



Logo & Brand Identity  
January 2024

Project Description

Kite Energy is a US-based supplier of high-performance, lightweight lithium-ion battery technology to automotive, aerospace, marine & specialty vehicle companies. Their globally leading technology offers companies a competitive advantage in large-format electrification for powersport vehicles, eVTOLs, tractors & more.

The company's founders approached Boileau & Co. as a brand new energy company with a grant application on the horizon and no established brand. They tasked us with designing their logo, brand identity, website & marketing materials.

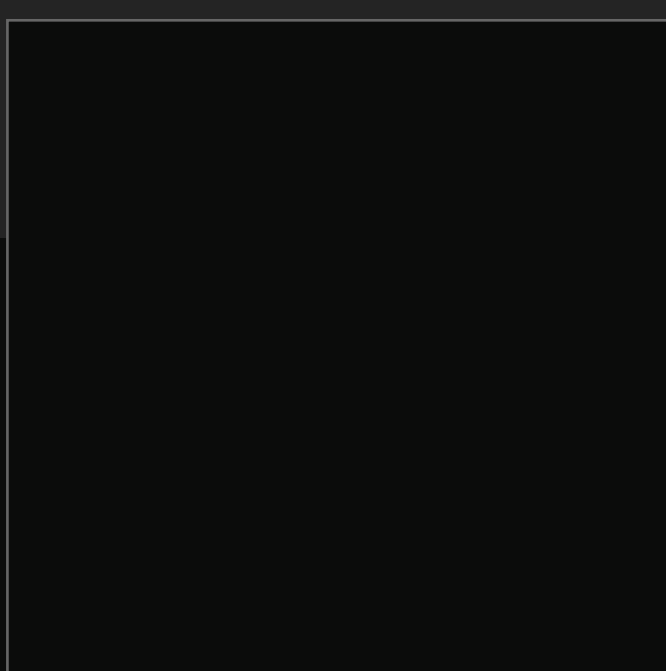
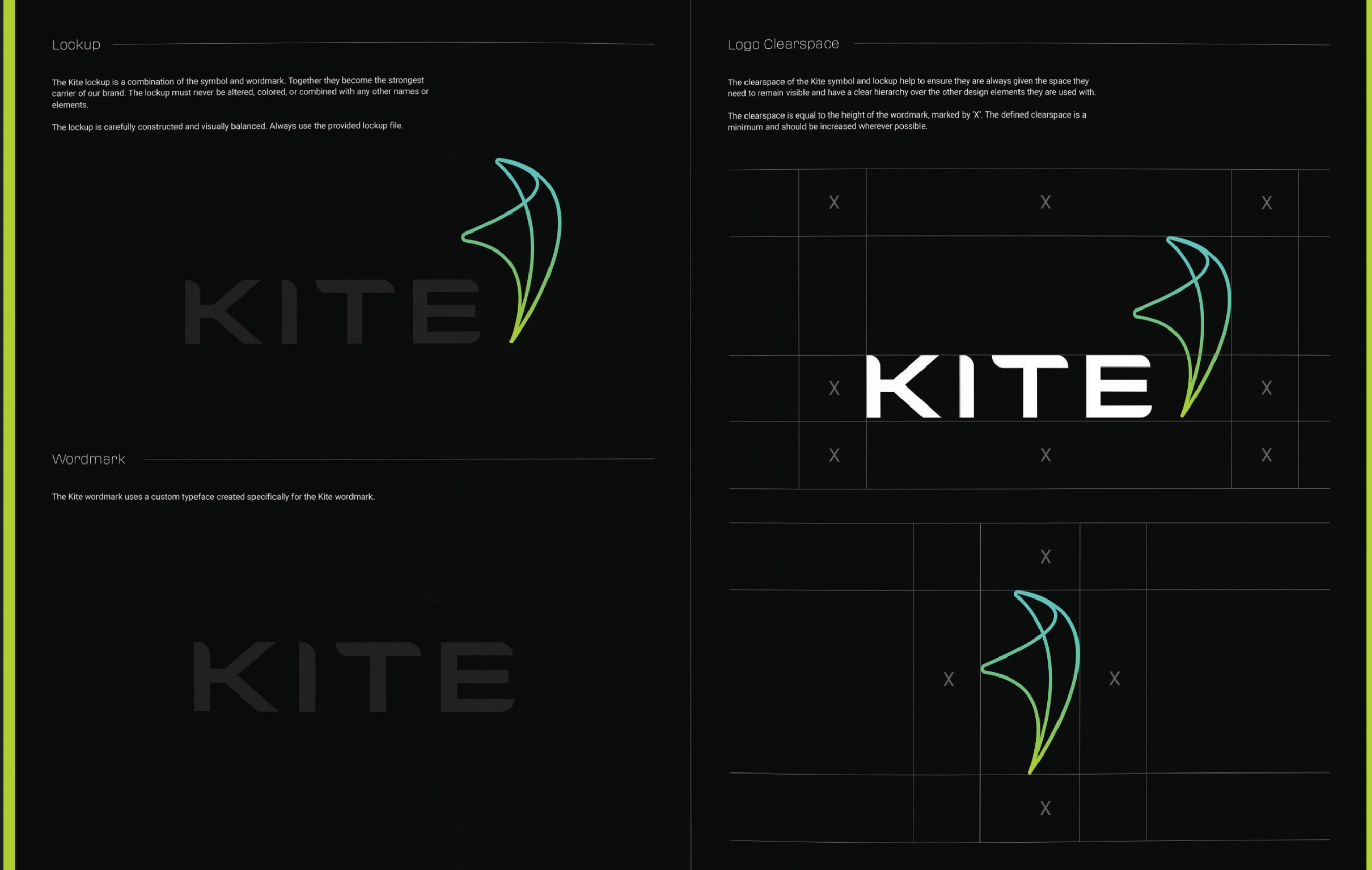


