

NatPower

GROWING BY NATURE

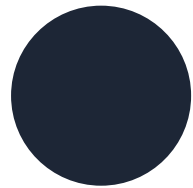
Brand Guide

Visual Identity

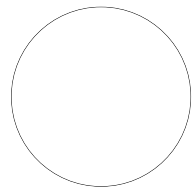
N

NatPower

Logo Primary



PANTONE 4280 C
CMYK 100/82/49/60
RGB 29/38/54
EXA #1D2636



WHITE
CMYK 0/0/0/0
RGB 255/255/255
EXA #FFFFFF

This is the primary mark of the brand.
It works on dark and light backgrounds. Always be
sure to use the version that is still legible on the
respective background.

NatPower

NatPower

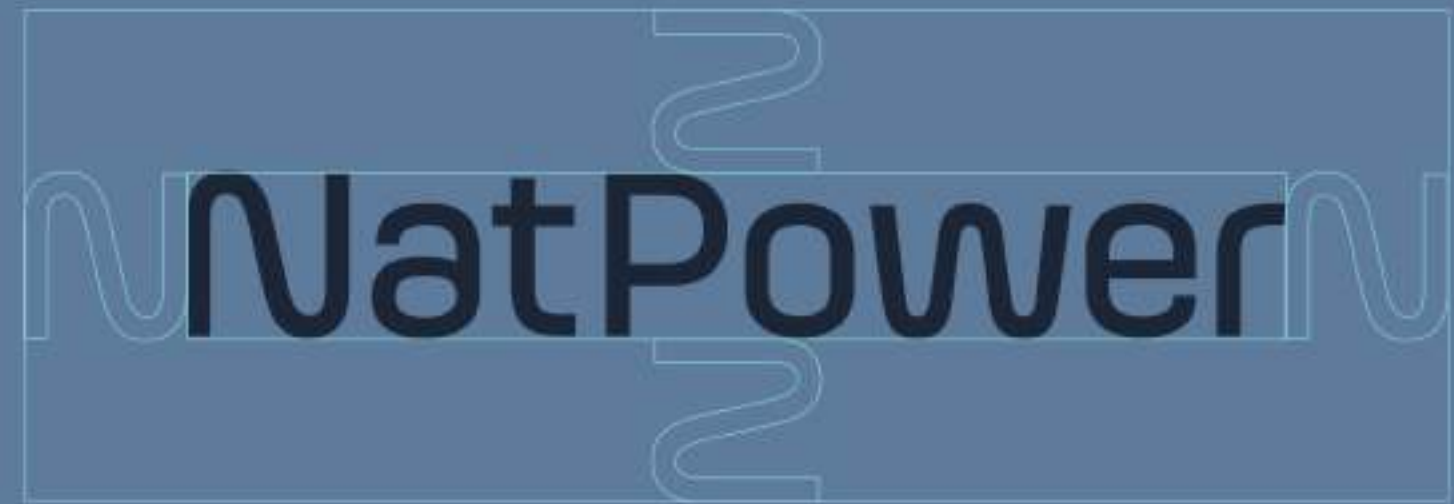
Logo Standards

Free Space

This is the zone where no graphics or separate logos can live. Spacing is set to the width of the 'N'.

Minimum Size

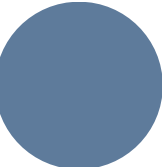
2mm is the smallest height the logo should be set at during print. 15px is the smallest height the logo should be set at within the digital context.



3mm min ↑ NatPower

15px min ↑ NatPower

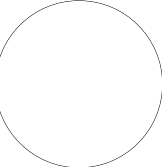
Logo



PANTONE 7454 C
CMYK 68/34/15/21
RGB 94/123/155
EXA #5E7B9B



PANTONE 4280 C
CMYK 100/82/49/60
RGB 29/38/54
EXA #1D2636



WHITE
CMYK 0/0/0/0
RGB 255/255/255
EXA #FFFFFF

NatPower

GROWING BY NATURE

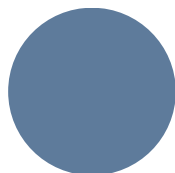
NatPower

GROWING BY NATURE

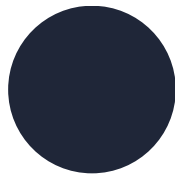
NatPower

GROWING BY NATURE

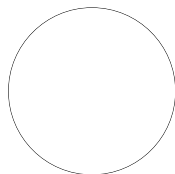
Logo



PANTONE 7454 C
CMYK 68/34/15/21
RGB 94/123/155
EXA #5E7B9B



PANTONE 4280 C
CMYK 100/82/49/60
RGB 29/38/54
EXA #1D2636



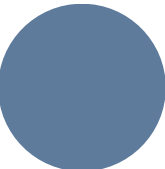
WHITE
CMYK 0/0/0/0
RGB 255/255/255
EXA #FFFFFF

