

Brand Guidelines

**Eurowind
Energy™**



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Eurowind Energy Brand Guide

These brand guidelines are designed for everyone working with the Eurowind Energy brand whether you’re developing materials, collaborating with partners, or communicating internally or externally. They are your resource for ensuring that all communication reflects our values and supports a cohesive, recognizable brand across all markets.

Inside the guide, you’ll find practical direction on:

- Crafting communication that embodies our brand
- Applying our visual identity, including logo usage, colour palette, and imagery
- Arranging elements so information is easy to understand, and important points stand out depending on the use case
- Managing the brand across teams and markets to ensure alignment and protect our reputation

If you have questions or need further support, reach out to the Marketing team at marketing@ewe.dk.

Brand Story

**We believe that renewables are never alternative.
It is the obvious choice.
Our brand stands for practical, sustainable energy solutions.**

Renewables are never alternative

Rooted in our Danish heritage and the vision of our founders, we are always moving forward driven by a clear ambition to be the transition to renewable energy.

Eurowind Energy develops, constructs, and operates renewable energy parks. We are dedicated to local long-term solutions, and we believe that the future of energy supply is renewable, clean, and reliable.

Our strategy is built on our position as a leading European company in renewable energy. We have a strong integrated value chain across project development and power generation to asset management and wholesale trading. For us, renewables are never an alternative. They are the standard we work toward in every part of our business.

Our voice

The way we use our brand reflects the same energy and momentum that drive our business. Our communication is straightforward, speaking in clear headlines with simplicity in focus.

True to our word

We transform ambition into results, and our brand expression mirrors our ability to deliver on promises and get things done. This helps us connect across markets and ensures our brand story resonates wherever Eurowind Energy is present.

We keep our message simple. We say what we do, and we do what we say. Our brand voice is straightforward with no empty promises. We focus on facts, results, and reliability. This is how we build trust and make sure our message is consistent in every context.

Expression

We speak in bold headlines.
Statements and headlines should reflect our story and position. Make sure headlines relates directly to the content they represent.

We identify opportunities. Then we seize them.	We build energy projects. Then we produce power.
Promosis kept, KWh delivered.	Renewable energy is our future. And so are our people.

Our brand expression is defined by clarity, momentum, and purpose.

In every publication, we use statements that are meaningful and unmistakable, conveying a clear intent and direction. Even when the message is abstract. Our communication reflects our drive to move forward and create impact.

The Logo

Our name is clear and descriptive. It reflects what we do.

The logo, or wordmark, is therefore intentionally free of restrictive symbolism. Wind remains at the core of our work, but through a carefully adjusted typeface the logo is able to represent more than wind alone, supporting Eurowind Energy as we continue to develop into the future.

Eurowind
Energy™

Colour options

The logo is available in Dark blue and White.

Use the Dark blue version on lighter backgrounds and the White version on darker backgrounds.

In any case high contrast is key.

When the use of colour is not possible the logo is available in black.

Eurowind
EnergyTM

Eurowind
EnergyTM

Stacked →

Eurowind
EnergyTM

Linear →

Eurowind EnergyTM

Logo versions

Our logo comes in two versions:
Linear and Stacked.

The choice of logo version is guided by medium, format and context.

As a rule of thumb, the Linear logo works well on horizontal and wide formats while the Stacked logo might be a better choice for portrait and tall formats.

Clearspace

To make our logo stand out and maintain its integrity, an area of clearspace around the logo is recommended. This means that this area should be kept clear from other graphic elements and text.

The clearspace is defined as ‘1X’ equivalent to the height of the linear logo or half the height of the stacked logo.



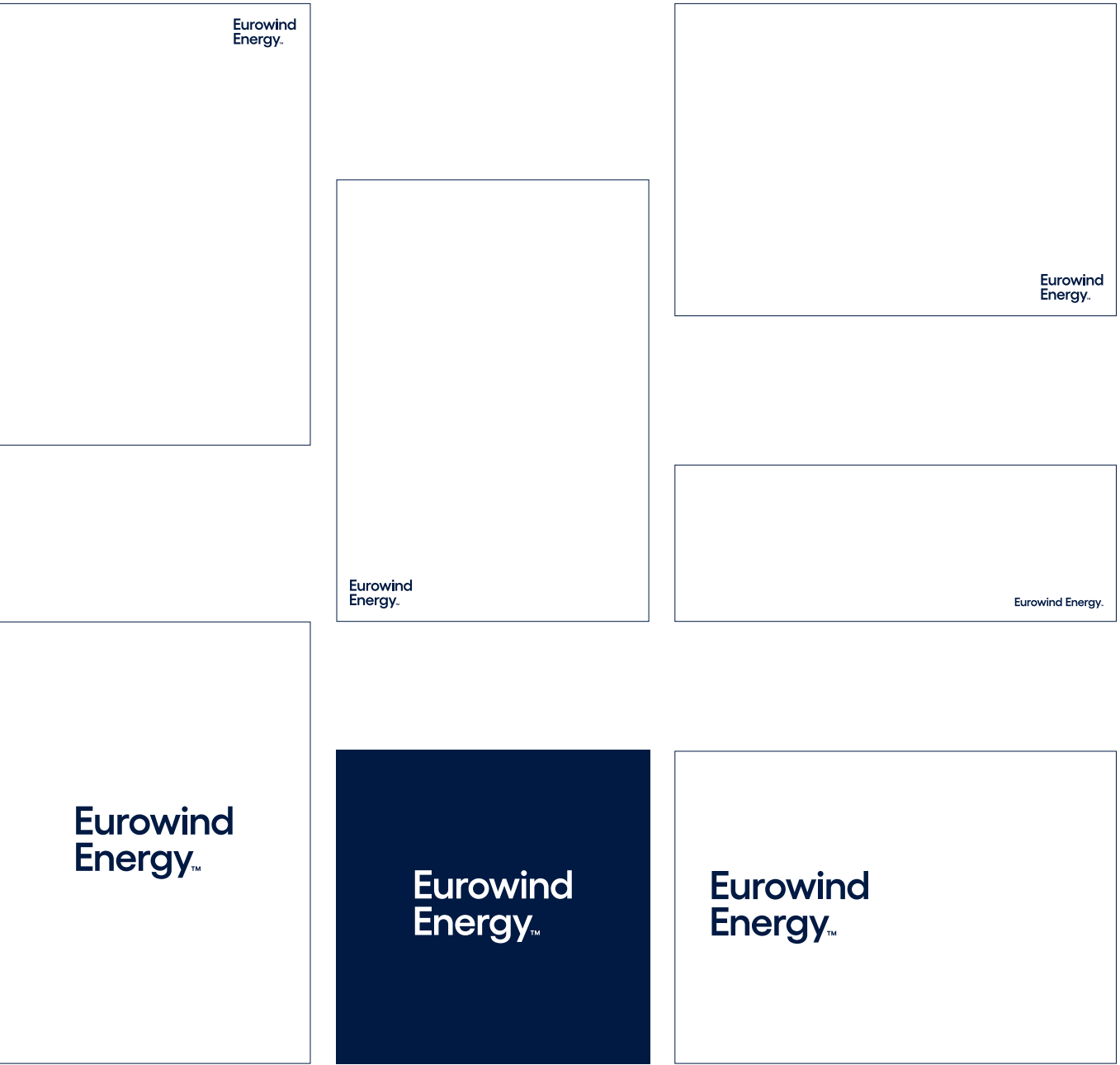
Sizing & placing

In short the logo should be placed in such a way that it fits the remaing layout along with sizing matching the publication.

Usually this means placing the logo in one of the corners, but it can also be centered if this is what makes sense due to content, format, medium and overall context.

Title pages and similar calls for a larger sizing of the logo, as a rule of thumb 50% of the width of the format. Where else the logo size is thought to be 20% of the width of the publication format.

When in doubt place the logo in one of the corners.



Our colour palette

Blue is the foundation of our colour palette

Our colours show competence and reliability, while keeping our look friendly and approachable. The palette is broad and clearly defined, so it works across many types of materials.

Choose colours with care. Always consider channel, target group and communication topic. Use colours that support your message and fit the context. White space is just as important as colour.

Brand Design

Primary

A plentiful use of white and dark blue provide the backdrop for much of our brand which in combination with the Sky blue make up our primary palette.

Secondary

The secondary colours are used when looking to be more expressive, building infographics or as accent for extra attention.

Tertiary

The tertiary colours include muted and darker shades of the primary and secondary colours, and are used when complimentary colours are required.

