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Logo
Primary logo

The primary logo is the main logo and is used most often. Our default logo is blue. You can use the white version on dark backgrounds so it’s easy to see.
Logo

The icon

The icon is rotated in a 20° angle.
Logo
Secondary logos

Our default logo is blue. You can use the white version on dark backgrounds so it’s easy to see.
Logo
Mono versions

You should only use the black version on layouts that are black and white only.
Logo

Don’ts

The examples shown here illustrate incorrect uses of the logo.
**Logo**

**Clearspace and scale**

To make sure our logo is legible, and to maintain its integrity, keep the area surrounding it free of other elements. The minimum clearspace is half of the height of the icon, marked with ‘x’.

The same rule goes for the secondary logos.

**Minimum size**

- **Primary logo:**
  - 18mm/51px

- **Secondary logos:**
  - 20mm/57px
The GWO quality stamps for training providers and certification bodies are only issued to authorized companies.
Typography
Typography
Our font

Avenir LT Std 85 Heavy
Avenir LT Std 65 Medium
Avenir LT Std 55 Roman
Avenir LT Std 45 Book
GWO standards are created by the industry, for the industry. Our members are globally leading turbine manufacturers and owners, representing a majority of installed wind energy capacity around the world. Together, they share risk information and expertise to create training standards that improve safety and build a competent workforce.
Colour palette
The primary colour palette is the main brand palette and is to be used on most collateral and front covers.

- **Brand Blue**
  - CMYK: 100/57/9/47
  - RGB: 0/61/106
  - #003D6A

- **Orange**
  - CMYK: 0/64/90/0
  - RGB: 238/117/38
  - #EE7526

- **Medium Blue**
  - CMYK: 98/71/16/3
  - RGB: 9/77/140
  - #094D8C

- **Light Blue**
  - CMYK: 41/11/4/0
  - RGB: 161/200/230
  - #A1C8E6
Colour Palette

Secondary

The secondary colour palette compliments the primary palette and can be used on various collateral such as section covers and content pages and paired with the primary colours when the angled element is in use as shown on p. 19.
In addition to the secondary colours, tints from the primary colour palette and Light Grey may also be used as supporting colours. These are percentages of the original colour that are lighter in value, and does not compete with the primary palette.
Colour Palette

Digital

The digital colour palette is used for graphs, charts and infographics in presentations, where an extended palette is needed.

These colours should be used sparingly and never overpower the primary and secondary colours.

For a softer look you can also make use of tints.
Graphic element
Colour combinations

For front covers you should only use colours from the primary colour palette. For section covers and content pages you can combine primary and secondary colours as shown below.
Graphic element
Graphic element
The angle

The angled element is the main graphic element and can be used on a full colour background and on top of images.

See examples on p. 22.
Graphic element

Usage

The angled element is the main graphic element and can be used on a full colour background and on top of images, shown in the examples below.
Graphic element
Usage

On a portrait format you just simply place it in the top right corner. On a landscape format, we suggest using a 4 column grid as a guide and place it 1 column in from the right as shown in the example.