NatPower

NatPower

NatPower

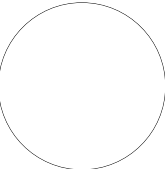
Logo



PANTONE 7454 C
CMYK 68/34/15/21
RGB 94/123/155
EXA #5E7B9B



PANTONE 4280 C
CMYK 100/82/49/60
RGB 29/38/54
EXA #1D2636

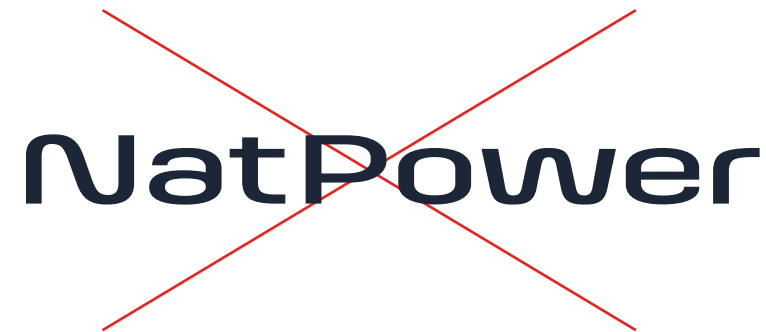


WHITE
CMYK 0/0/0/0
RGB 255/255/255
EXA #FFFFFF

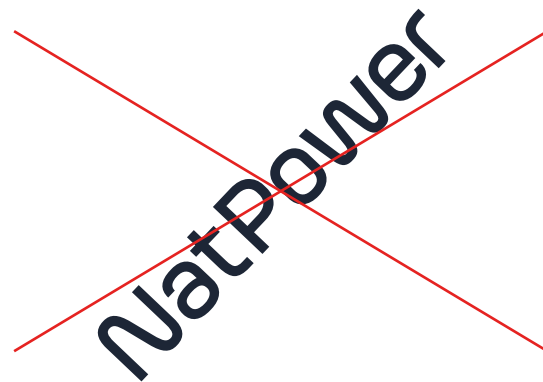
Sometimes we need to use a shorthand version of our logo. In this instance we take the 'N' from our parent logo in isolation.
This can be used in instances where the logo needs to be very small or in cases of brand flair where we can give more of a conceptual feel of the brand in which case it can be used very large.



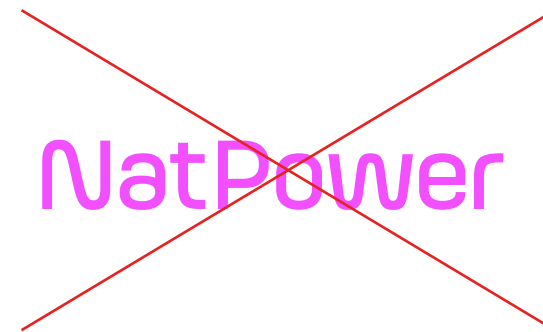
Logo Rules



Don't skew or stretch



Don't change orientation



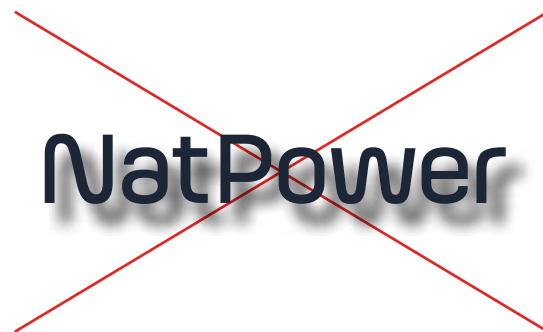
Don't change the colour



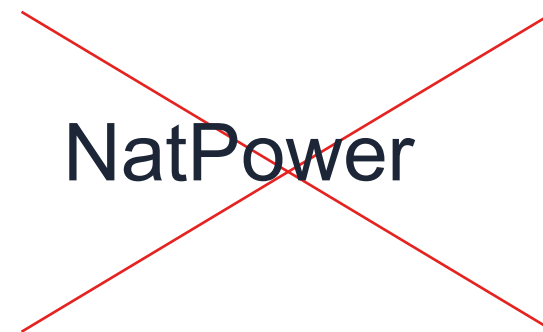
Don't extend any of the letters



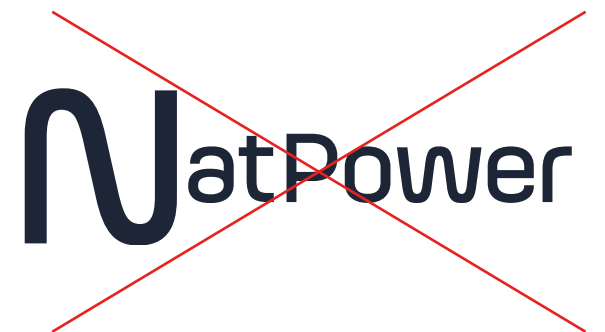
Don't make thicker or add a stroke



Don't add a drop shadow to the logo



Don't type out NatPower in any other fonts.
(unless referenced in body copy)



Don't combine with the monogram
version of the logo

Colour Palette

PRIMARY PALETTE:

Cirrus White

HEX: ffffff
RGB: R 255, G 255, B 255
CMYK: C 0, M 0, Y 0, K 0
PANTONE: N/A (PAPER)

Nimbus Navy

HEX: 1d2636
RGB: R 29, G 38, B 54
CMYK: C 86, M 75, Y 52, K 59
PANTONE: 4146 CP

Electron Blue

HEX: 5e7b9b
RGB: R 94, G 123, B 155
CMYK: C 69, M 47, Y 25, K 2
PANTONE: 6111 CP

SECONDARY PALETTE:

Solar Yellow

HEX: d09f29

Wind Cyan

HEX: 75ccce

BESS Green

HEX: 6da855

Colour

Background colours and combinations

Official background colours
There are three official background colors for use in print and digital materials: dark blue, light blue, and white. Avoid using black, except in cases of exceptional necessity, such as monochrome or grayscale printing.

