

**DWE·3N**

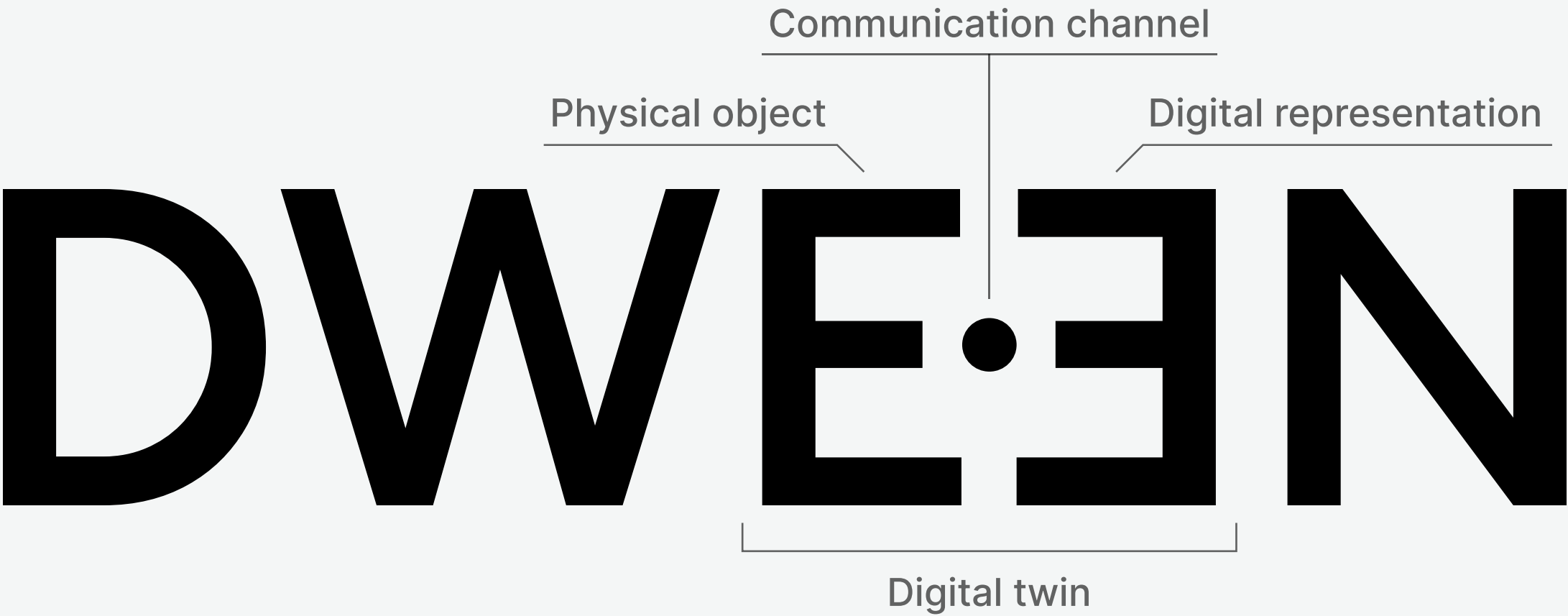
**Visual Identity  
Guidelines**



Logo

# Idea

DWEEN logo is a wordmark that showcases the essential components of a digital twin. Two mirrored "E"s symbolize a physical object and its digital representation. A dot is placed between the letters to symbolize the communication channel connecting the two.



# Main

The main version of the logo is used to represent the DWEEN brand as a whole. It is one of the most important and distinctive assets of the brand.

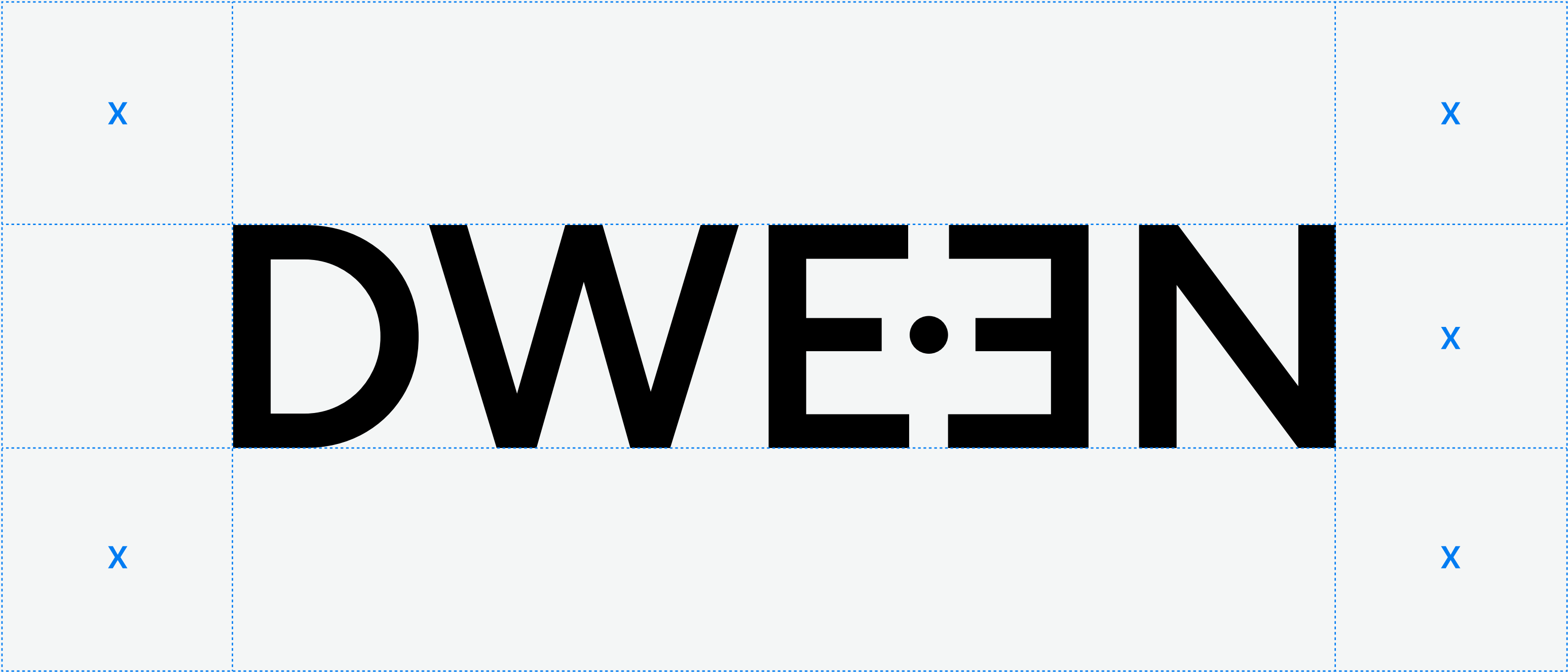
DWEEN

Logo

# Main Clearspace

When applying the logo, it is paramount that it is given enough space from the margins and other elements on the page.

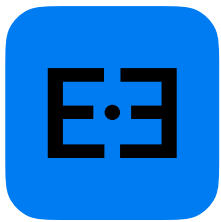
The clearspace is defined by the height of the logo.



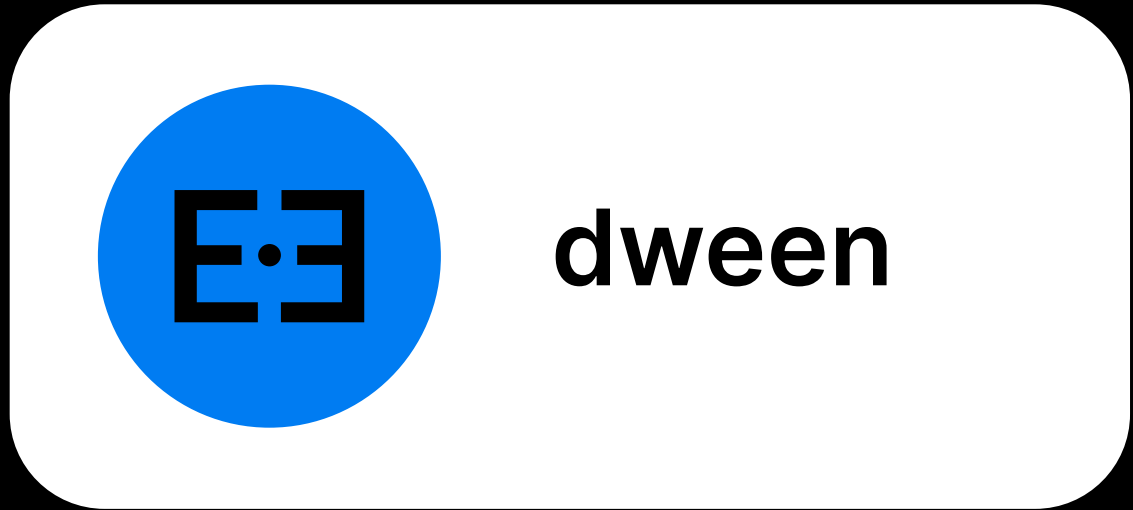
Logo

# Icon

In situations where a very small logo is required, the double "E" icon may be used.



Dween | Self-service digital



# DWEEN Services

Every DWEEN service has its own logo.  
Each logo is constructed of the main  
DWEEN wordmark and a descriptor.

DWEEN<sup>Heat</sup>

DWEEN<sup>BMS</sup>

DWEEN<sup>Dry</sup>

DWEEN<sup>Cold</sup>

DWEEN<sup>PET</sup>

DWEEN<sup>Air</sup>

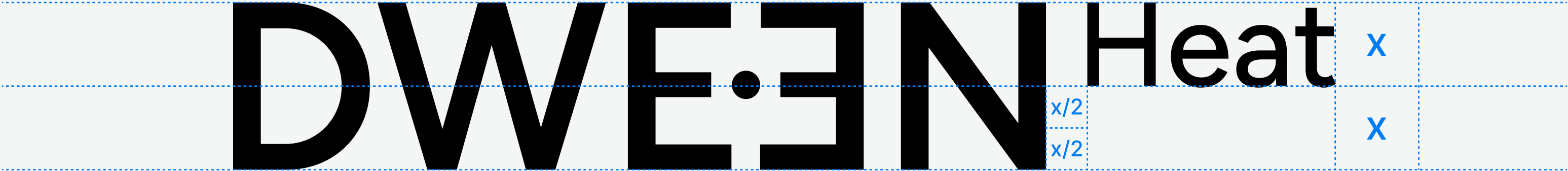
DWEEN<sup>Waste</sup>

DWEEN<sup>Boiler</sup>

# DWEEN Services

## Construction

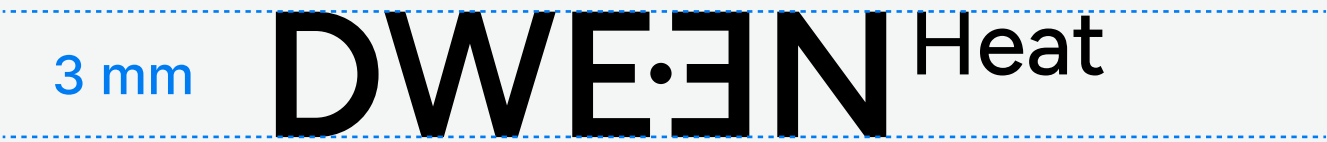
DWEEN service logos are constructed by adding a descriptor to the main DWEEN logo. The height of the descriptor equals half the height of the wordmark. The gap between two elements equals half the height of the descriptor.



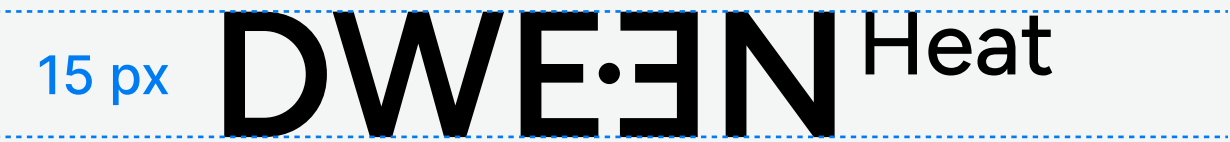
# Minimum size

Here are the minimum logo sizes for adequate legibility. Never go smaller than this, though. Establishing a minimum size helps ensure that the logo's legibility is never compromised.

Print



Digital



# Color options

## Main logo

The DWEEN logo should only be used in black, white, and blue from the core palette. If applying the logo over imagery, always ensure there is enough contrast between logo and image to make the wordmark clearly legible.

Black on Blue Main color combination

DWEEN

White on Blue

DWEEN

Blue on Black

DWEEN

Blue on White

DWEEN

White on Black

DWEEN

Black on White

DWEEN

Black on Grey

DWEEN

White on Image

DWEEN

# Color options

## DWEEN Services

The secondary DWEEN logos can be used in black and white. Logos with colored descriptors can be used on black and white backgrounds. If applying the logo over imagery, always ensure there is enough contrast between logo and image to make the wordmark clearly legible.

Black on Service color

Main color combination

DWEEN Heat

White on Blue

DWEEN Heat

Blue on Black

DWEEN Heat

Blue on White

DWEEN Heat

White on Black

DWEEN Heat

Black on White

DWEEN Heat

Black on Grey

DWEEN Heat

White on Image

DWEEN Heat

# Logo pairing

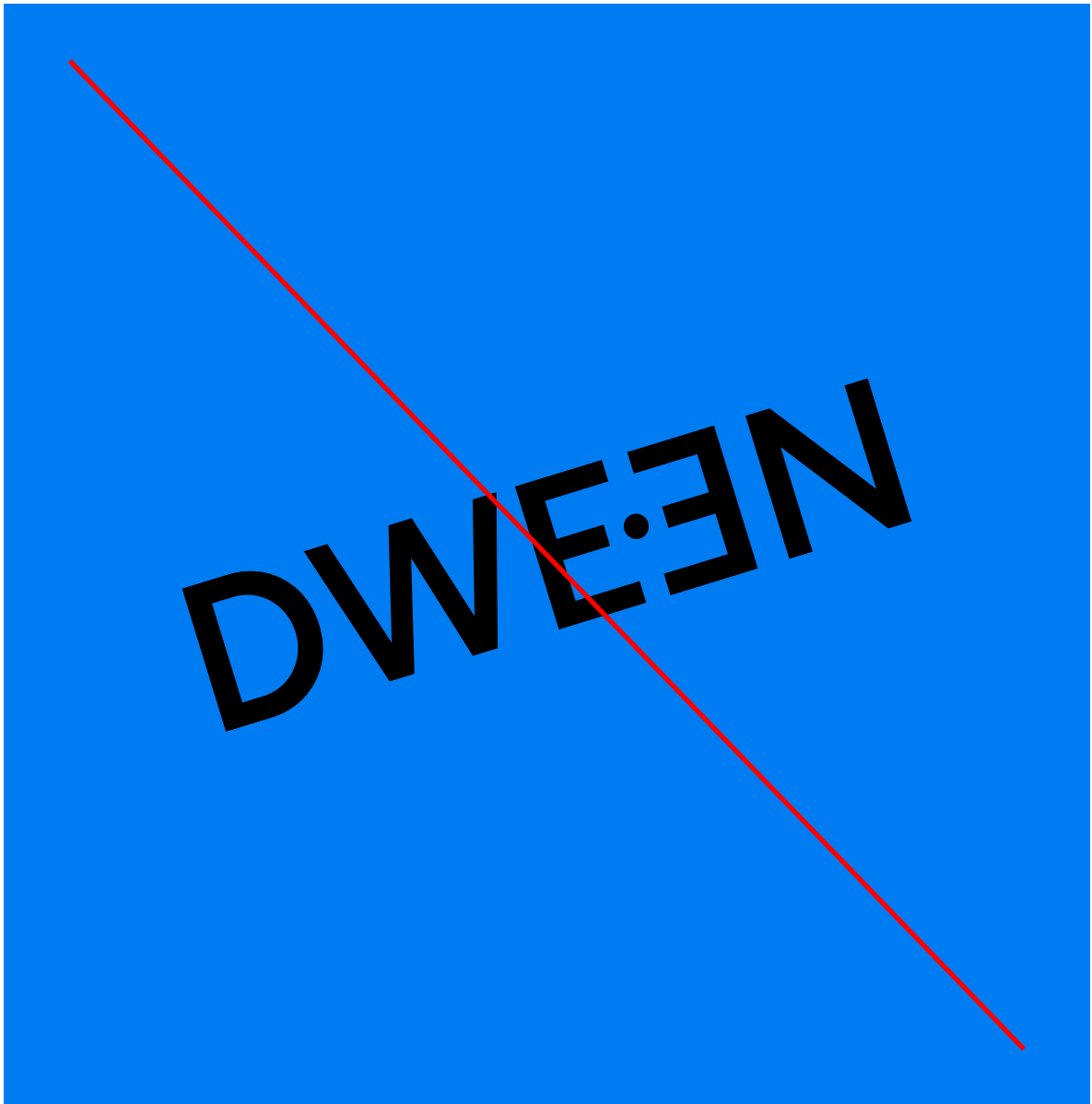
## Energy Advice

When using DWEEN and Energy Advice logos together the space between the two logos should equal the height of the DWEEN wordmark.