Primary ↓

EWE Dark blue	
Pantone	282 C
RGB	4 30 66
HEX	041E42
CMYK	100 72 0 73
EWE Sky blue	
Pantone	277 C
RGB	171 202 246
HEX	ABCAF6
CMYK	32 8 0 0

Variations ↓

EWE Dark blue 75% tint or 25% transparency	EWE Dark blue 50% tint or 50% transparency
RGB 42 63 104 HEX 2A3F68 CMYK 75 54 0 55	RGB 102 114 149 HEX 667295 CMYK 50 36 0 36
EWE Dark blue 25% tint or 75% transparency	EWE Dark blue 15% tint or 85% transparency
RGB 173 178 200 HEX ADB2C8 CMYK 25 18 0 18	RGB 205 207 221 HEX CDCFDD CMYK 15 11 0 11
EWE Sky blue 75% tint or 25% transparency	EWE Sky blue 50% tint or 50% transparency
RGB 203 225 243 HEX CBE1F3 CMYK 24 6 0 0	RGB 221 235 247 HEX DDEBF7 CMYK 16 4 0 0
EWE Sky blue 25% tint or 75% transparency	EWE Sky blue 15% tint or 85% transparency
RGB 239 245 251 HEX EFF5FB CMYK 8 2 0 0	RGB 245 249 253 HEX F5F9FD CMYK 5 1 0 0

Secondary ↓

EWE Green	EWE Green 50% tint or 50% transparency
Pantone 2412 C RGB 73 214 157 HEX 49D69D CMYK 56 0 56 0	RGB 198 225 199 HEX C6E1C7 CMYK 28 0 28 0
EWE Yellow	EWE Yellow 50% tint or 50% transparency
Pantone 124 C RGB 245 179 35 HEX F8B323 CMYK 0 35 90 0	RGB 253 217 155 HEX FDD99B CMYK 0 18 45 0
EWE Brown	EWE Brown 50% tint or 50% transparency
Pantone 7522 C RGB 180 107 91 HEX B46B5B CMYK 8 60 57 17	RGB 226 182 165 HEX E2B6A5 CMYK 4 30 29 9
EWE Red	EWE Red 50% tint or 50% transparency
Pantone 710 C RGB 224 62 87 HEX E03E57 CMYK 0 88 58 0	RGB 244 169 161 HEX F4A9A1 CMYK 0 44 29 0

Variations ↓

Tertiary, dark ↓

EWE Dark green	EWE Dark yellow	EWE Dark brown	EWE Dark red
Pantone 3308 C RGB 2 70 58 HEX 02463A CMYK 92 14 67 70	Pantone 2014 C RGB 225 144 0 HEX E19000 CMYK 10 50 100 0	Pantone 4695 C RGB 91 52 40 HEX 5B3428 CMYK 19 75 79 66	Pantone 209 C RGB 111 38 64 HEX 6F2740 CMYK 15 96 31 55

Tertiary, light ↓

EWE Light green	EWE Light yellow	EWE Light brown	EWE Light red
Pantone 573 C RGB 182 228 229 HEX B6E4E5 CMYK 24 0 11 0	Pantone 7403 C RGB 255 215 122 HEX FFD77A CMYK 0 17 60 0	Pantone 475 C RGB 244 209 193 HEX F4D1C1 CMYK 0 15 23 0	Pantone 196 C RGB 236 200 219 HEX ECC8DB CMYK 0 21 2 0

Colour Palette

Codes

The colour codes are specified for digital and print use, and defined with reference to the Pantone colour system (pantone.com).

Be aware that the colours unavoidably will vary depending on media, material print setting etc.

Typography

Strong voice, modern look

The typography is chosen for its strength and clarity, ensuring every message stands out and is easy to read.

The overall typesetting is structured in a clear hierarchy and adapts across channels and purposes. A fallback font is defined as an internationally recognised alternative.

Brand Design

Single typeface

For all purposes we use one single typeface - Gellix - which has a prominent circular and overall geometric construction.

While we mostly use regular and bold, the font comes in multiple weights for any purpose, and has a bold and contemporary expression and character.

Fallback

Gellix is our brand typeface and should be applied whenever possible.

However, if Gellix simply is not an option, and there is a need for a font which is commonly available on all computers, our fallback font is Century Gothic.

Special cases

If neither Gellix nor Century Gothic is available, such as when language requirements prevent their use, contact the Marketing office for guidance before choosing another font.

AaBbCcDdEe
0123456789

Gellix Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå
0123456789

Gellix Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå
0123456789

↓ Fallback option

Century Gothic
AaBbCcDdEe
0123456789

↓ Available weights

Thin
Light
Regular
Medium
Semi bold
Bold
Extra Bold
Black
+ italics

Typography

Sizing →

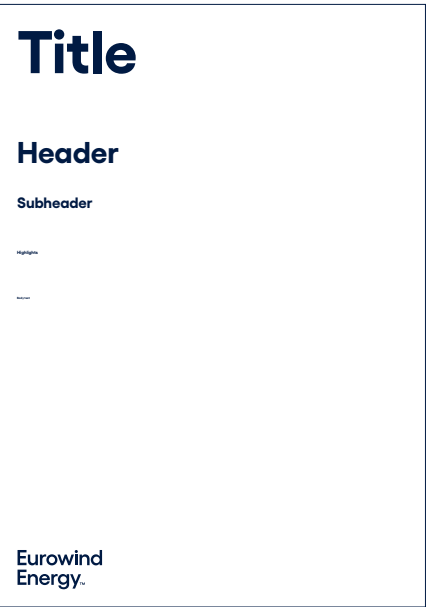
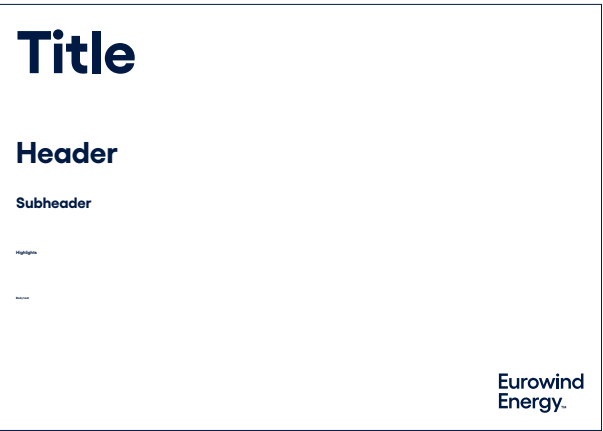
Title Heading:
Bold 100%

Heading:
Bold 50%

Subheading:
Bold 25%

Highlights:
Bold/Regular 15%

Body Text:
Regular/Bold 10%



Leading →

For display and headlines the text size and line height should always be set at the same value – i.e.: 50 pt / 50 pt

For typography smaller than 14 pt the line height should be 10% greater then the font size - i.e.: 10 pt / 11 pt.

We identify
opportunities.
Then we
seize them.

Relative sizing

Sizing of the typography is relative to the format, defined by the size of the Title Heading.

As a rule of thumb the Title Header is 15% of the shortest side of the publication format.

e.g.: A4 short side is 210 mm, 15% of this is 31,5 mm equal to aproximately 100pt. rounded up (35mm).

Statement and payoff

Our payoff clearly states our position in the market.

It is a central element of the brand identity, bringing together personality, values, and tone of voice in a single payoff.

The statement must not be translated.

Renewables
are never
alternative

Colour options

The statement is available in Dark blue and White.

Use the Dark blue version on lighter backgrounds and the White version on darker backgrounds.

In any case high contrast is key.

Renewables are never alternative

Renewables are never alternative

Statement versions

The statement comes in three versions: Full-Stacked, Stacked and Linear.

The choice of version is guided by placement, format and context.

As a rule of thumb, we use the statement as a focus element, and in greater sizes, which makes the Full-Stacked version a better choice, generally.

Full-Stacked →

Renewables are never alternative

Stacked →

Renewables are never alternative

Linear →

Renewables are never alternative

The Helix

Invisible energy. Visible impact

The Helix is a visual concept designed to express the flow of energy and movement.

Formed by abstract, interwoven surfaces rotating in a spiral, the expression is almost sculptural. It draws associations to both warped wind turbine blades and the vortices created as wind passes a turbine in motion.

The Helix can be applied across multiple contexts, primarily as a motion element on screen, but also in print. In both cases, it introduces a clear sense of movement and energy.

The Helix is available as a dynamic motion element or as stills in various angles and perspectives.

The Helix is a visual concept and stands alone when used as a background.

While the Helix itself must not be altered, the background and context can be adapted to fit the specific publication or platform. This ensures flexibility in design while maintaining a consistent and recognizable brand element.



Imagery

Images do more than document. They support our brand.

All imagery should align with our values and visual expression. Colour, composition, and tone are considered to ensure a clear and consistent aesthetic across channels.

We prioritise original photography from our own projects and people. Stock photography is not used. Each image should contribute to a distinct and recognisable Eurowind Energy identity.



Principles

Images should show authentic activity and real interactions, not staged scenes. Use natural lighting whenever possible.

The overall expression should be calm, ensuring that images feel genuine and support a tranquil, trustworthy brand atmosphere.



Selection & use

Use images with vibrant, saturated colours and a focus on people to evoke strong emotions, creating a relatable and human-centric narrative.

For impactful storytelling, prioritize bold colours and imagery that highlights individuals, ensuring they align with your message’s mood and intent along with the brand.

We continuously update and expand our collection of company images. If you need access to our shared image library, please contact Marketing.



Illustrations

Illustrations help communicate concepts and ideas that are not easily captured through photography. They provide a clear, consistent way to visualise complexity across platforms.

Our illustration and icon library is a shared resource designed for clarity, recognisability, and a human touch in both digital and physical applications. Use illustrations with consistency and intention to support a coherent visual expression aligned with our identity.

