NatPowerMarine

Brand Guide

Visual Identity

Logo

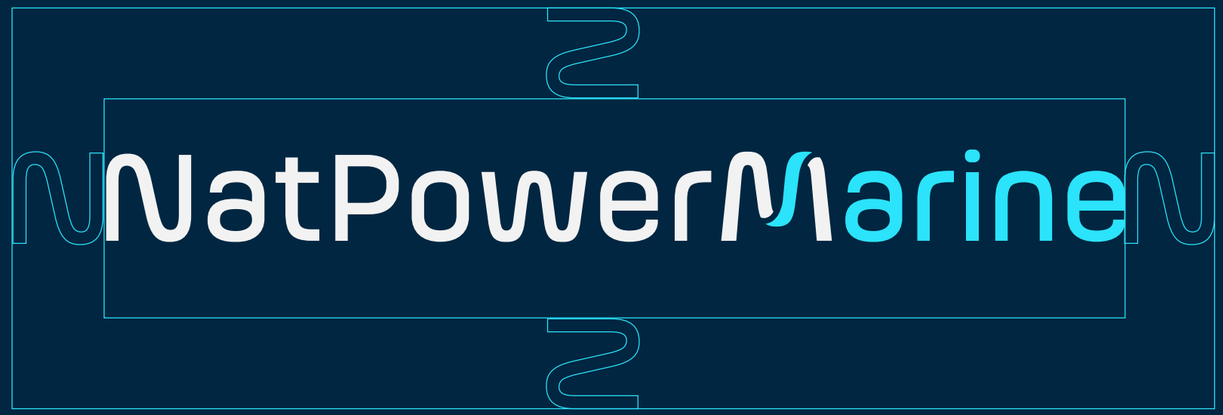
Logo
Primary

This is the primary mark of the brand.

It comes in dark and light mode. Always be sure to use the version that is still legible on the respective background.

This logo is for use as the default logo and all marketing materials; e.g. powerpoints, word documents, press releases, ensuring maximum brand recognition.

Logo
Standards

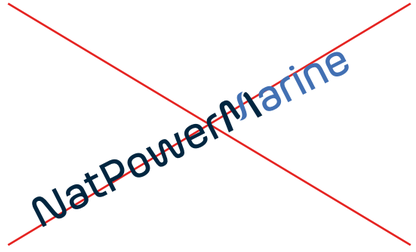


Free Space
This is the zone where no graphics or separate logos can live. Spacing is set to the width of the ‘N’.

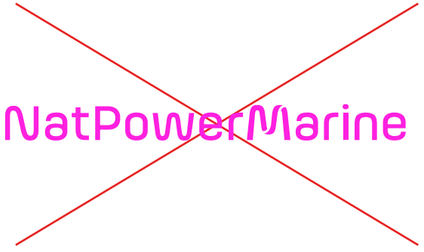
Minimum Size
8mm is the smallest height the logo should be set at during print. 30px is the smallest height the logo should be set at within the digital context.

Logo
Rules

Don’t skew or stretch



Don’t change orientation



Don’t change the colour

Don’t extend any of the letters

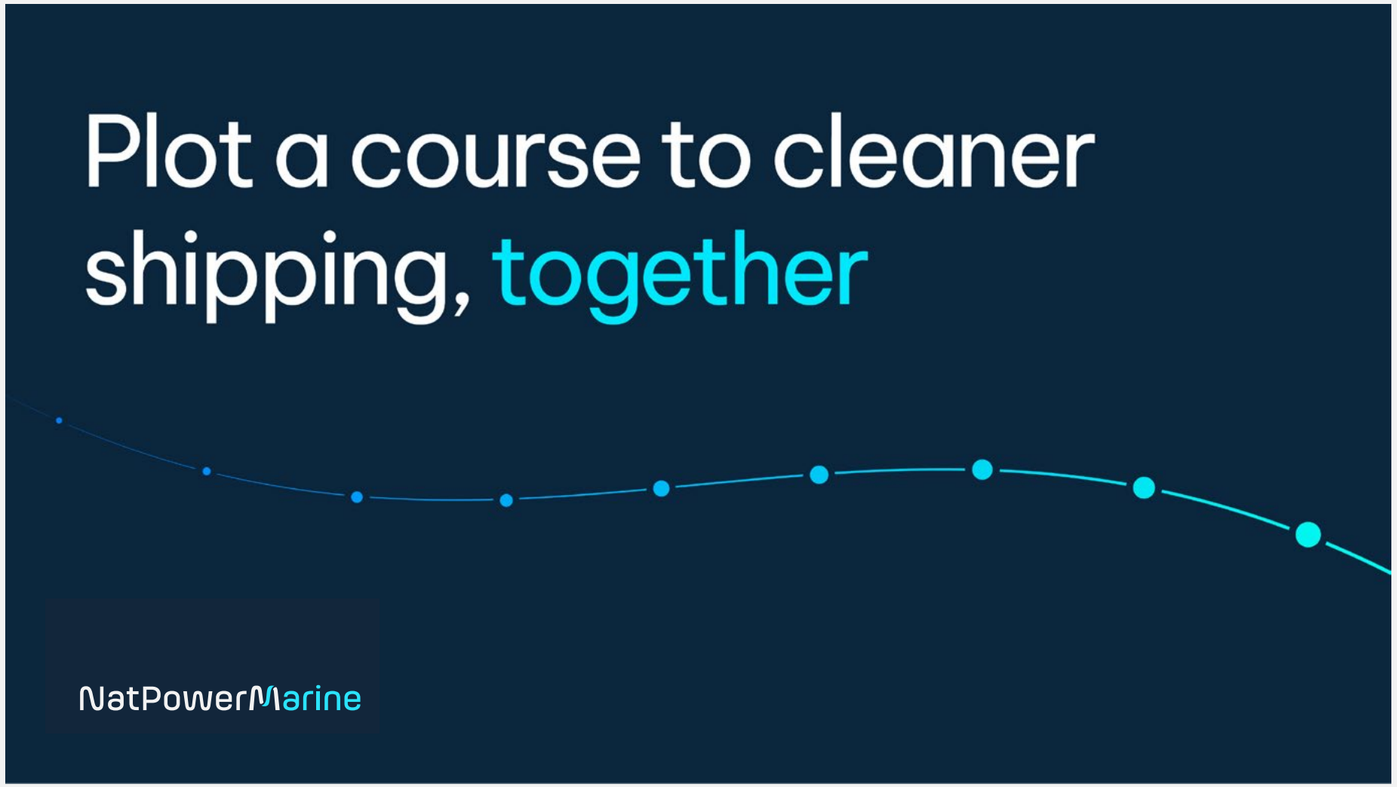
Don’t make thicker or add a stroke

Don’t add a drop shadow to the logo

Don’t type out NatPower in any other fonts.
(Unless referenced in body copy)

