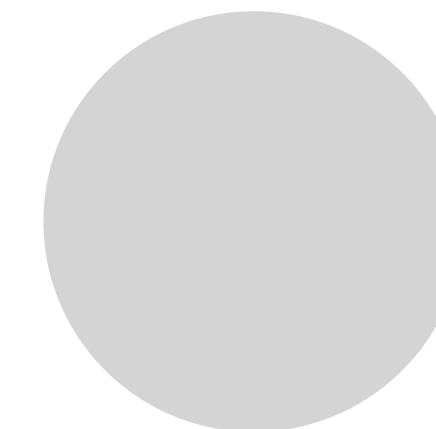


WHITE
CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255
HEX #FFFFFF

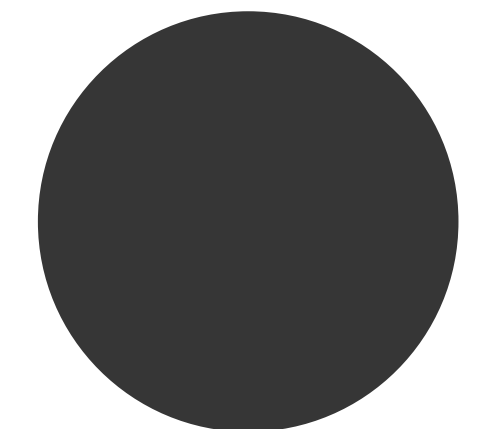
Neutral palette



LIGHT GREY
PANTONE® 427 C
CMYK 3 / 3 / 3 / 0
RGB 250 / 250 / 250
HEX #FAFAFA

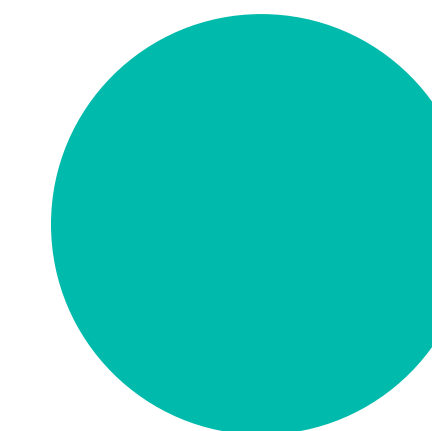


MID GREY
PANTONE® COOL GRAY 4 C
CMYK 20 / 14 / 15 / 0
RGB 212 / 212 / 212
HEX #D4D4D4

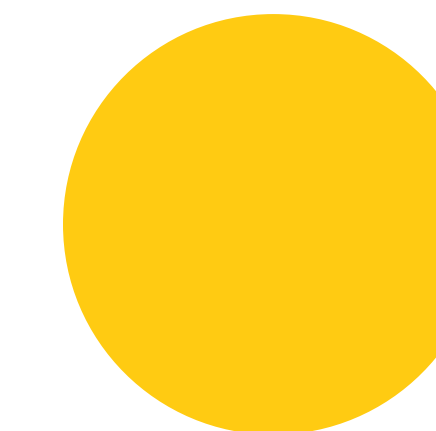


DARK GREY
PANTONE® 447 C
CMYK 68 / 59 / 55 / 64
RGB 54 / 54 / 54
HEX #363636

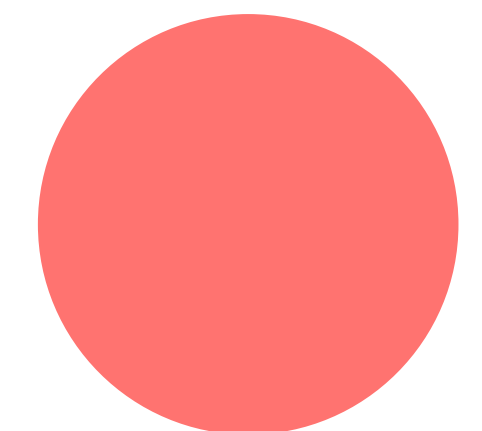
Accent palette



GREEN
PANTONE® 2398 C
CMYK 73 / 0 / 42 / 0
RGB 0 / 187 / 172
HEX #00BBAC



YELLOW
PANTONE® 116 C
CMYK 0 / 22 / 91 / 0
RGB 255 / 203 / 18
HEX #FFCB12



CORAL
PANTONE® 2344 C
CMYK 0 / 67 / 45 / 0
RGB 255 / 115 / 112
HEX #FF7370

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Typography

Core font

The core Forge Nano font is Figtree – a contemporary, clean typeface with accessibility in mind. Open source, it is available to all with no licensing restrictions.

We use just four of the weights of the Figtree font family: Semibold, Medium, Regular and Light.

Core font applications

Our core Figtree font should be used for design applications including web, digital and social assets, infographics and promotional materials.

Figtree Semibold

Figtree Medium

Figtree Regular

Figtree Light

[Download Figtree font family here](#)

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Typography

System font

The system Forge Nano font is Arial – a standard, sans serif typeface available on most computers.

We use just two weights of the Arial font family: Bold and Regular.

Alternative font applications

Our system font, Arial, should only be used when our core font is unavailable, such as Microsoft Office applications, including PowerPoint, Word documents, and Outlook, and emails.

sets, infographics and promotional materials.

Arial Bold

Arial Regular

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Typographic hierachy

To the right you'll see a proper hierarchy of typographic elements for the Forge Nano identity.

Use this for general guidance only, as the exact size relationships are at the discretion of the designer.

These styles may be broken apart or scaled to create different emphasis on a case-by-case basis.

Using our typeface

- Do not use any weights or styles of Figtree outside of Semibold, Medium, Regular or Light.
- For the majority of communciations, our text is left aligned for optimal legibility.
- Turn hyphenations off when typesetting.
- Keep typography simple. Do not overcrowd layouts and do not use too many type sizes.

Eyebrow style
Figtree Medium

Headline 1 style
Figtree Regular

Headline 2 style
Figtree Regular

Headline 3 style
Figtree Semibold

Body copy style
Figtree Light

Call to action style
Figtree Semibold

PRODUCTS

With Atomic Armor,
Forge Nano is building
better products.

Build Better Batteries

The Future is Electric

We are in the midst of a once-in-a-generation transformation. From fossil fuels to decarbonized, clean and sustainable energy. From internal combustion engines to electrified mobility.

To power this transformation, we need better batteries. Batteries that look and act like today's lithium-ion batteries but are built better.

Batteries that deliver the functionality and value that automakers and consumers demand and deserve.

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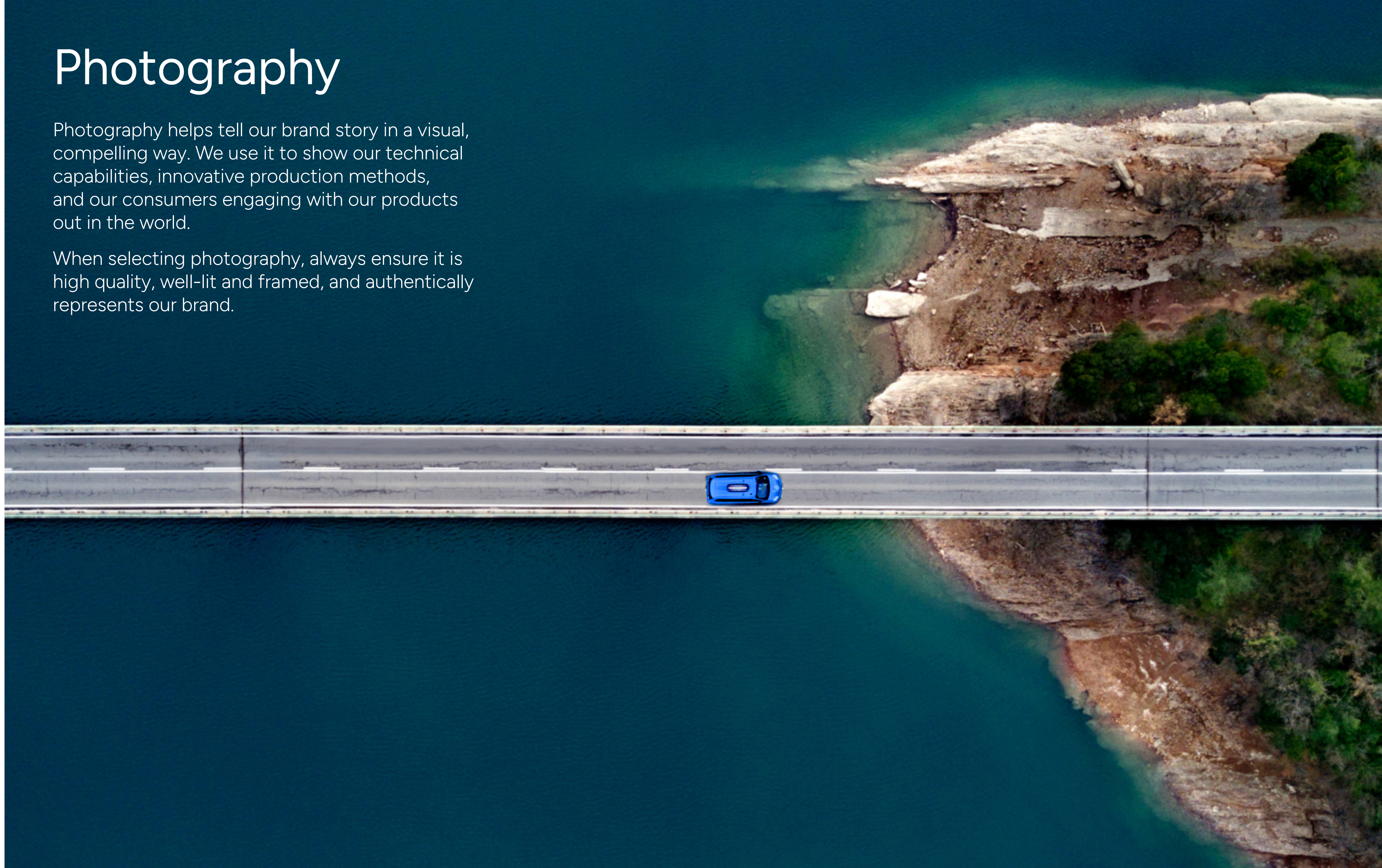
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Photography

