

BRAND TOOLKIT VERSION 2.0

April 2021



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Our Story

Ventient Energy is achieving recognised sector-leading sustainable growth for its stakeholders through a compelling combination of high-performance culture and teamwork across assets' operation, M&A, energy markets, organic growth, financial integrity and ESG commitment. Since its inception, our approach has allowed our people and communities to innovate and thrive safely.

Our values and a shared mission with and for our stakeholders are the keys. Our focus is on ensuring best in class performance of wind projects across Europe and building a network of energy generation that drives the energy transition to renewables.

We continue to grow our contribution to our stakeholders through organic growth and targeted M&A, which has seen us more than triple our wind power installed capacity in just two years.

We strive to do everything in concert with our stakeholders to ensure that generating wind energy is beneficial not only for the planet and the society in general but also for the communities in which we operate across Europe. Our growth embraces all the relationships with our stakeholders, leaving no stone unturned in ensuring we perform to the best standards we can in operational, financial and ESG terms to achieve more than doubling the contribution we make to those whom we serve.

Working together in a strong and supportive team will allow us to achieve our ambitious growth, fulfilling our mission. We aim to make this journey a wonderful one for our team and a rewarding one for all our stakeholders whilst we continue to generate the cleanest energy for people and the planet.

Values

We value **people** and teamwork, empowering our staff in an inclusive environment build on respect, integrity and trust. We promote and achieve a **high performance culture**, delivering excellence in everything we do. We believe in **innovation**, constantly researching for new ways to improve our performance and **protect the environment**. Most of all we value **safety** – it's paramount throughout our business.

Vision

Our vision is to **generate renewable energy to secure the future of people and the planet.**

Generating the world's cleanest energy is crucial for the future of all society and the planet. For us, it also means creating value for our own people and generating returns for our shareholders; the people who invest in the pension funds that support us.

Mission

We want to achieve sustainable growth through acquisition, operational excellence and teamwork allowing our people and communities to safely innovate and thrive.

We carefully add assets to our portfolio before allowing our operational teams to do what they do best and manage them safely and efficiently. Teamwork is the key to achieve our mission which requires a strong collaborative approach where everyone works in concert.

Power can change the world. We're using ours to transform how clean energy is generated. Our ambitions are powered by our values. That's how we're growing sustainably and progressively, and why we're part of a bigger global movement.

We are powering the future.

Our History

2017 > 2018 > 2019 > 2020 > 2021

2017 Ventient was launched.

Combination of UK assets previously owned by Infinis and Zephyr for a total of 34 Onshore Wind Farm in the UK.

 **People: 32**
 **MW 690**

Ventient is awarded the highest 5 star GRESB rating.

 **People 41**
 **MW 690**

2019 Mark Jones appointed CEO.

Ventient acquired 69 wind farm portfolios across continental Europe.

Ventient owns 103 onshore wind farms and 1.9GW of installed capacity across Spain, Portugal, France and Belgium, Germany and UK.

Ventient is awarded the highest 5 star GRESB rating and recognized with "Sector Leader" status.

 **People 50**
 **GW 1.9**

Ventient acquires Portuguese owner and operator Iberwind adding 31 wind farms to its portfolio and integrating the Portuguese team into the organization.

Ventient is awarded the highest 5 star GRESB rating and attains "Sector Leader" status.

 **People 69**
 **GW 2.5**

Ventient is the largest non-utility onshore wind generator in Europe, managing 134 windfarms and 2.5 GW of installed capacity.

 **People 153**
 **GW 2.5**

1 Our logo

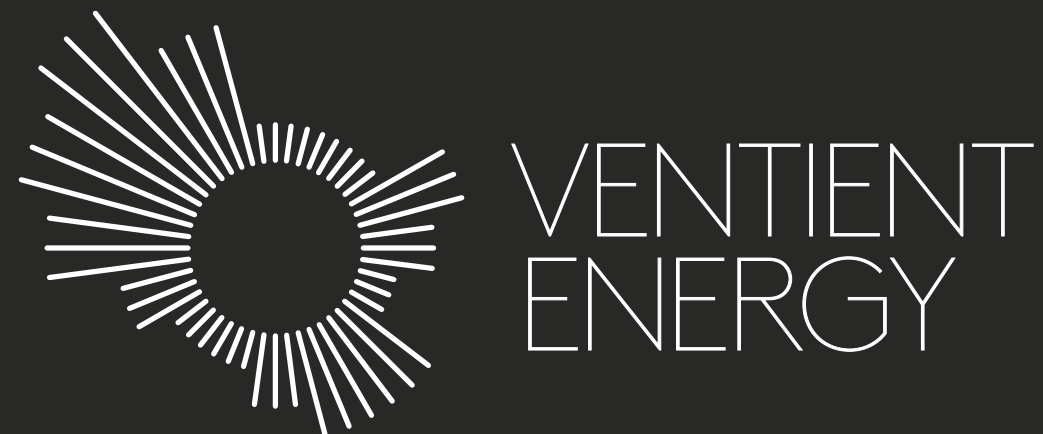
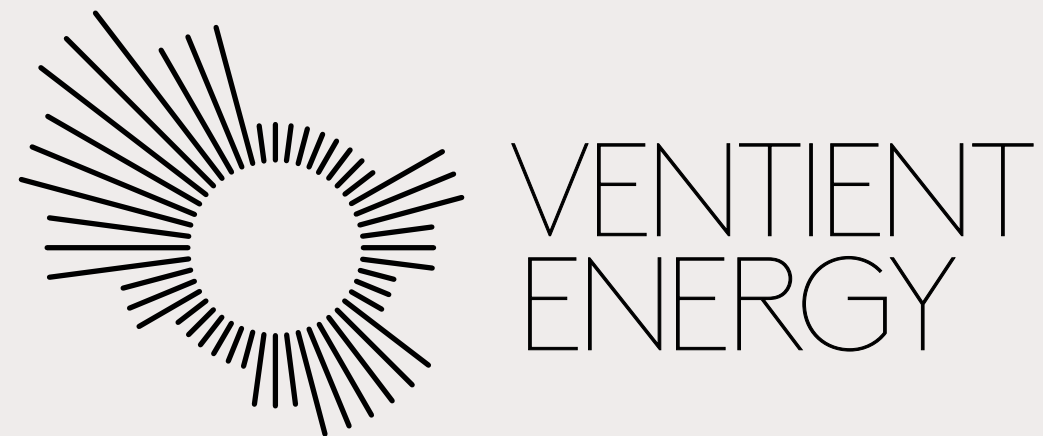
- 1.1 Our logo
- 1.2 Our logo usage

The logo consists of the Wind Rose icon and the Ventient Energy word mark.

The name Ventient Energy is derived from the Latin word 'ventus', which means wind.

There are three versions of the logo. In applications where a white background is used the blue or black version should be used depending on legibility.

If the logo needs to appear on a coloured background, the white version should be used on either of the brand colours. In circumstances where this is not possible, please use either the white or black logo to achieve optimum contrast (eg. Use the white logo on a red background/use the black logo on a yellow background).