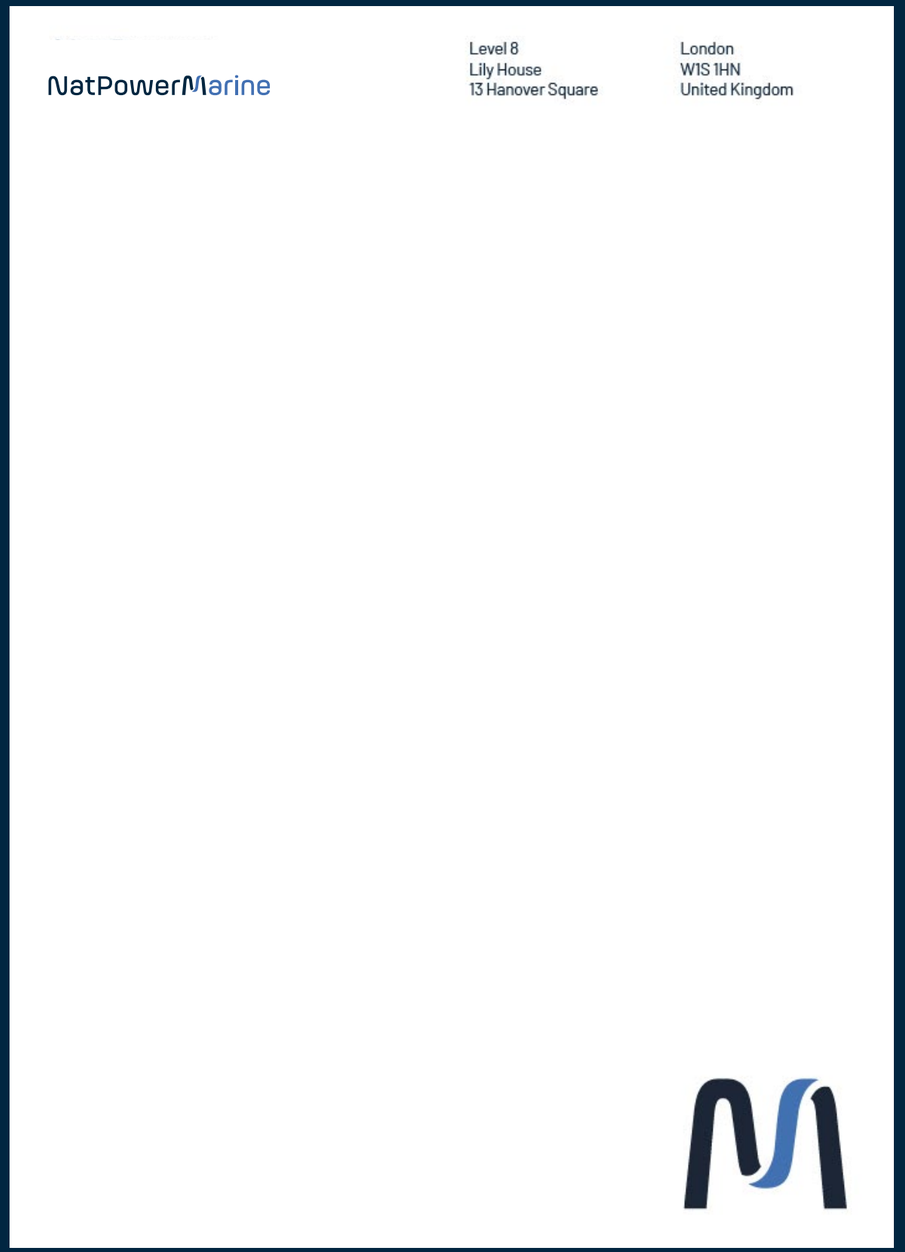
Don’t combine with the monogram version of the logo

Logo
In action
(dark mode)



Logo used here in our primary colour mode for marketing, coming together with our system and typography.

Logo
In action
(light mode)



Light mode logo used here in letter headed paper.
We use this logo in instances of white like paper or sections of our website.

Secondary Logo
NatPowerM

The secondary logo is used for social assets, this variation keeps the brand name clear while embracing a dynamic, digital-friendly presence for high-engagement platforms.

Secondary Logo
In action

The secondary logo is used here in our primary colour mode for a static social media post, coming together with our system and typography.

Logo
Monogram

Sometimes we need to use a shorthand version of our logo. In this instance we take the ‘M’ from the primary logo and us it as a monogram.

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. E.g. Website header bar, favicon icon and as an image watermark.

In addition, the ‘M’ is to be used when a shipping line graphic element is present.

Monogram
In action

The monogram in action on our website land. Transitioning from our full logo to our monogram on scroll.

Logo
Monochrome

All of our logos are available in black and white for instances where colour is not available.

Visual Identity

Typography

Type
Primary

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 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
Typesetting

Subhead: Barlow Regular | All Caps
100 Tracking | Auto leading

Headline: Be Vietnam Pro Regular | Sentence case
-50 tracking | Auto leading

Body: Barlow Light| Sentence case
-20 tracking | Auto leading

As seen above, we have 3 different styles of usages when implementing type. These vary in the typefaces used and the tracking per instance. Auto leading (line height) is used for simplicity and accessibility.

NATPOWER MARINE

Driving the future of shipping through clean energy

We are an independent energy transition enabler. We are delivering the largest global, fully integrated, smart network of charging points for cold ironing and propulsion, in key locations around the world, powered by clean energy.

Type
Highlights

In some instances it’s necessary to pull specific words out of a phrase to underline their importance or to draw attention to key stats and figures.

We the colour ‘energy blue’ to do this.

This application should only be used in display short form instances such as social media posts and never in longer form copy. In these display instances we use Be Vietnam Pro.

Plot a course to cleaner shipping, together

Type
In action

Our type system here for this social media post.

Visual Identity

Colour

Colour
Primary palette

White

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

Navy

HEX: 13263B
RGB: R 28, G 38, B 54
CMYK: C 92, M 76, Y 50, K 61
PANTONE: 533 C

Energy

HEX: 2be3fa
RGB: R 43, G 227, B 250
CMYK: C 59, M 0, Y 11, K 0
PANTONE: 311 C

Sea

HEX: 4271b2
RGB: R 66, G 113, B 178
CMYK: C 78, M 52, Y 4, K 0
PANTONE: 7683 C

Transition

These are our brand colours with corresponding colour values.

Colour
Gradient

Energy

Sea

Our brand gradient utilises Energy and Sea from our primary palette. It represents the transition to a more sustainable future. It must only be used as a linear gradient.

Primary Colour
In action

Primary colour system in action in this interactive map.

