GREEN HYDROGEN SUMMIT

15-16 September 2026
Cape Town





AGHS 2026

Brand Guidelines

LOGO USAGE

Primary Logo







Secondary Logos

to use when Primary logo is not functional



Use this logo on a coloured or busy background



Use this logo for landscape applications







LOGO USAGE INVERTED

Primary Logo







Secondary Logos
to use when Primary logo is not functional



Use this logo on a coloured or busy background





Use this logo for landscape applications









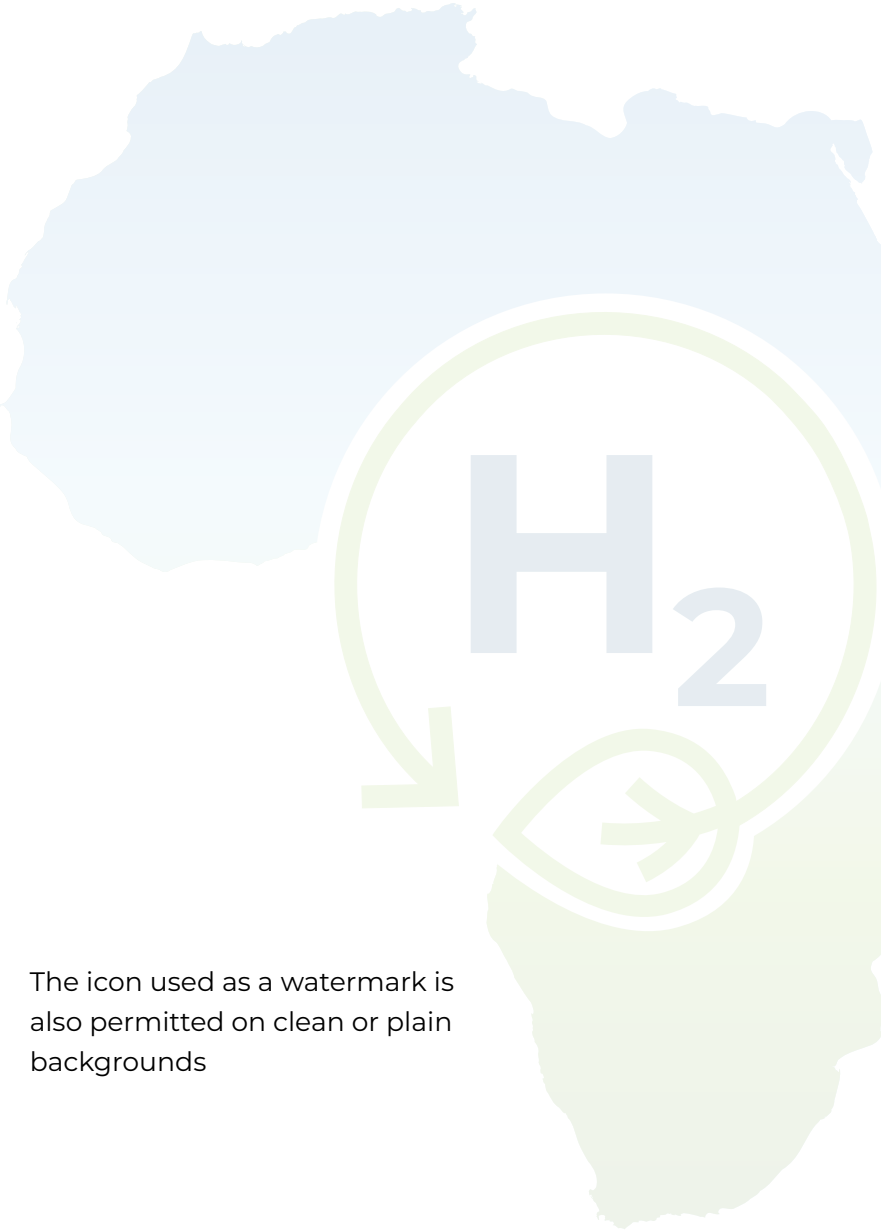
ICON USAGE



In certain cases the icon without the text can be used as a decorative or design element.



Example of social media icon usage



The icon used as a watermark is also permitted on clean or plain backgrounds

ELEMENTS USAGE



Moecular nodes and SA map outlines can be used as design elements as well as background watermarks

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COLOUR PALETTE

HYDROGEN GREEN
CMYK: C56 M0 Y100 K0
RGB: R130 G187 B38
Vibrant, energetic, and forward-looking

ATMOSPHERE BLUE
CMYK: C45 M0 Y4 K0
RGB: R148 G212 B240
Light, breathable, and clean

DEEP CURRENT BLUE
CMYK: C100 M66 Y24 K23
RGB: R0 G71 B116
Stable, technical, and authoritative

EARTH CORE GREEN
CMYK: C75 M32 Y100 K20
RGB: R71 G117 B45
Grounded, natural, and dependable

SOLAR FLARE YELLOW
CMYK: C8 M9 Y94 K0
RGB: R224 G217 B0
Bold, high-energy, and attention-grabbing

GRIDLINE BLUE
CMYK: C84 M47 Y0 K0
RGB: R28 G117 B188
Structured, modern, and infrastructure-driven

Green to Blue gradient is used to symbolise hydrogen from water



The use of light tints (30% and 20% of the colour palette is permitted

TYPOGRAPHY USAGE



Title Font
Montserrat Bold is used for all headings and titles. It may be set in **Title Case** or **UPPERCASE**, depending on the desired emphasis.
Approved colour applications include:
Black, **Deep Current Blue**, and **Hydrogen Green**.

Body Font
Open Sans Regular is used for all body copy and longer-form text. It should always be set in Sentence case to ensure readability.
Approved colour applications include:
Black and 90% Black (Charcoal).

Bullet Points:
- Hydrogen Green or
- Deep Current Blue can be used for bullet points

TITLE FONT Montserrat 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
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
0123456789‘? !”(%) # @/ &<-+÷×=> : ; , .*

SUB HEADING FONT Montserrat Regular

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
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
0123456789‘? !”(%) # @/ &<-+÷×=> € : ; , .*

BODY FONT Open Sans Regular

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
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
0123456789‘? !”(%) # @/ &<-+÷×=> € : ; , .*

Open Sans 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
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
0123456789‘? !”(%) # @/ &<-+÷×=> € : ; , .*

PHOTOGRAPHY STYLE AND IMAGE USAGE

Our visual language should consistently reflect professionalism, technological advancement and diversity.

Imagery must convey a strong sense of movement, innovation, energy flow, and forward momentum- capturing not just what we do, but where we are going. Preference should be given to dynamic compositions that suggest progress, transformation, and future-focused energy solutions.

When featuring people, photography should always represent a diverse and inclusive culture, authentically reflecting a broad range of backgrounds, perspectives, and environments.

To maintain visual consistency across all platforms, select imagery that aligns with or complements our core colour palette wherever possible. Subtle integration of brand colours within images will strengthen overall brand cohesion.

Recommended search keywords for stock imagery include:

- Green hydrogen molecule structure
- Green energy
- Wind turbines
- Solar energy
- Future-focused energy generation

Curated assets are available in our Adobe Libraries, which are updated periodically:

Images:
https://www.adobe.com/files/libraries/urn:aaid:sc:EU:7c6247f8-4b0a-4a14-a1b5-3b13de661265

Videos:
https://www.adobe.com/files/libraries/urn:aaid:sc:EU:88d46b40-b325-46fc-ba57-0fa18ddae8e0













