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**Jemena**

Brand Strategy  
Brand Identity  
Signage  
Livery  
Uniforms  
Marketing Collateral  
Website  
Brand Guidelines

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**Jemena**<sup>TM</sup>  
Vital Service. Vital Planet.



Image is for display purposes only

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Jemena was formed following the separation of the former Alinta Ltd. business which was purchased by a consortium of Singapore Power International and Babcock & Brown. Cornwell were appointed to facilitate the development of the new brand name, identity and visual language.

The new brand identity is a globe and is referred to as either 'the globe' or 'the j-globe'. The logo represents the diversity of the business - asset ownership, asset management, infrastructure services and asset development. The colours of the logo reinforce this diversity whilst echoing the colours of nature - the blue representing gas, electricity and water; and the green representing the vision of the brand to contribute to the sustainability debate. The white upward 'J' represents the brand's aspiration to always deliver the best results.