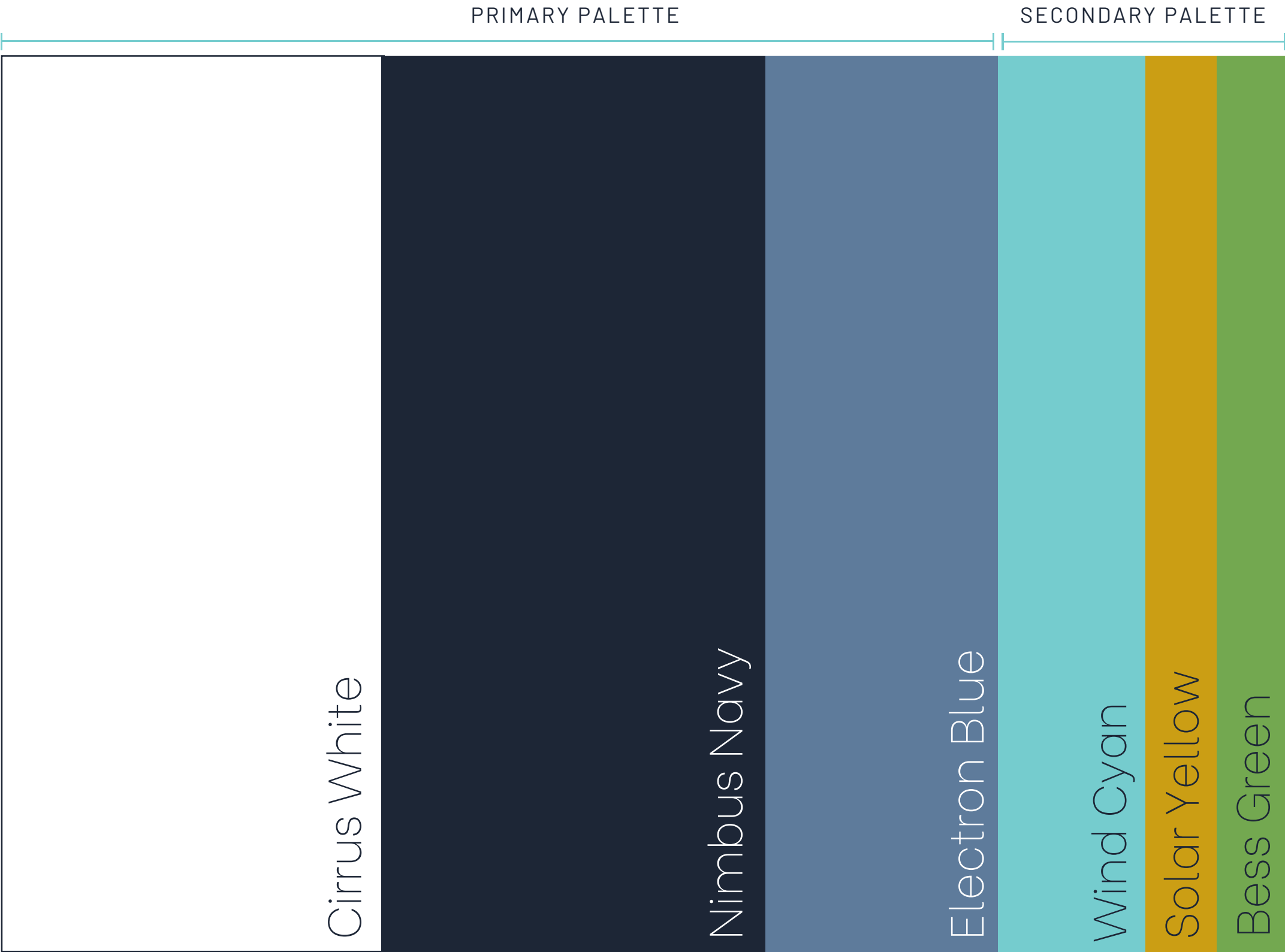
PANTONE 4280 C
CMYK 100/82/49/60
RGB 29/38/54 **EXA**
#1D2636

PANTONE 7454 C
CMYK 68/34/15/21
RGB 94/123/155
EXA #5E7B9B

WHITE CMYK
0/0/0/0 **RGB**
255/255/255 **EXA**
#FFFFFF

Colour Usage Ratio

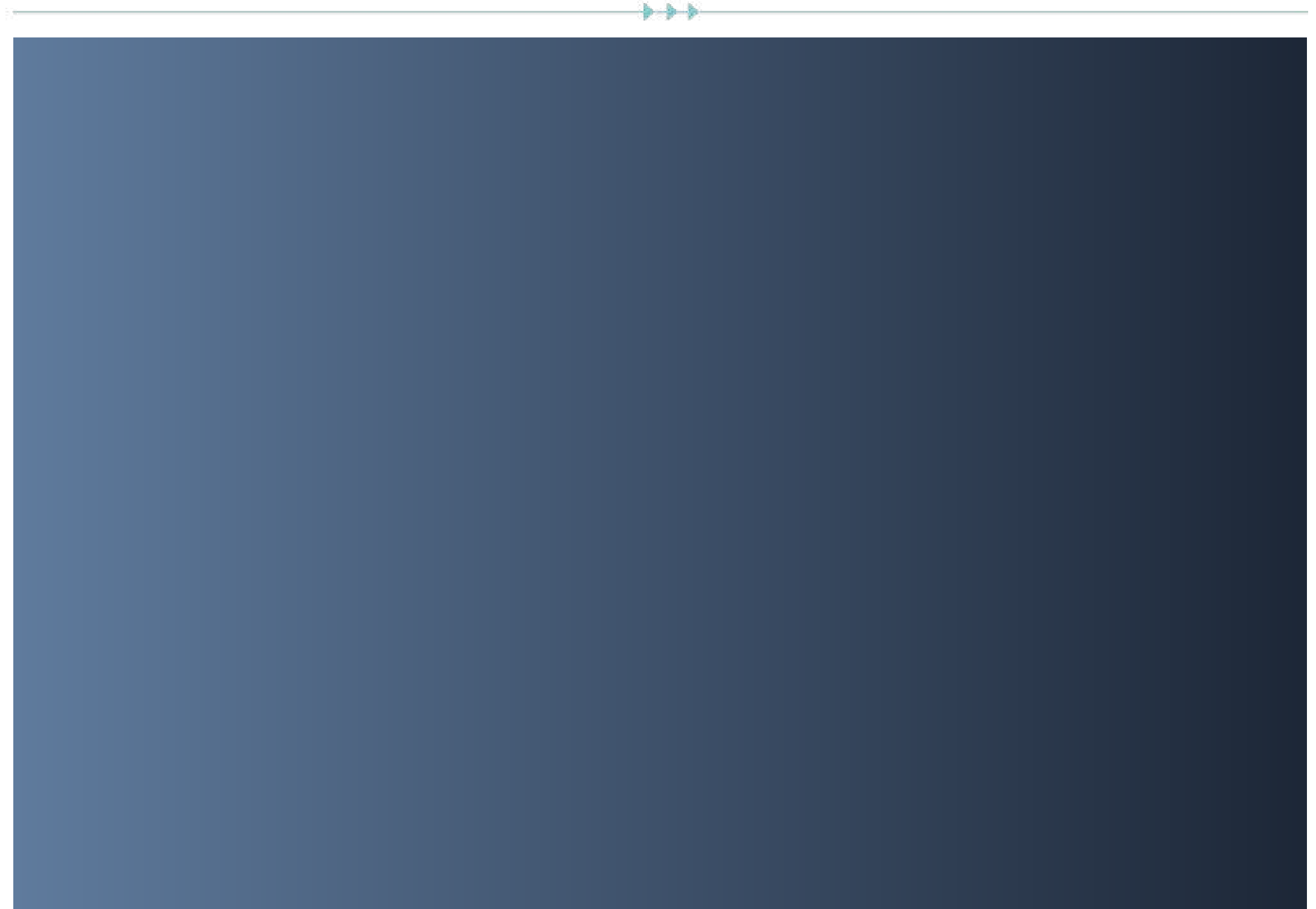
These are the ratios in which we use our palette. The majority of our brand has a background of Cirrus White or Nimbus Navy. We deploy Electron Blue on occasion to support these two colours. We use our secondary colour palette Stratosphere Cyan, Voltage Yellow and Meadow Green as a supporting palette as highlight colours only, using Stratosphere Cyan marginally more.