Colour
Secondary palette

Coral

HEX: f29381
RGB: R 242, G 147, B 129
CMYK: C 0, M 53, Y 45, K 0
PANTONE:486 U

TINT HEX: f29381

Seaweed

HEX: 58B37E
RGB: R 88, G 179, B 126
CMYK: C 67, M 2, Y 63, K 0
PANTONE: 133-6 U

TINT HEX: A1D8B8

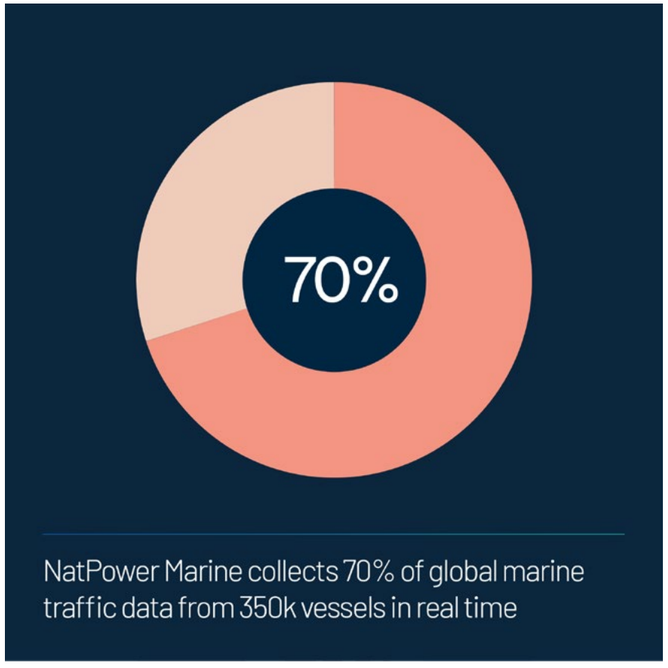
Sand

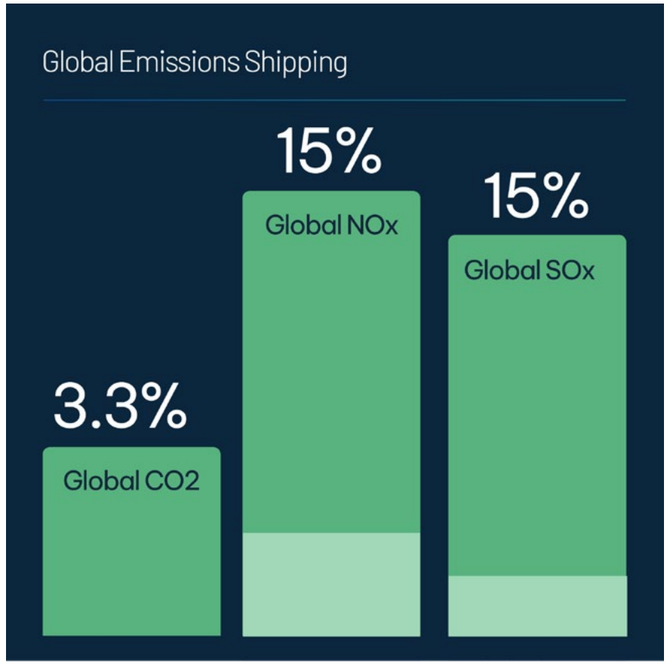
HEX: F5CB7D
RGB: R 245, G 203, B 125
CMYK: C 4, M 23, Y 58, K 0
PANTONE: 7403 U

TINT HEX: EDD9B5

This is our secondary palette with corresponding colour values. These are used to break up our core colours for things such as infographics diagrams and bespoke illustrations.

Secondary Colour
In action





Secondary colour system in action with these infographics.

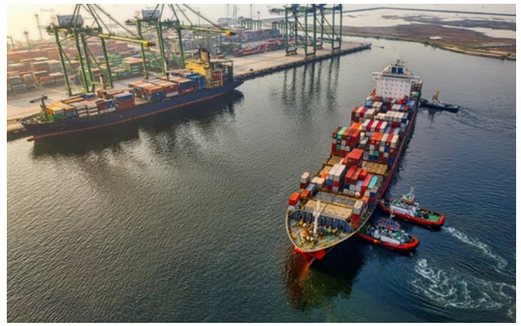
Visual Identity

Photography

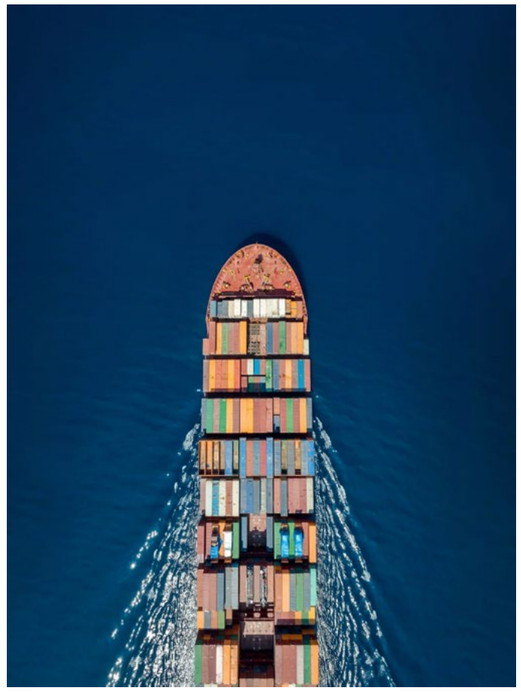
Photography
Good examples

Our photos should:

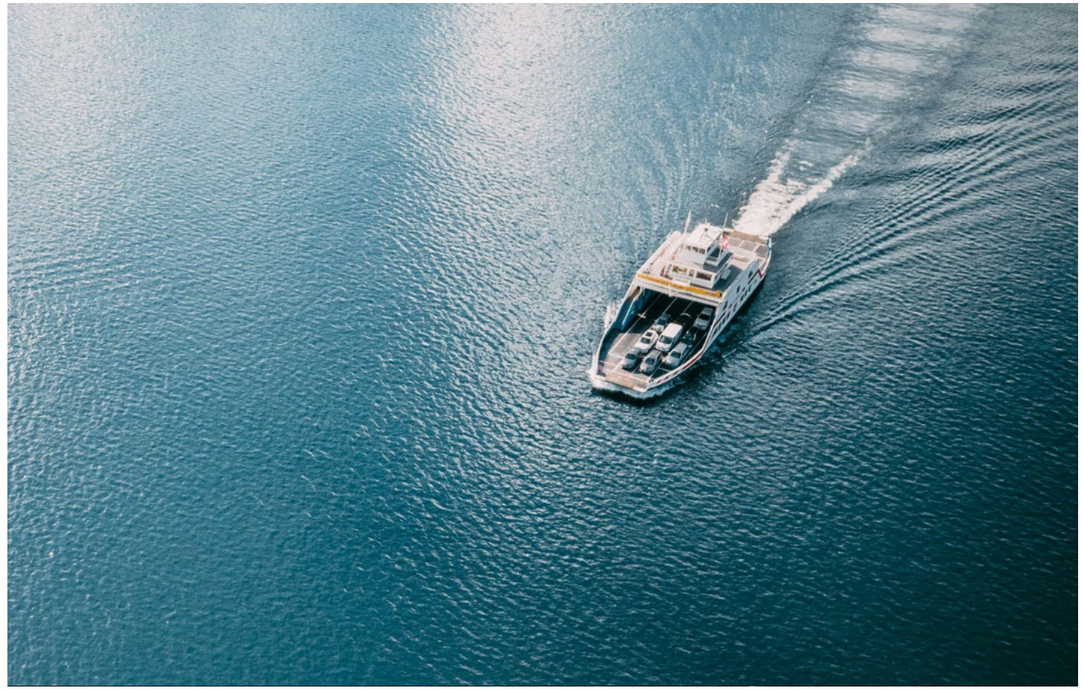
- Illustrate scale
- Capture the ecosystem in action
- Mix perspective with bird's eye and long shot view angles
- Be vibrant but not overly colourful
- Balance the beauty of the sea with industry
- Create negative space for type and our brand line
- Show different types of vessels and fleets



