HEREMA

Hellenic Hydrocarbons and Energy Resources Management Company

Identity Standards Manual

OCTOBER 2022

How to Use the HEREMA Identity

This manual contains standards and recommendations for the acceptable practices and applications of the HEREMA identity. It is important to refer to and follow the guidelines outlined in this manual to ensure the HEREMA brand is always represented as consistently as possible.

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The Logo

The HEREMA symbol is an abstraction of the union of three molecule chains uniting in a spiral to create an abstract concept of energy, highlighting the importance of using all low-carbon energy sources to reach our net-zero goals. The pink chain represents hydrocarbons, while the blue chain represents carbon-abating technologies like CCS- The green chain alludes to RES-based energy sources like offshore wind.

The HEREMA Wordmark in set in a deep blue denoting Greece's national transition objectives. Rounded corners and a streamlined grid further reference a planet in transition to a cleaner energy future. The stylised "E" in the Wordmark brings to mind the blades of wind turbines in the sea.

The HEREMA Descriptor provides a visual foundation for the Wordmark, and strengthens the vertical axis to which the Symbol and Wordmark adhere.

Two Versions for Two Languages

There are two versions of the HEREMA logo—one specific to Greek applications, and an English version for all non-Greek applications.

GREEK VERSION

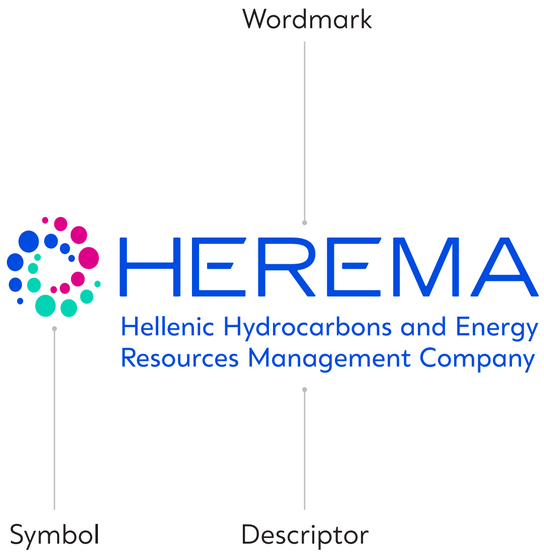
ENGLISH VERSION

Identifying the Elements

The logo comprises three elements: the Symbol, the Wordmark, and the Descriptor. It is important to ensure that the size and proportion of each element with respect to eachother is maintained as consistently as possible.

GREEK VERSION

ENGLISH VERSION



Orientations

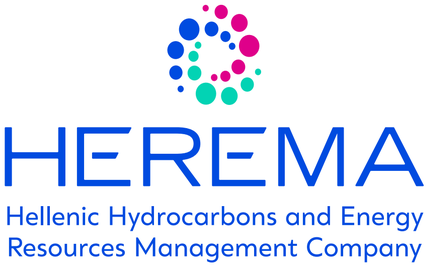
There are two versions of the HEREMA logo, one for horizontally oriented spaces, and one for vertically oriented spaces. Use the version which is best-suited for your application.

