

PWO BRAND GUIDELINE

LOGO

Word mark

We utilize our existing word mark as an important part of the re-design. It is applied as the main logo in the brand communication, depending on the use and medium, with or without the verbal logo add-on (claim).

The image shows the word 'PWO' in a bold, white, rounded sans-serif font. The letters are thick and have a friendly, approachable feel. The 'P' has a curved top and a short vertical stem. The 'W' is composed of two 'V' shapes joined together. The 'O' is a simple, rounded circle. The text is centered horizontally on a solid orange background.

Claim

The “People. Planet. Progress.” claim is on the right of the logo and

- // follows the natural reading direction,
- // suggests that PWO consists of the 3 “People”, “Planet” and “Progress” areas,
- // supports the rhythm with wraps (alliterative triad) and thus better illustrates the 3 areas.



Protection zone

The PWO logo's protection zone ensures the brand is presented in its full effect and clarity. It defines the area around the logo, which must remain free of other graphic elements, texts or images, to guarantee the logo's visibility, legibility and recognizability.

The size of the protection zone corresponds with the height of the logo itself and is shown in the following with "P".

The logo is communicated clearly and unmistakably with the consistent adherence to this protection zone, without being disturbed or displaced by other content.



Color versions

The PWO logo is mostly used in the primary color orange or in white, depending on the background.

In black and white productions or in exceptional cases use in black is also permitted.

It is important to guarantee a good contrast ratio and good legibility, wherever the logo is used.

Depending on the individual application case, the logo may stand on a colored background or on images, as long as its legibility is guaranteed.

The PWO logo is displayed in a vibrant orange color against a plain white background. The letters are thick and rounded, with a stylized 'P' that has a curved top and a straight vertical stem.The PWO logo is displayed in white against a solid orange background. The letters maintain their thick, rounded, and stylized appearance, providing high contrast.The PWO logo is displayed in black against a plain white background. The letters are thick and rounded, consistent with the other versions, but the 'P' has a slightly different, more angular top edge compared to the orange and white versions.

THANK YOU

Corporate Communications & Investor Relations

Charlotte Frenzel

charlotte.frenzel.ext.MA@pwo-group.com

+49 (0)7802 / 84-844

PWO AG

Industriestraße 8

77704 Oberkirch, Germany

+49 (0)7802 / 84-0

info.de@pwo-group.com

www.pwo-group.com

PWO