

Dresden

Brand Proposal

concept

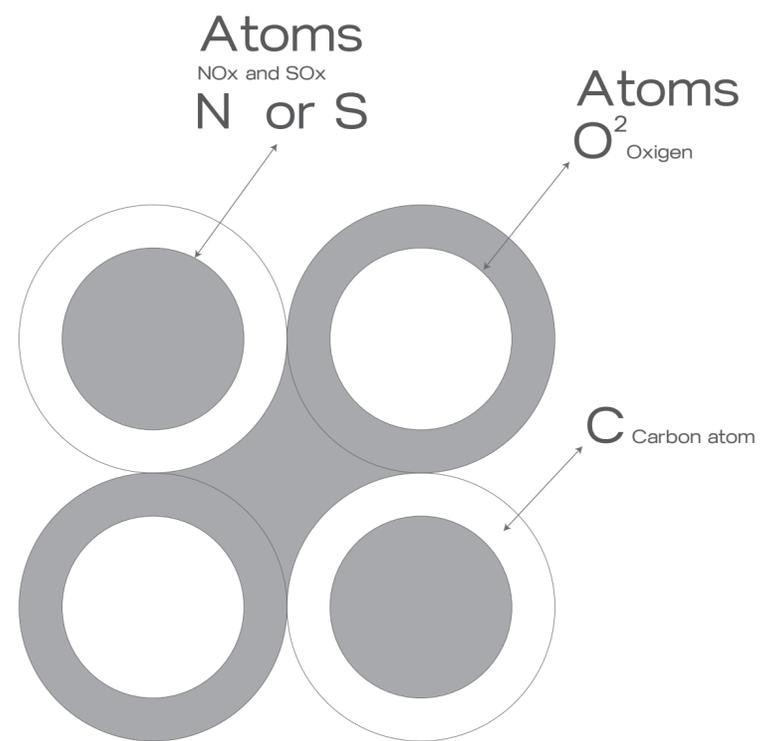
The concept of this brand is to lead the revolution in the climate fight through the innovative technology of Zero CO₂e combined cycle power plant technology and advanced fuel cell solutions.

These are the elements that the company is reducing its negative effect in the world, and recycling them into valuable resources. This is why we have incorporated CO₂e, NO_x, and SO_x into this brand, the reduction of which has a significant impact on our environment today.

Moreover, this brand approach focuses on harnessing the power of atoms and cutting-edge energy technologies to drive immediate change. While the world remains dependent on fossil fuels, Dresden stays committed to providing solutions that not only address current emissions but also pave the way for the scalable technologies of the future.

For the next generation of sustainable energy solutions, we are ensuring a smoother transition away from fossil fuels and towards a cleaner, and more sustainable world.

Version 1.1



Version 1.1 Logo



Dresden

Energy reinvented

Version 1.1 Logo Color



Dresden
Energy reinvented

Dresden

White



Dresden
Energy reinvented

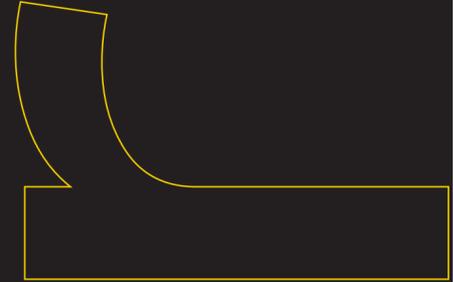
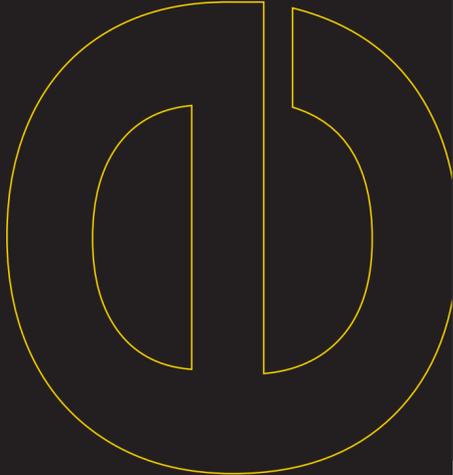
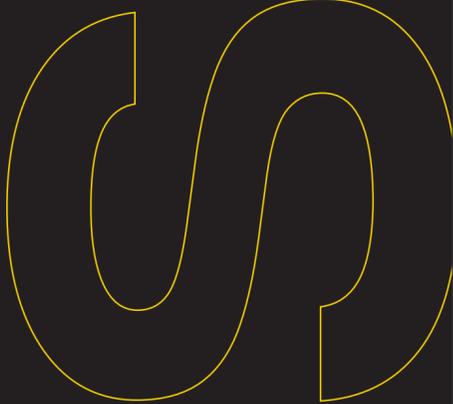
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Dresden
Energy reinvented



