

Looking Good!

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Focussed branding differentiates Green Gas to its customers and stakeholders. The corporate brand reinforces the fact that Green Gas is a strong and growing company operating in the international clean energy markets. With this in mind, we have enhanced the group's corporate identity both internally and externally and have introduced new identity guidelines.

The new Corporate Identity Guidelines are important to create consistency in how the group is presented to the world. The design is 'clean' but clearly shows our engineering and industrial pedigree. We have streamlined the way the company logo is used, set the standards for internal communication, created a new and more exciting corporate colour palette and much more. As a clean company, we used simple clean white background including colours from our new colour palette, a subtle but colourful strip and corporate photos showing our key activities.

This new look works well in our Corporate Brochure and Presentation. The brochure has been produced in four languages – English, Chinese, Spanish and Russian and includes photographs of our people and plants. Should you wish to have a copy of the brochure, you can download it from our website.

The new Corporate Presentation has not only gained a completely new look but also contains new and updated information on Green Gas, including details on each business unit and case studies.

Last but not least we have expanded our corporate website to provide Russian, German and Spanish versions in addition to the current English and Chinese sites, thus presenting the group's global ambitions. Green Gas DPB will soon redesign its website to be inline with the corporate site, which will help to unify the group identity.

There is more on its way from our marketing team in the future so watch this space!