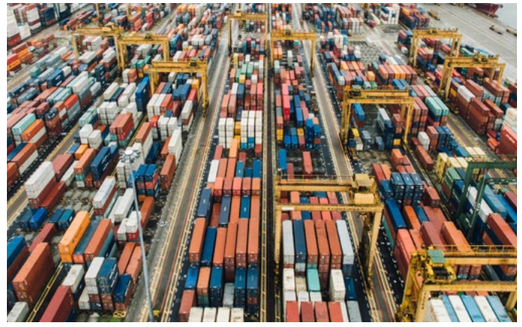
IN ACTION OF THE ECOSYSTEM



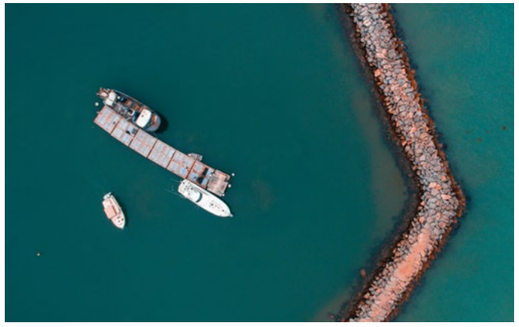
BIRD'S-EYE IMAGE WITH STRONG NEGATIVE SPACE



SHOWS A DIFFERENT TYPE OF VESSEL AND THE POTENTIAL OF NATPOWER MARINE



INDUSTRIAL IMAGE THAT CAPTURES THE SCALE



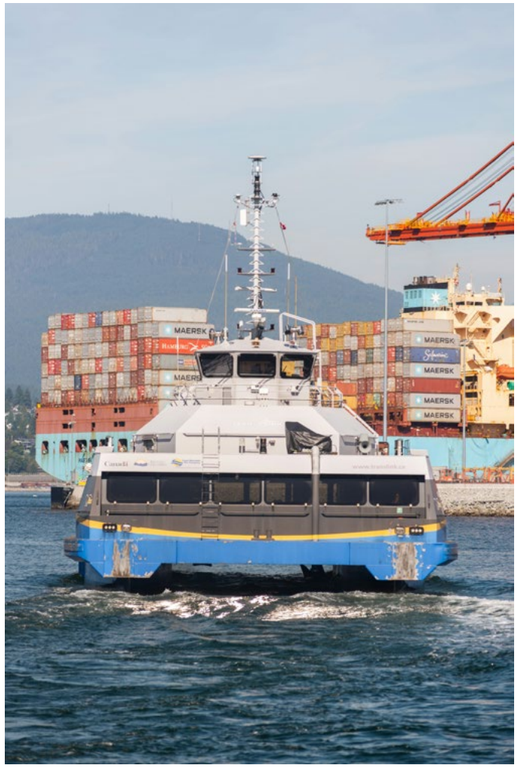
ECOSYSTEM FROM A BIRD'S EYE VIEW

Photography
Bad examples

Our photos should not:

- Be overly stylised to too high in contrast
- Not capture the scale or full picture
- Be too zoomed in on details that do not define NatPower Marine
- Be too dark or moody

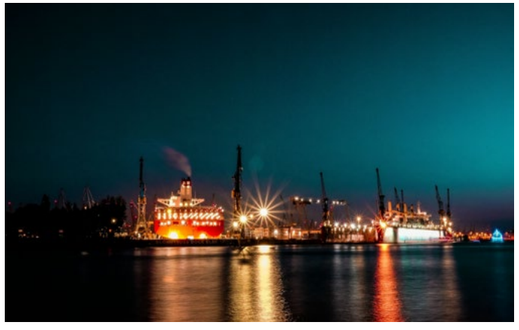
TOO MUCH CONTRAST



UNINSPIRING AND DULL IN COLOUR

FOCUS IS ON THE TYPOGRAPHY ON THE SHIP NOT THE FULL PICTURE

CONTENT IS NOT CLEARLY DEFINED

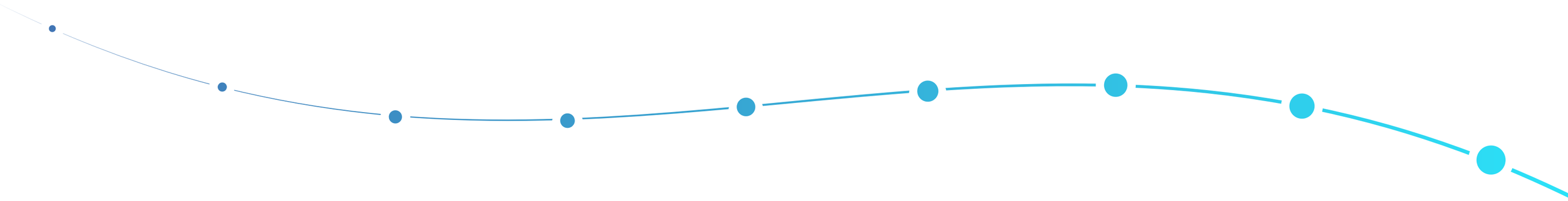


TOO DARK

Visual Identity

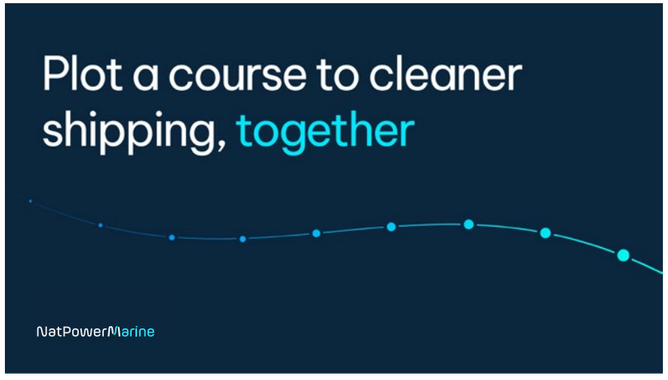
System

Brand System
The line



This line is our main brand asset. It represents what we do, the transfer of energy, our charging points and the transition to a greener future.

Brand System
Usage



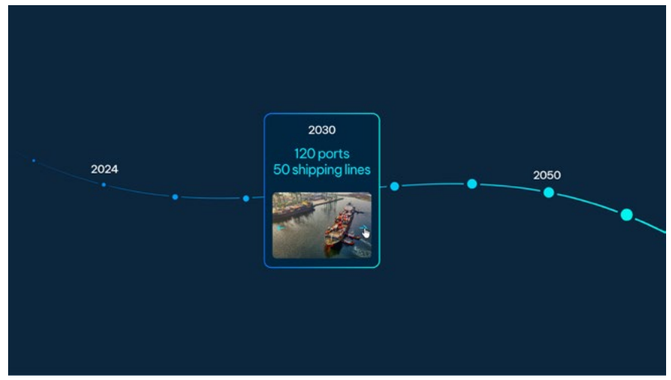
Branded content

Animation (urban setting)

Infographics

Animation (birds' eye view)

