



Graphical Guidelines, vol.1

UPDATED 27.04.2010

WinWinD

LOGO



This is the logo for Winwind Ltd. The logo is two-colored. It is available for use electronically or on the web (sRGB), for traditional printing (PMS or CMYK) and also for newspapers (newspaper CMYK).

Do not make your own variations of the WinWinD logo. Do not type, color or shape the logo yourself. Use only original logo files which are available in eps, jpg and png formats.

More information and additional logo requests:
info@winwind.com

Or you can also download available logo formats:
www.winwind.com

WinWinD

LOGO; COLOR VARIATIONS



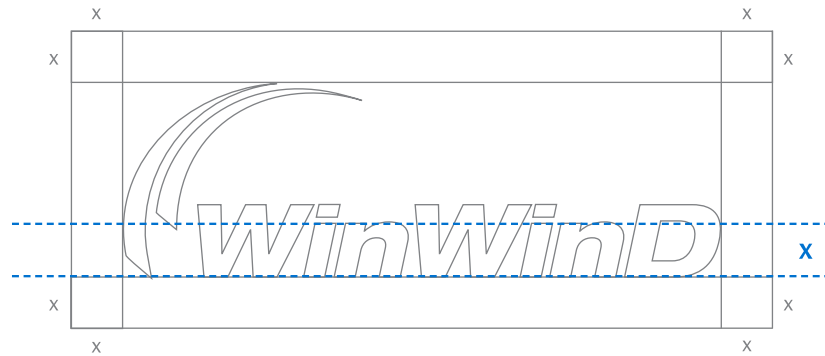
There are only three (3) versions of the WinWinD logo. Try to use mainly the two-colored version. The black and negative versions are for use when it's uncertain if the logo will stand out.

The logo's color versions are available for use in PMS, CMYK, newspaper CMYK and sRGB color spaces. Do not make your own color variations of the WinWinD logo. Use only original logo files which are available in eps, jpg and png formats.

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HOW TO DETERMINE SAFETY AREA



LOGO'S SAFETY AREA



WinWinD logo has a defined safety area to make sure it is used properly and to avoid having unwanted/additional elements interfering with its visibility.

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Winwind Ltd.

in English

Winwind Oy

in Finnish

WinWinD

abbreviation

The company name can be written in following ways; the registered company name is Winwind Ltd. (in English) or Winwind Oy (in Finnish).

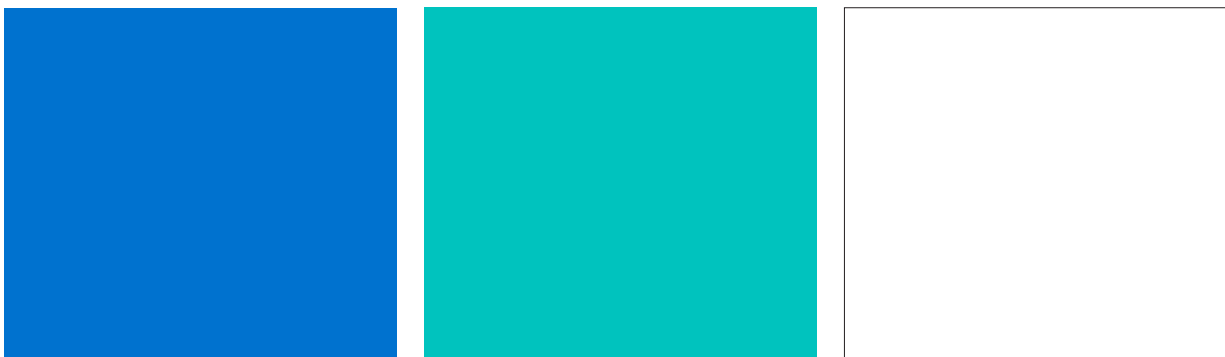
The official abbreviation used is WinWinD.

More information:
info@winwind.com

WinWinD

COLORS

MAIN COLORS



ADDITIONAL COLORS



WinWinD has a three main and four additional colors in its corporate identity. The main colors have been defined to identify WinWinD's corporate material and the additional colors are for supporting use, such as in tables and diagrams.

Do not make your own color variations of the selected colors. Use only original color specifications and use image above to find out the color hierarchy.