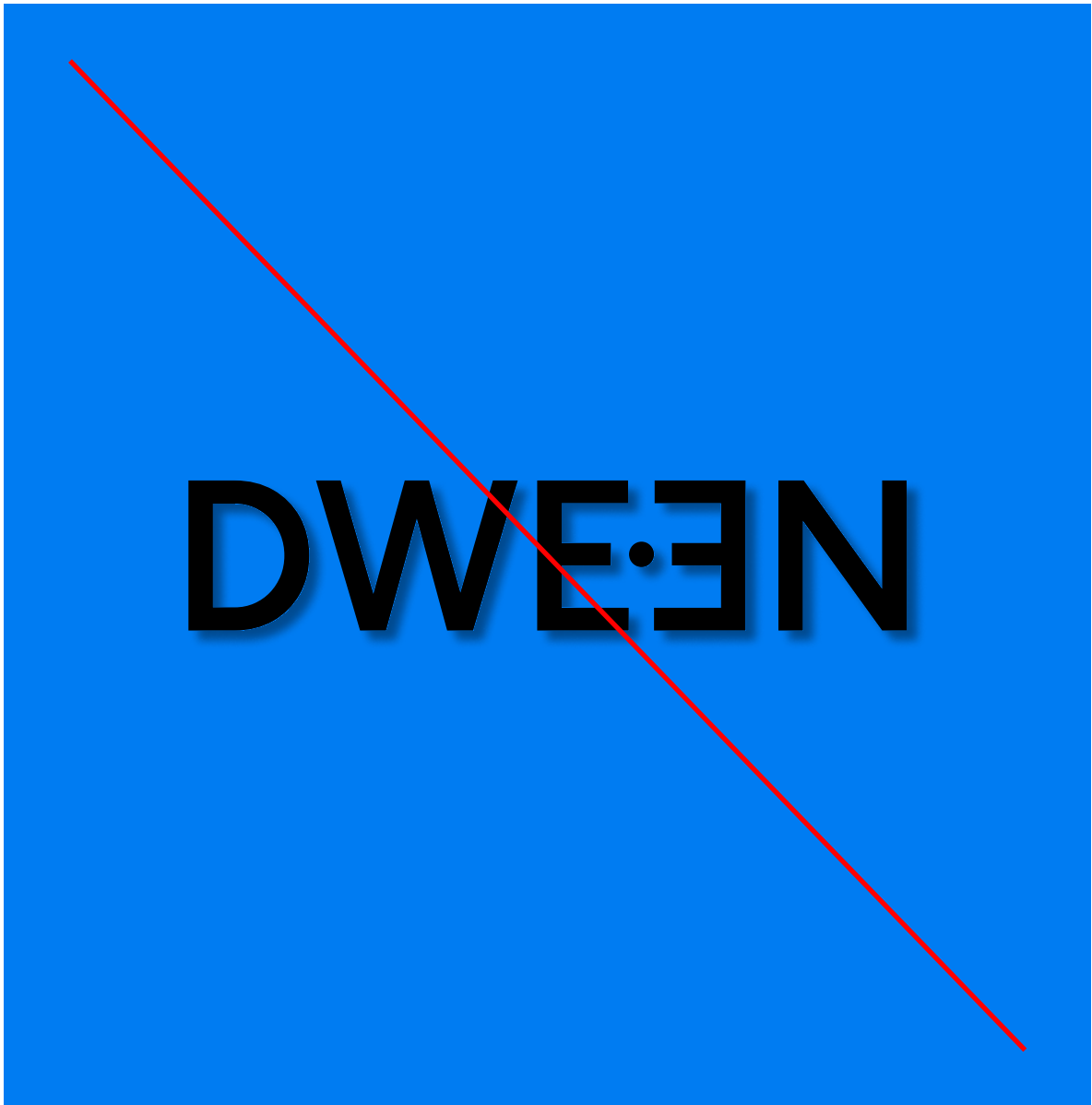


# Logo misuse

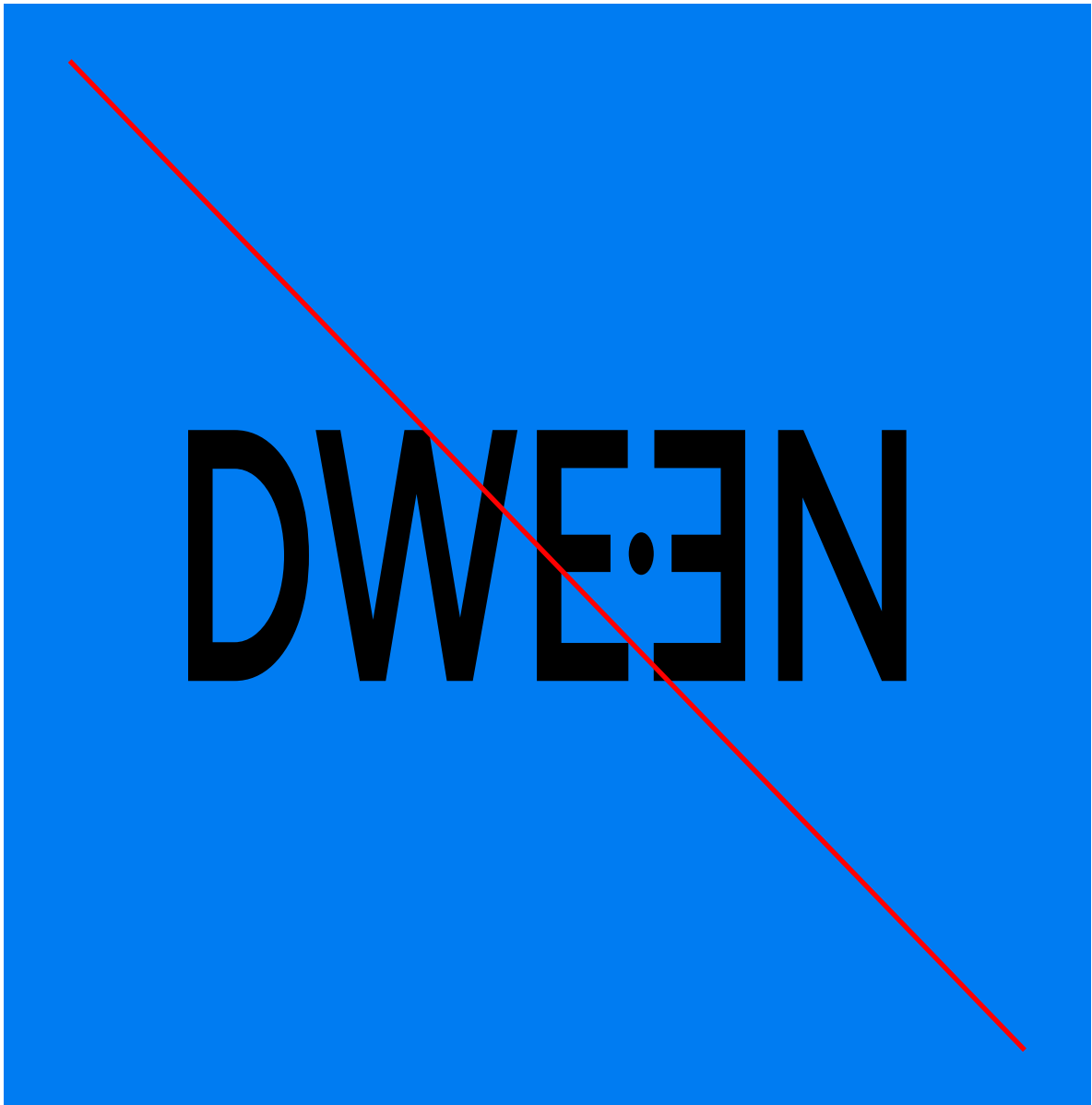
It is important that the appearance of the logo remains consistent. It should not be reinterpreted, modified or embellished. Here are some mistakes to avoid.



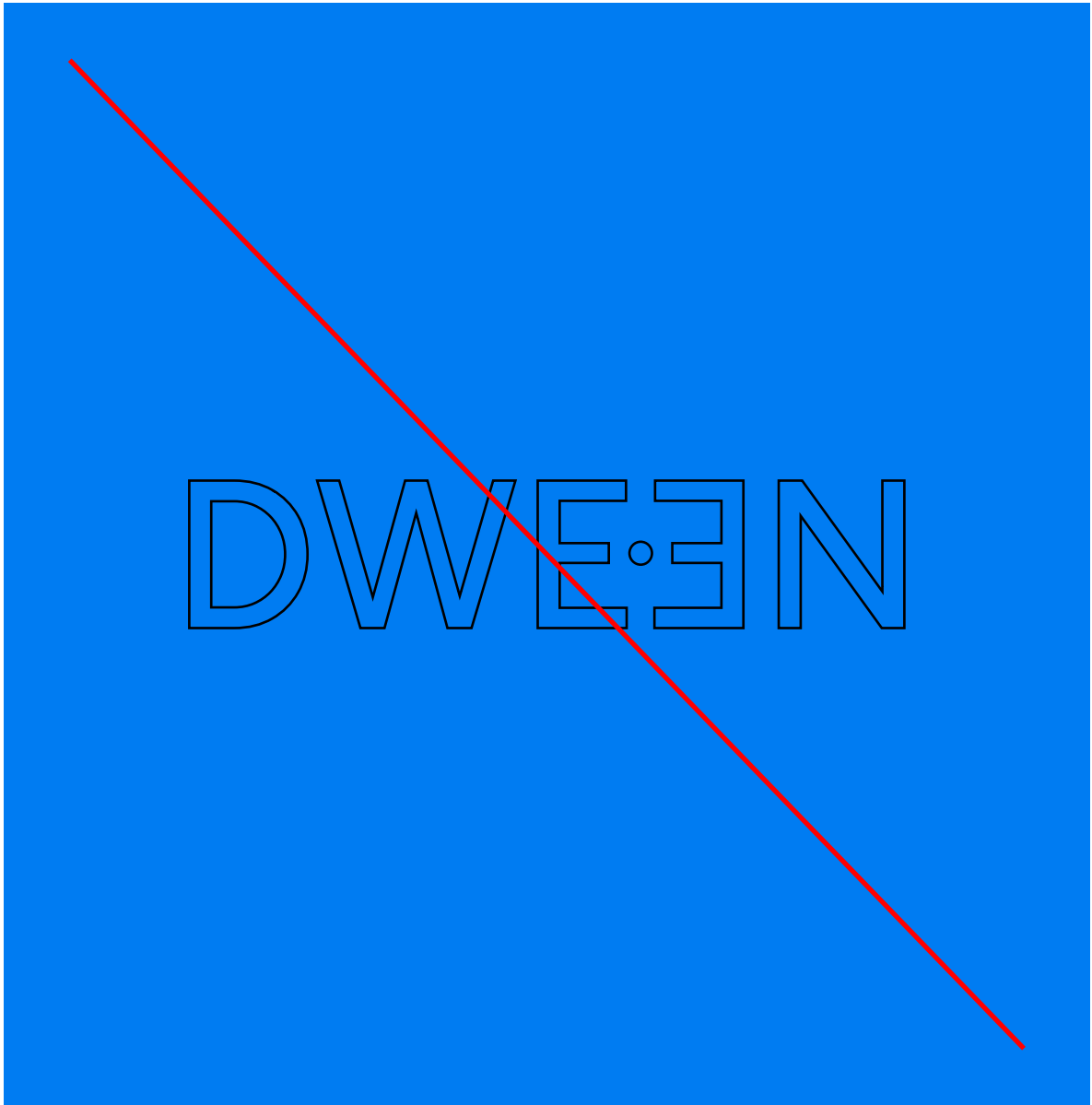
Do not rotate the logo



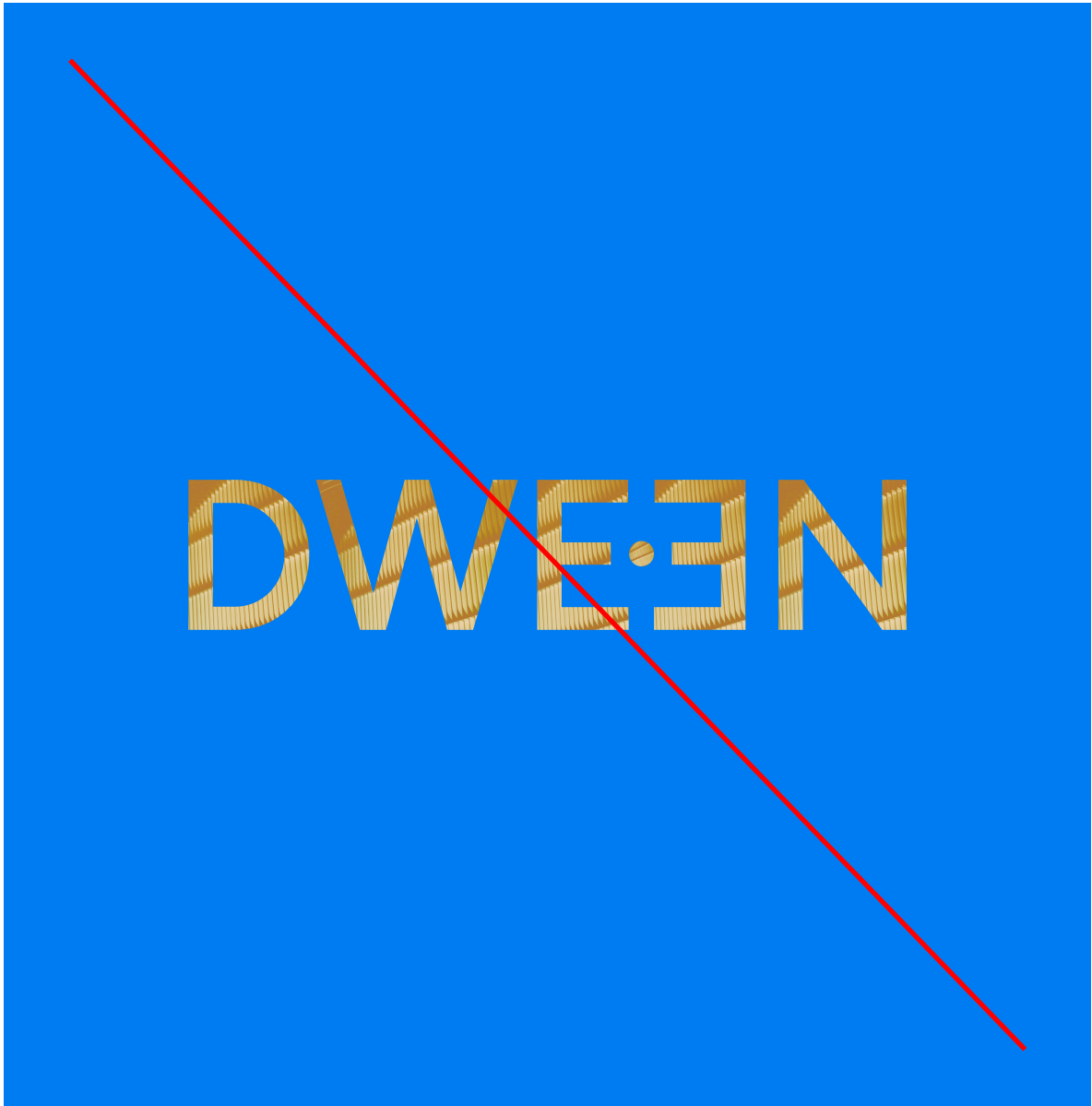
Do not apply visual effects



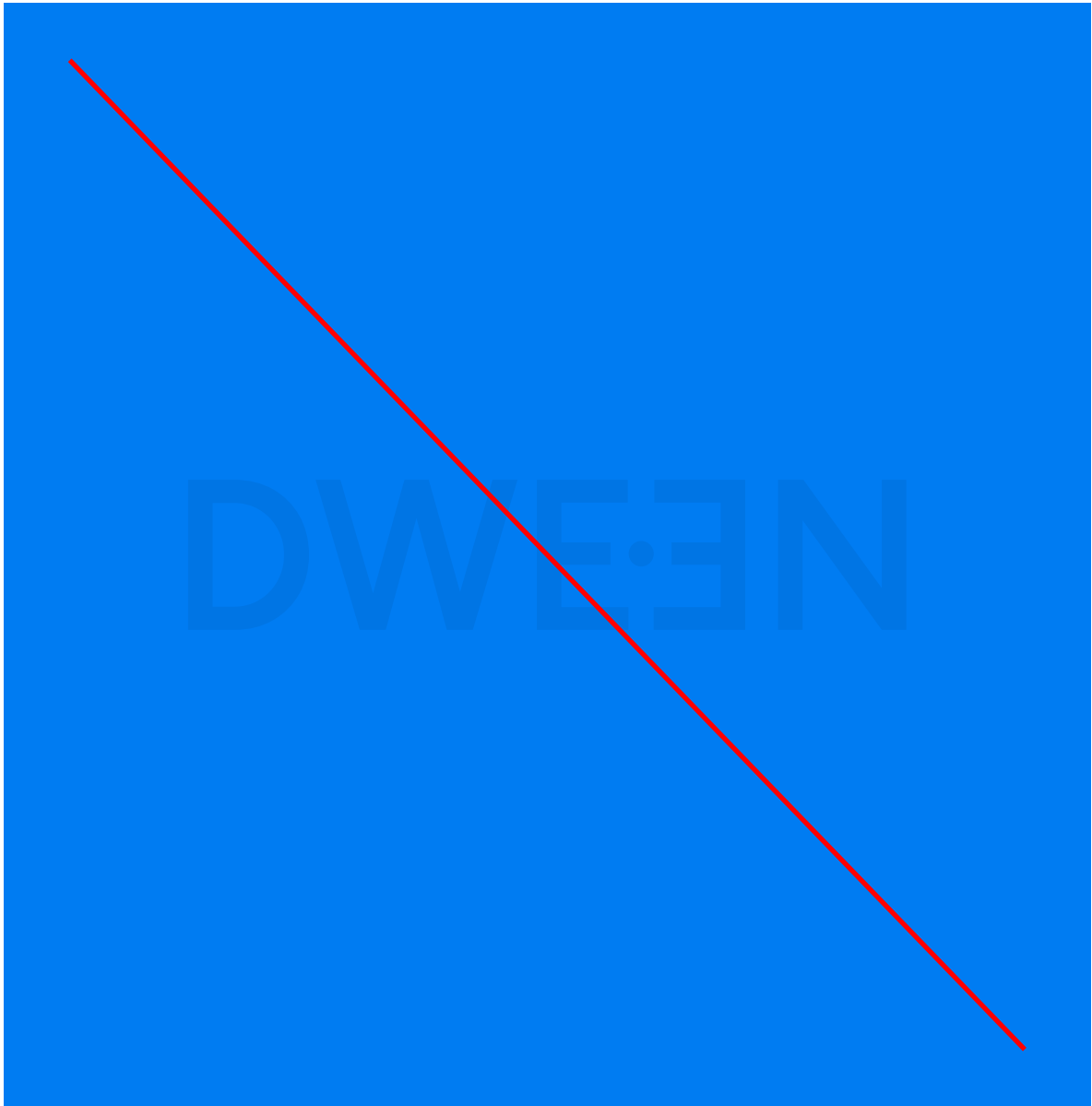
Do not distort or warp the logo



Do not outline the logo



Do not use logo as image framing device



Make sure the logo is clearly visible



# Color

# Core Palette

DWEEN core color palette consists of a bright blue and neutral tones.

Here are the approved color values for each color in the core palette. Always use the correct color mode and ink formulation for the appropriate application type, to ensure color consistency across all mediums.

## DWEEN Blue

HEX #007DF2  
RGB 0, 125, 242  
CMYK 87, 32, 0, 0  
PANTONE 2184 C

## Black

HEX #000000  
RGB 0, 0, 0  
CMYK 60, 40, 40, 100  
PANTONE 6 C

## Grey

HEX #CED8D9  
RGB 206, 216, 217  
CMYK 14, 8, 4, 0  
PANTONE 427 C

## White

HEX #FFFFFF  
RGB 255, 255, 255  
CMYK 0, 0, 0, 0  
PANTONE WHITE

# Secondary Palette

Secondary color palette consists of 8 distinctive tones that represent each DWEEN product. Use these colors depending on the product you are communicating about.

