

Influences

Inspired by innovative technology firms and robust, tough brands that stand the test of time. Think world-class engineering and state of the art design systems. Leading the charge.

Icon Development

The previous icon illustrated natural energy (red/orange) being converted to renewable energy (green) showing Clenergy as the enabler for the conversion. The new icon below keeps the same sentiment of movement and energy, whilst giving it a neutral white tone. This tone for the font & icon shows the parent brand, and the concept here is a single white light, through a prism gives a spectrum of colours, which is illustrated by the different sub brands.

CLENERGY



Font Selection

We gave the font sharper corners and edges to represent the digital transformation and new technological direction of being an omni-channel enterprise. We chose a font that exudes a clean, modern and techy feel. Our mission is to use technology to collaborate between our services & stakeholders

Base Colour Choice

We have transitioned out from the orange & black colour palette, which today sits with our original product series – the PVezRack range. To a new cool, refreshing and inviting steel blue illustrating our transition to being technologically focussed.