Photography helps tell our brand story in a visual, compelling way. We use it to show our technical capabilities, innovative production methods, and our consumers engaging with our products out in the world.

When selecting photography, always ensure it is high quality, well-lit and framed, and authentically represents our brand.



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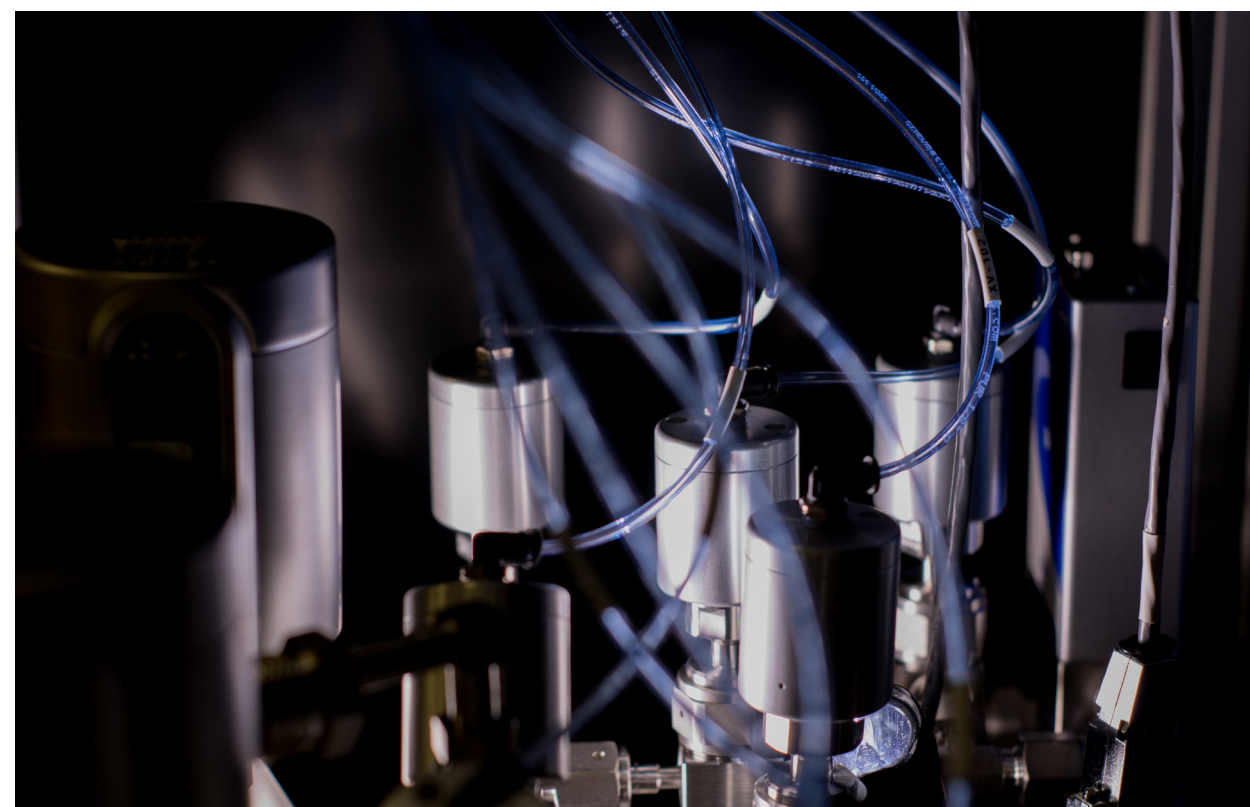
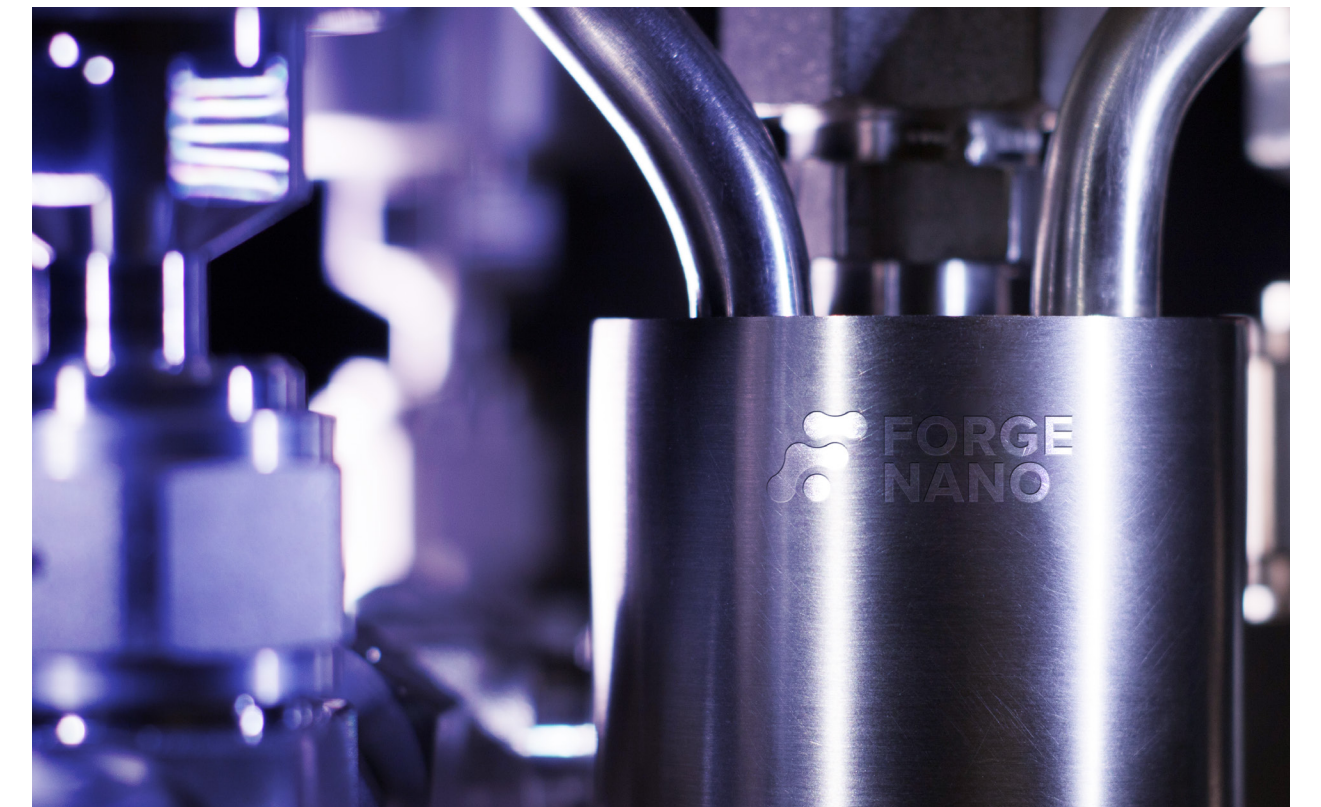
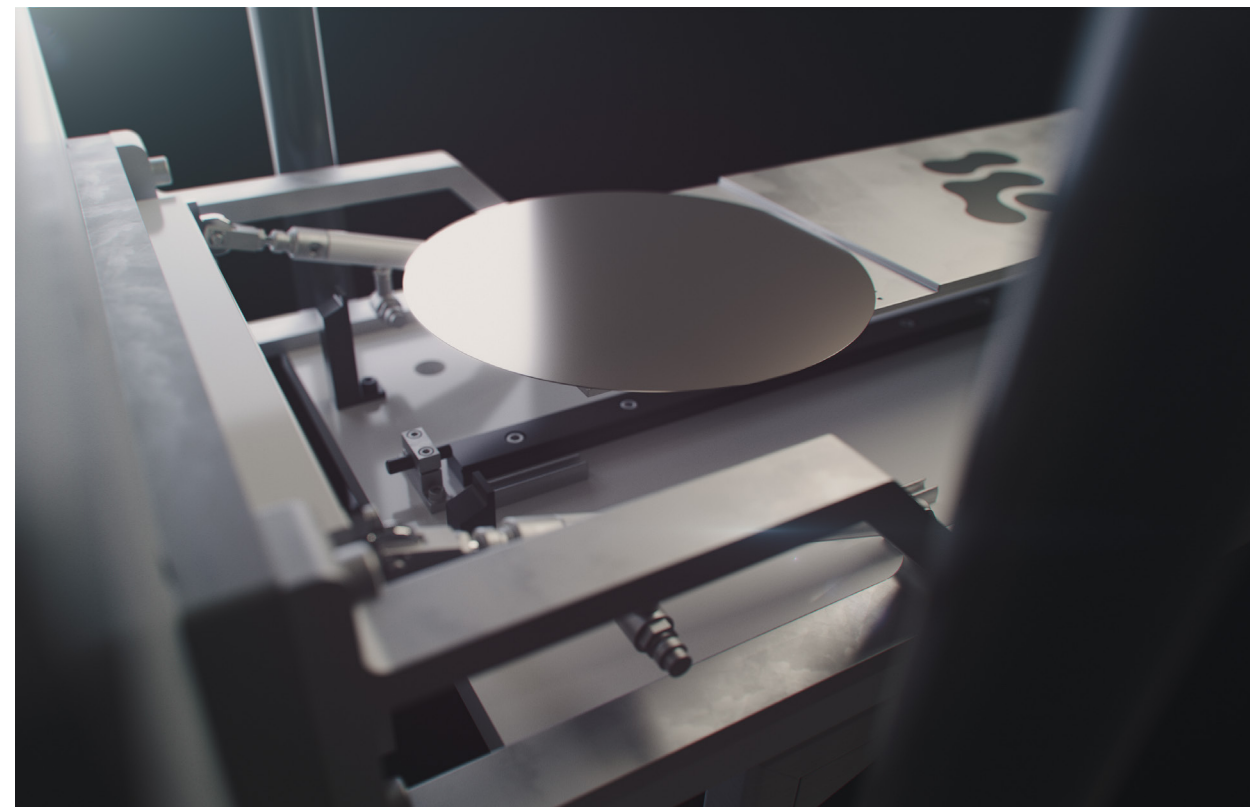
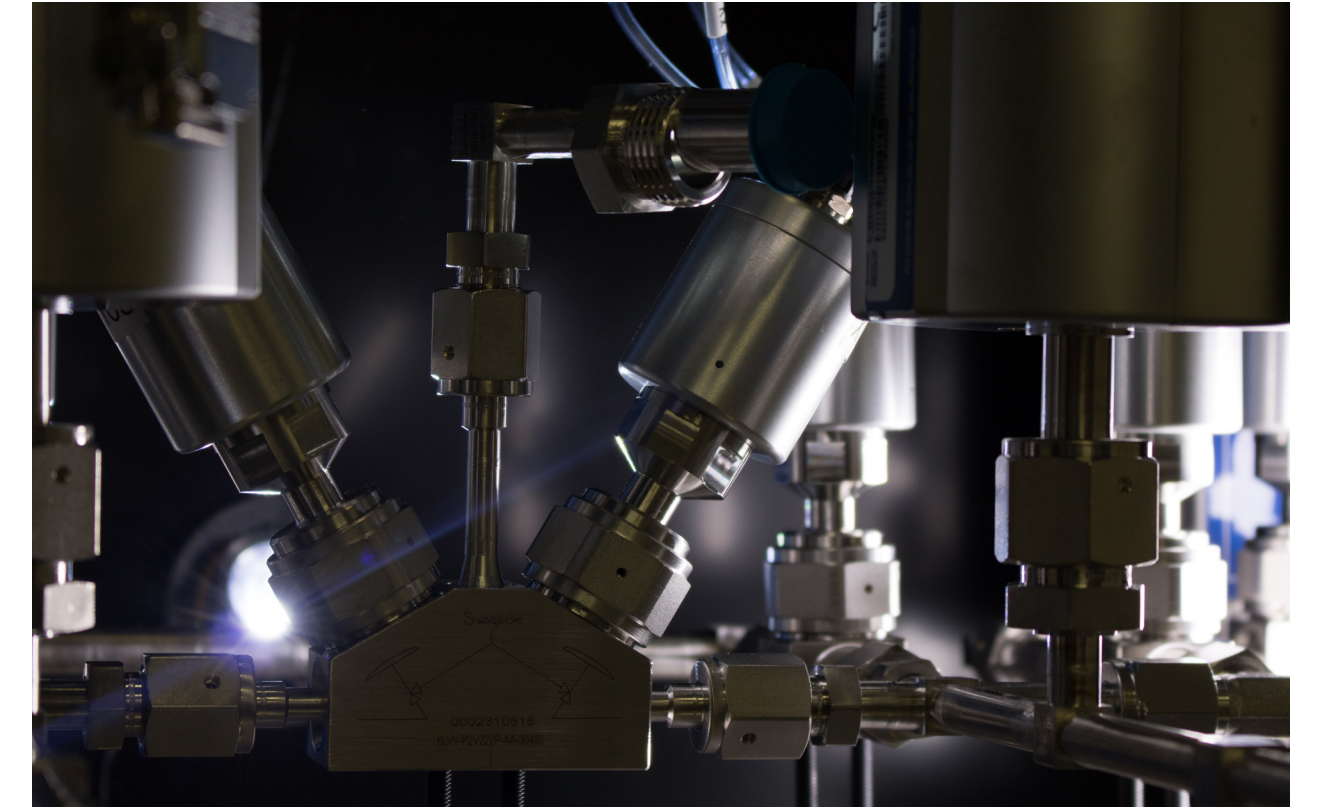
Science and Technology