Here are the approved color values for each color in the secondary palette. Always use the correct color mode and ink formulation for the appropriate application type, to ensure color consistency across all mediums.

## Heat

HEX #D95648  
RGB 217, 86, 72  
CMYK 0, 82, 82, 0  
PANTONE 7417 C

## PET

HEX #E0C05B  
RGB 224, 192, 91  
CMYK 10, 9, 71, 2  
PANTONE 458 C

## BMS

HEX #2BBD66  
RGB 43, 189, 102  
CMYK 78, 0, 80, 0  
PANTONE 7480 C

## Air

HEX #616BF2  
RGB 97, 107, 242  
CMYK 83, 66, 0, 0  
PANTONE 2726 C

## Dry

HEX #E97451  
RGB 233, 116, 81  
CMYK 0, 62, 68, 0  
PANTONE 2024 C

## Boiler

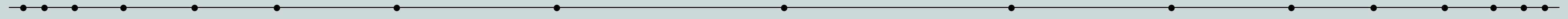
HEX #9ACD32  
RGB 154, 205, 50  
CMYK 43, 0, 100, 0  
PANTONE 2292 C

## Cold

HEX #46BBC2  
RGB 70, 187, 194  
CMYK 67, 2, 11, 0  
PANTONE 631 C

## Waste

HEX #B358C9  
RGB 179, 88, 201  
CMYK 42, 71, 0, 0  
PANTONE 2583 C



# Typography

## Overview

DWEEN's straight-forward typography gives all the key information, always clear and straight to the point.

**The Leap to the Next  
Generation of Energy  
and Technology  
Efficiency.**

Typefaces

Two sans-serif typefaces are used in the visual identity: Inter Tight and Inter.

Inter Tight  
AaBbCcDdEeFf

Inter  
AaBbCcDdEeFf

Usage

Inter Tight Semibold is used in headlines, sub-headers and short paragraphs.

Inter Medium is used in body text.

Inter Regular is used in small body text.

Headline

Headlines

Inter Tight SemiBold

Sub-header or a short paragraph

Sub-headers & short paragraphs

Inter Tight SemiBold

DWEEN is a technology development and consulting company established in 2013 and focused on energy-intensive industries, developing digital solutions, and providing consulting services to increase efficiency and sustainability.

Body text

Inter Medium

However, after a decade of work with different industries, we discovered some bottlenecks. Training algorithms and building digital twin solution from scratch is a time and resource consuming process which limits accessibility for many industries and businesses.

However, after a decade of work with different industries, we discovered some bottlenecks. Training algorithms and building digital twin solution from scratch is a time and resource consuming process which limits accessibility for many industries and businesses.

Small body text

Inter Regular

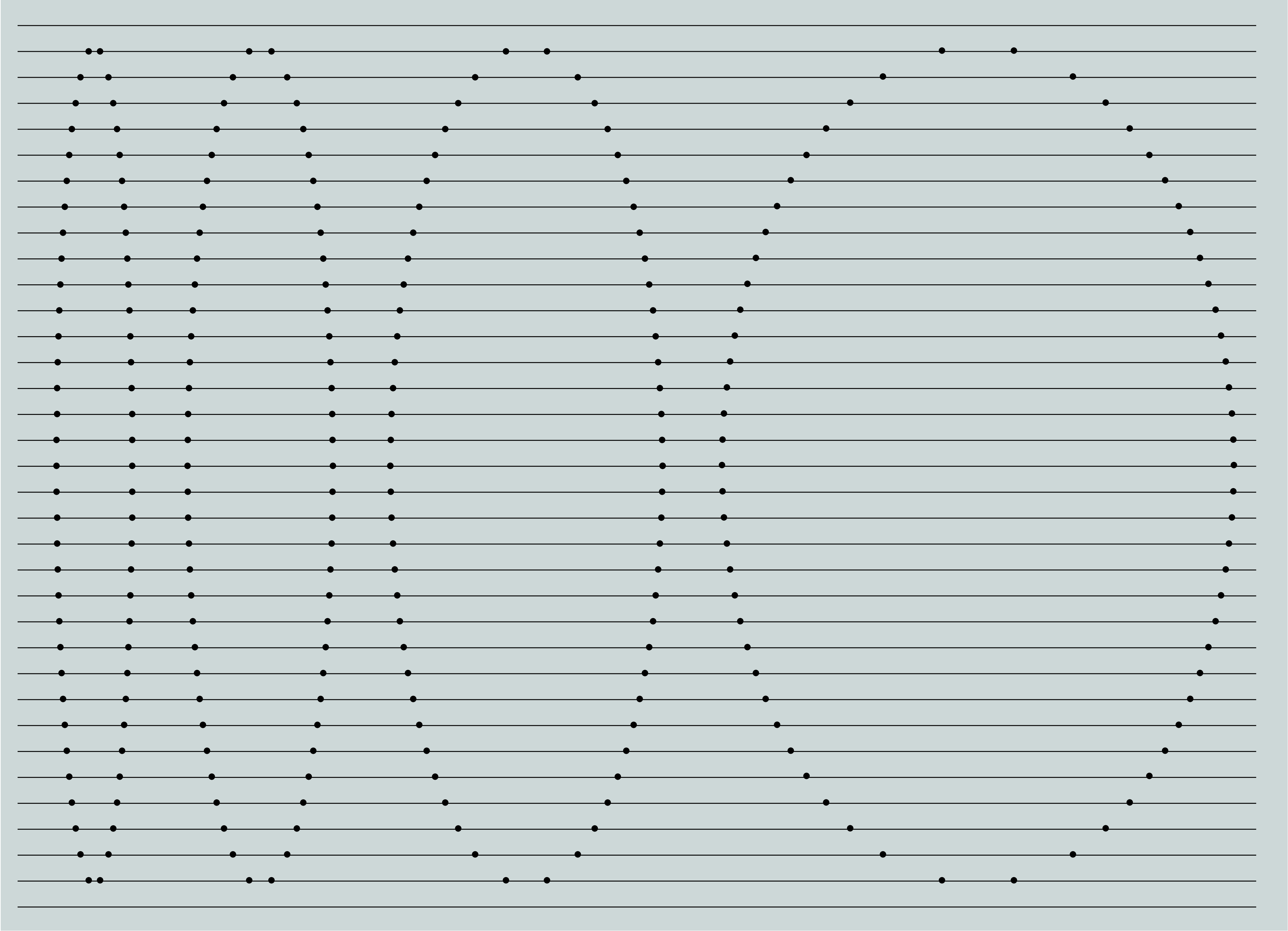


# Graphic Element

# Overview

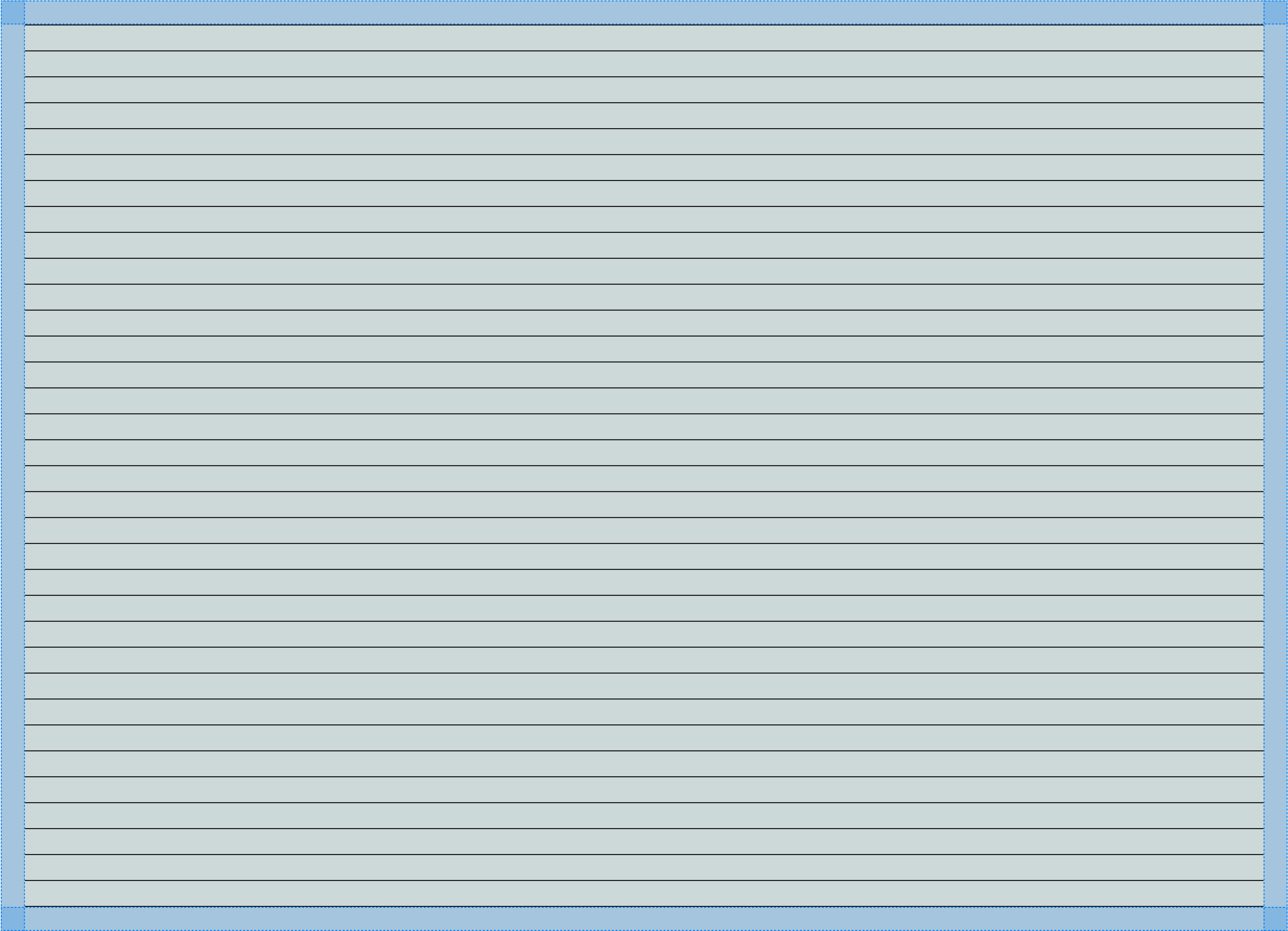
One of the key elements of DWEEN's visual identity is the graphic element. It symbolizes the logic and efficiency that DWEEN brings to the energy consumption systems of industrial companies.

The graphic element consists of a linear grid and dots, which can be arranged in countless ways to create a wide variety of visuals.



# Margins

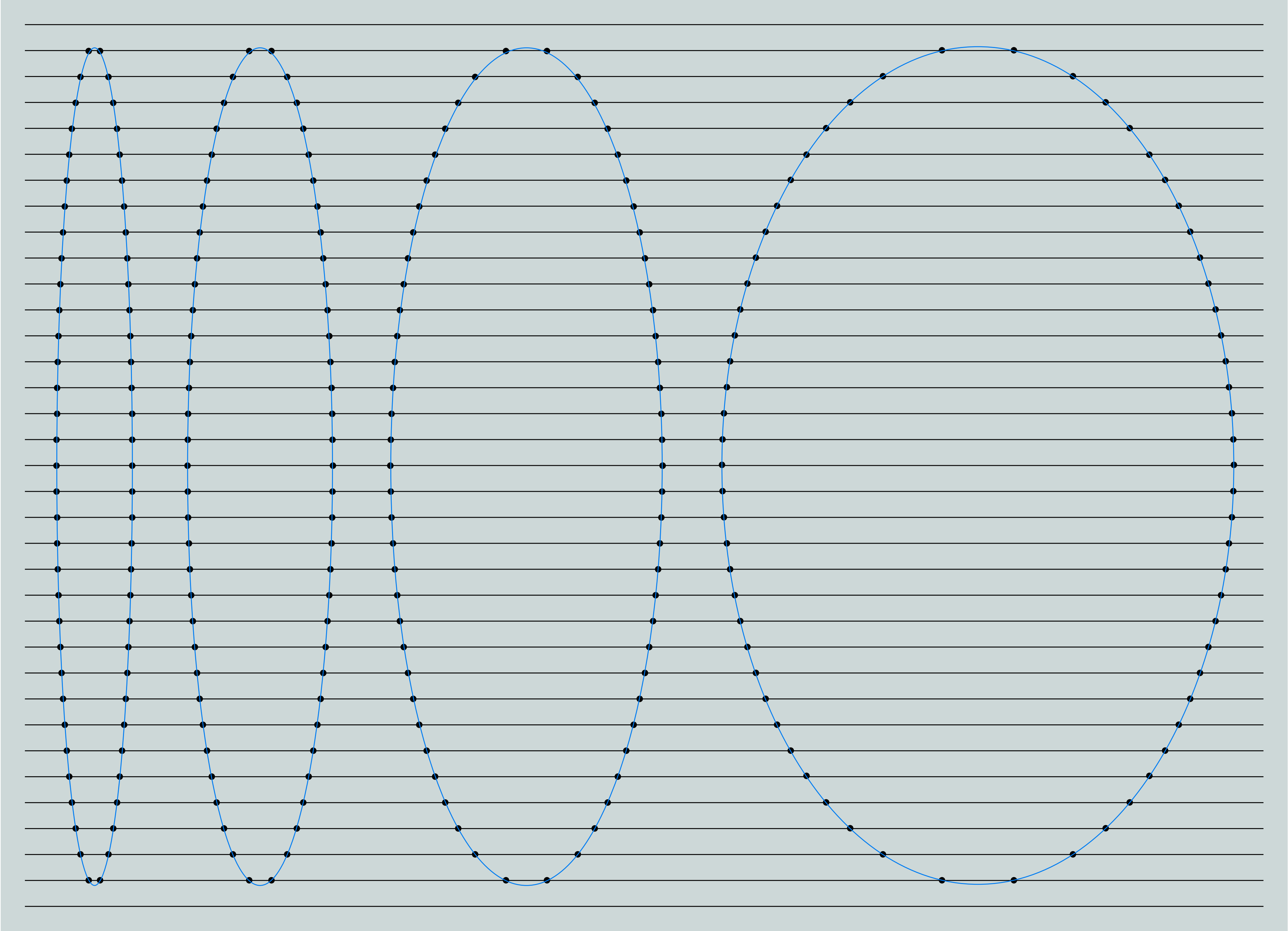
The composition of the graphic element begins with the linear grid. It is important to maintain equal margins on all sides of the format.



# Construction

A geometric composition is drawn within the linear grid. Dots are placed at the intersections where the outlines of the drawn shapes meet the grid.

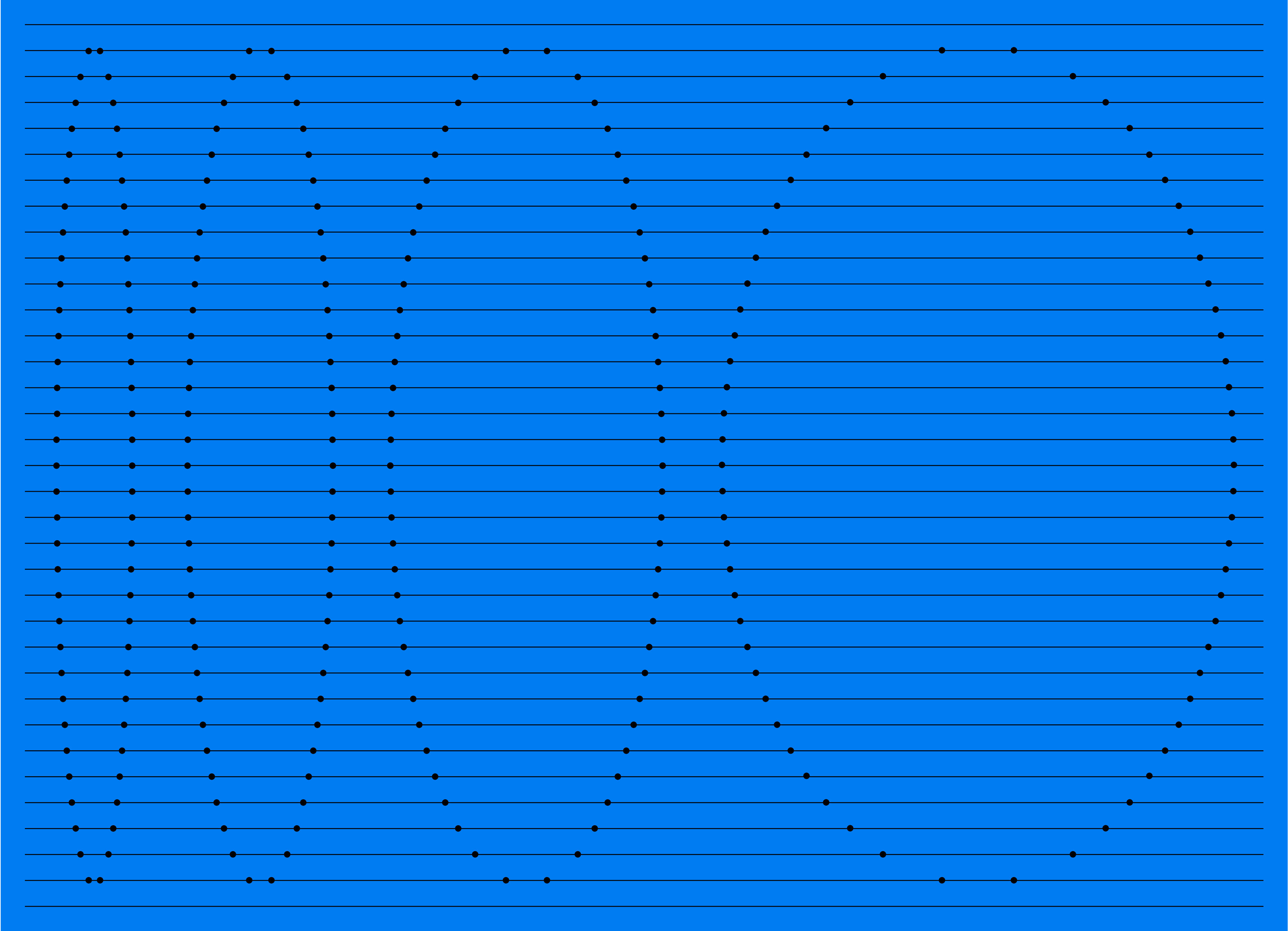
The best results are achieved using rounded shapes: circles, ellipses, semicircles, and curved lines.



