meteoblue®
A Windy.com Company

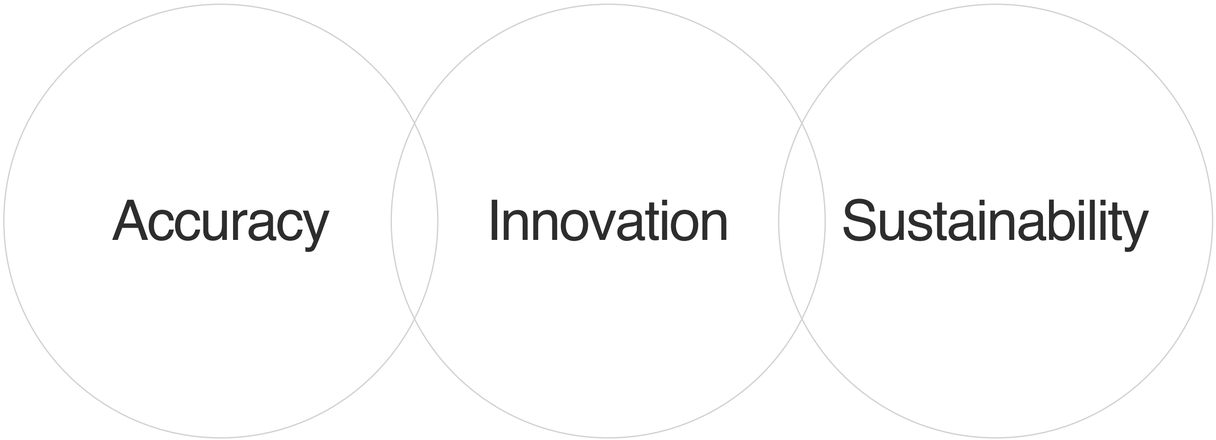
VERSION
JANUARY 2025

Visual Brand Guidelines

meteoblue®
A Windy.com Company

1.0
Brand Overview

About meteoblue



At meteoblue, we are dedicated to delivering the highest-quality weather and climate data for any location on land or sea, anywhere in the world.

By leveraging advanced science and technology, we transform complex meteorological data into actionable insights—empowering individuals, businesses, and governments to make informed decisions with confidence.

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2.0
Brand Symbols

The meteoblue Logo

The meteoblue logo represents the brand’s visual identity and must be used consistently to maintain recognisability and brand strength. As the central element of our design, it serves as the focal point of all communication materials.

Use only the approved color variants, sizes, and placements specified in this guide. To preserve brand integrity, do not alter, distort, or create unauthorised adaptations of the logo.

1x
1x
1x
1x
1x
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Logo Colours

To ensure readability, alternative colour versions are available for both light and dark backgrounds. Colour deviations are not permitted.

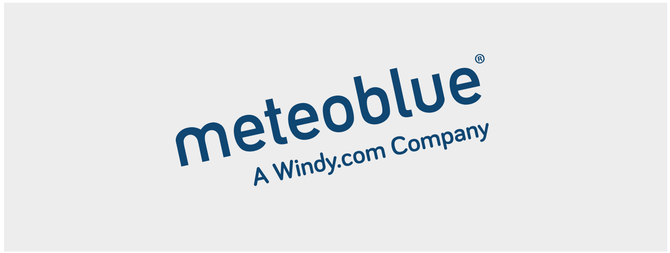
Logo Usage Restrictions

Do not recolour the logo.

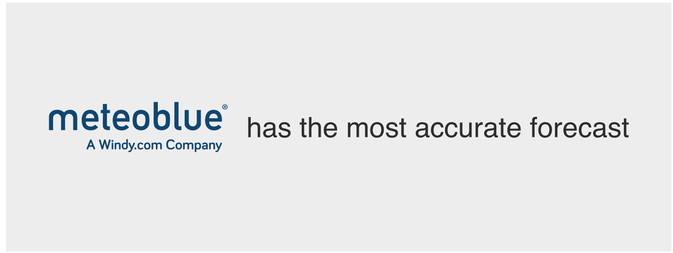
Do not vary the logo composition.

Do not distort the logo.

Do not rotate the logo.



Do not use the logo within a sentence.



Do not place the logo on top of an object.

Icons

meteoblue uses two types of icons, depending on the context.

Outline Icons

Simple, single-color icons with a minimalist, unfilled design. Commonly used for navigation.

Filled Icons

Solid, monochromatic icons used in various UI elements, such as the account settings icon.

Pictograms

Overview Link

Weather forecast pictograms visually convey meteorological information in a clear and accessible manner. They represent complex weather data, such as temperature, precipitation, wind speed, cloud cover, and extreme weather events, using standardised symbols for easy interpretation.

Classic

Simple

Monochrome

Monochrome Hollow

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3.0
Brand Colours

The Colours of meteoblue

The meteoblue brand colours form the foundation of the brand’s visual identity, fostering a strong emotional connection with our audience. They ensure consistency across all communication materials.

This chapter defines the primary colours used for main branding, as well as secondary colours that support and accentuate designs. Exact colour codes (HEX, RGB, CMYK) are provided to maintain consistency across digital and print media.

The provided lighter and darker variations of the meteoblue blue, as well as gradients between these variations, are permissible. The same applies to the highlight colour. However, gradients between meteoblue blue and the highlight colour are not permitted.

METEOBLUE		
HEX	RGB	CYMK
#124673	18/70/115	98% 71% 29% 15%
HEX	RGB	CYMK
#1e6db3	30/109/179	89% 63% 0% 0%
HEX	RGB	CYMK
#0c304e	12/48/78	100% 78% 42% 41%

HIGHLIGHT COLOR		
HEX	RGB	CYMK
#F8C933	248/201/51	4% 21% 86% 0%
HEX	RGB	CYMK
#FFDB69	255/219/105	1% 14% 68% 0%
HEX	RGB	CYMK
#C69E1F	198/158/31	21% 33% 94% 9%

GREYSCALE		
HEX	RGB	CYMK
#2E2E2E	46/46/46	70% 61% 57% 69%
HEX	RGB	CYMK
#444444	68/68/68	64% 55% 52% 54%
HEX	RGB	CYMK
#747474	116/116/116	53% 42% 42% 26%
HEX	RGB	CYMK
#BABABA	186/186/186	30% 22% 24% 3%
HEX	RGB	CYMK
#EEEEEE	238/238/238	8% 5% 7% 0%
HEX	RGB	CYMK
#F8F8F8	248/248/248	3% 2% 3% 0%

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4.0
Brand Typography

The Typography of meteoblue

Typography is a key element of meteoblue’s brand identity, ensuring a cohesive and professional appearance.

Sans-serif typefaces are the standard for meteoblue’s web and print materials, offering a clean, modern aesthetic and excellent readability. For print materials, Helvetica is the default typeface and must be used consistently.

For digital applications, alternatives such as Arial or other sans-serif typefaces may be used to ensure technical compatibility. Consistent application of font sizes, line spacing, and weights is essential to maintain a polished and unified look.

Helvetica

Sans Serif Typeface

Lorem ipsum dolor sit amet consectetur adipscing elit ut.

Lorem ipsum dolor sit amet consectetur.

Lorem ipsum dolor sit amet conesctetur.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9 @ $ # % & * + = / \ < > ( ) [ ]

Arial

Sans Serif Typeface

Lorem ipsum dolor sit amet consectetur adipscing elit ut.

Lorem ipsum dolor sit amet consectetur.

Lorem ipsum dolor sit amet conesctetur.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9 @ $ # % & * + = / \ < > ( ) [ ]