Interacting with birds' eye imagery

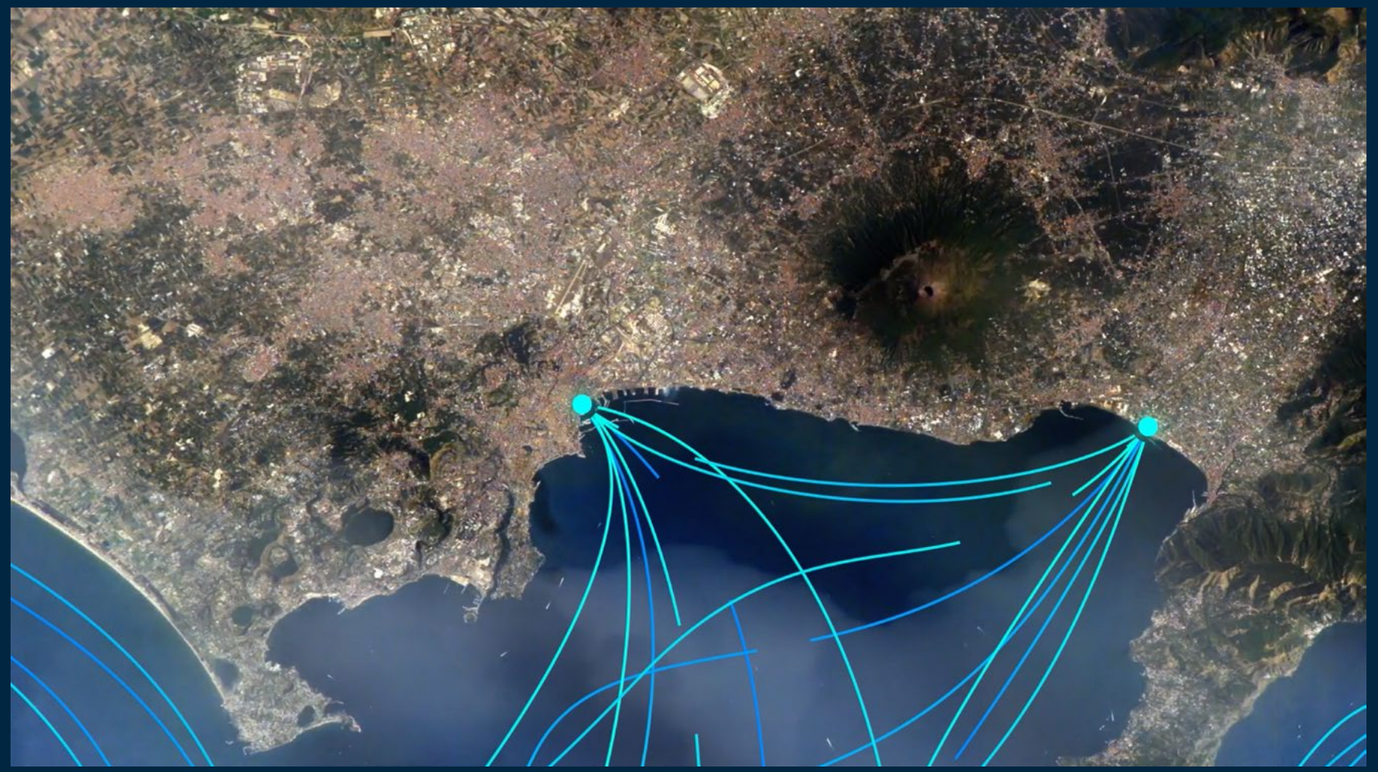


Interactive design

Brand System
In action (static)

Here it is on one of our web pages used in 2 ways:
1. To nod to what we do visually on our header image
2. To create an engaging infographic

Brand System
In action (motion)



Here it is in this animation used to demonstrate scale and show the movement of ships across our ecosystem, inspired by shipping lines.

Brand System
The ‘M’ dot

Our M dot is used to indicate NatPower Marine charging points, typically on maps or in graphics. It comes in outline and fill mode which can be used depending on context and for hover interactions. It should always be used at small sizes to avoid it being confused with our monogram and always used on our dark mode primary palette.

Brand System
The ‘M’ dot in action

Here the ‘M’ dot is used in an interactive map illustrating where our charging points are based globally. The second is used to conceptually show how our system works on a website hero image.

Web Guide & Assets

Website
Colour

White

HEX: ffffff

Navy

HEX: 13263B

Teal

HEX: 2be3fa

Blue

HEX: 4271b2

Gradient 1

Blue & Teal Linear Gradient

Gradient 2

Navy & Teal Linear Gradient

Gradient 3

White & Blue Linear Gradient

Website
Type (colour)

CLEAN TECHNOLOGY

Plot a course to cleaner shipping, together

From immediate revenue to diversification opportunities, you can grow your business or future proof your land from day one.

CLEAN TECHNOLOGY

Plot a course to cleaner shipping, together

From immediate revenue to diversification opportunities, you can grow your business or future proof your land from day one.

Challenge
Solution
About
Resources

Our website works in dark, light and gradient mode. When using gradient mode ensure the blue is covering the part where there is text for legibility.

You can access our full set of web assets here

Website
Type (hierarchy)

Be Vietnam Pro Regular | Sentence case
112 pt size | -6% tracking | 122 leading

H1 Display Title

Be Vietnam Pro Regular | Sentence case
84 pt size | -6% tracking | 94 leading

H2 Large Heading

Be Vietnam Pro Regular | Sentence case
64 pt size | -6% tracking | 74 leading

H3 Medium Heading

Be Vietnam Pro Regular | Sentence case
50 pt size | -4% tracking | 60 leading

H4 Small Heading

Be Vietnam Pro Regular | Sentence case
34 pt size | -4% tracking | 43 leading

H5 Subheading

Barlow Regular | Sentence case
30 pt size | -4% tracking | 40 leading

H6 Display Body

Barlow Regular | Sentence case
30 pt size | -4% tracking | 40 leading

H7 Large Body

Barlow Regular | All-caps
18 pt size | 5% tracking | 28 leading

H8 TAG

Barlow Regular | Sentence case
18 pt size | 2% tracking | 28 leading

H9 Body Normal

Barlow Regular | Sentence case
16 pt size | 2% tracking | 26 leading

H10 Body Small

Barlow Regular | Sentence case
14 pt size | 2% tracking | 24 leading

H11 Body Super Small

For our online presence we have established some type parameters for hierarchy and consistency. These include point size, typeface, font weight, text spacing and tracking.

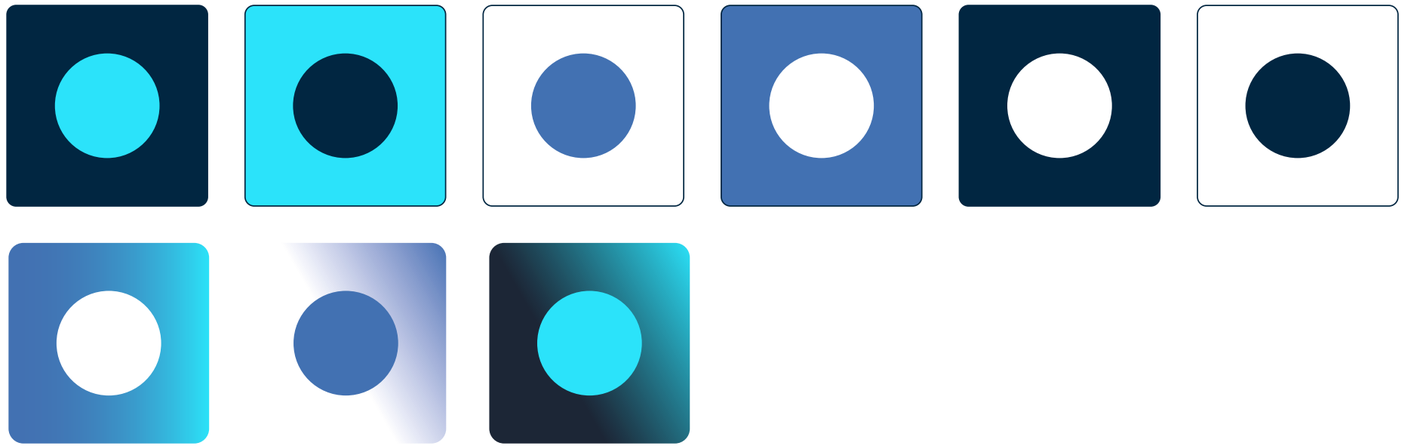
You can access our full set of web assets here