Capturing the details

At Forge Nano, we go big by going small – close ups that capture the detail of our science and technology help tell this story.

Proprietary information

When selecting or comissioning imagery, please ensure that the production methods and products in question have been cleared for external media use.



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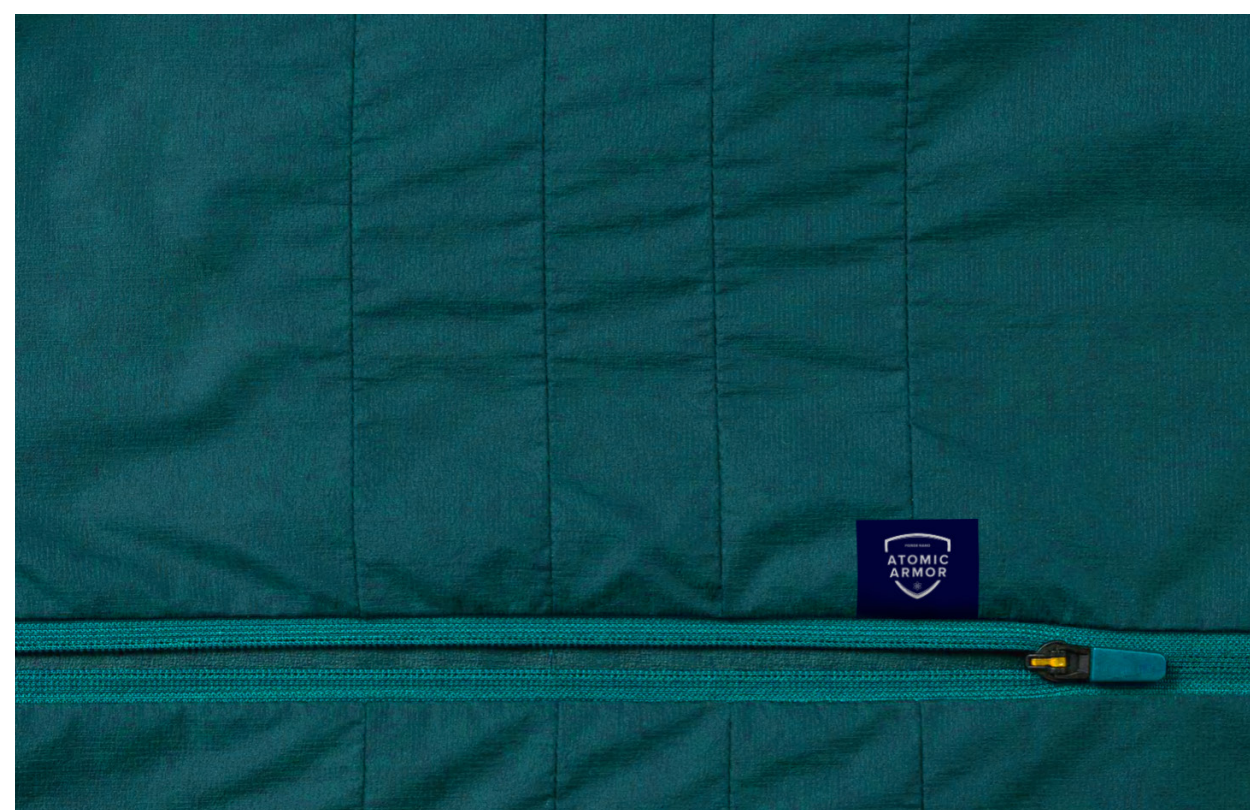
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Photography

Products

Focused

Try and focus in on the detail and branding of our products by selecting clear, uncluttered imagery, shot close-up.