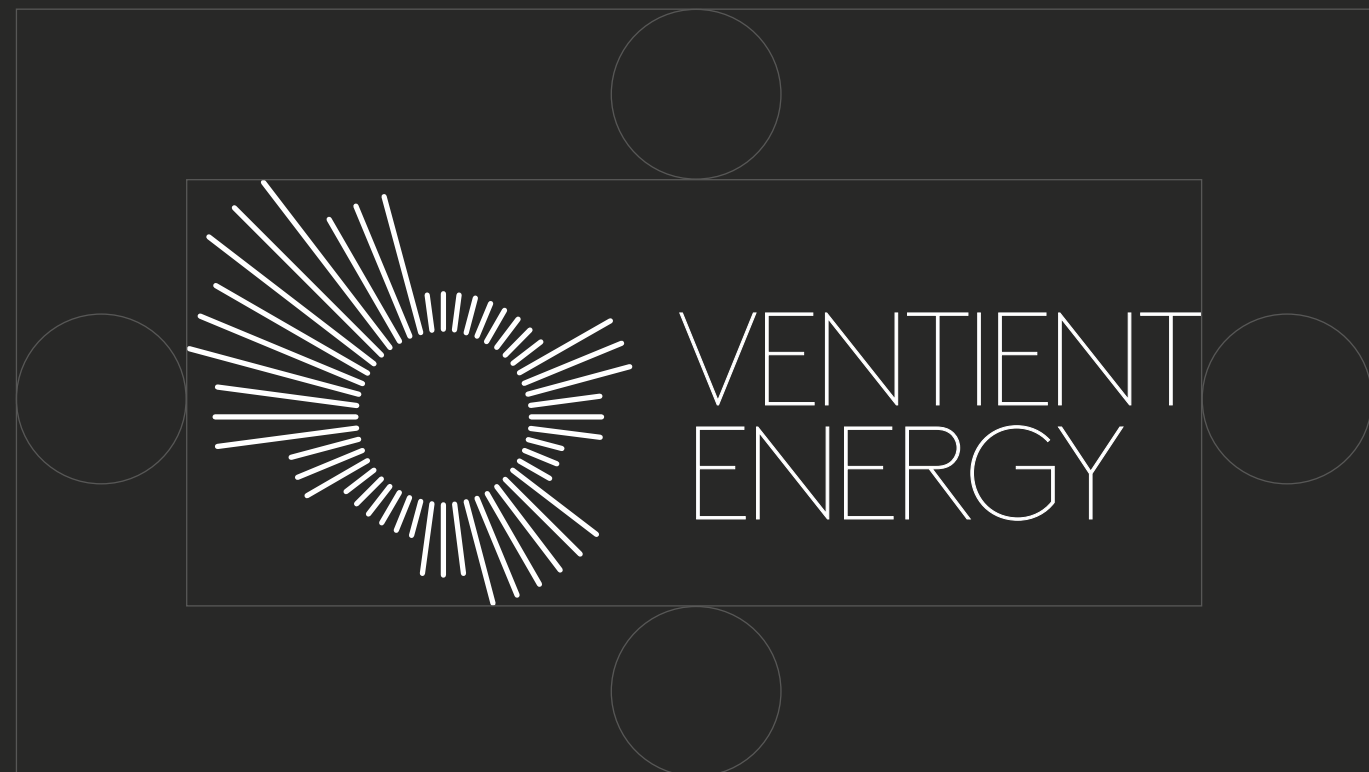
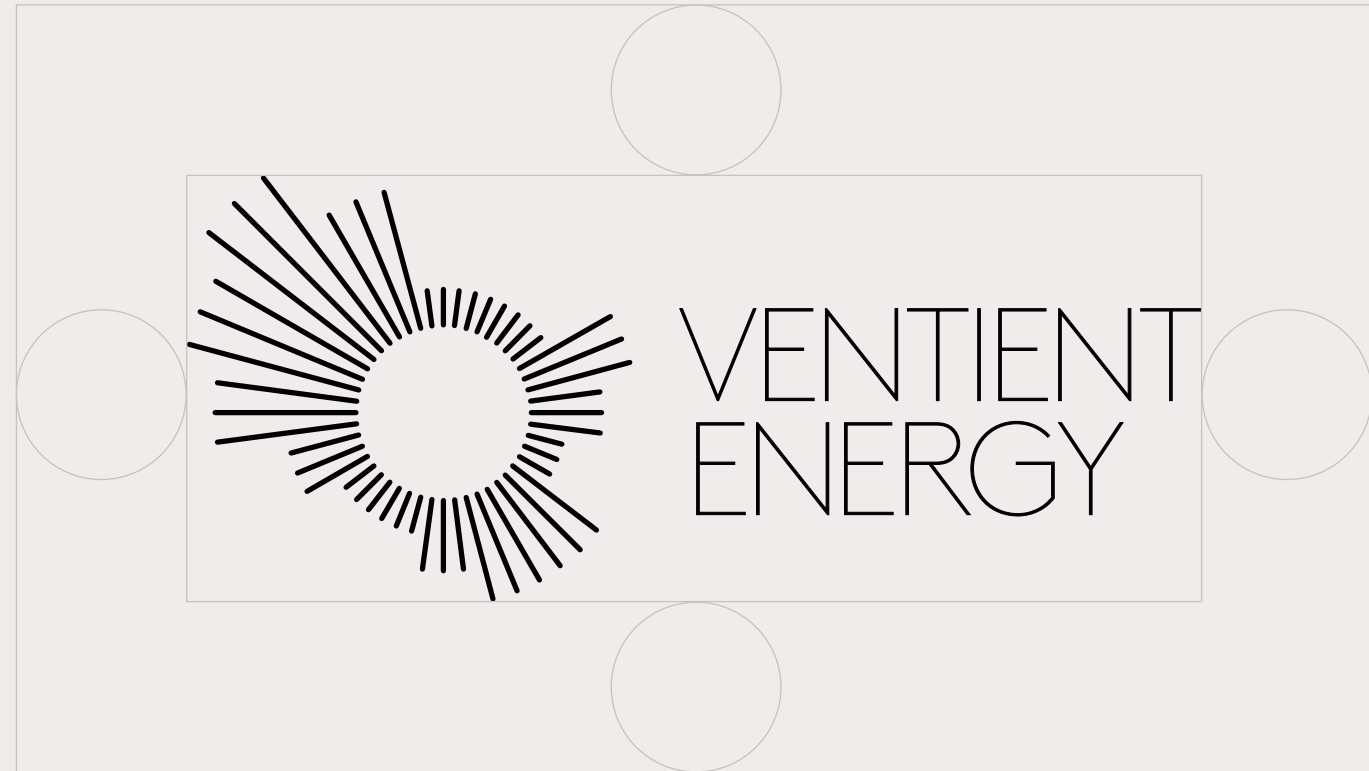
The Ventient Energy Logo is a core element of the brand and needs clear space around it.

The exclusion zone is based on the height of the inner circle within the Wind Rose.

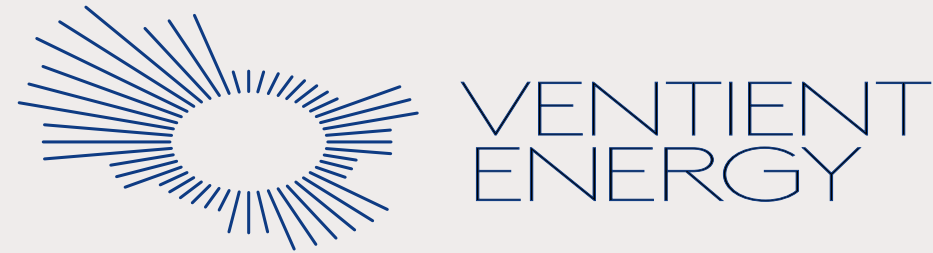
The logo may only be produced from master artwork files and must not be redrawn, retyped or altered in any way.



