

# Brand Guidelines

August 2020



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# Logo

# 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.

Brand Blue



**GLOBAL WIND  
ORGANISATION**

White

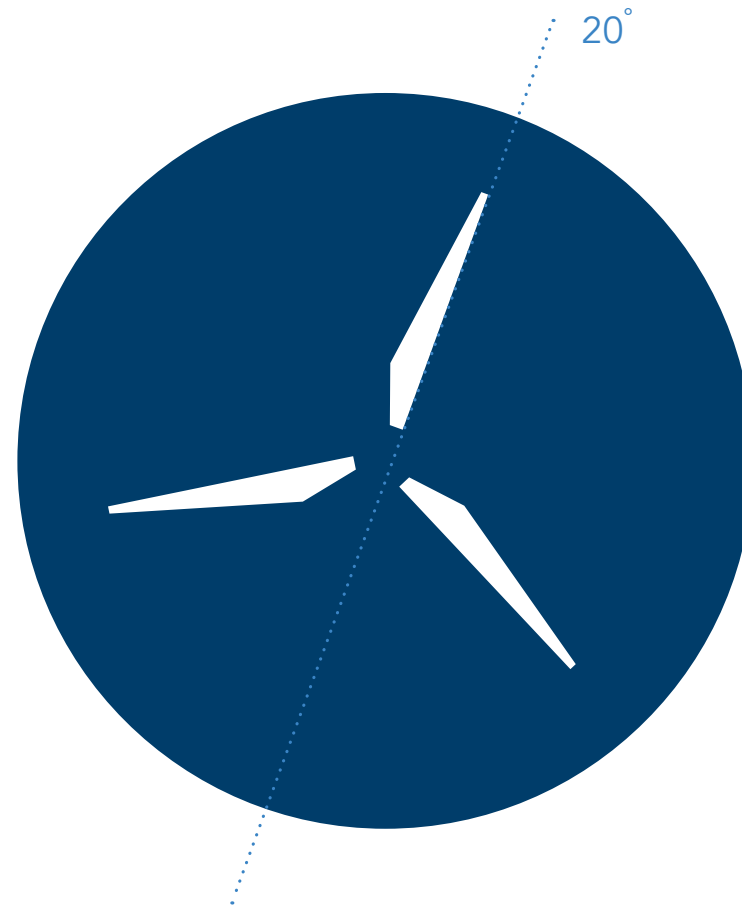


**GLOBAL WIND  
ORGANISATION**

# 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.

Mono



Mono



Mono



# Logo Don'ts

The examples shown here illustrate incorrect uses of the logo.

Do not use other colours than Brand Blue, white and black



Do not outline



Do not rotate the icon



Do not use a gradient



Do not distort proportions



Do not use drop-shadows



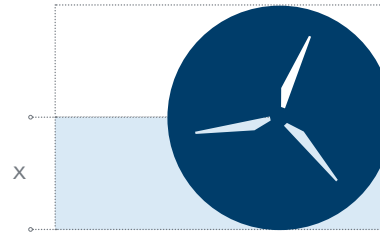


# Logo

## 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



**Minimum size**  
Secondary logos:  
20mm/57px



# Logo

## Quality stamps

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**

# Typography

## Font hierarchy

**Title** Avenir LT Std 85 Heavy

**Header** Avenir LT Std 65 Medium

**Subheader** Avenir LT Std 55 Roman

Body Text 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

# Colour Palette

## Primary

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**



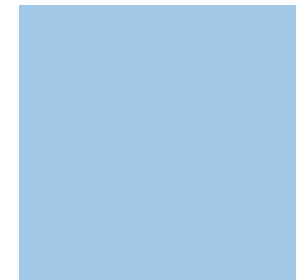
CMYK: 0/64/90/0  
RGB: 238/117/38  
#EE7526

**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.

**Sky Blue**



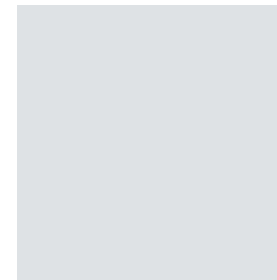
CMYK: 76/40/0/0  
RGB: 58/132/197  
#3A84C5

**Teal**



CMYK: 71/4/34/0  
RGB: 52/177/178  
#34B1B2

**Light Grey**



CMYK: 15/9/9/0  
RGB: 222/226/229  
#DEE2E5

**Dark Grey**



CMYK: 56/41/37/20  
RGB: 115/121/128  
#737980



# Colour Palette

## Tints

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.

Brand Blue	80% #336487	60% #668BA5	40% #99B2C3	20% #CCD8E1
Medium Blue	80% #3A71A3	60% #6B94BA	40% #9DB8D1	20% #CEDBE8
Orange	80% #F29151	60% #F5AC7D	40% #F8C8A8	20% #FCE3D4
Light Blue	80% #B4D3EB	60% #C7DEF0	40% #D9E9F5	20% #ECF4FA
Light Grey	80% #E5E8EA	60% #EBEEEF	40% #F2F3F5	20% #F8F9FA

# Colour Palette

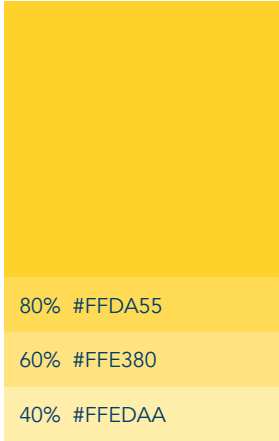
## Digital

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.

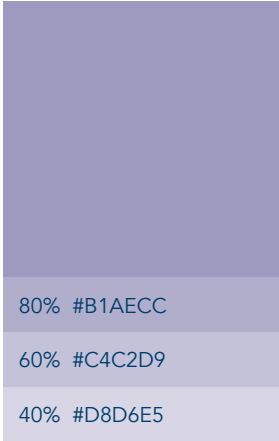
### Yellow



80% #FFDA55  
60% #FFE380  
40% #FFEDAA

RGB: 255/209/43  
#FFD12B

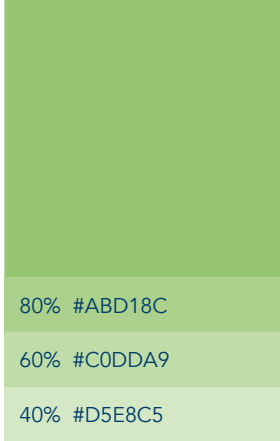
### Lilac



80% #B1AECC  
60% #C4C2D9  
40% #D8D6E5

RGB: 157/153/191  
#9D99BF

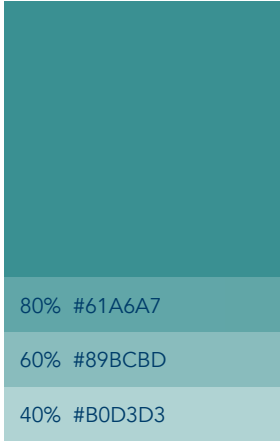
### Light Green



80% #ABD18C  
60% #C0DDA9  
40% #D5E8C5

RGB: 150/198/111  
#96C66F

### Dark Teal



80% #61A6A7  
60% #89BCBD  
40% #B0D3D3

RGB: 58/144/146  
#3A9092

# 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.

Front covers



Section covers and content pages



# 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.

On coloured background



On image



On image with opacity



# 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.

Portrait format: Place the angle in the top right corner.



Landscape format: Place the angle 1 column in from the right.

