



style guide ArtEnergy

About ArtEnergy

We are ArtEnergy, a Romanian company with a joyful team, that makes energy (fuels and electricity) available for companies and people in an optimized and sustainable way, by using the latest technology, investing in people and innovation, to support the global transition to a green future and help Romanian Economy grow faster.

ArtEnergy - pushing the boundaries further!

Our values

humbleness / courage / opened / together

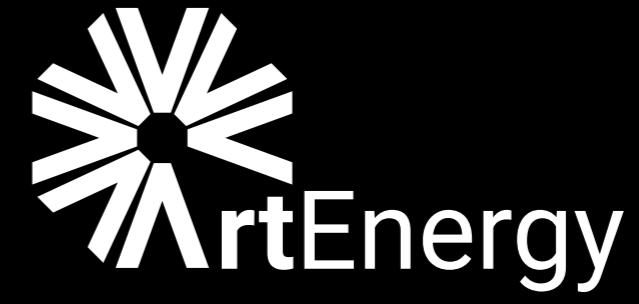
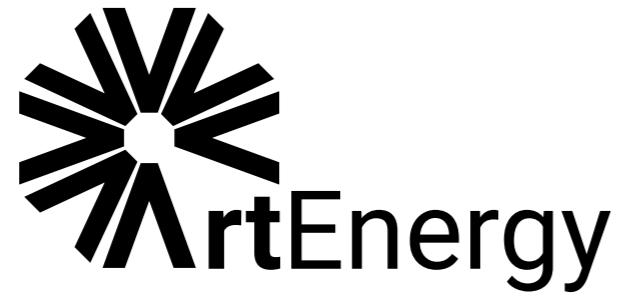
Brand personality:

professional, brave, full of energy, lively, strong, humble

Key elements:

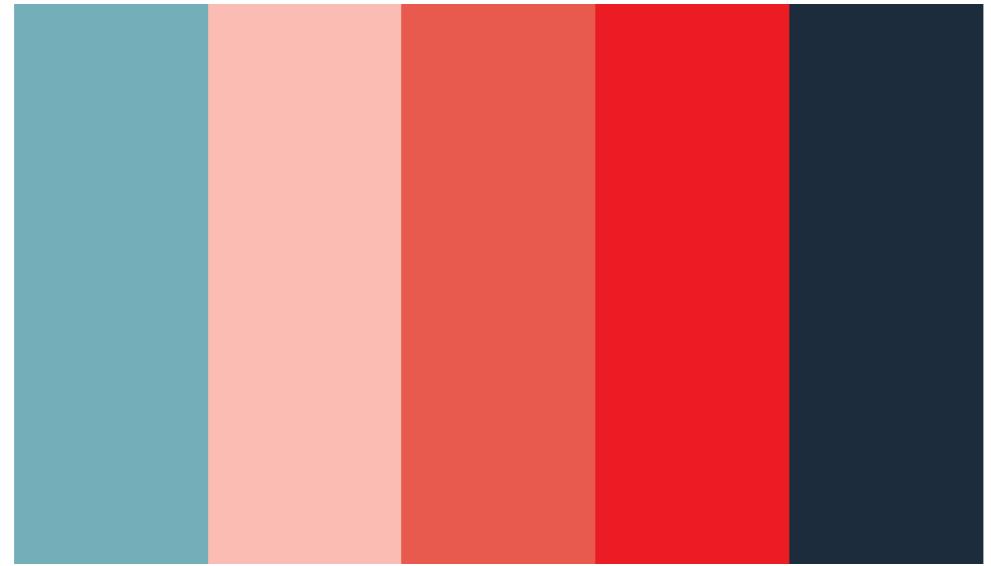
- energy and fuels
 - joyful and powerful team
 - push further the boundaries
 - professionalism, reliability
 - green future
 - red
-
- energy and fuels
 - joyful and powerful team
 - push further the boundaries
 - professionalism, reliability
 - green future