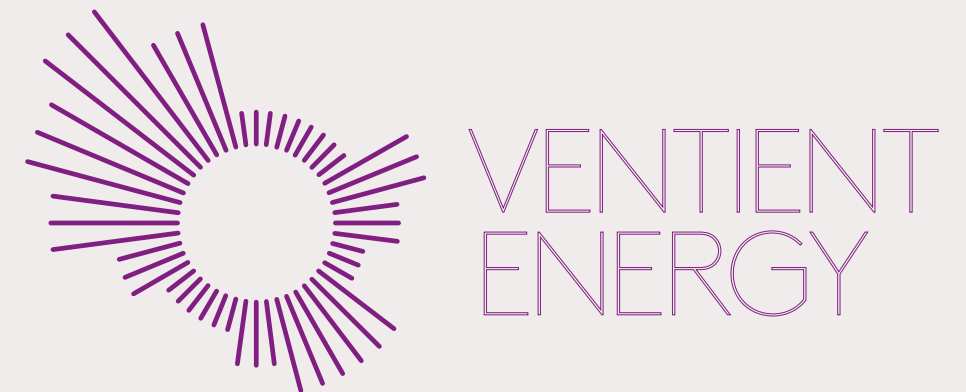
Minimum width-
for print: 35mm
for digital: 115px



1. Do not distort or stretch the logo in any way.
2. Do not show the logo in any colours other than Ventient Blue, Black or White.
3. Do not show the word mark on it's own without the wind rose.
4. Do not attempt to retype or recreate any part of the logo.



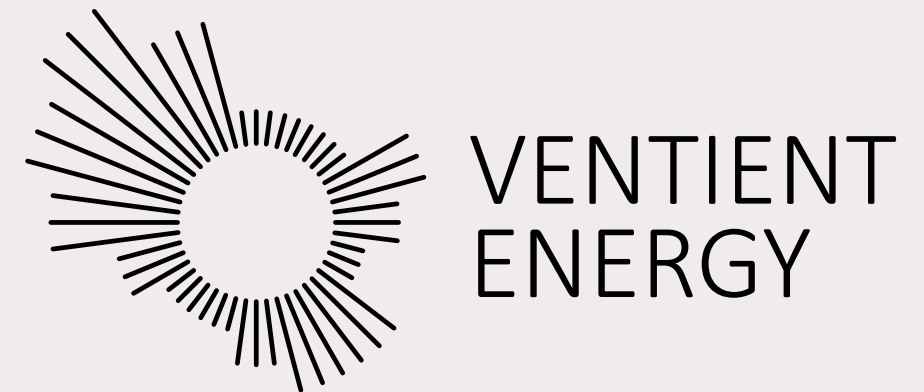
1



2

VENTIENT
ENERGY

3



4

2

Colour palette

- 2.1 Colour Palette
- 2.2 Chart Colours
- 2.3 Colour Combinations

Our main colour palette is inspired by colours found in nature and is broken down into primary, secondary, accent and chart colours.

The warm grey and stone colours give a sophisticated, contemporary feel, while the blue, green and a touch of orange add vibrancy.

Primary Colours

The primary colours are the core of our corporate brand identity and must always appear to ensure immediate recognition.

Secondary Colours

The stone and grey colour can function as a background, either full-size in a layout or for framing text boxes or charts.

Accent Colour

Creative can be enhanced by occasional use of the orange accent colour. Used to highlight call to actions graphics and icon style.

Primary Colours



Ventient Blue
Pantone 7687 C
CMYK 100 78 0 18
RGB 46 64 128
Hex #2D4080



Ventient Green
Pantone 7716 C
CMYK 83 0 40 11
RGB 0 156 153
Hex #009C99

Accent Colour



Orange
Pantone 166 C
CMYK 2 78 100 0
RGB 230 83 0
Hex #E65300

Secondary Colours



Stone 75%
Pantone 454 C
CMYK 11 5 29 18
RGB 198 197 177
Hex #C5C5B0

50% 25%



Grey 75%
Pantone Warm Grey 3
CMYK 9 11 13 20
RGB 184 185 176
Hex #B8B5AF

50% 25%

These colours offer flexibility for use producing internal communication, charts and graphics.

Internal communication

When producing internal communication pieces the main colour palette should be prominent with the supporting colour palette used sporadically to help define pull out information.

Data charts / Infographics

When visualising data and charts please use the supporting colour palette only and not mix with the main colour palette

Sunset	75%	50%	25%
Pantone	2612 C		
CMYK	61 100 0 1		
RGB	119 37 131		
Hex	#772583		
Red Sky	75%	50%	25%
Pantone	233C		
CMYK	11 100 0 0		
RGB	198 0 126		
Hex	#C6007E		
Sunrise	75%	50%	25%
Pantone	130 C		
CMYK	0 32 100 0		
RGB	242 169 0		
Hex	#F2A900		
Meadow	75%	50%	25%
Pantone	375C		
CMYK	40 0 98 0		
RGB	151 215 0		
Hex	#97D700		
Sky Blue	75%	50%	25%
Pantone	2183 C		
CMYK	80 16 5 4		
RGB	0 146 189		
Hex	#0092BD		
Midnight Blue	75%	50%	25%
Pantone	281 C		
CMYK	100 78 0 57		
RGB	0 32 91		
Hex	#00205B		

Colour Combinations

The primary colours should always be prominent in the creative.

Both of the primary colours can be used as text and as background colour and can be combined as shown in the examples.

The secondary colours can only be used as a background colour and never for text.

Please see page 25 for chart colour examples.

Primary colour combinations



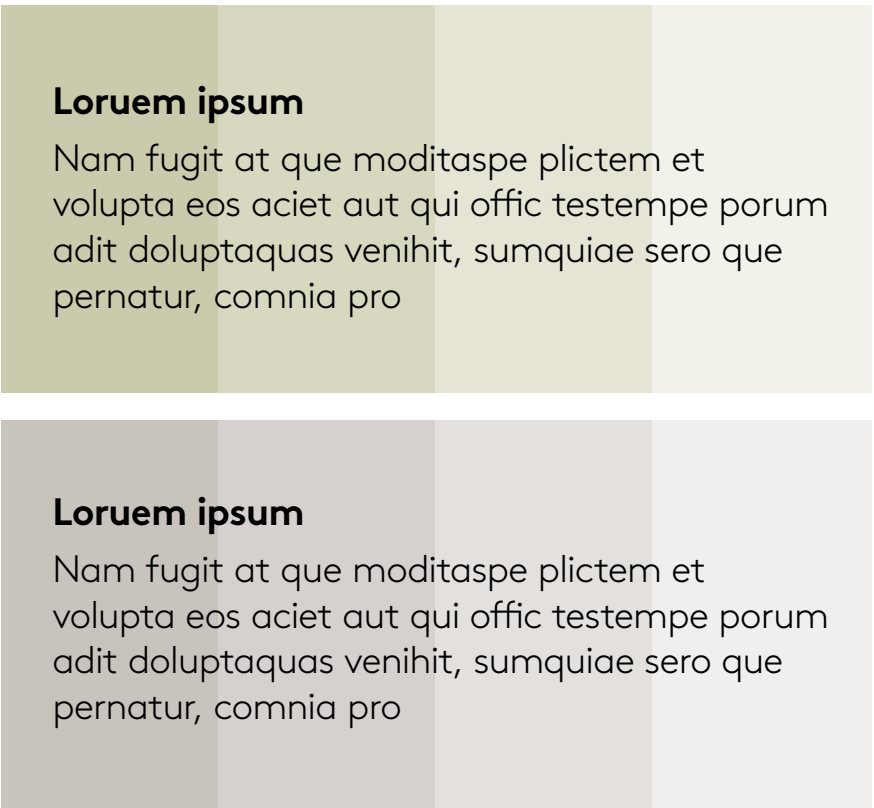
Alternative colour combinations



Chart colours



Font usage



3 Typography

- 3.1 Primary typefaces
- 3.2 Alternative typeface
- 3.3 Type hierarchy

Brown Light is the Ventient Energy headline typeface. To create hierarchy and pace, Brown Bold can be used as well for smaller text sizes such as page furniture and body copy headings.

