

WEWIND

PROJECT PRESENTATION

Design option
Conceptual

WeWind
Wind Energy Services

Brand strategy
& visual identity design

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f @ Social accounts
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BRAND OVERVIEW

Business Name

WeWind

Business Description

- **Wind Turbine Installation:** WeWind an Egyptian company specializes in the installation of wind turbines, ensuring the successful setup and operation of these renewable energy sources.
- **Site Preparation:** In addition to turbine installation, WeWind also provides site preparation services, ensuring that the location is ready for the construction and operation of wind turbines.
- **Experienced Technicians:** WeWind employs experienced technicians who are skilled in the lifting operation, rigging, and manual handling required for successful turbine installation.

Brand Applications

- Logo & Identity
- Website
- Social media
- Over all of the digital templates:
- Documents, invoices, ppt, word documents

- Printables: Business cards, office graphics, signage, banners, uniforms, mugs, safety caps, pins, and more

Industry

- Renewable Energy
- wind energy

Characteristics of this industry:

- Green Technology
- Engineering and Construction
- Environmental Sustainability
- Technical Services
- Energy Production

Product or Service

- Site Preparation and management
- Installation of Wind Turbines
- Rigging and unloading
- Mechanical Installations
- Labor and Services

Features & Benefits

- Skilled Technicians
- Full Project Management
- Technical Staff Supply
- Operations Proficiency
- Competitive Pricing
- Efficient turbine installation
- Timely completion with oversight
- Local Expertise

Brand Goals

- Wewind aim to increase revenue, gain new leads, and expand their market share, initially targeting local markets, then extending their reach into Africa and the Arabian Gulf, establishing company as a top contender both regionally and beyond.

Brand objectives

- create a professional identity system for this business to be applied on website, ads and social media.
- improving efficiency and strengthening recognition as a leading player in this industry
- Expand Service Offerings - Leverage Digital Platforms - Improve Customer Experience - Invest in Technology and Innovation - Promote Sustainable Energy Solutions.

Framework:

- To create a professional identity system for this business to be applied on the website, ads, and social media, improving efficiency and strengthening our recognition as a leading player in this industry through- Expanding Service Offerings – Leveraging Digital Platforms - Improving Customer Experience - Investing in Technology and Innovation – Promoting Sustainable Energy Solutions, that would increase revenue, Gaining new leads, expand our market share and establishing our company as one of the top contenders regionally and beyond...

TARGET AUDIENCE

Target audience

potential clients are :

- CEOs and decision-makers in wind turbine construction companies.
- Government and private entities investing in renewable energy projects.
- International renewable energy developers seeking local expertise in Egypt, Africa, and the Arabian Gulf.



Story/ bio

Michael, a seasoned leader in the wind energy sector, steers a German firm with a focus on innovation and sustainability. With a wealth of experience, he envisions global expansion while concentrating efforts in the MENA region.

Goals/ objectives

Achieve global expansion, with a strategic focus on the MENA region.

Demographics

Name: Michael Richardson
Age: 45
Occupation: CEO, German wind turbine firm
Income: High
Nationality & Location: German, Based in Germany
Gender: Male

Needs & wants

reliable partners offering cost-effective quality solutions to overcome the challenges of managing international projects and navigating local regulations.

Challenges & problems

Managing international projects, navigating local regulations.



Story/ bio

Rania, a visionary leader in Egypt's Renewable Energy sector, passionately advocates for green policies. Her role is pivotal in meeting Egypt's renewable targets while balancing the challenges of rapid development.

Goals/ objectives

Successfully meet Egypt's renewable targets through strategic initiatives.

Demographics

Name: Rania Alshimy
Age: 40
Occupation: Director, Egypt's Renewable Energy
Income: High
Nationality & Location: Egyptian, Based in Egypt
Gender: Female

Needs & wants

Requires competent partners offering transparency to address the challenges of rapid development.

Challenges & problems

Balancing the challenges of rapid development.



Story/ bio

Ahmed, a forward-thinking risk-taker, leads wind projects in the Gulf and Africa. His goal is to pioneer innovative solutions while tackling the challenges of reliable local expertise and managing cross-border projects.

Goals/ objectives

Lead wind projects in the Gulf and Africa with a focus on innovation.

Demographics

Name: Ahmed Al-Khalifa
Age: 43
Occupation: Senior Project Developer, UAE
Income: High
Nationality & Location: Emirati, Based in the UAE
Gender: Male

Needs & wants

Seeks strategic local partners offering innovation to address the challenges of reliable local expertise and cross-border projects.

Challenges & problems

Reliable local expertise, managing cross-border projects.