GREEK VERSION

ENGLISH VERSION

Horizontal Orientation

Vertical Orientation

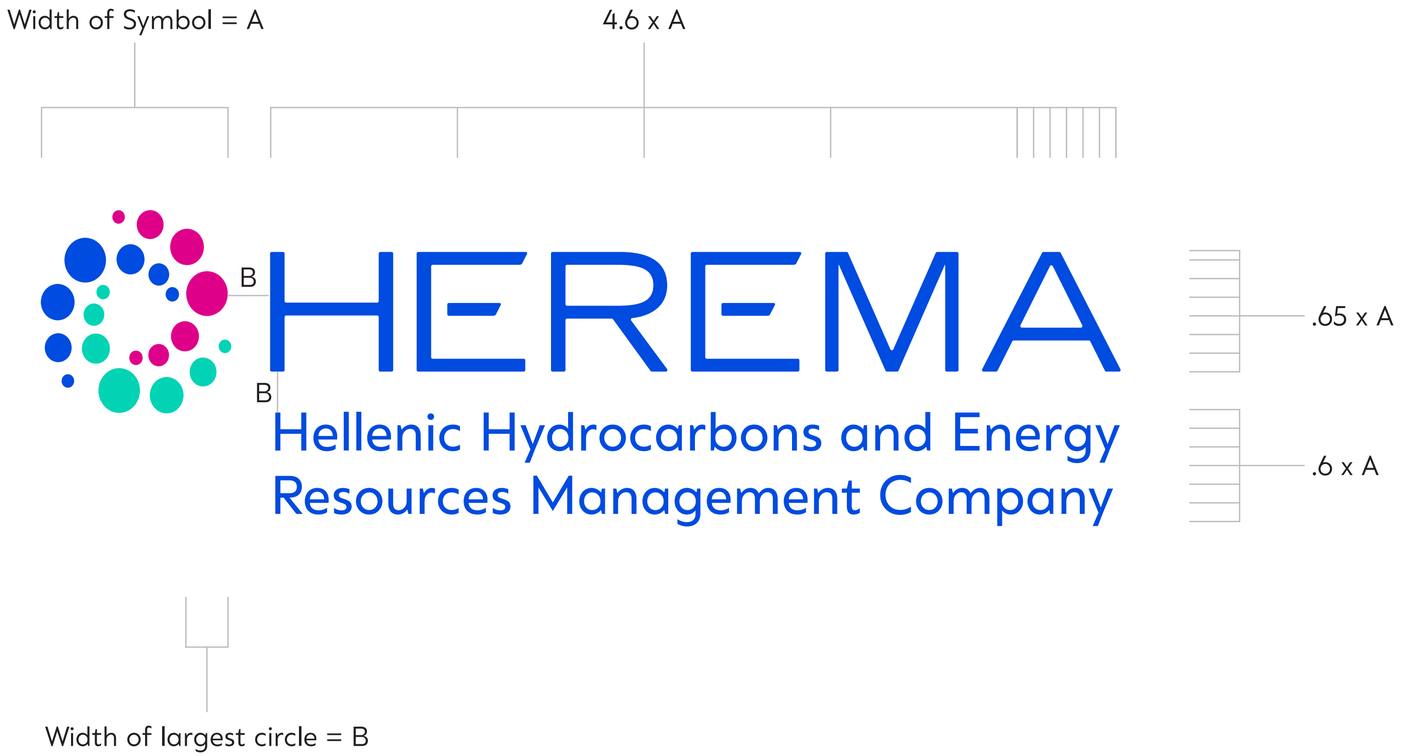


Lockup (Greek—Horizontal)

The size and proportions of each of the three elements in relation to each other are fixed, and may not be changed in any way.

Lockup (English—Horizontal)

The size and proportions of each of the three elements in relation to each other are fixed, and may not be changed in any way.