Helvetica Light is the secondary typeface to be used for body copy.

Brown Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!/?/&@\$%#

Brown Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!/?/&@\$%#**

Helvetica Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!/?/&@\$%#

Arial Regular and Arial Bold are the preferred system fonts in desktop environments for PowerPoint® presentations and a range of Word documents, stationery, and other general use templates.

When presentations and documents are shared using the Arial fonts, it can be assured that other users and viewers will have the fonts on their systems—this means that the fonts will not be replaced by other defaults and the users can view these communications as they were intended.

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!/?/&@\$%#**

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!/?/&@\$%#

Shown here is an example of Ventient Energy’s typeface in use and how a strong hierarchy can easily be created using the different weights of fonts available, along with size and layout.

- 1 Headline level,
 Brown Light
- 2 Body copy headings,
 Brown Light
- 3 Body copy level,
 Brown Regular
- 4 Folios,
 Brown Light

4

01 WE ARE VENTIENT ENERGY

1

ABOUT VENTIENT

2

LEADING THE INDUSTRY

3

Ota dollaccum aut alitius, et ese conet audaepuda quam am est ut quatusdam, sunt et moleni que dem qui duciliae et aces eos endis andusant earchillanis maximpore, quis ratiunt atiae doluptatus asperum re voluptur mo torerum ad ex esendunte amus porest, et autem et ignissus essum nieht, ut et provit dolutur, omnis ipsaped qui doluptur, cum qui ipid min renibus, oocupae i nemque laborit, sus el int eaquid est et ipsandem esedi vent la velendiasi dolore alit quate pa vid ut optas inus et esti orem dolupturest vendli autuis.

Daes dolest, sim velluptibus quae nes ro blabo. Itas idendi ut eius quias sitis assimusapil alitionet odignias dunt volutatus est, cusa dolorest pero blacestio omnihiit estibus molorendi inum et earia nonsece rspeliqui cporr at volorum vellatquam eicienditae omnis quam nus consent aut fugiae.

4 Photography

Our Photography

Wind Farms

Wind farms are the heart of our business and should be prominent in our communications.

Photography show-casing wind farms should capture the scale and expanse of the landscape.

All our images should feel bright, contemporary, dynamic, and most importantly, authentic.

People should look as natural as possible and ideally be shown engaged in their jobs or with colleagues. All people photography should give a sense of the energy and passion we have for our roles and responsibilities.

When commissioning new photography or selecting images, use the guide below:

- ☒ Is the overall tone bright and fresh?
- ☒ If showing people, do they look happy and engaged in their work?
- ☒ Is lighting bright and natural?



5

Graphic pattern

5.1 Wind rose graphic



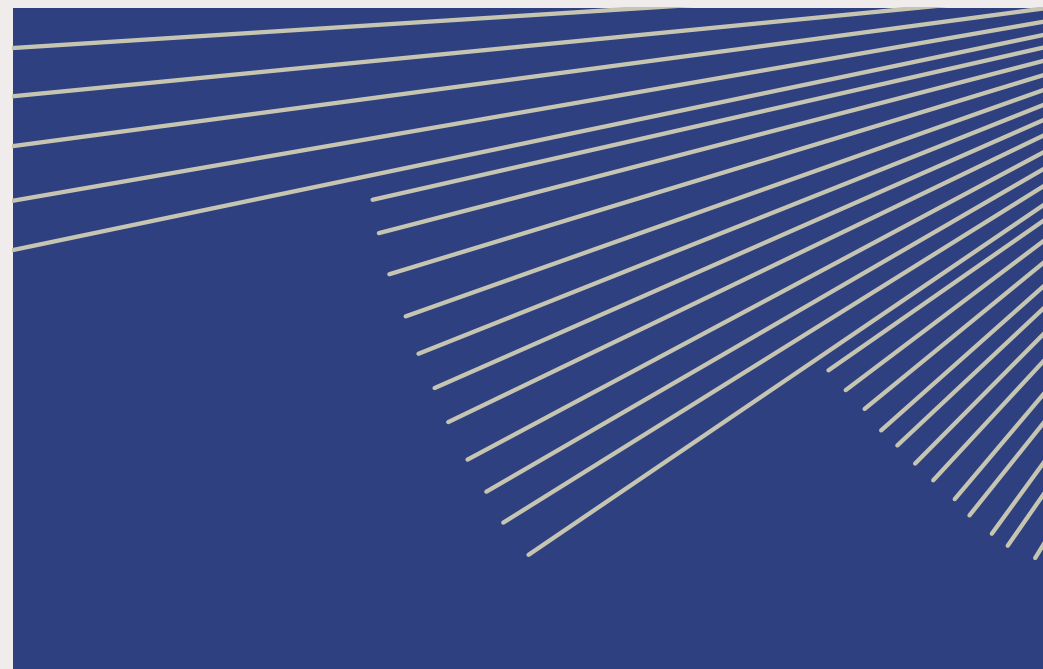
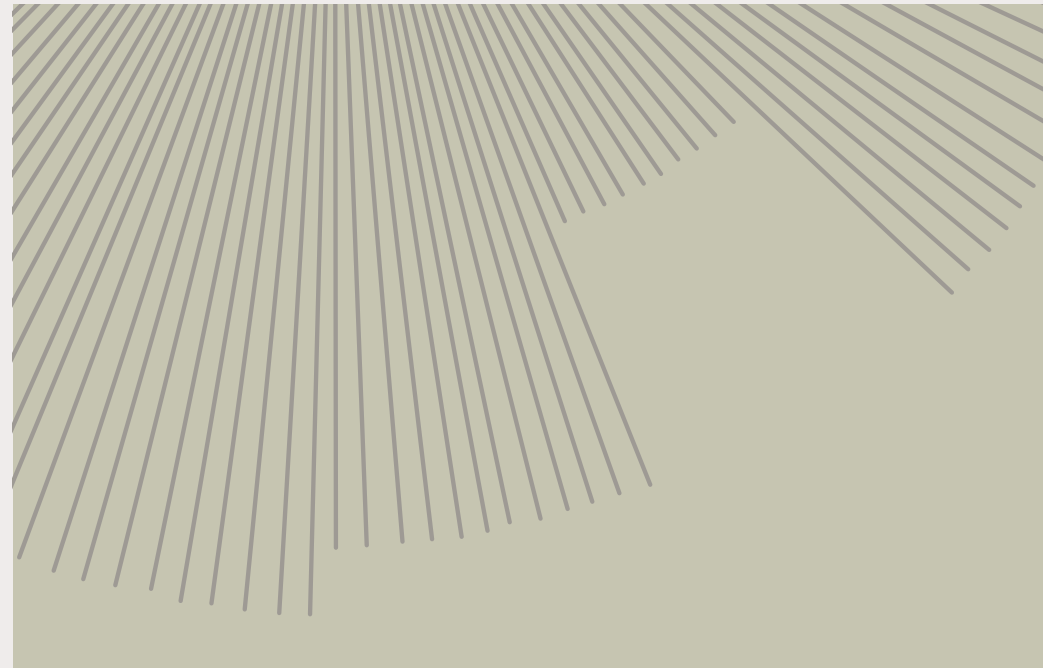
Wind rose graphic

Using Wind rose charts (a tool used by meteorologists to give a succinct view of how wind speed and direction are typically distributed) as our inspiration, we have created a series of graphic patterns.

