

BRAND GUIDE

June 2015



CONTENTS

- ABOUT THIS GUIDE 3
- OUR TARGET AUDIENCES 4
- OUR COMMUNICATION STRATEGY 5
- OUR MESSAGING PLATFORM 6
- OUR TONE & STYLE 7
- OUR VALUE PROPOSITION 8
- UNIQUE SELLING PROPOSITIONS (USPS) 9
- BRAND ELEMENTS 10**
 - LOGO 10
 - LOGO – clearspace 11
 - LOGO – horizontal versions 12
 - LOGO – stacked versions 13
 - COLORS 14



ABOUT THIS GUIDE

“Every organisation has an identity. It articulates the corporate ethos, aims and values and presents a sense of individuality that can help to differentiate the organisation within its competitive environment.”

This Design Guide defines our company’s brand, image and messaging. It is a living document that provides a consistent, transparent and honest message and a clear understanding and description of who we are, our company traits and our company story. We use the guidelines in this document to to establish and consistently reiterate to internal and external audiences what we look like and what we can do for them.

A NEW MARKETING AND COMMUNICATION PLATFORM

In October 2014, CWind’s management decided to lift the company’s profile in the marketplace. Several objectives were established for the project, the most important of which were:

- Define our brand in such a way that we can gradually build greater visibility, awareness and understanding of the company across key stakeholder groups in the UK, Germany, France, Netherlands and Belgium.
- Shape a voice/imagery and wider brand identity that we could apply consistently across channels.
- Define which areas of thought leadership are accessible and plausible for us and determine how to build opportunities in these areas.

Management wanted the company to have the industry’s best marketing and communication platform to support and promote our growth.

Early in 2015, we launched a range of new elements that ensure we really look like a market leader. From a new company website to sales tools, these new elements lift CWind’s image in the marketplace as the most experienced, most helpful and fastest-growing offshore wind services company.

OUR TARGET AUDIENCES

CWind is a UK-based supplier of integrated services to the offshore wind industry. Among our clients are developers/owners of offshore wind farms as well as tier 1 and 2 suppliers. We are already present in Germany and increasingly address audiences in Europe with particular emphasis on France, Netherlands and Belgium.

Note: Refer to the Content Strategy documentation for further information about our target audiences.



OUR COMMUNICATION STRATEGY

What are our communication objectives and strategy at an overall level? How do they support the company's business objectives and strategy?

KEY BUSINESS OBJECTIVE

"To be the industry leader in integrated services for the offshore wind industry"

COMMUNICATION OBJECTIVE

It is CWind's overall communication objective to become widely perceived as "Plan A+" in the wind energy services business. Essentially, when you're an alternative to the usual way of doing things, you're Plan B. So if the customer usually uses its own team to perform a specific service, we'll always be fighting to get in. If we can present a great business case for using us as well as great results from using us, then we can become Plan A. For us, that's not enough. We want to be Plan A with more value than the customer expected – by acting as a sophisticated Integrated Services Provider, not just doing what the customer requests, but actively helping the customer to discover and deploy better ways to work. That's Plan A+.

MUST-WIN INITIATIVES

To achieve this objective, CWind must consistently work to win the following key battles:

- Prove the value of outsourcing/integration – if we can present unbeatable business cases for using our services, it's likely that our services will be used more often
- Own the category – we have to look like the market leader in our niche
- Achieve market-wide awareness – everyone in the industry should know who we are and something meaningful about what we can do.
- Leave a trail of excellence wherever we go – evidence of what we can do, and how well what we have done has helped our customers to achieve success
- Win our own hearts – bring everyone together in a concerted embracing of the company's goals, strategy and values.

OUR MESSAGING PLATFORM

Our messaging platform model describes a consistent foundation upon which to build and strengthen our reputation.

WHO ARE WE?

An internal statement of what we are at our essential core.

- We thought about what we do for the industry and for the world as a whole by supporting renewable energy.
- We thought about our values:
 - » Building relationships based on TRUST
 - » Delivering EXCELLENCE in all we do
 - » Never compromising on SAFETY
 - » CREDIBILITY in our people, our products and our solutions
- We thought about our core competencies: Network, training, skillsets, fast engineering solutions, passion and commitment.
- We thought about our core assets: Fuel-efficient vessels, safety awards...
- We thought about our core values: Trust, excellence, safety, credibility.

OUR PROMISE TO THE MARKET

This is an internal statement of our Value Proposition before it is creatively formed into an external message. It expresses how we differ from others who address our market with similar offerings. And it's the promise of value we make to the market.

We thought about the fact that: "Our customers want to know how we can fix their problems. We need to match our business to the needs of the offshore wind energy market."

We thought about the key differentiator for our business – a differentiator that we believe is and will become more relevant as the industry matures: the role of the Integrated Service Provider (for more information, see our white paper on this subject). Our founder expresses our role as "leading a step-change in the industry."

THE BIG IDEA

Just as "We're No.2, we try harder!" dramatized Avis's promise to its market, we need a way to present our value proposition in a functionally and emotionally appealing way.

We thought about what kind of people wind farm developers and operators want to work with. And we concluded that they most prefer to work with people who are similar to themselves. So in CWind's world, we expressed our value proposition creatively as "Your success. Our priority."