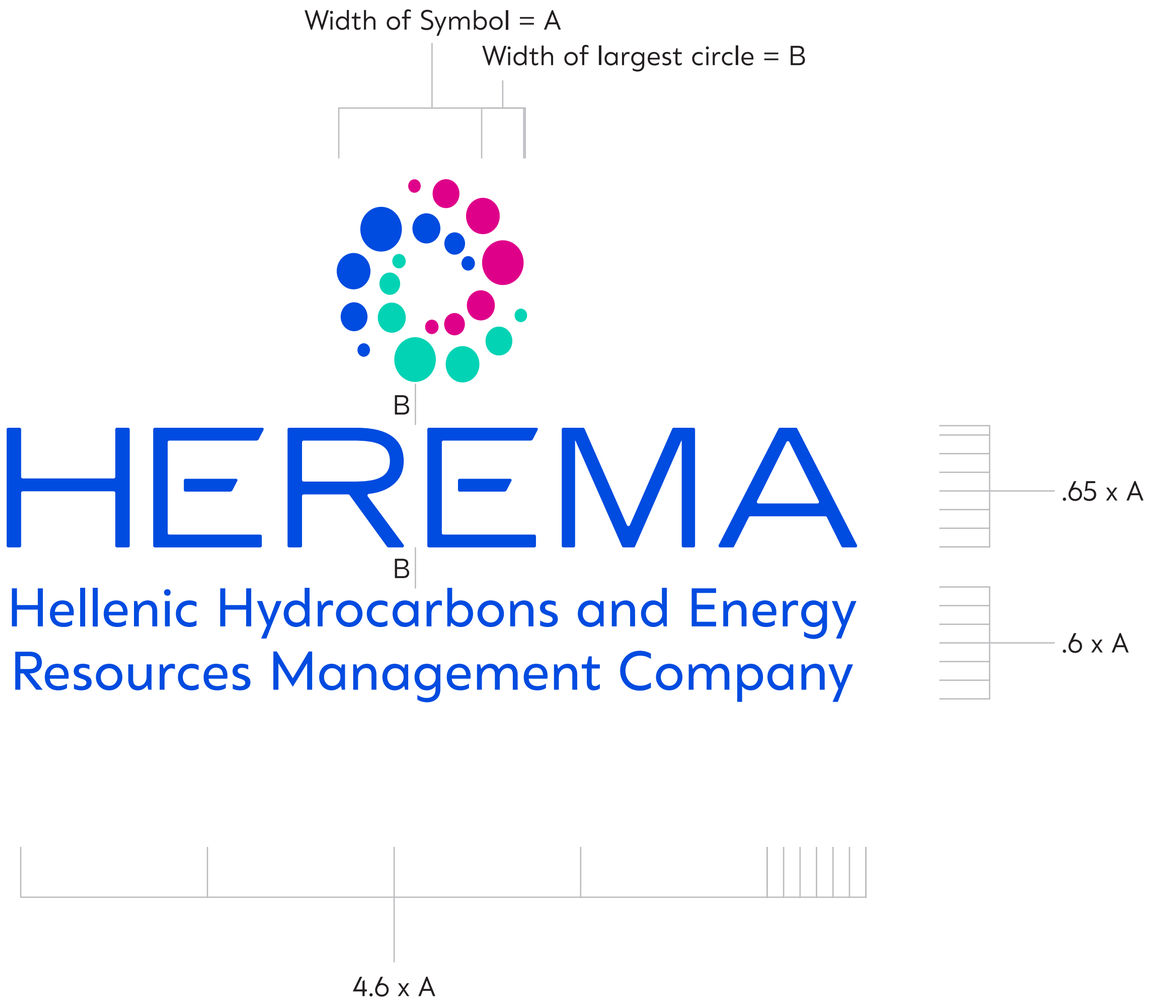


Lockup (Greek—Vertical)

The size and proportions of each of the three elements in relation to each other are fixed, and may not be changed in any way.

Lockup
(English—Vertical)

The size and proportions of each of the three elements in relation to each other are fixed, and may not be changed in any way.



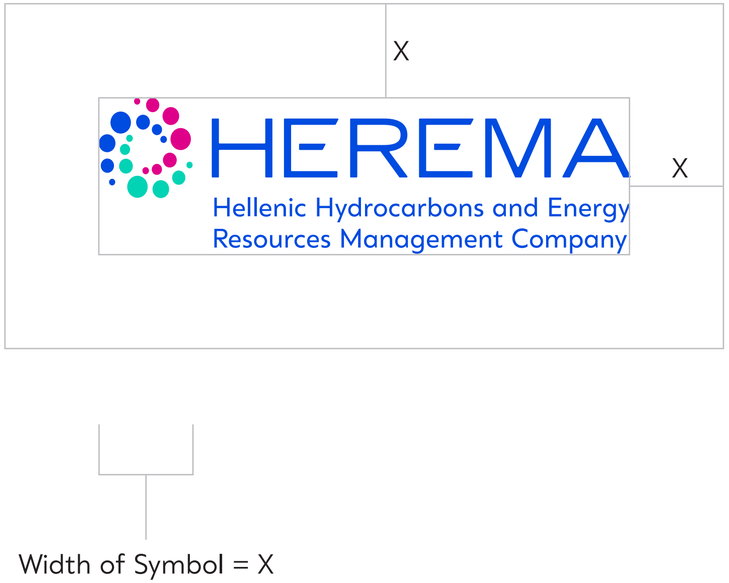
Clearspace (Horizontal)

A boundary of space must surround the HEREMA logo at all times. No other element adjacent to the logo may enter its clearspace.