Colour Gradient

Electron Blue

Nimbus Navy



We also have a branded gradient. This utilises Electron Blue and Nimbus Navy. It must only be used as a linear gradient but can be experimented with in terms of angle and orientation. This is generally used as another background option.

Type Primary

Be Vietnam Pro

Be Vietnam Pro is our display brand typeface. Modern and clean this Neo Grotesk font feels refined and techie. We tend to only use it for large titles or important highlighted points and stats.

Be Vietnam Pro

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

Type Secondary

Barlow

Barlow is our secondary font, used for body copy and subheadings. This font is a slightly rounded, low-contrast, grotesk type family. Drawing from the visual style of California, Barlow shares qualities with the state's car plates, highway signs, buses, and trains. This helps illustrate NatPower's pioneering attitude to renewable energy.

Barlow

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

Type Tertiary

Red Hat Display

Red Hat is our tertiary font, reserved for specific applications where a bold and contemporary look is required. It complements our primary and secondary fonts while maintaining clarity and versatility across digital and print materials.

Red Hat Display

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

0123456789

Brand Assets



Brand Assets
Iconography



Solar PV



BESS



Wind



Hydro

Brand Assets

Iconography



Solar PV



BESS



Wind



Hydro

Brand Assets

Shapes

This distinctive shape—with two rounded corners and two pointed ones—is a key graphic element in our visual identity. It is used consistently across our website, presentations, digital materials, and print, either as a text box or an image container. Its unique form adds visual interest while reinforcing brand cohesion.

The shape should always retain its characteristic structure, but its proportions (height, width, and scale) can be adjusted to fit different formats and layouts. Adaptations are allowed as long as the balance and identity of the shape remain recognizable—avoid distorting the corners or altering the structure excessively.

Energia solare

Il futuro dell'energia

L'energia solare è una risorsa rinnovabile, pulita e inesauribile, che rappresenta una soluzione chiave per la transizione energetica globale. Durante il suo utilizzo, non genera emissioni di gas serra né inquinanti atmosferici, contribuendo significativamente alla riduzione dell'impatto ambientale. Grazie ai continui progressi tecnologici, l'energia solare sta diventando sempre più efficiente e accessibile, favorendo l'indipendenza energetica e riducendo la dipendenza dai combustibili fossili. Inoltre, la sua versatilità permette l'integrazione in diversi contesti, dalle grandi centrali fotovoltaiche alle installazioni su edifici residenziali e industriali, promuovendo un modello di produzione distribuita e sostenibile.



Esperienza locale e internazionale

Grazie alla nostra solida esperienza sul territorio e alla presenza globale del Gruppo NatPower, siamo in grado di trasferire competenze internazionali ai progetti locali, garantendo soluzioni su misura per ogni mercato.

Sostenibilità e innovazione

Siamo fortemente impegnati nel promuovere un futuro sostenibile e integriamo le migliori pratiche e le tecnologie più avanzate in tutti i nostri progetti, con l'obiettivo di minimizzare l'impatto ambientale e ottimizzare l'efficienza.

UK Website

N

Brand Assets

Shapes

OUR IMPACT

Our unique approach to caring for communities and the planet

Our assets improve surrounding communities and natural environments for generations, with every stage of our development cycle embedded with local community benefits.

