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 forgeting the connection to the wind element.

LOGOTYPE



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

COLORS

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



The color intensity on light backgrounds should be minimal **SECONDARY COLOR CONFIGURATION**

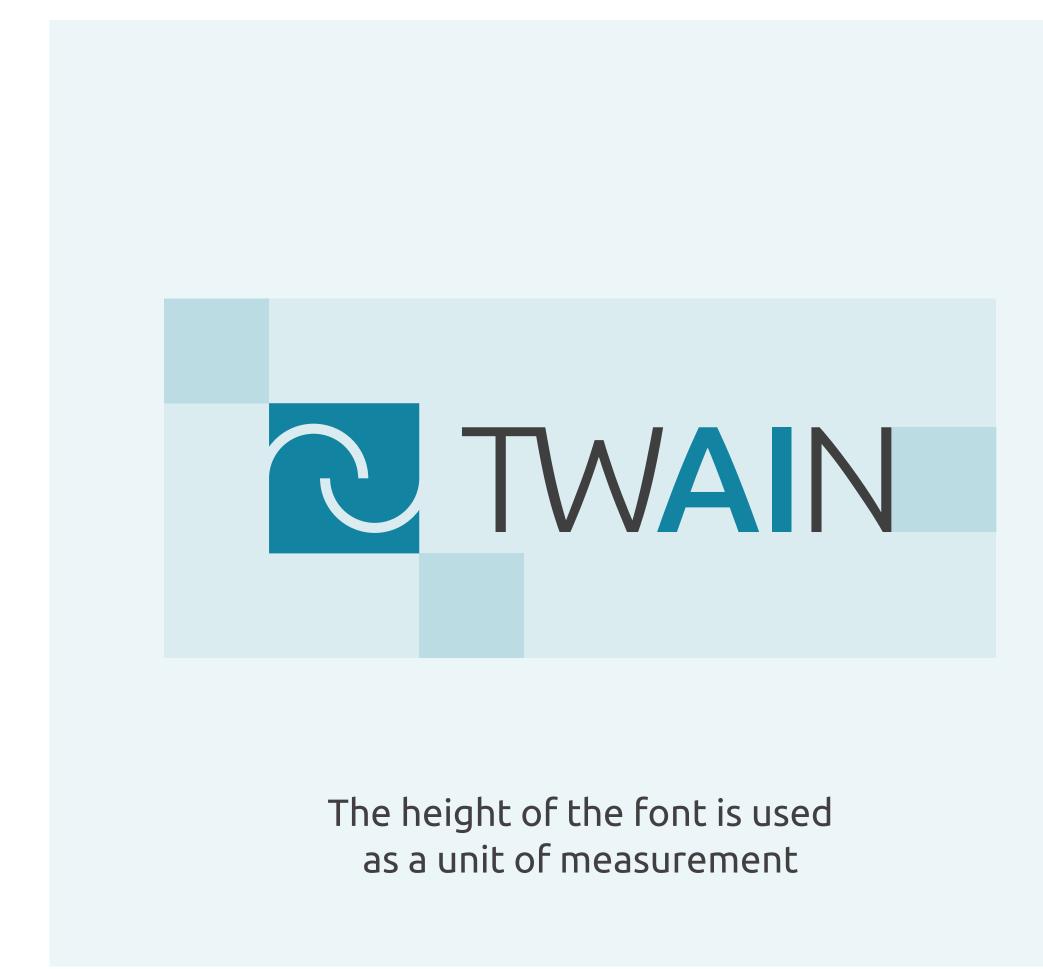
On dark backgrounds the dark text becomes lighter



GREY SCALE/MONOCHROMATIC



RECOMMENDED CLEAR SPACE

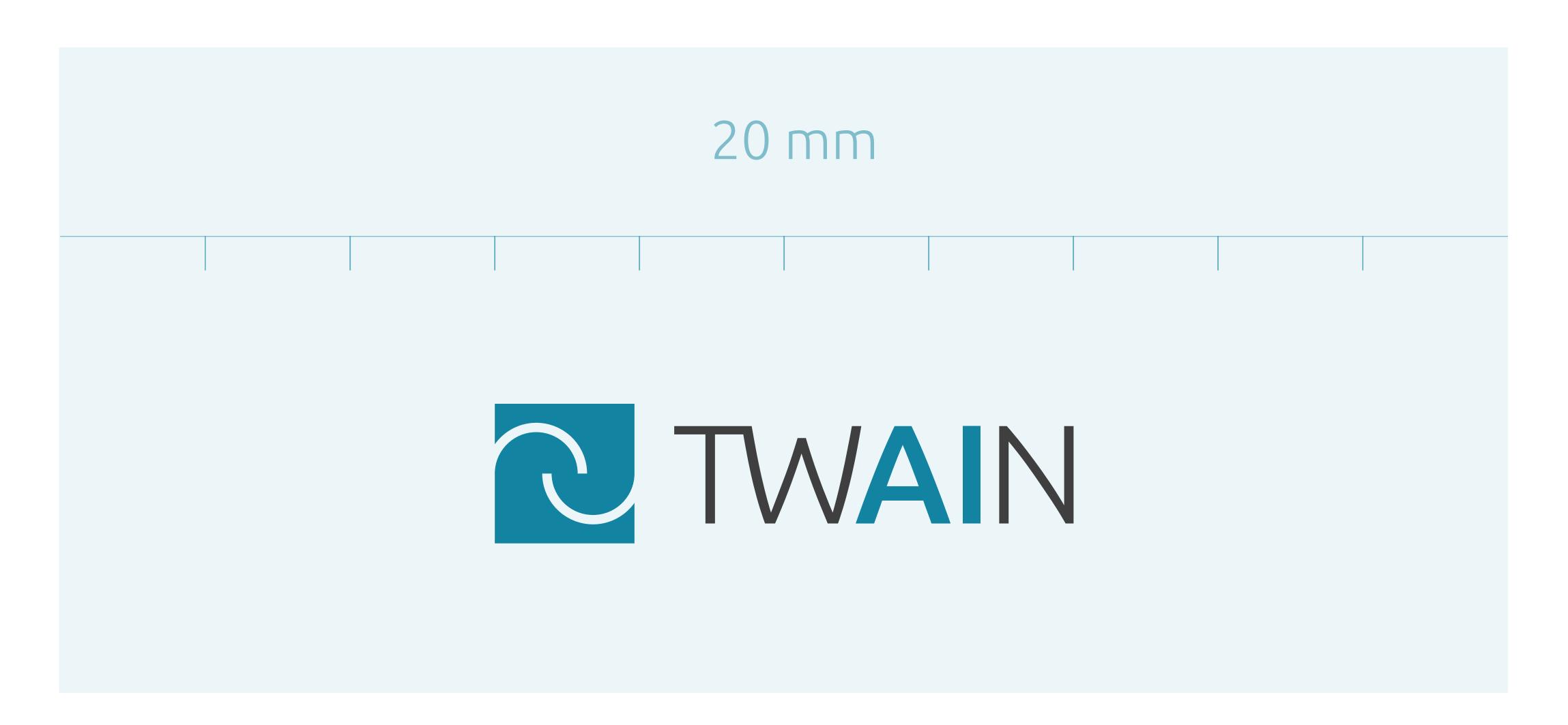


TYPOGRAPHY

Ubuntu to be used in digital and print materials

Free download at Google Fonts





RECOMMENDED MINIMUM SIZE IN PRINT



Modifying the colors

Distorting the proportions





NOT RECOMMENDED

Rotating for special effect







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DISCLAIMER

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*.



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