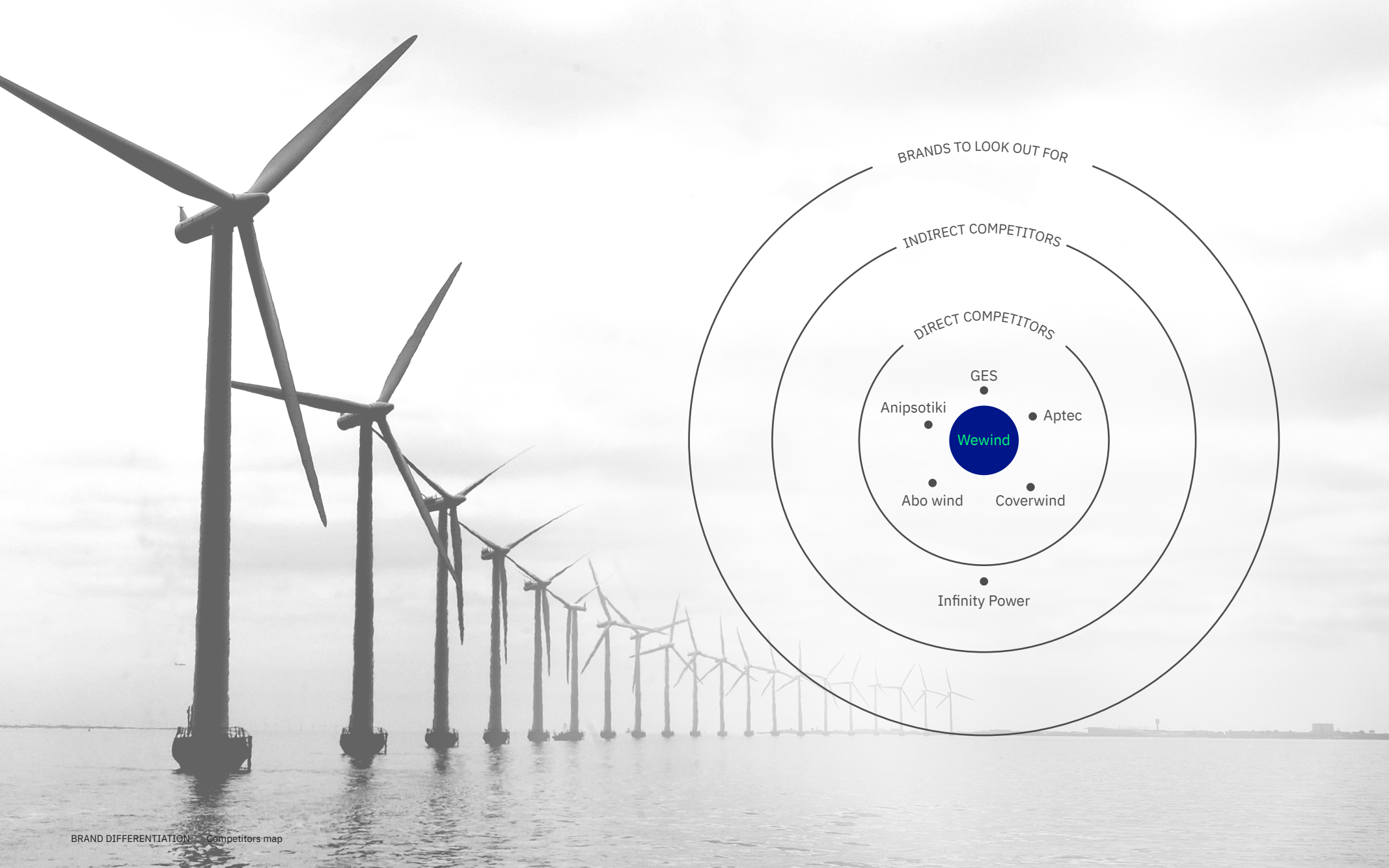
BRAND DIFFERENTIATION

Direct competitors



Indirect competitors





BRANDS TO LOOK OUT FOR

INDIRECT COMPETITORS

DIRECT COMPETITORS

GES

Anipsotiki

Aptec

Wewind

Abo wind

Coverwind

Infinity Power



GES is a leading provider of renewable energy services, specializing in wind energy development, construction, and maintenance. They offer a comprehensive suite of services to help clients bring their wind energy projects to life, from initial feasibility studies to grid connection and beyond. GES has a proven track record of success, having completed over 1,000 wind turbine installations worldwide. They are committed to providing their clients with the highest quality services and helping them achieve their renewable energy goals.

services-ges.com

Logo colors



Identity color palette



Website screenshot



Social media screenshot





Established in 2019 through a partnership between Altertec Renewables and Petrotec, Altertec-Petrotec (APTEC) is a leading player in renewable energy, focusing on wind energy in Egypt, Jordan, and Djibouti. The company is known for its quality, innovation, and cost-effective delivery in wind construction projects. With a global vision and a commitment to excellence and sustainability, APTEC is a notable force in advancing wind energy

apteceg.com

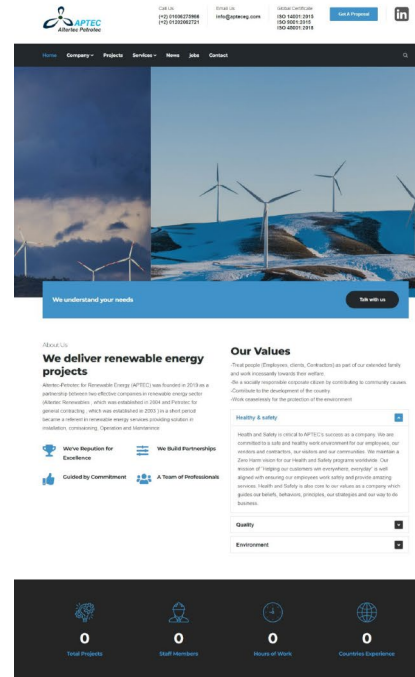
Logo colors



Identity color palette



Website screenshot



Social media screenshot





Founded in 1996, ABO Wind is a German energy company specializing in renewables like wind, solar, and biomass. With 25+ years of global experience, it develops projects worldwide, including wind and solar farms, and explores battery and hydrogen initiatives. ABO Wind's holistic approach covers site assessment, planning, engineering, and operational management, highlighting its commitment to advancing renewable energy and playing a key role in the wind energy sector.

abo-wind.com

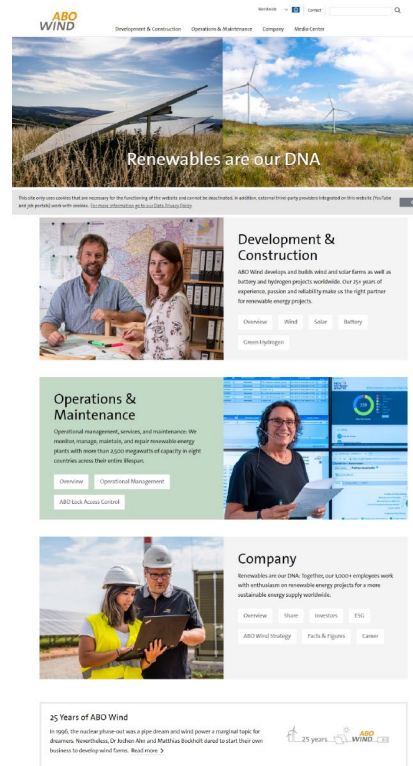
Logo colors



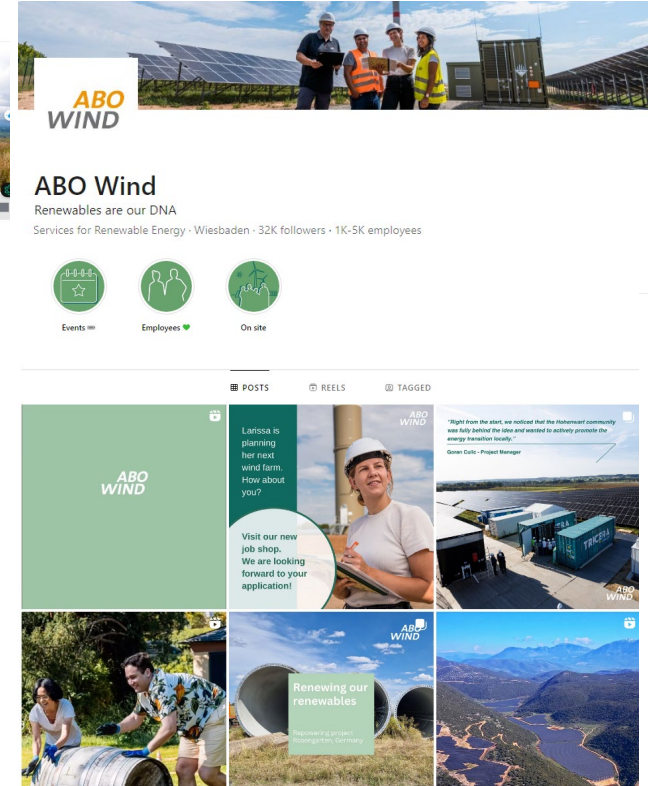
Identity color palette



Website screenshot



Social media screenshot





Coverwind is a key player in the renewable energy sector, focusing specifically on wind energy solutions. Committed to sustainability, the company is known for its innovative approaches to harnessing wind power. Its portfolio showcases expertise in wind turbine installation and construction, offering comprehensive services in the wind energy domain. Coverwind's mission is to contribute to the global shift towards clean energy, aligning with the increasing emphasis on eco-friendly and efficient renewable solutions.

coverwind.es

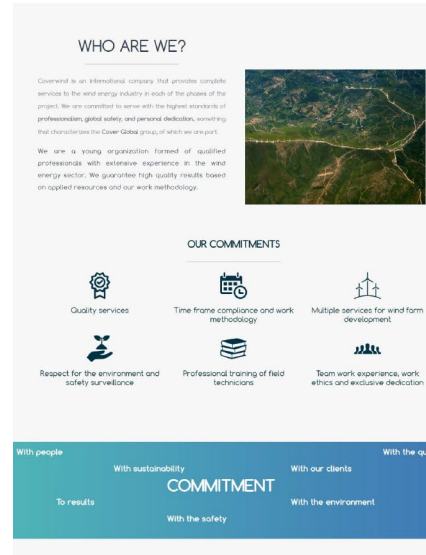
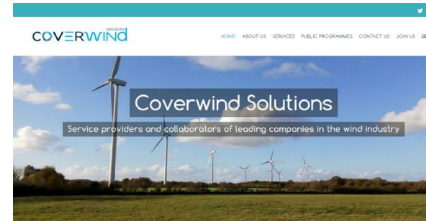
Logo colors



Identity color palette



Website screenshot



Social media screenshot



Coverwind Solutions, S.L.U.