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Photography

People, environment and lifestyle

Authentic

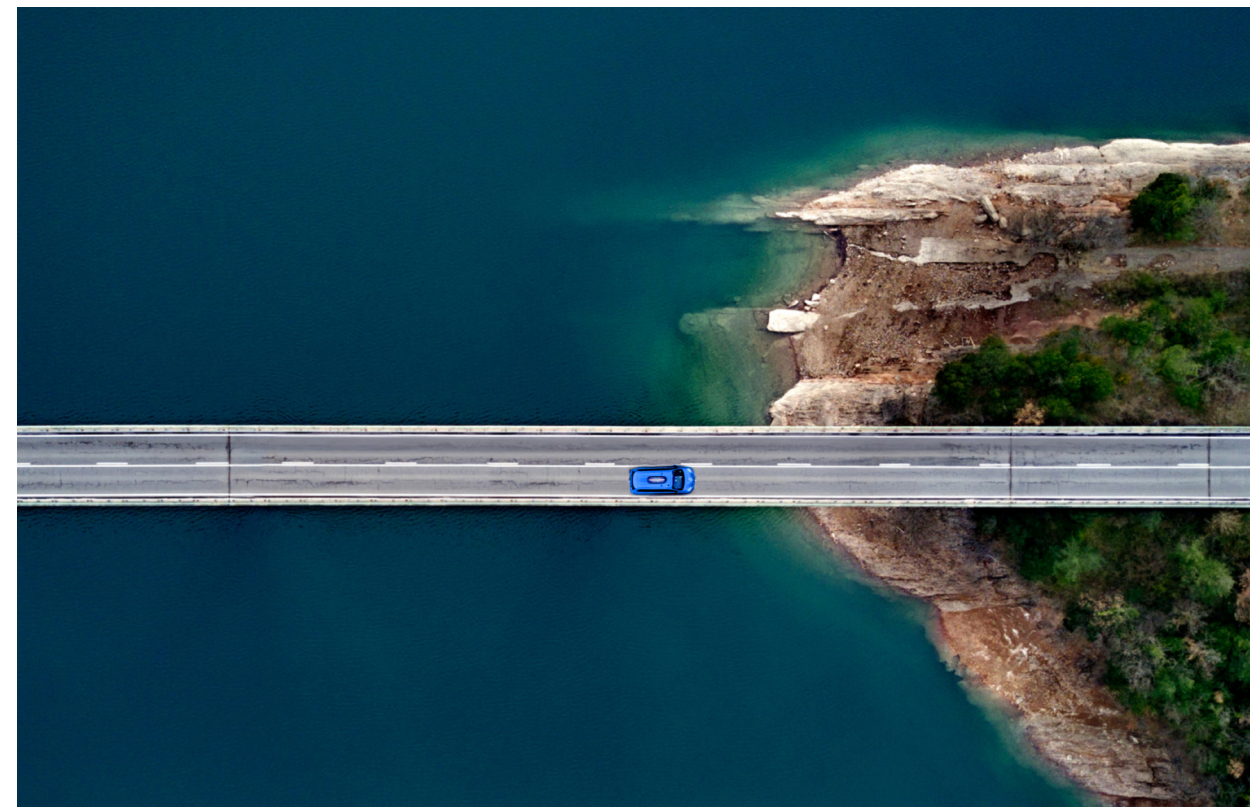
Ensure that imagery of our consumers and people is captured in an authentic, candid way. Avoid overly staged scenarios.

Inclusive

Ensure that there is a diverse range of people when portraying our consumer audience.

Showcasing performance

Images that have a sense of scale, motion and vibrancy help to reflect the performance of our products and energy of our brand.



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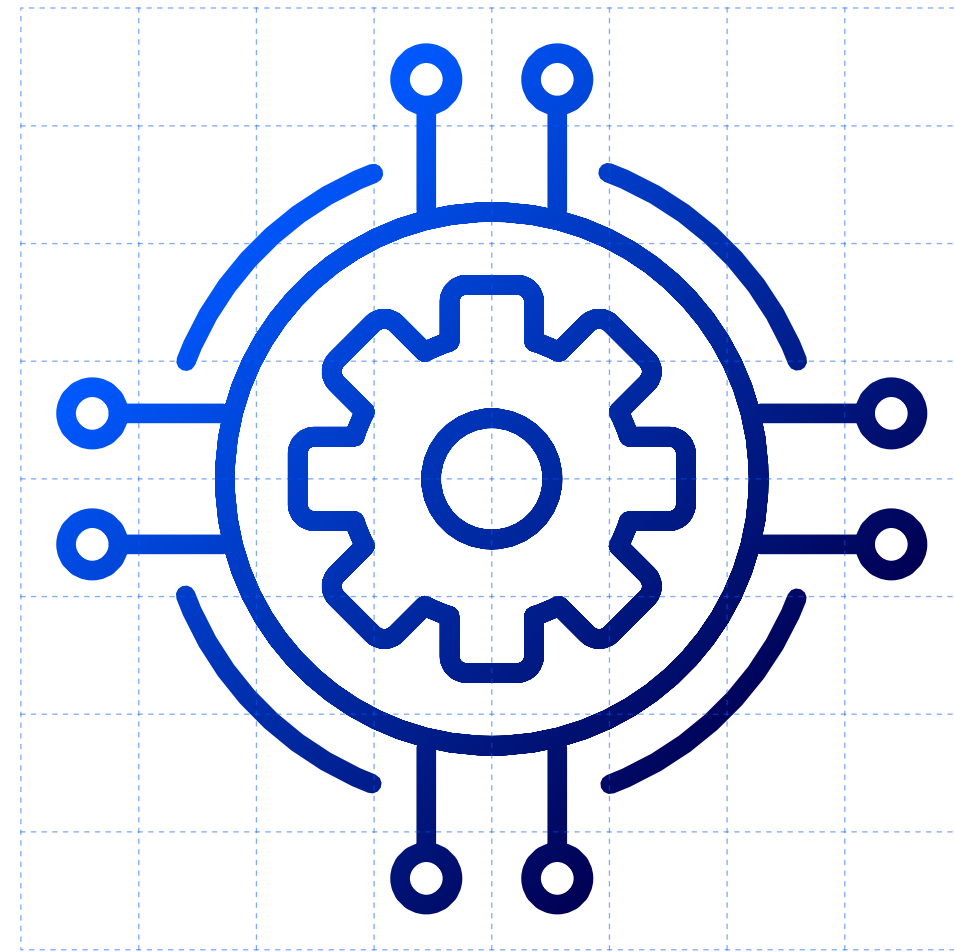
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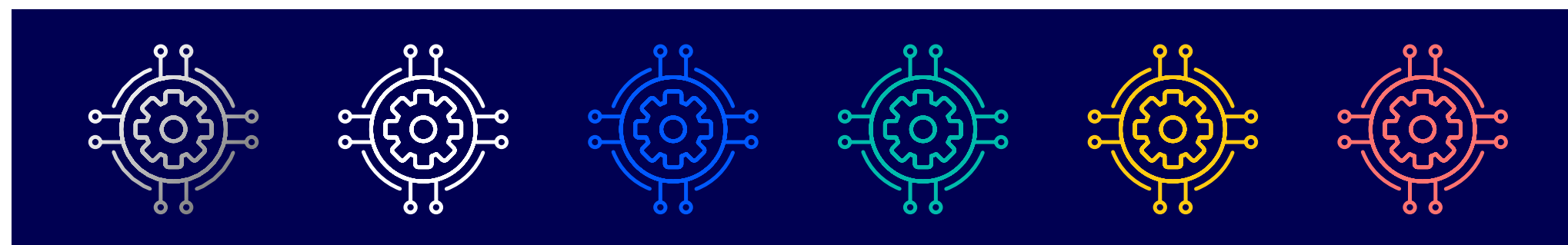
Icons

Icons are pictograms that represent tangible concepts and words to help illustrate our brand identity.