Dresden
Energy reinvented



White



Dresden
Energy reinvented

Black



Dresden
Energy reinvented

Version 1.1 Logo Flat Color



White



Black

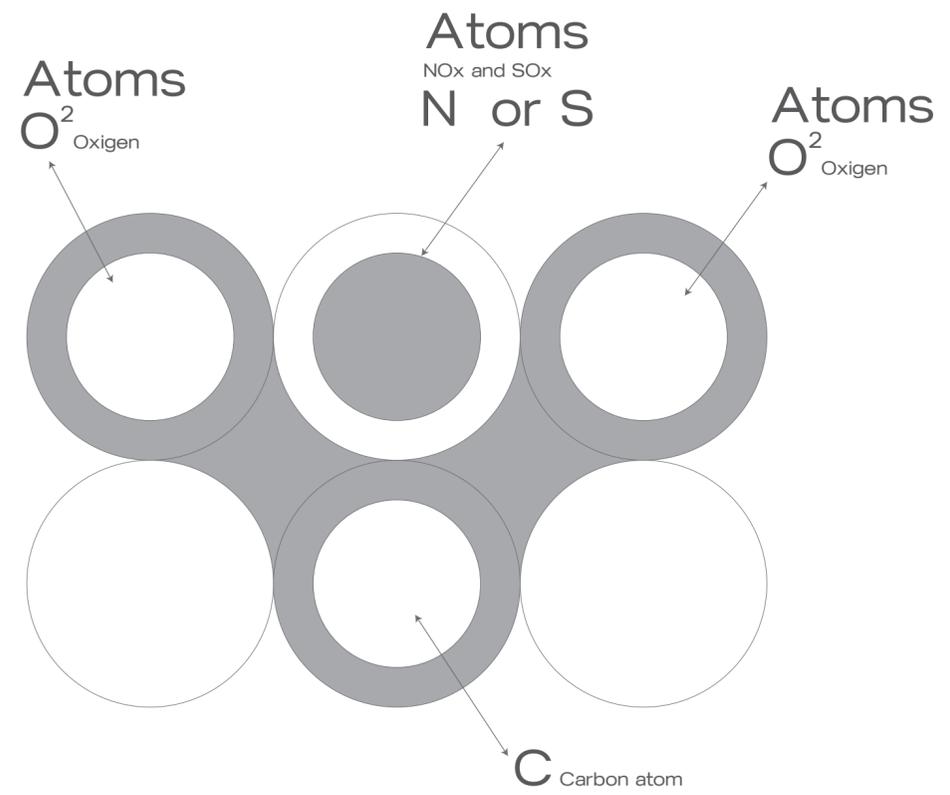




A man is shown from the chest up, wearing a bright yellow t-shirt. The t-shirt has a graphic design consisting of several overlapping, semi-transparent yellow circles of varying sizes. The text 'Dresden' is printed in a bold, black, sans-serif font on the chest, with the tagline 'Energy reinvented' in a smaller, lighter font directly below it. The man's arms are slightly away from his body, and he is wearing a dark watch on his left wrist. The background is a plain, light gray.