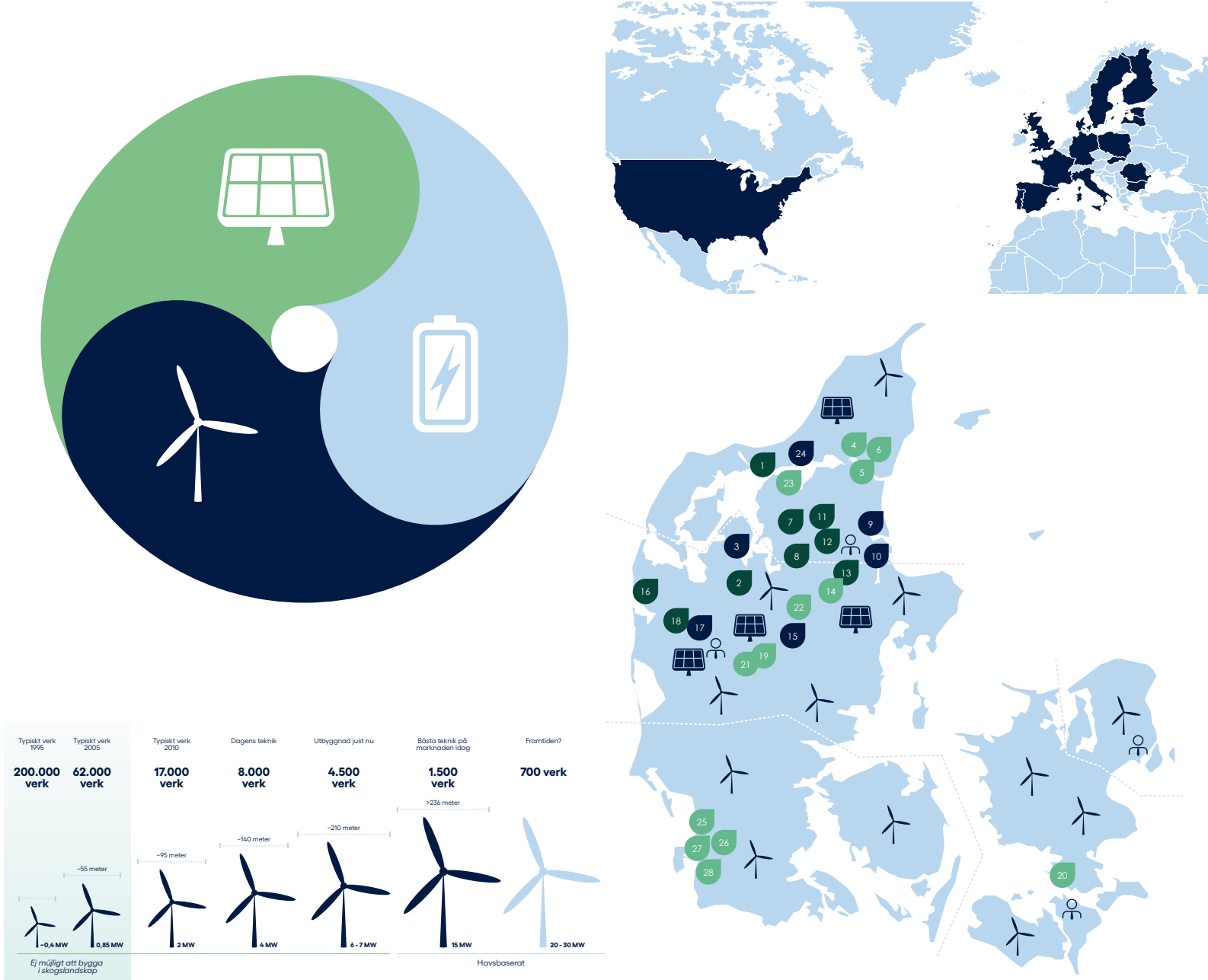


Using illustrations

Icons and simple illustrations that follow our corporate colours and DNA strengthen brand recognition and cohesion. They act as visual shorthand, communicating complex information quickly and effectively.

By using our corporate palette, illustrations create a consistent visual experience across platforms and support a unified brand presence. Their simplicity makes them versatile, and when used strategically, they elevate the visual narrative and make it more engaging and accessible.

For access to our shared illustration library, please contact Marketing.



Composition

Making every element count

Composition defines how elements come together into a unified and considered whole. Layout, hierarchy, colour usage and supporting elements should guide the eye, highlight what matters most, and create a natural rhythm across each piece of communication. Negative space is an active design tool, giving content room to breathe and making complex information easier to understand.

Our approach is minimalistic and intentional rather than decorative. Each element must earn its place on the page or screen. Fewer, well-chosen components create stronger recognition and a more confident presence.

Think clarity before effect, focus before detail, less, but better!

Brand Design

Printed materials

We consistently strive for great quality and to streamline our designs. For printing we have specific sizes and formats that we follow.

Printing information

For printing we use CMYK colours.

Additionally, we exclusively use our own photographs for designs, applying a specific filter and utilising large images. Any pictures used in printed designs need to have been edited by our photographer. If you ever consider using a stock photo, please reach out to our Marketing team, as we typically avoid using them.

And remember, you can always find existing materials in our Marketing Central.

Reach out to Marketing if you need a special design.



Wind



Solar PV



Storage



PtX



Bio Gas

Renewable energy is never alternative

We develop projects within

Greener World. Brighter Future.

Eurowind Energy A/S is a leading developer and operator of wind, solar, hybrid and PtX projects. With more than 400 employees across 15 European countries and the US, the goal is to create a future fueled on nothing but renewable energy by making investments in renewable energy projects.

We believe in a future of **renewable energy**, and we have an ambitious plan of becoming the next generation **"Power Major"**

eurowindenergy.com



Välkommen till Hjortingen av Vindpark Lervik

Vindparken Lervik är belägen i Västerviks kommun nordväst om samhället Hjorted.

Vindparken består av 7 vindkraftverk av typen SG170-6.6. Vindkraftverken har en tornhöjd på 115 meter och rotorbladen är 85 meter långa. Verken har en totalhöjd på 200 meter. Vindparkens drifiga elproduktion beräknas till cirka 10 GWh.

Miljötilståndet för Vindpark Lervik trädde i kraft i slutet av 2019. Byggnadent av parken påbörjades under vintern 2023, då man började med att skapa vägar och etableringsytor.

Vindkraftverken levererades och byggdes under hösten 2023. Vindparken driftsattes under våren 2024.



7 Vindkraftverk



Total höjd 200 m



46,2 MW Effekt

Composition

Print

One-pagers

We print all one-pagers, flyers and handouts (without folds) in A4 or Letter. The printing specifications for these materials call for 170 g silk coated paper, 4+0/4+4 CMYK printing/press.

Brochures

Our brochures are either printed in A5 or A4 in landscape or vertical. Brochures (publications over 4 pages) calls for a cover in 250 g silk coated paper, content pages should be made in 170 g silk coated paper, 4+4 printing/press, stapled in the spine-fold.

The cover can be upgraded with caching or lamination, this should be in a matte or satin version, avoid gloss.

Other material

Business cards, gift cards, office supplies or other printable material are designed to reflect our brand identity. Print specifications may vary depending on the item and purpose. For details and guidance, please contact Marketing.

Värderingar

Förväntningar på din fastighet?

Gemensamt är ärendena utifrån din mark där du med bidrar till en utökad och förnybar energiförsörjning i Sverige. Du som markägare behåller inte själv investera i projektet, utan ett ärende med oss innebär en årlig procentuell avkastning på din mark. En ekonomisk ersättning utgår även till fastighetsägaren samt bostads- och vindparkens närmaste omgivning som inte ingår i ett ärendeavtal, samt de fastigheter som omfattas av markförädlingsplanen i form av nyttjande av befintliga vägar, nya vägar samt elektriska ledningar.

Tillförlitlighet
Vi håller vad vi lovar och ämnar mer

Loyalitet
Vi vill vara kända för våra höga standarder och affärsetik.

Enkelhet
Vi vill vara den enkla länken till en komplex marknad

Resultat
Vi vill generera resultat

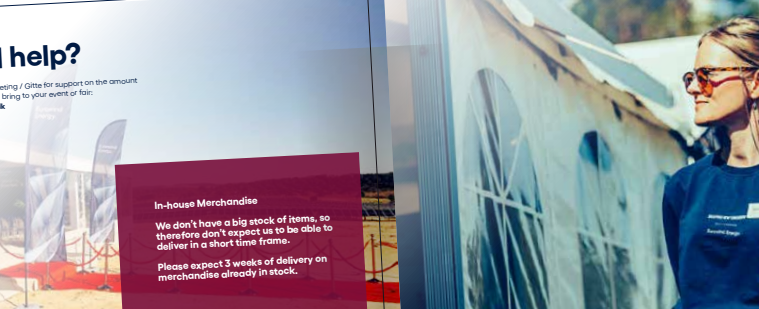
Proaktivitet
Vi vill vara framme före andra

Värdekedjan

1. Möjligheter
2. Utveckling
3. Lokalt engagemang
4. Byggnation
5. Drift

Förväntningar på din samarbetspartner?

Sedan 2006 utvecklar, bygger, äger och förvaltar Eurowind Energy vind- och solcellsanläggningar. Med mängder av erfarenheter är vi en trygg och långsiktig samarbetspartner som driver förnybara energiprojekt från början till slut. Vi tar ett helhetsansvar för våra projekt från utveckling till driftskedja, och prioriterar relationerna med våra markägare.



Need help?

Reach out to Marketing / Gitter for support on the amount of merchandise to bring to your event or for marketing@ewi.de

In-house Merchandise

We don't have a big stock of items, so therefore don't expect us to be able to deliver in a short time frame.

Please expect 3 weeks of delivery on merchandise already in stock.



We are driven by our core values.

Reliability
We value our employees and customers who meet their obligations.

Loyalty
We want to be known for our high standards of business ethics.

Simplicity
We wish to be the simplest way to do things properly.

Productivity
We want to generate results.

Our values are a critical part of our company. They impact the only two key business issues: how we treat our employees and how we serve our client.

Our recruitment process

We aim to recruit and grow great talent, offering it space to flourish and achieve even heights. We believe leadership is for everyone, not just managers, and that success for one is success for all. If you want to give your skills and experience your chance, we look forward to meeting you.

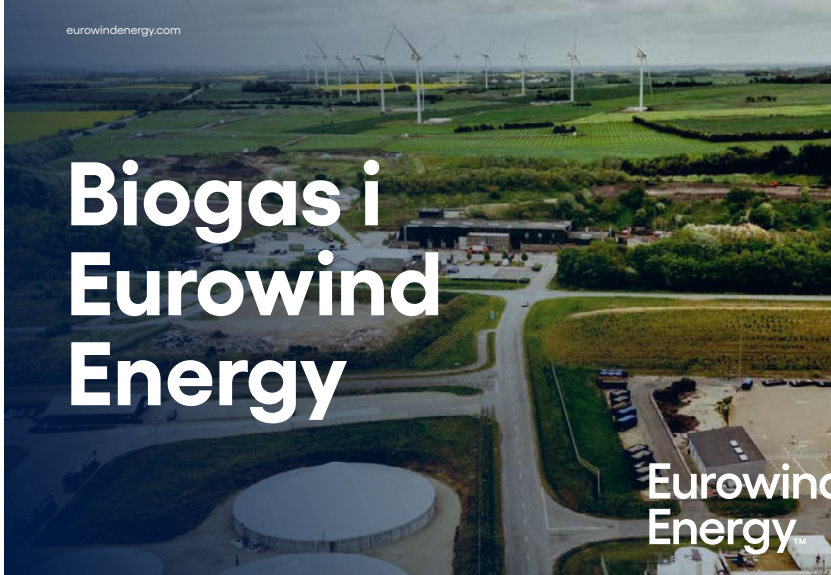
We strive to create a culture where everyone is valued and feels like they belong.

