

Brandbook

ConverterTec Aftermarket&Service

- Primary version of Logo



Logo

construction

The ConverterTec logo consists of the following elements:

Signet

A graphic motif inspired by the switching symbol – a key component of inverter technology. It directly reflects reliability and operational precision.

Name

Featuring the name ConverterTec Aftermarket&Service set in the Diodrum typeface.



Clear space

To maintain optimal legibility and visibility of the logo, a minimum clear space must be preserved around it.

For the ConverterTec Aftermarket&Service logo, this space equals one-third of the logo.



Color palette

A strong contrast must be maintained in all applications. Colors should clearly differ from the background and remain easily identifiable. In cases where the background is similar in tone, the achromatic version of the logo must be used.

Logo – Primary colors



CMYK 24, 95, 100, 20

RGB 164, 38, 22

#HEX A42616



CMYK 84, 59, 46, 43

RGB 43, 68, 82

#HEX 2B4452

Logo – Achromatic version



CMYK 0, 0, 0, 100

RGB 29, 29, 27

#HEX 1D1D1B

PANTONE Process Black

Typography

Consistent and correct use of typography, as defined in the ConverterTec Aftermarket&Service brand guidelines, ensures coherence across all materials.

The primary typeface is Diodrum, used in various weights and styles.

Diodrum

Diodrum Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Diodrum Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Diodrum Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Diodrum Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Diodrum Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Diodrum Extralight

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Typography

Where the primary font cannot be used, an alternative typeface may be applied.

The approved secondary font is Ubuntu, also in its full range of weights.

Ubuntu

Ubuntu Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Ubuntu Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Ubuntu Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Ubuntu Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Minimum size

Minimum logo sizes are defined to ensure legibility and should never be compromised.

Only proportional scaling is permitted. Using the logo below the specified minimum size is not recommended, as it may affect clarity.





Prohibited modifications

Any alterations to the composition of the logo or its individual elements are not allowed. Non-proportional scaling and the use of unauthorized colors are strictly prohibited.



Non-proportional scaling



Layout modification



Colors change



Shadow usage



Prohibited modifications

The logo must not be placed on backgrounds that compromise its readability.



Distracting colored backgrounds



Distracting photographic backgrounds

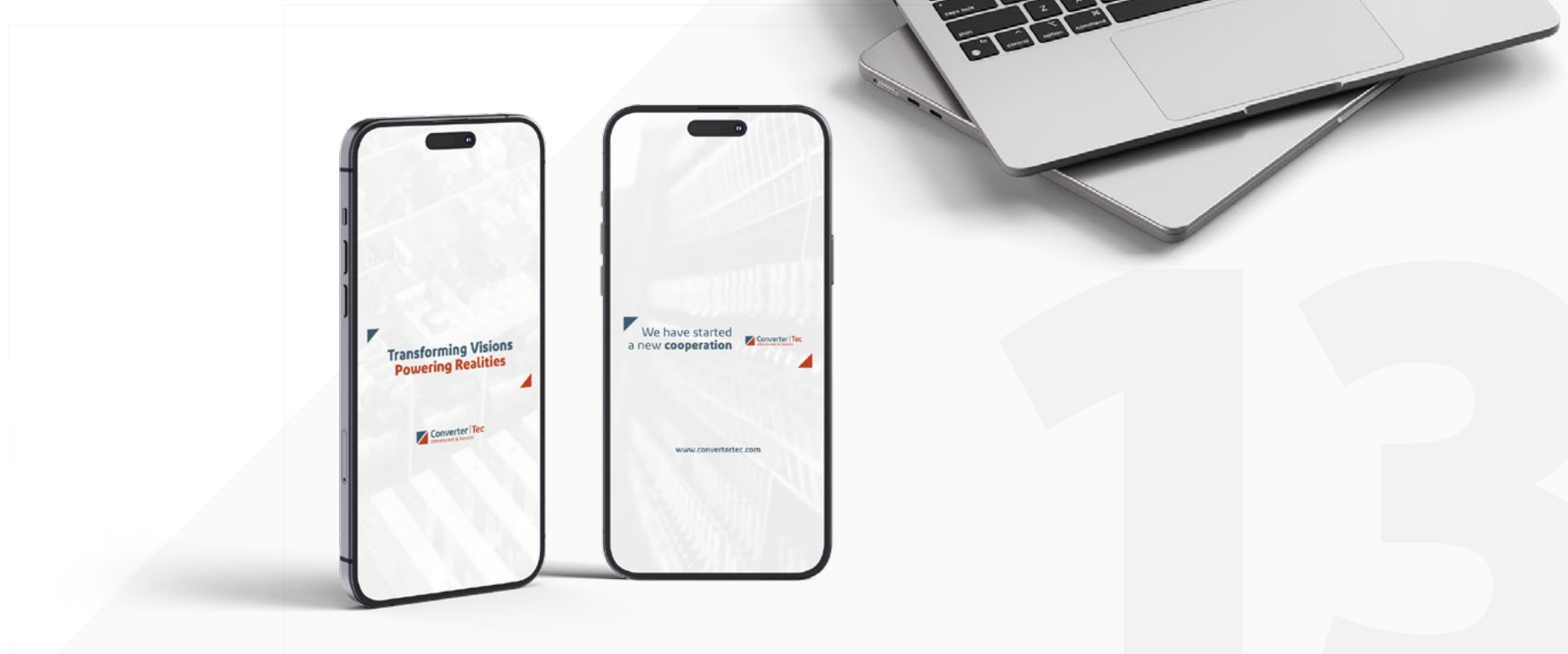


Using a logo with partial color opacity



Media examples

Examples include social media and related materials. The focus should be on a clean, minimalistic, and structured design to create a clear and coherent brand image.

