





“ We work together. We think ahead. Ahead for Energy.”

Welcome to the new Brand Guidelines of CWHI. With this guide we will be able to evolve and position the brand accordingly across every channel. How it looks, how it sounds and how it behaves is essential to ensuring the brand always delivers a consistent and powerful message to both customers and colleagues alike.

We have a new brand which, when combined with our Ahead for Energy messaging, is vital to the company's future. Every one of us is CWHI. So it's our job to make sure that this is reflected in our work, our professionalism and our ethic. This guide will ensure we can all play our part in the success of our company, in a consistent and unified way.

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Who we are





To be a leading global solutions provider in offshore energy, infrastructure and mining. Proudly contributing to the world's transition to sustainable energy.

**Based upon our principles,
we create valued business relationships
through the practice of combining the best culture,
best employees and best technology.**

A world leading solution provider specialising in large scale manufacturing for offshore energy, renewable energy, oil and gas applications, infrastructure and mining.



We are
RELIABLE

We are committed to value
INNOVATION & EXCELLENCE



We
**CARE ABOUT
OUR EMPLOYEES**

We focus on
**EFFICIENT COMMUNICATION &
DEDICATED SERVICE**



We act with
INTEGRITY





Tone of voice



CONNECTION

COOPERATION

CHANGE

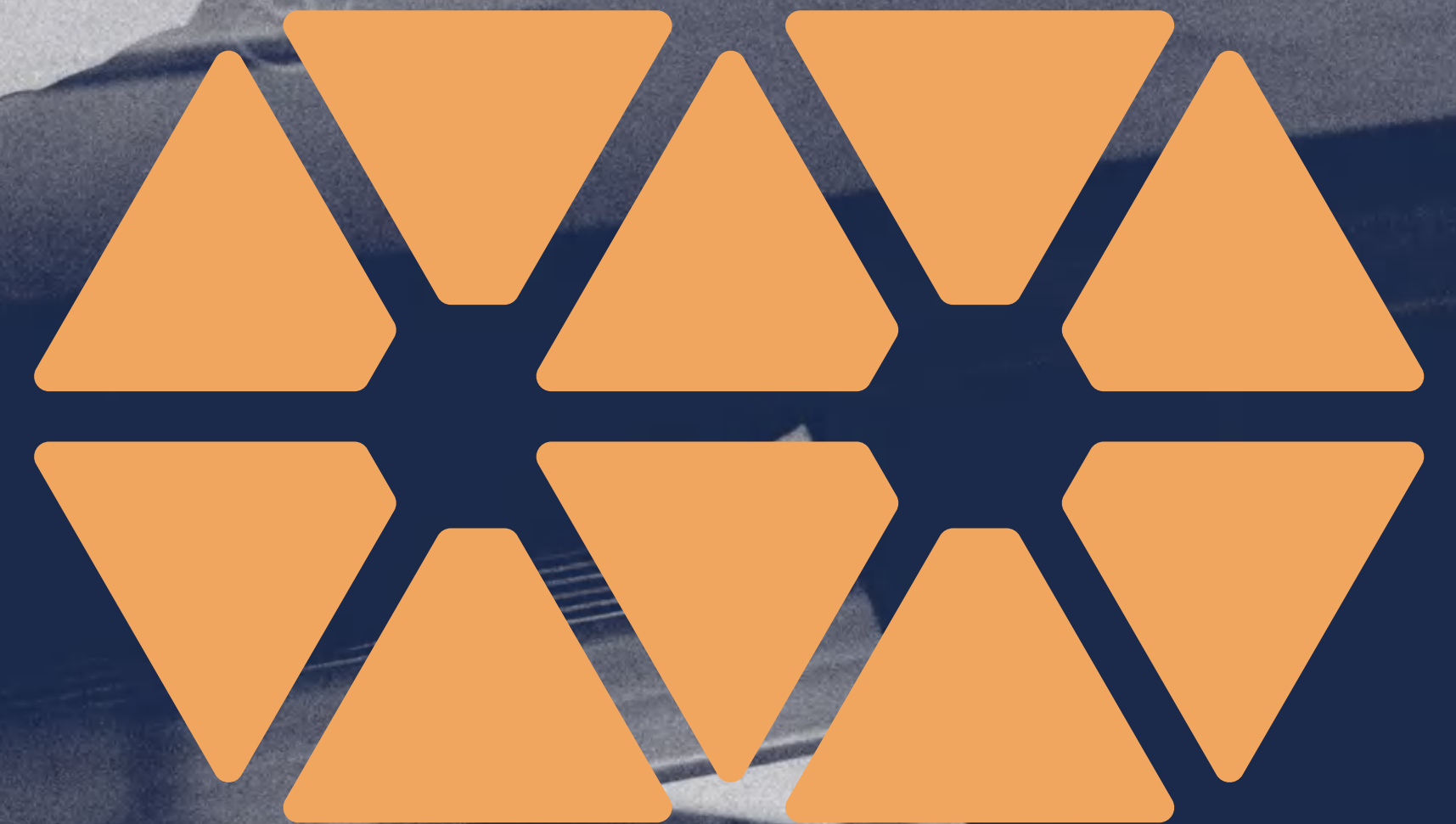
CREATIVITY



Connection and integration of resources
in China and around the world,
bridging customer needs with solutions.



