

Branding guidelines

External parties

Introduction

Polestar is more than luxury electric performance vehicles. Polestar is also an experience, one that's carefully presented and curated through the use of our assets. Therefore, we have created this branding guideline to clarify how and when Polestar brand assets can be used. Be sure to note that these guidelines may be amended from time to time.

Polestar reserves the right to take action if use of any Polestar brand assets is considered to be outside our brand philosophy or core values in any way, or if a product or service is described that Polestar doesn't want to be connected to for any reason.

Branding guidelines, External parties

Brand assets

The “Polestar brand assets” shall, in the context of this branding guideline, have the meaning of the Polestar trademarks (registered and unregistered), including but not limited to the logo, the name and the cars themselves. Other assets included are marketing material, icons, pictures, videos, etc. Polestar determines which assets are considered Polestar brand assets, and all assets are proprietary assets exclusively owned by Polestar.

Any use of the Polestar brand assets does require permission through a license explicitly given in writing from Polestar. No other company has the right to grant licenses regarding Polestar brand assets on behalf of Polestar.

Branding guidelines, External parties

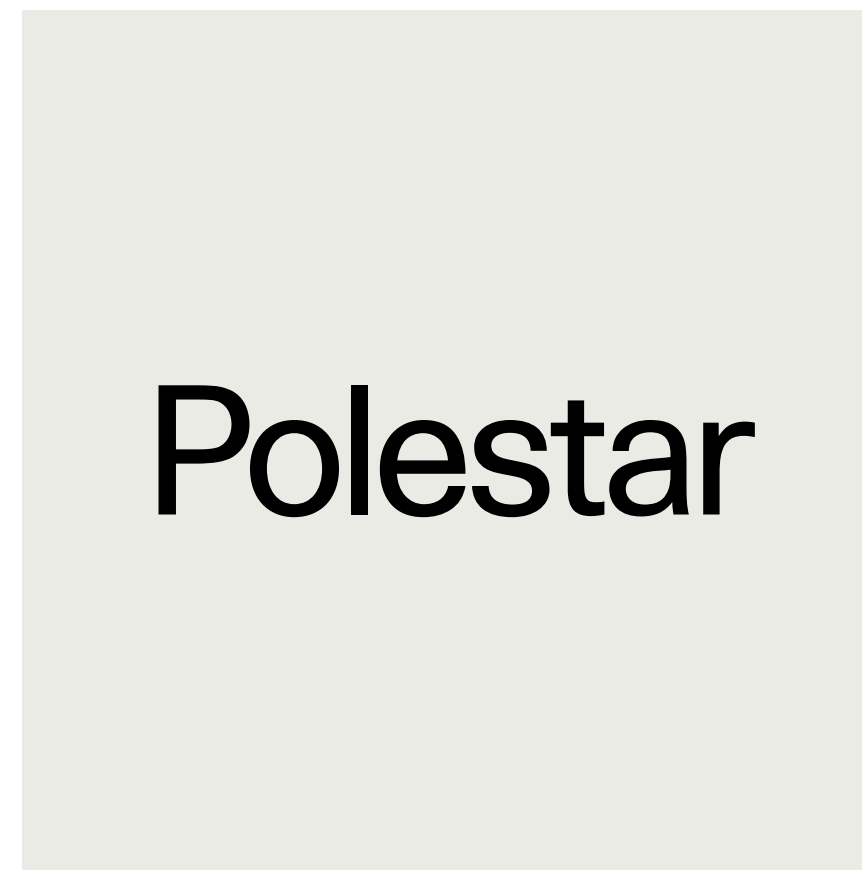
Brand assets

Polestar brand assets requiring written approval from Polestar if they shall be used for any purpose:

