



BRAND IDENTITY GUIDELINES

2022

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1 LOGO

- Constructure
- Layout variations
- Protected area
- Scaling
- Color versions
- Using different backgrounds
- Unacceptable use

CONSTRUCTURE

The ERSO logo is a block of the brand mark, font and descriptor.

The logo can be used separately as an independent branding element. Use of the font part of the logo separately from the mark is unacceptable.



LAYOUT VARIATIONS

There are two options for logo layout to use, vertical and horizontal.

Both can be used without a descriptor, mainly in cases where the logo is small and the readability of the descriptor is questionable.

In the horizontal version without a descriptor, the mark and the font part are located on one horizontal axis, unlike the version with the descriptor. Do not remove the descriptor yourself, use the ready variant of the logo.

vertical layout



horizontal layout



LAYOUT VARIATIONS. PLACEMENT ON THE LAYOUT

The vertical layout option is mainly used when the logo is placed on the vertical axis of the layout. The horizontal layout variant is placed in one of the corners of the layout in compliance with the protected area.



PROTECTED AREA

Around the logo should always remain an area free of any graphic and text elements. This area is also the minimum allowable distance from the edge of the layout.

The size of the protected area is the same as the height of the font.



SCALING

When scaling the logo, it is necessary to evaluate the readability of its font part. It is unacceptable to reduce the logo to the loss of readability of the text elements. The descriptor loses readability first, in which case the variant without the descriptor should be used.

Recommended minimum dimensions:

- Horizontal version with descriptor is 35 mm for print, 170 px for web.
- Horizontal version without descriptor is 20 mm for print, 100 px for web.
- Vertical version with descriptor is 22 mm for print, 107 px for web.
- Vertical version without descriptor is 13 mm for print, 63 px for web.



COLOR VERSIONS

The ERSO logo is available in four color versions:

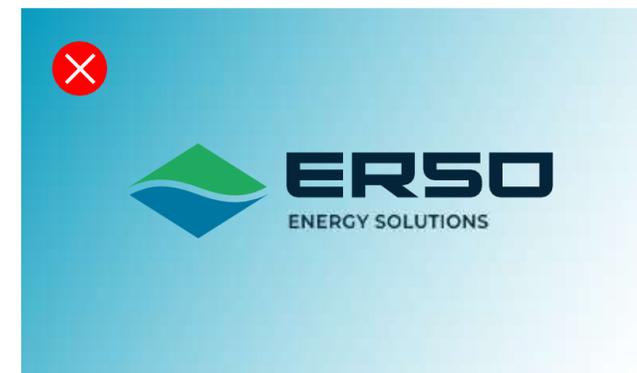
1. Full color (to be placed on a white background).
2. Full-color with an inverted font part (to be placed on the corporate blue background).
3. White (mostly used in cases where the full-color version cannot be applied).
4. Black (used in the same way as the white version).

The monochrome version is also used in various application techniques, such as relief embossing, stamping, engraving, etc.



USING DIFFERENT BACKGROUNDS

The logo is placed only on a white or corporate blue background. It is unacceptable to use the logo on backgrounds of arbitrary colors (including additional brand colors), as well as on gradients, abstract backgrounds and patterns.



USING DIFFERENT BACKGROUNDS

In some cases, it is acceptable to place the logo on the photo background, namely, if the area of the photo under the logo has no contrasting elements and is as close in color to the corporate blue or white as possible. In other cases, the layout design should provide for a blue or white background.



UNACCEPTABLE USE

Any changes or additions to the original design of the logo are unacceptable.

Here are the most common examples of incorrect use:

1. using a low-resolution bitmap logo;
2. filling in an arbitrary color;
3. applying effects (shadow, glow, etc.);
4. various deformations (compression, stretching, etc.);
5. changing proportions;
6. arbitrary font for the descriptor.

①



②



③



④



⑤



⑥



2 BRAND IDENTITY

- Brand Identity concept
- Brand Identity map
- Corporate fonts
- Brand typography principles
- Brand palette
- Brand colors usage principles
- Style-forming element
- Photo style

BRAND IDENTITY CONCEPT

ERSO is a technological international holding company providing comprehensive solutions in the field of electric power industry.

The positioning concept involves creating an image that forms the perception of the brand as modern, innovative, expert, high-tech, global, ecological, environmentally friendly, economical.