Logo Design

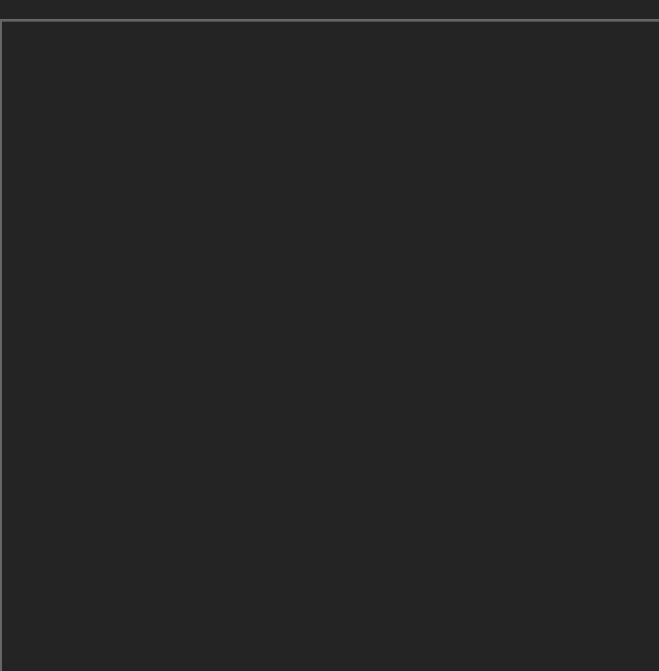
The cutting-edge nature of Kite's technology led us to craft a logo that honors what people expect of the li-ion industry while breaking free from those expectations.

While the wordmark's custom typeface is clearly legible, its futuristic edge emphasizes the ease of revolutionizing common power needs with Kite's innovative technology.

The logo's icon portion reimagines a classic kite, with the spar visible as a nod to strength and durability while the curve conveys flexibility. The dynamic color gradient mirrors the energy flow of a charging battery, highlighting power and progress.



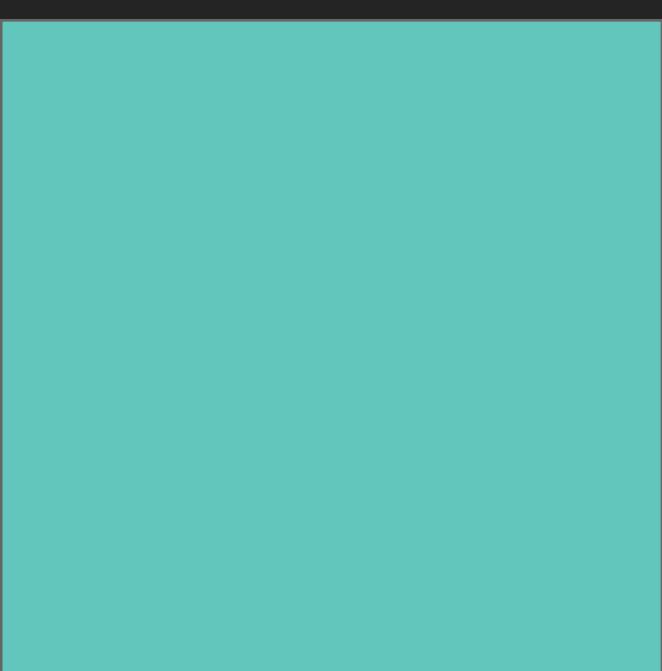
Potential Energy



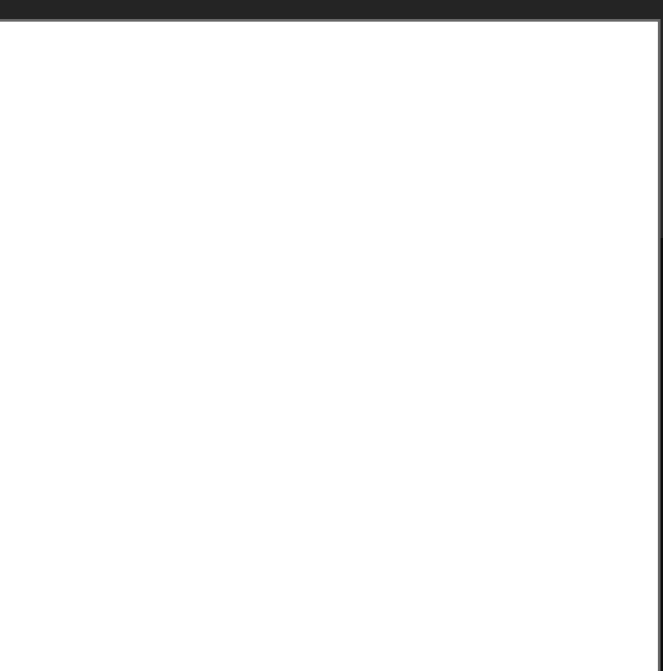
Galvanic Effect



Gravimetric Power



Nominal Voltage



Maximum Wattage

