

VISUAL IDENTITY — DIRECTION SET

Three ways to make EVR read as the layer the industry **builds on**.

Each direction executes one position: the motor topology that rewrites the physical and economic constraints of electrification. Not a components vendor. A foundation. The name stays EVR. The mark changes what it carries.

Three distinct concepts, not three styles of one logo. Each is defensible on its own terms.

The name is held constant. EVR keeps its equity with the tier-one partners, the licensing agreements, the board rooms. What changes is what the mark **means** at a glance. Each direction takes one true thing about the topology and makes it the mark's reason to exist.

On every applied surface, the wordmark sits as a live type layer over the ground. Nothing is engraved into an image. The lockup flexes: "MOTORS" recedes to a descriptor as the platform story grows, and a topology sub-brand can be added later without touching the company mark.

01 STATOR

The geometry is the mark.

The patented trapezoidal stator, made structural. The edge is architectural, and you can see the architecture.

02 COMPRESSION

Density made visible.

The same power in half the space. The letterforms carry the compression. The penalty, removed.

03 FOUNDATION

The layer that stays.

EVR reads as **ever**. Monumental, settled, the register beneath the product. Platform gravity.

DIRECTION 01

Stator

The mark is the patented trapezoidal stator, made structural. EVR's edge is architectural – and the architecture is visible in the letterforms.



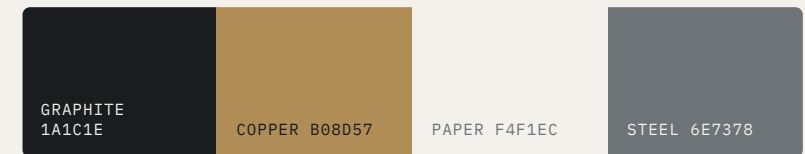
MOTOR TOPOLOGY

The emblem: the stator in cross-section. Available as a standalone symbol at small sizes and on housings.

THE CONCEPT, WHY IT'S INEVITABLE

The trapezoidal stator is the one thing no competitor can copy next quarter. It is **patented, defensible, and the literal source** of half the size, twice the density, a third off the BOM. This direction refuses to hide it. The **V is built as a stator tooth** – wider at the base, narrowing to a point, the copper stripe reading as the winding. The emblem is the topology in cross-section. The mark doesn't *describe* the edge; it *is* the edge.

PALETTE – GRAPHITE & COPPER WINDING



Copper is the conductor, not decoration. It appears once per surface, at the structural moment – never as a fill.

TYPE SYSTEM

Archivo

Display / wordmark – Black, tight. Grotesque with real weight and an expanded axis for monumentality.

IBM Plex Mono

Technical / spec – the engineer's register on data sheets, tables, part numbers.

Seen live, on OEM surfaces

The wordmark sits as a live type layer on every surface. It survives the board-facing narrative and the dense engineering document alike.

EVR

CAPABILITIES 2026

THE MOTOR TOPOLOGY

Half the size and weight, at equal power.

A patented trapezoidal stator. Already being built into powertrains in production.

MOTOR TOPOLOGY

OEM & TIER-1

EVR

TS-RFPM · SERIES C
TECHNICAL DATA SHEET

EVR-C17 · AIR-COOLED

Peak power	17 kW
Mass	9 kg
Power density (rel.)	× 2.0
BOM per kW	−30%
Cooling	Air

CAPABILITIES DECK COVER — BOARD & TRADE-SHOW FACING

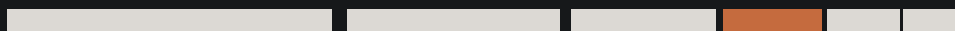
TECHNICAL DATA-SHEET HEADER — ENGINEER FACING

DIRECTION 02

Compression

Density made visible. The same power in half the space – the letterforms themselves carry the compression. The penalty, removed.

EVR



MOTOR TOPOLOGY

The density rule sits beneath the mark on hero surfaces: wide to tight, left to right, one oxide bar marking the point where the space runs out and the power doesn't.