CMYK (0, 0, 0, 0)
RGB (250, 250, 250)
#ffffffff

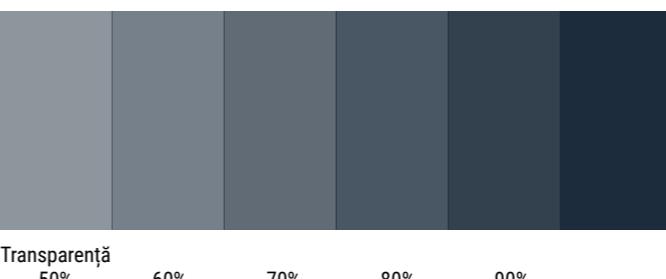
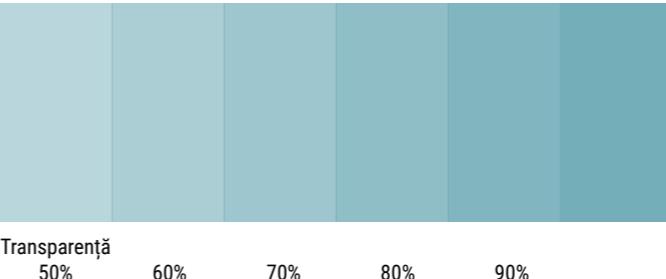
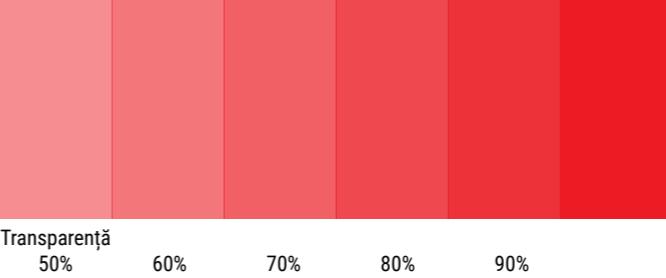
CMYK (56, 17, 24, 0)
RGB (115, 175, 186)
#73afba

CMYK (0, 31, 22, 0)
RGB (252, 190, 179)
#fcbeb3

CMYK (4, 80, 71, 0)
RGB (232, 90, 78)
#e85a4e

CMYK (1, 99, 97, 0)
RGB (230, 28, 30)
#ec1c24

CMYK (88, 73, 51, 53)
RGB (28, 54, 61)
#1c2d3d



CMYK (88, 73, 51, 53)
RGB (28, 54, 61)
#1c2d3d

CMYK (82, 66, 49, 37)
RGB (50, 60, 81)
#324251

CMYK (73, 59, 45, 25)
RGB (73, 87, 100)
#495764

CMYK (65, 51, 41, 13)
RGB (98, 108, 120)
#626c78

Culori pentru scris

Culori secundare

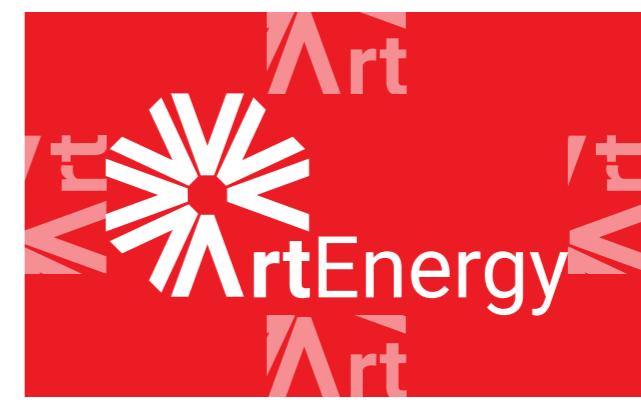
Culori principale

Culori secundare



Este necesară folosirea unui spațiu de protecție pentru logo. Acesta este identificat prin plasarea cuvântului Art pe laterale.

Spațiere logo



Spațiere minimă - regula se aplică și pentru logo-ul plasat pe fundal colorat.