Get in touch →



We support the community foundation Evogea

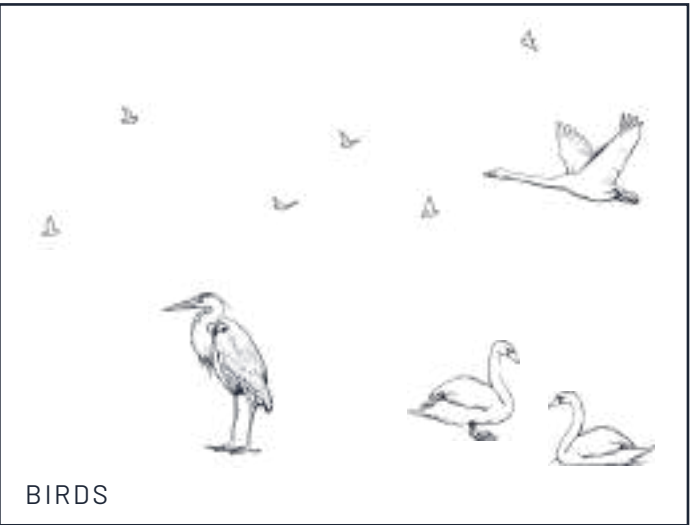
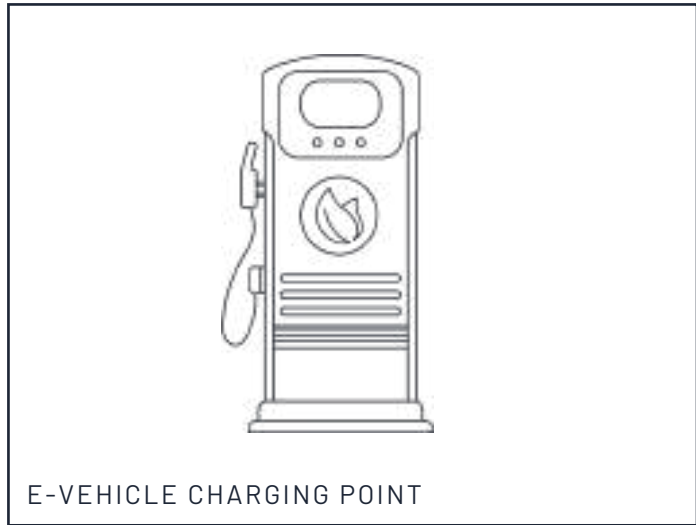
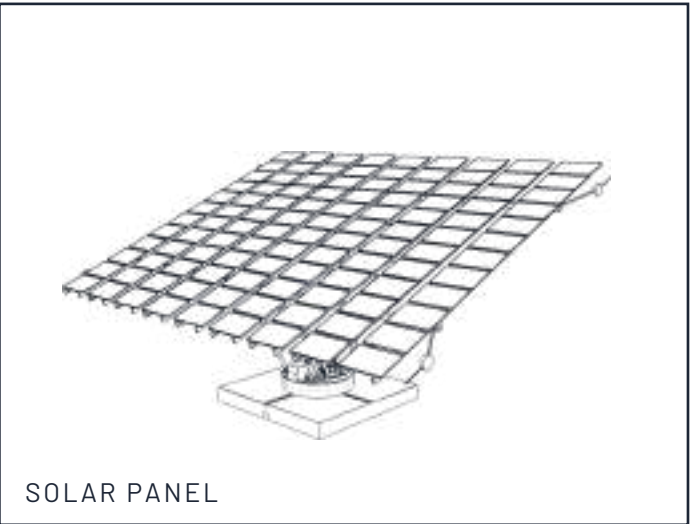
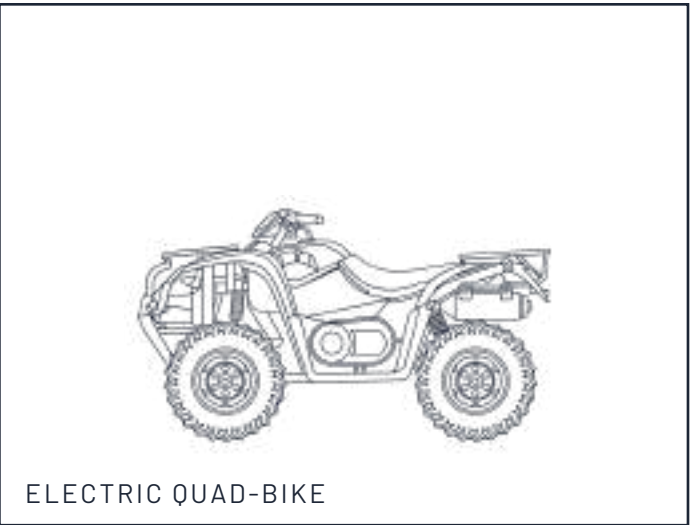
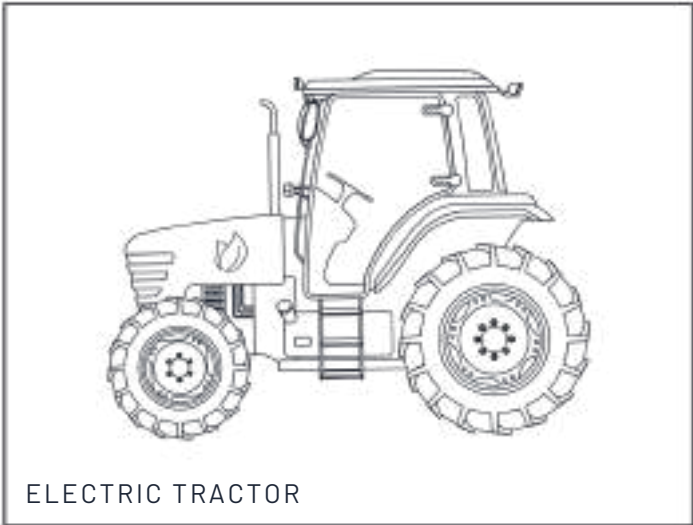
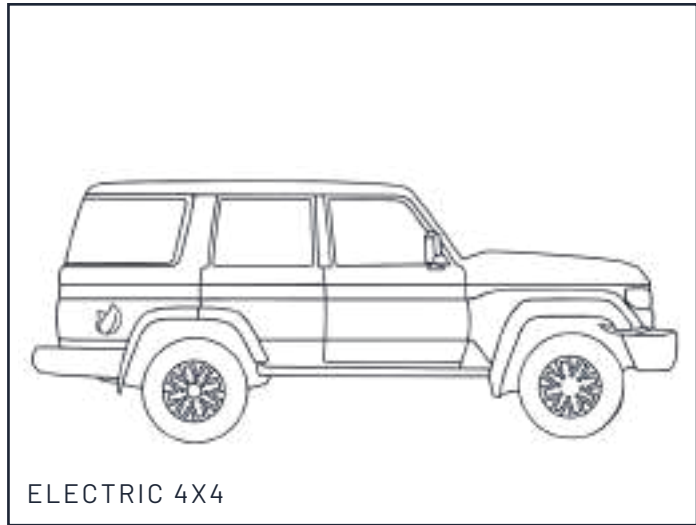
We define comprehensive programmes for transforming the communities where we operate into the most sustainable communities in the country; leveraging the opportunities of the green economy to trigger economic, environmental and social uplift.