THE CONCEPT, WHY IT'S INEVITABLE

The product truth is compression: same output, half the machine. This direction puts that in the letterforms. **EVR is set tight and dense** – a narrow grotesque cut, counters pressurized, weight substantial. It reads as engineered-to-fit before you read a word of copy. The density rule beneath it is the topology's argument as a diagram: the industry accepted the motor's size penalty as physics; EVR removed it.

PALETTE – GRAPHITE GROUND & OXIDE

INK 16181A	OXIDE C56B3E	WHITE F2EFE9	GREY 8A8F94
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Dark-first. The brand lives on a graphite ground; oxide is the heat of the machine, used once, at the point of maximum density.

TYPE SYSTEM

Archivo Narrow

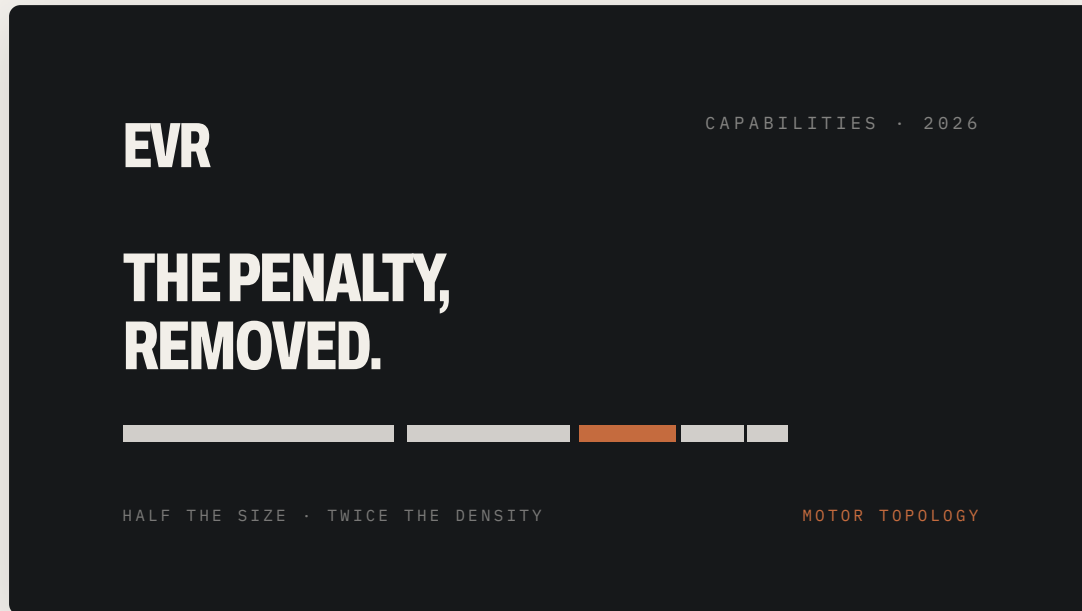
Display / wordmark – the condensed axis. Density is the voice.