MESSAGING PILLARS

We have defined 4 messaging 'pillars' that need to be repeated again and again in our communication contexts (e.g. ads, banners, website...). These are:

1+1=3 (Integrated service provider)

Trail of excellence

Combined skillsets on tap

You (the customer) are the hero



OUR TONE & STYLE

Helpful. Credible. Service-minded. Action-oriented. Understanding. Trustworthy.

TOUGH STUFF

CWind is a young company in a very technical and male dominated world. The offshore environment is tough and it takes tough guys (and some girls) to work out there. Our people have seasoned, experienced voices, with a bit of rough but very clear on the technical aspects. There is a double edge of excitement in our work: the rough environment out there on site, and the harnessing of a clean energy source for a sustainable future. Many of our technicians have young families and are proud to be contributing to looking after this future.

SIZE MATTERS

Most of the companies CWind serves are large corporations that are often very formal in their style. We're smaller, younger and fast-growing, which should be reflected to some degree in our tone and style, but we must always tread the line between small-company straightforwardness and being corporate-compatible. And despite the rough-and-tough element to our work, we don't want to come across as blokey, but instead technically skilled and service-minded.

THE CUSTOMER AS THE HERO

Our tagline: "Your success. Our priority." sets the scene for the way we communicate. We're here for our customers, so we can never seem proud in an arrogant way, and we should spend as little of our time as possible trumpeting our own successes. Instead, we talk in terms of the customer's goals and achievements. They are the heroes of our stories and the more we're seen to support them, the closer we are to the core of our brand.

ONE MIND. ONE THOUGHT. ONE PURPOSE.

In our 2014 communication workshop, we expressed this as:

People similar to me, standing shoulder-to-shoulder to deliver on the promise of wind energy.



OUR VALUE PROPOSITION

(Our promise to the market)

BLITZ 'EM VERSION (11 WORDS)

Supporting wind energy by providing and integrating tools & talents on tap.

SHORT VERSION (11 WORDS)

CWind is an integrated service provider, supporting wind energy by providing and integrated tools & talents on tap.

MEDIUM VERSION (35 WORDS)

CWind is an integrated service provider (ISP) that supports the on- and offshore wind industries by providing on-demand services as well as integrated packages of services to wind farm developers and operators and their sub-contractors.

LONG VERSION (77 WORDS)

CWind is an integrated service provider (ISP) that supports the on- and offshore wind industries by providing on-demand services as well as integrated packages of services to wind farm developers and operators and their sub-contractors. We're focused on helping our customers to achieve their key objectives, constantly investing to ensure we have the right tools and plenty of talented people to carry out a wide range of tasks. That's why our tagline is "Your success. Our priority."

AD TEXT EXAMPLE

We're here to support you by providing and integrating the services, manpower and vessels you need, whenever and wherever you need them.



UNIQUE SELLING PROPOSITIONS (USPS)

Unique selling propositions are what makes our services stand out, earning us a special place in the minds of our customers and potential customers.

OUR PRIMARY USPS ARE:

- We are an Integrated Service Provider (see white paper for a further breakdown on the USPS associated with using the services of an ISP).
- CWind provides the single most comprehensive service offering to the offshore wind industry. None of our competitors provide the same range of services. The strongest competitors in offshore logistics provide no manpower solutions and vice versa.
- Our crew transfer vessels are the most fuel-efficient on the market.
- We are the only company to offer a boat share scheme. A boat share scheme means our skipper and crew are particularly attentive and conscientious.
- We have one of the absolute best safety track records in the business.



BRAND ELEMENTS

LOGO

Our logo (more correctly termed ‘identity mark’) is a central element of our brand.

The logo symbolizes the swirling of wind (above) and the motion of waves (below), as well as the many tools and talents we bring to the wind energy industry. The orange colour is a legacy element brought over from CWind’s original logo to create a bridge between the two visual expressions.



BRAND ELEMENTS

LOGO – clearspace

The clearspace around the logo should be equal to or greater than the height of the letters in the wordmark.



BRAND ELEMENTS

LOGO – horizontal versions



Pantone 165 & Pantone 445



black



Pantone 165 & white



white



BRAND ELEMENTS

LOGO – stacked versions



Pantone 165 & Pantone 445



black



Pantone 165 & white



white



BRAND ELEMENTS

COLORS

The marketing and communication department has received the original designs of the logo. Versions used either internally or externally must follow these specifications without deviation.

COLORS AND SIZE

While it may be resized freely, always keeping the same aspect ratio, the logo cannot be used in colors other than those specified in the original design.

Color	Pantone	C	M	Y	K	R	G	B	Web #	
● CWind Orange	Pantone 165	0	62	97	0	255	103	31	FF671F	
● Gray	Pantone 445	68	49	54	22	80	87	89	505759	
● Black	–	0	0	0	100	0	0	0	000000	
○ White	–	0	0	0	0	255	255	255	FFFFFF	
Accent Colors										
●		–	43	0	9	0	172	212	230	ACD4E6
●		–	97	77	33	23	46	62	99	2E3E63
●		–	55	70	38	30	101	75	95	654B5F
●		–	22	80	100	13	156	71	32	9C4720
●		–	30	47	100	26	142	112	36	8E7024
●		–	40	0	68	0	182	205	118	B6CD76
●		–	45	24	100	8	152	155	50	989B32





CWind UK

The Beeches, Apex 12
Old Ipswich Road
Colchester, CO7 7QR
United Kingdom

Tel: +44 (0)1206 304 464
windsupportuk@cwind247.com
www.cwind247.com