GREEK VERSION

Width of Symbol = X

ENGLISH VERSION



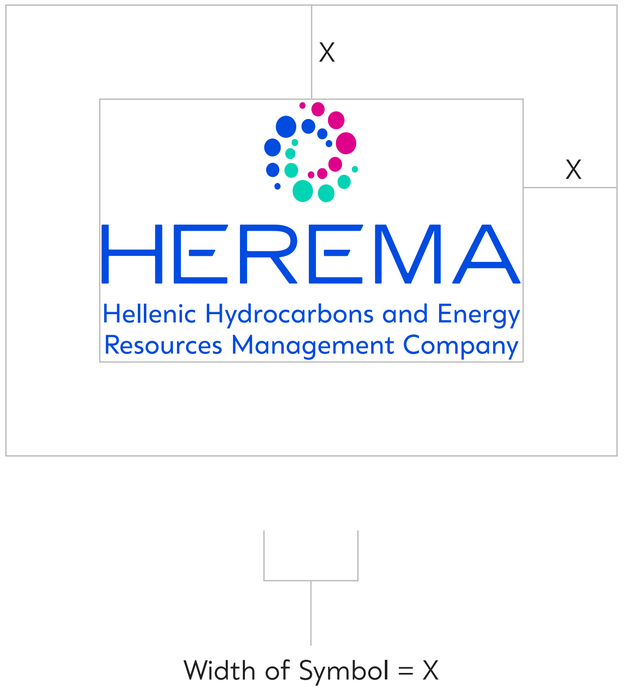
Width of Symbol = X

Clearspace (Vertical)

A boundary of space must surround the HEREMA logo at all times. No other element adjacent to the logo may enter its clearspace.

GREEK VERSION

ENGLISH VERSION



HEREMA Colour Palettes

There are two colour schemes that make up the HEREMA Colour Palettes. The Primary Colours palette should be selected for all principle branding purposes. The Secondary Colours palette may be used to supplement and provide contrast to the Primary Colours.

PRIMARY COLOURS

HEREMA FUSCHIA

R223 G0 B138
#DF008A
C4 M100 Y17 K0
Pantone Ruby Red

HEREMA COBALT

R0 G75 B224
#004BE0
C97 M72 Y0 K3
Pantone 286

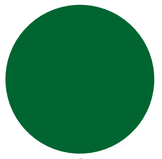
HEREMA JADE

R2 G211 B180
#02D3B4
C66 M0 Y44 K0
Pantone 326

SECONDARY COLOURS

HEREMA TURQUIOSE

R80 G222 B225
#50DEFF
C69 M13 Y0 K0

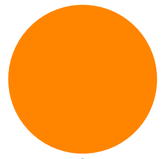


HEREMA HUNTER

R0 G101 B49
#006531
C100 M0 Y52 K60

HEREMA GOLD

R255 G206 B0
#FFCE00
C0 M19 Y100 K0



HEREMA ORANGE

R255 G133 B0
#FF8500
C0 M48 Y100 K0

Colour Signatures

Use of the Full-Colour Signatures is always recommended when possible. Use discretion when selecting One-Colour Signatures, and always use the colour that results in the greatest contrast with the background.

FULL-COLOUR SIGNATURES

ΕΔΕΥΕΠ
Ελληνική Διαχειριστική Εταιρεία
Υδρογονανθράκων και
Ενεργειακών Πόρων

ONE-COLOUR SIGNATURES

ΕΔΕΥΕΠ
Ελληνική Διαχειριστική Εταιρεία
Υδρογονανθράκων και
Ενεργειακών Πόρων

ΕΔΕΥΕΠ
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ΕΔΕΥΕΠ
Ελληνική Διαχειριστική Εταιρεία
Υδρογονανθράκων και
Ενεργειακών Πόρων

Reversed

ΕΔΕΥΕΠ
Ελληνική Διαχειριστική Εταιρεία
Υδρογονανθράκων και
Ενεργειακών Πόρων

ΕΔΕΥΕΠ
Ελληνική Διαχειριστική Εταιρεία
Υδρογονανθράκων και
Ενεργειακών Πόρων

Typefaces

There are two allowable typefaces used for all HEREMA branding. The sans-serif font Grava should be used for all headlines, subheads, and secondary typographic elements. The serif font Garamond should be used for all body-copy and text. Use discretion when choosing from the various weights within each respective family of fonts.

GREEK TYPEFACE

ENGLISH TYPEFACE

Grava Normal

αβγδεζηθικλμνξοπρσςτυφχψω
ΑΒΓΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΤΥΦΧΨΩ
1234567890
-=±!@#$%^&*()_+[];',.{}:"<>?