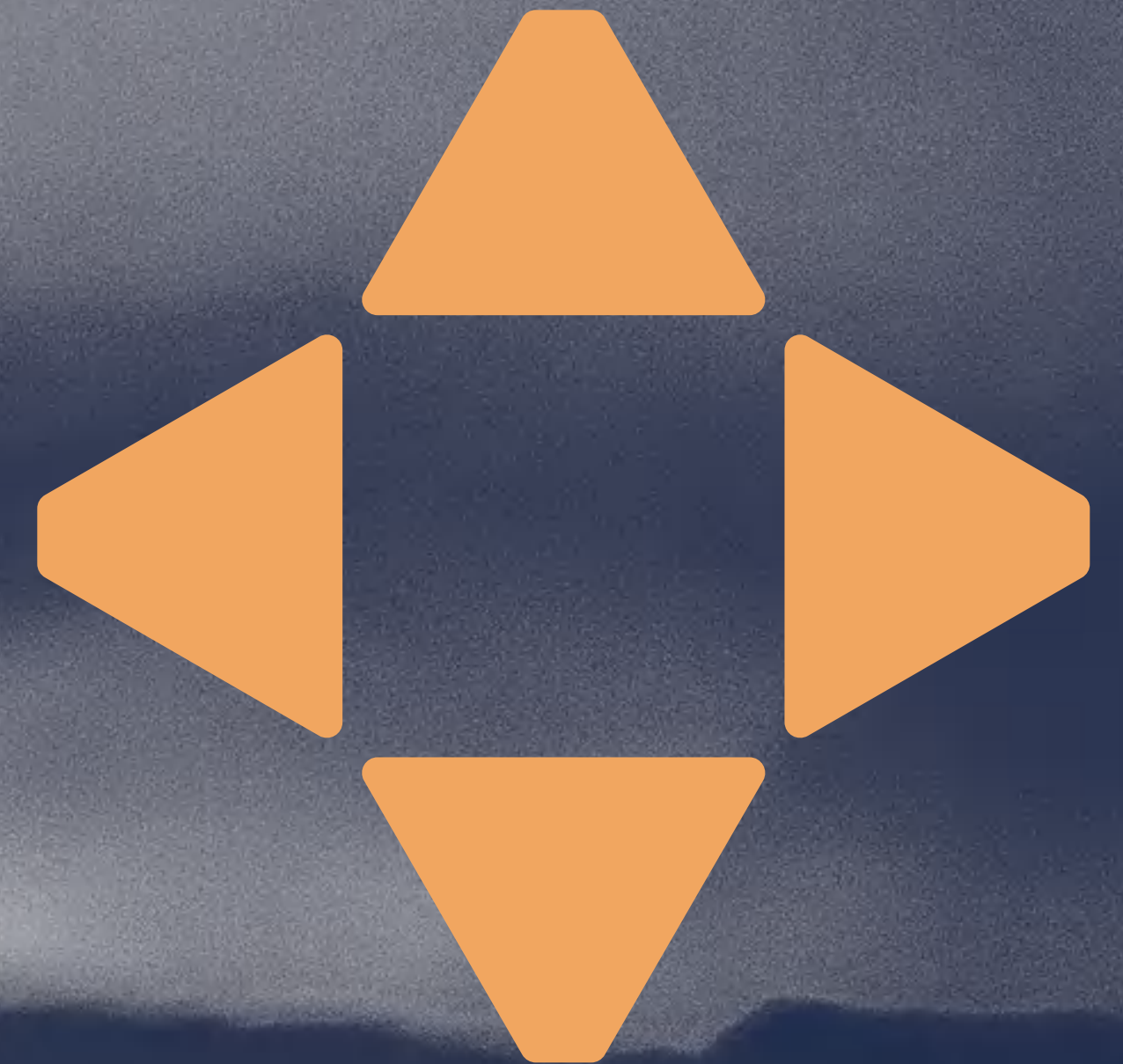
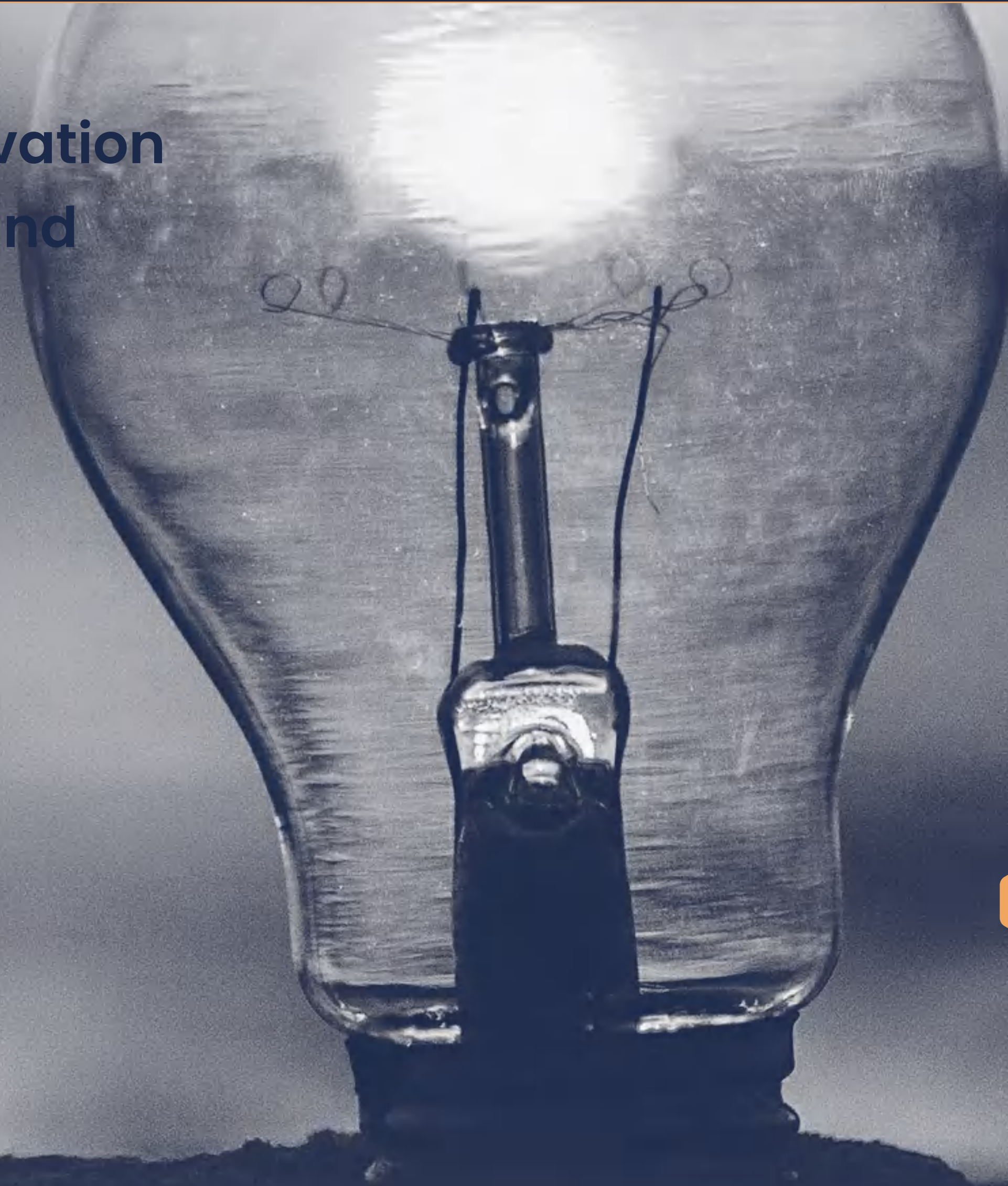
A borderless and organic ecosystem of co-creation, co-governance and transparency.