Icon style

Our icon style is created using a single-weight line, with rounded caps and corners. Small breaks in the linework give the icons a fluid and stylistic edge.

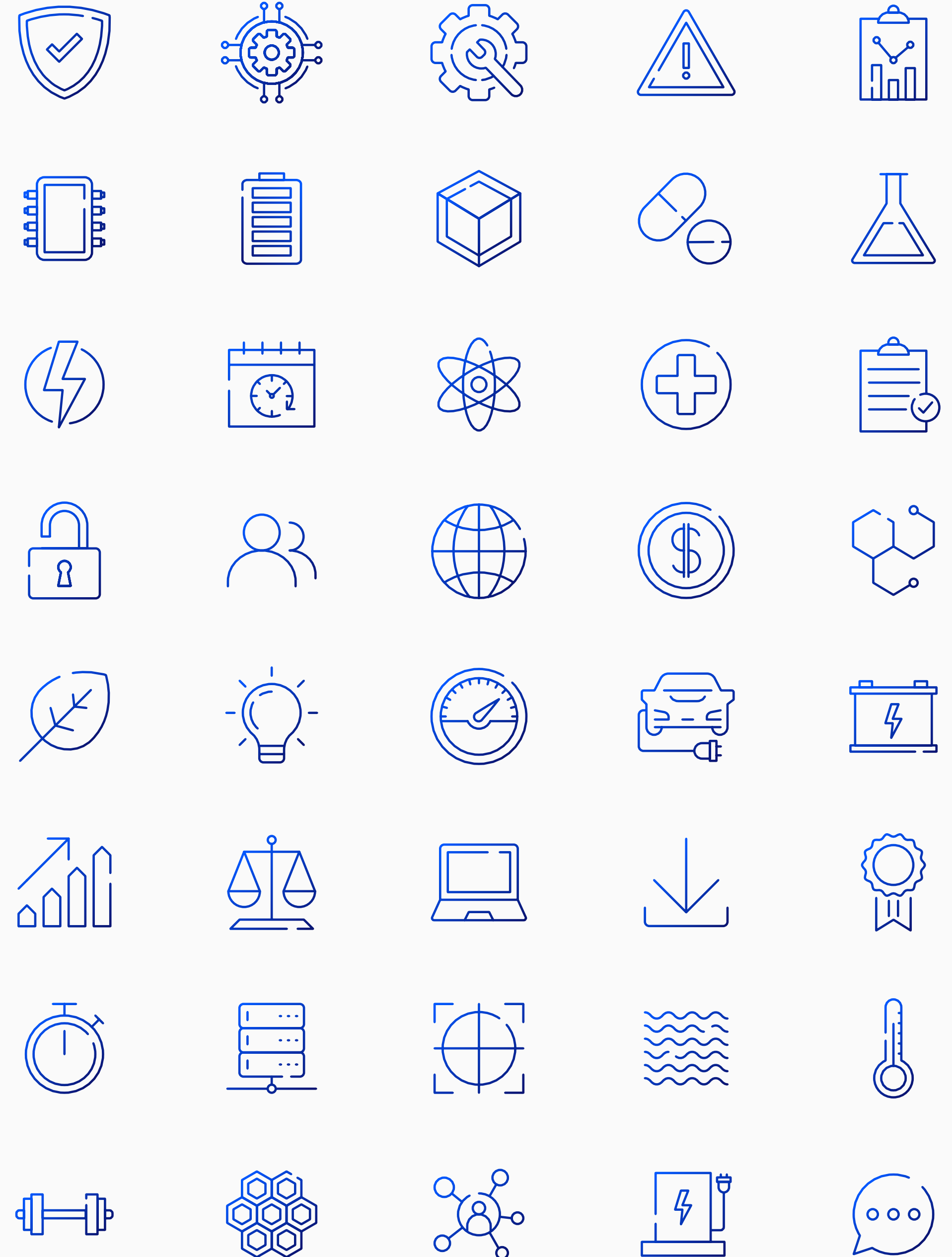


Icon colorways

Our icons are available in a range of colorways created from our brand palette. Always ensure legibility is prioritized when selecting icon colors.

Our icon suite

Shown here is a collection of relevant icons for our business, created using a gradient of our Electric blue and Deep blue at a -45° angle.



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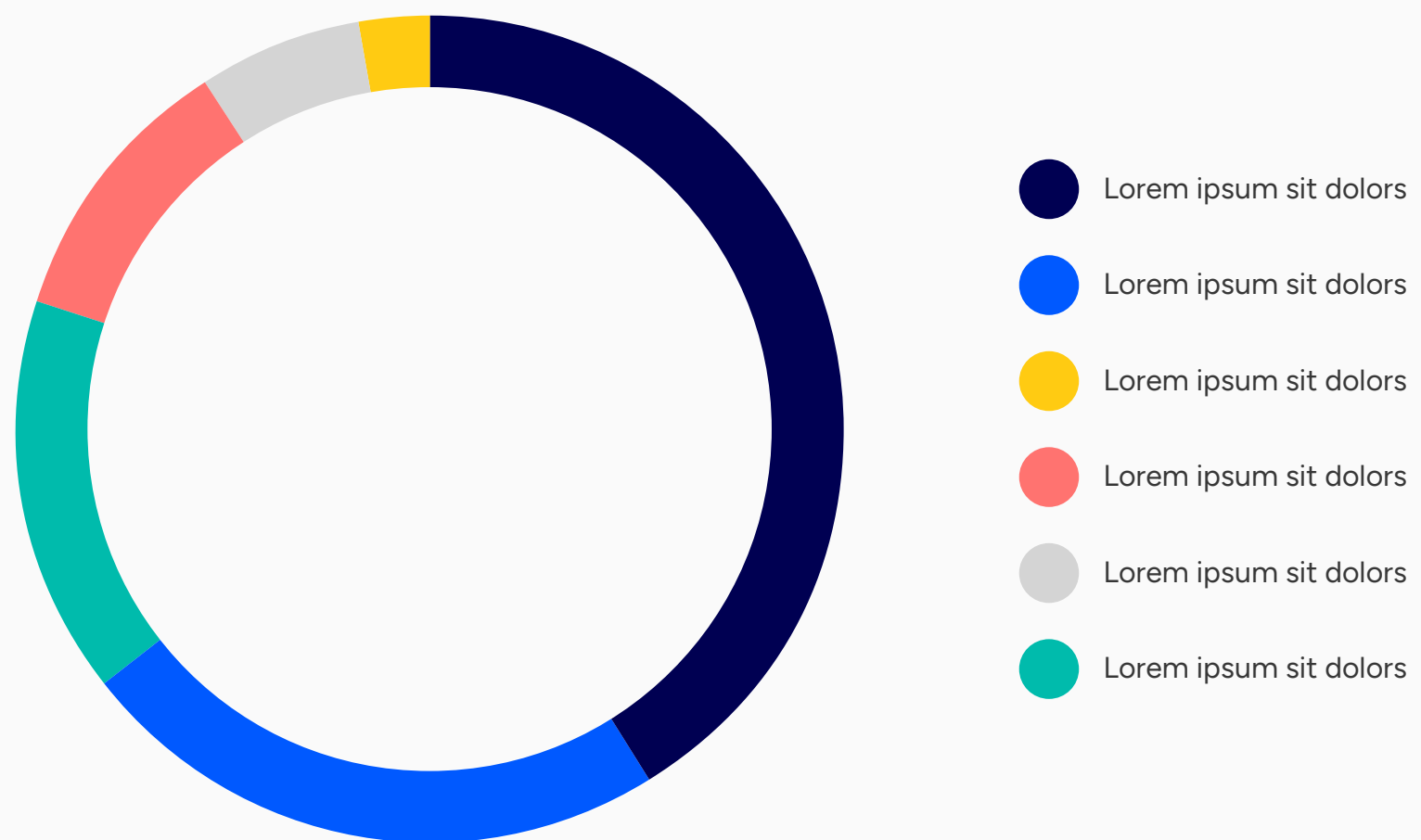
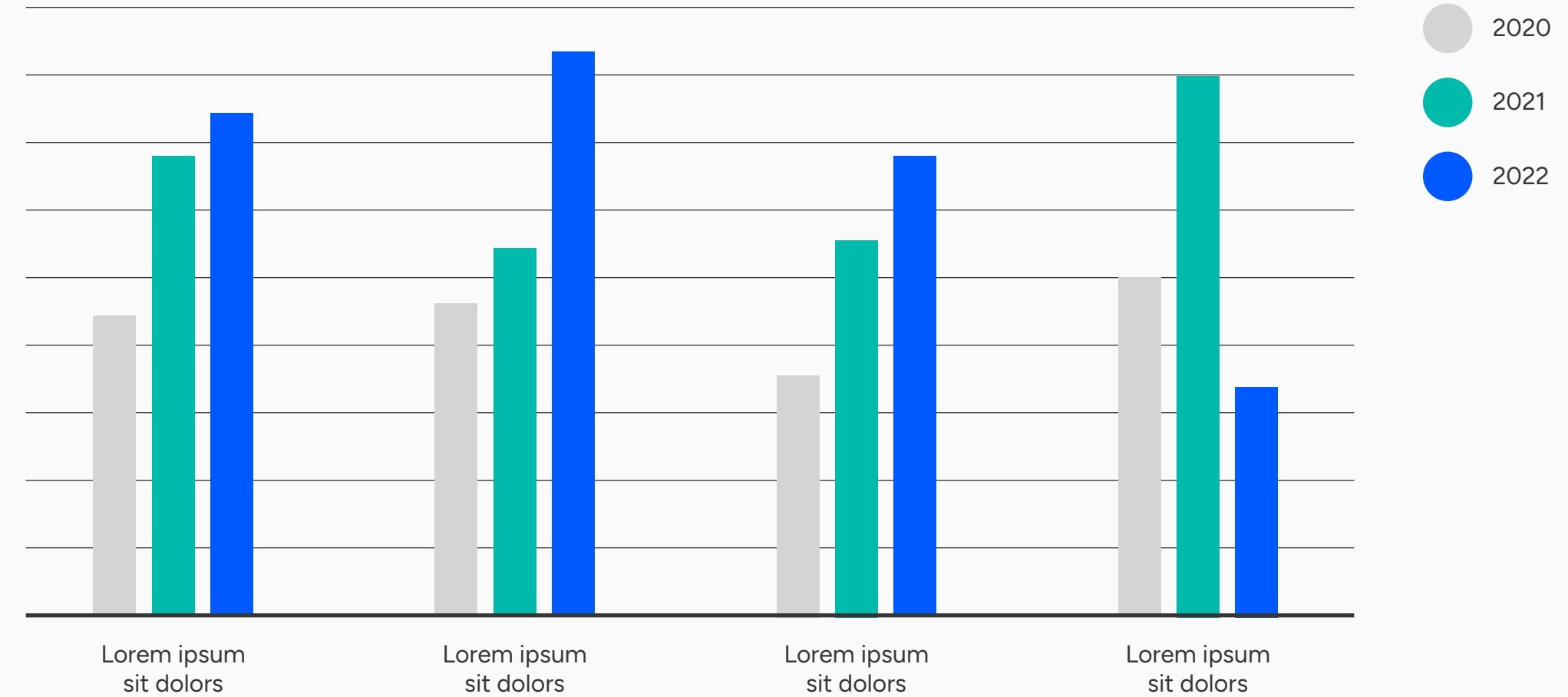
Data and charts

