

Welcome to our brandhouse, we have gathered brand strategic content into this tool. You can use the brandhouse to create your Ørsted communication based on the building blocks in the house.

Scroll down to get ready-to-use brand content and key messages.

Our challenge

Climate change is real
We need to take real action to maintain a habitable planet

Vision

Let's create a world that runs entirely on green energy

Mission

To develop green, independent and economically viable energy systems

Tagline

Love your home

Key messages

Business transformation →

Offshore wind potential →

Innovation of renewables →

Job creation →

Call to action →

Character

The agent of transformation →

Guidance

The Ørsted way →

Guiding principles →

Reasons to believe →

Visual identity →

The climate change challenge

Society needs to recognise that **climate change is one of the biggest dangers to our home – the planet Earth.**

- The concentration of greenhouse gas emissions in the atmosphere has never been higher
- 2016 was the warmest year ever recorded. Ocean water levels were the highest ever recorded. 2016 was also the 37th consecutive year with shrinking alpine glaciers
- The immediate consequences of climate change, such as heavy storms, severe droughts and flooded cellars, are growing in severity and becoming increasingly evident

Key messages

Business transformation

We believe that the world should be powered by renewables, which is why we are transforming into a green energy company.

Offshore wind potential

Wind is inexhaustible. Today, offshore wind powers millions of homes and has the potential to power hundreds of millions more.

Innovation of renewables

We constantly innovate ways to make green energy smarter and cheaper in order to make it the energy source of choice for customers.

Job creation

When building our green energy capabilities, we create local jobs and bring value to the communities and countries we work in.

Call to action

Climate action can lead to a better future if we all actively support the transition to green energy.

Brand character and traits

The agent of transformation

Brand character assigns human personality traits to a brand. These traits signify how we express ourselves and builds on the foundation of our guiding principles.

The Ørsted way

The Ørsted way
Let's create a world that runs entirely on green energy

Climate change is one of the biggest challenges for life on Earth. Today, the world mainly runs on fossil fuels. We need to transform the way we power the world; from black to green energy.

At Ørsted, our vision is a world that runs entirely on green energy. We want to revolutionise the way we power people by developing green, independent and economically viable energy systems. By doing so, we create value for the societies that we're a part of and for all our stakeholders.

The way we work is based on five guiding principles

Integrity

We're open and trustworthy and uphold high ethical standards

Passion

We're passionate about what we do and proud of what we achieve

Team

We value diversity and collaborate in a non-hierarchical, respectful and trusting way

Results

We set the bar high, take ownership and get the right things done

Safety

We never compromise on health and safety standards

Reasons to believe

- Our Danish heritage**
- Our innovative solutions**
- Our transformation**
- Our market position**

Visual identity

- Bold**
- Inventive**
- Optimistic**