Spațiere logo



Spațiere logo

Spațiere logo

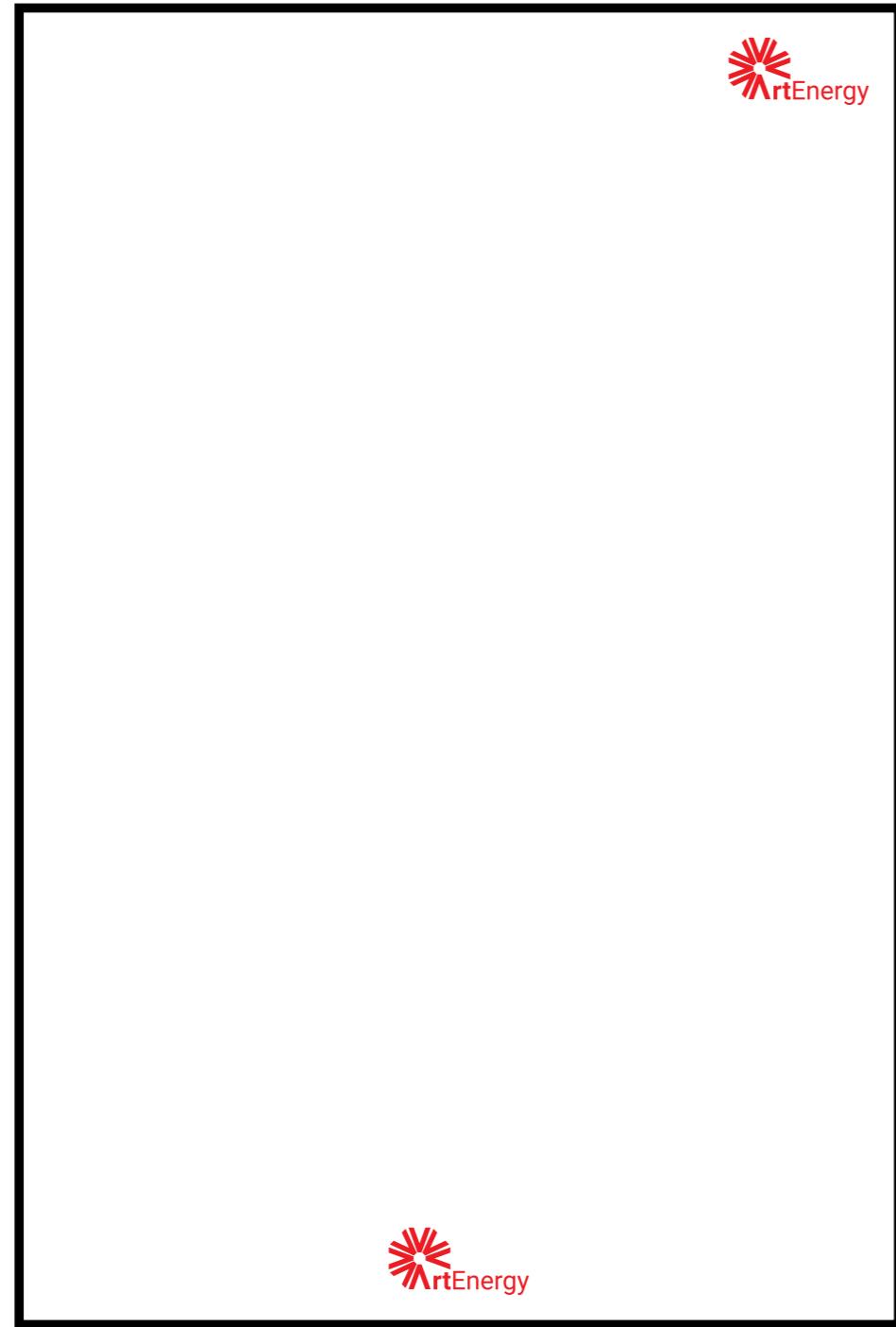
Exemplu de dimensiune minimă a logo-ului. Mai jos logo-ul este dimensionat la 1.5 cm pe latura lungă