Emerson (Banks) is an organisation with a rich history. You'll find yourself at a modern and fast-paced working environment, where the Mutual Concept is the focus.

You will be part of a team that includes some of the best business development managers, legal advisors, controllers, and so on. Success is not just about the business, it's about the people who work for it. If you're not working with great people who care about what they do and give the most care to high-quality work, it's not worth it.



When you grow, we grow



eurowindenergy.com

Biogas i Eurowind Energy

Eurowind
Energy™

Kuinka korkeita tuulivoimalat ovat?

Tuulivoimaloiden tiheys lisääntynyt nopeasti: 1990-luvulta lähtien noin 250 megin korkeita tuulivoimalaa, mutta jopa jopa 300-metristen voimalain rakentaminen. Tämä tarkoittaa sitä, että jopa kivi kiviluokkaan 300 metristä. Uusiin voimaloihin ei kuitenkaan rakenneta kiviä, mutta kiviä on käytetty jo muutamissa voimaloissa. Kiviä on käytetty jo muutamissa voimaloissa. Kiviä on käytetty jo muutamissa voimaloissa.

Biodiversiteettiä edistävä tuulihanke

Lumener Energy Oy:n ja Ympäristökeskuksen ja Dingo Habitat Foundationin yhteinen projekti on tuulivoimaloiden rakentamisen ja ylläpidon aikana ja sen jälkeen biodiversiteetin edistämiseksi. Projektin tavoitteena on edistää biodiversiteettia ja luonnon monimuotoisuutta.

Projektin aikana on toteutettu useita toimenpiteitä, jotka edistävät biodiversiteettia. Nämä toimenpiteet ovat:

- Luonnon monimuotoisuuden edistäminen
- Luonnon monimuotoisuuden edistäminen
- Luonnon monimuotoisuuden edistäminen

Kompensointisuunnitelma on laadittu ja se sisältää kaikki tarvittavat tiedot ja tiedot.

[illegible]

Grünes Licht für Wind im Wald

In vielen Bundesländern ist die Nutzung von Windenergie in Wäldern bereits zulässig. In den anderen Bundesländern findet aktuell zumindest eine andere Bundesländer Diskussion zur Öffnung der Wälder entsprechende Diskussionen zur Öffnung der Wälder statt. Dies ist aus Akzeptanzgründen und auch aus naturschutzfachlicher Sicht sehr zu begrüßen.

Waldflächenanteile in den Bundesländern Anteil an der Landesfläche

Bundesland	Anteil (%)
Hessen	68%
Rheinland-Pfalz	60%
Sachsen	59%
Niederrhein	57%
Baden-Württemberg	56%
Schleswig-Holstein	54%
Bayern	53%
Thüringen	52%
Saarland	51%
Nordrhein-Westfalen	49%
Großes Berlin	48%
Niedersachsen	47%
Meklenburg-Vorpommern	46%
Sachsen-Anhalt	45%
Hamburg + Bremen	44%
Schleswig-Holstein	43%

Legend:

- Wind im Wald zulässig
- Wind im Wald eingeschränkt zulässig
- Wind im Wald unzulässig

Abbildung:
Eigen-Darstellung der Waldflächenanteile und deren mögliche Inanspruchnahme im Rahmen der Windenergienutzung. Waldflächen in Hamburg und Bremen werden in der Bundesrepublik nicht zusammen ausgewiesen.
Quelle: L. Bundeswaldinventur, Vollerhebung/Stand Oktober 2004

9



Liczba turbin wiatrowych:
- 19 sztuk



Najwyższy punkt turbiny
- do 250 m



Moc całkowita:
- ok.: 137 MW



Wytworzona energia
pokrywająca
zapotrzebowanie roczne dla
100 tysięcy gospodarstw
domowych



**Czas eksploatacji parku
wiatrowego: 25 lat**

Dane kontaktowe



Strona internetowa:
eurowindenergy.com/pl



Adres firmy:
Eurowind Energy Sp. z o.o.
Ul. Pastelowa 6
60-198 Poznań



E-mail:
slawa@eurowindenergy.com

Projekt Sława

Projekt Sława to element pilotażowego programu realizowanego we współpracy z Lasami Państwowymi.
Umieszczenie turbin wiatrowych wysoko ponad koronami drzew stanowi kolejny krok w ramach projektu "Las Energii", który pozwoli ograniczyć emisję dwutlenku węgla do atmosfery, a także zwiększyć efektywność i bezpieczeństwo energetyczne.

Jako doświadczony inwestor w projektach lasnych, działający m.in. w Niemczech, Szwecji i Finlandii, Jesteśmy zobowiązani do kompleksowego przygotowania procedur, budowy turbin oraz zarządzania nimi na każdym etapie projektu. Tworząc ten projekt braliśmy pod uwagę warunki środowiskowe, społeczne, gospodarcze oraz lokalne uwarunkowania wietrzne.

Cykl życia projektu – 30 lat:

Faza I - faza rozwoju 4-6 lat
Faza II - faza budowy do 1 roku
Faza III - faza eksploatacji - 25 lat

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Brand Design

Fairs

Use our existing banners and tablecloths for smaller booths.

Consider wood or light colours (Nordic touch)

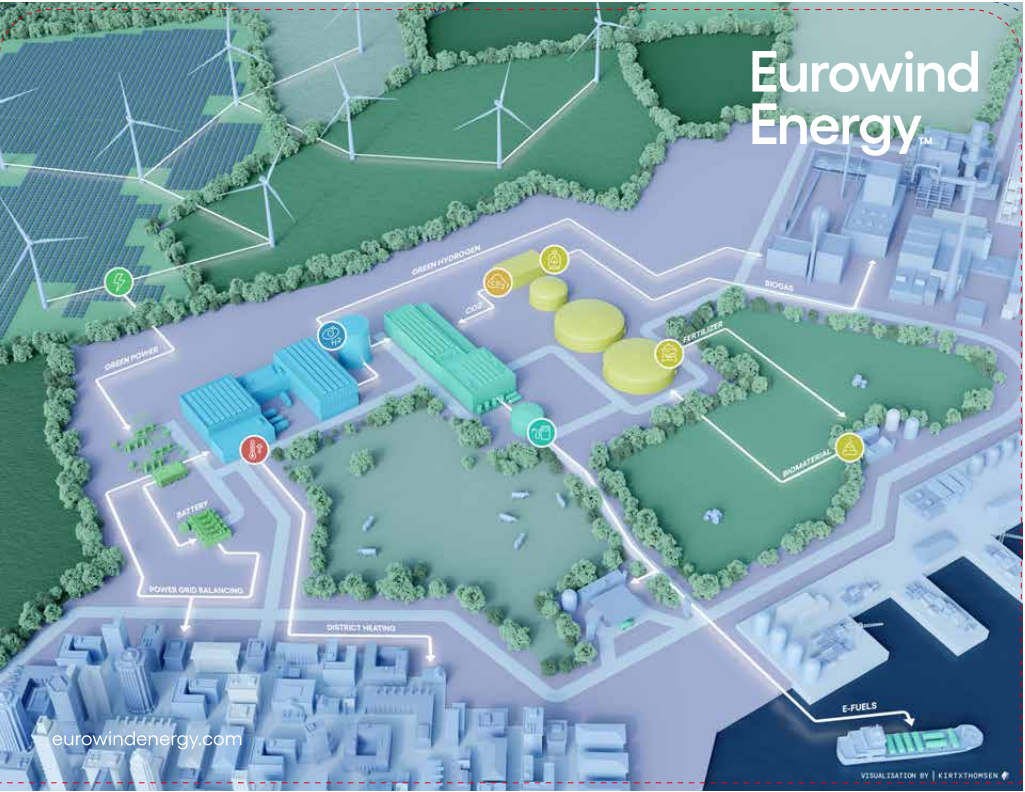
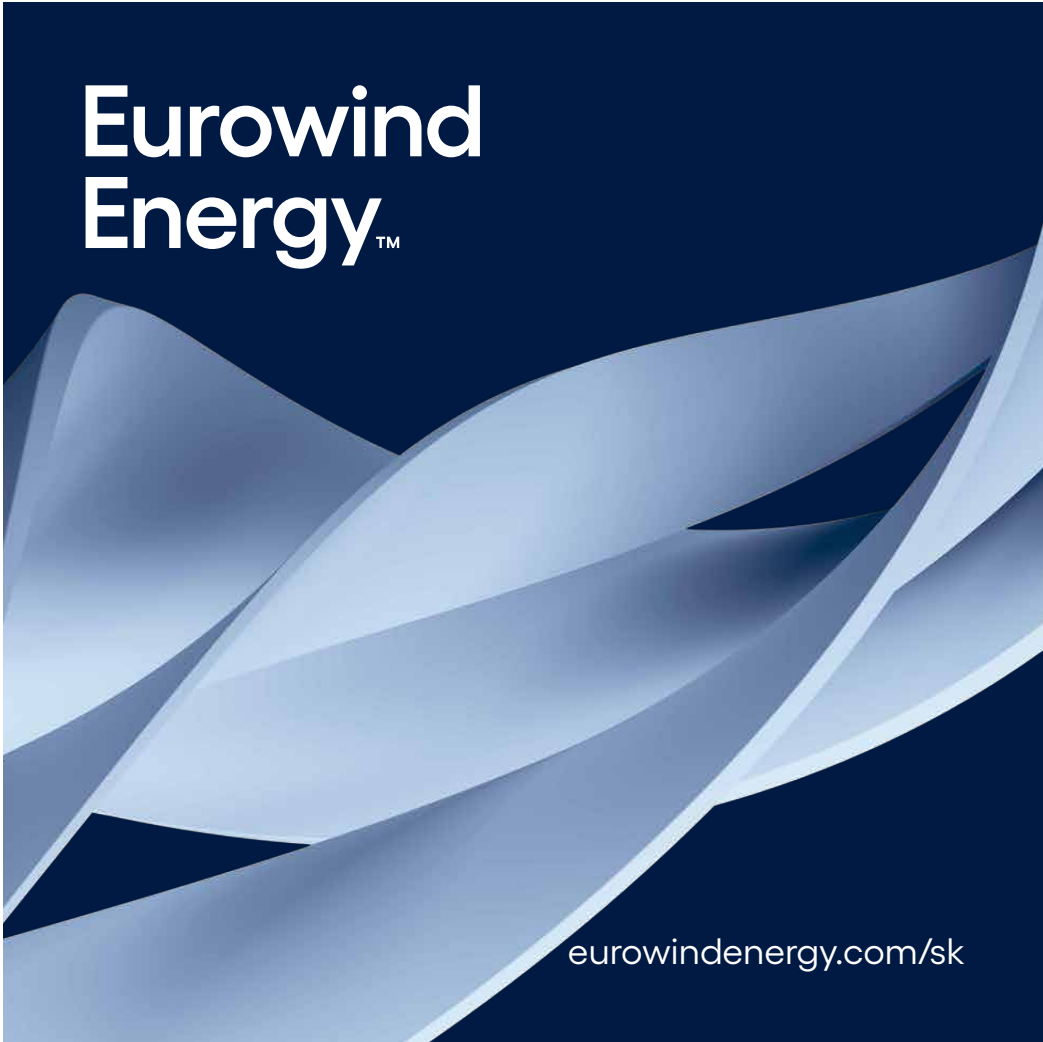
Use “+” in front of numbers – as they change constantly.