There are four marks in total, each using the various brand colour ways.

Use the graphic patterns to add energy and interest to communications and give our brand a unique and contemporary feel.

These patterns may only be produced from master artwork files and must not be redrawn or altered in any way.



6

Iconography

6.1 Iconography

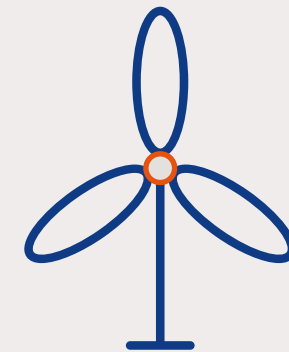
Our icons are functional graphic elements used to depict simple ideas or metaphors in a way that can be quickly understood.

They emphasise and highlight information, or signpost and aid navigation.

They are always used in colours taken from the brand primary and accent colour palettes

The icons shown in this section are best practice examples.

If designers need to create specific icons, use the examples shown here as a guide.



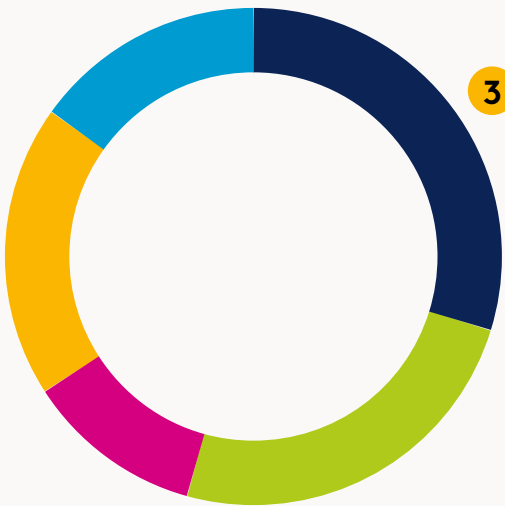
7

Data styles

Data should follow the styling principles outlined here.

- 1 Chart titles should always be set in Brown Bold (Or Arial Bold for PowerPoint)
- 2 Chart annotations should always be set in Brown Light (Or Arial Regular for PowerPoint)
- 3 Pie charts and line graphs should follow the style outlined here.

Pie Chart 1

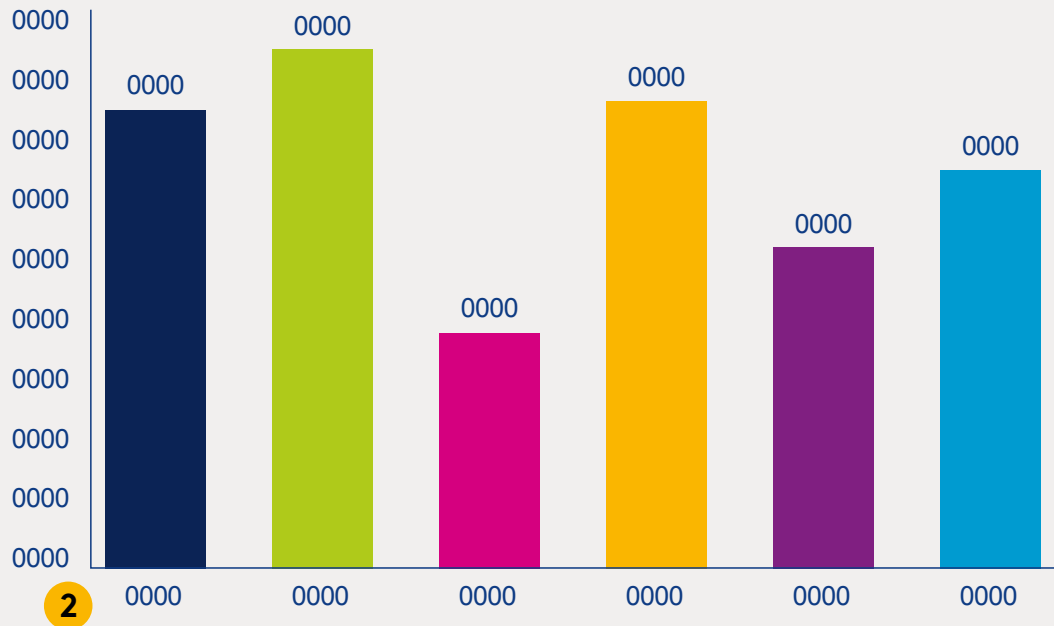


DATA SET 1
Itae susti temporeius quunt.
Ipicia sed quiae es et labor.

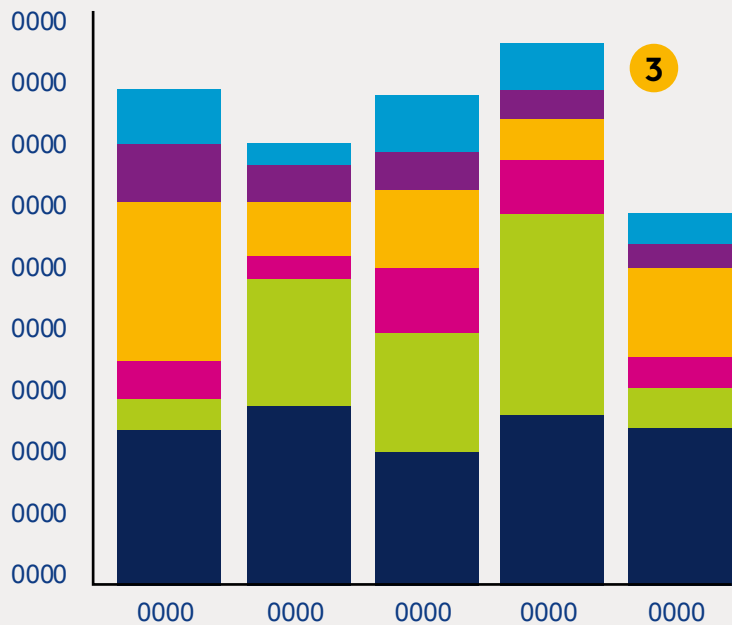
DATA SET 2
Itae susti temporeius quunt.
Ipicia sed quiae es et labor.

DATA SET 3
Itae susti temporeius quunt.
Ipicia sed quiae es et labor.

