

Brand Guidelines

January 2024



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Logo

Logo

Primary logo

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

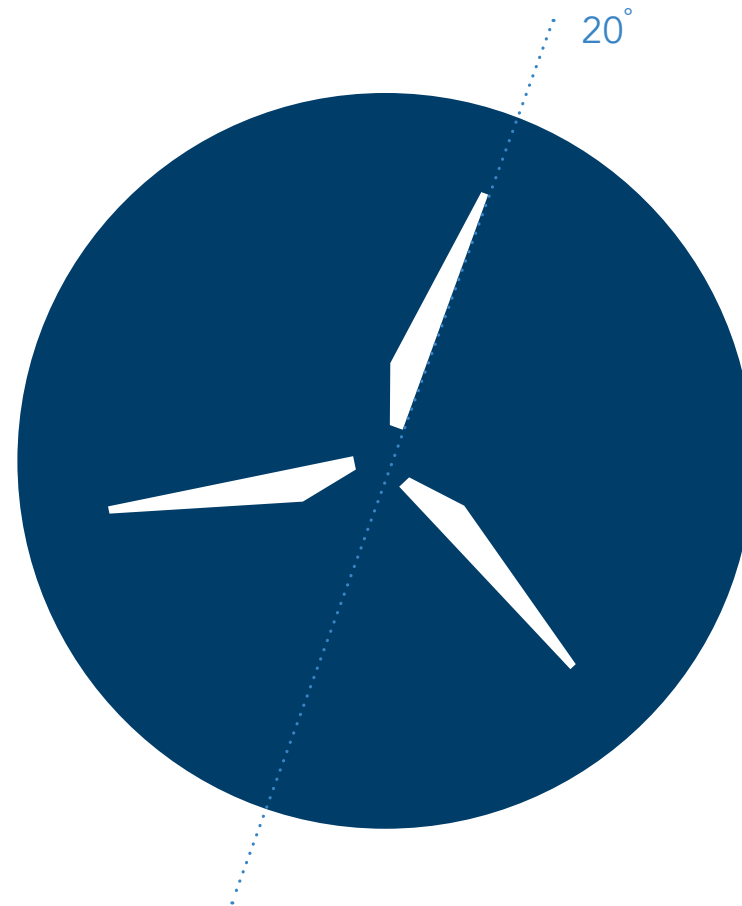


**GLOBAL WIND
ORGANISATION**

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



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

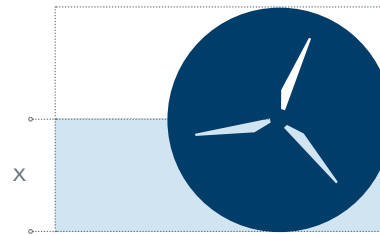


Logo

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



GWO Badges

The GWO Certified Training Provider Badge is only issued to authorised companies on receipt of an annual fee. A 'Fair Usage Policy' applies



The Instructor Quality Provider Badge is only issued to valid instructors who have completed GWO instructor training courses defined in the IQ Standard



Typography

Typography

Our font

Avenir LT Std 95 Black

Avenir LT Std 85 Heavy

Avenir LT Std 65 Medium

Avenir LT Std 55 Roman

Avenir LT Std 55 Book

Typography

Font hierarchy

Header Avenir LT Std 85 Heavy

Subheader Avenir LT Std 65 Medium

Body Text Avenir LT Std 55 Roman

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
#133D68

Orange



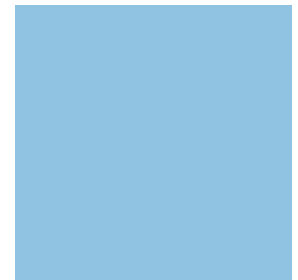
CMYK: 0/64/90/0
RGB: 238/117/38
#EE7527

Medium Blue



CMYK: 98/71/16/3
RGB: 9/77/140
#084E8D

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



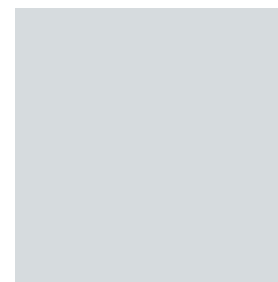
CMYK: 76/40/0/0
RGB: 58/132/197
#3A84C5

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 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%	60%	40%	20%
Medium Blue	80%	60%	40%	20%
Orange	80%	60%	40%	20%
Light Blue	80%	60%	40%	20%
Light Grey	80%	60%	40%	20%

Colour Palette

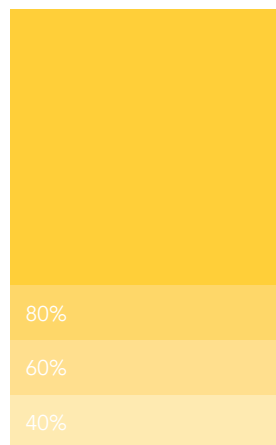
Digital

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.

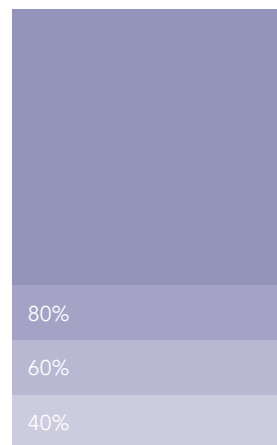
For a softer look you can also make use of tints.