Renewable Energy Semiconductor Manufacturing · Pontevedra · 8K followers · 51-200 employees

+ Follow Message





Anipsotiki is a well-known company in Greece that focuses on wind energy solutions, dedicated to sustainable power generation. They excel in wind sector services, offering innovative and cost-efficient solutions for renewable energy projects. From construction to installation, Anipsotiki's expertise highlights a commitment to quality, safety, and environmental sustainability. Their impressive portfolio establishes them as a key player in advancing wind energy initiatives in Greece and globally..

www.anipsotiki.gr

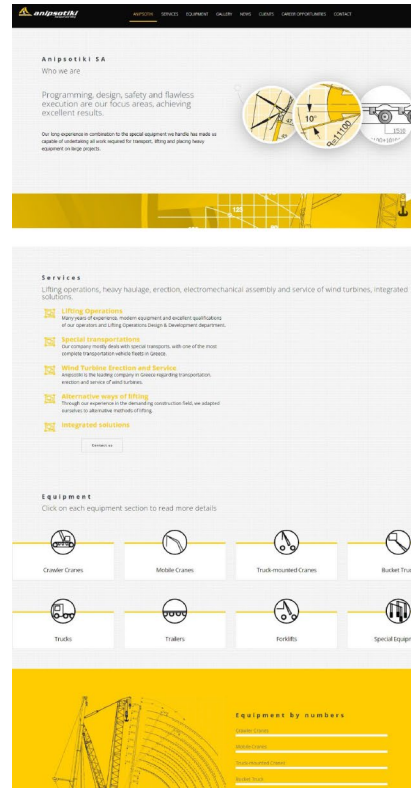
Logo colors



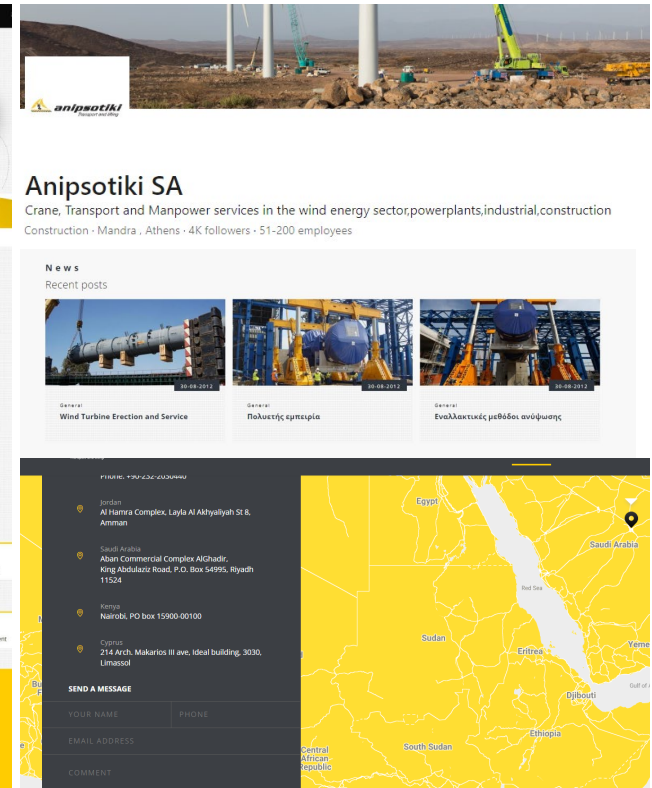
Identity color palette



Website screenshot



Social media screenshot





Infinity is a well-rounded renewable energy firm that strategically emphasizes wind energy solutions. Their dedication to sustainability and innovation establishes them as major contributors to the worldwide renewable energy sector. With a proven history, Infinity excels in implementing state-of-the-art wind energy projects, playing a significant role in advancing green technologies. The company's proficiency in wind energy spans project development, installation, and efficient execution, solidifying their prominent position in the industry.

www.weareinfinity.com

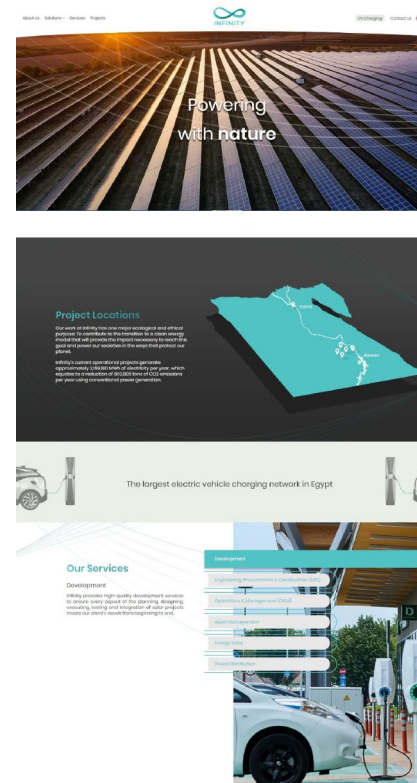
Logo colors



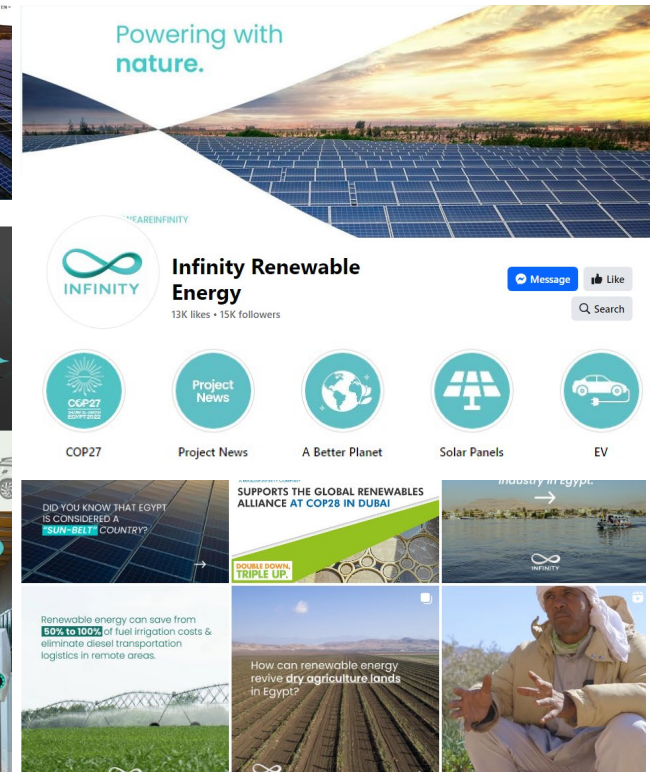
Identity color palette



Website screenshot



Social media screenshot





The logo utilizes a simple and clean Lettermark design, and the brand identity is Well executed, consistently applied across social media and the website.



