



Brand Manual / 2024

1.

Logo Versions

1.1.

LOGO



1.2.

LOGO SYMBOL



2.

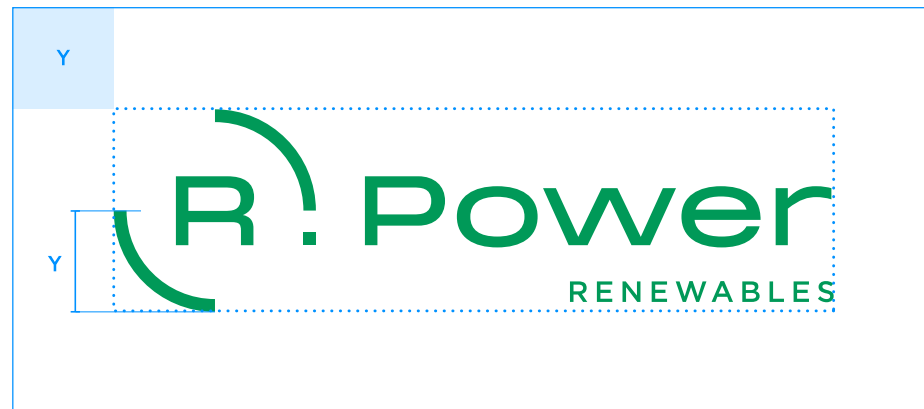
Logo Clearspace

## 2.1.

### LOGO PROTECTIVE FIELD

To preserve the integrity and visual impact of the logo, always maintain adequate clear space around it.

Minimum clear space for print is 1/2 the height of the circle graphic in the logo.

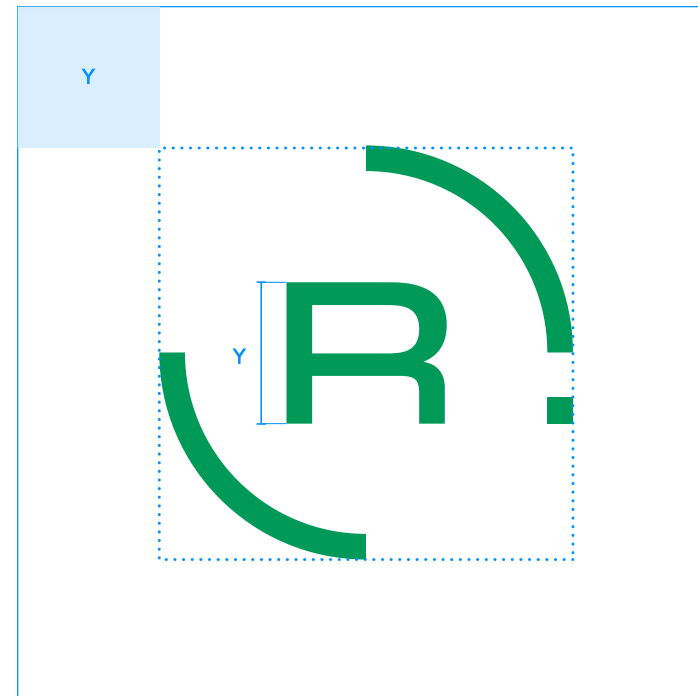


## 2.2.

### LOGO SYMBOL PROTECTIVE FIELD

To preserve the integrity and visual impact of the logo, always maintain adequate clear space around it.

Minimum clear space for print is the height of the letter (R) in the symbol.



3

Logo Minimum Size



# 3.1.

## LOGO MINIMUM SIZE

To maintain full legibility, the logo should avoid being reproduced smaller than the sizes indicated .

### LOGO

The minimum reduction of the logo should be no smaller than 4mm for any print usage and 130px for any web usage. The tagline, symbol or name should be omitted in instances where they become so small that they are illegible.

### LOGO SYMBOL

The minimum reduction of the logo should be no smaller than 5mm for any print usage and 20px for any web usage.

>40 mm / 130 px



>30 mm / 75 px



>5 mm / 20 px



4.

Brand Claim

4.1.

CLAIM  
VERSIONS

MAIN VERSION

Hellix Medium font

The Future  
of Energy Today.

4.2.

CLAIM  
VERSIONS

HORIZONTAL

Hellix Medium font

The Future of Energy Today.

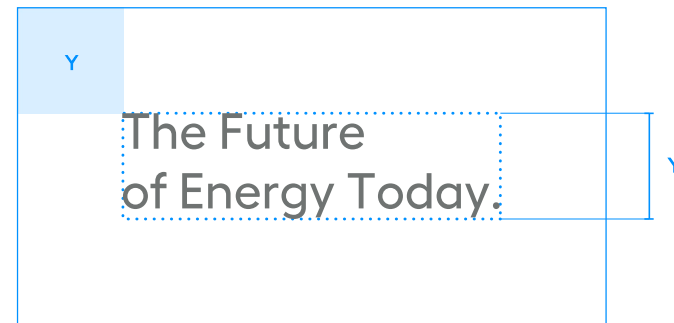
## 4.3.