IBM Plex Mono

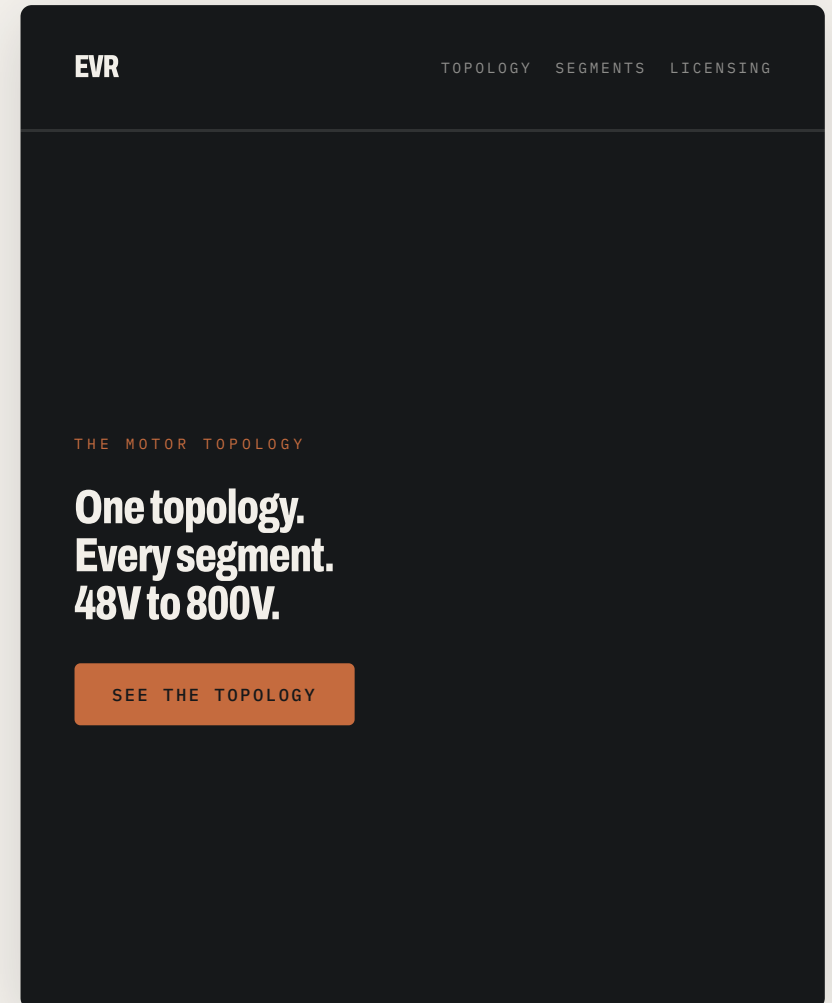
Technical / spec – the same engineer's register, for numbers that must be trusted.

Seen live, on OEM surfaces

Dark-first and dense. The mark reads as engineered compression before a word is read; oxide marks the point of maximum density.



CAPABILITIES DECK COVER — BOARD & TRADE-SHOW FACING



BUSINESS-FACING WEB HEADER

DIRECTION 03

Foundation

The layer that stays. EVR reads quietly as *ever* – monumental, settled, the register beneath the product. The platform an industry standardizes on.

EVR

“EVER” – THE QUIET PERMANENCE CUE, READ NOT SPELLED

EVR | Trapeza™

The optional platform move: brand the topology itself. OEMs specify *built on Trapeza*; the company stays EVR. A foundation names what it *is*, after its geometry.

THE CONCEPT, WHY IT'S INEVITABLE

A foundation does not shout. This direction is the calmest of the three and the most ambitious: EVR set **wide, grounded, monumental**, the register beneath Stripe's and Anthropic's B2B gravity. It reads quietly as *ever* – permanence, the layer that stays. It is the direction that lets EVR **plant the platform flag**, and the one place a topology sub-brand (Trapeza) belongs: the architecture OEMs build on, named for its geometry, specifiable like a standard.

PALETTE – PETROL-SLATE AUTHORITY



A deep petrol-slate, not tech-blue. It carries authority without shine – the color of engineered infrastructure, not a gadget.

TYPE SYSTEM

Archivo Expanded

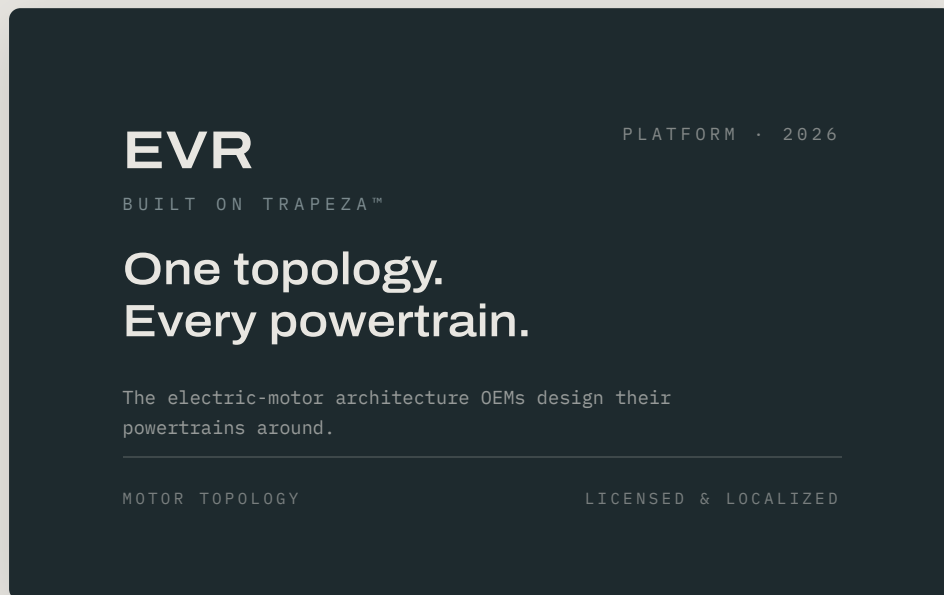
Display / wordmark – the wide axis.
Settled, monumental proportions.