More information about the colors:
info@winwind.com

WinWinD

COLOR SPECIFICATIONS

100%

80%

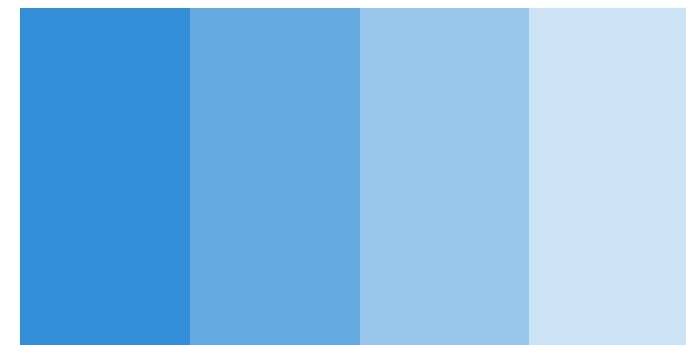
60%

40%

20%

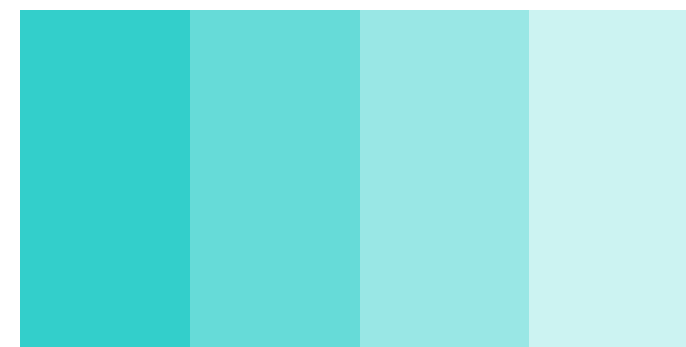
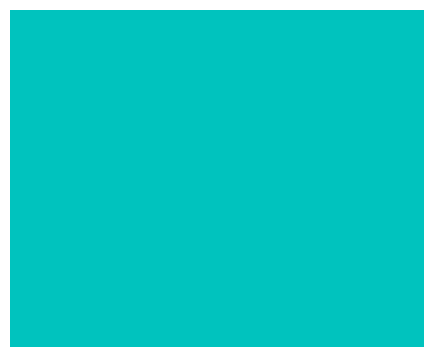
MARINE BLUE

PMS 285 C
CMYK 90 / 45 / 0 / 0
Newspaper CMYK 90 / 35 / 0 / 0
sRGB 0 / 114 / 207
0072CF



AQUA GREEN

PMS 326 C
CMYK 90 / 0 / 40 / 0
Newspaper CMYK 90 / 0 / 30 / 0
sRGB 0 / 195 / 190
00C3BE



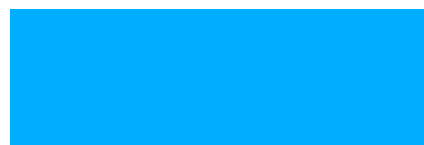
DARK COOL GRAY

PMS 431 C
CMYK 20 / 0 / 0 / 70
Newspaper CMYK 0 / 0 / 0 / 75
sRGB 98 / 105 / 113
626971



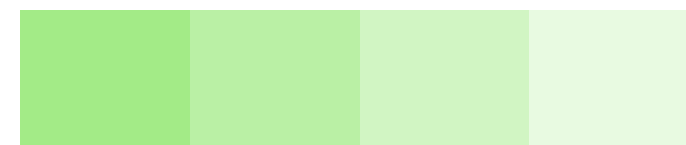
SKY BLUE

PMS 2995 C
CMYK 85 / 10 / 0 / 0
Newspaper CMYK 85 / 0 / 0 / 0
sRGB 0 / 174 / 255
00AEFF



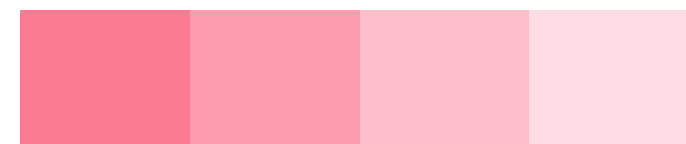
GREEN

PMS 359 C
CMYK 40 / 0 / 50 / 0
Newspaper CMYK 30 / 0 / 40 / 0
sRGB 140 / 230 / 105
8CE669



RED

PMS 184 C
CMYK 80 / 0 / 30 / 0
Newspaper CMYK 80 / 0 / 20 / 0
sRGB 250 / 90 / 120
F5A78



Do not make your own color variations of the selected colors. Use only original color specifications.