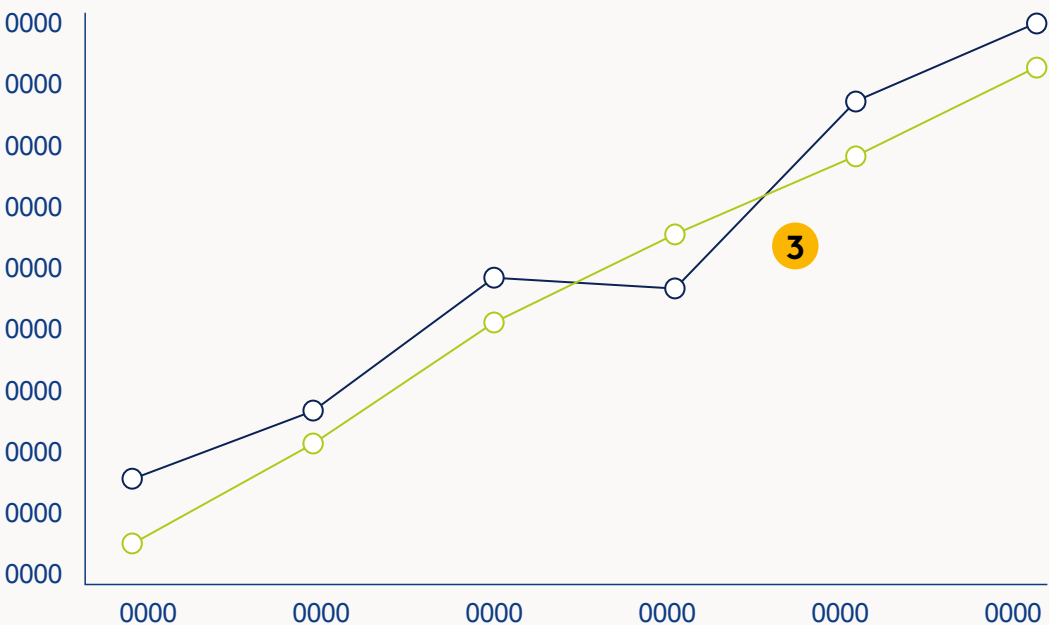
Vertical Bar Chart



Vertical Bar Chart



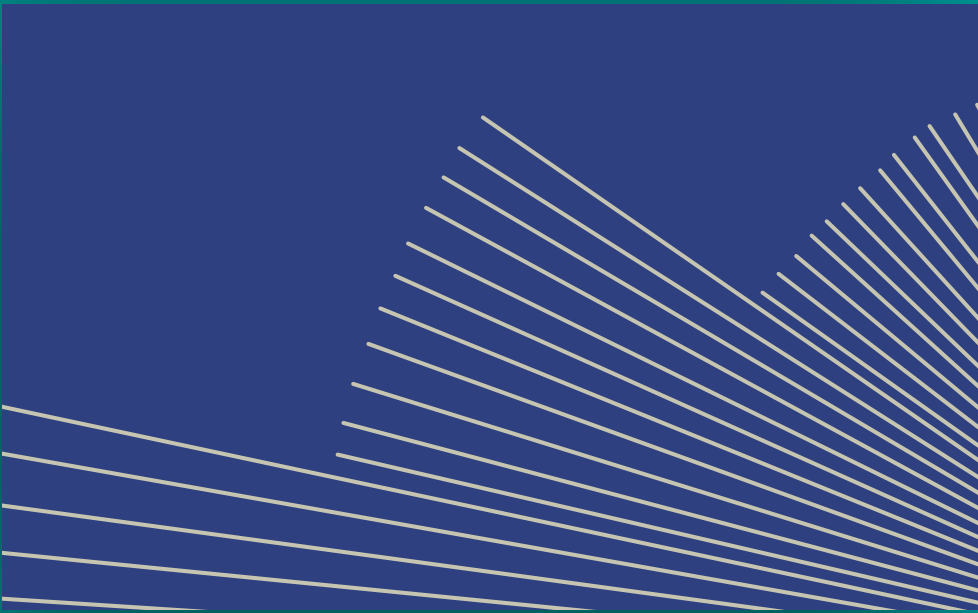
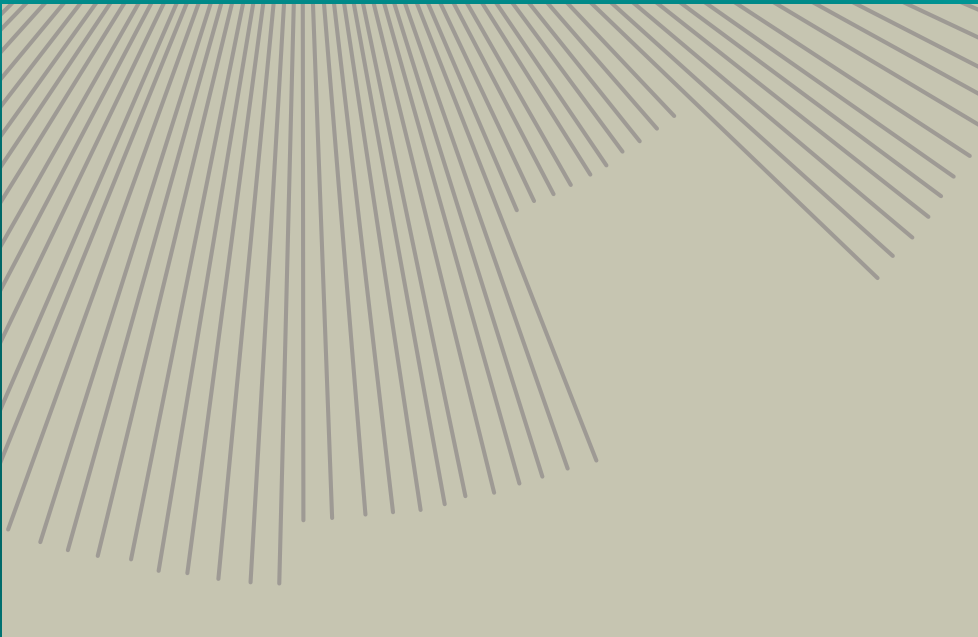
Line Chart



8

Our brand in use

- 8.1 Business cards
- 8.2 MS PowerPoint
- 8.3 Social Media Assets
- 8.4 Publications covers
- 8.5 Publications templates
- 8.6 Website
- 8.7 Hard hat
- 8.8 T-shirt



MS PowerPoint

The primary colours are predominant and can be used for both headings and as background colour.

Body text should always be in black or white.

Use the secondary colours as background for a more simple look and for framing charts.

The use of icons and wind rose graphic used as visual interest.

Logo positioned bottom left.

Title slides

The PowerPoint title slides can have an image or primary colour background.

The image can be replaced with a branded piece of photography.

Make sure to keep a clear contrast when the logo or wind rose graphic is placed over an image.



MS PowerPoint

Divider slides

Divider slides can be used to create contrast and an interesting layout throughout the presentation.

The divider slide background colours are created using primary and secondary colours.

Quote slide

Use the primary or secondary colour or image for background keeping the text arranged left.



MS PowerPoint Design

Content slides

Keep the content slides simple and use either white, 25% of secondary colours or primary colours as background.

Text

Headings, subheadings and body copy is left aligned.