Visual brand code is a set of unique graphic elements, color palette, fonts and the way they are used together.

Components of the ERSO brand identity are designed in line with the concept of positioning.

The font layout of the logo presents a strict, confident, strong-willed character. The minimalistic logo features the electric wave symbol and encloses blue and green colors reflecting ecology, purity, positive energy. These colors together with a solid dark blue and white make up the brand color palette, which is the most important tool in shaping the right perception of the brand.

Geometric shape of a logo served as the basis in the formation of a style-forming element, which, being a flexible tool, gives ample opportunities to use it as corporate spacers or dynamic, charged with energy corporate patterns

The modern, minimalistic typeface and restrained typography also work for the image of a serious, expert, innovative brand.



BRAND IDENTITY MAP

Visual code of the ERSO brand identity is based on five components:

- Logo
- Brand typography
- Color palette
- Style-forming element
- Photo style

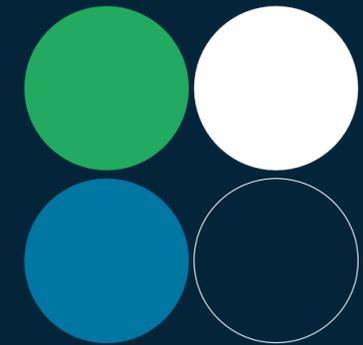
LOGO



TYPOGRAPHY

- MONTERRAT BLACK**
- MONTERRAT EXTRABOLD**
- MONTERRAT BOLD**
- MONTERRAT SEMIBOLD**
- MONTERRAT MEDIUM
- MONTERRAT REGULAR
- MONTERRAT LIGHT
- MONTERRAT EXTRA LIGHT

COLOR PALETTE



STYLE-FORMING ELEMENT



PHOTO STYLE



CORPORATE FONTS

The Montserrat font is used in all visual communication, except in cases where its use is impossible or irrational.

Main corporate font

MONTSERRAT

Short headings, slogans

Headings, subheadings, highlighting of important information in the text block

Text blocks

Secondary blocks of information, dates, marginal notes, etc.

MONTSERRAT BLACK
MONTSERRAT EXTRABOLD

MONTSERRAT BOLD
MONTSERRAT SEMIBOLD

MONTSERRAT MEDIUM
MONTSERRAT REGULAR

MONTSERRAT LIGHT
MONTSERRAT EXTRA LIGHT

CORPORATE FONTS

In cases where using the main corporate font is impossible or irrational (such as a PowerPoint presentation), the Arial font is used.

In PowerPoint presentations, it is recommended that you use the Arial font on computers that do not have Montserrat installed to avoid layout breaks.

Additional corporate font

ARIAL

Short headings, subheadings, highlighting important information in the text block, slogans

Text blocks, secondary blocks of information, dates, marginal notes, etc.

— **ARIAL BLACK**

— **ARIAL BOLD**

— ARIAL REGULAR

BRAND TYPOGRAPHY PRINCIPLES

Hierarchy in the layout is built through the use of different fonts and font sizes.

Example layout

BOLD

EXPERT OF EFFECTIVE SOLUTIONS

SEMIBOLD

Energy of the future

REGULAR

The world of the future is a world of sustainable consumption and affordable, safe energy. We make energy cheaper, improve energy efficiency, and help remote regions of the planet meet their growing needs. With each project, we bring the future closer for our customers, employees, shareholders, business partners, the environment. This is how we help the world develop and grow.

Making the best in energy available to everyone.