Dresden
Energy reinvented

Version 1.2



Version 1.2 Logo



Dresden

Energy reinvented



Dresden

Energy reinvented

Dresden

White



Dresden

Energy reinvented

Black



Dresden

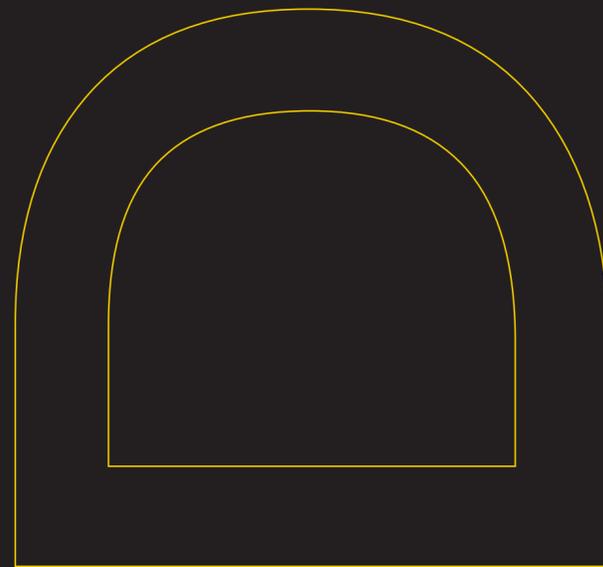
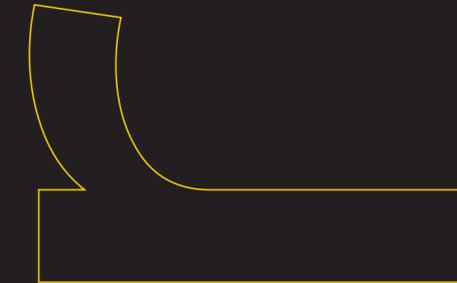
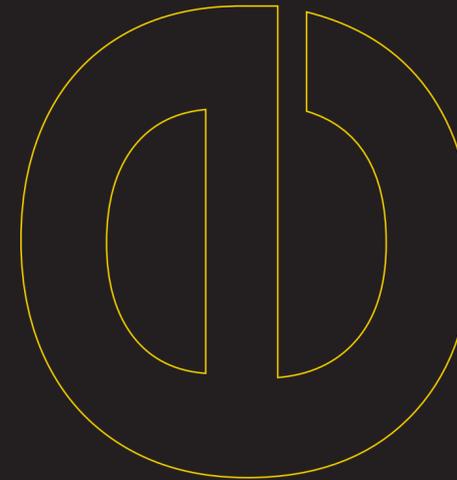
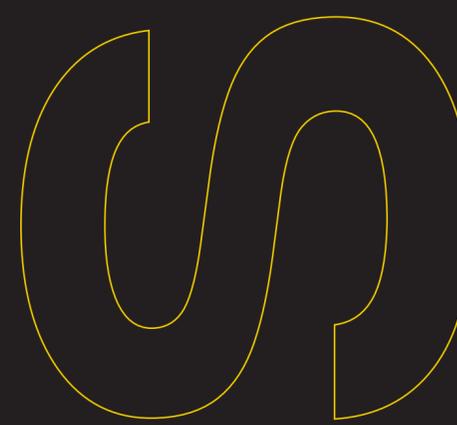
Energy reinvented