Website
Colour combinations

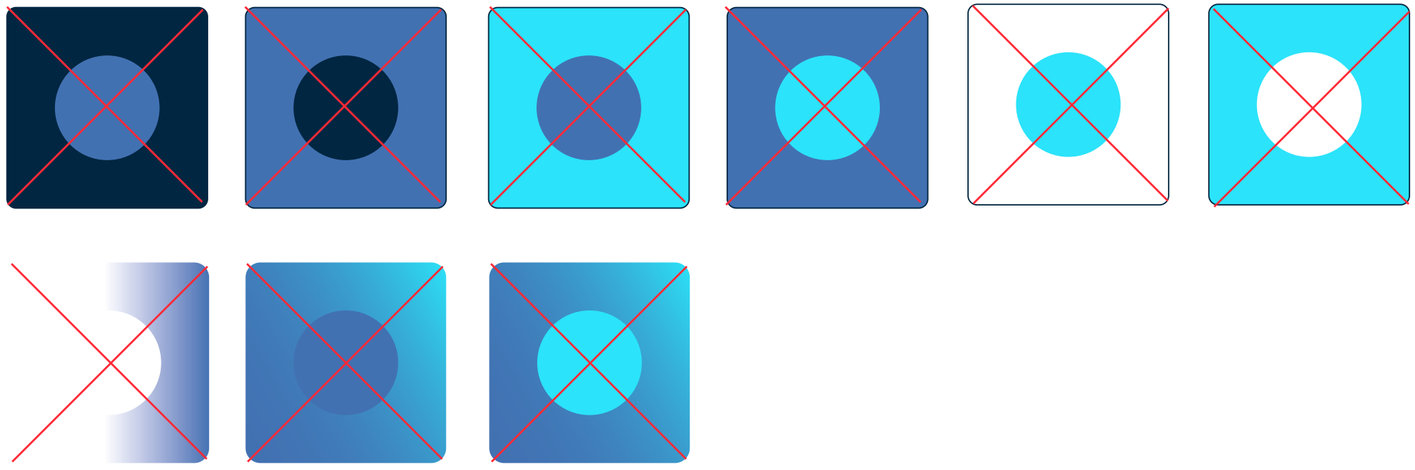
To ensure we meet accessibility standards on our website we only use the colour palette in certain combinations. The adjacent graphic shows the do's and don'ts for different background and foreground colour combinations. The inner circle represents the foreground and the larger square the background.

[You can access our full set of web assets here]

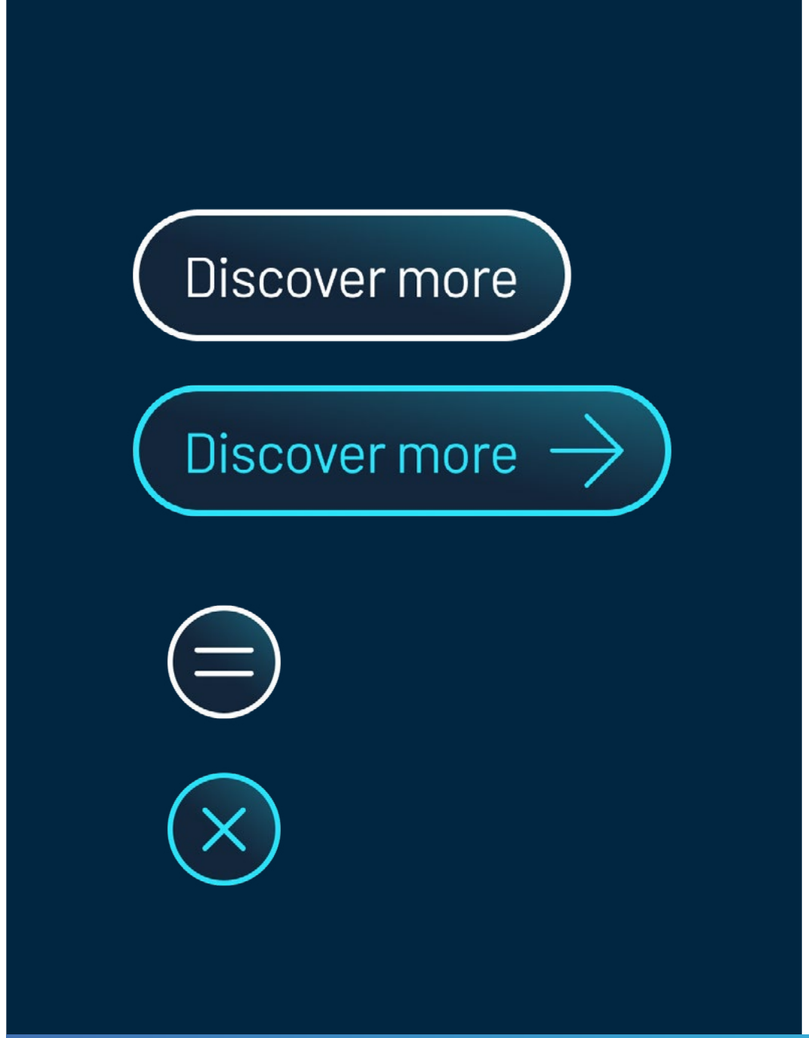
Do's

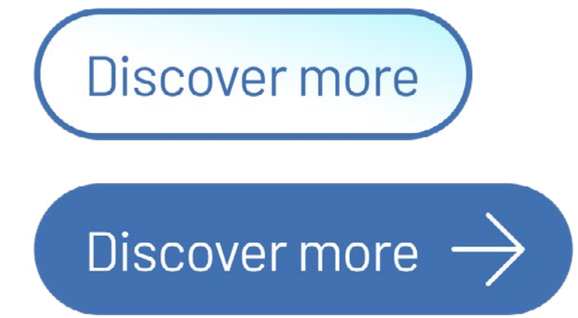


Dont's



Website
Assets (buttons)





Our buttons are designed for dark, light and gradient mode for accessibility.

