NEXT ENERGY 2027

Brand Identity System

Built by

In the business of
building businesses

NEXT ENERGY 2027

Brand Identity System

Color Palette

The proposed color palette consists of blue, mint, and green, reflecting the vision of NEXT ENERGY 2027. Blue represents innovation, technology, and trust, reinforcing the event's focus on shaping the future of energy. Mint symbolizes transformation, progress, and the emergence of next-generation energy solutions, bringing a fresh and forward-looking character to the identity. Green represents renewable energy, environmental stewardship, and long-term sustainability, highlighting the industry's commitment to a cleaner and more resilient future.

Download CCLIBS & ASE

Primary

CMYK: 64, 0, 58, 0
RGB: 13, 225, 156
Hex: 0de19c

CMYK: 97, 80, 48, 58
RGB: 0, 32, 58
Hex: 00203a

Neutrals

CMYK: 76, 69, 63, 82
RGB: 14, 15, 20
Hex: 0e0f14

CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
Hex: fffff

Secondary Colors

CMYK: 43, 0, 32, 0
RGB: 116, 251, 208
Hex: 74fbd0

CMYK: 42, 0, 9, 0
RGB: 114, 240, 249
Hex: 72f0f9

CMYK: 71,44,0,0
RGB: 10, 90, 113
Hex: 368af5

CMYK: 98,73,49,49
RGB: 0, 47, 67
Hex: 002f43

Gradient Colors

Location:

0% 80% 100%

Location:

0% 50% 100%

Typography

To establish a cohesive and future-ready visual identity, NEXT ENERGY adopts a typography system that balances clarity, flexibility, and modernity across all brand touchpoints.

Montserrat serves as the primary typeface, delivering a bold and contemporary presence for headlines and key messaging. Its clean geometric forms reinforce confidence, innovation, and forward momentum.

Inter supports body copy and digital applications, providing exceptional legibility across screens and print while ensuring a consistent reading experience.

For Korean communications, **Pretendard** serves as the designated typeface, offering excellent readability and typographic harmony that complements the overall brand system across multilingual applications.

Download Fonts

Titles/ Primary Headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Montserrat Bold

Body Copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Inter

Korean

가나다라마바사 아자차카타파하
동해물과 백두산이 마르고 닳도록
1234567890

Pretendard

Typography

A clear and consistent typography hierarchy ensures effective communication across all brand applications.

Montserrat Bold drives attention through impactful headlines, while **Montserrat Medium** supports structured content and subheadings. **Inter** is used for body copy, delivering excellent readability and versatility across both digital and print environments.

Together, these typefaces create a modern, scalable, and future-ready brand expression.

Montserrat Bold is our Leading font

Titles/Primary Headlines
Montserrat
Bold

Montserrat medium is the font we use for subheadings

Subheadings
Montserrat
Medium

Inter is what we use on body copy and paragraphs. **Inter bold can be used to highlight certain words and phrases.**

Body Copy
Inter
Light + Bold

NEXT ENERGY 2027

Brand Identity System

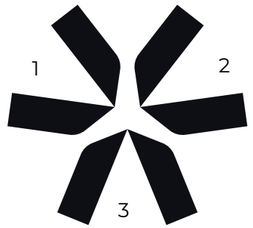
The logo is built around three inward-facing elements that represent the primary renewable energy sources: solar, wind, and hydropower. Their convergence creates a central nexus, symbolizing collaboration, innovation, and the integration of clean energy technologies.

The negative space at the center forms the silhouette of a wind turbine, highlighting wind energy as a key driver of the renewable energy transition. It reinforces the event's focus on sustainable solutions, technological progress, and the shift toward a low-carbon future.

The circular composition conveys continuity, balance, and the ongoing cycle of renewable energy, while the bold geometric forms create a modern and confident identity.

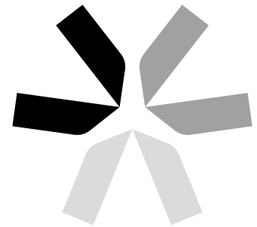
Download Logos

Logo Icon - Nexus



The three inward-facing arrows represent solar, wind, and hydropower, symbolizing unity and the transition to a sustainable energy future.

The negative space within the logo forms a wind turbine.



The circular composition conveys continuity, balance, and the ongoing cycle of renewable energy.

NEXT ENERGY 2027

Brand Identity System

TBJ Cenzo was selected for the wordmark because of its clean, professional, and futuristic character. Its modern geometric forms complement the brand's forward-looking identity, while the custom-designed **"X" conveys forward momentum, symbolizing NEXT ENERGY's commitment to driving innovation and advancing the future of energy**.

Download Logos

Wordmark

Typeface: TBJ Cenzo

NEXT
ENERGY
KORMARINE 2027

NEXT ENERGY 2027

Brand Identity System

The **Nexus** Icon, combined with contemporary typography, creates a bold and modern identity for NEXT ENERGY. It embodies energy, innovation, and progress, capturing the excitement and momentum driving the future of renewable energy and clean energy innovation.