The logo is a combination logo. I find the symbol weak and somewhat cliché and irrelevant. Additionally, the color palette seems outdated, and the green color doesn't match the rest of the colors consistently.



The wordmark is too simple, lacking uniqueness, and the logo colors aren't consistently applied across social media and the website, leading to a lack of harmony with the overall identity.



The logo appears cluttered and lacks simplicity with excessive manipulation and symbols in the wordmark. This gives off unprofessional vibes, and the colors seem outdated and overused.



The logo stands out, but it's too wide, and the symbol is a bit complex with extra details. Nevertheless, the identity is cohesive and effectively implemented on social media and the website.



The logo is straightforward. While the logo mark may not be highly distinctive, it manages to stand out in the industry. The overall identity is clean, simple, and effectively implemented across social media and the website.



Positioning Statement

For leaders in the wind energy sector, WeWind represents the highest standard of efficiency and safety in wind turbine installation. Our refined processes, local Expertise, skilled technicians, and thorough project oversight ensure outstanding success in every project.

What: The only (what is your category)
How: that (how are you different)
Who: for (who are your users)
Where: in (where are your users located)
Why: (why do your users need you)
When: (Era/ underlying trend)

The Onliness Statement

What: The only comprehensive wind energy solution provider.

How: That integrates local expertise, skilled technicians, advanced technology, and transparent project management for unparalleled efficiency and reliability.

who: For CEOs and decision-makers in wind turbine construction companies, government and private entities investing in renewable energy projects, and international renewable energy developers in Egypt, Africa, and the Arabian Gulf.

Where: In the heart of the winds of change, serving clients locally in Egypt and extending our expertise globally to Africa and the Arabian Gulf.

Why: Because our clients need a dependable partner with a deep understanding of the local landscape, offering innovative solutions and cost-effective, quality-driven services to drive sustainable energy projects.

When: In an era where renewable energy is not just a choice but a necessity, aligning with the global trend towards a cleaner and more sustainable future.

Mission Statement



Wewind spearheads the renewable energy revolution through cutting-edge wind solutions. In collaboration with businesses and governmental entities, we advocate for transparency, foster teamwork, and drive the transition towards a more sustainable future.

An icon of a stylized eye with a circular outline and a central pupil, positioned to the right of the 'Vision Statement' header.

Vision Statement

To lead the way in sustainable wind renewable energy, empowering governments and businesses to meet their renewable energy goals, and actively contributing to a greener future.



Value Proposition Statement

WeWind engineers innovative wind energy solutions, seamlessly integrating cutting-edge technology with an unwavering commitment to sustainability. Our expert team is devoted to crafting a cleaner future through meticulous turbine installations that reshape environments, diminish ecological impacts, and foster vibrant communities.

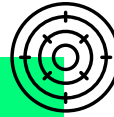


Brand Story

In the winds of Egypt, WeWind emerges as a guide, not a hero. We build sustainable solutions for those yearning for a cleaner tomorrow. Facing the global climate crisis, our tailored plan simplifies the journey to renewable energy adoption. We challenge you to join the green revolution with a clear "Adopt Now" call to action. Embrace WeWind to avoid the environmental tragedy, envisioning success in a future where we build, save, and thrive.

BRAND CORE

Brand Purpose

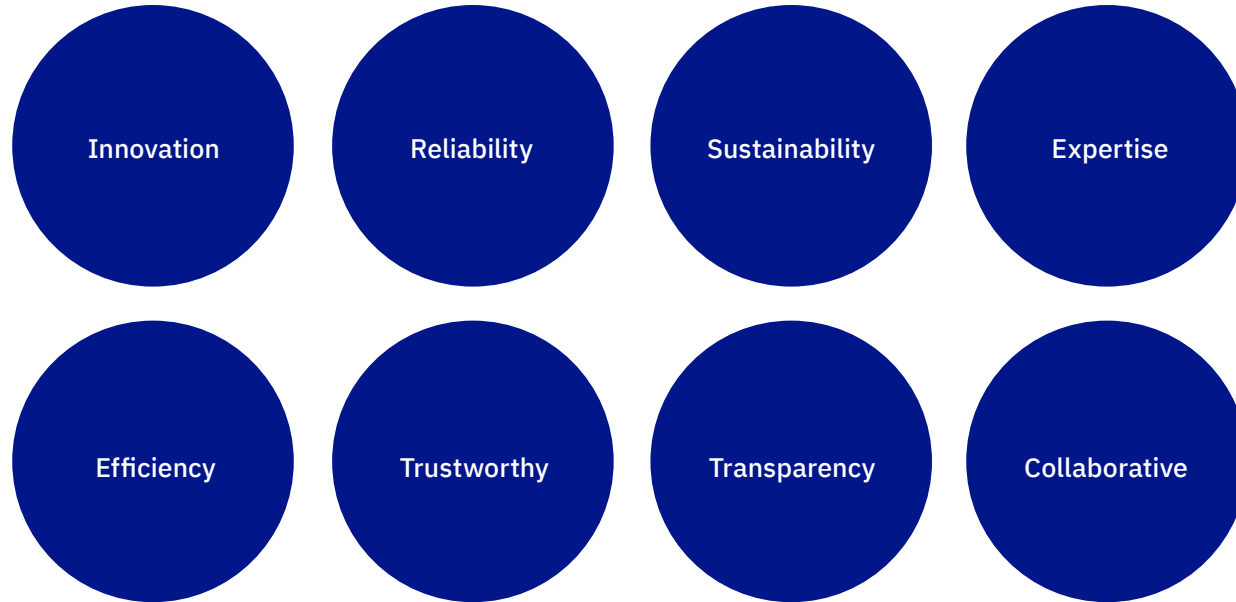


WeWind is dedicated to constructing clean and efficient wind energy solutions, fostering sustainability by saving energy and minimizing environmental impact. Our purpose is to build a future where communities thrive through eco-friendly practices, ensuring a greener and more resilient tomorrow.

