



# E3 LITHIUM

**Brand Guideline**

April 2022



An aerial photograph of a rural landscape. A paved road with a yellow center line runs diagonally from the bottom left towards the top left. The landscape is composed of rolling green hills and fields, some of which are yellow, possibly due to crops like rapeseed. In the distance, a layer of mist or fog hangs over the valley, and a small town or village is visible on the horizon. The sky is a pale blue with some light clouds.

Full Colour Logo









An aerial photograph of a vast, rolling rural landscape. A straight road with a yellow center line runs diagonally from the bottom left towards the upper middle of the frame. The landscape is composed of various shades of green and yellow, indicating different types of vegetation or crops. In the distance, there are some small clusters of buildings and a hazy horizon under a blue sky with light clouds. The overall tone is serene and expansive.

# Single Colour Logo







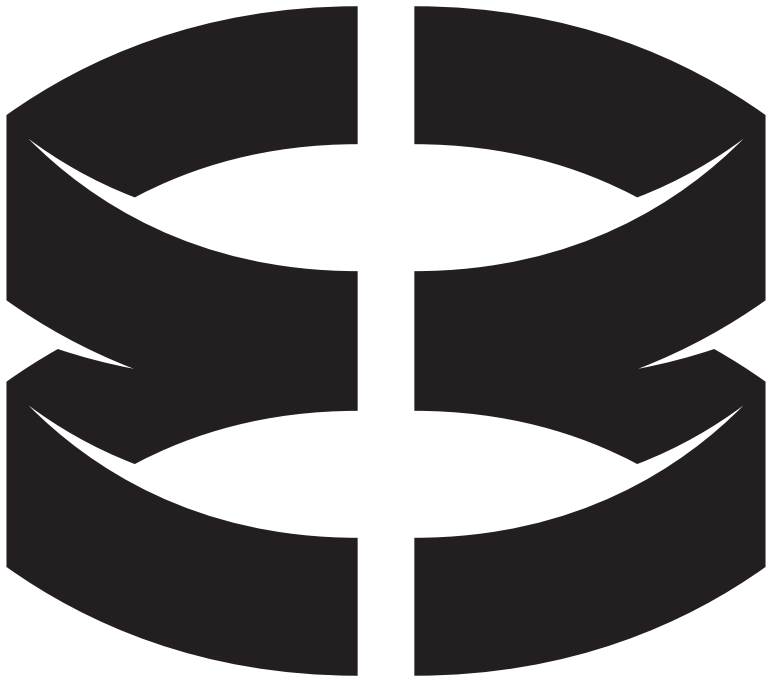


**E3 LITHIUM**



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Evolution in Energy



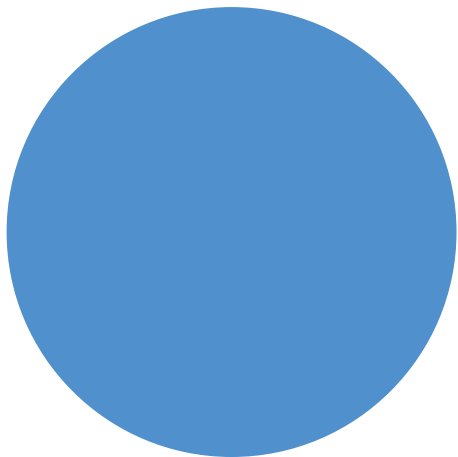




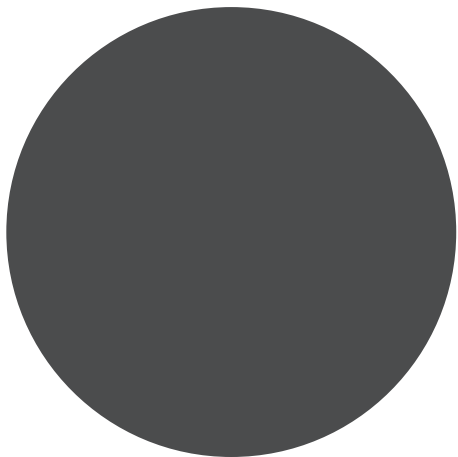


An aerial photograph of a vast rural landscape. A straight road with a yellow center line runs diagonally from the bottom left towards the center. The landscape is composed of rolling hills and fields in various shades of green and yellow. In the distance, a layer of mist or fog hangs over the fields. The sky is a pale, hazy blue. The text "Colour Palette" is centered in the middle of the image in a white, sans-serif font.

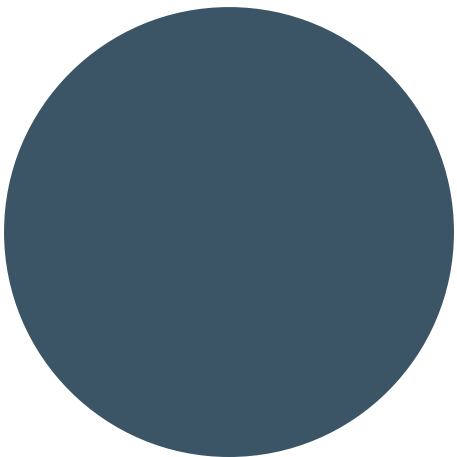
# Colour Palette



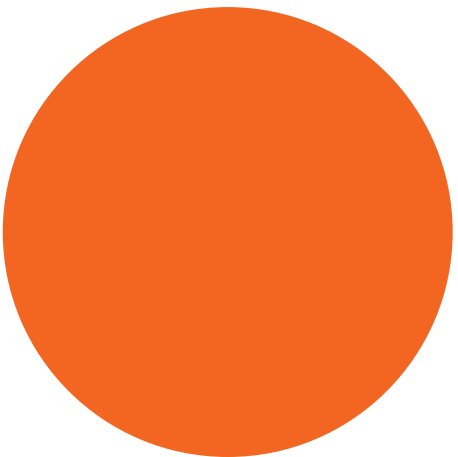
**PMS** 279C  
**CMYK** 68/34/0/0  
**RBG** 65/143/222  
**HEX** 418FDE



**PMS** NA  
**CMYK** 0/0/0/85  
**RBG** 77/77/79  
**HEX** 4D4D4F



**PMS** 7545C  
**CMYK** 58/32/18/54  
**RBG** 66/85/99  
**HEX** 425563



**PMS** 7579C  
**CMYK** 0/74/100/0  
**RBG** 220/88/42  
**HEX** DC582A



**PMS** 375C  
**CMYK** 46/0/90/0  
**RBG** 151/215/0  
**HEX** 970700



An aerial photograph of a vast, rolling rural landscape. A two-lane road with a yellow center line winds through the scene, cutting through various shades of green and yellow fields. The terrain is hilly, with long shadows cast across the land, suggesting early morning or late afternoon light. In the distance, a layer of mist or fog hangs over the horizon, and a few small buildings are visible. The sky is a pale, hazy blue.

# Typography

OUTFIT / VARIOUS WEIGHTS

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
!@#\$%^&\*()

HEADLINE / OUTFIT - BOLD

THE ALBERTA  
ADVANTAGE

COPY / OUTFIT - VARIOUS WEIGHTS

**Alberta’s oil and gas history, regulatory environment, industrial capability and workforce offer a key ‘Alberta Advantage’ to E3’s projects.**

E3 Lithium has one of the largest lithium resources amongst its lithium peers with 7.0 Million tonnes (Mt) of Lithium Carbonate Equivalent (LCE), hosted in the world-class Leduc Aquifer. This covers only a third of the company’s permit area in south-central Alberta.





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