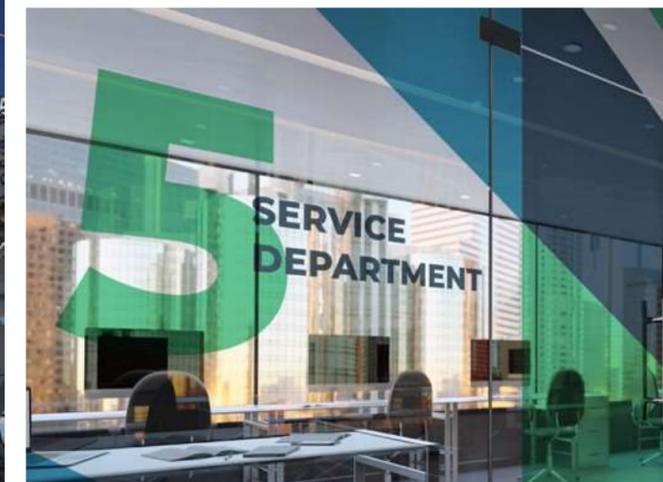
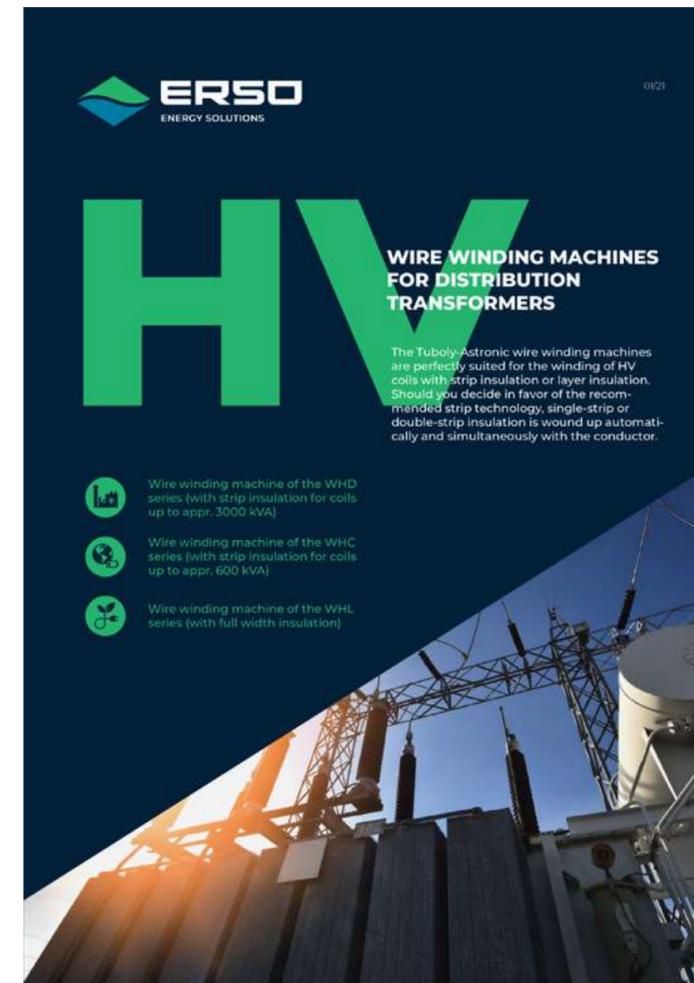
Whoever you are: a city, a company, a business or a private household – with us you will have your optimal electricity. At the right time, at the right power. Exactly as much as you need. Where you are.

BRAND TYPOGRAPHY PRINCIPLES

The font can also be used as a graphic element. In such cases, numbers, short abbreviations, etc. are enlarged in size and filled in with the corporate blue or green color.



Examples of using a font as a graphic element



BRAND PALETTE

The colors of the brand palette are divided into main and complementary.

(M) –main colors.

(C) –complementary colors.