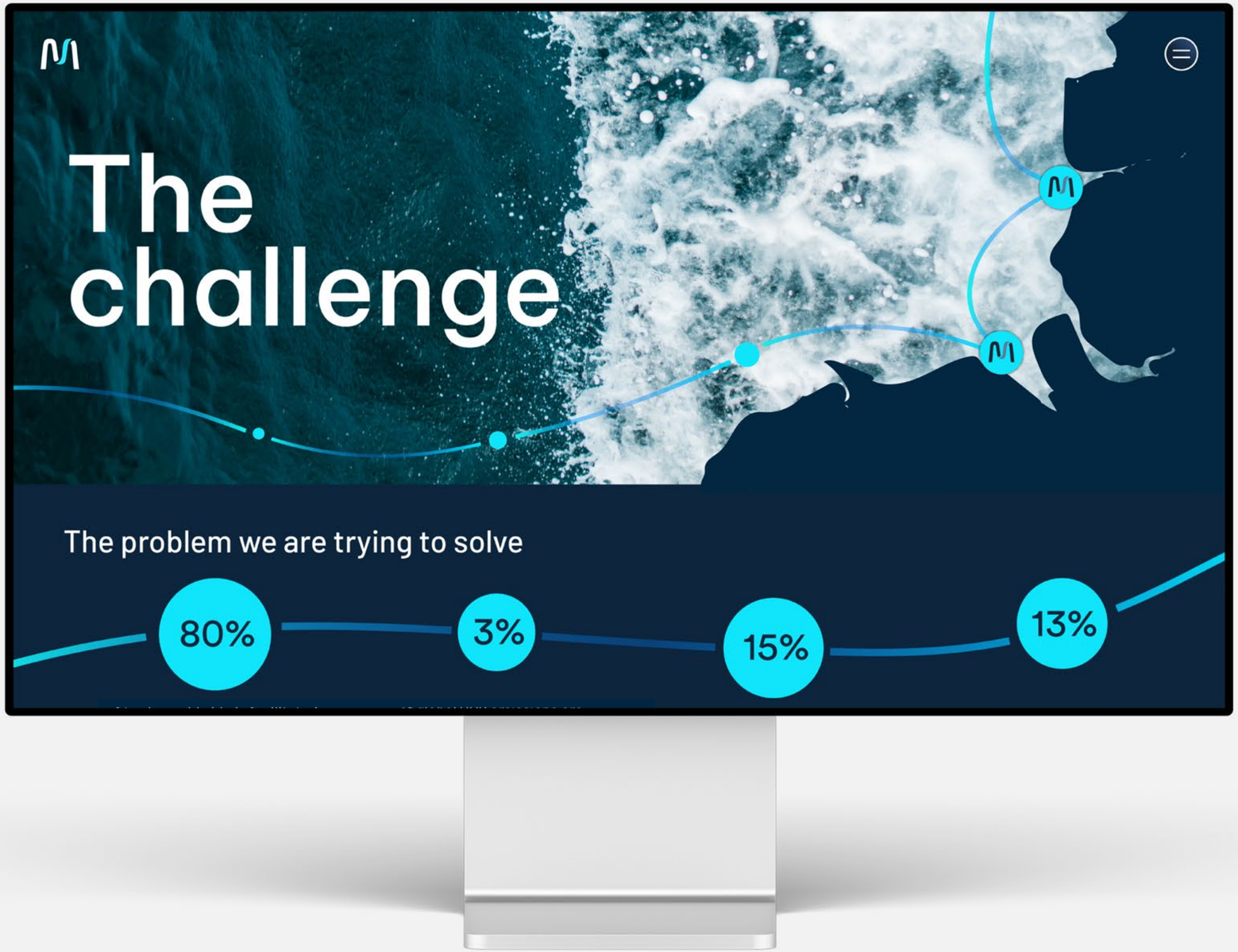
You can access our full set of web assets here

Brand Application

Driving the future
of shipping through
clean energy

Discover more

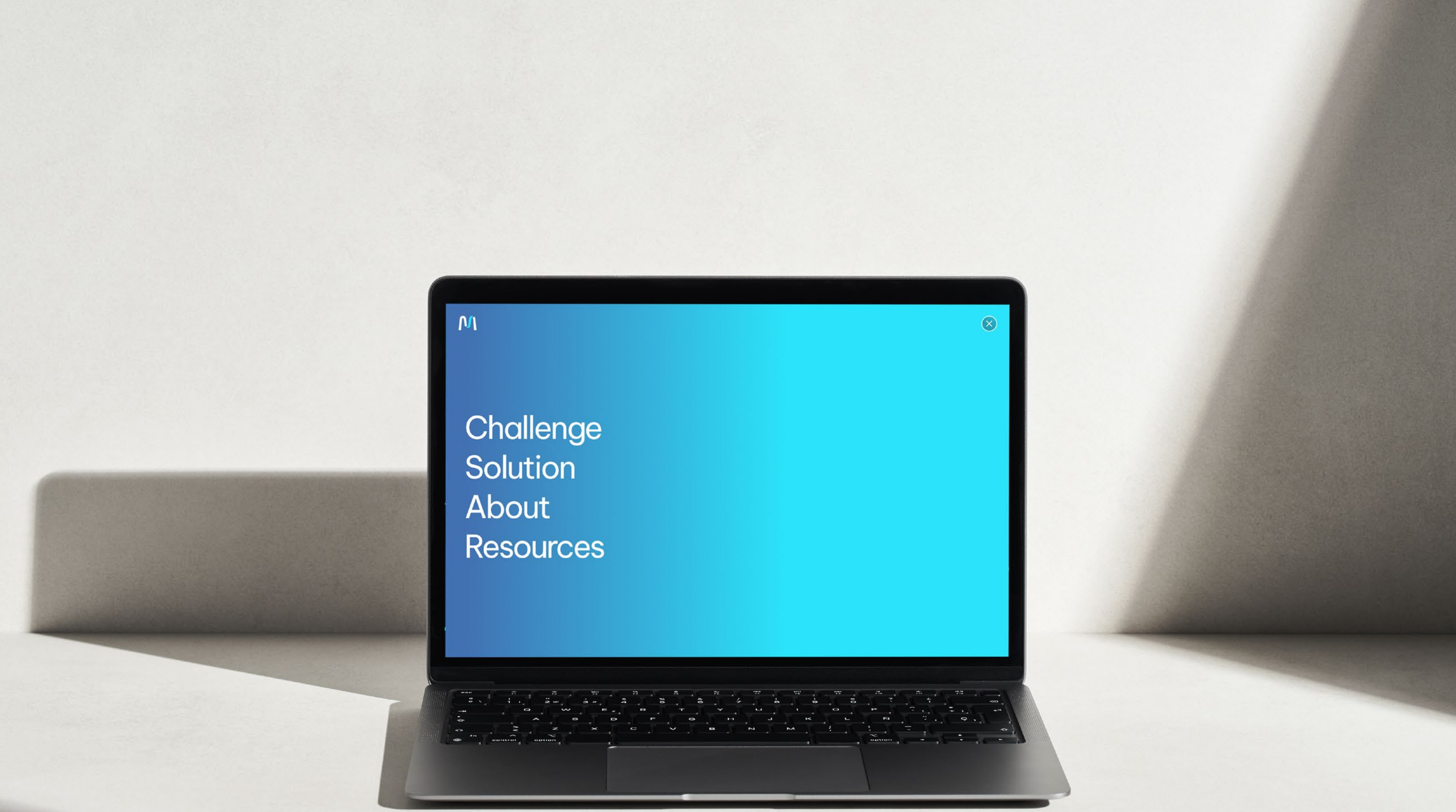
Festival
NatPower
Stefano D.M. Sommadossi
Chief Executive Officer
Plot a course to cleaner shipping, together