$l = 1,5 \text{ cm}$

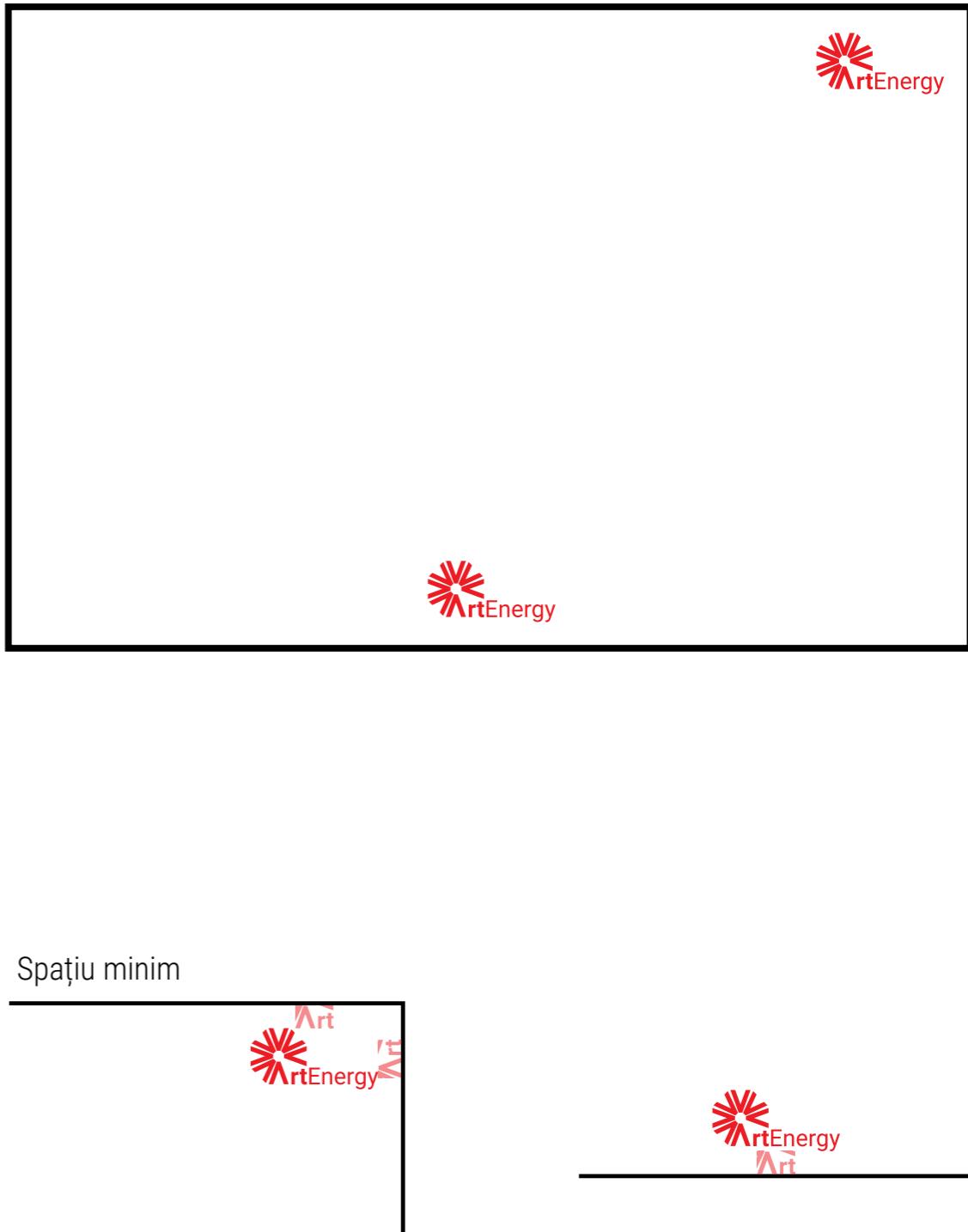


Este necesară folosirea logo-ului la o dimensiune de cel puțin 1.5 cm pe latura lungă. Utilizarea lui la o dimensiune mai mică va face dificilă vizualizarea și identificarea.

Dimensiune minimă logo



Pozitionare logo



Pozitionare logo



Cum nu se foloseste logo



În cazul imaginilor, se recomandă folosirea logo-ului colorat numai în zone deschise la culoare, NU și în zone cu multă culoare de fundal sau în zone cu multe detalii. În zonele cu multă culoare de fundal, se recomandă folosirea logo-ului alb.

Roboto Condensed

Roboto font pentru body texts - se va folosi în zonele din online/offline cu mult text. Este foarte ușor de citit. Pentru Titluri și pentru evidențierea de informații vom folosi

Roboto Condensed. Pentru texte care vor fi puse peste imagini vom folosi **Roboto condensed/Roboto**.

Roboto Condensed

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9

a b c d e f g h i j k l m n o p q r s t u v w x y z

Roboto Condensed Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9

a b c d e f g h i j k l m n o p q r s t u v w x y z

Roboto

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9

a b c d e f g h i j k l m n o p q r s t u v w x y z



Pushing the boundaries further!