**Embracing future changes in our world,
across industry, technology and ecology,
with a humble attitude, a spirit of exploration,
and a passion for continuous learning.**

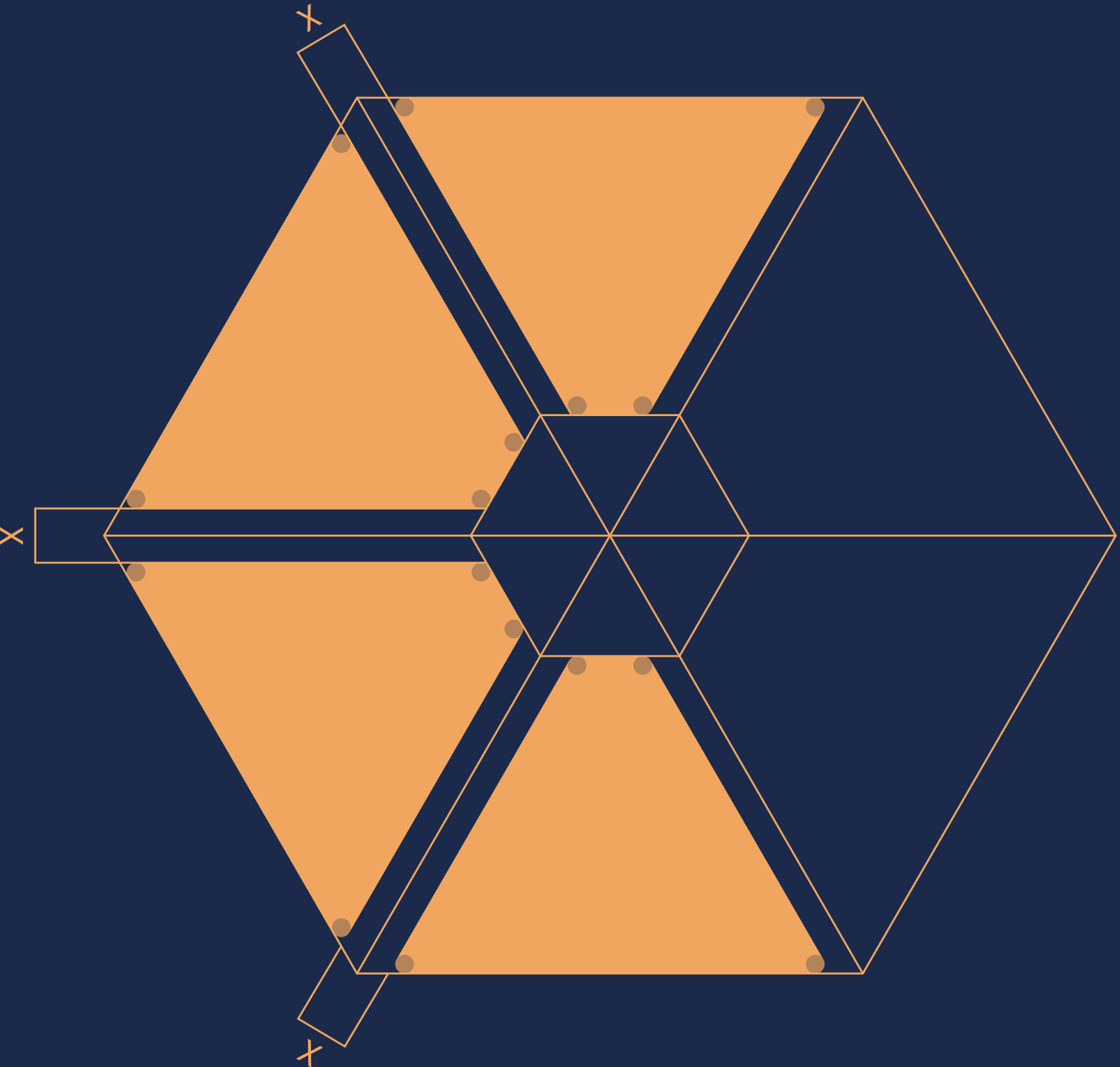


Continuous creation and innovation of technology, management and solutions to create core value.