IBM Plex Mono

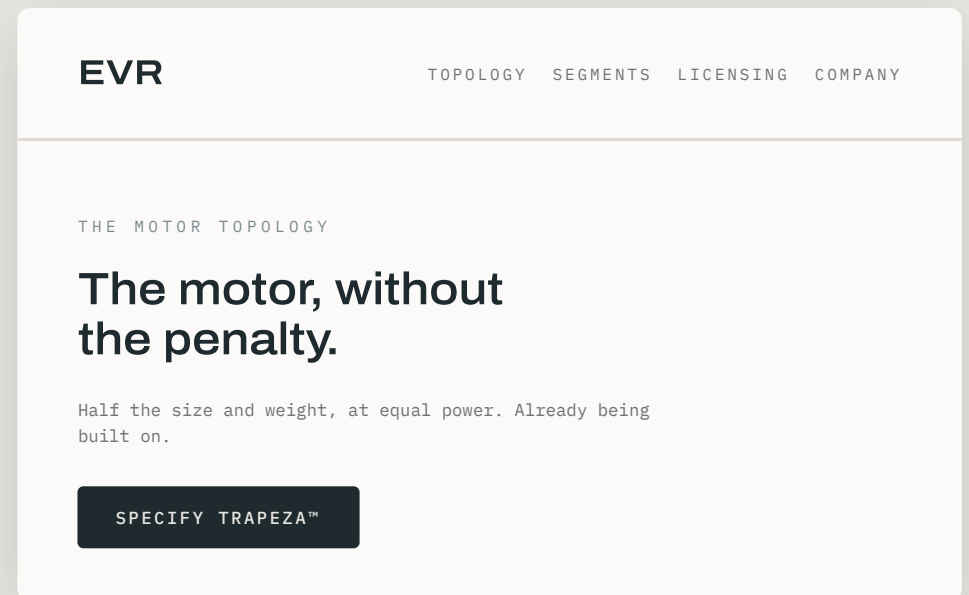
Technical / spec – the constant across all three directions.

Seen live, on OEM surfaces

Monumental and settled. The register of a standard the industry builds on — where the Trapeza topology brand can be specified.



PLATFORM / INVESTOR NARRATIVE COVER



BUSINESS-FACING WEB HEADER

WHERE I'D LEAD

Lead with **01 Stator**. It's the only direction whose mark is a moat.

WHY 01 LEADS

The trapezoidal geometry is EVR's patented, defensible source of everything. A mark built on it can't be genericized, because no one else can legally own the shape. It carries the "denser, lighter" story and the IP moat in one gesture, and it earns credibility with the engineer in the room instantly. Graphite-and-copper is the hardest move off tech-blue of the three.

02 AS THE VOICE

Compression is the boldest and most modern. Hold it as the campaign and hero register – the dark, dense, oxide-lit surfaces that make the product truth land at a glance. It pairs cleanly under a Stator mark; the two are one system, not a fork.

03 AS THE FLAG

Foundation is the ambition play. It's the safest, calmest mark, and the right one the day EVR plants the platform flag (investor narrative, keynote) or brands the Trapeza topology as a specifiable architecture. Powerful, but it asks the audience to grant the platform claim before the scale fully arrives.