Download Logos

Logo Icon + Wordmark

Vertical Logo

Horizontal Logo

NEXT ENERGY 2027

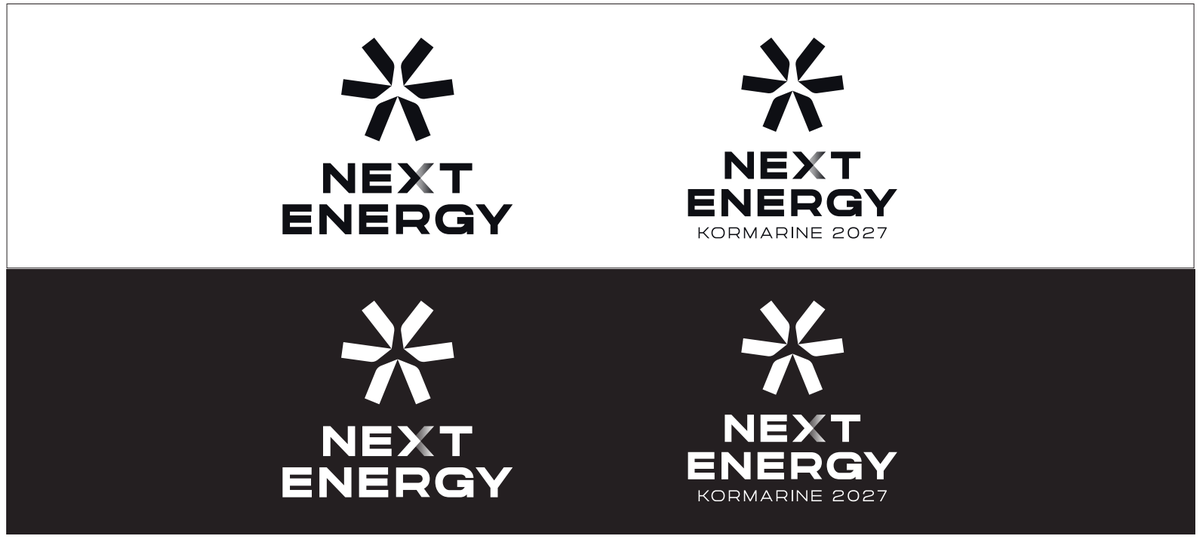
Brand Identity System

Black and white logo can be used in situations where legibility is of the highest importance.

Download Logos

Monotone Logo

Vertical Logo



Horizontal Logo

NEXT ENERGY 2027

Brand Identity System

Clear Space refers to the minimum area surrounding the logo that must remain free of text, graphics, and other visual elements. Maintaining this space ensures the logo remains clear, recognizable, and visually impactful in all applications. The minimum clear space is defined by the width of a single “N” character from the logo and should be maintained on all sides.

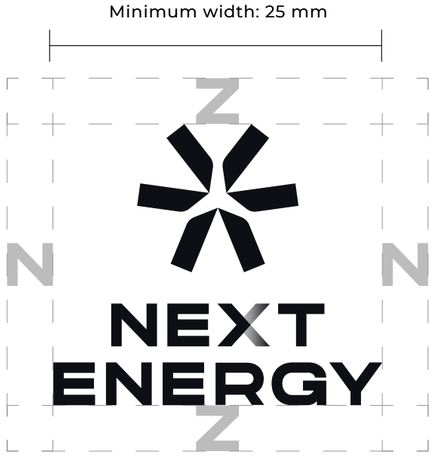
When setting a minimum logo size, the goal is to ensure the logo remains clear, readable, and recognizable across all applications. The logo must never appear smaller than the minimum size to ensure legibility and brand recognition.

Download Logos

Clear Space & Minimum Size

Icon only

Vertical Logo



Horizontal Logo

NEXT ENERGY 2027

Brand Identity System

It’s important that the appearance of the logo remains consistent . The logo should not be misinterpreted, modified, or added to. Its orientation, color, and composition should remain as indicated in this document — there are no exceptions.

Download Logos

Logo Misuse

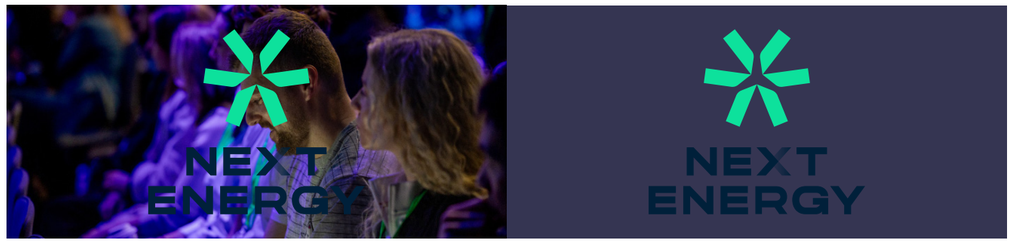
Do not change the logo color to a tone that is out of the branding colors

Do not apply gradient

Do not rotate logo

Do not warp logo

Do not outline or create a stroke around the logo



Do not set logo on bg or imageries that would render it illegible