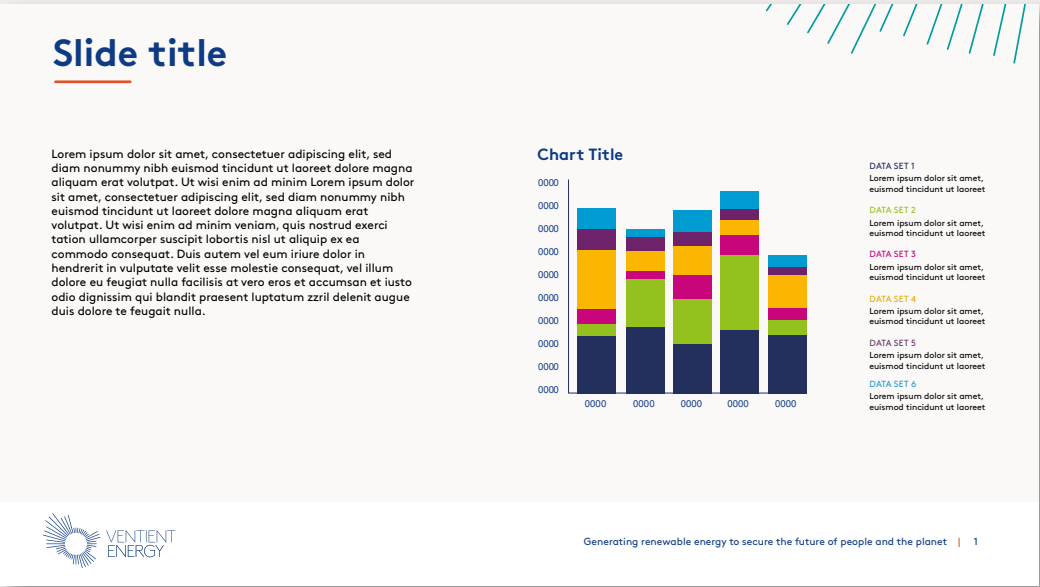
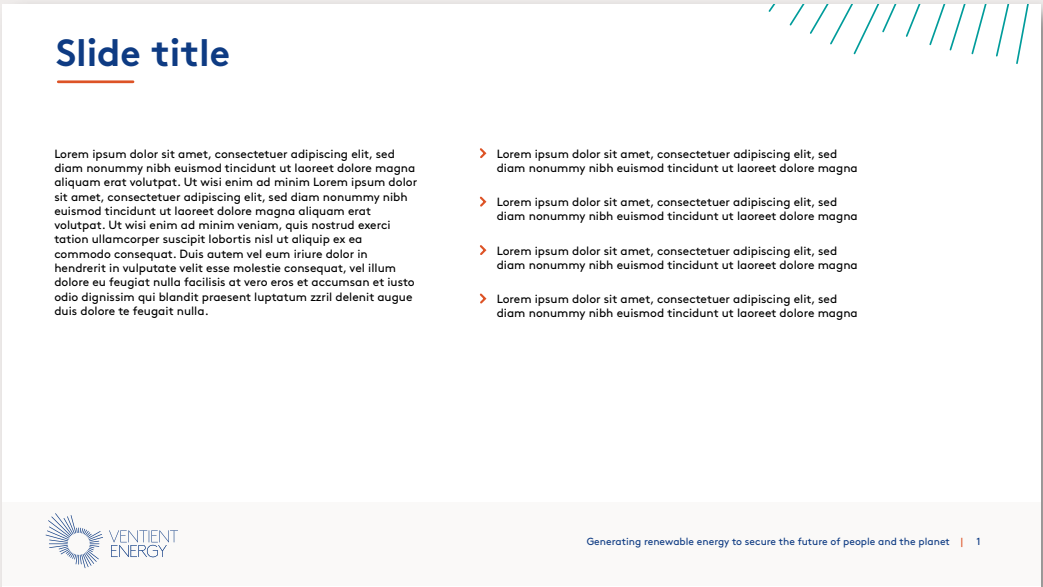
The text box sizes can vary in width depending on the layout.

Images

Images can vary as a 1/2 slide size or follow the three-column grid.

Charts

Charts and tables can be placed on a white background or framed using 25% of secondary colours as background.



Social Media Assets

The creative should follow platform size guidelines.

Twitter in-stream image:
1200x675px (jpg, gif, png)

Linkedin post image:
1200x627px (jpg, gif, png)

Not to exceed 5MB

Content can be created using image and text, graphic and text or just text.

Text

Headings and body copy should be positioned and arranged left.

Images

Images can vary from a full-size, half image or feature image.

The wind rose graphic should be used following guidance on page 19.

Colours

The primary colours are predominant and can be used for both headings and as background colour.

Orange Accent colour used for icons or call to actions.

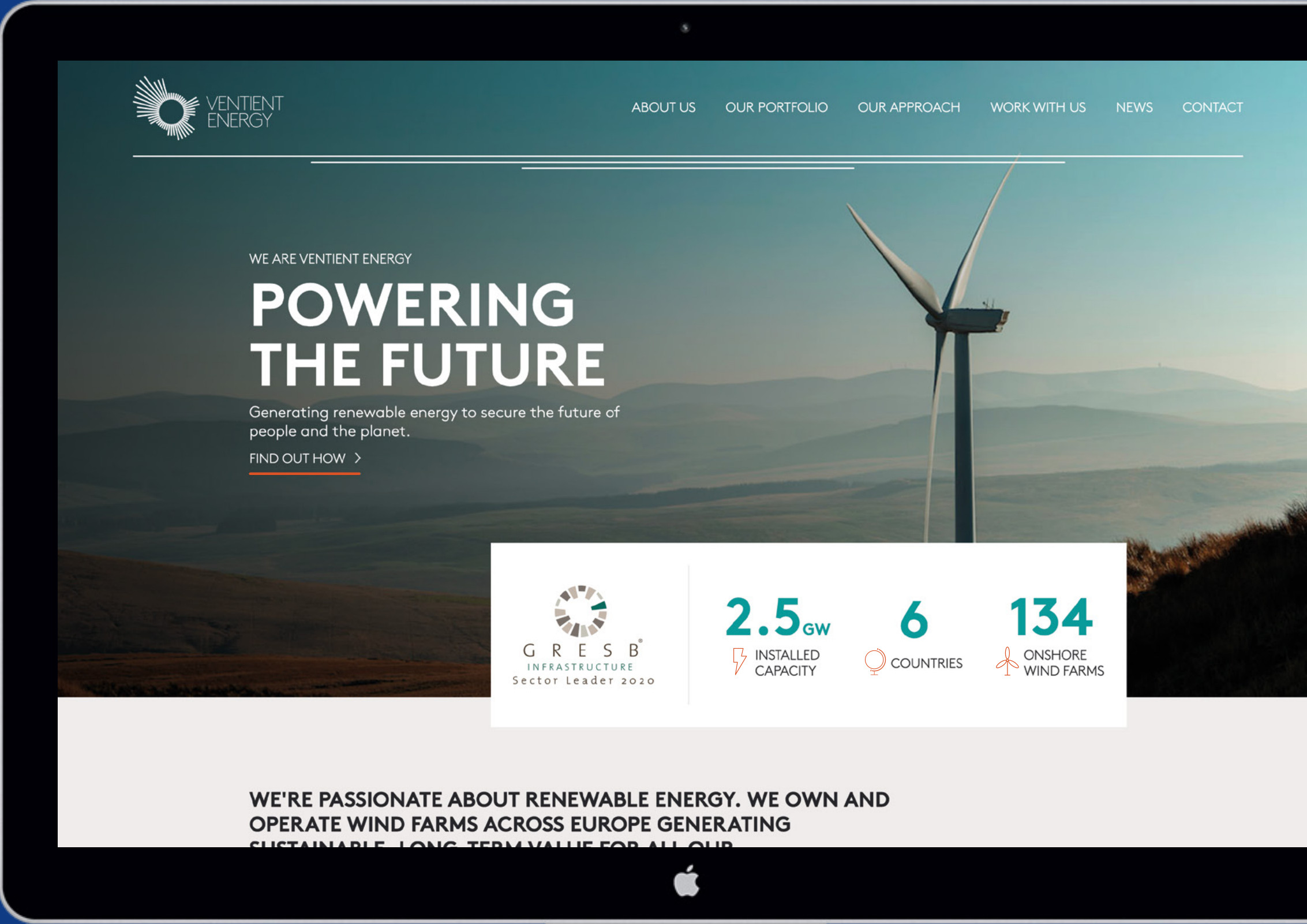
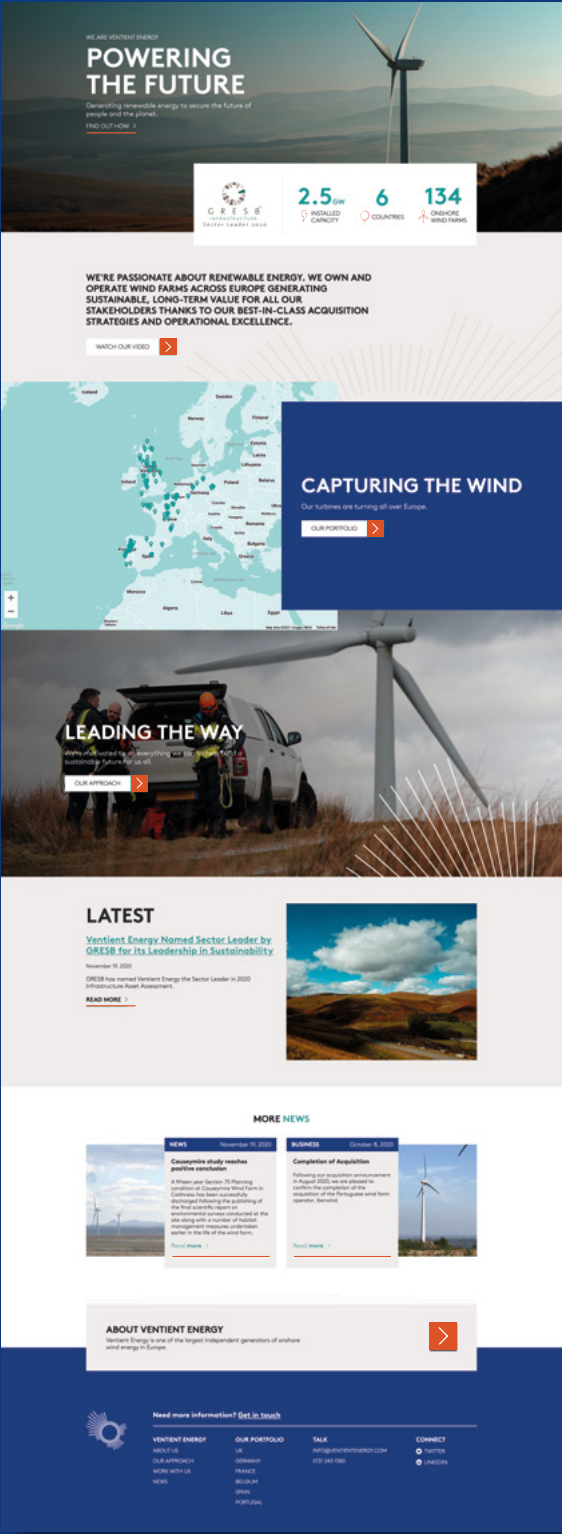