Pushing the boundaries further!



We deserve, and we are responsible to build a green future for us, for our children. It is clear nowadays that this future depends on energy. The only way to create this future is to provide clean energy, energy that won't harm the environment, our home (this planet). We fight for this green future, we believe in it and we feel responsible for it.

Helping the Romanian economy to grow faster is a component of our ambition, and it is mandatory in order to achieve the capability, the resources and the mindset to build a green future for this part of the world too.

art-energy.ro



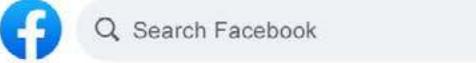
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THE FUTURE IS GREEN

We deserve, and we are responsible to build a green future for us, for our children. It is clear nowadays that this future depends on energy. The only way to create this future is to provide clean energy, energy that won't harm the environment, our home (this planet). We fight for this green future, we believe in it and we feel responsible for it.



 Search Facebook






Pushing the boundaries further!

 ArtEnergy

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 Write something to Name...

 Photo/Video  Tag Friends  Feeling/Activity

Cover Facebook

Cover LinkedIn

The image shows a LinkedIn profile cover for 'ArtEnergy'. The main background photo is a scenic landscape of rolling hills under a clear sky. In the foreground, a man in a light blue shirt and dark pants is pushing a small child wearing a green helmet on a yellow bicycle. To the left of the profile area, there's a white graphic element featuring a red triangle and a smaller red triangle pointing upwards, with the 'ArtEnergy' logo (a stylized sunburst icon) inside a white box.

ArtEnergy

Pushing the boundaries further! 245 followers

+ Follow

Visit website ↗

See all 35 employees on LinkedIn →

Home My Network Jobs Messaging Notifications Me Work

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CUI: RO30335504; O.R.C.: J35/1489/2012; Capital social: 10.220 RON

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Unicredit Bank; IBAN: RO54 BACX 0000 0013 5772 9006; BACXROBU
Banca Com. Rom.; IBAN: RO49RNCB0249127932650001; RNCBROBU
Banca Transilvania; IBAN: RO21BTRLRONCRT0561893701; BTRLR022

ISO14001
ISO9001



Lorem Ipsum

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ISO14001
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*Atestat comercializare produse energetice nr. RO1106135EN01/13.03.2019. Factura circulă fără sămpătă și semnătură conform Legii 227/2015 privin Codul Fiscal, art.319, al. 29.