Use the walls for information. A big eye-catching picture is an option, but why not use the wall for information.

Remember to be digital. There should be clear QR codes that lead to our brochures or website.

Use our merchandise from our webshop, but remember always to think about the purpose and target audience.

Reach out to Marketing if you need a special design.



Composition

Exhibitions play an important role in our business

The Exhibition Catalog is designed to provide you with essential knowledge to ensure consistency in our exhibitions and fairs.

Reach out to Marketing or download the catalogue from Ewersite.

Brand Design

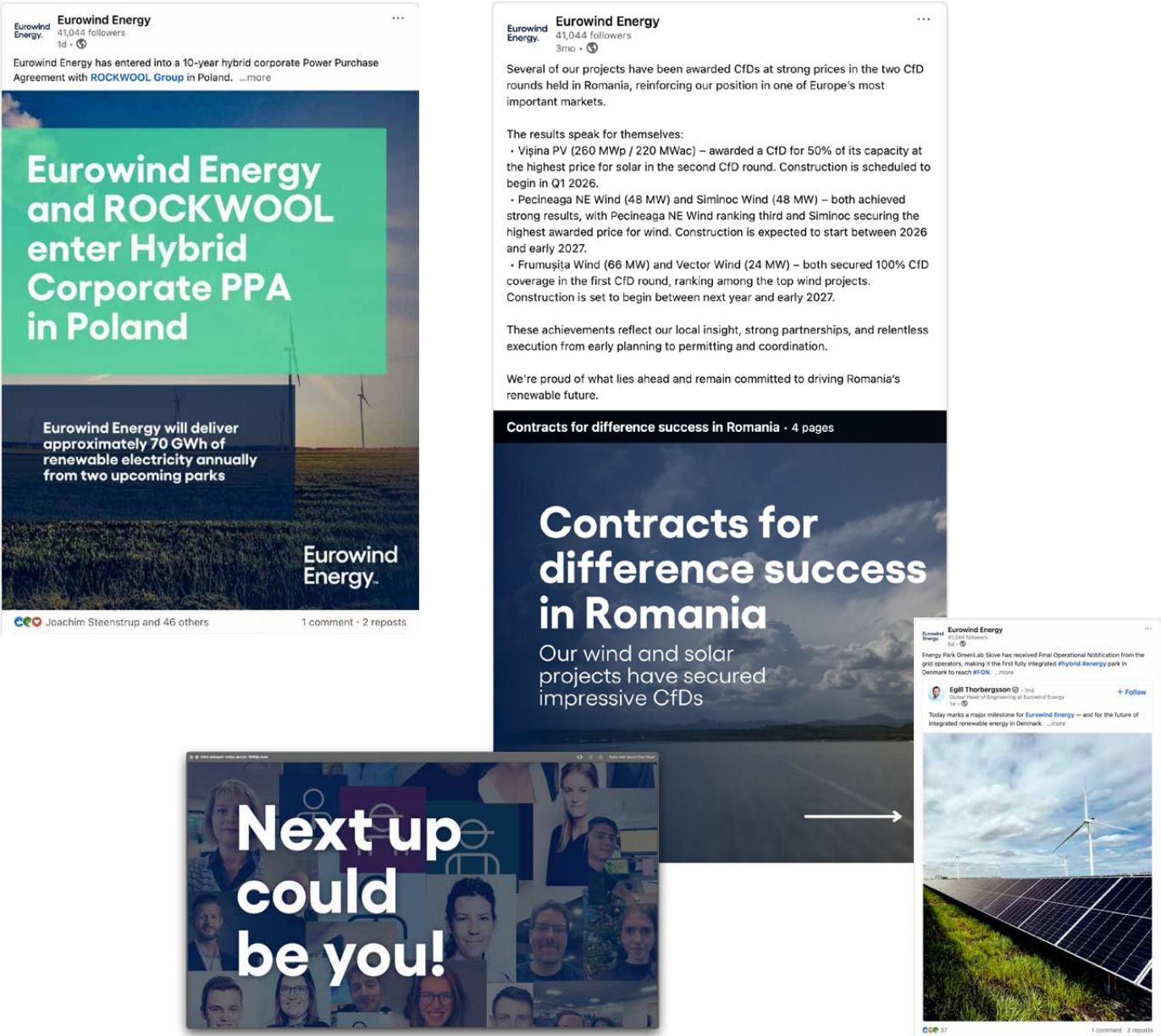
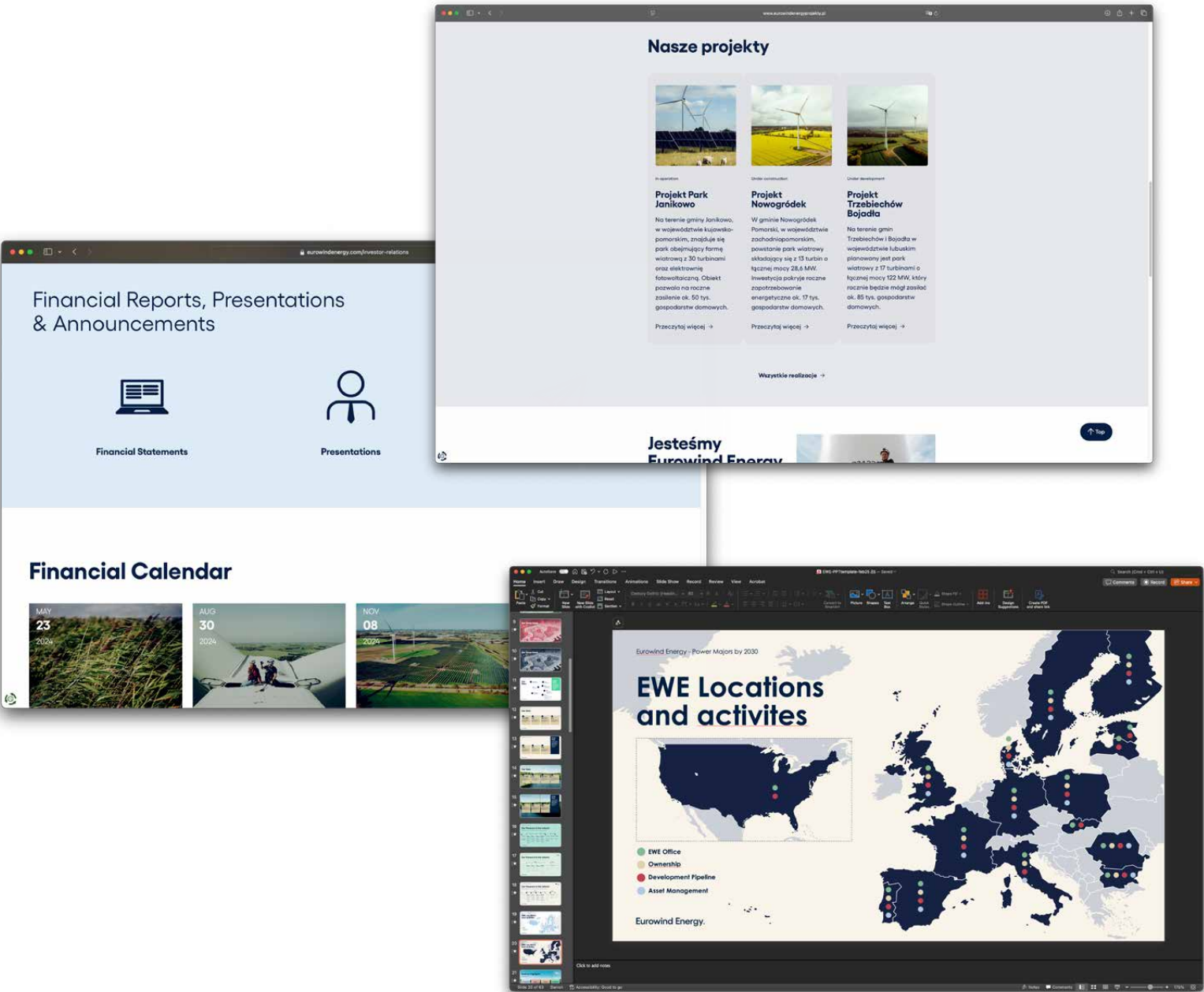
Digital

We want to create a strong and memorable presence in our digital branding and be consistent in our visual identity externally and internally. Our logo, colour palette, and typography should remain consistent across all digital platforms to tell our story. Whether it's our website, social media profiles, or email signatures, users should instantly recognise our brand.

