

# Wind Europe

## Logo and visual identity



Wind  
EUROPE

In connection with a name change, reorganization and rebranding, Operate developed a new logo and a Corporate Visual identity for Wind Europe.

Operate won the task of designing a graphic expression that builds on to the existing logo, points to the future and differentiates Wind Europe from other wind energy interest groups.

A new simple and concise logo that does not show any windmills nor other symbols for wind energy was developed. Instead, the dot in the letter “i” was placed at the far right – indicating that the wind had blown it there. Thus, the core story of wind energy became an integrated part of the logo.

Afterwards, a design manual for the logo was produced.

In addition, the new logo and visual identity play a dominant role in the interior design of Wind Europe’s headquarters.