Dresden

Version 1.2 Logo Flat Color



Dresden
Energy reinvented



White



Dresden
Energy reinvented

Black



Dresden
Energy reinvented

Version 1.2 Logo Flat Color



White



Black





Dresden
Energy reinvented

Concept

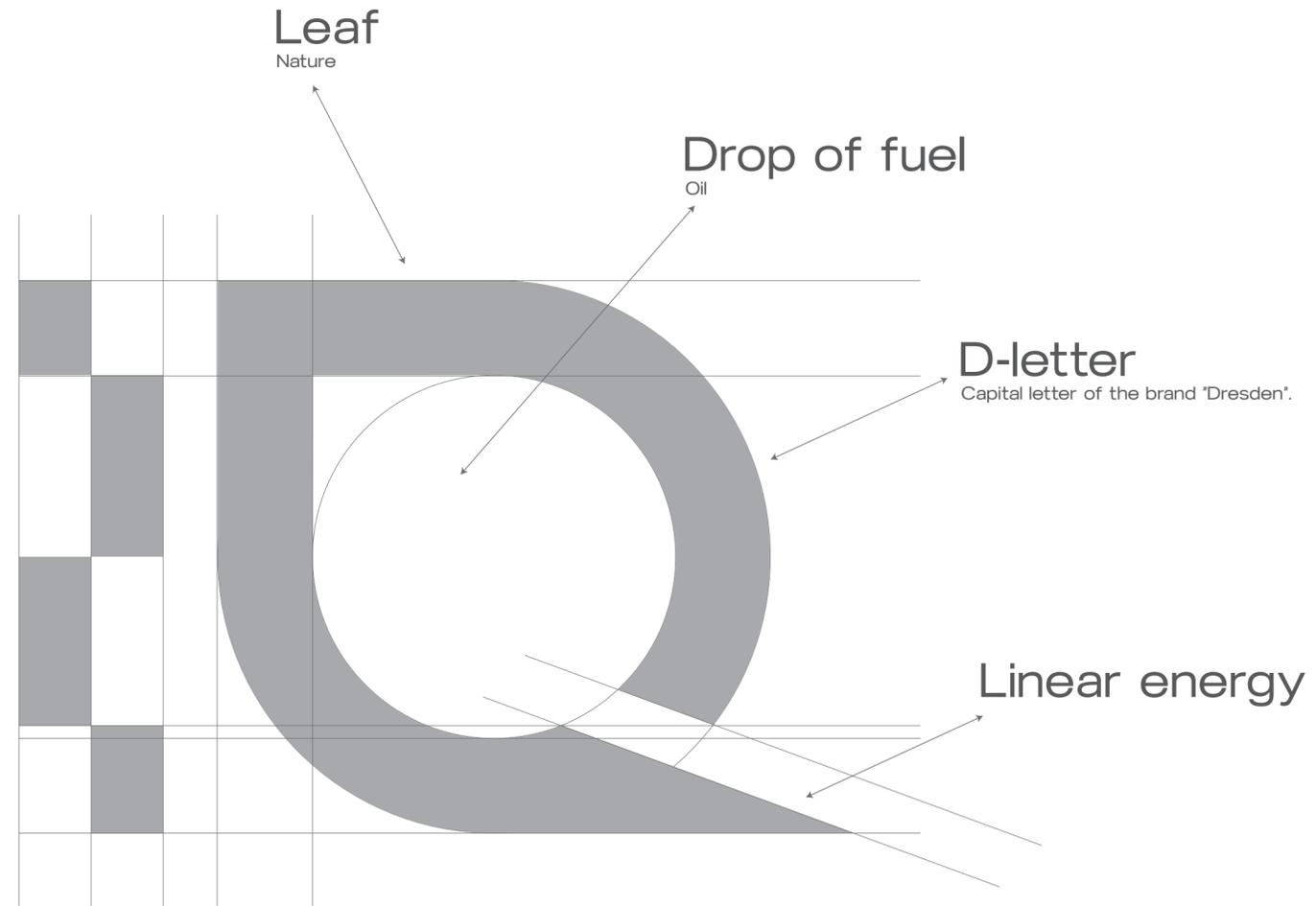
Dresden Energy's new concept is dedicated to transforming the energy landscape with a vision of innovation and sustainability. This brand symbolizes the harmony between cutting-edge technology and environmental protection.

At the heart of our brand is the Leaf—a symbol of nature, renewal, and the company's commitment to a greener future. The D- for Dresden Energy represents our strong foundation and unwavering focus on pioneering solutions. Also, the brand features a Drop of Fuel, signifying our dedication to optimizing and revolutionizing fuel use for maximum efficiency and minimal environmental impact.

The concept of Linear Energy highlights our streamlined approach to energy production, growing efficiency, and sustainability in every aspect of our operations.

With this clear vision, we aim to express the protection of our ecosystem by reducing today's emissions. Dresden Energy is committed to creating a cleaner world, with innovative solutions for today and tomorrow.

