



# FLAGSHIP

**Brand  
Guidelines  
Manual**

# CONTEXT

The main aim of Horizon 2020 FLAGSHIP project is to validate and demonstrate a cost-effective 10MW Floating Offshore Wind Turbine (FOWT) to ensure imminent LCOE reduction in the range 40-60€/MWh in 2030 driven by economies of scale, competitive supply chains and a variety of innovations.

The concept beyond is the first ever demonstration of a 10MW FOWT that will be demonstrated at a 1:1 scale in the Norwegian North Sea. It is a robust and innovative semi-submersible concrete floating platform that include easy-to-install anchoring design, novel moorings and mooring configuration, designs as well as new cable designs in with optimised installation and life management procedures.

Led by Iberdrola Renovables, the project, with an overall budget of 35 million euros, will gather together 12 partners during 4 years.



# FLAGSHIP

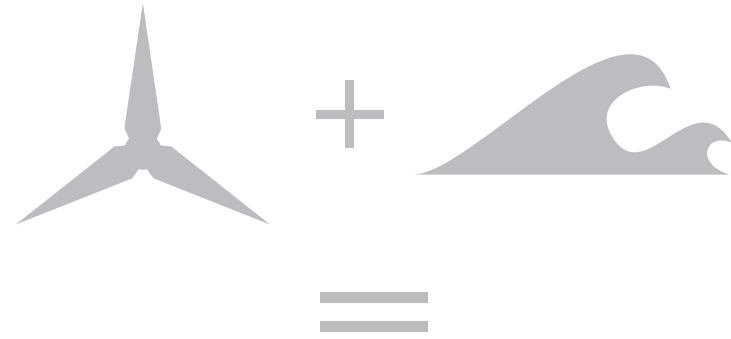


# BRAND

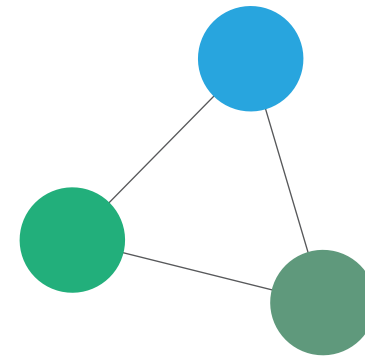
The symbol shows the blades' shape of a wind turbine, with curved and rounded lines to symbolize the incidence of the wind and the undulation of the sea.

The design reflects the keywords of the project (wind, water, energy and flotation) together with the concepts of and H2020 project such as dynamism, movement and innovation.

The color is expressed through gradients, which symbolize the concept of fusion between the different companies. Blue has been chosen to represent the sea and the sky, green has been added to reflect energy.



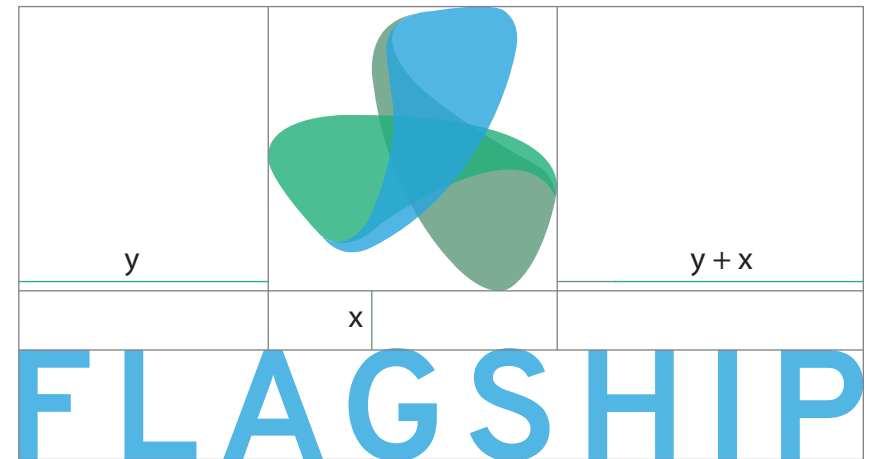
## FLAGSHIP



# RETICLE

The base grid indicates the proportions in which the logo should be placed.

