

# TWAIN BRAND GUIDELINES



## CONCEPT

TWAIN stands as an initiative for reliable and affordable design and operation of efficient, sustainable, and eco-friendly wind farms

The half circles invoke the flow and continuum of the wind - referencing the motion of the blades of a turbine tower - multi-axis offset for sense of transition and flow of energy. The squared box conveys the idea of containment and control, further highlighting the management and operation nature of the project.

The color compliments nature and technology, sophisticated but not forgetting the connection to the wind element.

## LOGOTYPE



#1582A2  
R21 G130 B162  
C84 M37 Y25 K0  
Pantone 2389 C

#414042  
R65 G64 B66  
C0 M0 Y0 K90  
Black 90%



The color intensity on light  
backgrounds should be minimal



On dark backgrounds  
the dark text becomes lighter





## RECOMMENDED CLEAR SPACE

## TYPOGRAPHY



The height of the font is used  
as a unit of measurement

**Ubuntu**  
to be used in digital  
and print materials

[Free download at Google Fonts](#)

RECOMMENDED MINIMUM SIZE IN PRINT

20 mm



TWAIN

Modifying  
the colors



Distorting  
the proportions



Rotating for  
special effect







## Funded by the European Union

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All of the TWAIN visual productions must display the EU funded logo.

All written productions, i.e., reports, must include the disclaimer alongside the logo.

Available formats  
for printing: *eps*.  
All other types of use: *png*.