We are sponsors of Evogea and promote their work as an independent foundation, taking care of long-term enhancement programmes that benefit people and planet.

Learn more →

Brand Assets

Illustrations



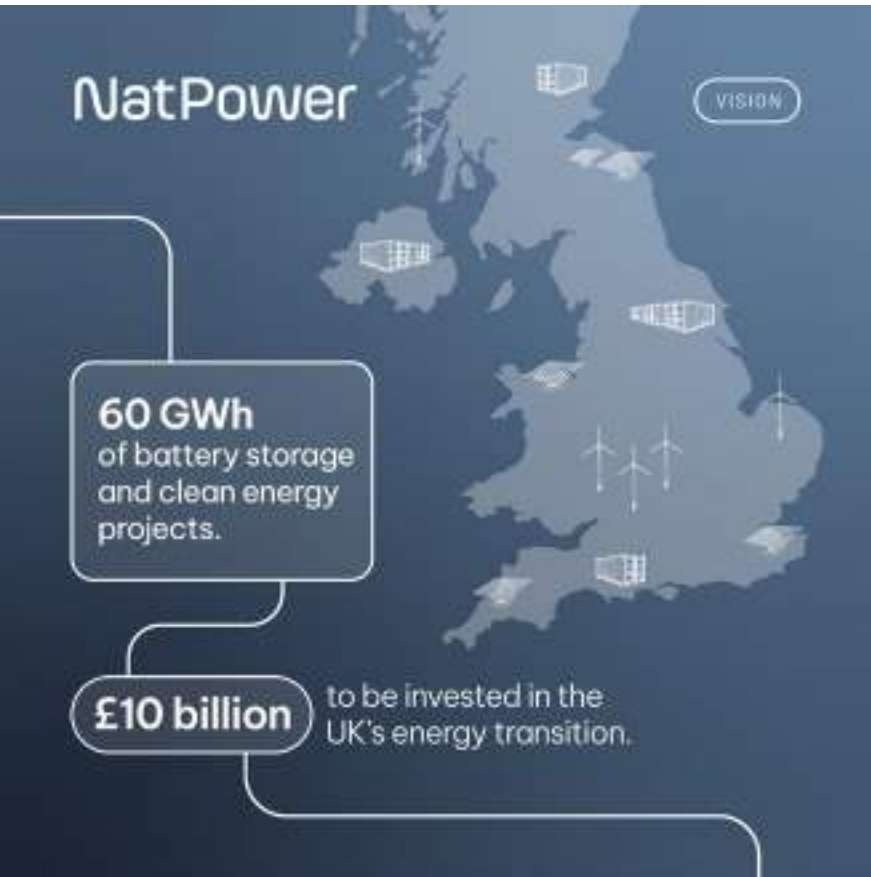
Our brand is supported by bespoke line illustrations. The style references technical drawings and blueprints of machinery. These are generally flat, two dimensional images with a consistently fine stroke width which varies depending on the scale. These consist of the adjacent, ranging from renewable energy sources, eco-friendly farming equipment to biodiversity found in the landscape.

Brand Assets

Cards

ON DARK

Cable Annotation stroke: Cirrus White
Lozenge Fill: Cirrus White (10% opacity)
Type: Be Vietnam Pro Extra Light in Cirrus White



We deploy cards as a way to hold information and draw attention to it. Cable lines can be used sparingly to help link these cards together. Simple custom shapes can be created to hold text when needed. Try and keep the corner radius of the cards consistent throughout depending on scale. Note the same styling rules apply to the cards and cable annotations as they do to the lozenges on the previous page.