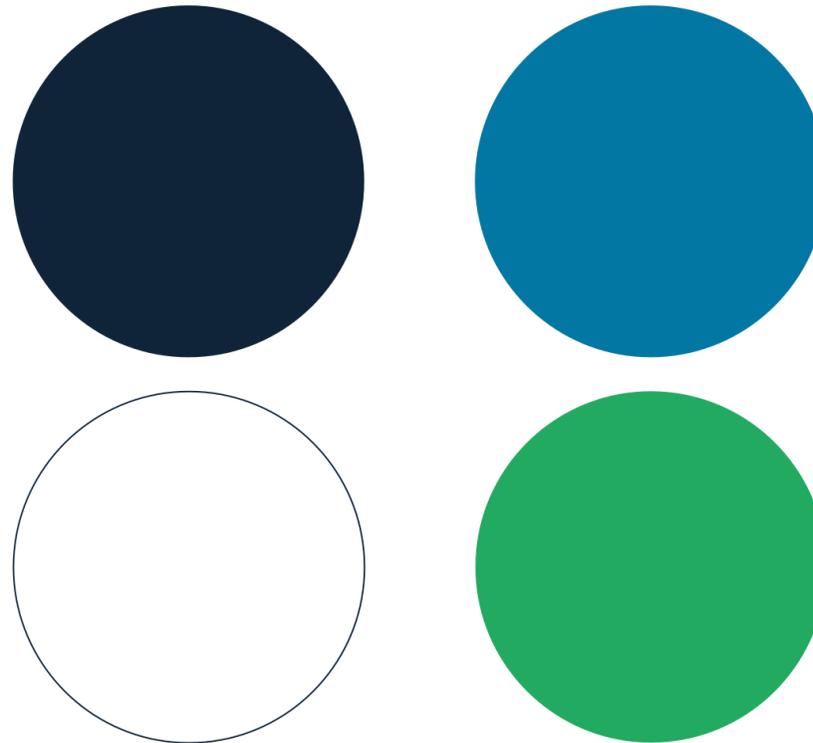
<p>(M)</p> <p>PANTONE 2414C CMYK 77/0/78/0 RGB 25/179/11 HEX 0 #19B36E</p>			<p>(M)</p> <p>PANTONE 2183C CMYK 100/26/18/14 RGB 0/125/163 HEX #007DA3</p>		
<p>(C)</p> <p>CMYK 64/0/58/0 RGB 89/190/143 HEX #59BE8F</p>	<p>(C)</p> <p>CMYK 52/0/46/0 RGB 123/199/162 HEX #7BC7A2</p>	<p>(C)</p> <p>CMYK 40/0/36/0 RGB 153/210/180 HEX #99D2B4</p>	<p>(C)</p> <p>CMYK 89/20/11/6 RGB 0/144/188 HEX #0090BC</p>	<p>(C)</p> <p>CMYK 80/11/10/0 RGB 0/168/210 HEX #00A8D2</p>	<p>(C)</p> <p>CMYK 66/8/10/0 RGB 63/181/214 HEX #3FB5D6</p>
<p>(M)</p> <p>PANTONE 2767C CMYK 98/68/37/67 RGB 0/34/57 HEX #002239</p>			<p>(C)</p> <p>CMYK 87/56/24/45 RGB 20/67/97 HEX #144361</p>	<p>(C)</p> <p>CMYK 82/49/19/35 RGB 36/85/118 HEX #245576</p>	<p>(C)</p> <p>CMYK 75/37/15/2 9 RGB 48/105/137 HEX #306989</p>

BRAND COLORS USAGE PRINCIPLES

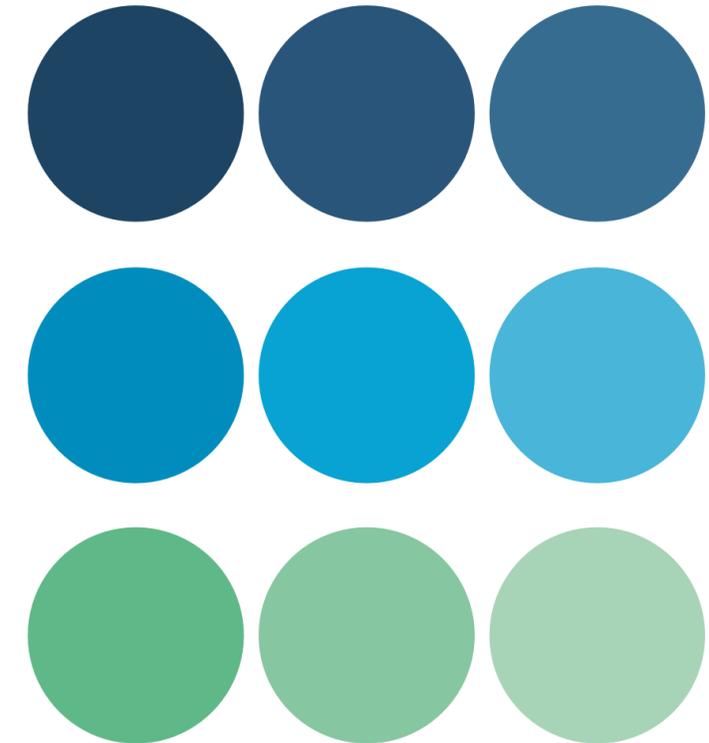
The main ones are the colors of the logo. In addition to the logo, they are used in all visual communication of the brand. Dark blue and white are the most widely used colors. They can serve as a background fill, color the style element, and be used in additional graphics (diagrams, drawings, infographics, vector illustrations, etc.).