### CLAIM PROTECTIVE FIELD

#### MAIN VERSION

To preserve the integrity and visual impact of the claim, always maintain adequate clear space around it.

Minimum clear space for print is the height of the two lines of text.



## 4.4.

### CLAIM PROTECTIVE FIELD

#### HORIZONTAL

To preserve the integrity and visual impact of the logo, always maintain adequate clear space around it.

Minimum clear space for print is the height of the of text.



4.5.

CLAIM  
COLOUR VERSIONS

The Future  
of Energy Today.

The Future  
of Energy Today.

The Future  
of Energy Today.

The Future  
of Energy Today.

The Future  
of Energy Today.

The Future  
of Energy Today.

## 4.6.

### CLAIM IMPROPER USAGE

A few examples of claim usage practices to be avoided.

The Future  
of Energy Today.

*Don't use colors other than those specified in this document.*

The Future  
of Energy Today.

*Don't stretch, condense or change the dimensions of the claim.*

The Future  
of Energy Today.

*Don't rotate the claim.*

THE FUTURE  
OF ENERGY TODAY.

*Don't use the claim with capitals letters.*

The Future  
of Energy Today.

*Don't skew or bend the claim in any way.*

The Future  
of Energy Today.

*Don't alter or replace the typefaces of the claim.*



## 4.7.

LOGO AND CLAIM  
COEXISTENCE

HORIZONTAL



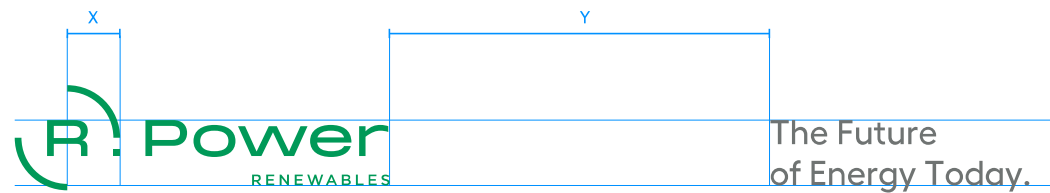
The Future  
of Energy Today.

## 4.8.

### LOGO AND CLAIM COEXISTENCE CONSTRUCTION

#### HORIZONTAL

The claim can be adjusted to the right of the logo and can be positioned according to the layout dimensions.

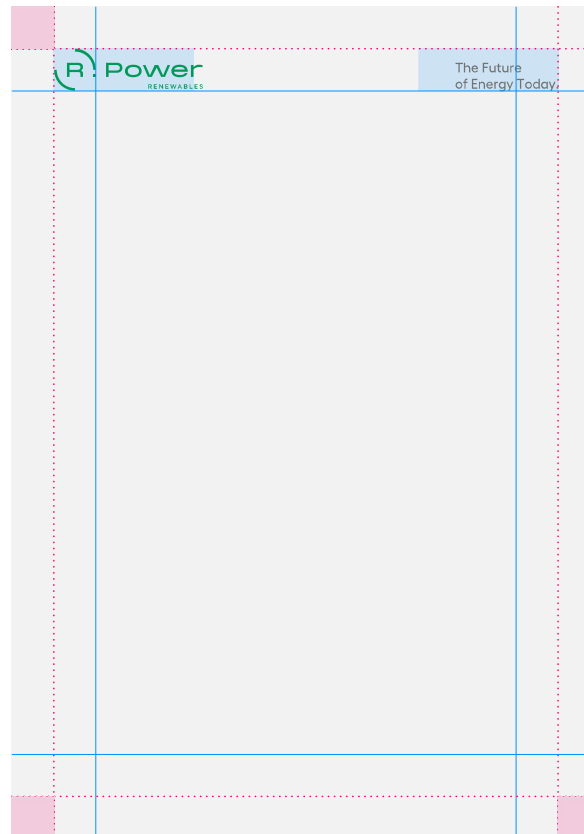


## 4.9.

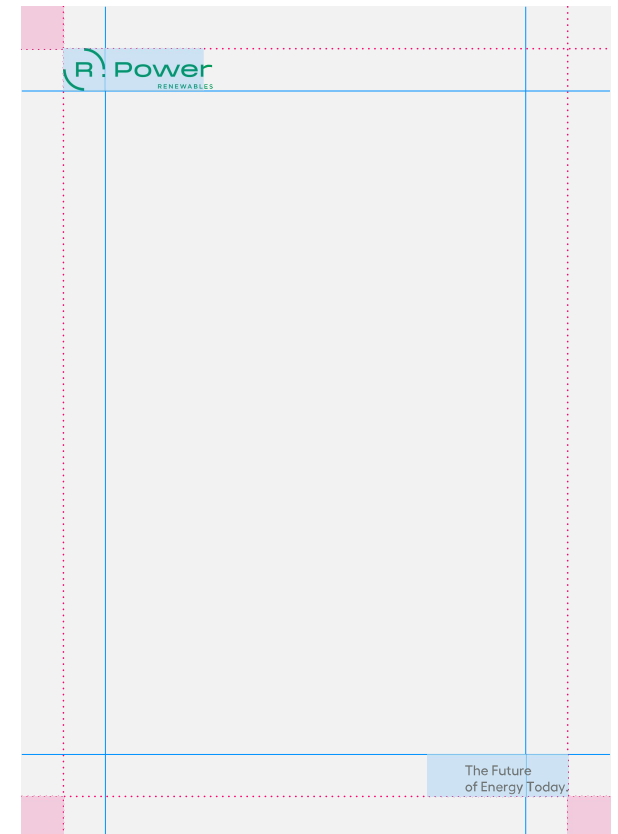
### LOGO AND CLAIM COEXISTENCE LAYOUT EXAMPLES

1. The claim can be adjusted to the right of the logo and can be positioned according to the layout dimensions.
2. The claim can be adjusted to the right bottom of the logo and can be positioned according to the layout dimensions.