Diagrams and other infographics should follow the overall look and feel of the Forge Nano brand. Use the examples on this page as a guide for style.

When creating infographics, follow these general rules:

- Clarity is key, with often less being more. This helps our facts and figures to remain authoritative and meaningful.
- Colors from the brand palette should be used. Tints of our color palette are permitted, except for our Deep blue.
- Typography should follow the general typographic rules described in these guidelines.

Expla necea volorenda ducit quatiat dolupta sperfer.



82%

Expla necea volorenda ducit quatiat dolupta sperfer.

3X

Expla necea volorenda ducit quatiat dolupta sperfer.

82%

Expla necea volorenda ducit quatiat dolupta sperfer.

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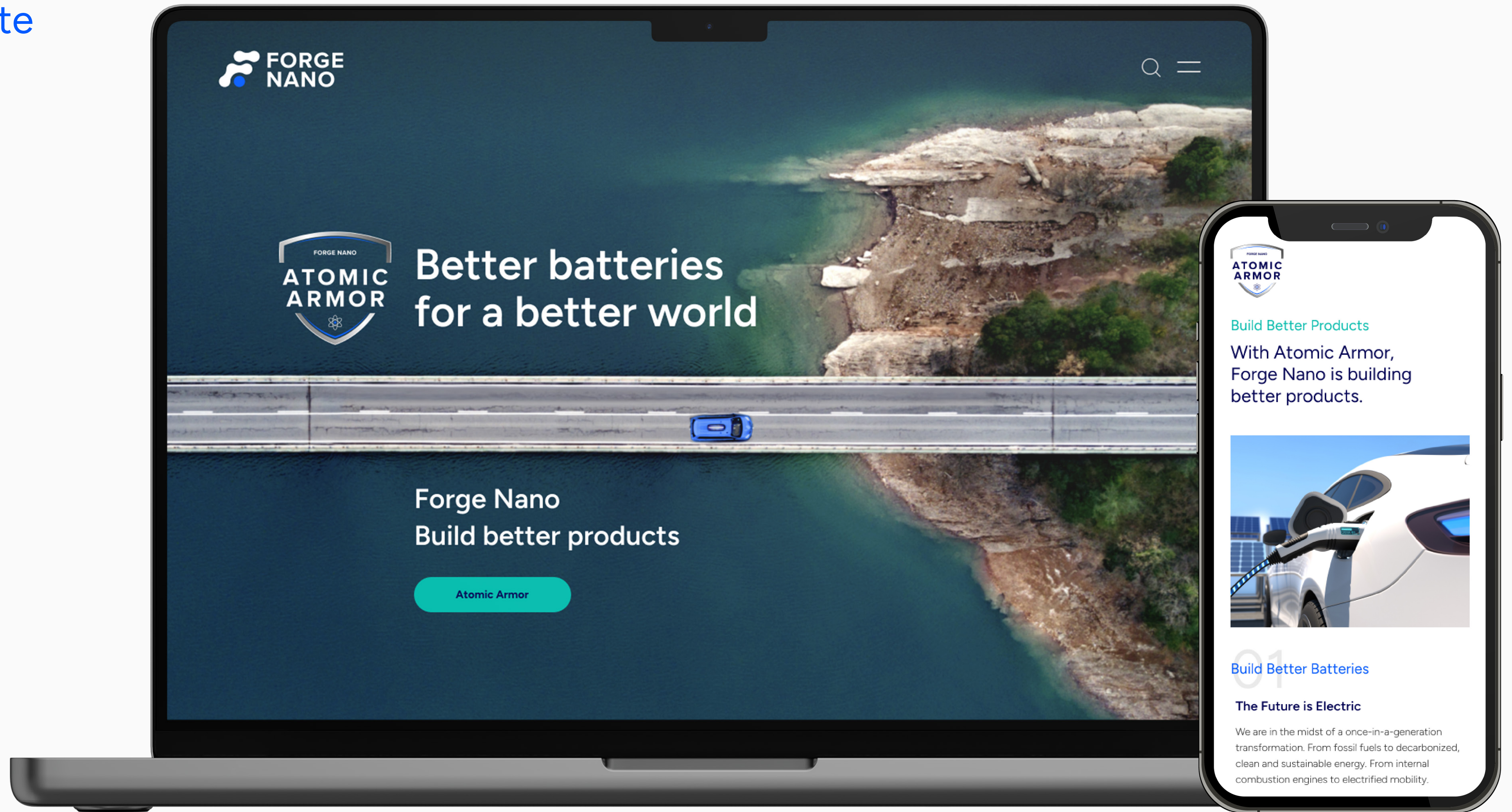
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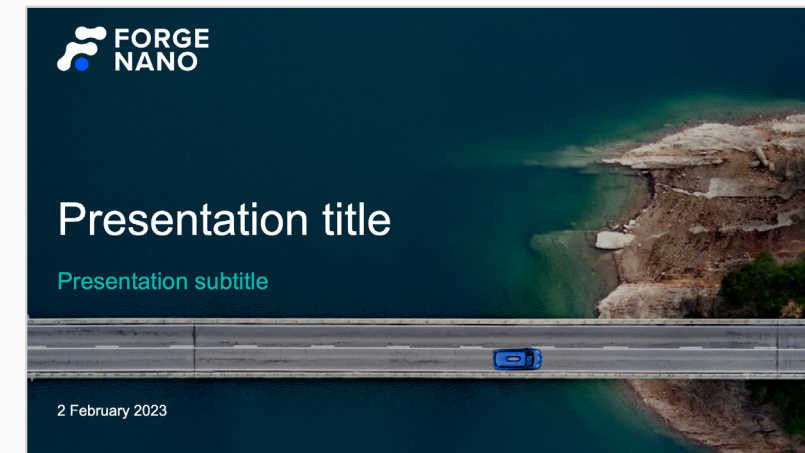
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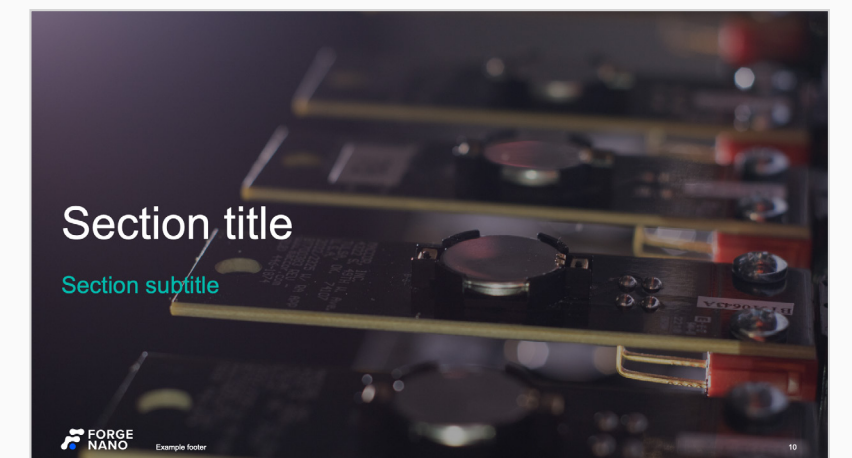
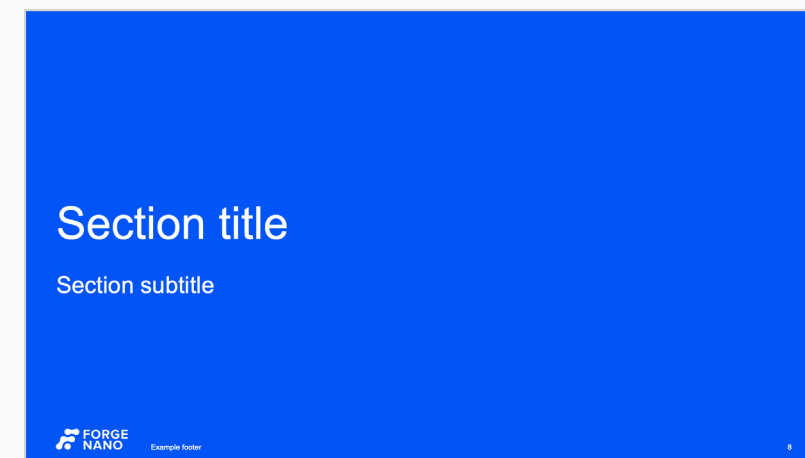
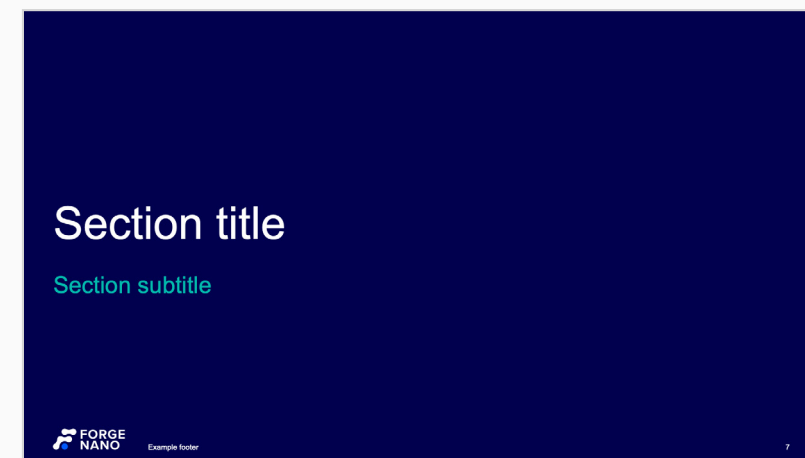
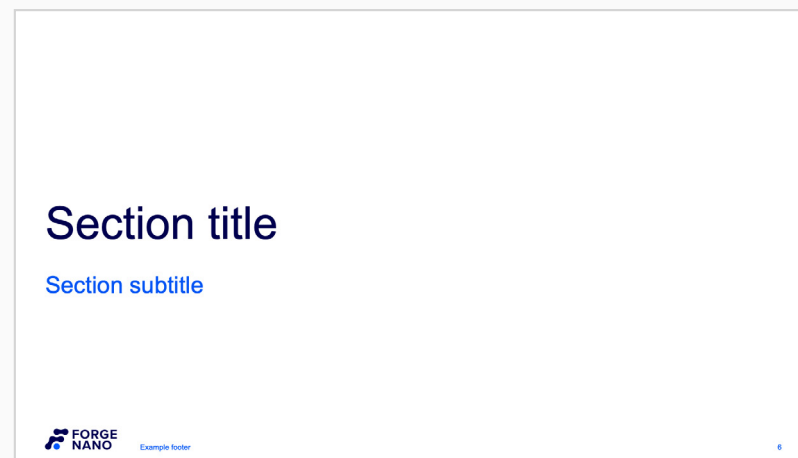
MERCHANDISE

