BRAND GUIDE

TERRAVIS ENERGY BRAND GUIDE

Edition 2026. Logo, colour, typography and naming for Terravis Energy, AetherLux™ and ZeroFrost™, matching terravisenergy.com and the AetherLux launch material. Terravis Energy is a subsidiary of Worksport Ltd. (Nasdaq: WKSP).



WHO WE ARE

Terravis Energy builds clean heating and cooling technology. AetherLux™ is a cold-climate heat pump that keeps heating through frost instead of stopping to defrost.

Every conventional air-source heat pump pauses heating to melt ice off its outdoor coil, as often as every hour in damp, near-freezing weather. Patented ZeroFrost™ technology prevents the frost from forming, so AetherLux heats continuously with no reverse-cycle defrost and no defrost meltwater.

Boilerplate

Terravis Energy, a subsidiary of Worksport Ltd. (Nasdaq: WKSP), develops clean heating and cooling technology. Its AetherLux™ heat pump uses patented ZeroFrost™ technology to prevent frost from forming on the outdoor coil, delivering continuous heating in cold climates without the reverse-cycle defrost interruptions of conventional heat pumps. Terravis Energy's website is terravisenergy.com.

Naming

- Company: "Terravis Energy", two words, title-case. "Terravis" alone after first reference. Never "TerraVis" in new material.
- Product: "AetherLux™" (capital A, capital L). Model: "AetherLux Multi-S".
- Technology: "ZeroFrost™" (capital Z, capital F). "AetherLux with ZeroFrost™ technology" on first reference.
- Relationship: "a subsidiary of Worksport Ltd. (Nasdaq: WKSP)" on first reference in press material.

Voice

- Technical and sure of itself. Short, declarative lines: "Relentless heat. Zero interruptions."
- Claims are specific and footnoted with the test conditions, as in the launch brochure.
- Winter is the villain. AetherLux is the fix, not the hero of the sentence.

0
defrost interruptions

−47.5 °C
lab test (−53.5 °F)

20.0
SEER2 · ENERGY STAR

3 zones
multi-split, 3.0 tons

THE TERRAVIS ENERGY LOGO

The logo is the emblem (a yellow power ring on a black disc) with the TERRAVIS word-mark and ENERGY in Terravis Yellow. It lives on black. On light backgrounds the word-mark turns black; the emblem and the yellow ENERGY never change colour.

On black. Primary.

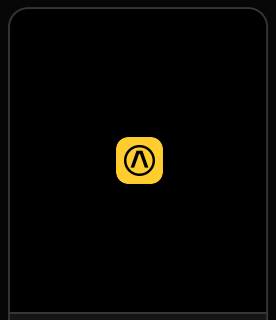
On white or light backgrounds.



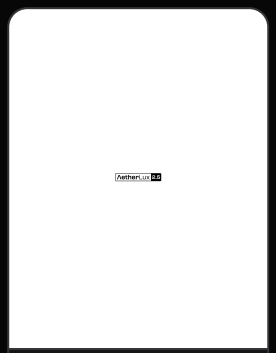
Over photography, on a darkened area only.

AETHERLUX™ AND ZEROFROST™

AetherLux has an app icon and a badge for the product itself. ZeroFrost is a technology mark set in type: “ZeroFrost™” in the display face, with “Frost” or “Technology” picked out in ZeroFrost Blue when the single-tone version is not required.



AetherLux app icon



AetherLux badge



ZeroFrost type mark, split-tone

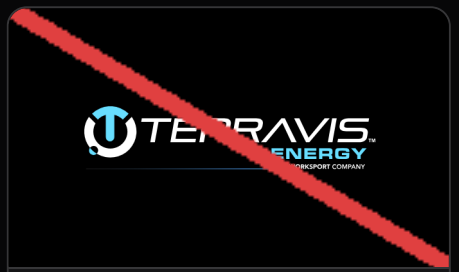
Rules

- The AetherLux icon sits on black or on the product; never on yellow.
- ZeroFrost Blue is reserved for the ZeroFrost mark and technology callouts. It is never used for the Terravis corporate mark.
- Keep clear space around every mark equal to the cap height of its lettering.
- Do not stretch, rotate, outline, recolour or add effects to any mark.
- Do not lock the Worksport logo into the Terravis logo. Where both appear, Worksport sits in the footer with the line “A Worksport company”.

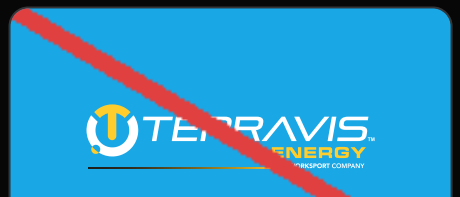
Do not



Stretch



Recolour





COLOUR

Black is the canvas. Terravis Yellow is the one accent on corporate material; ZeroFrost Blue belongs to the technology. White carries the type. Greys come from the AetherLux hardware itself.

Terravis Yellow
#FFCE2D · RGB 255 206 45

Black
#000000 · UI surfaces #151517, #1D1D20

ZeroFrost Blue
#1AA7E6 · technology mark only

White
#FFFFFF · type on black

Unit graphite
#3C434C · the AetherLux outdoor unit

Light grey
#C9C9CD · secondary text on black

TYPOGRAPHY

EXO 2

Exo 2 is the display face for headlines, numbers and the ZeroFrost type mark. Its squared letterforms match the Terravis word-mark. Use 700 and 800, in capitals for headlines.

Poppins

Poppins is the body face, shared with Worksport: 400 and 500 for copy, 600 for labels and buttons. Both faces are free on Google Fonts.

Hierarchy

- Headline: Exo 2 800, capitals, 1.0 line-height.
- Big numbers (0, -47.5 °C, 20.0): Exo 2 800 in Terravis Yellow.
- Body: Poppins 400, 15 to 16 px, line-height 1.5, light grey on black.
- Footnotes and test conditions: Poppins 400, 11 to 12 px, 55% white.

Example

RELENTLESS HEAT.
ZERO INTERRUPTIONS.

The AetherLux Multi-S heat pump. Continuous heating without reverse-cycle defrost.*

* Heating output may vary with outdoor conditions, system configuration and operating conditions.

IMAGERY

AetherLux imagery is clean 3D product rendering: the graphite outdoor unit on neutral or dark backgrounds, in-situ renders at a home in winter and summer, and cutaways that show the engineering. Cold weather is the context; the unit is calm inside it.

- Product on dark or neutral grey, lit from above; no lifestyle clutter.
- Winter scenes carry the message. Summer scenes show cooling and range.
- Cutaway and exploded renders are illustrative; internal finishes are not final.
- Type over imagery sits on a darkened area in white, with yellow for the one number that matters.









Where the files live

- Terravis media room: logos, renders and this guide.
- Master files: TerravisEnergy SharePoint › 05_Marketing › 1. TVE Media Asset Folder, and Box › Marketing › 1. Corporate Branding › Terravis Energy.

Questions about the brand: theskar@worksport.com · Terravis Energy, a subsidiary of Worksport Ltd. · terravisenergy.com