Shown here is an example of how our photography can work on a front cover.

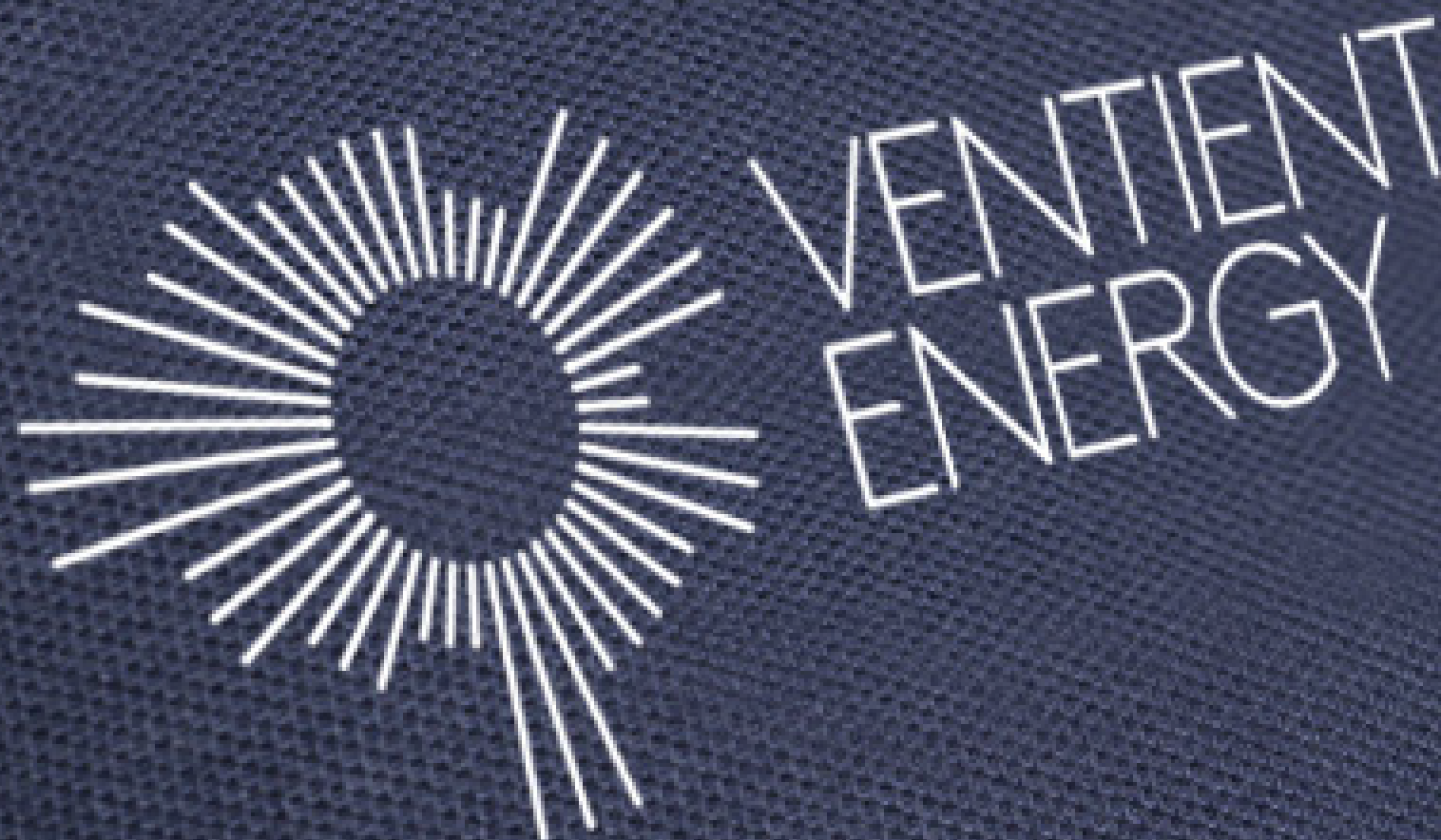


Shown here is an example of how our photography can work on a brochure spread.









9 Contact

9.1 Contact details

If you have any questions about
our brand or the visual toolkit
please contact:

Camilla Barlocco
Ventient Energy
4th Floor
12 Blenheim Pl
Edinburgh
EH7 5JH

e: camilla.barlocco@ventientenergy.com
dd: +44(0) 131 243 1385