# Final result

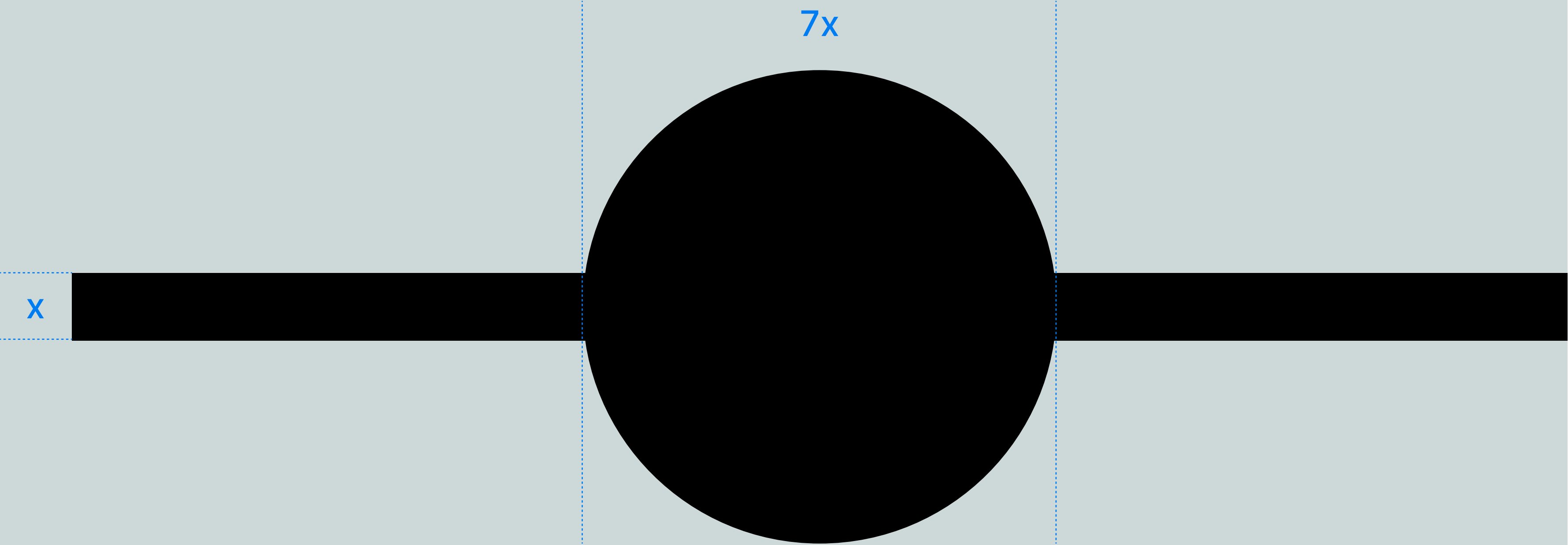
Once the dots are arranged, the outlines of the shapes are removed, resulting in the final graphic element design.

You can use the DWEEN blue for the background to make the visual more vibrant.



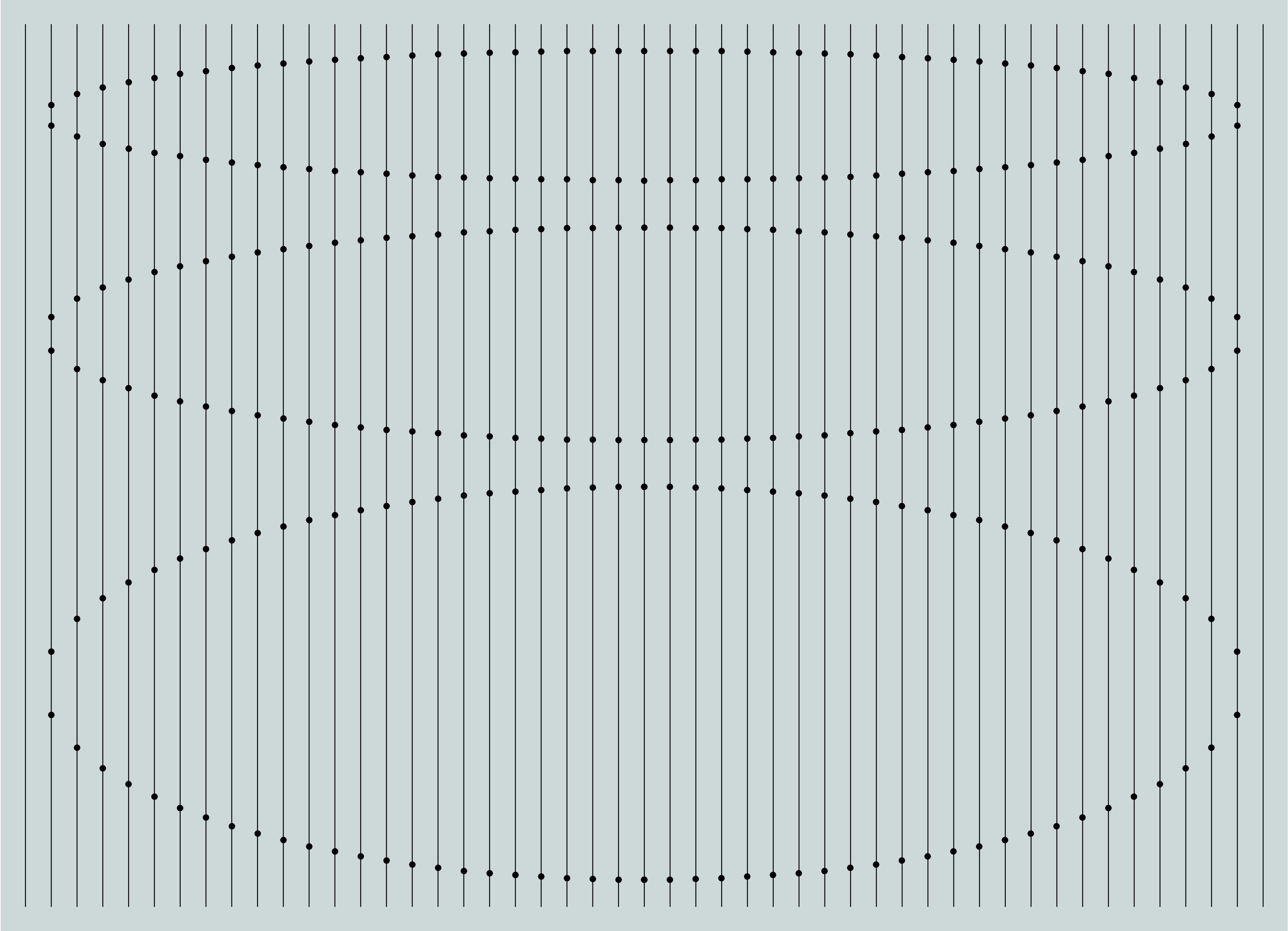
# Proportions

When creating the graphic element, it is important to maintain the proportion between the line and dot size: the dot width should be equal to seven times the width of the line.



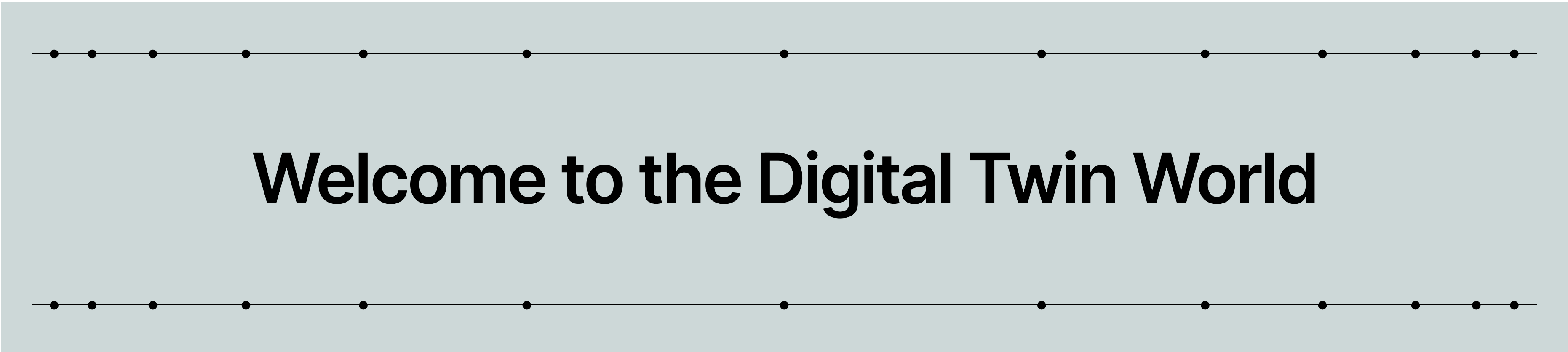
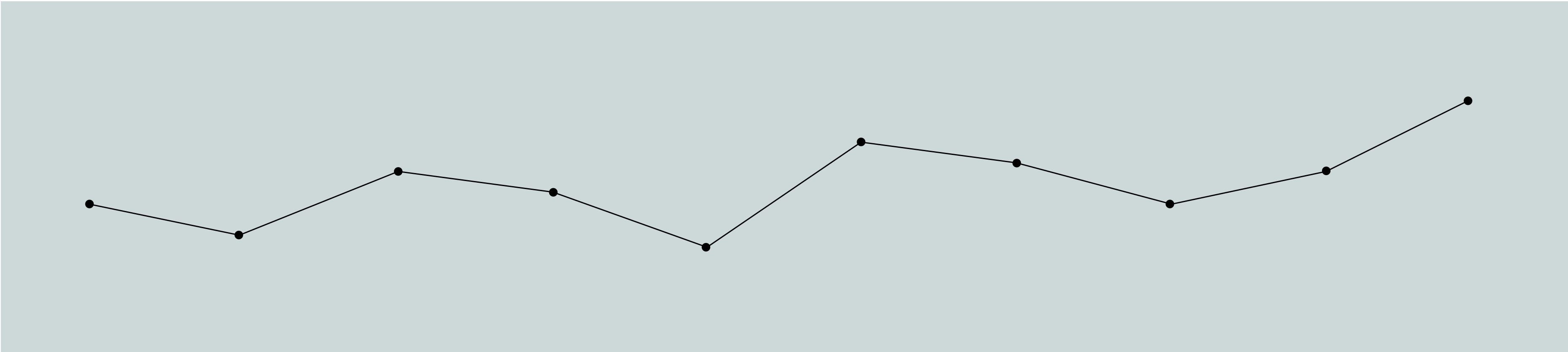
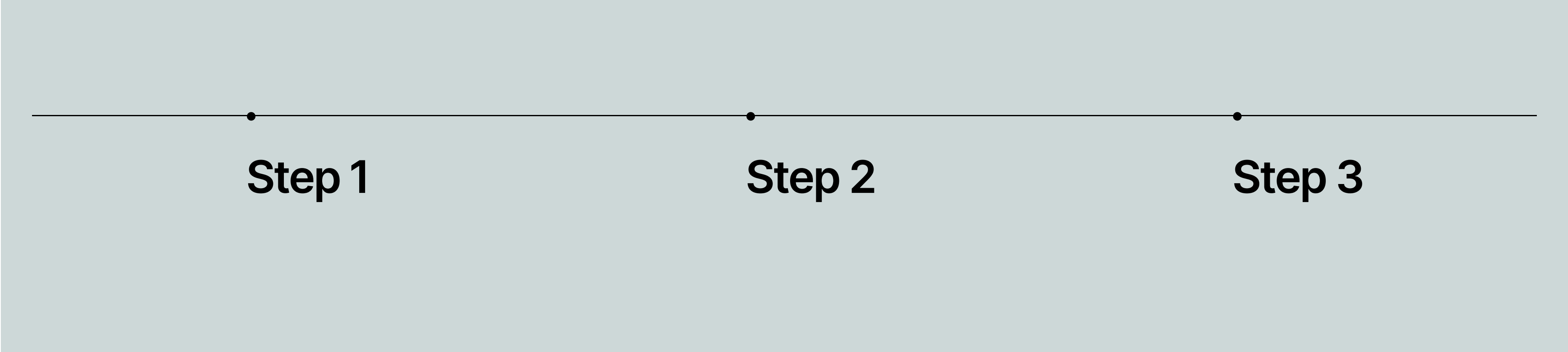
# Vertical

The graphic element can also be made on a vertical grid. This is especially useful for vertical formats.



# Minimal Elements

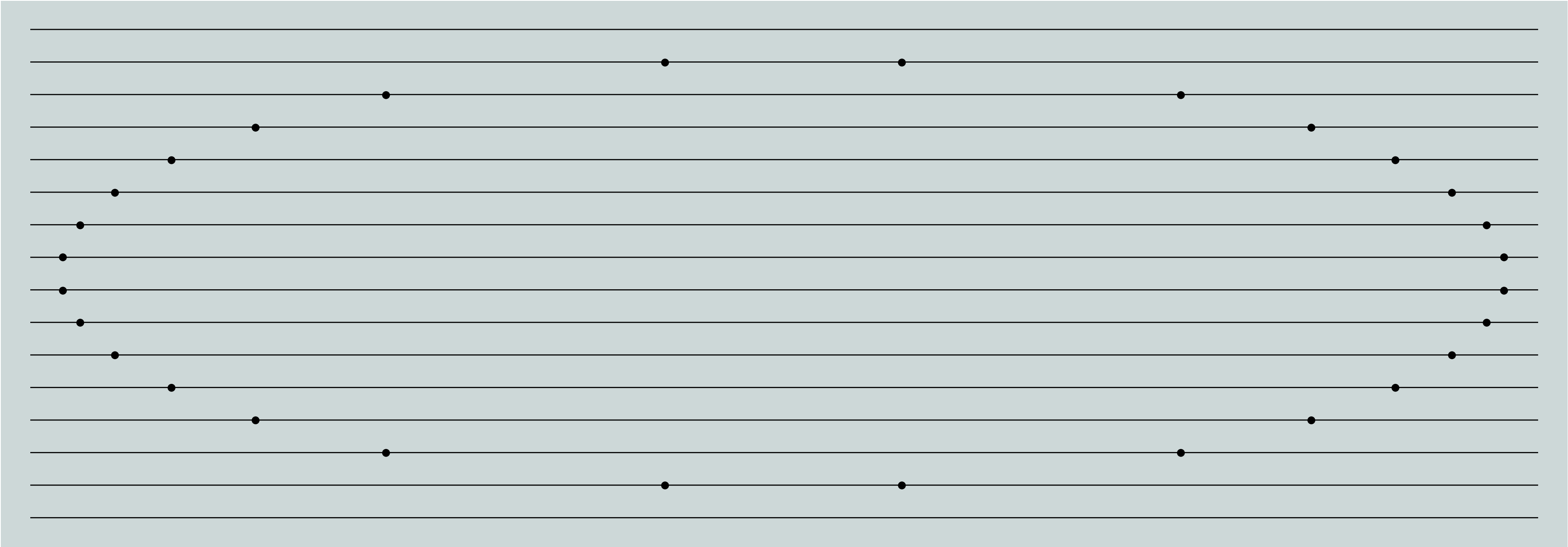
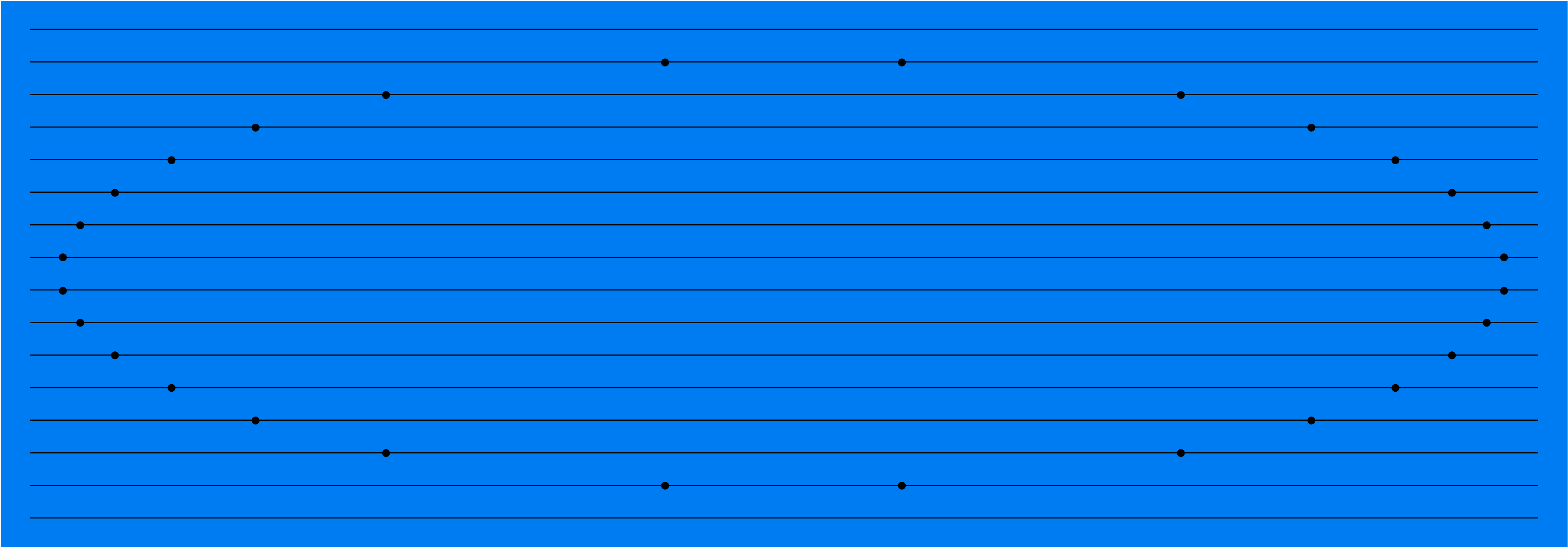
A line with dots can be used in layouts to emphasize information, to represent data or just to add a graphic touch.



