

BY AWAM AGENCY

BRAND GUIDELINES GREENH²ATLANTIC

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awam

BRAND

GreenH²Atlantic Impact tomorrow

The main objective of the GreenH²Atlantic project is to demonstrate the viability of producing green hydrogen on an unprecedented scale. A strong, innovative identity, linked to the environment and the challenges of tomorrow's world, has been created to support this impactful project.



LOGO

The GreenH²Atlantic logotype is a key element of the project's identity. It is the main visual element that identifies it and conveys a fair image of its values.

SUMMARY

01 / LOGO

- MAIN VERSION
- WITHOUT BASELINE
- MONOCHROME
- CONSTRUCTION
- PROHIBITIONS
- TYPOGRAPHY
- COLORS VALUES
- PARTNER'S

02 / COMMUNICATION

- BUSINESS CARD
- STATIONERY
- EMAIL SIGNATURE
- TWITTER PROFILE
- POWER POINT

01

LOGO

MAIN VERSION



01

LOGO

WITHOUT BASELINE



01

LOGO

MONOCHROME



LOGO

CONSTRUCTION

- Use of the letter G, initial of the project
- Representation of network and connection notions
- The gradients of colors represent the state change, decarbonization and a greener horizon
- The closed pattern evokes the idea of a continuous cycle
- The idea of “network” is supported by the graphic game of the letter N



LOGO

PROHIBITIONS



Protection zone established by the "2"



✗ Do not distort



✗ Do not change formatting



✗ Do not change the color

01

LOGO

TYPOGRAPHY

Outfit Regular - LOGO & Title

-

Aa ABCDEFGHIJKLMNOPQRSTU
vwxyz
abcdefghijklmnopqrstuvwxyz

0123456789

Outfit Bold - LOGO & Title

-

Aa ABCDEFGHIJKLMNOPQRSTU
vwxyz
abcdefghijklmnopqrstuvwxyz

0123456789

Outfit Regular - Text

-

Aa ABCDEFGHIJKLMNOPQRSTU
vwxyz
abcdefghijklmnopqrstuvwxyz

0123456789

Outfit Bold - Text

-

Aa ABCDEFGHIJKLMNOPQRSTU
vwxyz
abcdefghijklmnopqrstuvwxyz

0123456789

01

LOGO

COLORS VALUES

The composition of the colors of the GrennH²Atlantic logo must imperatively follow the values given below, depending on the color space used.

RGB : use for multimedia (on screen such as websites, PDF documents & audiovisual presentations..)

CMYN : use for four-color printing (Cyan, Majenta, Yellow and Black)

Hexadecimal : use in the web universe.

**DARK GREEN**

CMYN : C86 M58 J83 N74
 RGB : R0 V41 B0
 Hexa : #002a00

**FIR**

CMYN : C84 M43 J100 N47
 RGB : R26 V77 B0
 Hexa : #1a4d00

**DEEP GREEN**

CMYN : C56 M0 J95 N0
 RGB : R130 V194 B46
 Hexa : #82c32d

**LIGHT GREEN**

CMYN : C40 M0 J88 N0
 RGB : R176 V214 B54
 Hexa : #b0d536

**LIGHT GRAY**

CMYN : C0 M0 J0 N30
 RGB : R198 V198 B198
 Hexa : #c6c6c6

01

LOGO

PARTNER'S



02 COMMUNICATION

BUSINESS CARD



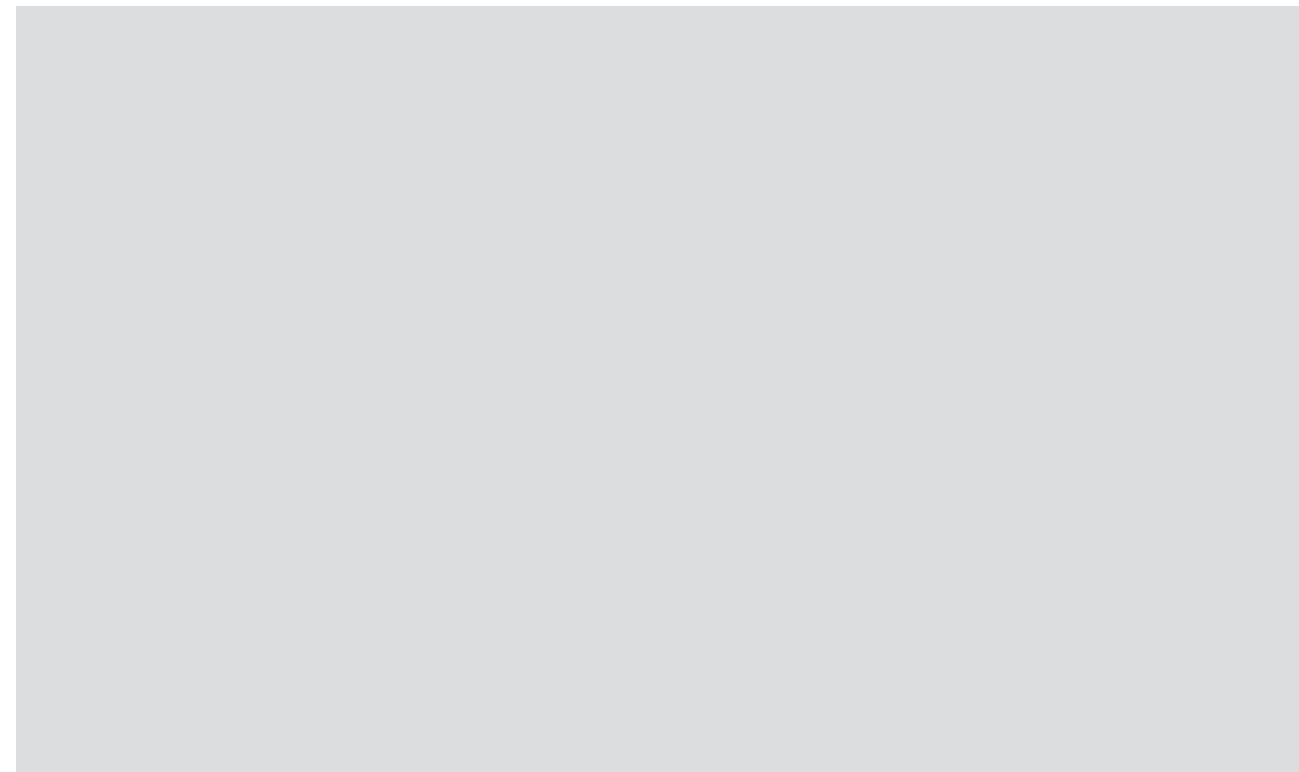
02 COMMUNICATION

STATIONERY



02 COMMUNICATION

EMAIL SIGNATURE



Name SURNAME
Function
P. +33 (0)4 00 00 00 00 00
M. +33 (0)6 00 00 00 00
www.greenh2atlantic.com

GreenH2Atlantic • Onsed utati blaniae num nonsed quidusamusa quam volupta qui ommolest, vent andi ommodicia quaersperum illori volum vendit ed utati blaniae num nonsed qui

02 COMMUNICATION

TWITTER PROFILE



02 COMMUNICATION

POWER POINT