More information about the colors:

info@winwind.com

WinWinD

TYPOGRAPHY

For use in marketing

WinWinD

TYPOGRAPHY FOR USE
IN MARKETING

FOUNDRY FORM SANS

Winwind Ltd. supplies one and three megawatt wind turbines based on low-speed technology. The most significant benefits are operating reliability and high availability.

An advanced planetary gear solution and low-speed synchronous generator form the heart of the concept, which combines the reliability of a modern direct drive and the compactness of a traditional high-speed gear system. Low rotational speed together with proper dimensioning ensures reliability and high availability.

FARNHAM DISPLAY

Winwind Ltd. supplies one and three megawatt wind turbines based on low-speed technology. The most significant benefits are operating reliability and high availability.

An advanced planetary gear solution and low-speed synchronous generator form the heart of the concept, which combines the reliability of a modern direct drive and the compactness of a traditional high-speed gear system. Low rotational speed together with proper dimensioning ensures reliability and high availability.

WinWinD uses two typefaces for clear, informative typography in its marketing communications. These typefaces are used as identifiers of WinWinD's identity and marketing material.

Foundry Form Sans is a clean, modern and technical-looking typeface which is the main typeface of the WinWinD identity. It is used in body copy, headlines and technical data. Farnham Display is a supporting typeface in the WinWinDs identity. It is used mainly in headlines and when talking about case studies, human issues and emotions.

Please note that fonts used in the WinWinD's website are Helvetica (sans) and Georgia (serif).

More information about the typography:
info@winwind.com

WinWinD

TYPOGRAPHY FOR USE

IN MARKETING;

LETTERS & WEIGHTS

FOUNDRY FORM SANS

BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

BOOK SMALL CAPS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&*()

ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&()*

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

DEMI

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

FARNHAM DISPLAY

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

LIGHT SMALL CAPS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&*()

LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&()*

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

MEDIUM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&()*

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&()*

More information about the typography:

info@winwind.com

WinWinD

TYPOGRAPHY

For use in office environment

WinWinD

TYPOGRAPHY FOR USE
IN OFFICE ENVIRONMENT

Replacing typeface for Foundry Form Sans:

CALIBRI

Winwind Ltd. supplies one and three megawatt wind turbines based on low-speed technology. The most significant benefits are operating reliability and high availability.

An advanced planetary gear solution and low-speed synchronous generator form the heart of the concept, which combines the reliability of a modern direct drive and the compactness of a traditional high-speed gear system. Low rotational speed together with proper dimensioning ensures reliability and high availability.

Replacing typeface for Farnham Display:

CAMBRIA

Winwind Ltd. supplies one and three megawatt wind turbines based on low-speed technology. The most significant benefits are operating reliability and high availability.

An advanced planetary gear solution and low-speed synchronous generator form the heart of the concept, which combines the reliability of a modern direct drive and the compactness of a traditional high-speed gear system. Low rotational speed together with proper dimensioning ensures reliability and high availability.

WinWinD has two alternative typefaces for use in office environment and in use where the identity's main typefaces are not installed or possible to use such as Word and PowerPoint templates.

Calibri is a replacing typeface for Foundry Form Sans. It is used in body copy, headlines and technical data. Cambria is a replacing typeface for Farnham Display. It is used mainly in headlines and when talking about case studies, human issues and emotions.

Please note that fonts used in the WinWinD's website are Helvetica (sans) and Georgia (serif).

More information about the typography:
info@winwind.com

WinWinD

TYPOGRAPHY FOR USE
IN OFFICE ENVIRONMENT;
LETTERS & WEIGHTS

Replacing typeface for
Foundry Form Sans:

Replacing typeface for
Farnham Display:

CALIBRI

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()*

BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()**

BOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()***

CAMBRIA

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()*

BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()**

BOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()***

More information about the typography:
info@winwind.com