OW

OCEAN WINDS

IDENTITY

A company using the
power of offshore winds
to lead the energy
industry towards
a more sustainable
future.

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01. MASTER BRAND

MASTER BRAND

The master brand is composed by the logo with its signature and should be applied on the yellow background.

Preferably, it should be used the vertical option with the signature.

Vertical version

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Horizontal version

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Small version

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SECONDARY VERSIONS

The secondary version of the logo is the master logo without the signature that can be applied in 5 different background colours (black, black blue, white, gray and yellow).

When to use:
– When the signature is not properly readable.
– In materials without the total stain in yellow.

BLACK&WHITE VERSIONS

The black and white versions should be used for printing, whenever colours are not available.

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SIGNATURE

Ocean Winds is the energy source
behind the brand.
The power that moves it forward,
that drives the creativity to find
more efficient and sustainable
offshore wind energy solutions.

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PROTECTION AREAS

To preserve brand integrity and readability, a protection area has been defined in relation to other graphics. The boundaries of the logo protection area have been defined as half the size of the "O":
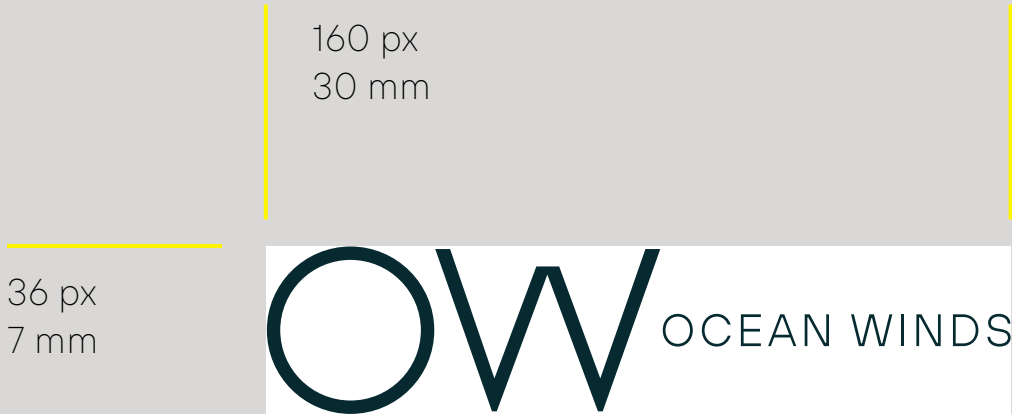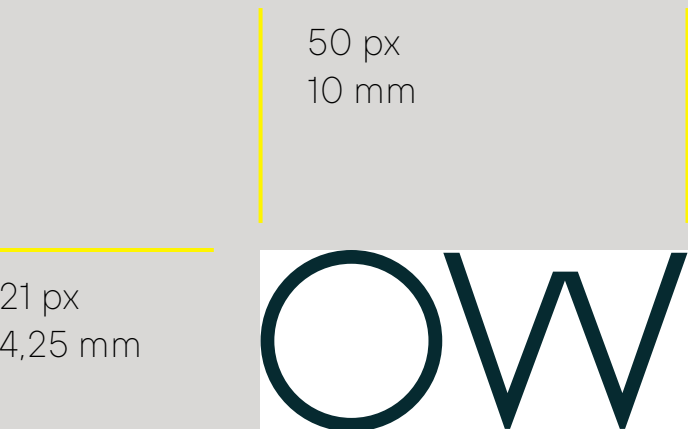
With signature

Without signature

MINIMUM SIZES

These are the minimum sizes that work
with the OW logo so it can be understood
properly by all.

With signature

160 px
30 mm

36 px
7 mm

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Without signature

50 px
10 mm

21 px
4,25 mm

OW

100 px
17 mm

58 px
10 mm

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100 px

13 px

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02. COLOUR

COLOUR PALETTE

Primary colours

White and gray illustrate the technological and engineering side of the structures and, also the clean side of wind energy.
Yellow is the energy that is generated by the eolian wind turbine.

These are the main colours of the **OW** brand.
At least two of them must appear on any **OW** brand asset.

Secondary colours

The various shades of blue were chosen to symbolize the colour of the ocean which is determined by the interactions of incident light with the present substances or particles.
We can have a clear day without clouds or a stormy day.
These are the additional colours which make up the **OW** palette.