The complementary colors are colors that are close to the main colors but with lighter shades. They have a limited use: mostly in additional graphics, sometimes for coloring style elements. The complementary colors are never used as a background.

Main colors



Complementary colors



Scope of application:

- font part of the logo
- background fill
- style element
- additional graphics

- brand mark
- style element
- additional graphics

- additional graphics
- style element

STYLE-FORMING ELEMENT

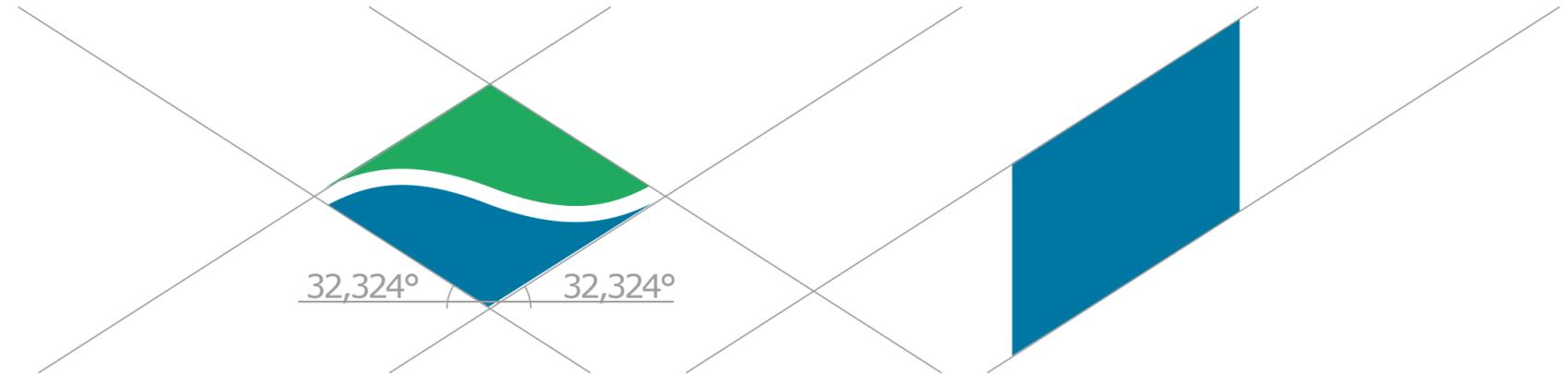
The style-forming element plays an important role in the brand identity and is present in much of the visual communication.

The element is a geometric shape with beveled corners. In the design of the layout, it can be used in varying quantities and sizes, perform the role of the spacer, on which the logo and text are placed, or be present in the form of a combination of several pieces, thus forming a geometric pattern.

The element's proportions can be changed arbitrarily in width and height to suit the needs of a particular layout. The bevel angle always remains the same.

When using style elements together with a photo image, transparency can be applied to the elements in some cases.

The element is predominantly painted in any of the main brand colors, as well as in a small number of additional colors is allowed. Filling of arbitrary colors of non-brand colors is unacceptable.



STYLE-FORMING ELEMENT

Examples of using a brand spacer



LOREM IPSUM 01/21

THE THIRST FOR POWER: THE NEXUS ON CLIMATE CHANGE, WATER SCARCITY, AND ELECTRICITY OUTAGE

Economic development under climate change has become a complex challenge for both developing and well-established economies, as it imposes restrictions on the resource availability. To maintain a sustainable electricity supply and mitigate the impact of climate change on economic development, it is therefore important to understand how utility firms respond to water scarcity and unpacks the underlying mechanisms of power outage. We find power plants replace hydroelectricity by coal-fired generation and nuclear power, which results in unexpected additional use of coal and an increase in carbon emissions. When taking into account the characteristics of water cooling for generators, we find drought leads to a transition in technology from hydroelectric power plants to plants that use once-through and recirculating cooling technologies. In general, water scarcity slows down the transition towards renewable energy.

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DIAM NONUMMY NIBH.