# Color options

## Main

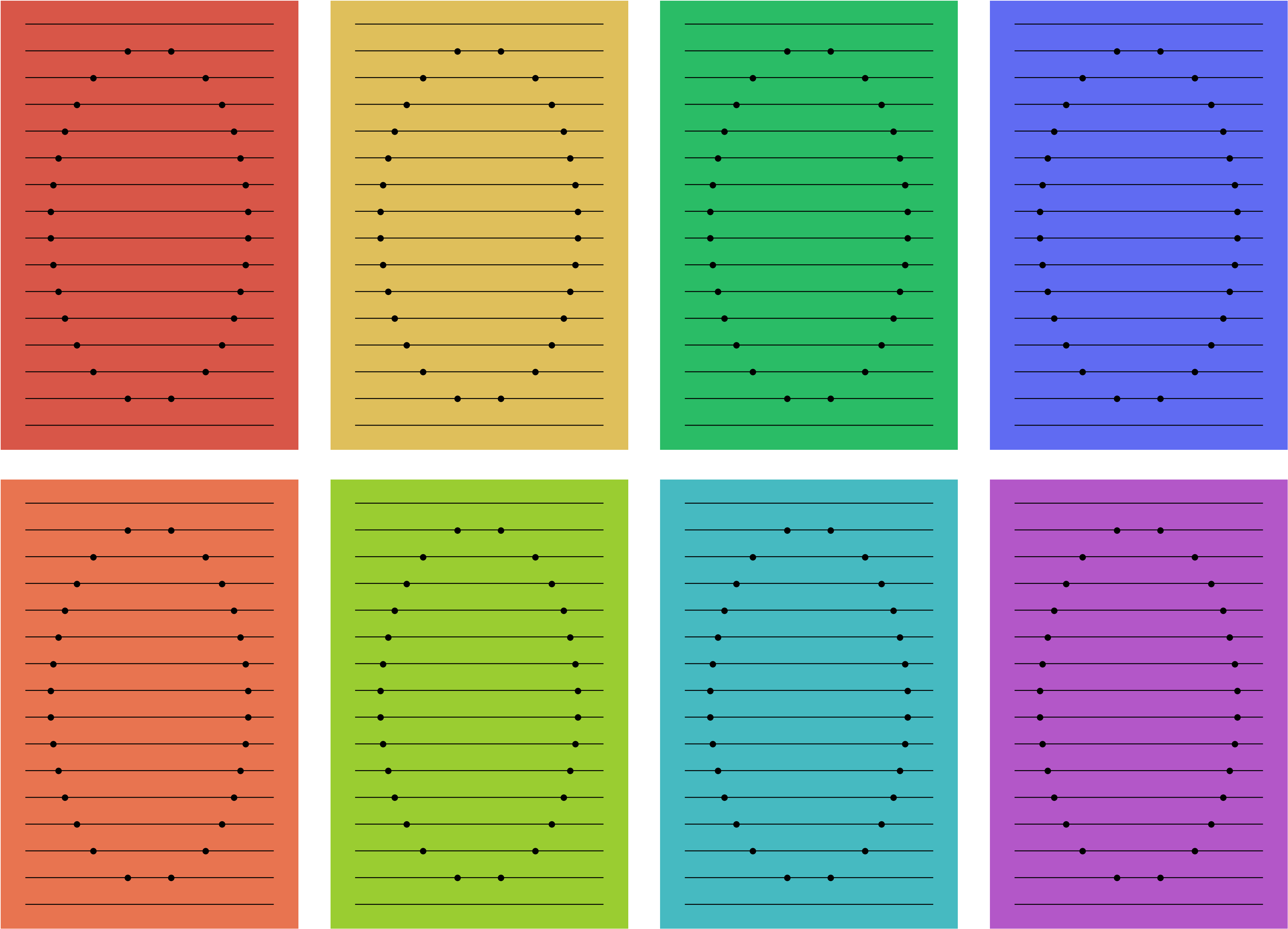
The graphic element is is typically used in black, while the background color may vary. Two color combinations from the primary color palette are available: black on blue and black on grey.



# Color options

## Secondary

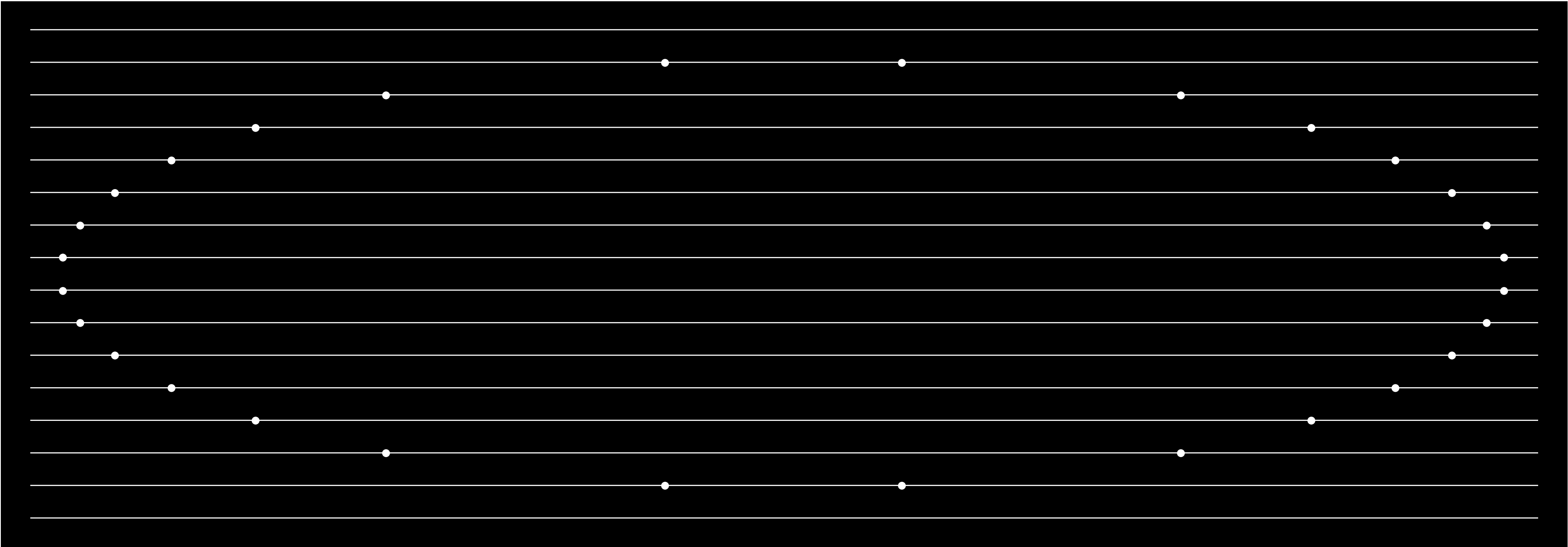
When communicating about DWEEN services, the graphic element can be used on a background from the secondary color palette. Please use the colors according to the DWEEN products.



# Color options

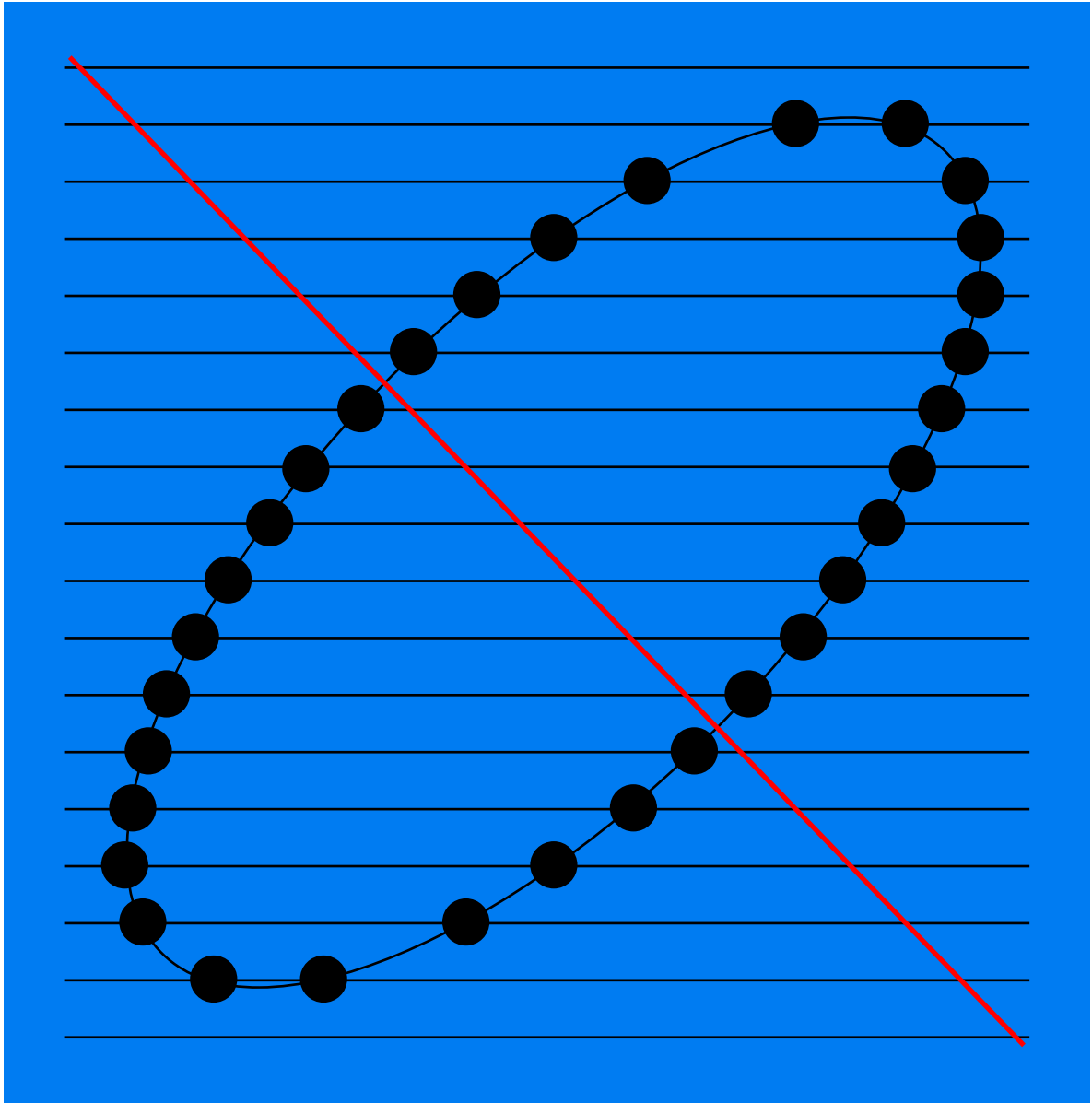
## Occasional

In cases where the background color must be dark, a white graphic element can be used. It can also be used on images.

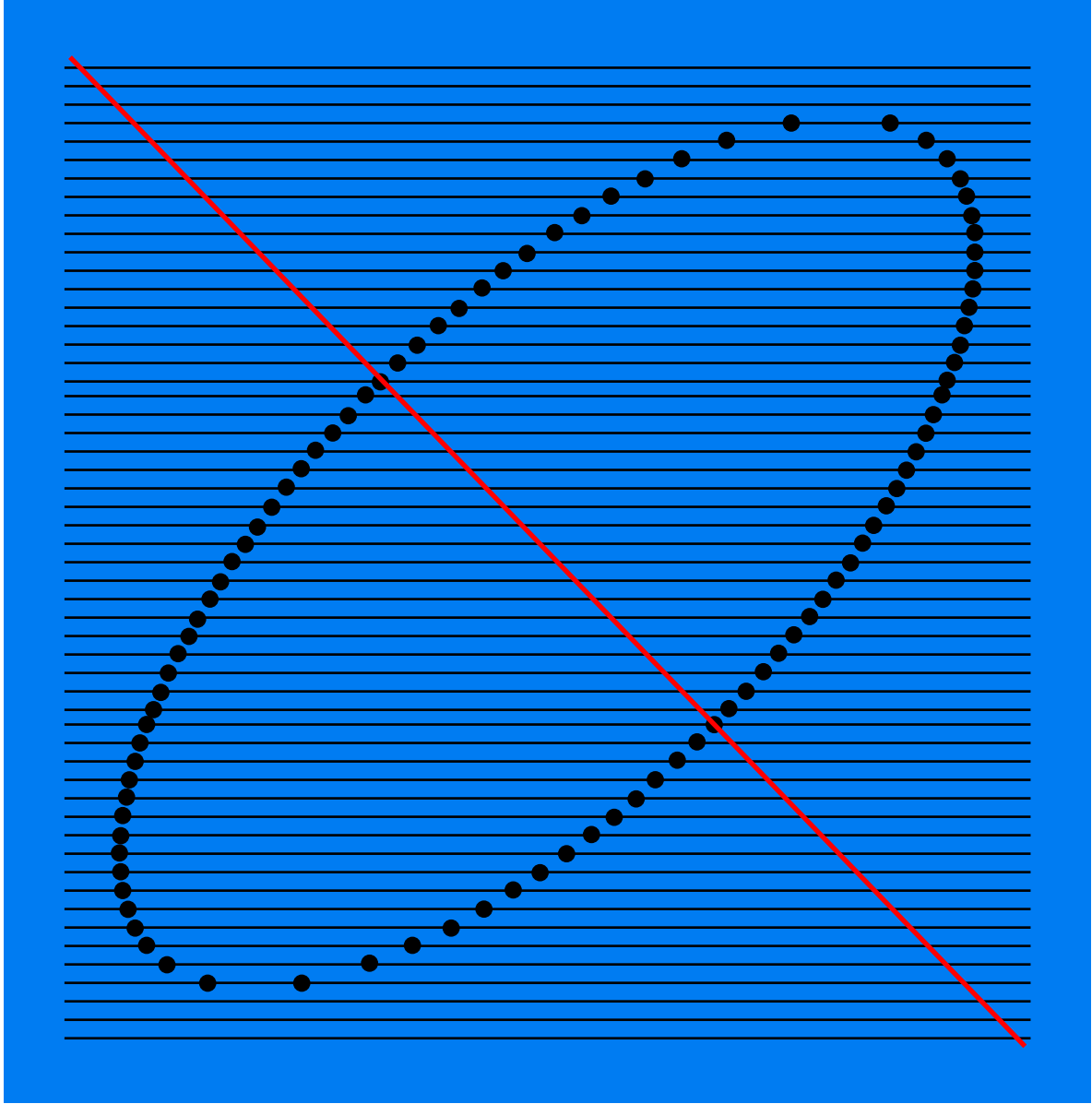


# Misuse

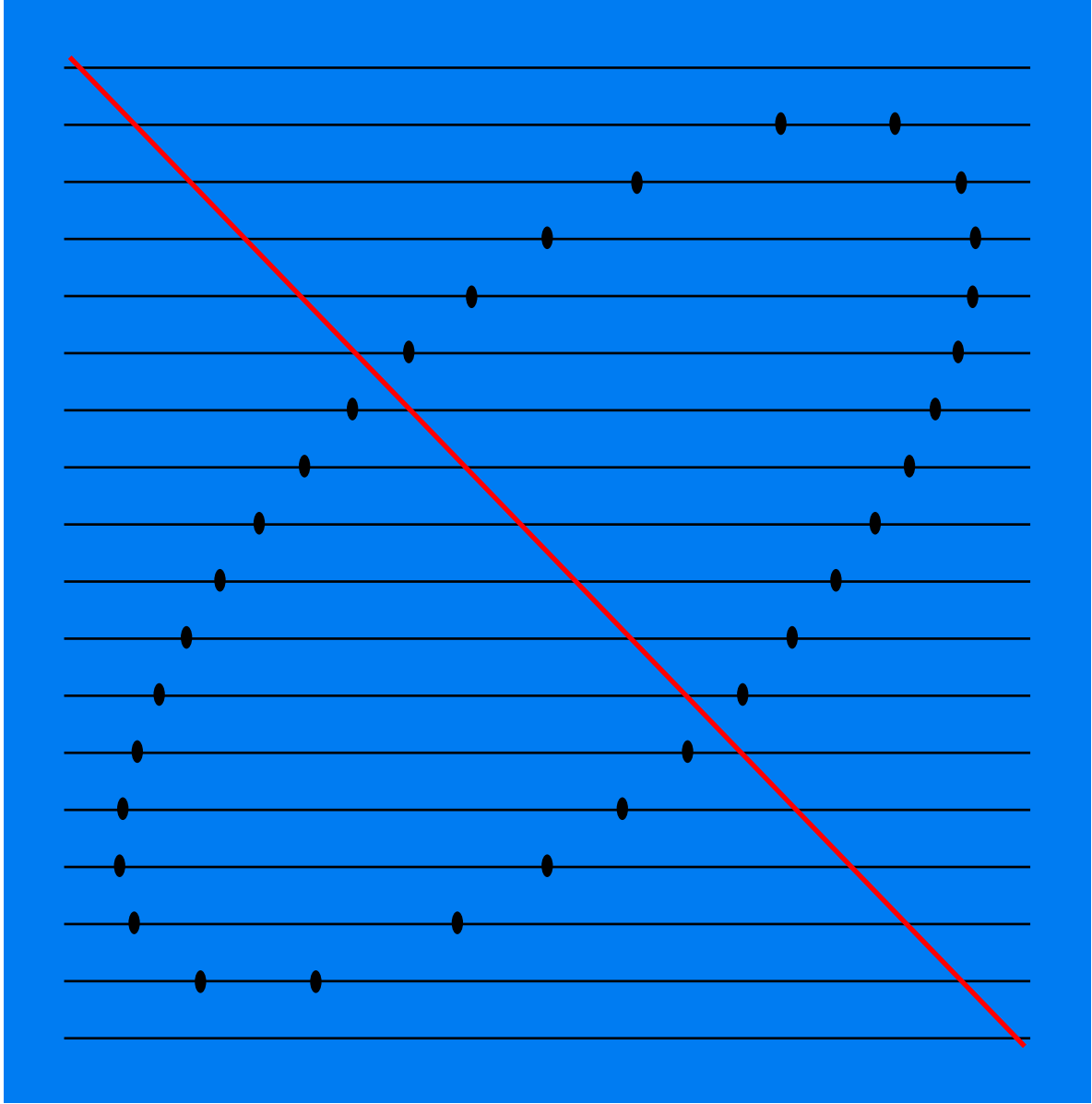
It is important that the appearance of the graphic element remains consistent. Here are some mistakes to avoid.



