Brand Guidelines
The brand narrative

From blocks to bridges


Let's change the narrative and shift our focus from losing the world as we know it, to redesigning a better version of the planet we all share. The World Energy Congress 2023 is the bridge between the world we have... and the sustainable world we have to win for the future of people and the planet.

In light of our new reality, the urgency to come together and explore new possibilities, while putting people and the planet at heart, is more urgent than ever. The energy landscape depends on us.
The tagline

Redesigning Energy
For People and Planet
The logo

The World Energy Council logo is the primary logo.

The logo has been designed to be modern, fresh and young, whilst maintaining the “skyline” concept, - but also to compliment and balance out the boldness of the key visual, which is the bridge.

This version of the logo can be used primarily for advertising and promotional purposes.
The logo

Usage

There are various ways in which the logo can be used.

Some examples of how are show on the right.

The logo should always be readable, therefore using the logo over photography should be done so with either a blur or a blue filter effect.
Main typography

“Typography is the backbone of design”

FreightSans Pro

FreightSans Pro Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

FreightSans Pro Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

FreightSans Pro Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

FreightSans Pro Book Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

FreightSans Pro Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

FreightSans Pro Semibold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

FreightSans Pro Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

FreightSans Pro Black Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789
Secondary typography

“Typography is the backbone of design”

Arial

Arial Regular
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Arial Bold
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Arial Italic
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Arial Bold Italic
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789
The brand colour palette

**COLOURS**

- **HEX:** #A8D2DA
  - R: 168
  - G: 210
  - B: 218
  - C: 33%
  - M: 5%
  - Y: 12%
  - K: 0%

- **HEX:** #36192
  - R: 35
  - G: 97
  - B: 146
  - C: 91%
  - M: 62%
  - Y: 20%
  - K: 4%

- **HEX:** #7383DF
  - R: 115
  - G: 141
  - B: 63
  - C: 59%
  - M: 28%
  - Y: 95%
  - K: 9%

- **HEX:** #FFCC41
  - R: 255
  - G: 204
  - B: 65
  - C: 0%
  - M: 20%
  - Y: 84%
  - K: 0%

- **HEX:** #ED8900
  - R: 237
  - G: 139
  - B: 0
  - C: 5%
  - M: 53%
  - Y: 100%
  - K: 0%
Visual storytelling

The shapes reflect what was gathered through user research. They represent energy transition, balance, sustainability, unity, connection, fluidity and the human aspect. These shapes/patterns can be used for the design of all marketing collateral.
Key visual

Unique. Distinctive.

Bridge:
- Rotterdam bridge (literal meaning - local angle to branding)
- WEC 2024 is the bridge (metaphorical meaning), bringing together people, stakeholders and nations united in purpose.

Lines/shapes:
- Fluidity, connection, motion, flexibility, energy lines, impact
WORLD ENERGY COUNCIL
Redesigning Energy
For People and Planet

ROTTENHAM | 4 - 7 DECEMBER 2023

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