YELLOW
PANTONE 803 C

R **255** G **245** B **0**
C **0** M **3** Y **97** K **0**

HTML #**FFE900**
RAL **1016**

BLUE
PANTONE 3115 C

R **0** G **193** B **213**
C **59** M **0** Y **14** K **0**

HTML #**001C1D5**
RAL **6027**

GRAY
PANTONE COOL GRAY1 C

R **217** G **217** B **214**
C **4** M **2** Y **4** K **8**

HTML #**D9D9D6**
RAL **9002**

BLUE
PANTONE BLUE 72 C

R **16** G **6** B **159**
C **100** M **95** Y **0** K **3**

HTML #**10069F**
RAL **5008**

BLACK BLUE
PANTONE 546 C

R **7** G **43** B **49**
C **100** M **41** Y **35** K **87**

HTML #**072B31**
RAL **5008**

DARK BLUE
PANTONE 3035 C

R **0** G **62** B **81**
C **100** M **30** Y **18** K **76**

HTML #**003E51**
RAL **5001**

10% PANTONE 803 C R255; G254; B229 #FFFEE5	20% PANTONE 803 C R255; G253; B204 #FFFDCC	30% PANTONE 803 C R255; G252; B178 #FFFCB2	40% PANTONE 803C R255; G251; B153 #FFFB99	50% PANTONE 803 C R255; G250; B127 #FFFA7F	60% PANTONE 803 C R255; G249; B102 #FFF966	70% PANTONE 803 C R255; G248; B77 #FFF84D	80% PANTONE 803 C R254; G247; B51 #FFF733	90% PANTONE 803 C R252; G246; B26 #FFF61A	**YELLOW** PANTONE 803 C
10% COOL GRAY1 C R250; G250; B250 #FAFAFA	20% COOL GRAY1 C R246; G246; B246 #F6F6F6	30% COOL GRAY1 C R242; G242; B242 #F2F2F2	40% COOL GRAY1 C R239; G239; B238 #EFEFEE	50% COOL GRAY1 C R235; G235; B234 #EBEBEA	60% COOL GRAY1 C R231; G231; B230 #E7E7E6	70% COOL GRAY1 C R228; G227; B226 #E4E3E2	80% COOL GRAY1 C R224; G223; B222 #E0DFDE	90% COOL GRAY1 C R220; G220; B218 #DCDCDA	**GRAY** PANTONE COOL GRAY1 C
10% PANTONE 546 C R227; G230; B230 #E3E6E6	20% PANTONE 546 C R201; G207; B208 #C9CFD0	30% PANTONE 546 C R176; G184; B186 #B0B8BA	40% PANTONE 546 C R151; G162; B165 #97A2A5	50% PANTONE 546 C R127; G140; B143 #7F8C8F	60% PANTONE 546 C R104; G119; B123 #68777B	70% PANTONE 546 C R81; G99; B119 #516367	80% PANTONE 546 C R59; G78; B84 #3B4E54	90% PANTONE 546 C R38; G60; B66 #263C42	**BLACK BLUE** PANTONE 546 C
10% PANTONE 3115 C R235 G248; B250 #EBF8FA	20% PANTONE 3115 C R217 G242; B245 #D9F2F5	30% PANTONE 3115 C R198 G235; B241 #C6EBF1	40% PANTONE 3115 C R178 G229; B237 #B2E5ED	50% PANTONE 3115 C R157 G223; B233 #9DDFE9	60% PANTONE 3115 C R136 G217; B229 #88D9E5	70% PANTONE 3115C R112 G210; B225 #70D2E1	80% PANTONE 3115 C R83 G204; B220 #53CCDC	90% PANTONE 3115 C R42 G197; B216 #2AC5D8	**BLUE** PANTONE 3115 C
10% BLUE 72 C R232; G228; B243 #E8E4F3	20% BLUE 72 C R212; G203; B233 #D4CBE9	30% BLUE 72 C R190; G178; B223 #BEB2DF	40% BLUE 72 C R169; G154; B213 #A99AD5	50% BLUE 72 C R147; G130; B203 #9382CB	60% BLUE 72 C R126; G107; B193 #7E6BC1	70% BLUE 72 C R104; G85; B183 #6855B7	80% BLUE 72 C R80; G62; B172 #503EAC	90% BLUE 72 C R52; G40; B163 #3428A3	**BLUE** PANTONE BLUE 72 C
10% PANTONE 3035 C R228; G232; B235 #E4E8EB	20% PANTONE 3035 C R203; G212; B216 #CBD4D8	30% PANTONE 3035 C R177; G191; B198 #B1BFC6	40% PANTONE 3035 C R153; G171; B180 #99ABB4	50% PANTONE 3035 C R128; G151; B162 #8097A2	60% PANTONE 3035 C R103; G133; B145 #698591	70% PANTONE 3035 C R82; G114; B129 #527281	80% PANTONE 3035 C R58; G95; B112 #3A5F70	90% PANTONE 3035 C R33; G78; B96 #214E60	**DARK BLUE** PANTONE 3035 C