We have a various of digital branding solutions e.g. Ewersite, e-mail, website, project sites, videos, LinkedIn, PowerPoints and media.

We use RGB colours for digital platforms.

Reach out to Marketing if you need a special design.



Brand Design

Corporate website

Our corporate website is the main source of information about Eurowind Energy. It should always reflect our brand clearly and consistently.

Content must be accurate, up to date, and easy to understand. Images and graphics should support our message and follow our visual standards. The website is designed to be accessible and user-friendly for all visitors.

Each market has its own space, and deviations are welcome as long as the brand remains consistent across all variants.

If you have questions about website content or updates, contact the Marketing team.



Composition

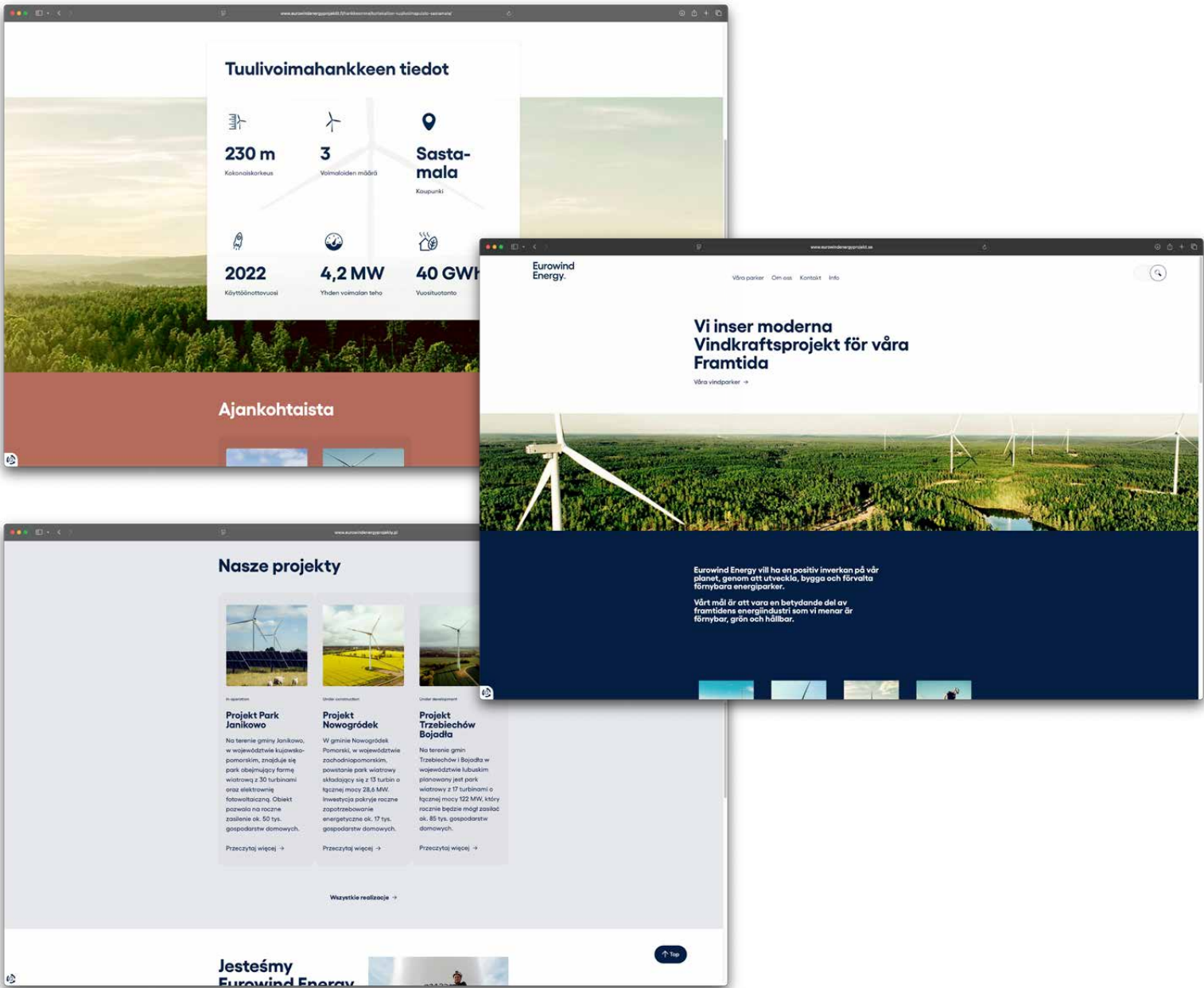
Project Websites

Project websites present information about individual projects in Eurowind Energy.

Use our logo, colours, and typeface as described in this guide. Content must be accurate and easy to understand. Images and graphics should support the message and match our visual identity represented on the corporate website.

Adapt each site to the needs of the project and its audience but always keep the brand consistent.

If you have questions or need guidance, contact the Marketing team.



Brand Design

PowerPoint

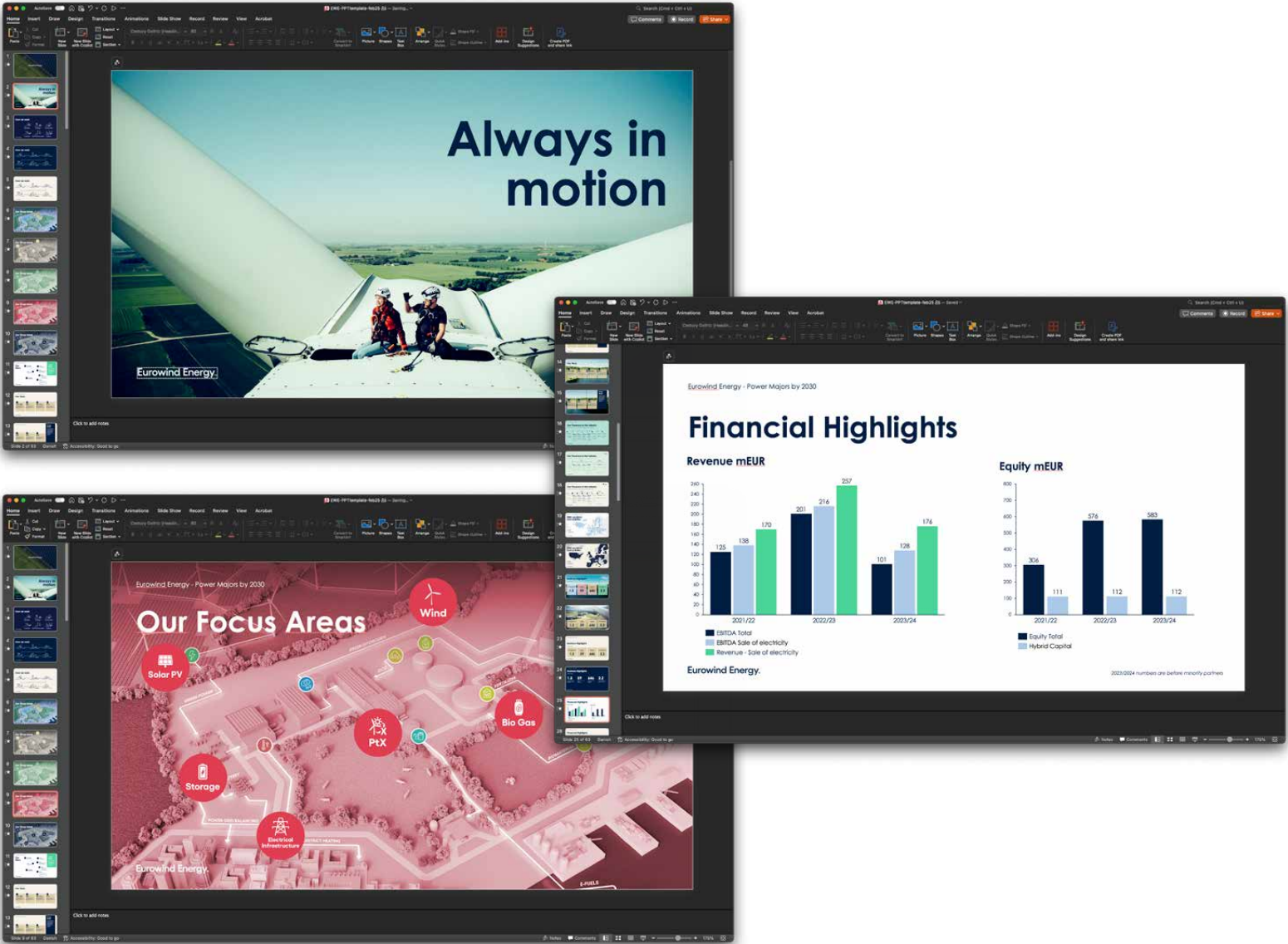
All PowerPoint presentations should follow our brand standards.

Use our logo, colors, and typeface as described in this guide. Keep slides simple and easy to read. Images and graphics should support your message and match our visual identity.

Adapt each presentation to its purpose and audience but always keep the brand consistent.

We have PowerPoint templates available that can be used as inspiration when creating presentations.