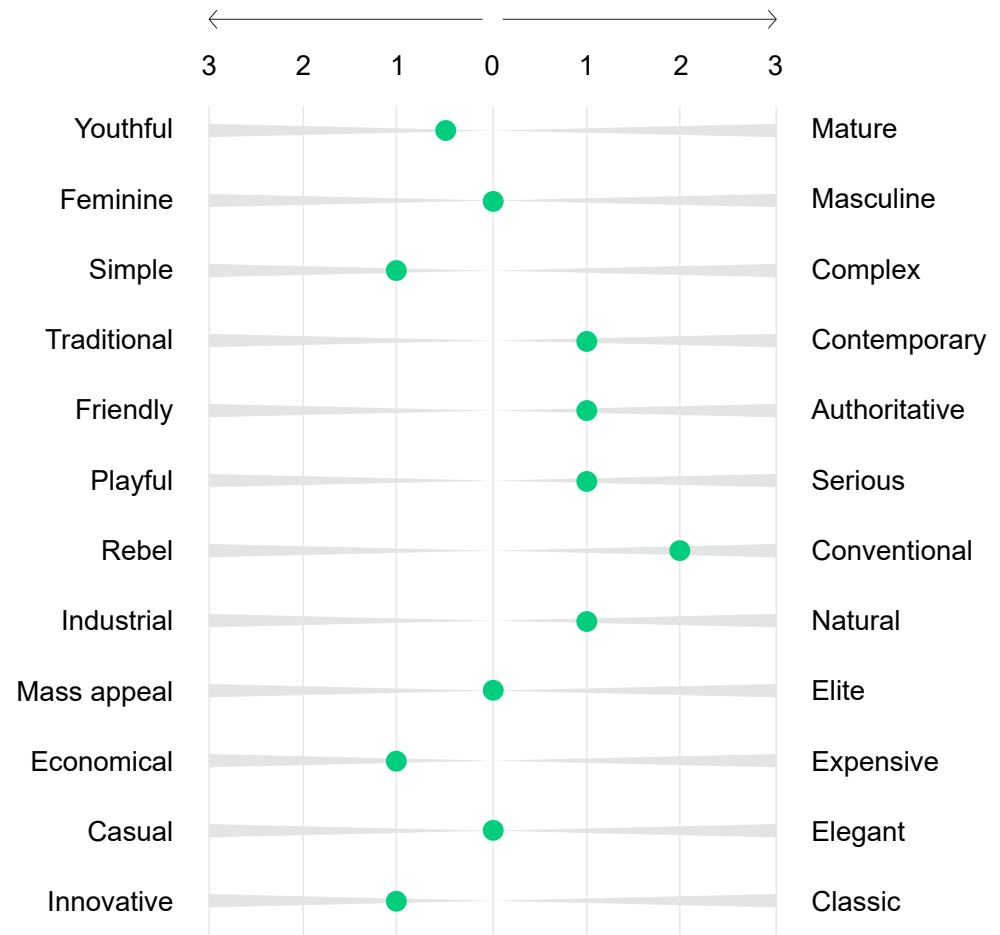
Brand Core Values

<p>Sustainability</p> <p>Reflecting their commitment to renewable energy and environmental stewardship.</p>	<p>Innovation</p> <p>Highlighting their approach to utilizing advanced techniques and continuously seeking innovative solutions to improve efficiency and effectiveness in wind turbine installation.</p>
<p>Teamwork</p> <p>Valuing the collective effort and collaboration of their workforce.</p>	<p>Transparency</p> <p>Maintaining openness and clarity in all business practices and communications.</p>

BRAND CHARACTER



Brand personality slider



SINCERITY

Down to earth
. Family oriented
. Small town

Honest
. Sincere
. Real

Wholesome
. Original

Cheerful
. Sentimental
. Friendly

EXCITEMENT

Daring
. Trendy
. Exciting

Spirited
. Cool
. Young

Imaginative
. Unique

Up-to-date
. Independent
. Contemporary

COMPETENCE

Reliable
. Hard Working

Intelligent
. Technical
. Corporate

Successful
. Leader
. Confident

SOPHISTICATION

Upper Class
. Glamorous
. Good Looking

Charming
. Feminine
. Smooth

RUGGEDNESS

Outdoorsy
. Masculine
. Western

Tough
. Rugged



Articulate

Dynamic

Trustworthy

Collaborative

Efficient

Messaging examples

- Building green, saving energy, winding towards a brighter future
- Build Smart, Save Green, Ride the Wind
- Embrace the Wind, Embrace Your Power
- Crafting a greener Tomorrow, hand in hand!
- Ignite your hero spark – join us, save the world!
- Wind Towards a Better tomorrow
- We guide, Wewind ...

Brand archetypes

Caregiver (60%):

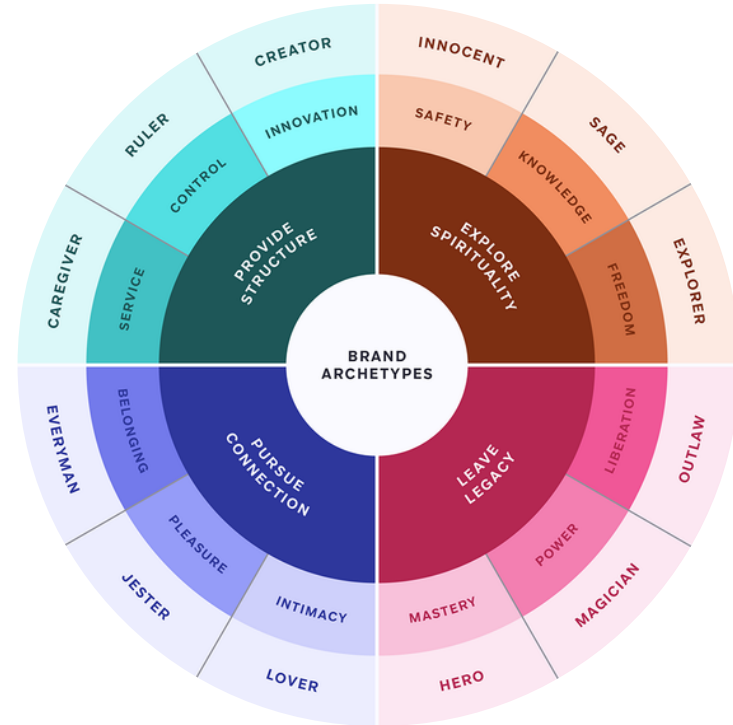
Traits: Nurturing, empathetic, and responsible.

Reasoning: The predominant influence of the Sage archetype reflects a focus towards nurturing and responsibility. This communicates a commitment to the well-being of both the environment and the community. The emphasis is on empathy, sustainability, and a caring approach in providing renewable energy solutions.

Creator (40%):

Traits: Innovative, visionary, and inventive.

Reasoning: The secondary influence of the Creator archetype brings in an element of innovation and vision. This highlights the ability to think creatively, pioneer new solutions, and stay at the forefront of technological advancements in the renewable energy industry.



BRAND EXPRESSION

Webuild . wesave . Wewind

Webuild
Wesave
Wewind...

The tagline "Webuild, Wesave, Wewind" conveys a multifaceted message about the core activities and values of WeWind:

Webuild: This implies the construction and installation of wind turbines, showcasing WeWind's commitment to building sustainable energy infrastructure.

Wesave: This highlights the environmental and energy-saving aspect of WeWind's activities. By harnessing wind power, the company contributes to the conservation of energy resources and reduces environmental impact.

Wewind: The play on words emphasizes the primary focus on wind energy. It signifies the company's dedication to harnessing the power of wind for a cleaner and more sustainable future.



