

# Brand Book

December 2021





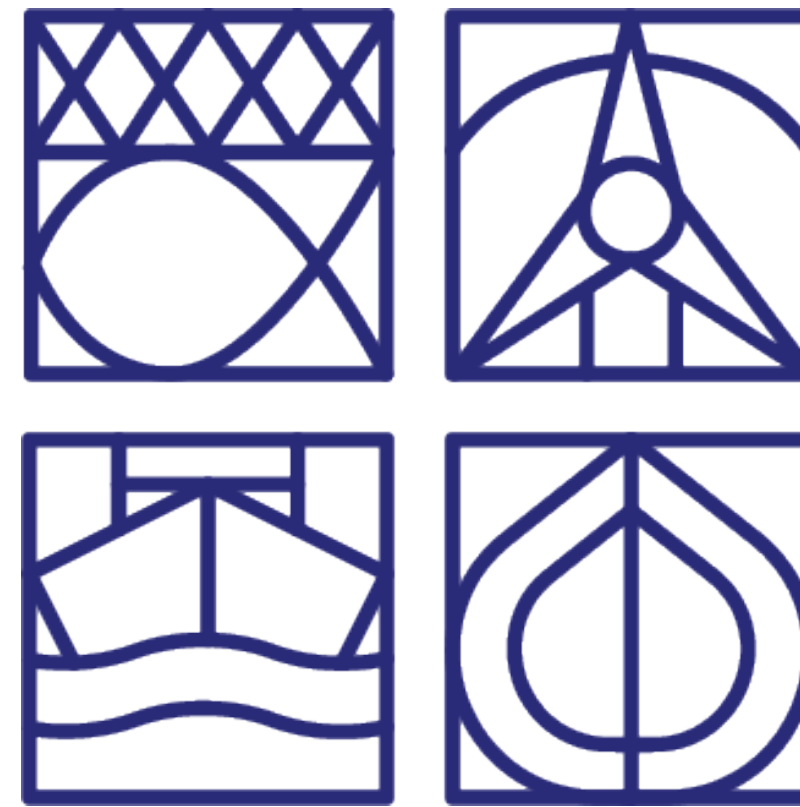
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## Logo

### Horizontal version

This is the main version of the logo, the one that should be used by default and whenever possible.

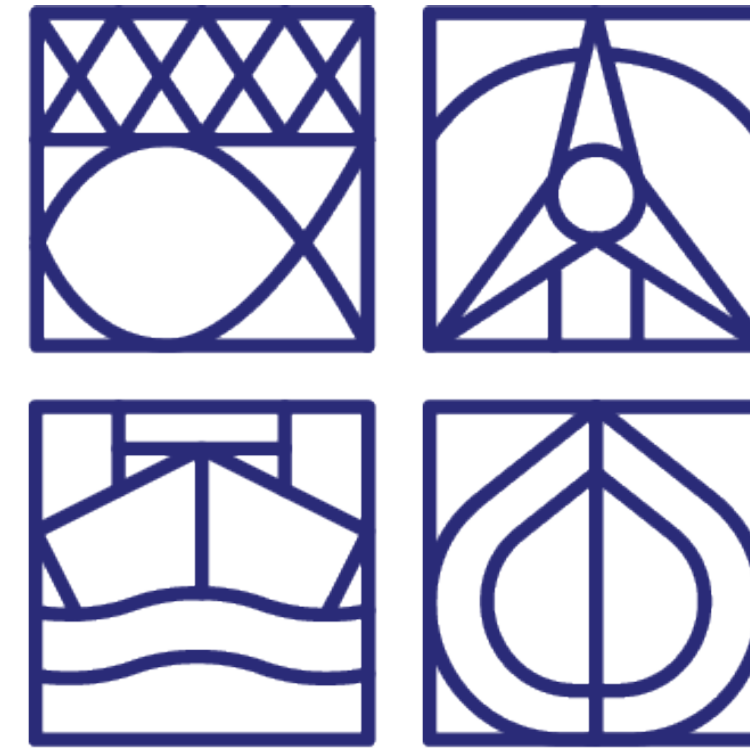


**Green  
Offshore  
Tech**

## Logo

### Vertical version

This version should be applied whenever the original horizontal version can't be used.



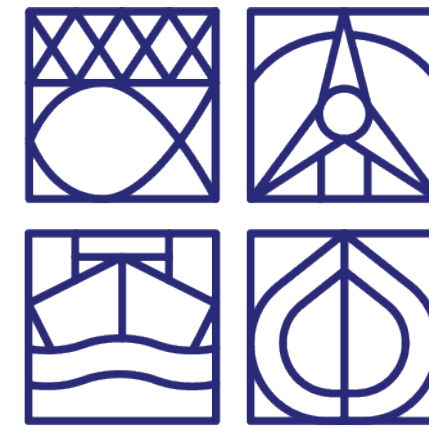
**Green  
Offshore  
Tech**

## Logo

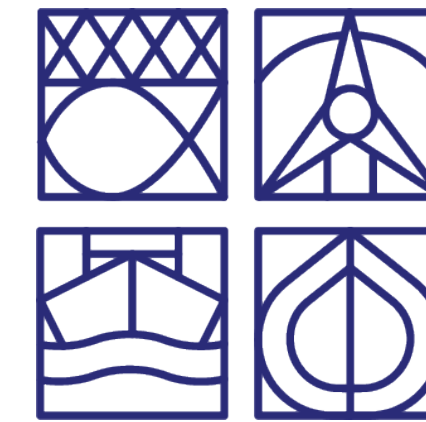
### Versions overview

These are the official logo versions:

- don't use other versions of the logo;
- don't rotate the logo;
- don't rearrange parts of the logo or add external elements.