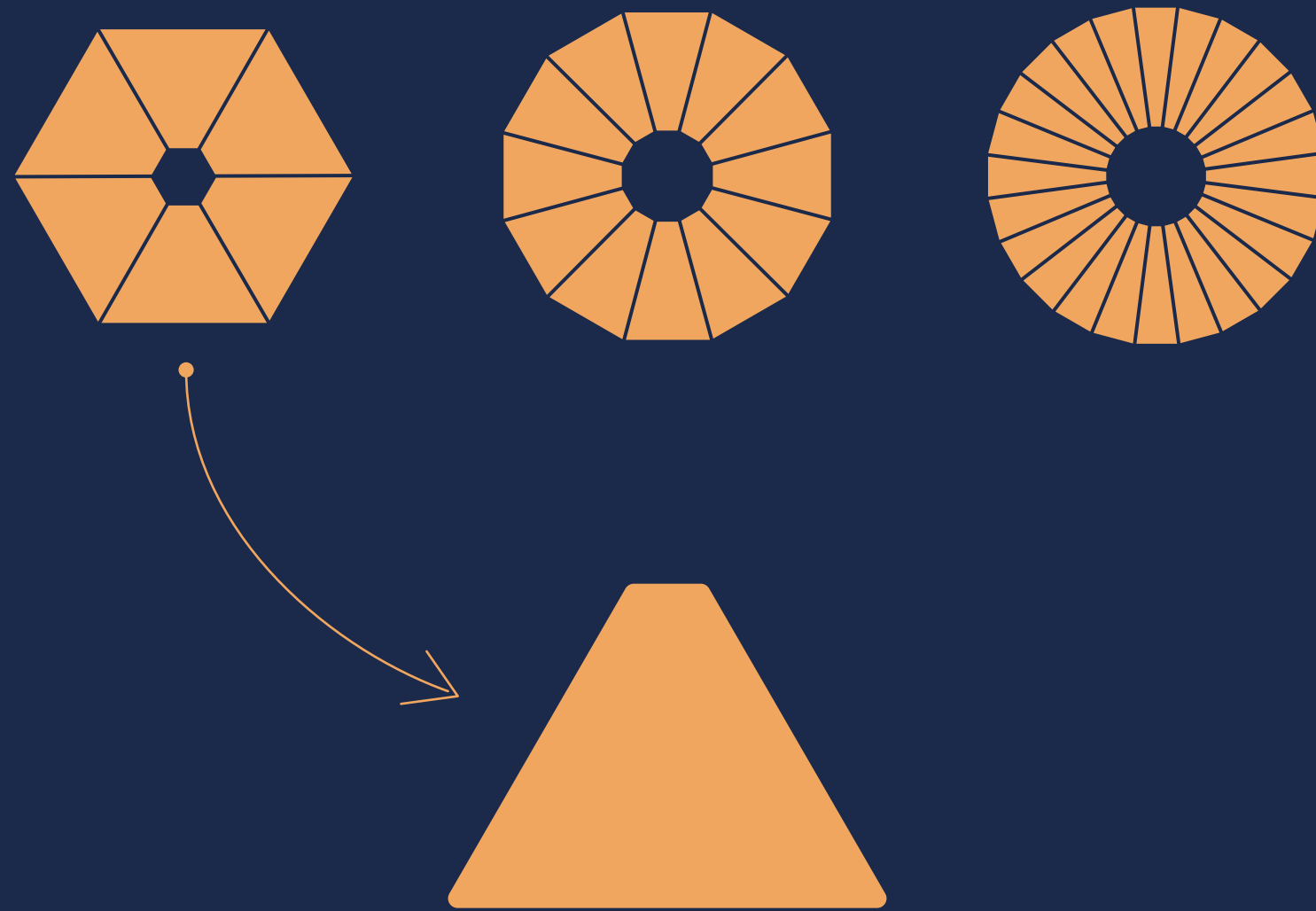
Our design principles







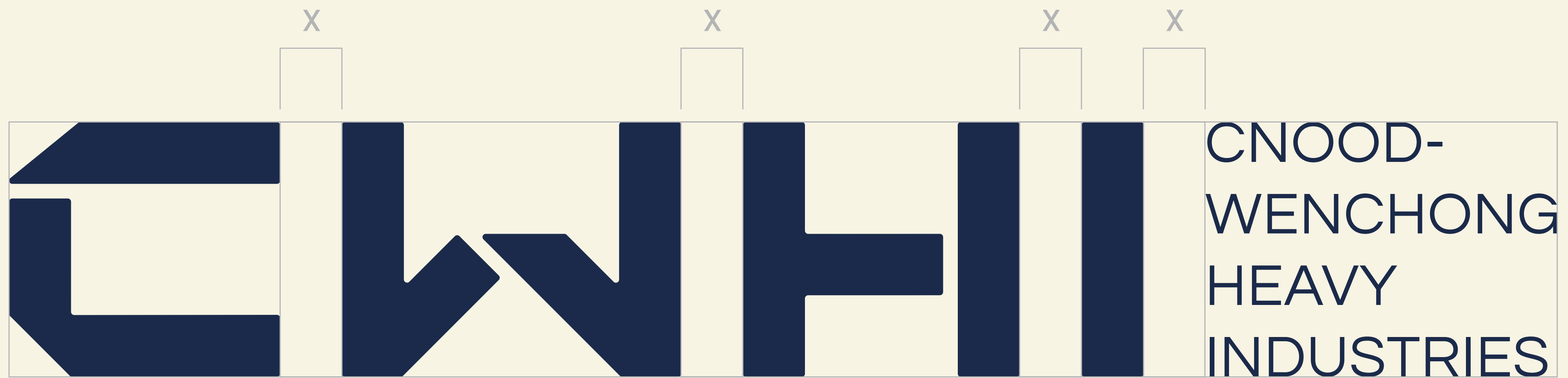
The beginning of CWHI

