



Nigeria Electric Mobility
& Energy Summit

BRAND GUIDLINES

WHAT IS **NEMES**

01



REDEFINING MOBILITY. POWERING THE FUTURE.

The Nigeria Electric Mobility & Energy Summit (NEMES) is a high-level, multi-dimensional platform designed to catalyze Nigeria's transition into a sustainable and electric technology-driven mobility ecosystem.

At a time when the global transportation landscape is undergoing a profound shift from fossil fuel dependency to electrified, intelligent, and sustainable systems, Nigeria stands at a pivotal moment. The opportunity is not merely to adopt global trends, but to leapfrog legacy systems and architect a mobility future that is cleaner, more efficient, and economically transformative.

Recognizing the realities of emerging markets, NEMES adopts a strategic, phased approach to energy transition, where Compressed Natural Gas (CNG) serves as an immediate, cost-effective bridge, while electric mobility remains the long-term destination. This integrated pathway ensures accelerated adoption, infrastructure readiness, and sustainable scalability.

NEMES has been intentionally designed to move beyond dialogue.

It is not a conventional conference.

It is a market activation platform.

A platform where policy meets execution, where investment meets opportunity, and where innovation meets real-world application.

Logo concept

LOGO CONCEPT

02

Logo concept

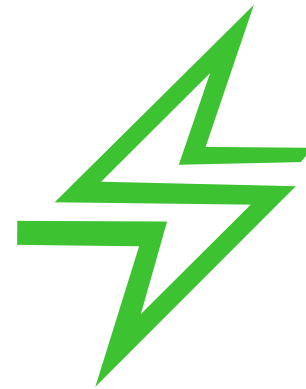
The lightning form represents:

Energy (electric power)

Motion (mobility and speed)

Flow (connected systems)

Progress (forward direction)



The continuous, forward-driving bolt represents more than electricity. It captures motion, connection, and transformation. Every angle reflects a decision to move forward: from fossil dependence to clean power, from delay to efficiency, from limitation to possibility.

At the center of the mark is a seamless flow-energy not wasted, but directed. It mirrors how we design our solutions: intelligent, efficient, and always in motion. Whether it's powering electric mobility or enabling smarter energy systems, we exist to keep people, cities, and economies moving.

The sharp edges speak to precision and innovation. The unbroken path represents reliability and the upward direction signals our commitment to progress, toward a future that is cleaner, faster, and more connected.

Logo Personality

Bold | Dynamic | Futuristic | Clean



Logotype

LOGOTYPE

03

Logotype

Main Logo

The logo consists of a symbol and a font
This is the main version and is used most often



Logotype

Secondary Logo

This is an alternate version of the logo,
It is intended for use on websites,
social advertisements.



Logotype

Logo Mark



Logotype

Monochrome Logo

The monochrome logo versions should be used in situations where you cannot print in full color.



LOGO USAGE

04

Correct Usage



Incorrect Usage



BRAND COLOR

05

Brand Color



Primary Color

Black = Power + Stability

Black

HEX: #282829



Secondary Color

Vivid Green = Growth –
progress, development,
new beginnings

Gold

HEX: #3DC231

TYPOGRAPHY

06

Typography



Swiss 721 LtEx BT is a modern font with a classic touch, it was optimized for print, web, and mobile interfaces.