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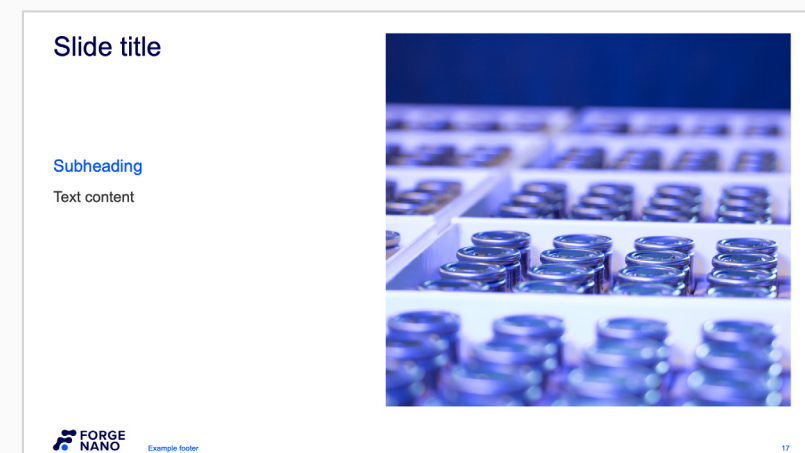
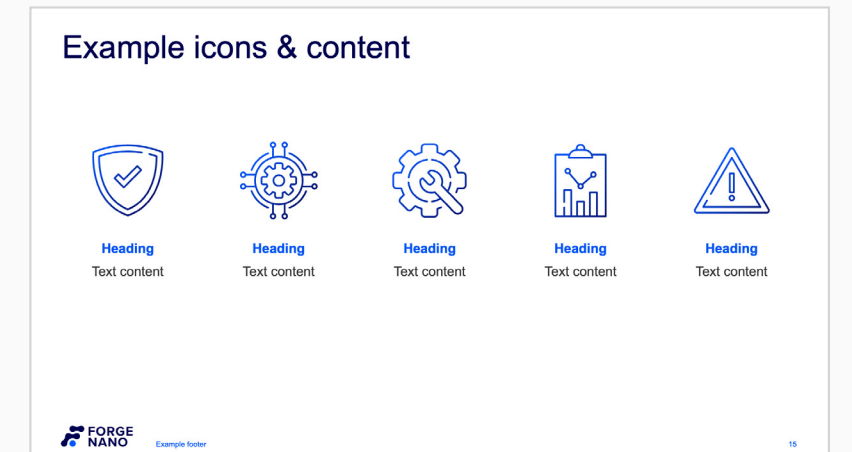
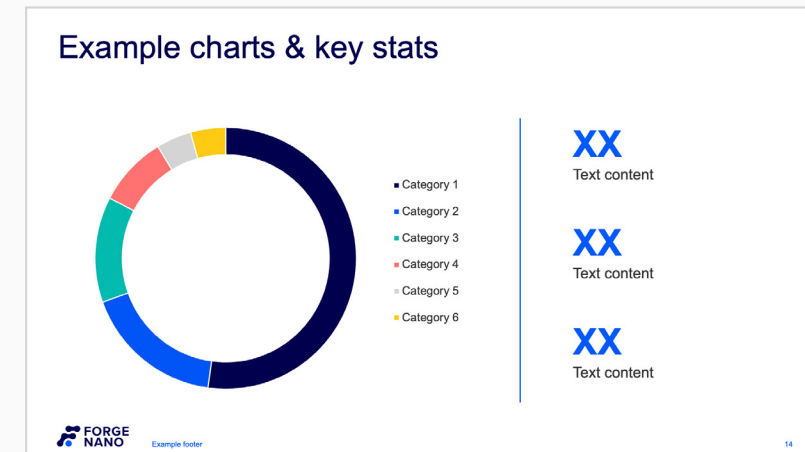
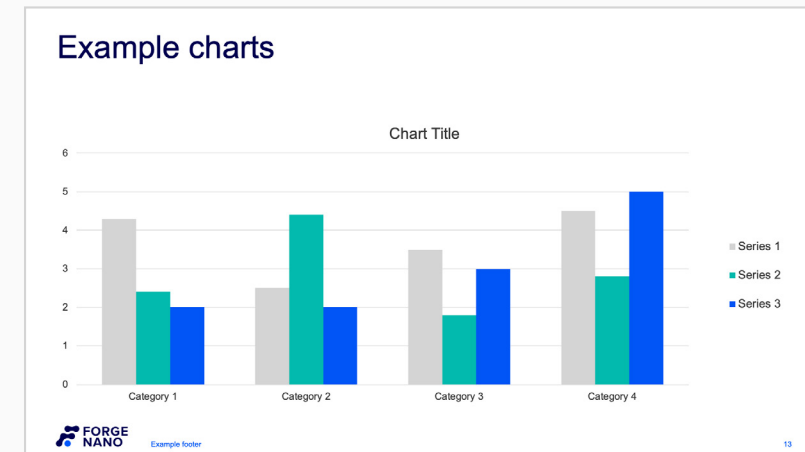
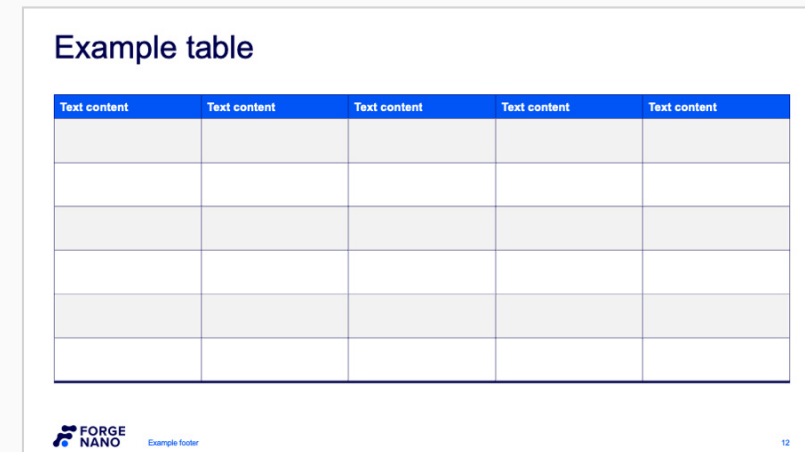
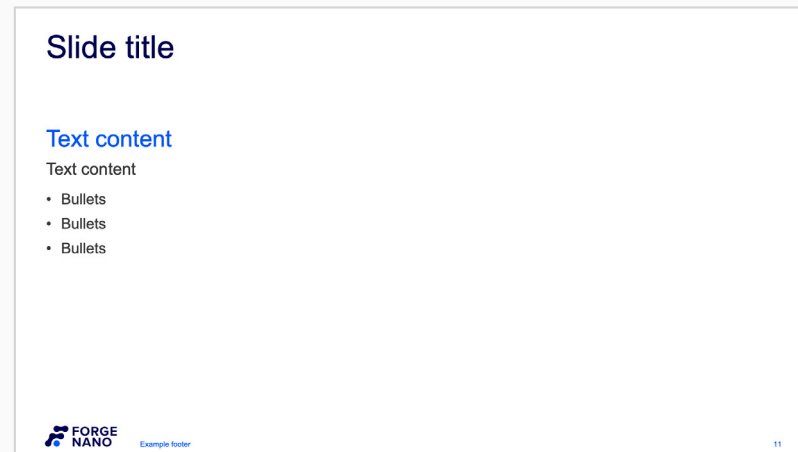
PowerPoint presentation



