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GIDARA[®]

ENERGY

Brand Book Guidelines



Brand Guidelines

Intro

The building blocks of our global communication.

These guidelines describe the visual and verbal elements that represent the GIDARA Energy corporate identity. This includes our name, logo and other elements such as colour, type and graphics.

If you have any comments or questions, please contact our marketing department at marketing@gidara-energy.com

Chapter 01

GIDARA AMA

1.1 Brand Overview

1.2 Our Logo

1.3 Clear Space

1.4 Proper Logo Use

Brand Overview

Description

Short description

GIDARA Energy is a Dutch technology-based energy company focused on converting non-recyclable waste into syngas, a clean and incredibly versatile source of energy.

Boilerplate description

GIDARA Energy is a Dutch technology-based energy company focused on converting non-recyclable waste into syngas, a clean and incredibly versatile source of energy by using patented technologies. GIDARA Energy is a joint venture between G. I. Dynamics (The Netherlands) and ARA Partners (USA). Their first plant in Amsterdam will produce an average of 87.5 KTA (kilotons per annum) from 175 KTA local non-recyclable waste.

About AMA

GIDARA Energy's first plant is Advanced Methanol Amsterdam (AMA) based in the Port of Amsterdam. AMA includes a testing facility, knowledge centre and full plant producing advanced methanol that meets the European biofuel mandate (RED II, June 2021) as well as local, Dutch legislation. The plant is expected to be fully operational in 2023, producing an average of 87.5 KTA (kilotons per annum) advanced methanol from 175 KTA non-recyclable waste. Its objective is to contribute to better fuels and a circular economy, while providing port expansion, thus more employment. AMA will be working in close cooperation with local partners and several universities.

AMA uses non-recyclable waste primarily to create advanced methanol for biofuel blending. Side streams such as green CO2 and solid residue are used for greenhouses and cement filling, respectively.

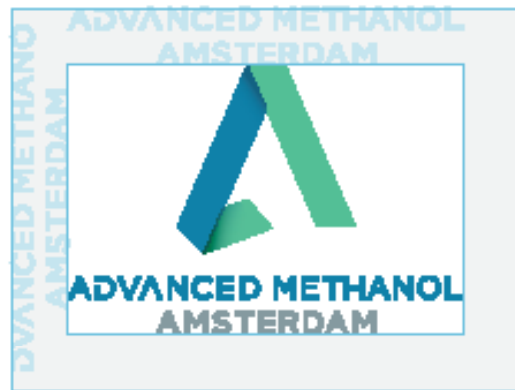


Main Logo

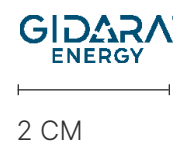
GIDARA[®]
ENERGY



Clear Space



Minimum Size



Vertical logo



Horizontal logo



Proper Logo Use

Light versios of our logos



Chapter 02

Our Standards

2.1 Swatches

2.2 Typography

GIDARA Colors

GIDARA Blue

CMYK
C100 M75 Y35 K15

RGB
R0 G78 B115

HEX
004f73

Green Energy

CMYK
C64 M0 Y54 K0

RGB
R59 G209 B156

HEX
3bd19c

Cool Grey

CMYK
C8 M2 Y3 K0

RGB
R232 G230 B242

HEX
e8f0f2

Blue Future

CMYK
C0 M77 Y100 K0

RGB
R0 G130 B170

HKS
HKS 7 E

Dutch Orange

CMYK
C0 M80 Y95 K0

RGB
R240 G90 B40

HES
f05h28

Typography

Typographic Hierarchy

Aa Aa

Inter Light

Size : 20pt
Leading : 24pt
Traking : Opt

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ


Every page should explode,
either because of its
staggering absurdity, the
enthusiasm of its principles,
or its typography.

Inter Bold

Size : 20pt
Leading : 24pt
Traking : Opt

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Inter



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