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
-=±!@#$%^&*()_+[];'\,./{}:"|<>?

Grava Bold

αβγδεζηθικλμνξοπρσςτυφχψω
ΑΒΓΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΤΥΦΧΨΩ
1234567890
-=±!@#$%^&*()_+[];',.{}:"<>?

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
-=±!@#$%^&*()_+[];'\,./{}:"|<>?

Garamond Regular

αβγδεζηθικλμνξοπρσςτυφχψω
ΑΒΓΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΤΥΦΧΨΩ
1234567890
-=±!@#$%^&*()_+[];',.{}:"<>?

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
-=±!@#$%^&*()_+[];'\,./{}:"|<>?

Proper Use

Always adhere to the correct use of these manual guidelines. The use of official versions of the logo as supplied by HEREMA will ensure that the logo is always presented properly.

Whenever possible, use the full-colour version with all elements presented.

Use of the Symbol is only recommended for web-based icon applications or as a design element within presentations.

The Descriptor may be omitted when space is limited.

Improper Use

The recommendations set forth in this manual will ensure the brand is protected and presented in the best possible conditions across a wide variety of applications. Be careful to avoid the following common breaches of branding standards.

Never distort the logo or any of it's components.

Never use the HEREMA Wordmark without the Symbol.

Never use colours that are not part of the HEREMA colour pallete.

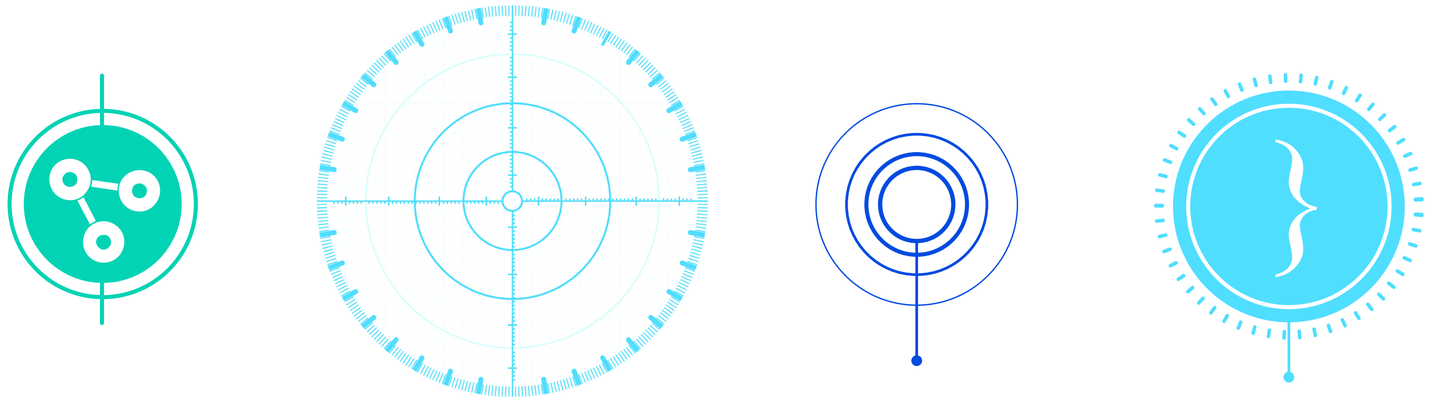
Never distort the proportions of the elements in relation to each other.

Never use the full colour non-reversed version against a black background.

Never reposition any of the elements.

Graphic Styles
Part 1—Reticles and Icons

The targeting of geographic locations suitable for energy projects across a wide energy spectrum is represented by the point, circle, crosshair, or reticle. Icons should be positioned in the centres of rings, or reversed from solid-coloured circles.