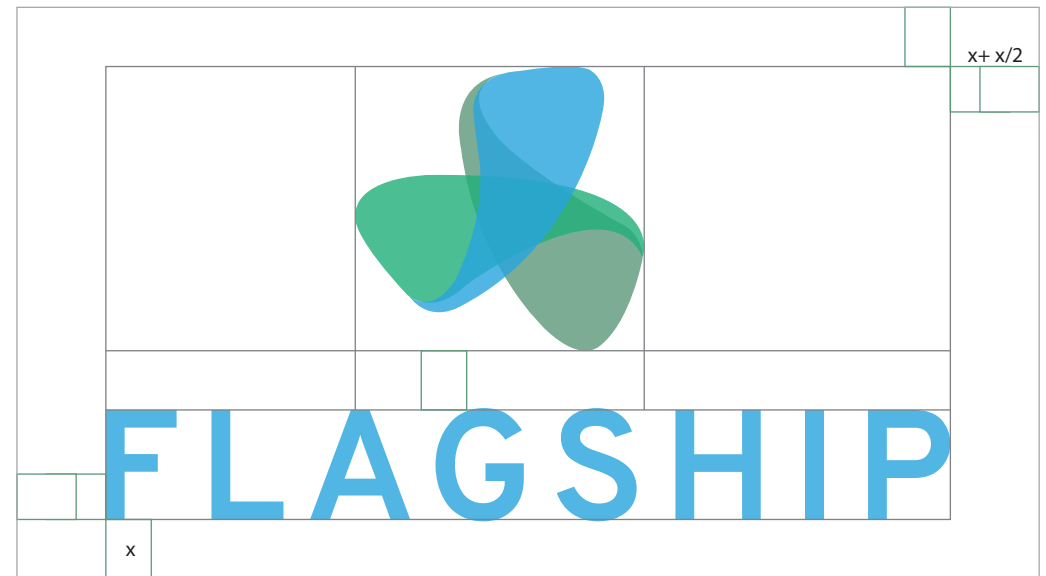
These proportions must be respected regardless size or support.



# RETICLE

The value “x” is the safety distance and it must be respected in order to keep the logo unaffected and without any distortion.

This value is used proportionally to the rest of the elements of the set and must be respected in any support for its good visibility.



# REDUCTION

For the situations in which a reduction of the logo must be executed for its application in small spaces, for example, the application of the falticon, we have made a reduced version.

In which we keep the symbol and exclude the logo.



# FONT

---

The font used for the logo is Overpass. A versatile sans-serif font used in text and headlines.

The sans-serif font adds precision, accuracy and readability in all its applications.

FLAGSHIP  
Overpass

# COLOUR

Colour is how the Flagship brand expresses its concept. The fusion between blue and green expresses the union between sea, sky and energy. These concepts are represented by the colour gradient.

CMYK: 76,95% 3,52% 69,92% 0%  
RGB: 33, 167, 112

CMYK: 70,7% 17,97% 0% 0%  
RGB: 54, 165, 222

CMYK: 65,23% 21,88% 58,98% 4,69%  
RGB: 99, 153, 121



# CORRECT USES

Here you can see the correct uses. When a colour background must be used we use the white version.



FLAGSHIP



FLAGSHIP



FLAGSHIP

# INCORRECT USES

On the right side, a few examples of inappropriate uses of the brand are being displayed. These type of uses impair legibility, distort the brand's graphic identity or eliminate the association with the project.

We list them below:

- Logo manipulation
- Typographic changes
- Shaded
- Corporate colour change
- Deformation of the logo
- Use of funds that damage legibility



# APPLICATION



# APPLICATION





**FLAGSHIP**