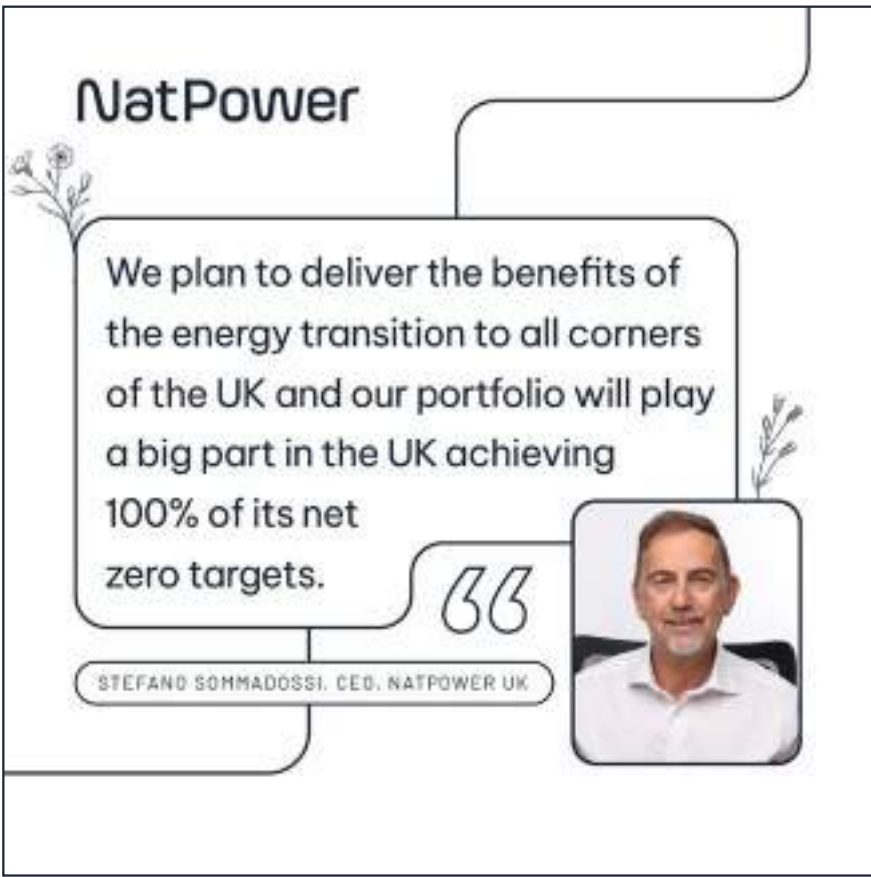
ON IMAGE

Cable Annotation stroke: Cirrus White
Lozenge Fill: Nimbus Navy (20-30% opacity)
Inset Lozenge Fill: Image background gaussian blur (35% radius)
Type: Be Vietnam Pro Extra Light, Cirrus White



ON LIGHT

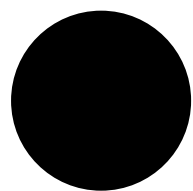
Cable Annotation stroke: Nimbus Navy
Lozenge Fill: None
Type: Be Vietnam Pro Extra Light, Nimbus Navy



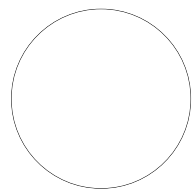
Other logos

N

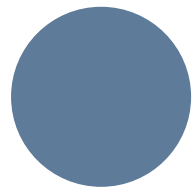
Logo
NatPower H



NERO 100%



WHITE
CMYK 0/0/0/0
RGB 255/255/255
EXA #FFFFFF



PANTONE 659 C
CMYK 60/40/25/0
RGB 93/124/156
EXA #5D7C9C

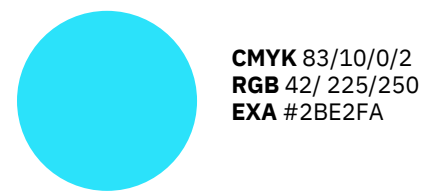
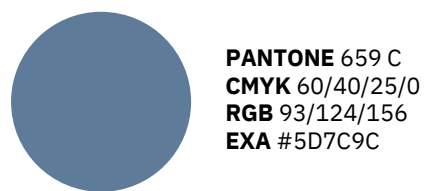
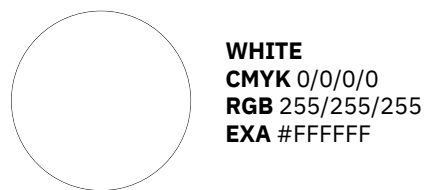
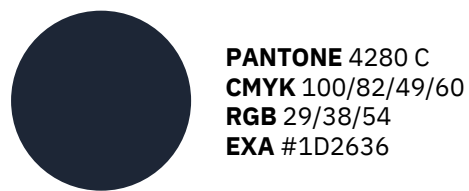
This is the primary mark of the brand.
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NatPower 

NatPower 

Logo

NatPower Marine

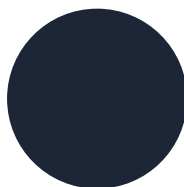


This is the primary mark of the brand.
It works on dark and light backgrounds. Always be
sure to use the version that is still legible on the
respective background.

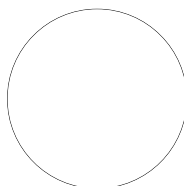
NatPowerMarine

NatPowerMarine

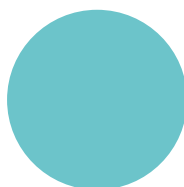
Logo
Generation & Storage



PANTONE 4280 C
CMYK 100/82/49/60
RGB 29/38/54
EXA #1D2636



WHITE
CMYK 0/0/0/0
RGB 255/255/255
EXA #FFFFFF



CMYK 47/1/0/21
RGB 107/199/199
EXA #6CC4CA

Generation & Storage

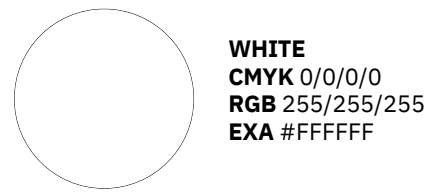
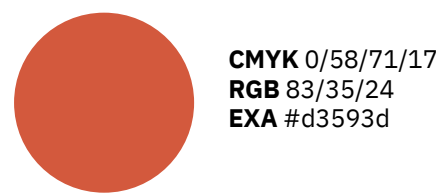
Generation & Storage

G&S

G&S

Logo

WePower



This is the primary mark of the brand.
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sure to use the version that is still legible on the
respective background.



Branderize Yourself

N

Teams Background

To ensure a professional image and strengthen NatPower's unified identity, custom backgrounds have been created for use during video calls. These backgrounds help communicate consistency and professionalism both internally and externally.

The background files are available in the shared folder on the server, accessible to all team members.