BEHAVIOUR ON COLOUR BACKGROUNDS

The Application of the OW brand on colour backgrounds has a basic principle of maintaining the colour integrity of the brand while ensuring the highest possible contrast. To this end, some rules have been defined that should be followed.
When the background colours are light you should choose the positive version of the brand (blackblue), and when the colours are darker the negative version should be used (yellow or white).

Main version to be used above all

BEHAVIOUR ON TEXTURED BACKGROUNDS

When applied on textured backgrounds you should preserve the integrity of the **OW** logo with maximum contrast possible and avoid "noisy" backgrounds and textures.
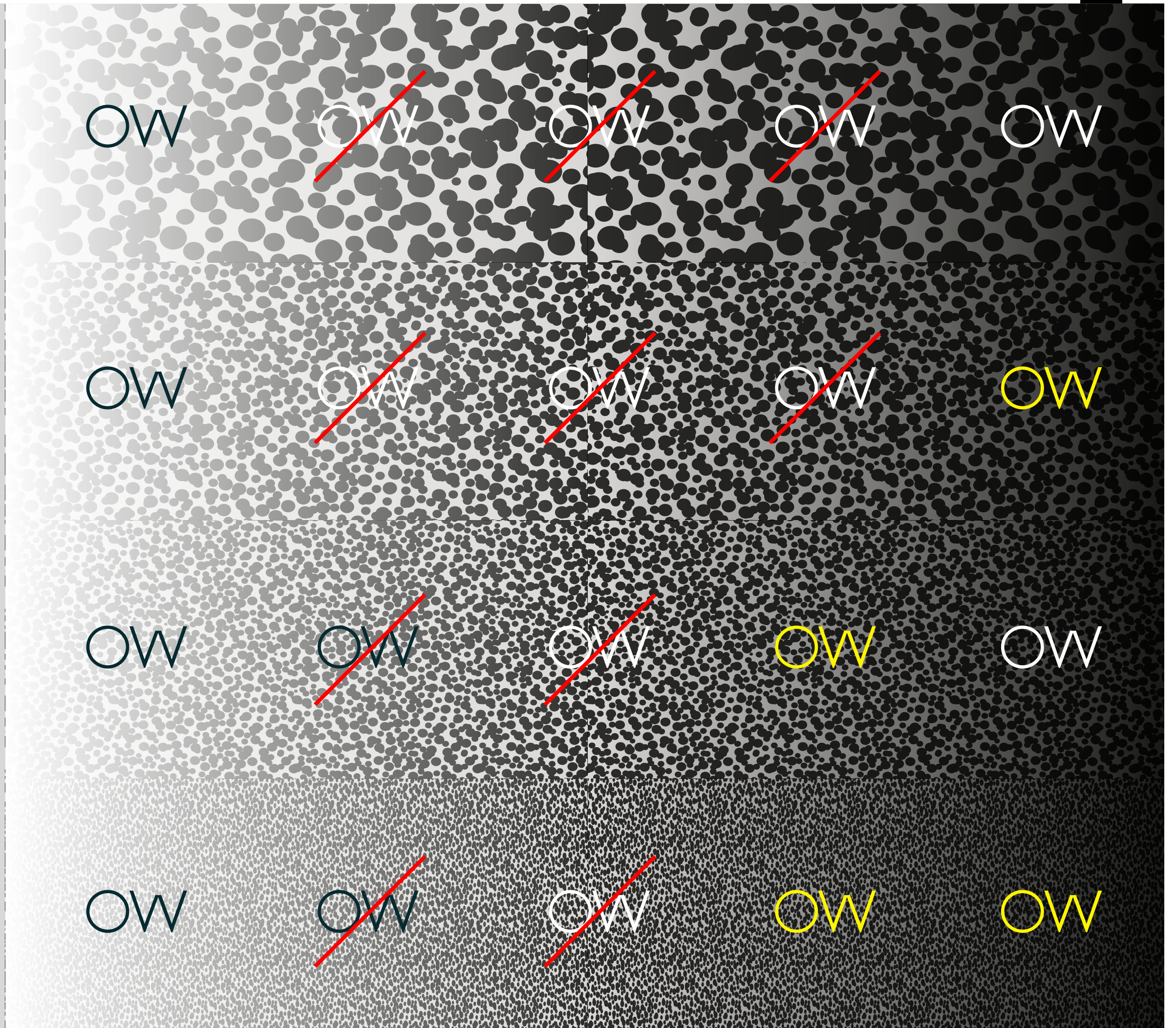
BEHAVIOUR ON PHOTOGRAPHY BACKGROUNDS