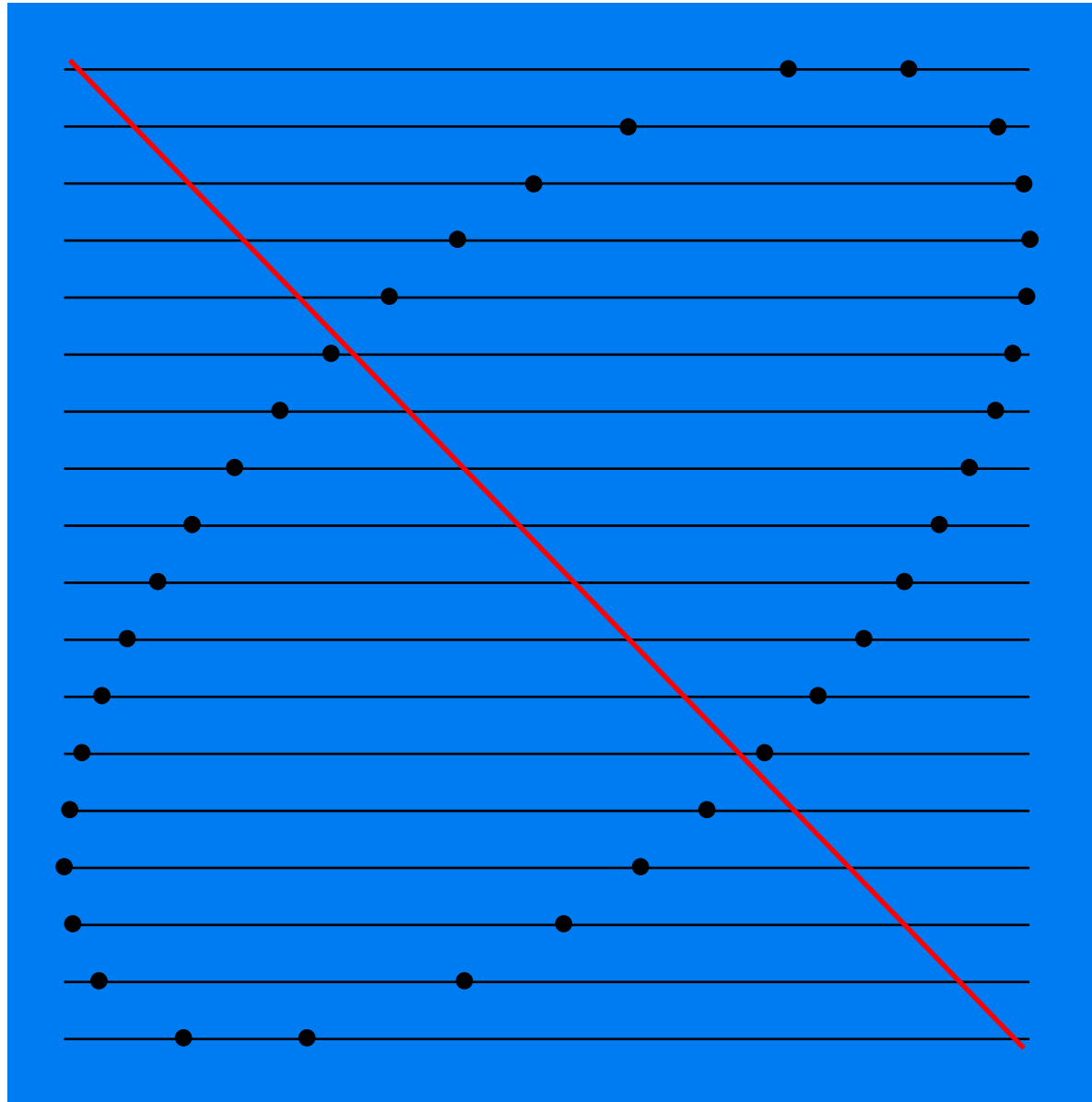
Do not change line to circle size ratio



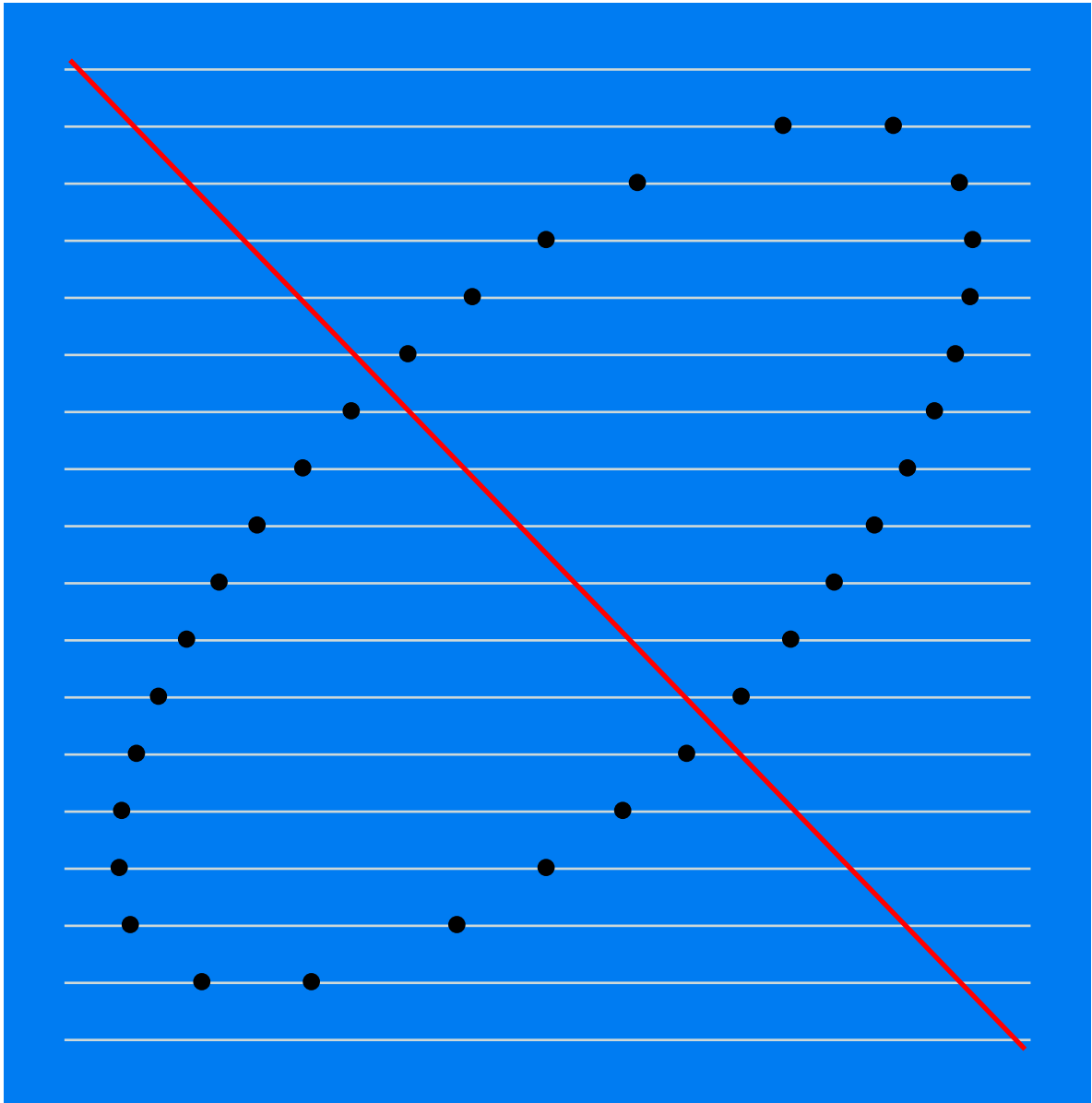
Do not make the line grid too tight



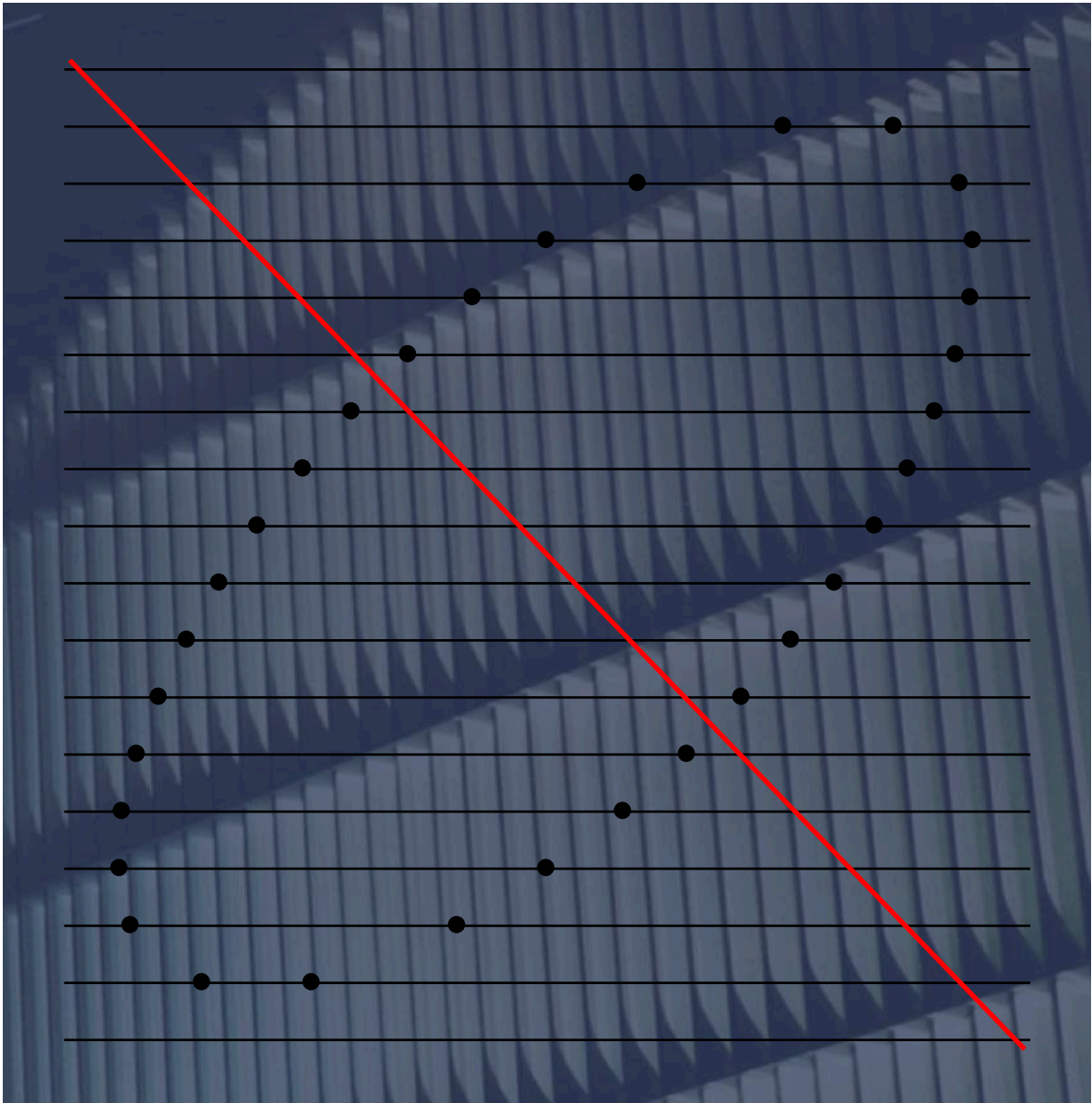
Do not scale graphic element disproportionately



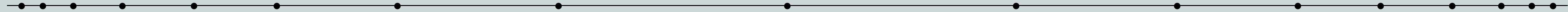
Do not align shape with the edges of line grid



Do not use different colors for shape ant line grid



Make sure graphic element is clearly visible



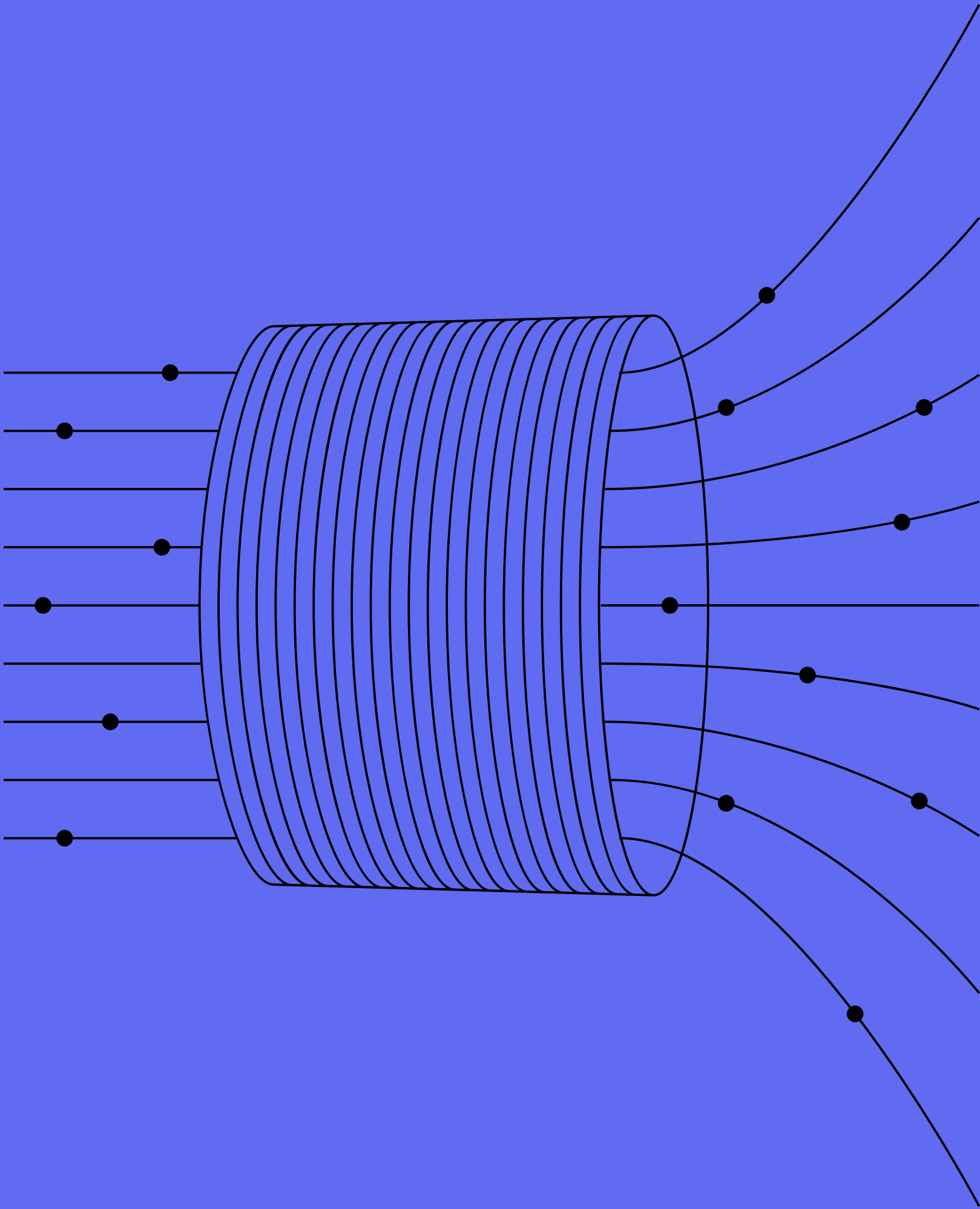
# Illustration

# Overview

A visual identity element that helps distinguish the different DWEEN products is illustrations. These depict key objects and processes related to the various industries for which DWEEN products are designed. The illustrations are made up of the core visual identity shapes: lines and dots.

DWEEN Air

Smarter airflow starts here

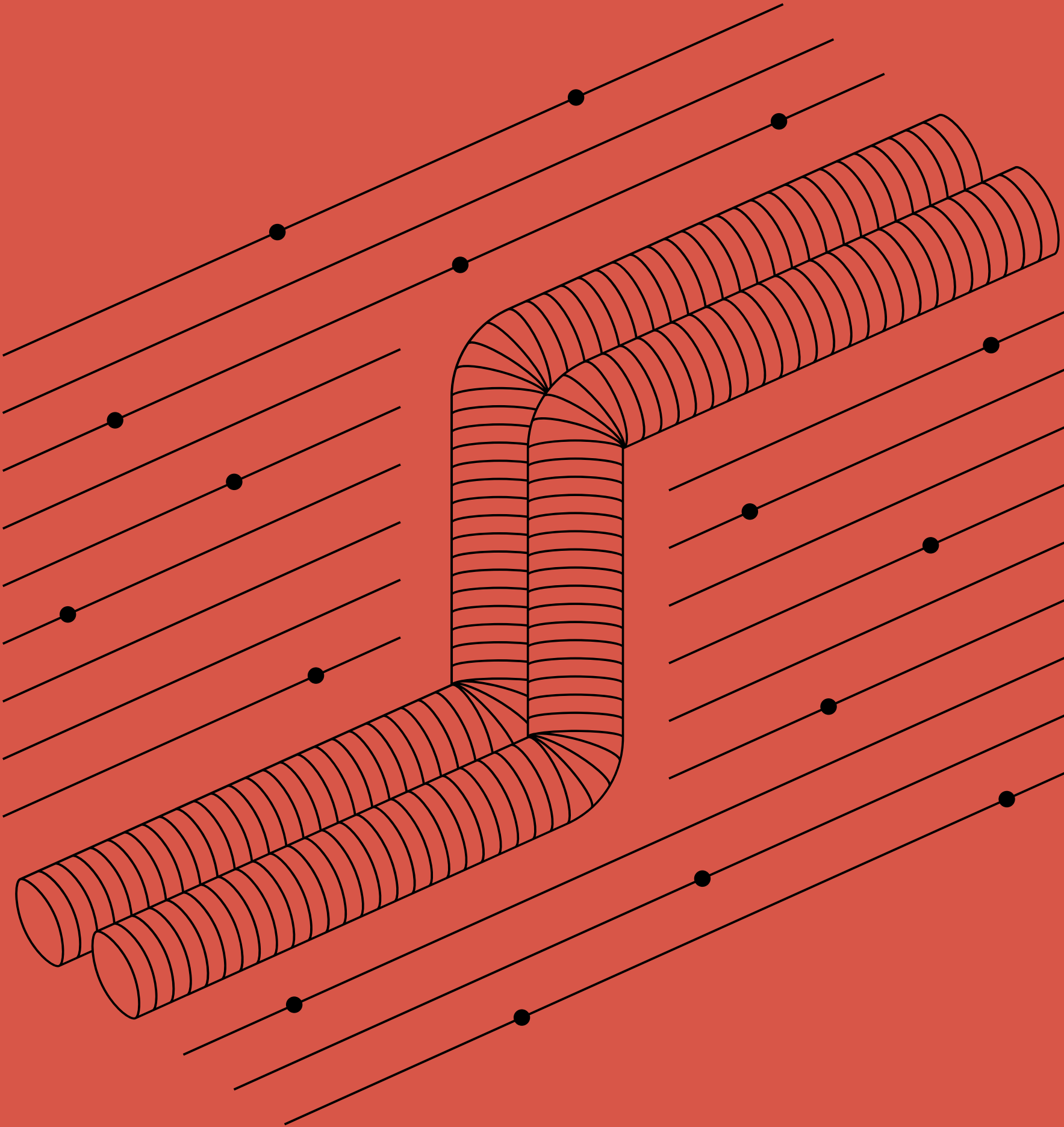


Illustration

# Heat

This illustration is to be used when communicating about DWEEN Heat.