If you have questions or need guidance, contact the Marketing team.



Composition

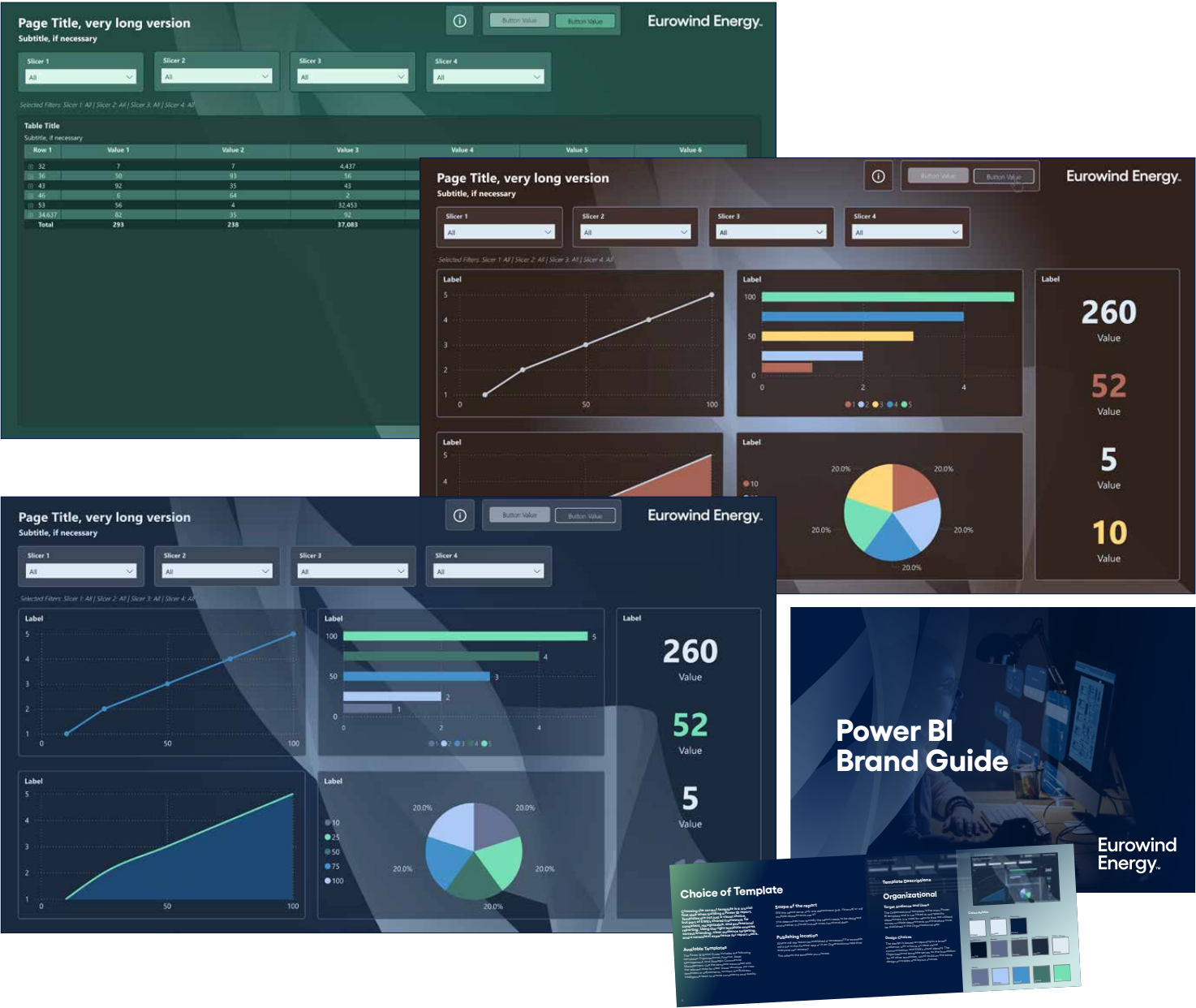
PowerBI

All Power BI reports must follow our brand standards.

Use consistent placement for buttons, slicers, and menus across all pages. Make sure there is enough white space so reports do not feel crowded. Always use the organization's colour palette and apply colours with care. Visuals should have clear titles and follow a logical structure, with key figures placed at the top.

We have Power BI templates, theme files, and a dedicated Power BI brand guide available on request or at Eversite, to help you get started.

If you have questions or need guidance, contact the BI team at businessintelligence@ewe.dk or the Marketing team.



Signage

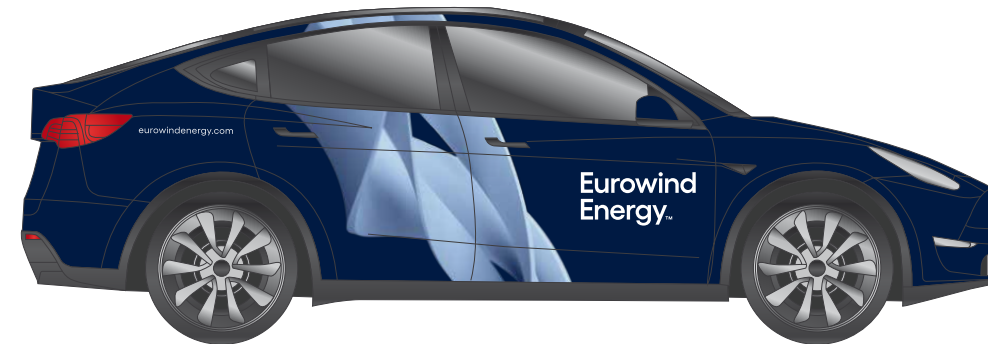
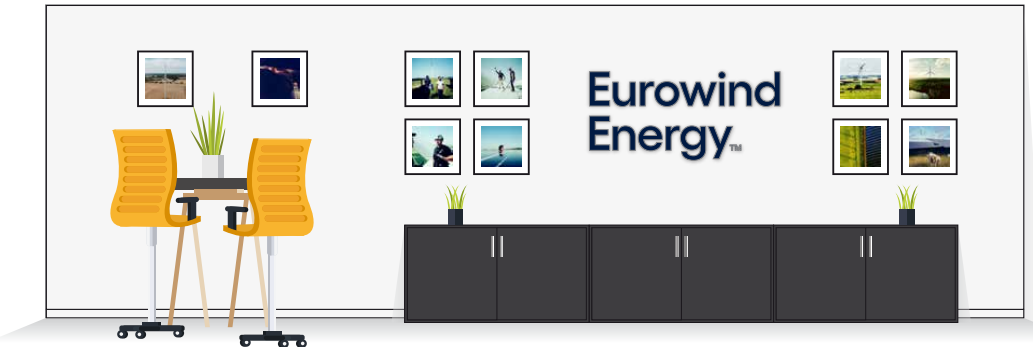
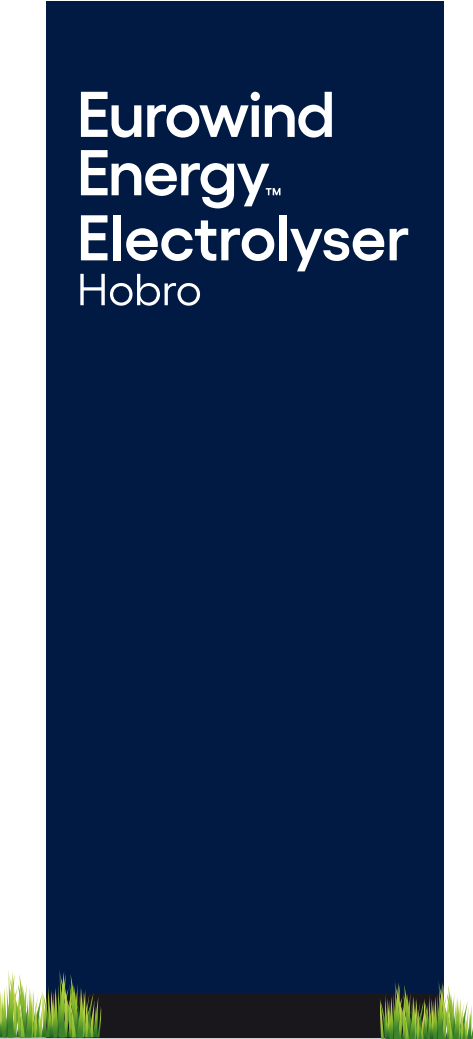
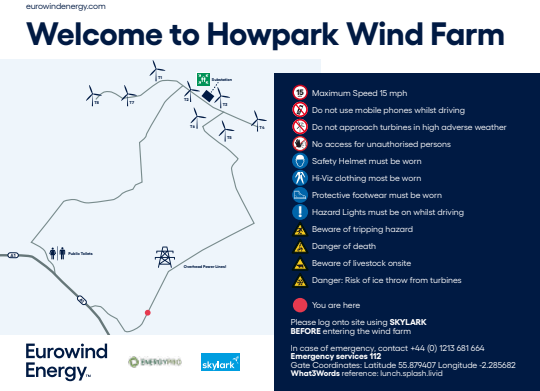
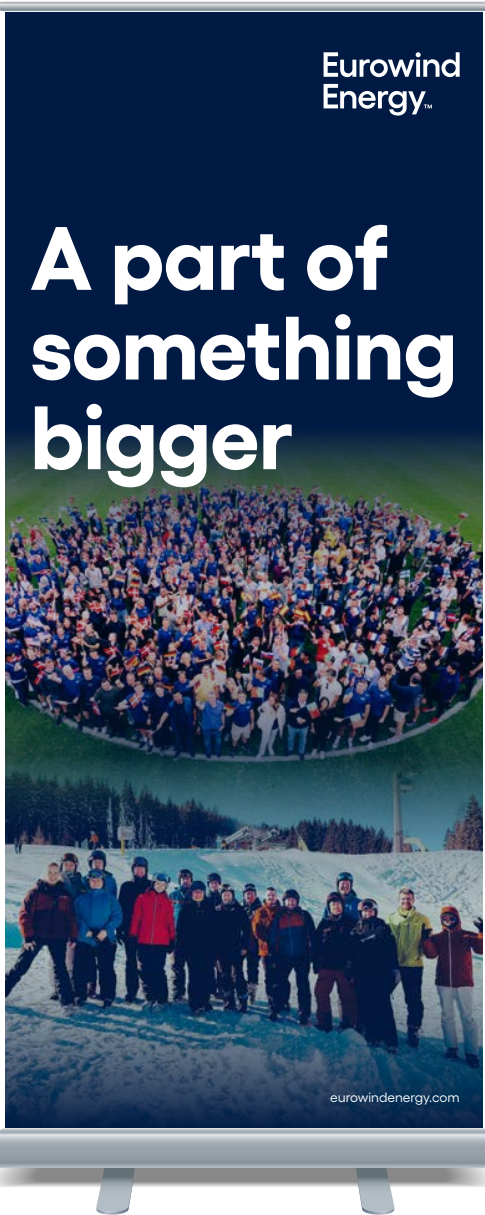
When it comes to design on our signages, less is more and we keep it clean and cohesive. We use our logo either linear or stacked and our primary colour palette and sometimes also our Helix.

