

Ørsted

Logo guide

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Introduction

The logo is prepared in a number of different file formats and colour spaces, which are not to be altered. The logo package contains both vector and pixel file formats:

Ai-files (vectors)

Ai-files work as originals and should always be used for high resolution print production. These files are also used if the need for other file formats, sizes or colour spaces arise, which are not part of the existing logo package.

SVG-files (vectors)

SVG-files are primarily used for web.

PNG- and JPG-files (pixels)

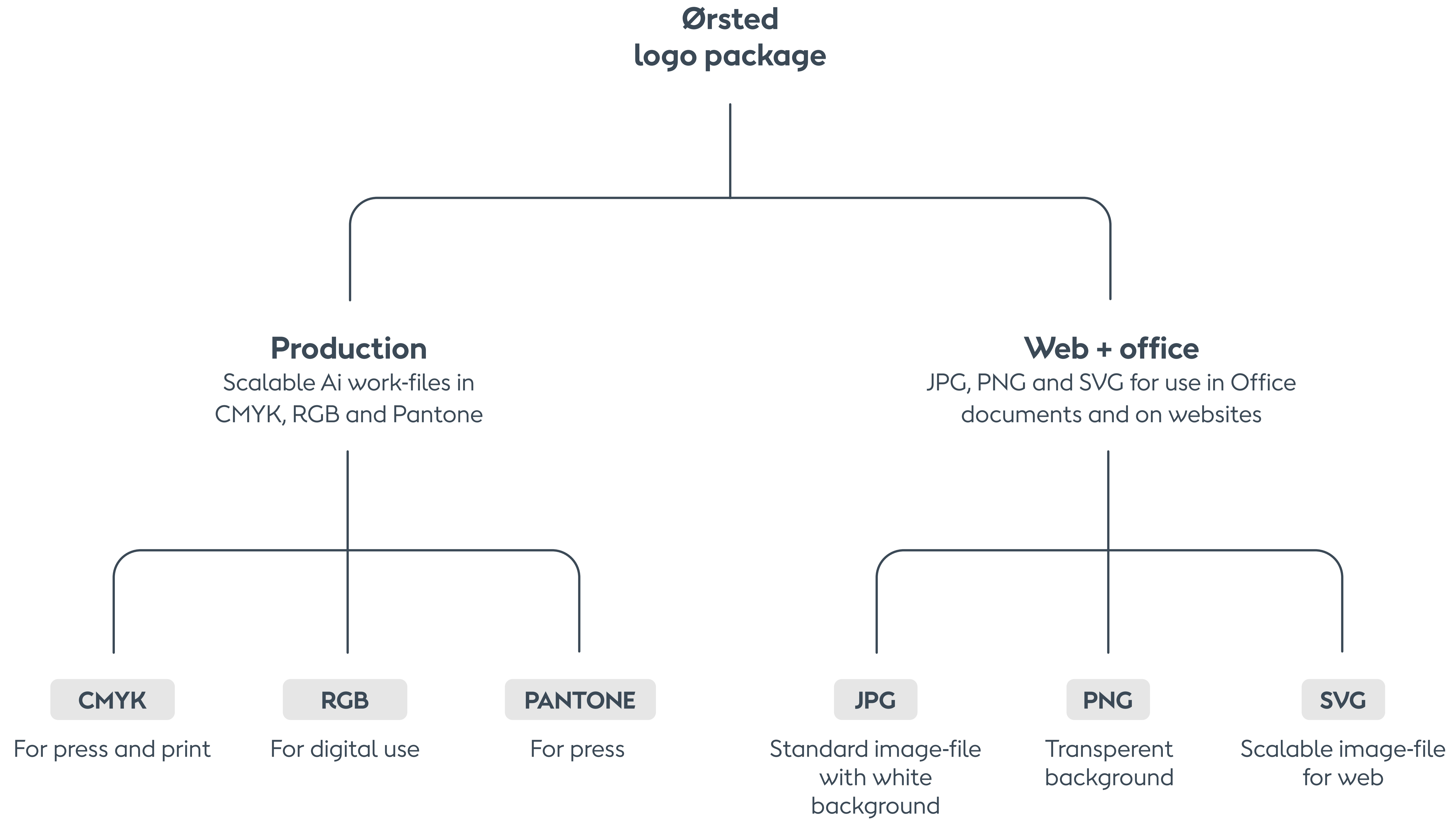
PNG- and JPG-files are made for Office documents (primarily PowerPoint and Word) and for web. They usually appear in RGB and in over-size, and can be down-scaled to the desired size. Please be aware that logos made for web might need to be pixel optimised if they are to be used in very small sizes.

Brand guidelines

Read more at: brandguide.orsted.com/design/logo



File overview



Logo variants overview – Primary

Colour



File format



Colour format



White



File format



Colour format



Logo variants overview – Tagline

Colour



File format

AI PNG SVG JPG

Colour format

CMYK RGB PANTONE

White



File format

AI PNG SVG ~~JPG~~

Colour format

CMYK RGB ~~PANTONE~~



Contact
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