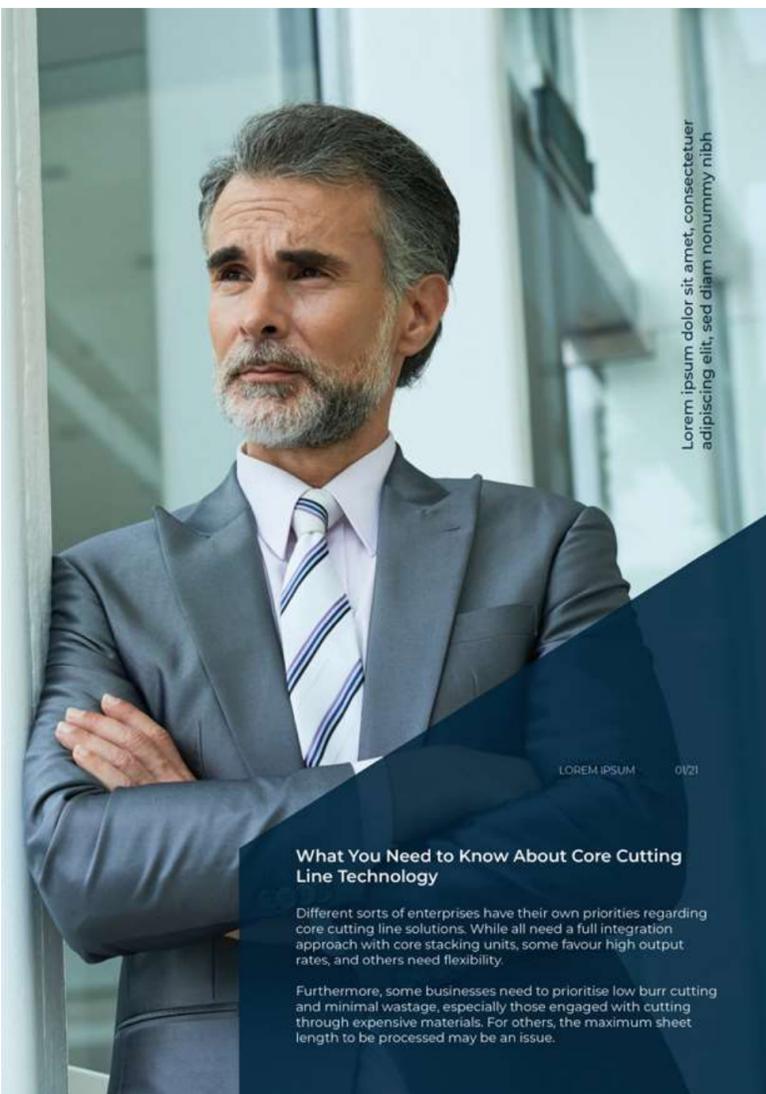

LOREM IPSUM 01/21

HV

WIRE WINDING MACHINES FOR DISTRIBUTION TRANSFORMERS

The Tuboly-Astronic wire winding machines are perfectly suited for the winding of HV coils with strip insulation or layer insulation. Should you decide in favor of the recommended strip technology, single-strip or double-strip insulation is wound up automatically and simultaneously with the conductor.

- Wire winding machine of the WHD series (with strip insulation for coils up to appr. 3000 kVA)
- Wire winding machine of the WHC series (with strip insulation for coils up to appr. 600 kVA)
- Wire winding machine of the WHL series (with full width insulation)



LOREM IPSUM 01/21

What You Need to Know About Core Cutting Line Technology

Different sorts of enterprises have their own priorities regarding core cutting line solutions. While all need a full integration approach with core stacking units, some favour high output rates, and others need flexibility.

Furthermore, some businesses need to prioritise low burr cutting and minimal wastage, especially those engaged with cutting through expensive materials. For others, the maximum sheet length to be processed may be an issue.

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DIAM NONUMMY NIBH.