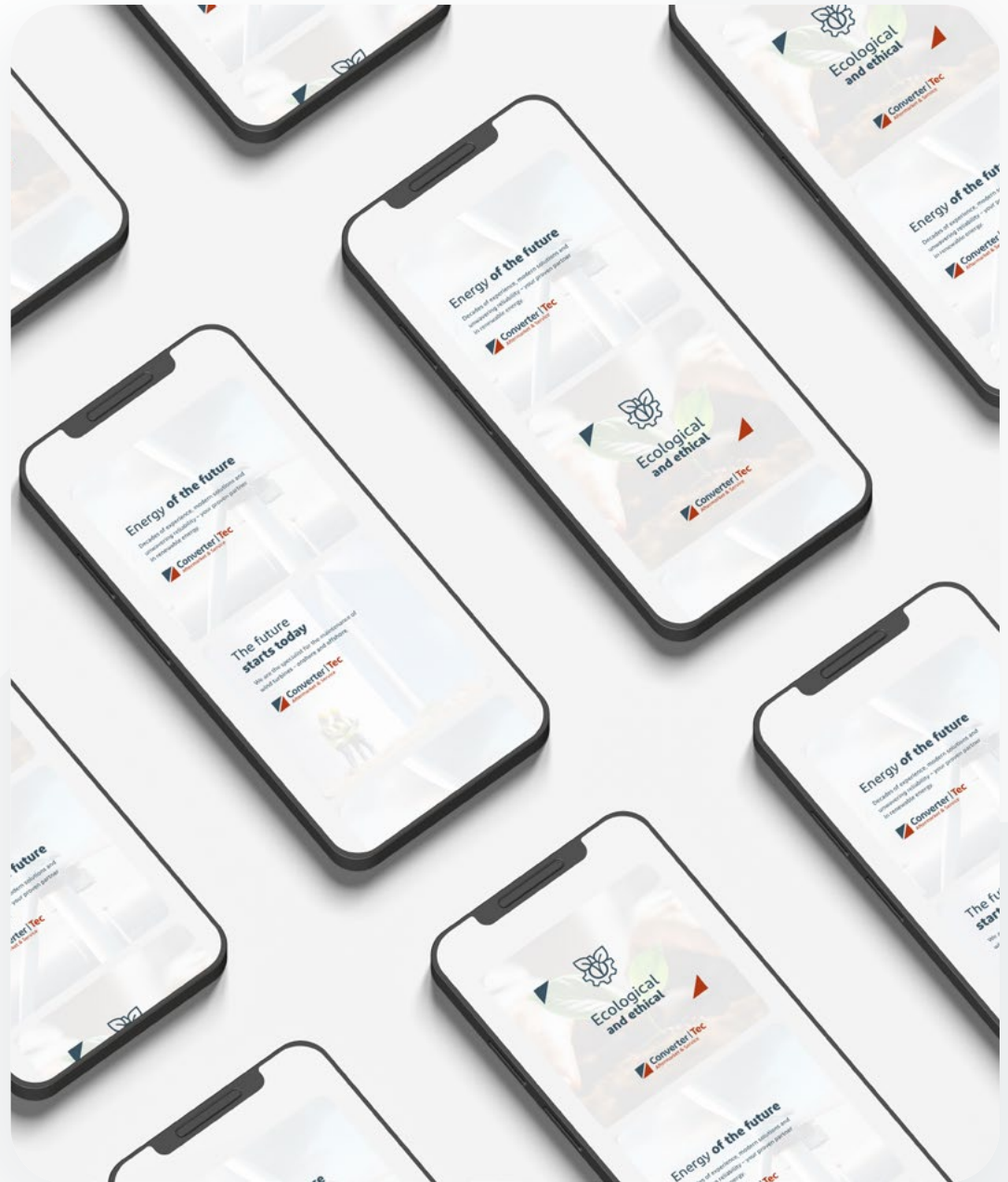


Brand tone of Voice

ConverterTec's Aftermarket&Service communicates with a clear, professional tone.

Messages are structured to be logical and easy to understand, enabling customers to quickly grasp key information.

Positive, forward-looking language supports the company's mission and vision.



Energy of the future

Decades of experience, modern solutions and unwavering reliability – your proven partner in renewable energy.



The future starts today

We are the specialist for the maintenance of wind turbines – onshore and offshore.







Converter | Tec
Aftermarket & Service