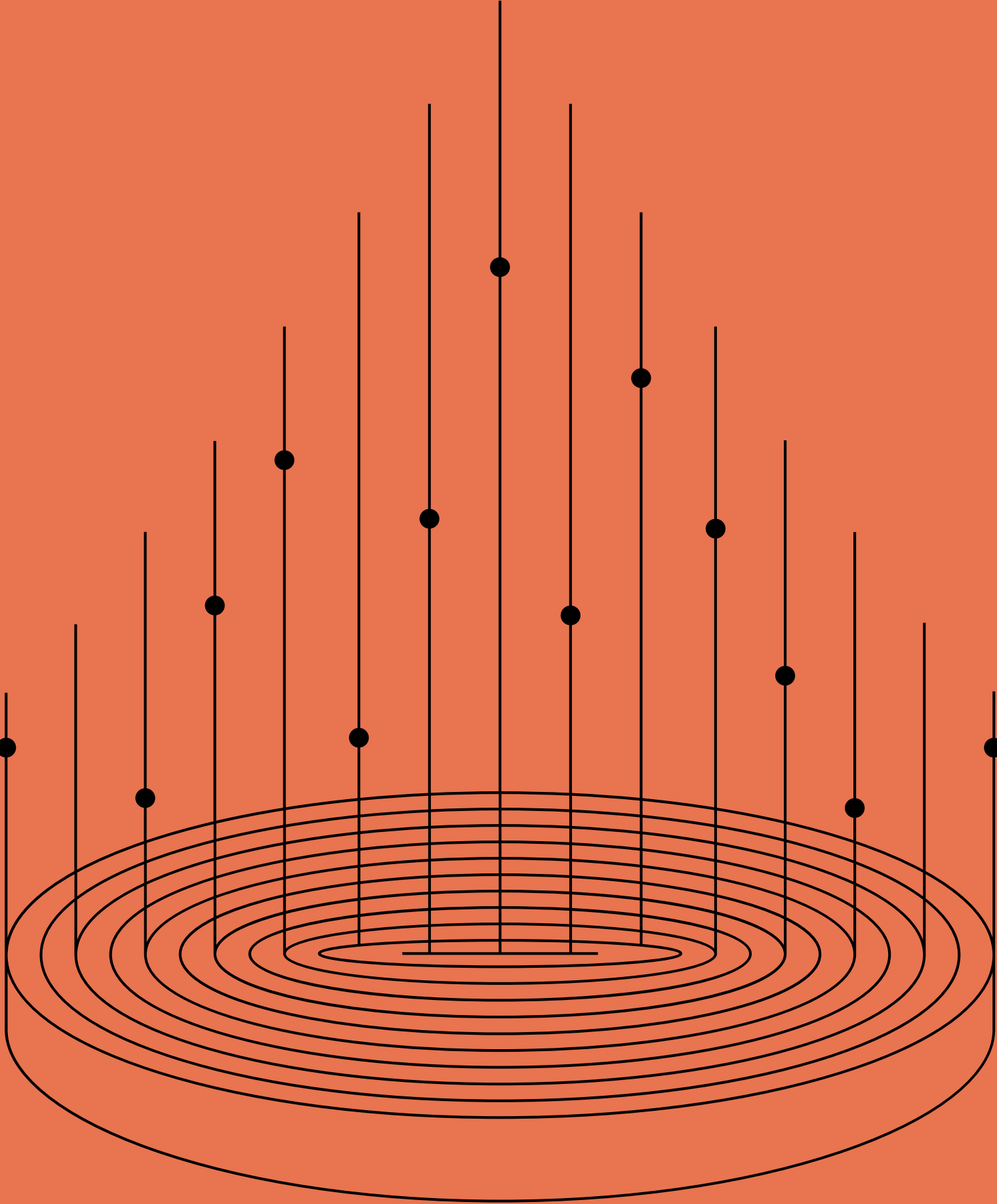
DWEEN<sup>Heat</sup>



# Dry

This illustration is to be used when communicating about DWEEN Dry.

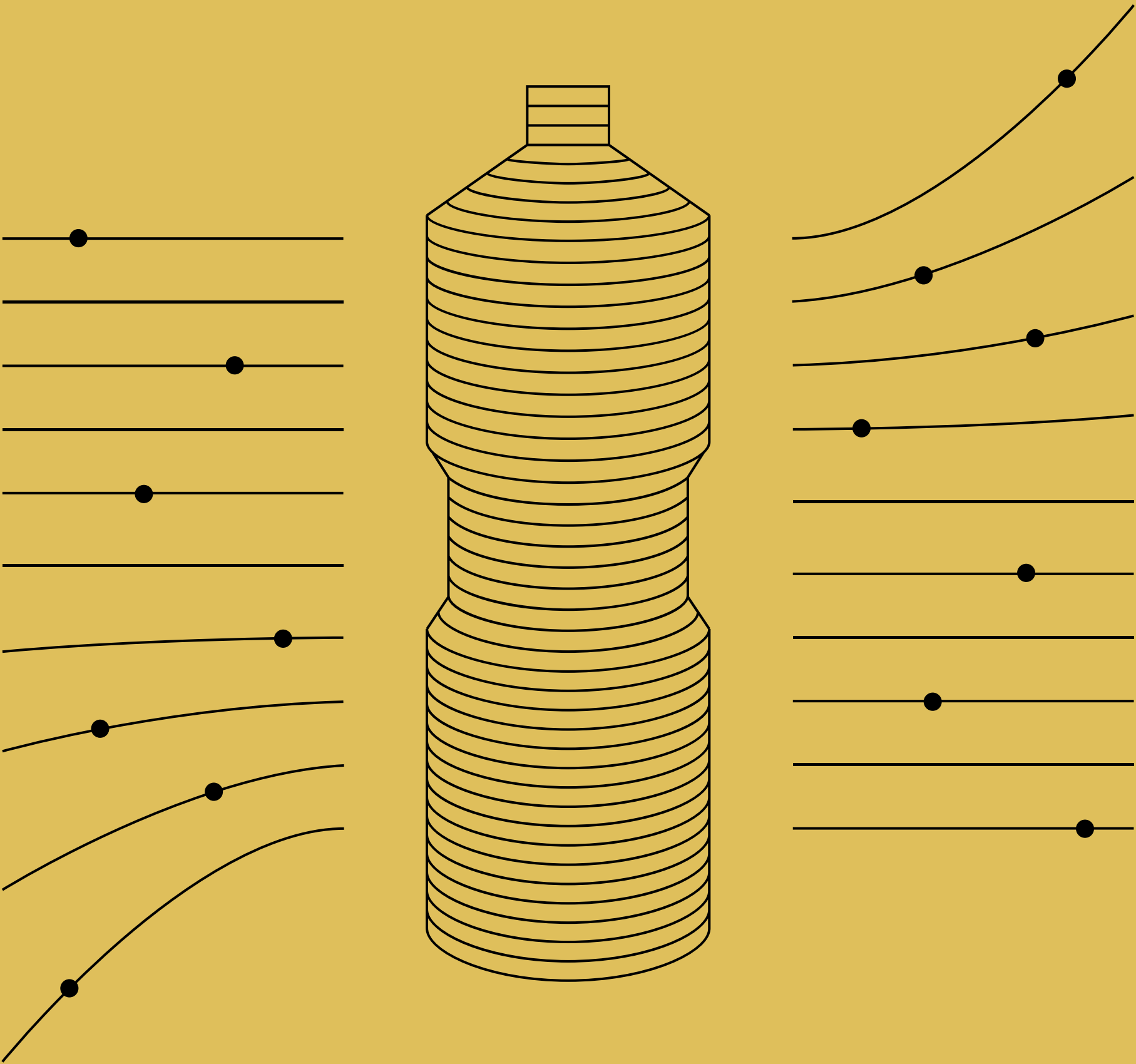
DWEEN<sup>Dry</sup>



# PET

This illustration is to be used when communicating about DWEEN PET.

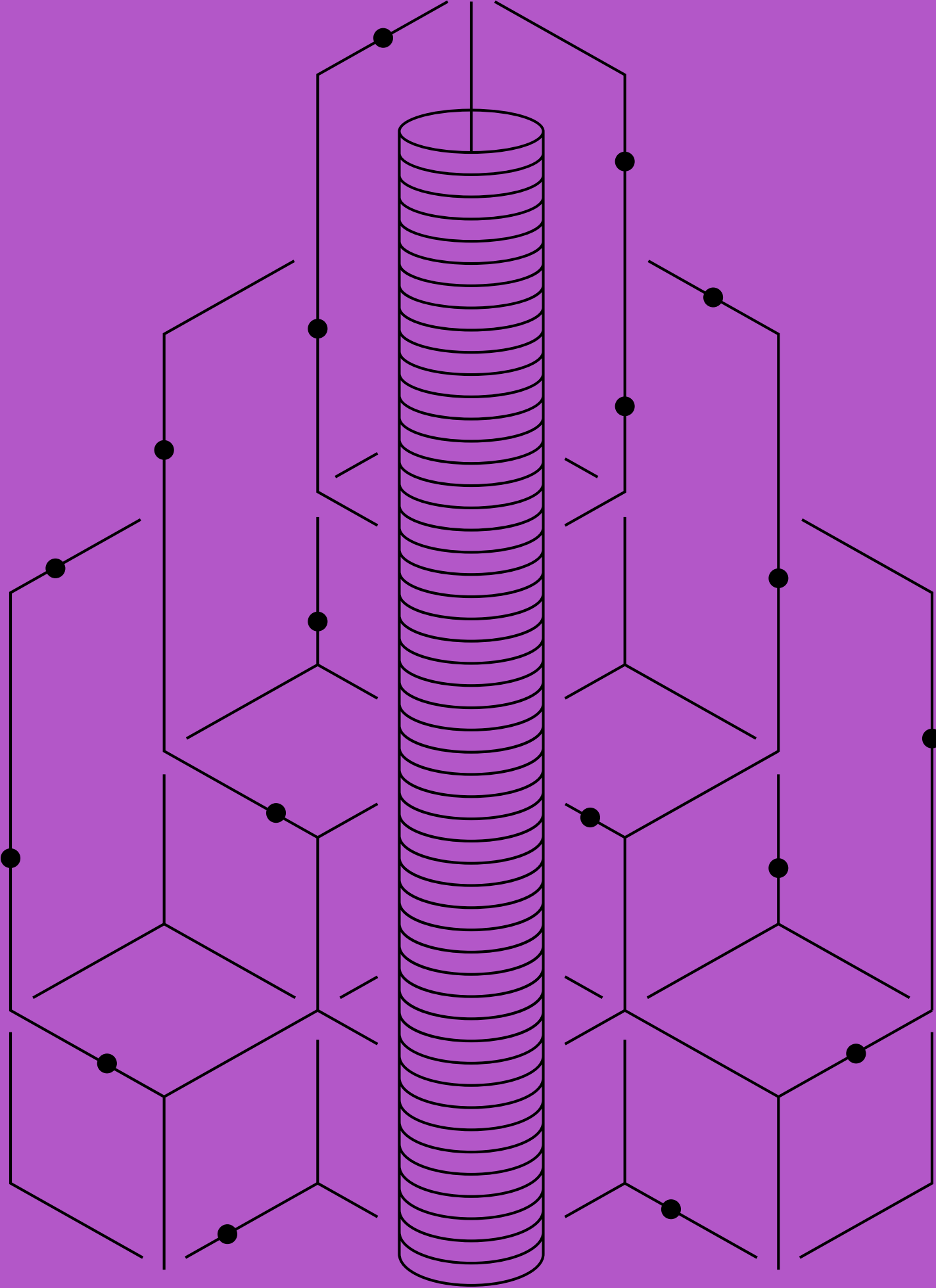
DWEEN<sup>PET</sup>



# Waste

This illustration is to be used when communicating about DWEEN Waste.

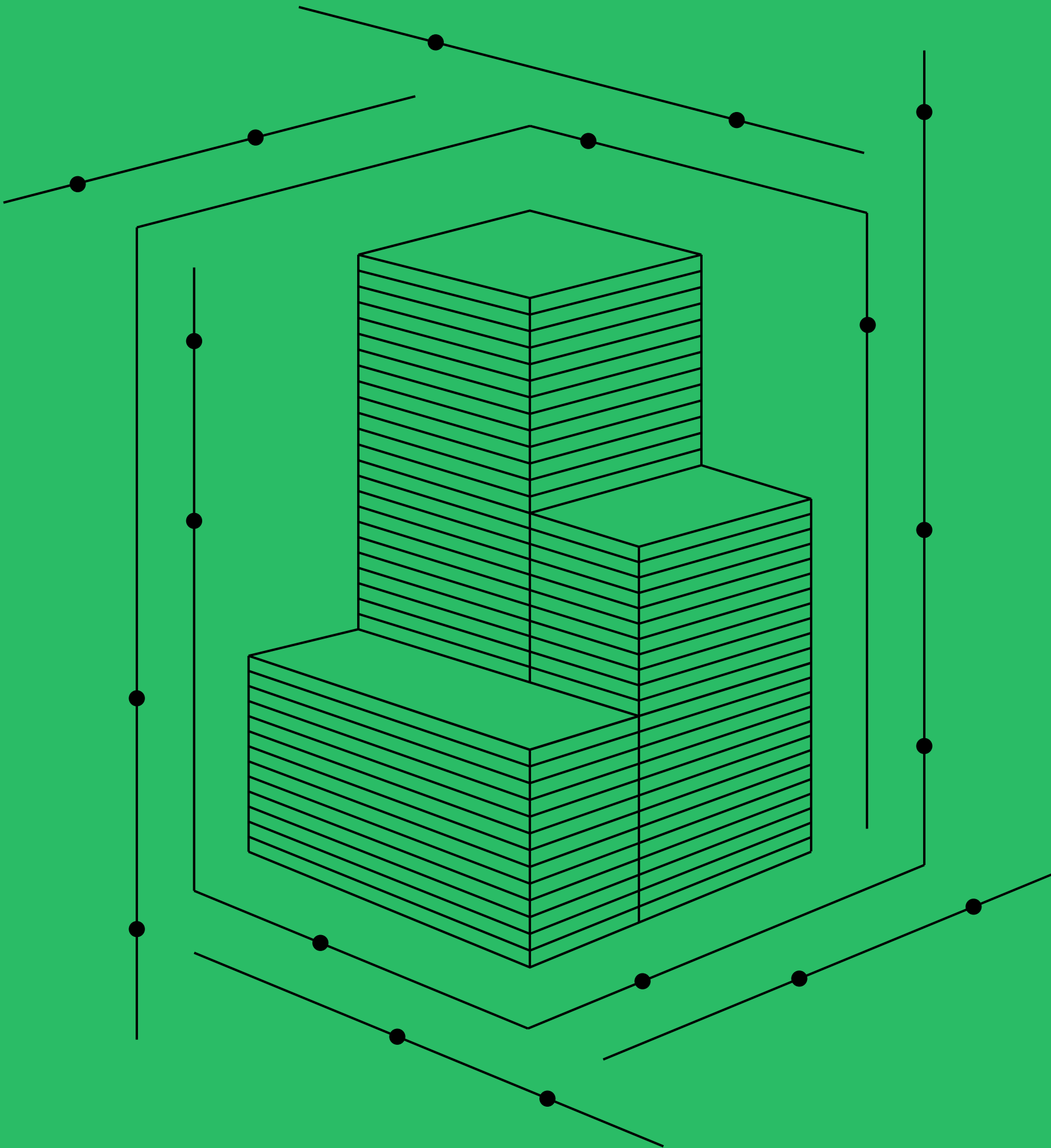
DWEEN Waste



# BMS

This illustration is to be used when communicating about DWEEN BMS.

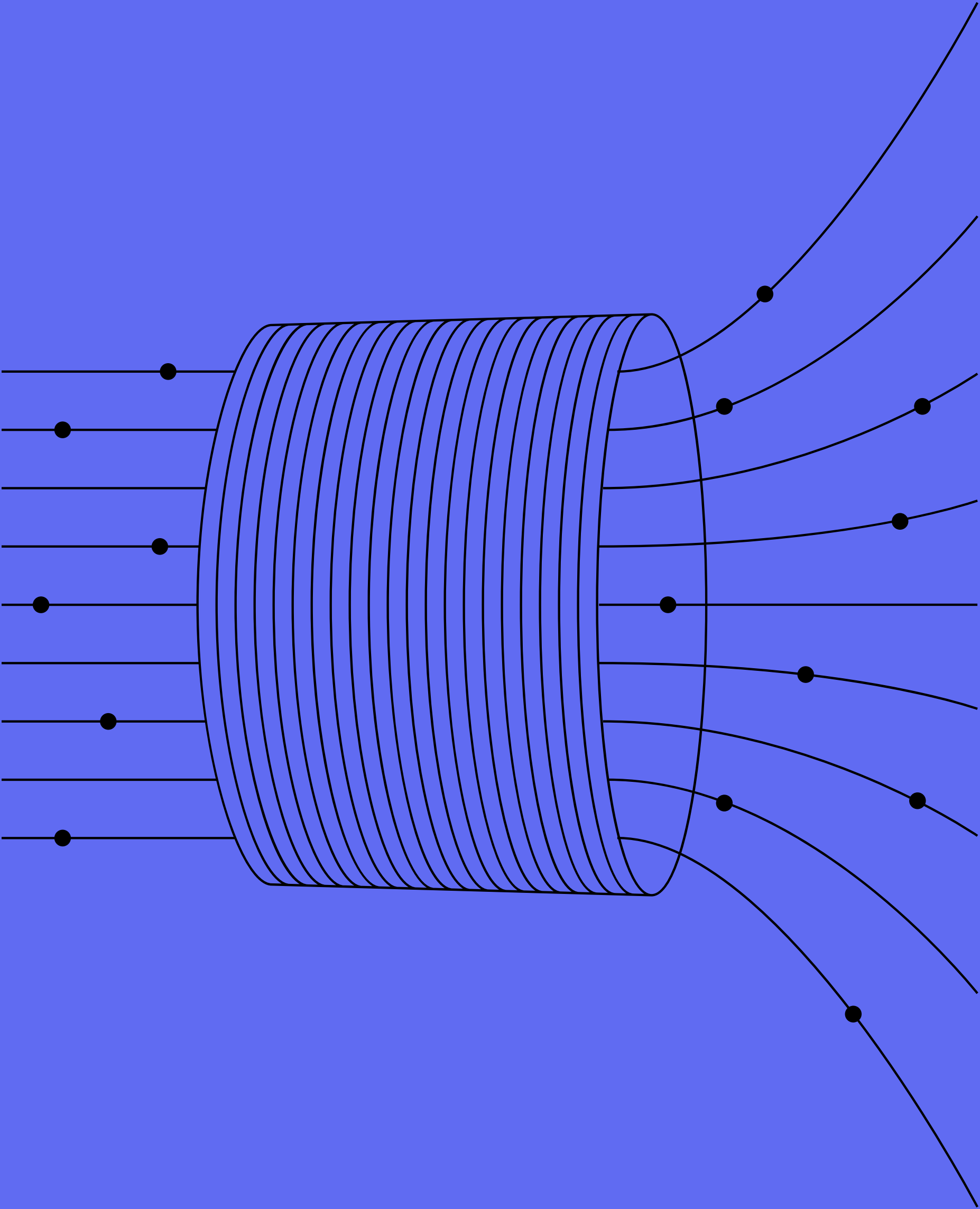
DWEEN<sup>BMS</sup>



# Air

This illustration is to be used when communicating about DWEEN Air.