**Green  
Offshore  
Tech**



**Green  
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Tech**

## Logo

### Positive and Negative versions

Black and white versions must only be used in specific cases: when the colour version does not fit because of readability issues (coloured background, for instance) or when there are printing limitations.

The white version should be used whenever the logo is applied on a dark or photo background.



## Logo

### Safety area

The logo safety area ensures the mark is isolated from other competing graphic elements, which could decrease the mark's impact and legibility.

The minimum clear space is defined by the height of the fish pictogram. This space should be kept when the logo is proportionally resized.



# Logo

## Minimum sizes

The logo should never be used smaller than the indicated dimensions.

For low quality printing systems the logo should be used bigger than the minimum dimensions detailed.

**Print**

50 mm

25 mm



**Digital**

130 mm

65 px





# Logo

## Incorrect usage

Changing the look of the logo compromises the integrity of the brand.

Here are a few examples of ways the logo should NOT be used.

		
Using another font	Changing its proportions	Using another color
		
Applying strokes	Applying drop shadows	Rotating
		
Changing the alignment	Using without legibility	Changing the order of the elements

# Logo

## Colour background

The logo can be used in coloured backgrounds as long as there is enough contrast to ensure readability.





## Logo

### Image background

The logo can be applied over a photo background provided that it keeps its legibility and it's not obstructed by the image.

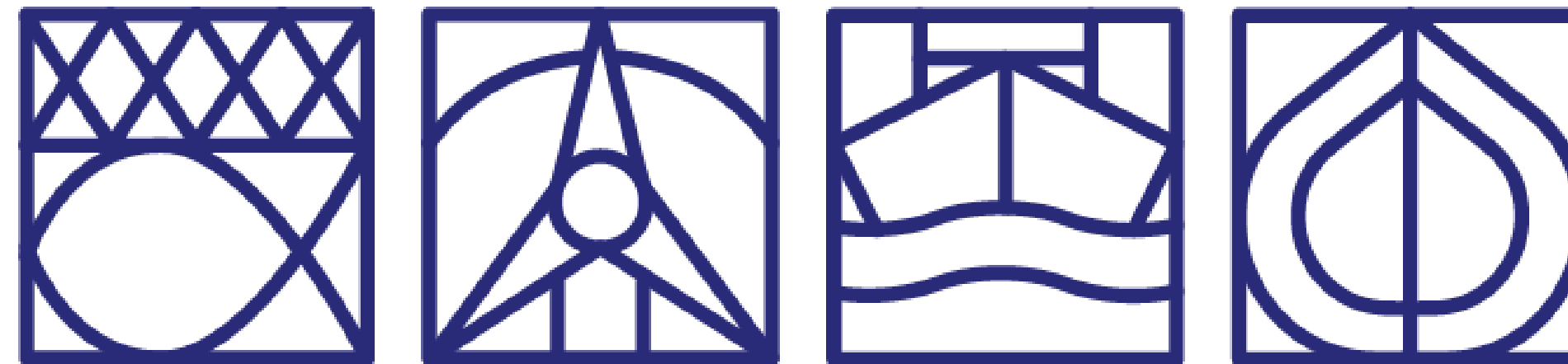




## Graphic Elements

This version, with no text, should just be used exceptionally, namely:

- whenever the main and vertical secondary logo versions cannot be applied in compliance with the guidelines;
- when the brand name is already visible in the communication piece;
- as icons to represent the four main themes of the brand.





## Colour palette

Colours are part of the GreenOffshoreTech brand, reinforcing the brand image and identity.

To ensure colour consistency, use the CMYK (to print) and RGB (in digital) codes (do NOT use the PANTONE codes).

### Main colour

PANTONE 2756 C  
C 100 M 98 Y 20 K 8  
R 45 G 47 B 119  
HEX #2D2F77

### Aquaculture

PANTONE 290 C  
C 28 M 7 Y 4 K 0  
R 180 G 211 B 230  
HEX #B4D3E6

### Wind energy

PANTONE 566 C  
C 17 M 0 Y 13 K 0  
R 210 G 234 B 255  
HEX #D2EAE1

### Transportation

PANTONE 7422 C  
C 6 M 19 Y 13 K 0  
R 236 G 208 B 206  
HEX #ECD0CE

### Oil and Gas

PANTONE 7401 C  
C 2 M 13 Y 42 K 0  
R 249 G 219 B 159  
HEX #F9DB9F

## Typography

The typography is Avenir Next (system font).

Using the brand typography in all brand documents helps keeping the GreenOffshoreTech communication consistent.

The typography should NOT be expanded, condensed or transformed in any way.

**Aa**

Avenir Next (Mac)

Avenir Next LT Pro (Windows)

Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

**Bold**

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz**