STYLE-FORMING ELEMENT

Examples of creating brand patterns

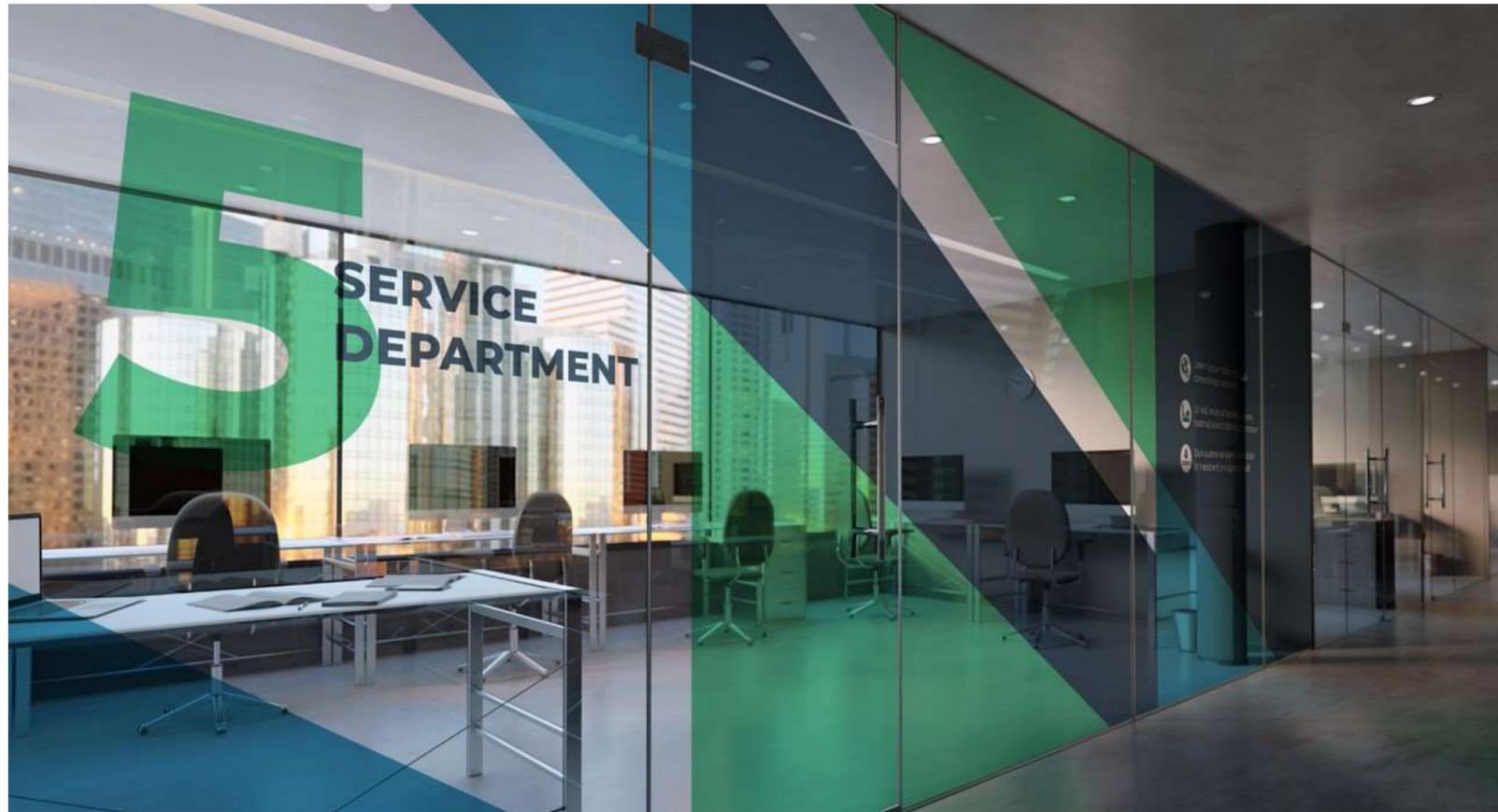


PHOTO STYLE

Photos of energy facilities and work processes

Daytime lighting. Shooting on a clear sunny day in natural light. Unacceptable are images with gloomy, dreary weather.

· Evening lighting. Use of backlight or shooting silhouette against a sunset background.

· The shot should be free of foreign objects as much as possible.





PHOTO STYLE

Portraits. Faces of the company. Groups of people

People are portrayed as naturally and casually as possible.

- Predominantly blurred background.
- A sense of presence, as though the viewer is in the frame.
- Bright natural lighting.
- Predominance of cold shades. Colors and shades similar to the corporate color palette are welcome in the frame.