Version 3





Dresden

Green Legacy

Version 3 Logo Color



White



Black



Version 3 Logo Color



Black



Version 3 Logo Color

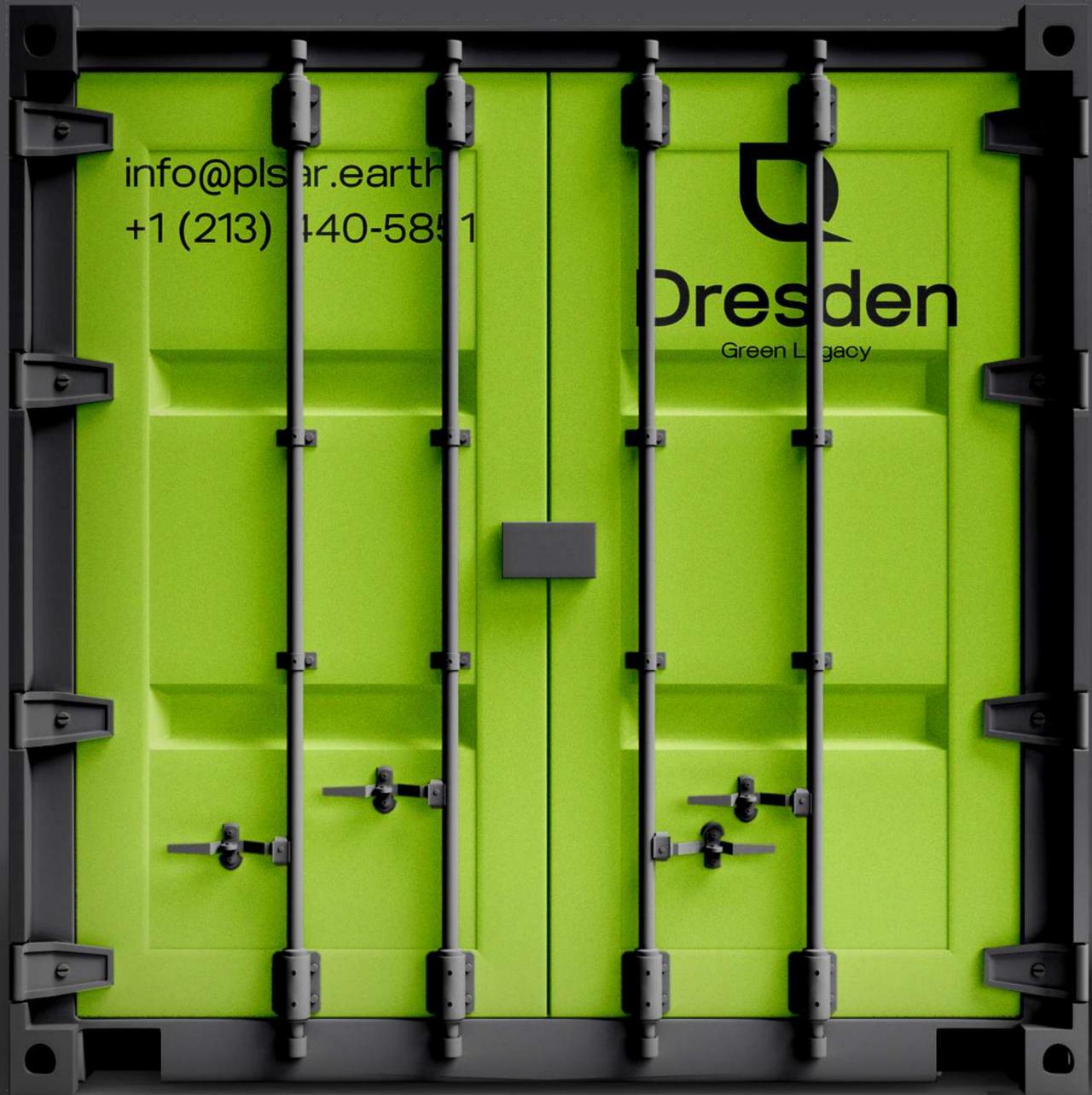


White



Black







Dresden
Energy reinvented