CREATIVE DIRECTION

Brand implementations
Mind mapping
Brand keywords
Moodboard
Creative direction guide

Implementations where the logo & identity will be used & applied

- Logo and identity.
- Website
- Social media.
- Over all the digital templates:
- Documents, invoices, PowerPoint presentations, Word files
- Printables: Business cards, office graphics, signage, banners, uniforms, mugs, safety caps, pins, and more

<p>X factor/differentiators Brand Onliness</p> <p>Local Expertise provide Skilled Technicians Global Standards Comprehensive Solutions</p>	<p>Mind map - Keyword generation Use visual words, words that can be associated with icons and shapes.</p>		<p>Brand keywords - Keywords we want to own List the top keywords that would best describe the brand</p>																																																		
<p>Product features</p> <p>Skilled Technicians Full Project Management Technical Staff Supply Operations Proficiency Diverse Workforce Competitive Pricing</p>	<p>WeWind</p> <table border="0" style="width: 100%;"> <tr> <td>wind</td> <td>energy</td> <td>Tools/machines</td> <td>featurers</td> <td>Actions/Feelings</td> </tr> <tr> <td>ww letters</td> <td>renewable</td> <td>generator</td> <td>Skilled Technicians</td> <td>Sustainability</td> </tr> <tr> <td>windmill</td> <td>environmental</td> <td>rotor</td> <td>Full Management</td> <td>Installation</td> </tr> <tr> <td>wind farm</td> <td>electric</td> <td>blades</td> <td>timely</td> <td>Innovation</td> </tr> <tr> <td>wind turbine</td> <td>power</td> <td>tower</td> <td>collaporative</td> <td>Efficiency</td> </tr> <tr> <td>wind speed</td> <td>kinetic</td> <td>engine</td> <td>technology</td> <td>Trustworthy</td> </tr> <tr> <td></td> <td>transmission</td> <td>Gearbox</td> <td>Global Impact</td> <td>Reliability</td> </tr> <tr> <td></td> <td>Green</td> <td>Helmet</td> <td>local expertise</td> <td>Future-Oriented</td> </tr> <tr> <td></td> <td>clean</td> <td>fiber glass</td> <td>solutions</td> <td>Transparency</td> </tr> <tr> <td></td> <td>plants</td> <td></td> <td></td> <td>secure/safety</td> </tr> </table>		wind	energy	Tools/machines	featurers	Actions/Feelings	ww letters	renewable	generator	Skilled Technicians	Sustainability	windmill	environmental	rotor	Full Management	Installation	wind farm	electric	blades	timely	Innovation	wind turbine	power	tower	collaporative	Efficiency	wind speed	kinetic	engine	technology	Trustworthy		transmission	Gearbox	Global Impact	Reliability		Green	Helmet	local expertise	Future-Oriented		clean	fiber glass	solutions	Transparency		plants			secure/safety	<p>wind turbine wind farm Green Technology renewable Energy Installation collaporative Skilled Technicians local expertise sustainability innovation Trustworthy future-oriented transperancy</p>
wind	energy	Tools/machines	featurers	Actions/Feelings																																																	
ww letters	renewable	generator	Skilled Technicians	Sustainability																																																	
windmill	environmental	rotor	Full Management	Installation																																																	
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wind speed	kinetic	engine	technology	Trustworthy																																																	
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	clean	fiber glass	solutions	Transparency																																																	
	plants			secure/safety																																																	
<p>Product benefits</p> <p>efficient and secure turbine installation. Competitive prices for technical support in green energy projects. Punctual project completion with thorough oversight. Diverse workforce for various project needs.</p>	<p>Brand voice</p> <p>Articulate Dynamic Trustworthy Collaborative Efficient</p>	<p>Brand implementations:</p> <p>Logo and identity. Website Social media. Over all the digital templates: Documents, invoices, PowerPoint presentations, Word files Printables: Business cards, office graphics, signage, banners, uniforms, mugs, safety caps, pins, and more</p> <p>Associated words: <small>Objects, animals, plants, feelings, movements, directions, geometric shapes, etc.</small></p> <p>Objects: Feelings: Movements: wavy lines,roll, twist, spiral, circular, forward.upward Geometric shapes: circle, spiral, triangle, hexacon animal: plants</p>	<p>Notes/other considerations</p>																																																		

Wind
Turbine

Wind
Farm

Green

Technology

Renewable

Energy

Installation

Collaborative

Skilled
Technicians

Local
Expertise

Sustainability

Innovation

Trustworthy

Future
Oriented

Transperancy

Creative direction Guide

- combination logo
- Geometric symbol
- sans serif typeface
- stylish green/blue color palette
- glass reeded effect style
excution along the identity



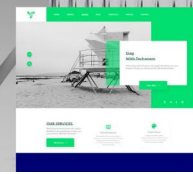
WEWIND

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go new and improved

go new and improved

Renewable energy for all your outdoor needs.



VISUAL IDENTITY SYSTEM

LOGO DESIGN:

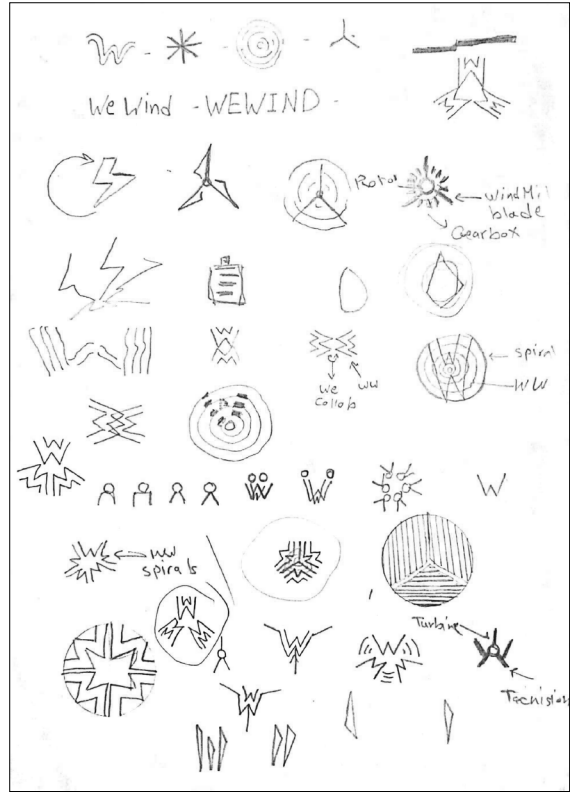
- Logo sketches
- Logo vectorized versions
- Logo design
- Symbol design
- Logo concept
- Logo construction
- Logo variations and lockups
- Responsive logos
- Competitive visual positioning

IDENTITY SYSTEM:

- Competitors color spectrum
- Identity color palette
- Background colors
- Identity fonts
- Identity graphical elements
- Identity patterns
- Icon set
- Imagey & photography style