The challenge
The problem we are trying to solve
80%
3%
15%
13%

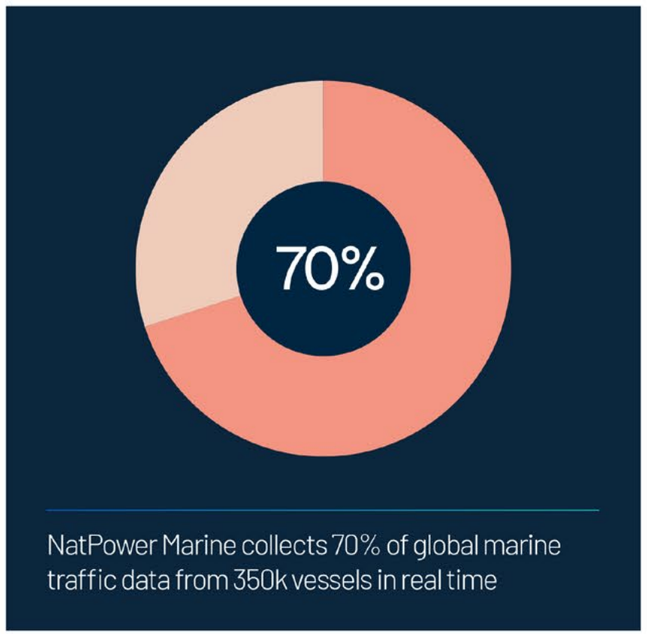
NATPOWER MARINE INVESTMENT

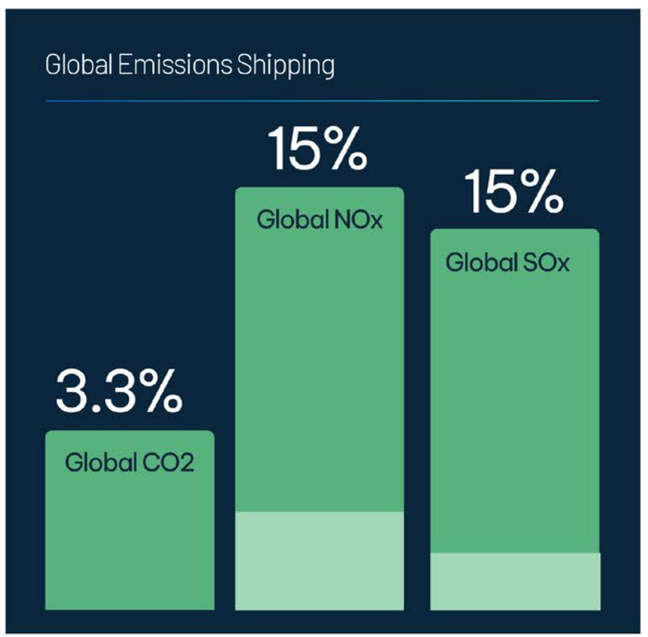
The right solution for you.

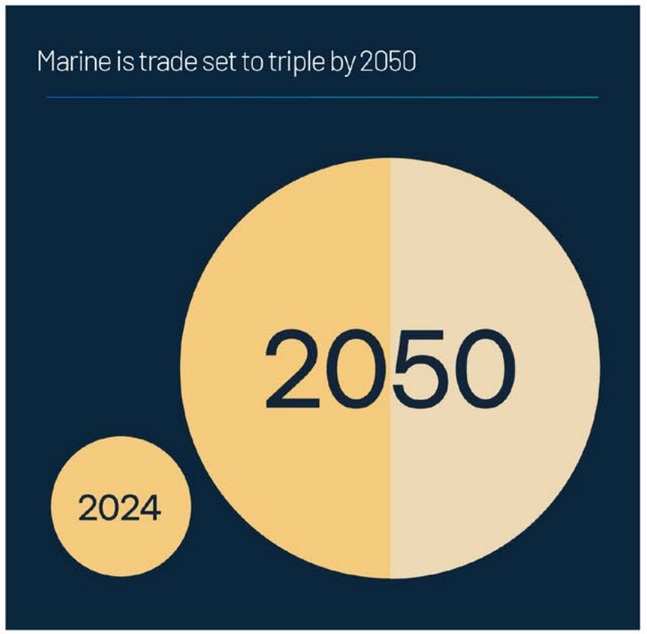
NatPower


Challenge
Solution
About
Resources

NatPowerMarine
20+ Countries
Current
2025

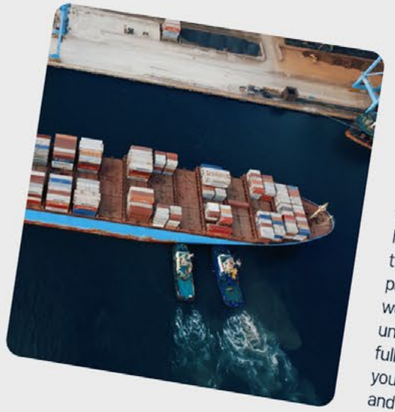

70%
NatPower Marine collects 70% of global marine traffic data from 350k vessels in real time


Global Emissions Shipping
3.3%
Global CO2
15%
Global NOx
15%
Global SOx


Marine is trade set to triple by 2050
2024
2050

The right solution for you

Discover more

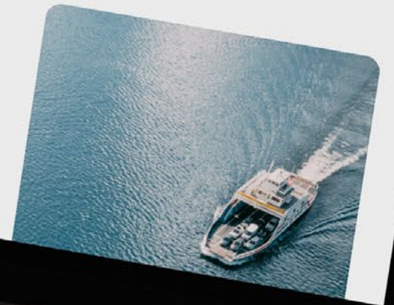


Shipping Lines

With the right infrastructure in place at ports and terminals, shipping lines will have the confidence to begin transitioning their fleets. Through our partnerships with forward-thinking ports, we support the transition of your fleet by unlocking shore power infrastructure for full electric propulsion and cold ironing in your key locations worldwide, whenever and wherever it's required.

Port Authorities and Terminal Operators

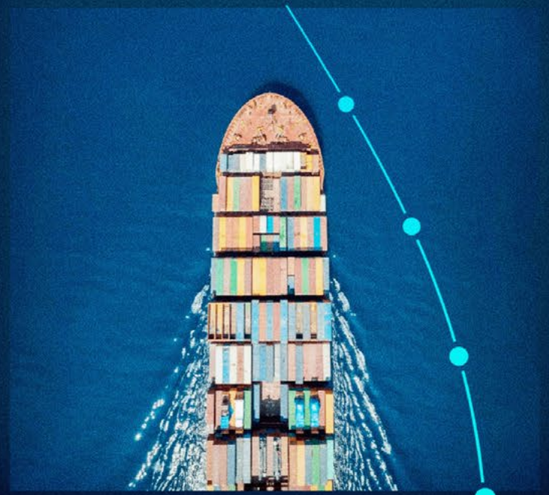
We guarantee the long-term efficiency and profitability of ports and terminals by giving hybrid vessel operators and special cargo operations (like trade EV charging) access to shore power, onshore and at



Impact
2024

Cleaner Greener Shipping

natpowermarine.com



2024

2030

120 ports
50 shipping lines

2050

Plot a course to cleaner shipping, together.

NatPowerMarine

NatPowerMarine

For any questions regarding the
brand identity please contact Rhombus
hello@rhombus.studio