ISO14001
IS09001



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9001



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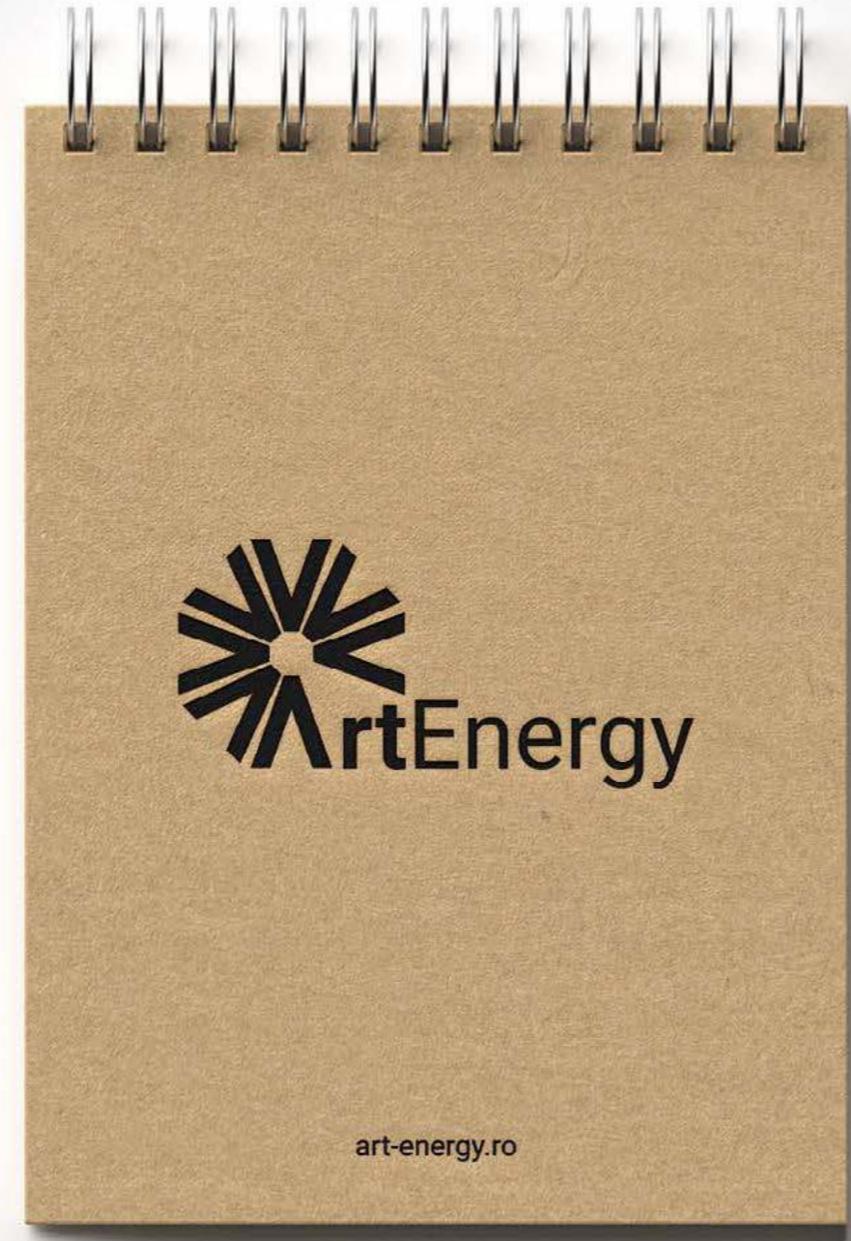




—
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Business developer

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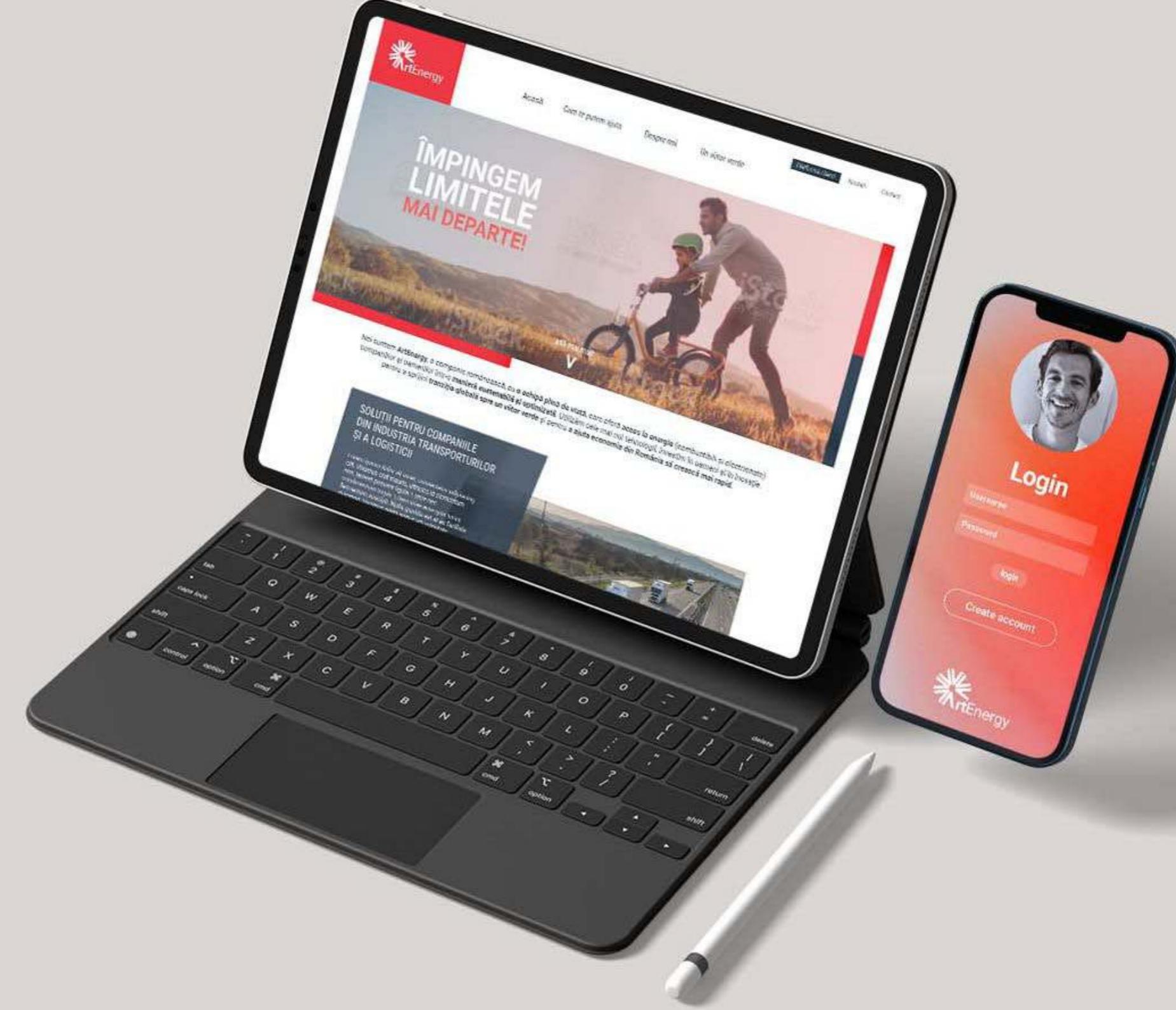


