Fullwave logo usage

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The name

Fullwave is one word with a capital F. The legal entity stays Megawatt Solutions GmbH, and the web and email addresses stay as they are.

The logo

The Fullwave logo has two parts: the mark, seven bars with one wave cut through them, and the wordmark. Together they form the lockup. The symbol is the mark on its own.

Which logo to use

USE	FILE
Most places: websites, documents, decks	Lockup
Square or small spaces: avatars, app icons, favicons	Symbol, or a symbol tile
Where you set the spacing yourself	The `tight` files, cropped to the artwork

Use the files in this kit. Never redraw, retrace or retype the logo, and never rebuild the wordmark in a typeface.

Colour

The logo is always one colour.

COLOUR	HEX	USE ON
Pine (primary)	#1E5A45 · RGB 30 90 69	Paper, Linen and White
Ink (one colour)	#222825 · RGB 34 40 37	One-colour print, light photographs and the Sage tints
Paper (reverse)	#F2F1EC · RGB 242 241 236	Pine 700 to 950, Ink 900 and dark photographs

CMYK and spot colour matches are set from a press proof when the first printed piece is made.

The logo keeps at least 4.5:1 contrast with the ground directly behind it. Pine on the Sage tints falls short, so use Ink there.

LOGO	ON	RATIO	4.5:1
Pine #1E5A45	Paper #F2F1EC	7.13:1	Pass
Pine #1E5A45	Linen #EFE7DA	6.57:1	Pass
Pine #1E5A45	White #FFFFFF	8.07:1	Pass
Pine #1E5A45	Website ground #E9EAE6	6.67:1	Pass
Pine #1E5A45	Pale Sage (Sage 300) #AFC7AD	4.45:1	Fail, never use
Ink #222825	Paper #F2F1EC	13.28:1	Pass
Ink #222825	White #FFFFFF	15.02:1	Pass
Ink #222825	Pale Sage (Sage 300) #AFC7AD	8.29:1	Pass
Ink #222825	Sage (Sage 400) #88AB8D	5.90:1	Pass
Paper #F2F1EC	Pine 700 #1E5A45	7.13:1	Pass
Paper #F2F1EC	Pine 900 #092D21	13.18:1	Pass
Paper #F2F1EC	Pine 950 #081E16	15.38:1	Pass
Paper #F2F1EC	Ink 900 #222825	13.28:1	Pass

Construction and clear space

The mark is built on its bars. The bar pitch p (one bar and one gap) is the mark height divided by 6.7. Every measure below follows from the mark height h.



The lockup. The tinted band is the clear space, three bar pitches wide on every side; the three short pale bars and the bracket beside them measure three bar pitches (3 p).



The symbol, with the same clear space.

ARTWORK	MEASURE AT A MARK HEIGHT OF H	AT H = 256
Mark	1.0578 h wide, 7 bars	256 tall, 270.80 wide
Bar pitch p	h / 6.7	38.21
Bar weight	0.1045 h	26.75
Wave stroke	about 0.115 h through the curve, about 0.08 h at the ends	28.5–30.4, easing to 20.0 and 21.4
Gap between bars	0.0448 h	11.46
Mark to wordmark	0.4375 h	112.00
Lockup, tight	6.7309 × its height wide	
Clear space	3 p = 0.4478 h on every side	114.63

Keep clear space of three bar pitches (0.448 h) on every side. That is just more than the space between the mark and the wordmark, so the gap inside the lockup is a quick check by eye. The files in `logos/SVG`, `logos/PDF` and `logos/PNG` already include it.

Minimum size

	ON SCREEN	IN PRINT
Lockup	160 px wide	30 mm wide
Symbol	24 px tall	5 mm tall

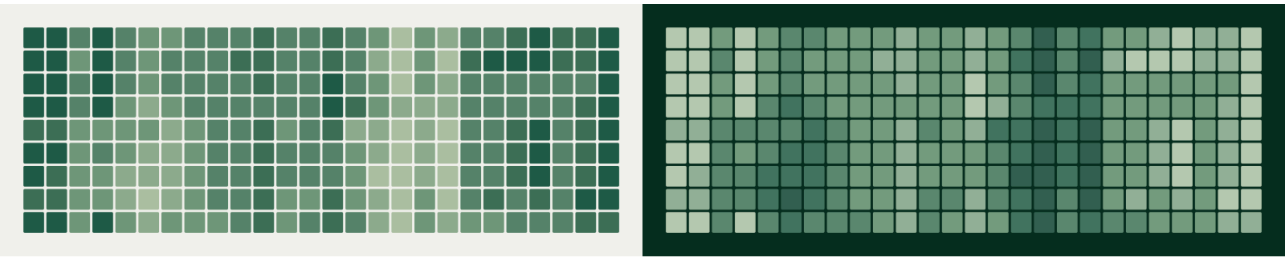
Below these sizes the gaps between the bars fall under one pixel and the bars merge. On high-density screens (2×) the lockup holds down to about 112 px wide and the symbol to 16 px, but design for 1×.

Avatars, app icons and favicons

- **Avatars.** Use `tiles/PNG/fullwave-tile-paper-on-pine-400.png` for LinkedIn and X. The mark is 64% of the tile width, with a 36 px bar pitch, and sits inside the circle crop both platforms apply.
- **App icons.** The 180, 192 and 512 px icons keep the mark inside the central 80% circle, so they also work as maskable icons.
- **Favicons.** The 32 px favicon places every bar edge on the pixel grid. At 16 px the bars merge and the wave remains; modern browsers use the 32 px or SVG favicon.

Brand pattern

The brand pattern is the market heatmap from the website: monthly two-hour day-ahead spreads by market, one row per market and one column per month. It is used as a visual, with no caption.



COLOURWAY	CELLS	GROUND
Paper (default)	Data ramp seq-2 #C8D4BB (low) to seq-8 #215C47 (high), as on the website	Paper #F2F1EC
Pine	The same ramp mirrored, so high spreads are lightest	Pine 900 #092D21

- Cells stay square: gap 6/59 of the pitch, corners 3.4/53 of the cell. Crop by rows and by the latest months, scale evenly, never stretch.
- The pattern sits in its own zone: a side panel on banners, a band under the header on posts. Never behind text or the logo.
- At most one Pine band per piece.
- The mark itself is never a pattern.

Never



The old V2 green #42E7AA, or any colour outside Pine, Ink and Paper



Two colours in one logo



Glows, shadows, gradients, outlines or other effects



Stretching or squashing



Rotating, or re-spacing the mark and the wordmark



Grounds below 4.5:1, such as Pine on Sage

Also never redraw the mark, retype the wordmark, crop the logo, place it on a busy part of a photograph, or use the mark, its bars or its wave as a pattern, a bullet, a loader or an animation.

Typefaces

The brand sets type in IBM Plex Sans and IBM Plex Mono, free under the SIL Open Font Licence: https://github.com/IBM/plex. The wordmark is drawn artwork, not type, so never set "Fullwave" in a typeface as a logo.

Using these files

Partners and press may use the Fullwave logo to refer to Fullwave, unaltered and as shown in this guide. It does not imply endorsement or partnership. For anything else, ask first.

Questions

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