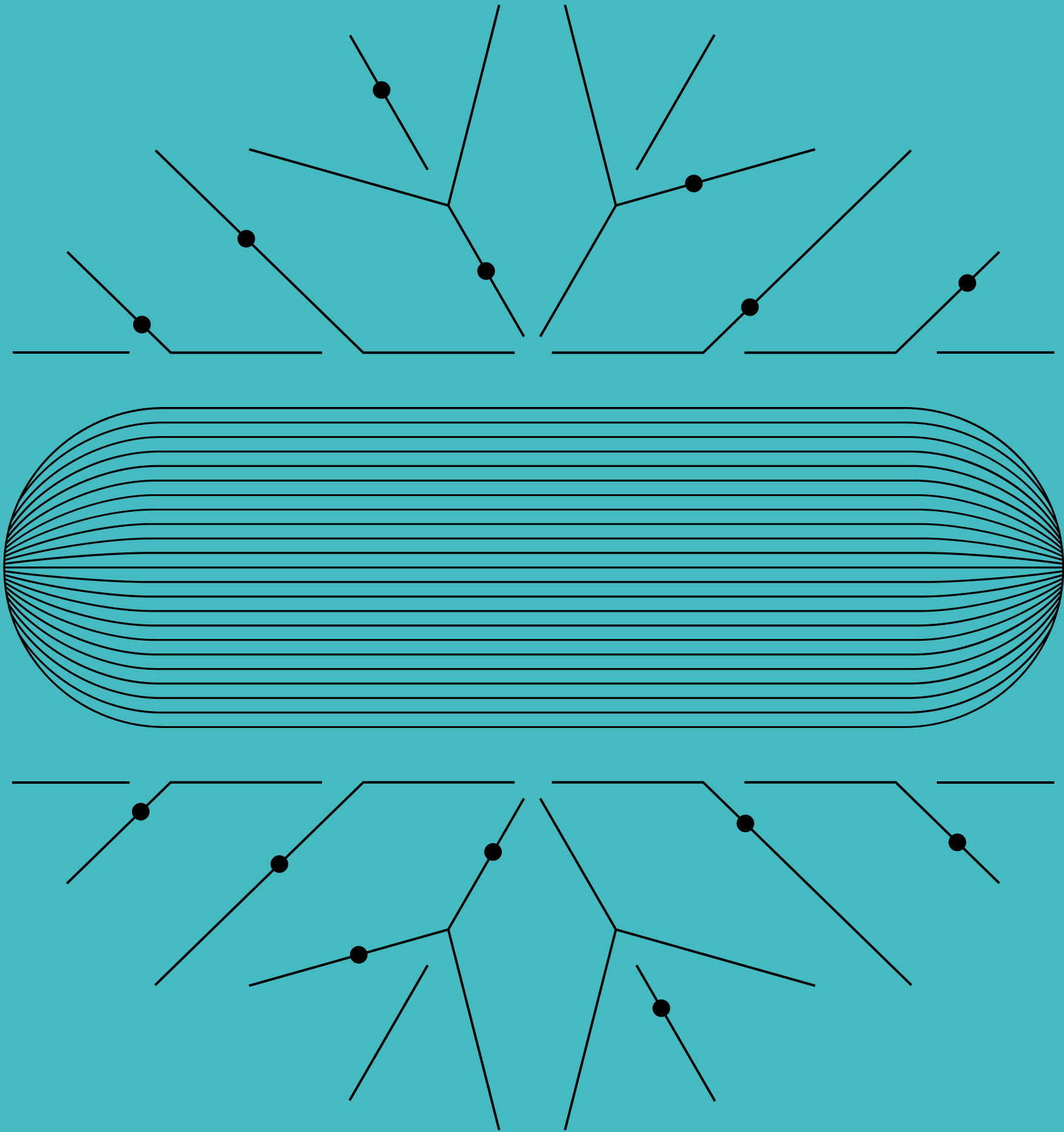
DWEEN<sup>Air</sup>



# Cold

This illustration is to be used when communicating about DWEEN Cold.

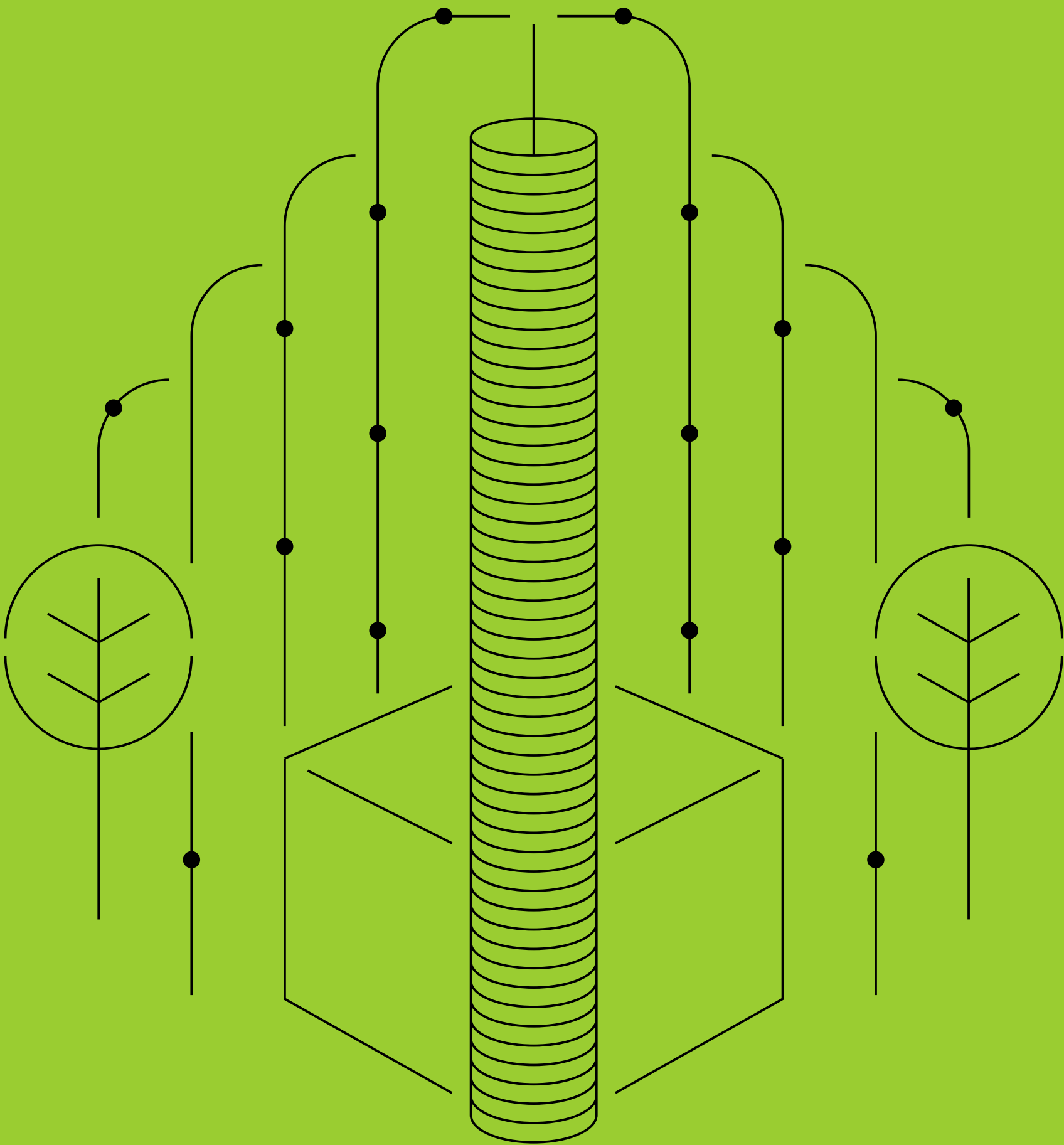
DWEEN Cold

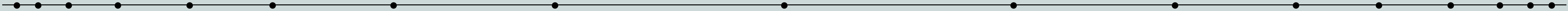


# Boiler

This illustration is to be used when communicating about DWEEN Boiler.

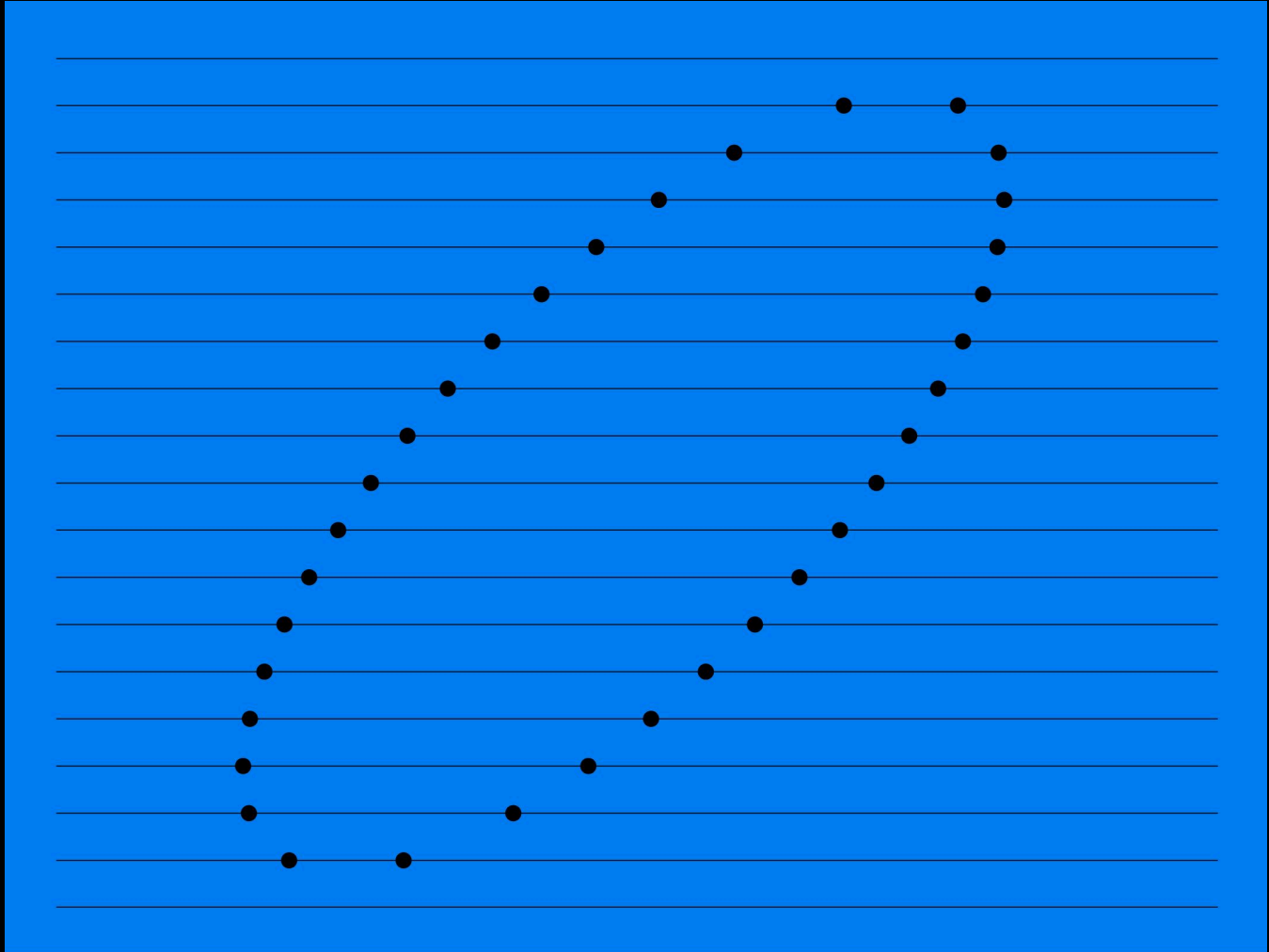
DWEEN Boiler





# Application Examples





Looking for  
**Automation Engineer**



- Galimybė iš karto matyti savo rezultatą
- Patirties plėtra
- Šalis

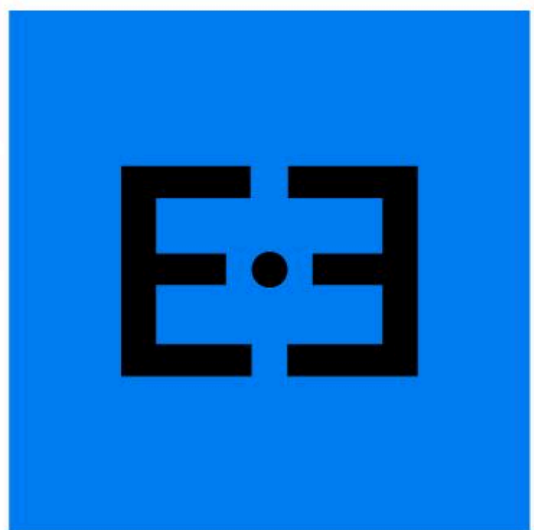
Energetinio efektyvumo konferencija  
2024

New partnership

- Lithuania
- Greece

DWE·EN

CUB≡



# Dween

Creating Digital Twins for energy-intensive industries

IT Services and IT Consulting · Kaunas, Kauno · 2K followers · 11-50 employees

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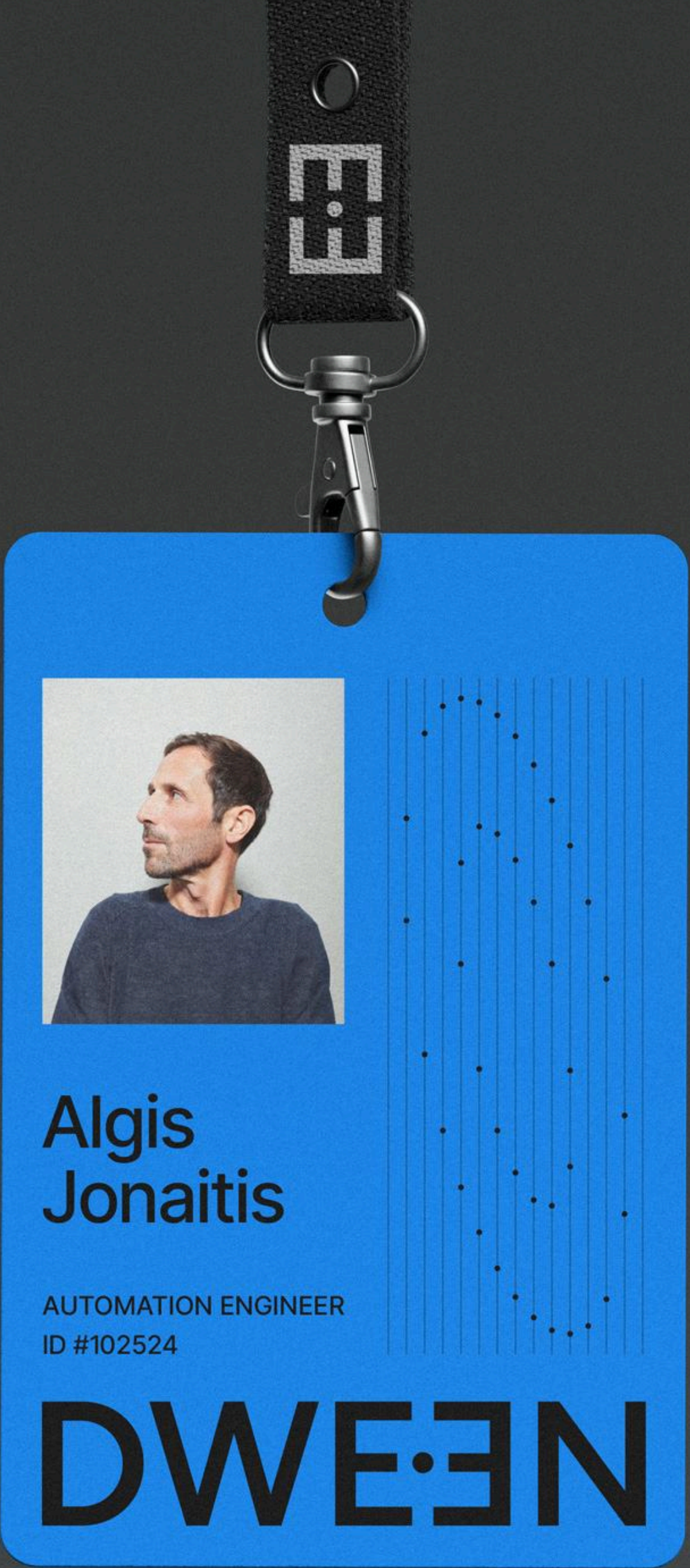
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**Vytautas Šiožinys**  
Dween platform for partners  
To: [hello@cubeengineering.com](mailto:hello@cubeengineering.com)

 Inbox - Exchange    30 September 2024 at 14:49

Hello Cube Engineering,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

We look forward to hearing from you.



**Dr Vytautas Šiožinys**  
+370 652 37826  
[vytautas.siozinys@dween.com](mailto:vytautas.siozinys@dween.com)  
[dween.com](https://dween.com)



**DWE·EN**

Sons &  
Daughters ID