Semnătură email

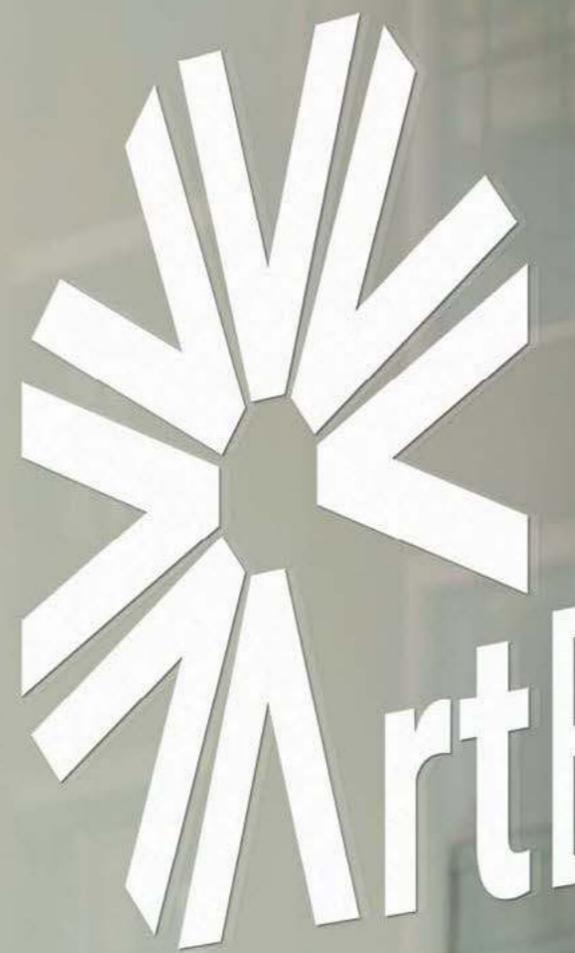


Andreea Popescu
Business Developer

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ArtEnergy





PUSHING THE
BOUNDARIES
FURTHER!





pushing the
boundaries
further!



ArtEnergy







ArtEnergy



ArtEnergy



ÎMPINGEM
LIMITELE
MAI DEPARTE





Despre noi



Noi suntem **ArtEnergy**, o companie românească, cu o echipă plină de viață, care oferă **acces la energie** (combustibili și electricitate) companiilor și oamenilor într-o manieră sustenabilă și optimizată. Utilizăm cele mai noi tehnologii, investim în oameni și în inovație, pentru a sprijini **tranzitia globală spre un viitor verde și pentru a ajuta economia din România să crească mai rapid**.





Valori

Humbleness

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Courage

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Opened

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Together

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Soluții pentru companiile din industria transporturilor și a logisticii

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Soluții pentru agricultură

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