1.



2.



5.

Brand Colours

# 5.1.

## PRIMARY COLOUR

Primary colour to be used for all materials.

### PANTONE 340 C

#### CMYK

**C** 100  
**M** 0  
**Y** 81  
**K** 0

#### RGB

**R** 0  
**G** 150  
**B** 94

**HEX** #00965E

## 5.2.

### SECONDARY COLOURS

Secondary colours to be  
used as a complimentary  
element for materials  
when needed.

#### PANTONE 1235 C

##### CMYK

**C** 0  
**M** 31  
**Y** 98  
**K** 0

##### RGB

**R** 255  
**G** 196  
**B** 94

**HEX** #FFC45E

#### PANTONE 424 C

##### CMYK

**C** 30  
**M** 20  
**Y** 19  
**K** 58

##### RGB

**R** 112  
**G** 115  
**B** 114

**HEX** #707372

## 5.3.

### SECONDARY COLOUR MINT GREEN

Secondary colour Mint Green  
to be used as a complimentary  
element for materials  
when needed.

**PANTONE 340 C**

**12% Opacity**

**CMYK**

**RGB**

**C** 100

**R** 0

**M** 0

**G** 150

**Y** 81

**B** 94

**K** 0

**HEX #00965E**

## 5.4.

### LOGO COLOUR VERSIONS

Various colour selections  
are provided for design  
usage flexibility on  
various materials.





## 5.5.

### LOGO MONOCHROME COLOURS

Monochrome logo versions to be used when the primary logo colour and secondary version colours can not be used due to printing restrictions.



6.

Improper Usage

# 6.1.

## LOGO IMPROPER USAGE

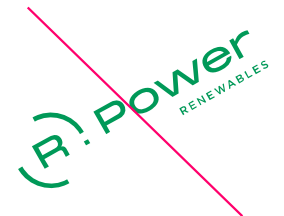
A few examples of logo usage practices to be avoided.



*Don't use colors other than those specified in this document.*



*Don't stretch, condense or change the dimensions of the identity.*



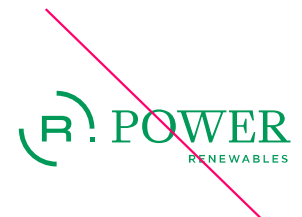
*Don't rotate the identity.*



*Don't alter order of logo naming*



*Don't skew or bend the identity in any way.*



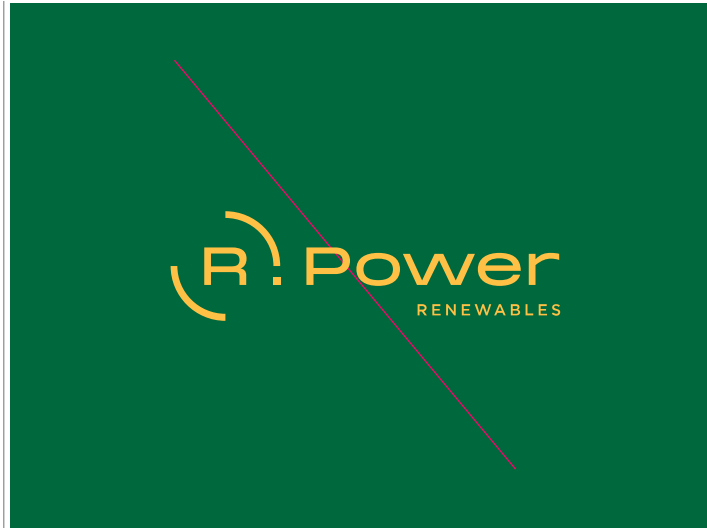
*Don't alter or replace the typefaces of the identity.*

## 6.2.

### LOGO IMPROPER USAGE

A few examples of background usage practices to be avoided.

1. Do not change the values of the main colors.
2. Do not use on colorful or gradient backgrounds.
3. Used just on primary and secondary colors.
4. Do not use in illegible instances.



## 6.3.

### CORRECT USE OF THE LOGO ON PHOTOS

A few examples of how to  
use the logo on photos.

1. Logo in its white version  
when the photo is dark  
and there is contrast.
2. Logo in its main color  
when the photo is light  
and there is contrast.
3. In photos where there is  
space without elements,  
use it as long as it is in  
one of the corners.
4. If the photo does not  
allow any of the previous  
uses, you can add a  
block of color and place  
the logo on top.