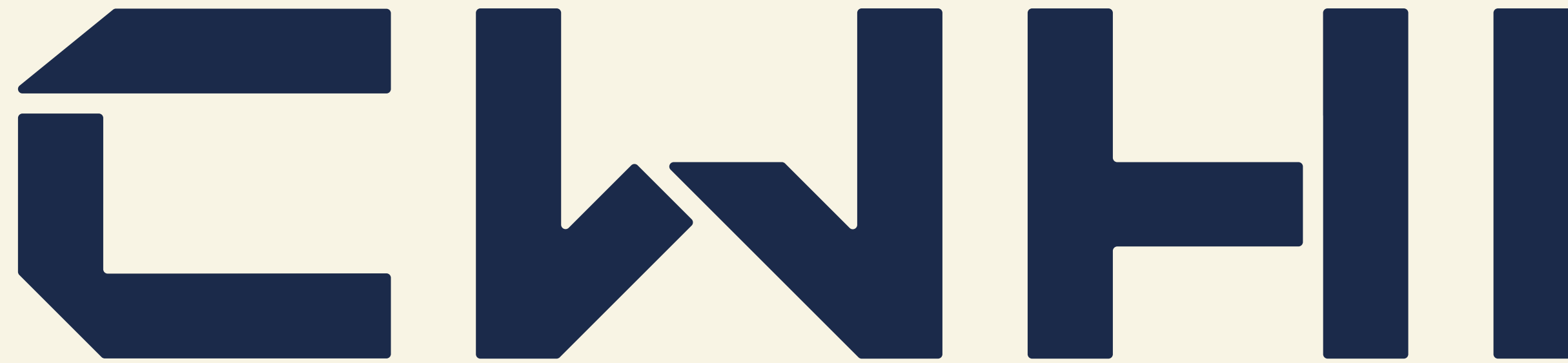


The Trapezoid is a symbol of stability, creating infinite possibilities and diversity.