Folder Path

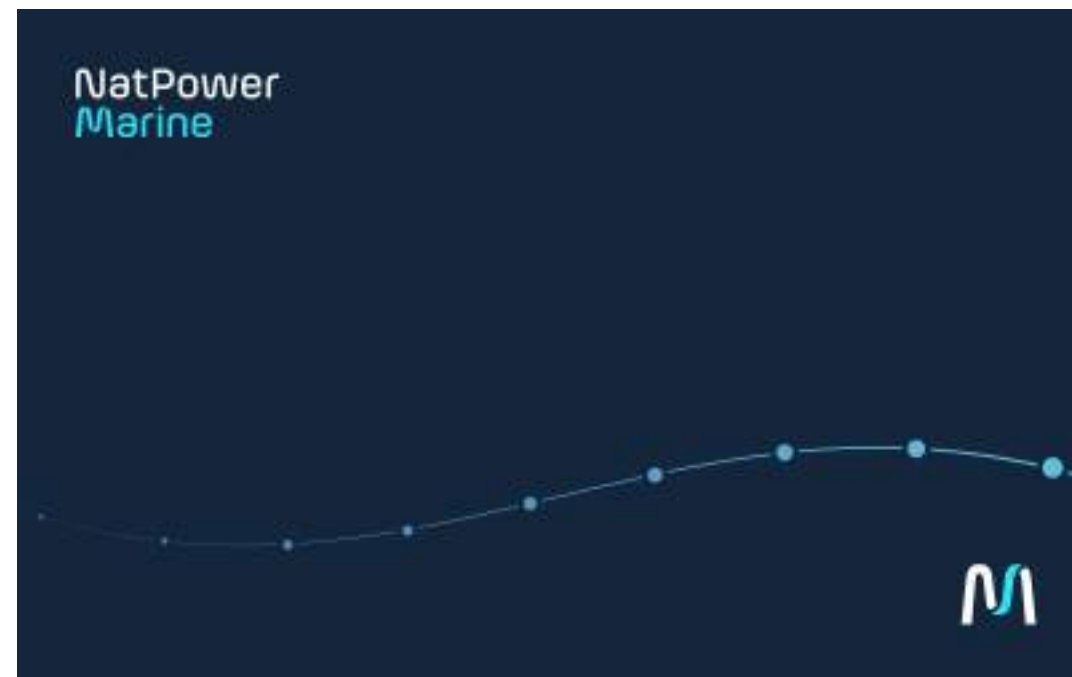
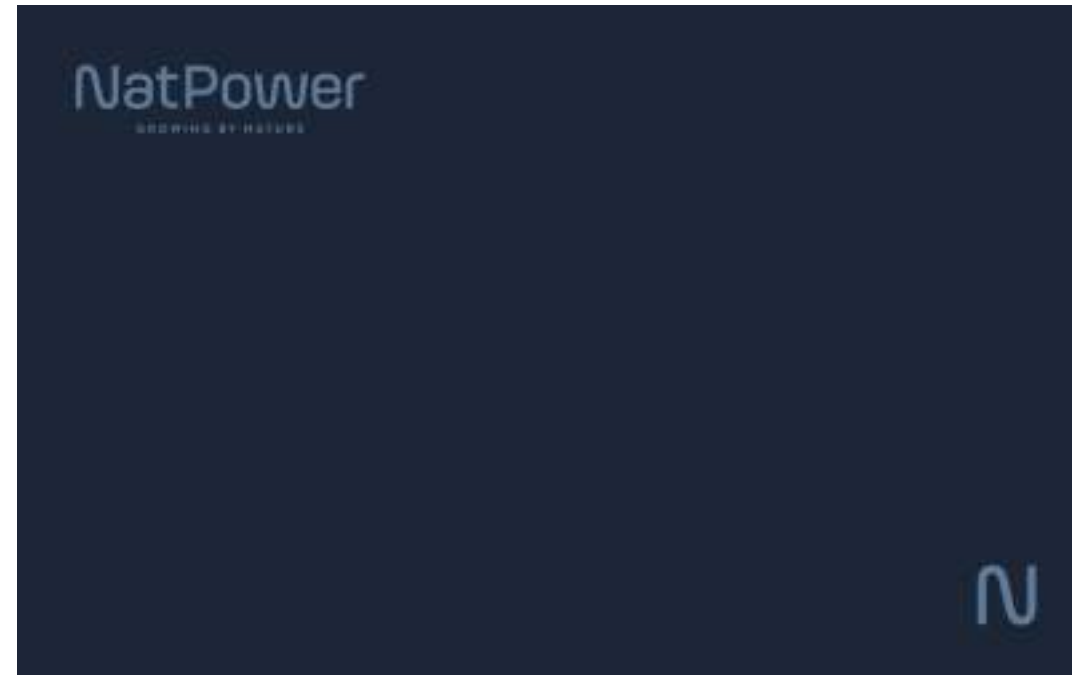
The background files can be found in the Welcome Pack folder or at the following path:

/File Server -

Documents/InfoAziendalita/SfondiPerVideochiamate

In the folder, you will find four background options:

- Generic Background
- NatPowerH Background
- NatPowerMarine Background
- NatPowerMarineItalia Background



LinkedIn Banner

Align your LinkedIn profile with the NatPower brand
Maintaining a consistent and professional image across all platforms is essential.
By updating your LinkedIn banner, you visually represent your role within NatPower and reinforce our shared commitment to innovation and sustainability.

📁 Access the official banners here:
File Server > marketing pubblica > 11_welcome pack > brand > sfondi linkedin



Business Cards

To ensure consistency and professionalism in all external interactions, we've created a predefined business card model aligned with NatPower's visual identity. Please use only the official layout and design. This guarantees a coherent brand image across all touchpoints.



NatPower

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