BRAND APPLICATIONS

LOGO DESIGN





Wind Farm

+



Name Initials

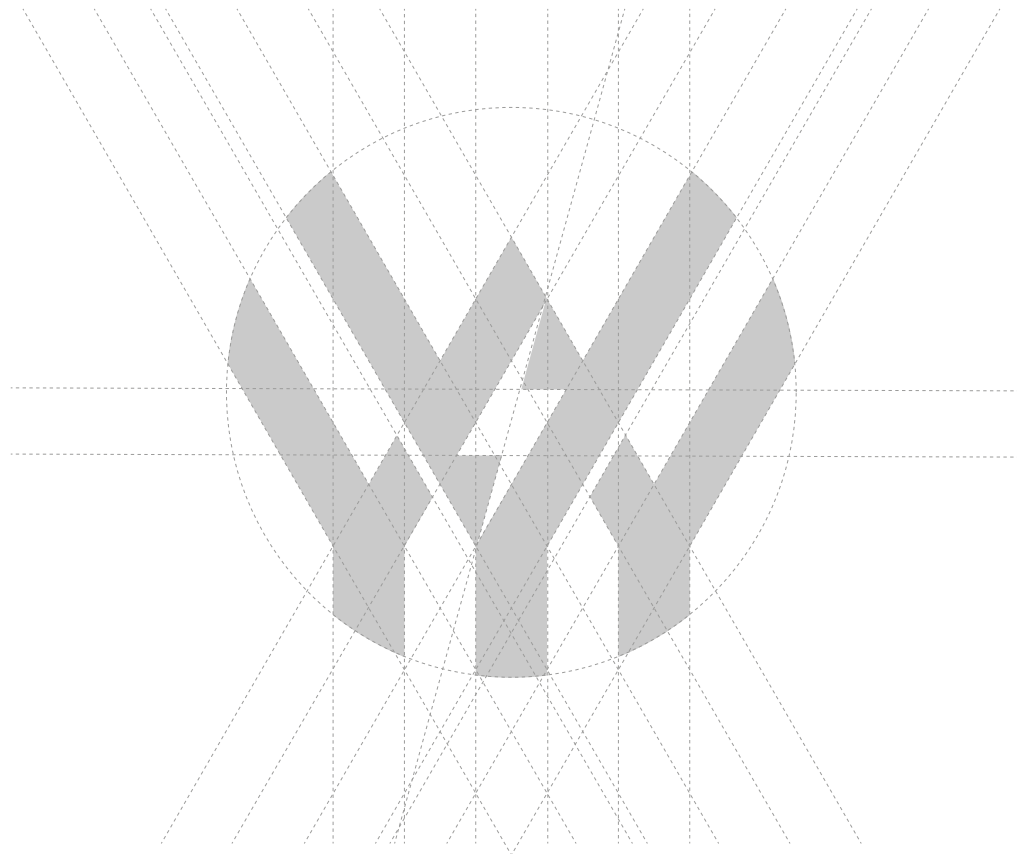
+



Energy Icon











Main Logo



Vertical Logo



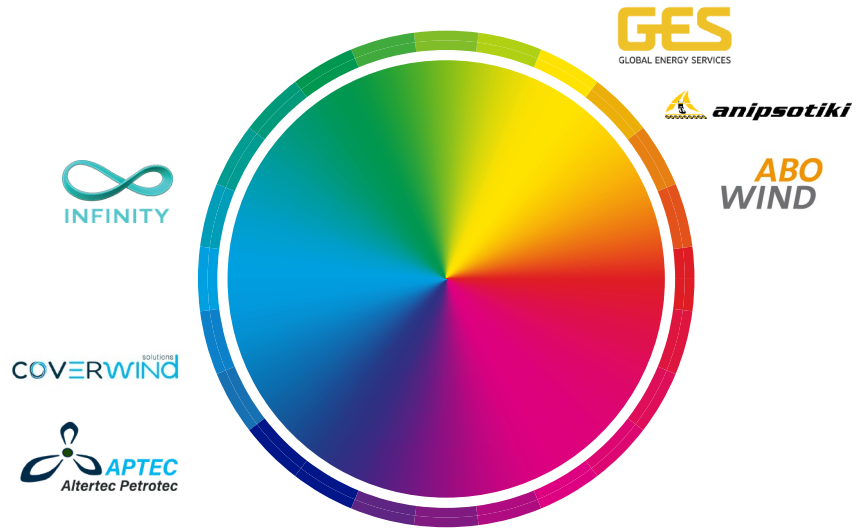
LogoType



Logo Symbol

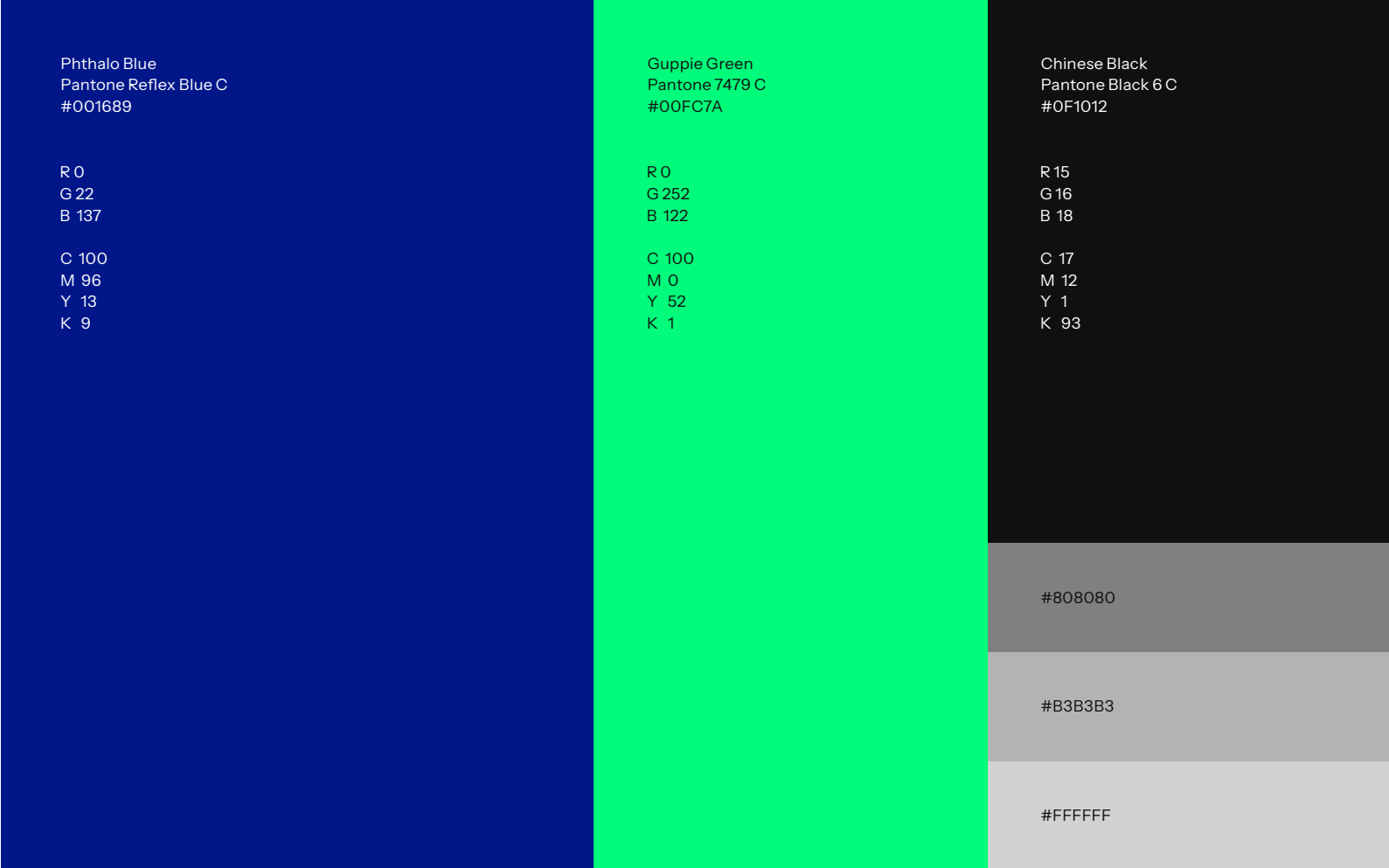


IDENTITY SYSTEM



▶ = opportunities of color use





Phthalo Blue
Pantone Reflex Blue C
#001689

R 0
G 22
B 137

C 100
M 96
Y 13
K 9

Guppie Green
Pantone 7479 C
#00FC7A

R 0
G 252
B 122

C 100
M 0
Y 52
K 1

Chinese Black
Pantone Black 6 C
#0F1012

R 15
G 16
B 18

C 17
M 12
Y 1
K 93

#808080

#B3B3B3

#FFFFFF



Instrument Sans

Instrument Sans modern and versatile and geometric nature aligns with the brand's competence and reliability, projecting trust and expertise. Its adaptability and various weights make it suitable for diverse branding applications.

Regular
Medium
SemiBold
Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

12345678
? ! @ # \$ % ^ & *

Graphical elements play a supporting role in maintaining the desired look and feel of a brand identity across different applications.



Wind Farm/turbines



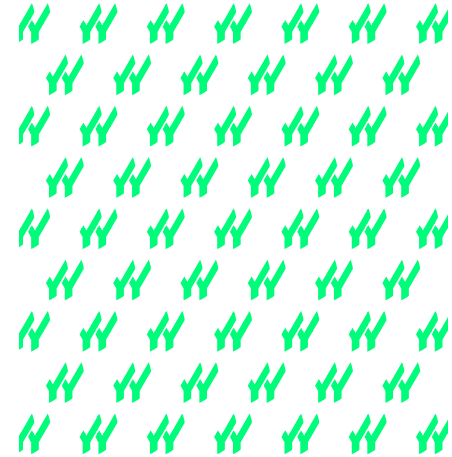
A part derived from the logo, forming letter W, turbines and checkmarks (symbolizes efficiency)



Energy mark



Brand Tagline

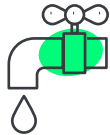


Suggested Pattern
conveys wind movement

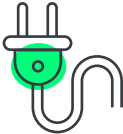
Icon examples/direction



Wind Farm



Water Supply



Energy



Renewable Energy



Ecological Fuel



Energy Saving



Energy Reserve



Wind turbine



Recycling



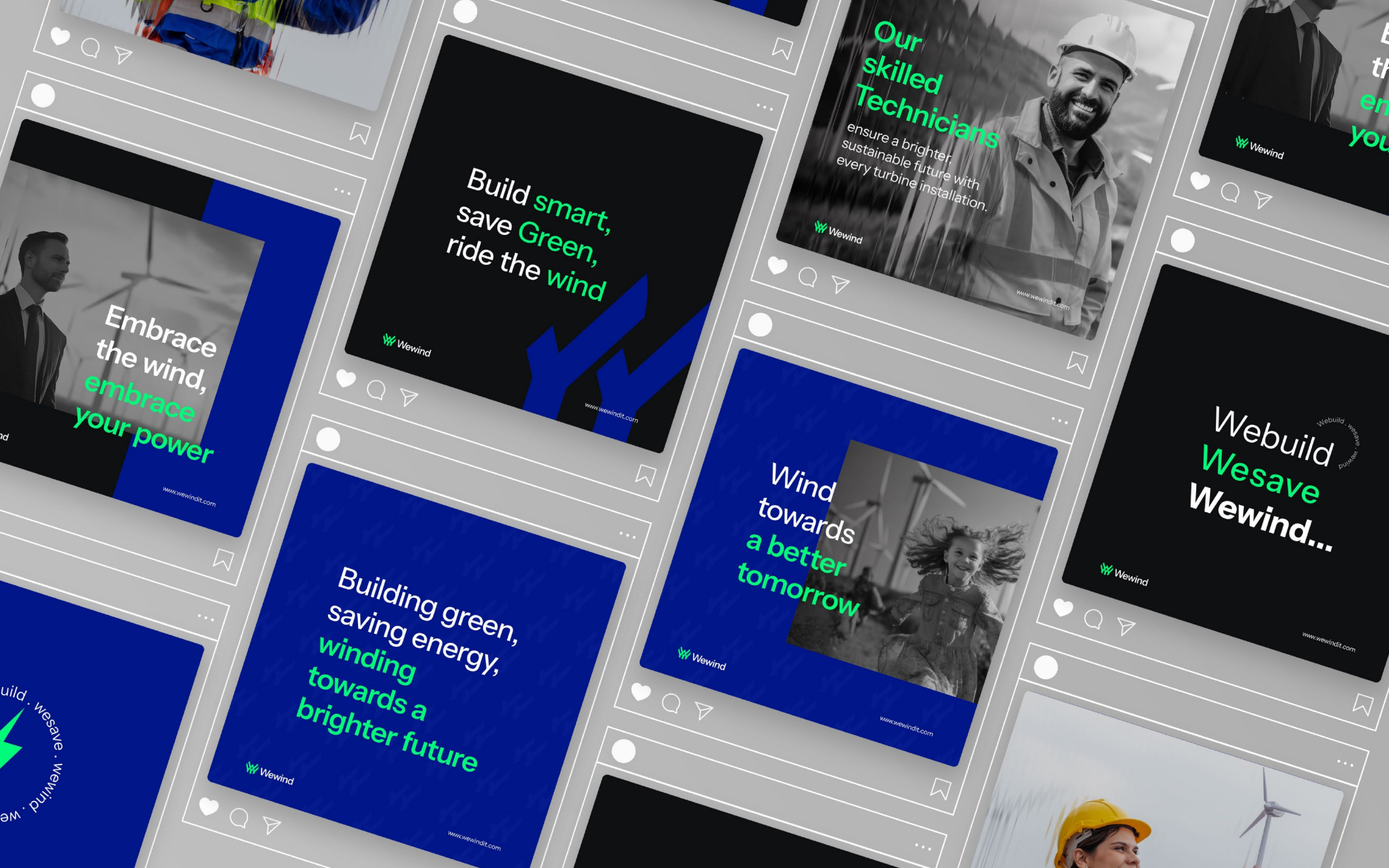
Ecosystem



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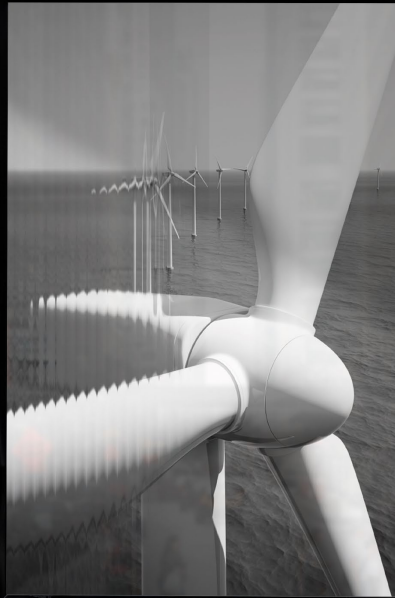
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