4C's of CWHI
"Ahead for Energy"





CNOOD-
WENCHONG
HEAVY
INDUSTRIES

Graphic identity

Text logo

Full name of the company

Our design principles

Our logo – Standard combinations



Logo A



Logo B



Logo c



Logo D



Logo E



Logo F



Our design principles

Our logo – Monotone version



Logo A



Logo B



Logo c



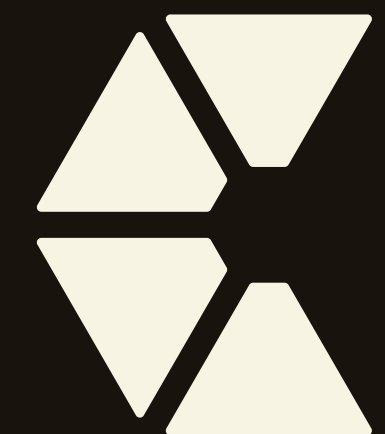
Logo D



Logo E



Logo F



Primary

Secondary

<p>SUNSET ORANGE</p> <p>C: 1 M: 45 Y: 69 K: 0</p> <p>R: 241 G: 166 B: 96</p> <p>PANTONE : 157 C HEX:# F1A660</p>	<p>NAVY</p> <p>C: 91 M: 84 Y: 51 K: 30</p> <p>R: 27 G: 42 B: 74</p> <p>PANTONE : 2767 C HEX:# 1B2A4A</p>	<p>FOREST GREEN</p> <p>C: 84 M: 43 Y: 59 K: 4</p> <p>R: 3 G: 112 B: 106</p> <p>PANTONE : 7719 C HEX:# 03706A</p>	<p>SILVER GREY</p> <p>C: 19 M: 12 Y: 13 K: 0</p> <p>R: 210 G: 215 B: 216</p> <p>PANTONE : 427 C HEX:# D2D7D8</p>	<p>EARTHY BROWN</p> <p>C: 24 M: 41 Y: 48 K: 0</p> <p>R: 204 G: 158 B: 130</p> <p>PANTONE : 7514 C HEX:# CC9E82</p>	<p>CREAM</p> <p>C: 3 M: 3 Y: 11 K: 0</p> <p>R: 248 G: 245 B: 231</p> <p>PANTONE : P1-2 C HEX:# F8F5E7</p>
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CMYK & RGB

For print projects always use the CMYK colour specifications that have been print matched to the RGB colours.

PANTONE

Should only be used for print restricted items only.

HEX

Additional hex codes specific to web applications are available for certain colours to improve online contrast. These can be applied if required to boost the contrast of text.



○ Cream background



● Navy background



● Sunset orange background



● Forest green background



● Silver grey background



● Photography background

Poppins

A B C D E
F G H I J K
1 2 3 4 5 6

A variety of weights can be used to give you more flexibility and variation across all communications. Poppins is a modern web safe Google typeface. It's free to use and can be accessed easily by a browser.

For Microsoft applications like Outlook or PowerPoint (where you can't use your primary font) use Aptos.

Commonly used

poppins Thin
poppins ExtraLight
poppins Light
poppins Regular
poppins Medium
poppins SemiBold
poppins Bold
poppins ExtraBold
poppins Black

• ***Ahead for Energy***

poppins Thin Italic
poppins ExtraLight Italic
poppins Light Italic
poppins Regular Italic
poppins Medium Italic
poppins SemiBold Italic
poppins Bold Italic
poppins ExtraBold Italic
poppins Black Italic

Visual examples







Ahead for Energy







Ahead for Energy

This guide is more than a brand guidelines book. Now that you've read it, please don't forget about it. Referring to it regularly will ensure that whatever you're doing is consistent with your brand. This book ensures we're prepared for a successful future.

We have a very clear vision, we have a strong mission we can all get behind and we have a compelling proposition that takes us forward. As we move into the next chapter in the CWHI story, we're ready. We have everything we need to get Ahead for Energy.

Thank you.