Graphic Styles
Part 2—Curved Lines and Gradients

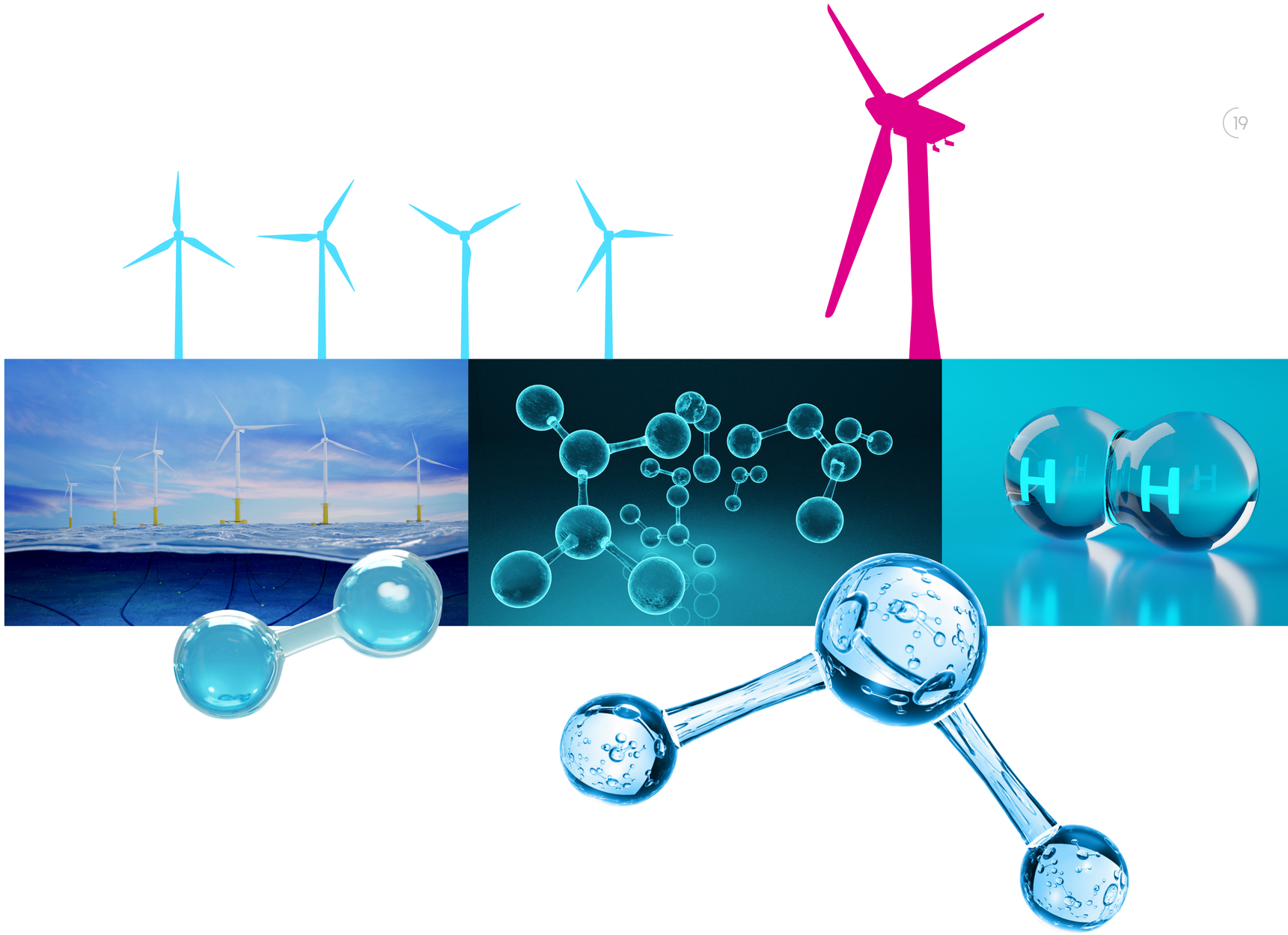
Oceanic gradients contained within contoured shaped should always use colours from the HEREMA colour palette, and HEREMA Cobalt to HEREMA Jade should be considered a default gradient for branding purposes. Similarly, curved and intersecting lines of various thickness should always adhere to the HEREMA colour palette.

Graphic Styles
Part 3—Seismic Imagery and Topography

The innovations of a new energy industry may be augmented with inventive representations of seafloor maps, seismic graphs, and organically-shaped waveforms.

Graphic Styles Part 4—Wind Energy Imagery and Molecules

Whenever possible, the symbolic connection of a wind turbine comprised of three blades should be drawn to the water molecule comprised of three atoms. The hydrogen molecule should also be represented when appropriate.



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