Photography backgrounds should respect the integrity of the brand with the highest contrast possible.

On photography backgrounds, should only be applied the white or black blue versions of the brand.

03. TYPOGRAPHY & WRITING

OFFICIAL
TYPOGRAPHY
TT HOVES

Fonts and their correct conjugation with all the graphics elements that make up the identity are extremely important for a consistent representation of brands as they help to reinforce their personality.

In this sense, a typographic family named TT HOVES was chosen. This typography should be used for titles/subtitles and copy in graphic arts.

The typeface name comes from an abbreviated combination of two words: horizontals + verticals (ho + ve), which is intended to emphasize the fact that vertical and horizontal strokes predominate in the design of the typeface. Other distinctive features of the TT Hoves design are sharp turns in letters like f t J r j and the shape of the internal junctions of diagonal 2-point strokes (A W M N V X), which is intended to add a square and technologically advanced touch to the picture. The stroke thickness tends to a single width for the entire range of styles, with natural compensations in the boldest styles.

The TT Hoves font family consists of 20 fonts: 10 weights (from Hairline to Black) and 10 corresponding italics. Each of the styles includes 1348 glyphs. TT Hoves covers almost all languages using the Latin alphabet, as well as most languages using Cyrillic.

abc
ABW
120

TT HOVES Hairline
TT HOVES Light
TT HOVES Regular
TT HOVES Medium
TT HOVES Demi Bold
TT HOVES Bold
TT HOVES Black

ABCDEFGHIJLKMNOPQRSTUVWXYZ
abcdefghijlkmnopqrstuvwxyz
1234567890!"#$%&/|\()=?'+-

ABCDEFGHIJLKMNOPQRSTUVWXYZ
abcdefghijlkmnopqrstuvwxyz
1234567890!"#$%&/|\()=?'+-

ABCDEFGHIJLKMNOPQRSTUVWXYZ
abcdefghijlkmnopqrstuvwxyz
1234567890!"#$%&/|\()=?'+-

SECONDARY
SUPPORT
TYPOGRAPHY

VERDANA

Verdana should be use for long text writing
documents and emails,
A typographic family existing in the systems
MAC and Windows.
Similarly for **OW** branded online media where the
official family cannot be used.

abc
ABW
120

VERDANA REGULAR
VERDANA ITALIC
VERDANA BOLD
VERDANA BOLDITALIC

ABCDEFGHIJLKMNOPQRSTUVWXYZ
abcdefghijlkmnopqrstuvwxyz
1234567890!"#$%&/|\()=?'+-

ABCDEFGHIJLKMNOPQRSTUVWXYZ
abcdefghijlkmnopqrstuvwxyz
1234567890!"#$%&/|\()=?'+-

ABCDEFGHIJLKMNOPQRSTUVWXYZ
abcdefghijlkmnopqrstuvwxyz
1234567890!"#$%&/|\()=?'+-

04. EXAMPLES OF WRONG APPLICATIONS

WRONG APPLICATIONS

The **OW** brand is the first point of contact with all people, whether partners or customers.
That is why it's so important to keep a coherent and consistent approach in its usage, fulfilling the rules defined in this manual.

Don't use two colours
in the logo wordmark

Don't change the height
and the width of the logo

Don't use colours outside
the colour palette

Don't use textures on the logo

Don't change the
logo typeface

Don't use frames

Don't change the position
of the typeface elements

Don't apply strokes to the logo

Don't use background colours
outside the background
colour palette

Don't change the size of
any logo elements

Don't apply shades to the logo

All materials/applications should be approved by the **OW** Communication Department.

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