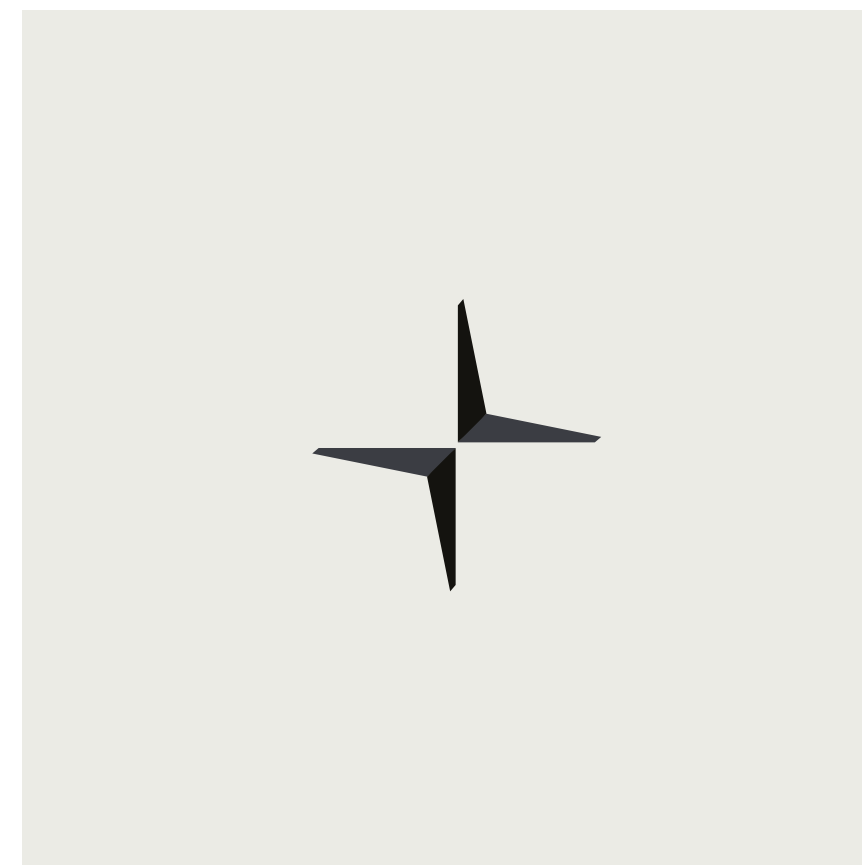
- Wordmark
- Symbol / logo
- Cars (in images or moving material)

Please note that this list is continuously expanding.

Wordmark



Symbol / logo



Examples



Branding guidelines, External parties

Brand assets, use cases

In order to maintain consistency across markets, channels, and products, we have compiled a by no means exhaustive list of various use cases of Polestar brand assets. The general starting point is that the word itself (e.g., “Polestar”) can be used to enhance the description of your products, as long as it is clear to the customers that Polestar is not providing the products/services and that the statement is true. Though, please keep in mind that Polestar reserves the right to contact persons and/or companies using the Polestar word where it can wrongfully be connected to Polestar.

The visual brand assets such as the wordmark, logos, cars, apps, product icons, photographs, videos, design, etc., however, can never be used without prior written approval from Polestar. These assets are therefore explicitly excluded from the list.

Example of products/services	Correct	Incorrect
A new product, e.g., a charging system for electric vehicles	“This new charging system is compatible with all electric vehicles, such as Polestar.”	“This new Polestar charger will revolutionize the charging market.”
A new software, e.g., an app	“This app is produced for electric cars and can be used in a Polestar.”	“This Polestar app is developed to enhance your driving experience.” “This app is developed by Polestar.”
Partner branding	Only use the Polestar brand assets according to your agreement with Polestar.	“___ in collaboration with Polestar” “Polestar is a valued customer”
Packaging, merchandise, and promotional material	All authorized merchandise and promotional material are developed, designed, produced, and sold by Polestar.	Selling or giving away any kind of merchandise or promotional material including any Polestar branding.
Commercial videos/photos, etc.	Contacting Polestar to have us review the request.	Showing any Polestar cars, logos, names etc. in commercial material without prior consent.
Promotion of event/affiliation/sponsorship, etc.	Contacting Polestar to have us review the request.	“This event is sponsored by Polestar/ held together with Polestar, etc.”

Branding guidelines, External parties

Contact

Any questions regarding marketing or branding where the Polestar name, logos, cars, etc. is mentioned in any way can be sent through our Contact page:

<https://www.polestar.com/polestar-support/contact-form/>

Private & Confidential

All work within Polestar is intended for the recipient only. The recipient may use the information and ideas contained in this document only for the purpose of evaluating a business relationship with Polestar.

The recipient may not disclose any of the information or suggested ideas contained herein to third parties or to recipient's employees except employees who are required to have the information in order to carry out the discussions of the contemplated business relationship. By accepting this document they are deemed to have agreed to these terms.

All ideas contained within this document are owned by Polestar.

© Polestar 2023