Some examples where the logo is normally placed:

Roll-ups: the logo is placed in the top left corner.

Pylons: The logo is stacked

Reach out to Marketing if you need a special design.



Apparel & Merchandise

An extension of the Eurowind Energy brand

Apparel and merchandise are tangible expressions of the Eurowind Energy brand. As visible touchpoints in everyday use, at project sites, and across events and partnerships, they play an important role in strengthening recognition and reinforcing our identity.

Our logo, statement, colours, and overall visual expression must be applied consistently to ensure clarity, professionalism, and a cohesive brand presence across all physical materials. Every item should reflect the same standards, simplicity, and credibility that define the Eurowind Energy brand.

Brand Design

Apparel

We prioritise visibility, safety, and quality across all apparel. As our teams operate in varied environments, a broad and purpose-driven selection ensures the right solution for every setting.

If you need special designs or have specific requirements for company clothing, please contact Marketing for support.



Composition

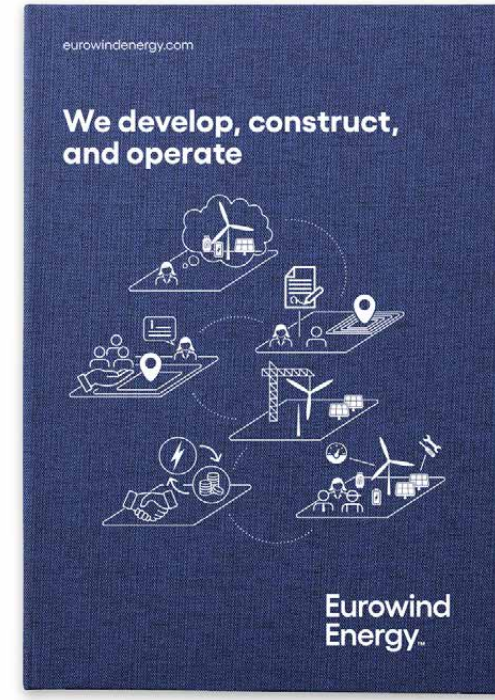
Brand Design

Merchandise

Our merchandise is an extension of the Eurowind Energy brand. We use our logo and statement consistently to ensure clear recognition and a cohesive brand expression across all touchpoints.

We keep our selection limited and purposeful. All items are chosen with care, always prioritising sustainable and responsible materials that reflect our commitment to renewable energy and long-term solutions.

Merchandise is used to support our presence at fairs and events and should always be relevant to the purpose and target audience.



Merchandise

Rule of conduct

We always think about purpose and target audience when creating content for different platforms. It's important not to drown in text and above all, to preserve the Eurowind Energy DNA and visual presence.

Staying consistent globally

In alignment with the Eurowind Energy brand commitment to maintaining a cohesive and impactful presence, it is imperative that all content, irrespective of the medium or channel, aligns with our established brand guidelines.

The Marketing Department, ensures not only a unified brand voice but also reinforces the strategic objectives that underpin our brand's interactions with our audience. Adherence to this directive is not merely a procedural formality; it is a cornerstone of our brand's integrity and market position. We appreciate your cooperation and dedication to upholding these standards, ensuring our brand's message is both potent and consistent.

Employer branding and recruitment materials differs from the other materials, and is intended to go right to the edge and has its own expression, as we have another target group, new employees.

For our joint ventures and subsidiaries, do not separate the logos. Use the logo as it is and do not change it.

Marketing@ewe.dk is always at your service, for questions, help and development of new materials.

Brand Guidedance

We welcome local initiative and creative input. Local knowledge of your audience and context helps keep our brand relevant and effective. At the same time, Marketing is responsible for guarding the EWE brand and ensuring all materials stay consistent with our standards.

Here to help you ...

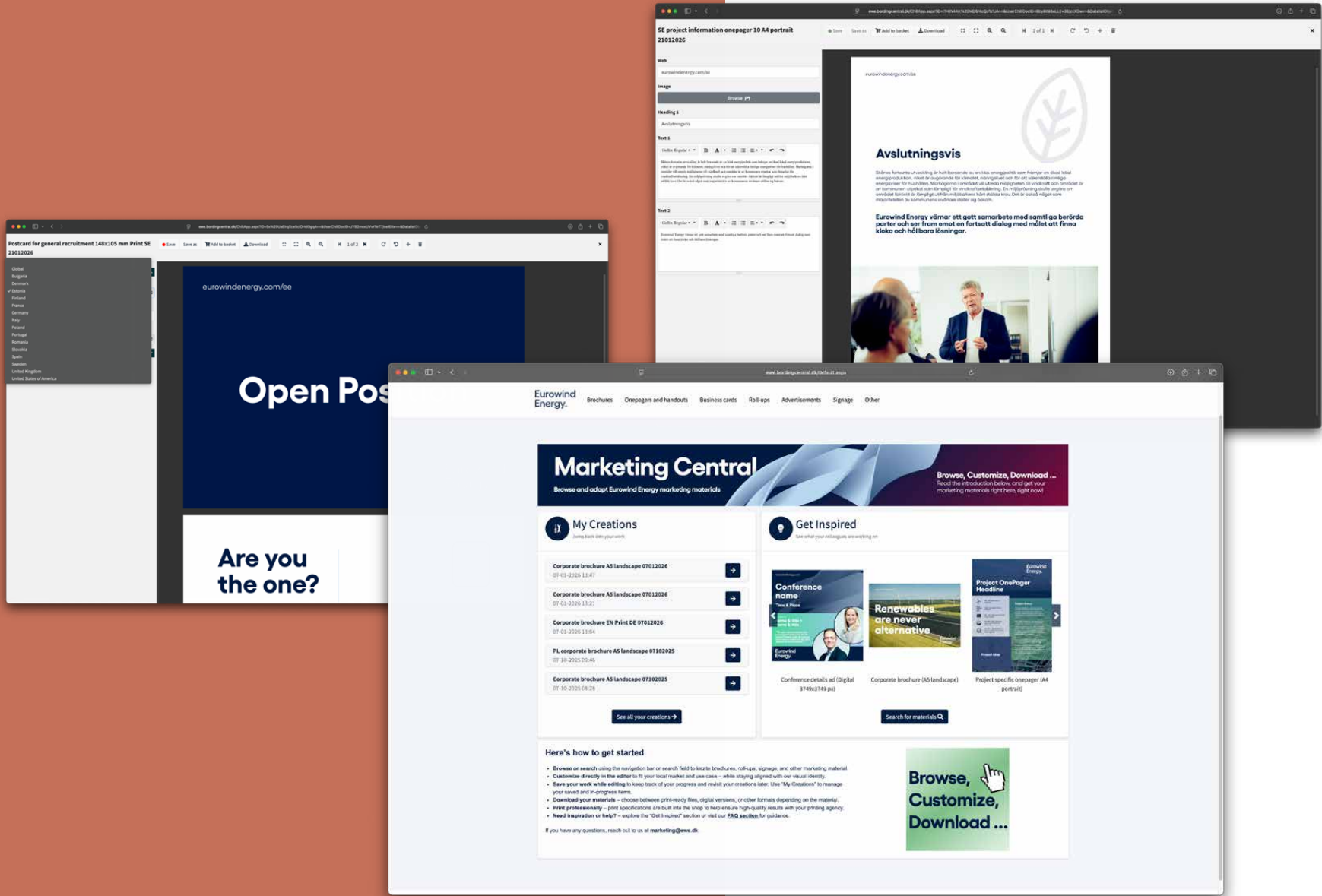
Marketing is here to support you whether you work directly with communication in one of our markets or collaborate with external agencies. Our goal is to make it easy for everyone to maintain a clear and unified brand presence.

Marketing helps shape and develop initiatives that strengthen the Eurowind Energy brand. We take a holistic view, ensuring that new materials and communication efforts align with our overall strategy and brand standards. If you have questions about design, messaging, or applying our guidelines, reach out for advice and support.

Marketing Central

Marketing Central is Eurowind Energy’s platform for browsing, editing, and downloading existing marketing material.

From Marketing Central, you can find a wide range of materials, including brochures, one-pagers, roll-ups, business cards, and office supplies.



Browse, Customize, Download

Marketing Central makes working with marketing materials easier, more efficient, and more impactful. By bringing all resources together in one place, it empowers you to find and adapt materials that fit your needs while ensuring everything stays true to our brand identity.

You can easily generate files that meet professional printing standards, ensuring your materials look polished and consistent whether used digitally or in print.

Contact the Marketing team at marketing@ewe.dk if you have any questions or need a login for Marketing Central.



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**Eurowind
Energy™**