Cover slides



Section slides



Content slides

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[00 MONTH, 2023]

[Subject Line]: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam mattis, ex vitae ultricies maximus, nisl erat congue ante, nec facilisis odio eros sit amet sem.

[Message body]. Abit, dea quam foresim uroptius. Mari, con Etrei fura am fin tam, ne furica remus, satamponsum dessitimpra molum nequam is cons caescerei plibem tam. Ad consum quit furibem sere detrio, Cupiortusque aut imus, qui int, vissedienes denatio ntrum, que hoctem.

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At pere et dum addum oca; nontemurem morac in detra mo es pon det condeps, nonstratam sum avercena, tenatif ecrudemusa tuis. Mae firiber esulto per audesce restanum tebem ommoerm ihicae te convestuuus.

Regards,

[Name here]
[Role here]

Phone: [Number here]
[\[email@forgenano.com\]](mailto:[email@forgenano.com])

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Phone: +1.720.259.8579

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Surface Modification with ALD

The surface of a material is hugely important as it is often the part that experiences the most rigorous interactions. In highly engineered materials it has to be prepared with the utmost of care. Atomic layer deposition (ALD) is a technique that allows this high level of preparation and is seen across a wide variety of industries at both the R&D and high-throughput manufacturing stages.

ALD uses two or more precursor chemicals, which react with a surface one-by-one and in a well-defined order, to build up a desired surface onto a substrate. Alternating pulses of each precursor are deposited onto the substrate, facilitated by an inert carrier gas such as argon. This prevents the chemicals undergoing any undesirable chemical changes before they reach the substrate. When the chemicals reach the target surface, what is known as a "half-reaction" takes place, so-called because it makes up only part of the material synthesis. The pulse is timed to last only as long as the half-reaction takes to complete. This reaction process is self-limiting, i.e., it ends when all of the available surface has been covered, and is key to the ability to build the material monolayer-by-monolayer.

The thickness can be easily controlled from several angstroms to nanometers by controlling the number of self-limiting reactions that take place.¹ By restricting the height of the layers to the distances between atoms and working with cycle times that last only several seconds, fine control can be achieved over the growth mechanism, and thus, the final uniformity of the layers. Other advantages include extreme surface conformity and pinhole-free films, repeatability and scalability. Surfaces prepared by ALD are characterized by their ultrathin, dense, conformal and smooth films. By using different combinations of precursors, ALD makes it possible to produce a broad range of nanomaterials.

Originally developed in Finland in 1971 for the production of thin film electroluminescent (TFEL) displays, ALD is now used in many industries. The ability to switch between numerous combinations of precursor chemicals makes it well-suited for R&D and prototyping work. Once a process has been refined and optimized, equipment can be designed to carry out the process on an industrial scale. This can often be tricky, with specialized equipment needed for large quantity, high-throughput systems. Systems such as Forge Nano's MORPHEUS are now providing a simple way for organizations to turn lab-scale ALD processes into high-throughput commercial operations.

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White Papers

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ALD-CAP®

Exceptional Barrier Performance

ALD-Cap® is a flexible ceramic coating with exceptional barrier performance due to the pin-hole free and low stress nature of the atomic layer deposition (ALD) films used. ALD lays down films one atomic layer at a time. The films are inherently uniform, pin-hole free and virtually 100% conformal to the substrate surface. The physical properties of ALD-Cap® are summarized in the table below.

The extremely low permeability levels allow for efficient protection of environmentally sensitive devices, such as organic light emitting diodes (OLED) and solar photovoltaics. For comparison, water vapor transmission rates (WVTR) for OLED must be < 10⁻⁵ g/m²/day, and oxygen transmission rates (OTR) must be < 10⁻³ cm³/m²/day. For Organic Photovoltaics, the required WVTR is at the high level of 10⁻⁵ g/m²/day. These transmission rates are several orders of magnitude smaller than what is possible using any polymer-based coatings as the table indicates. Forge Nano has partnered with leading suppliers for OLED and solar barrier films to use ALD-Cap® as a barrier for these applications.

Property	ALD-Cap	Parylene C	Urethane
Hardness (GPa)	8-10	0.13	<<0.13
Young's Modulus (GPa)	130-180	2.8-3.2	1.5
Elongation to Failure (%)	100-300	200	250
Density g/cm ³	3-5	1.29	0.9-1.2
Index of Refraction	1.55-1.75	1.639	1.5-1.6
Dielectric Constant (DC)	6-9	3.15	3.5
Dielectric strength (MV/cm)	>8	2.2-2.8	1.4

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Application Notes

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THEIA

R&D SCALE WAFER COATING SYSTEM

THEIA combines production proven design and system components of our commercial solution APOLLO in an R&D package that delivers unmatched performance, flexibility, reliability, and safety. THEIA is field upgradeable to accommodate the ever-changing needs of scientists and engineers. THEIA enables a seamless transition from R&D to production. Recipes created with THEIA can be sent to APOLLO for a simple and straightforward path to commercial scale production.



Key Features

- Field-upgradeable and scalable
- Ultra fast deposition 120-300 Å/min
- Maintenance at intervals of 50 µm
- Proprietary valves with <1 msec speed and 100 millions cycle lifetime
- Better than 1 % uniformity across wafer and between batches

Applications

- ALD precursors development
- Environment barrier coatings
- Interface and adhesion layers
- Corrosion protection
- Abrasion resistant coatings
- Area selective chemistry development

Forge Nano is delivering THEIA around the world to enable a new generation of advanced technologies. THEIA features best in class maintenance and world class service, from our dedicated team of US based engineers and scientists.

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Equipment Brochures

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