Yellow



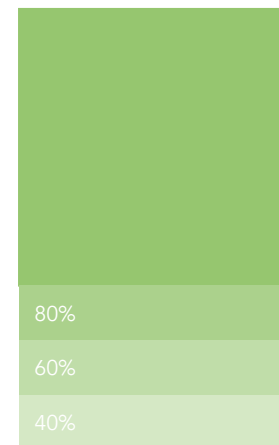
RGB: 255/209/43
#FFD12B

Lilac



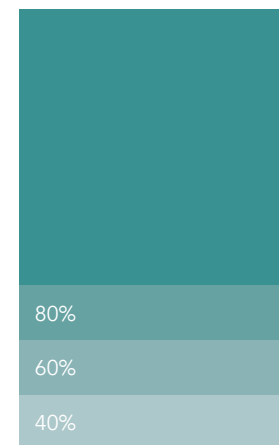
RGB: 157/153/191
#9D99BF

Light Green



RGB: 150/198/111
#96C66F

Dark Teal

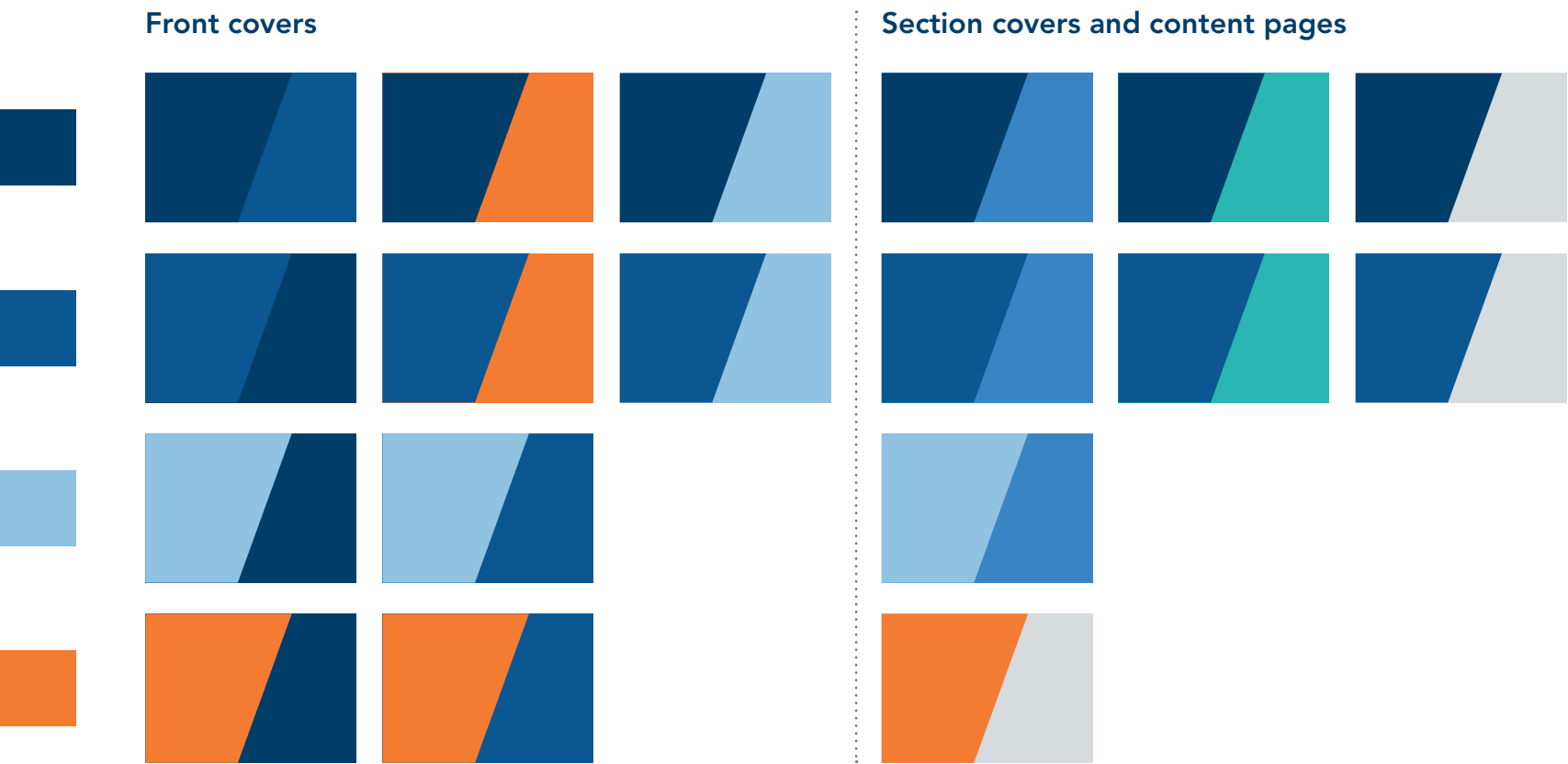


RGB: 58/144/146
#3A9092

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.



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



