

# Brand Guidelines

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Identity Manual





All of Green Lead's brand features are  
proprietary.

If you opt to use any trademarks, logos,  
designs, and/or other brand features, you  
acknowledge **your acceptance** of the terms in  
the brand guidelines.



# An Overview

This document communicates the Brand Identity of Green Lead.

Clearly articulating the mission, values and persona for the design of all subsequent brand artifacts.



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# Logo

# The Green Lead Logo

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The main logo consists of an icon and a wordmark.  
Our wordmark is minimal and sharp. It stands for nature.





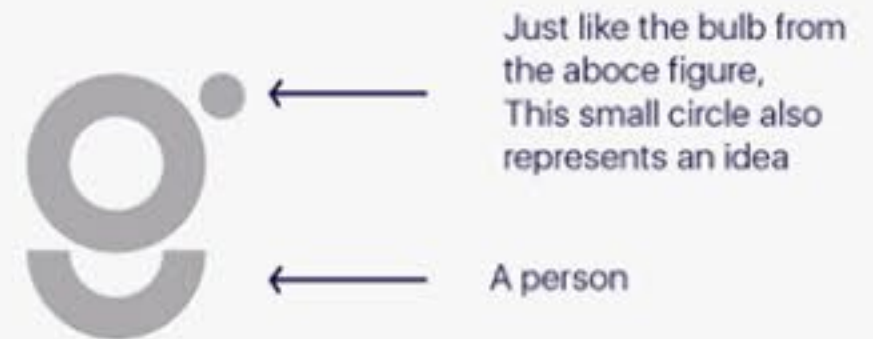
# Meaning

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The logo is well crafted and constructed proportionately. The Icon has an individual meaning behind it.

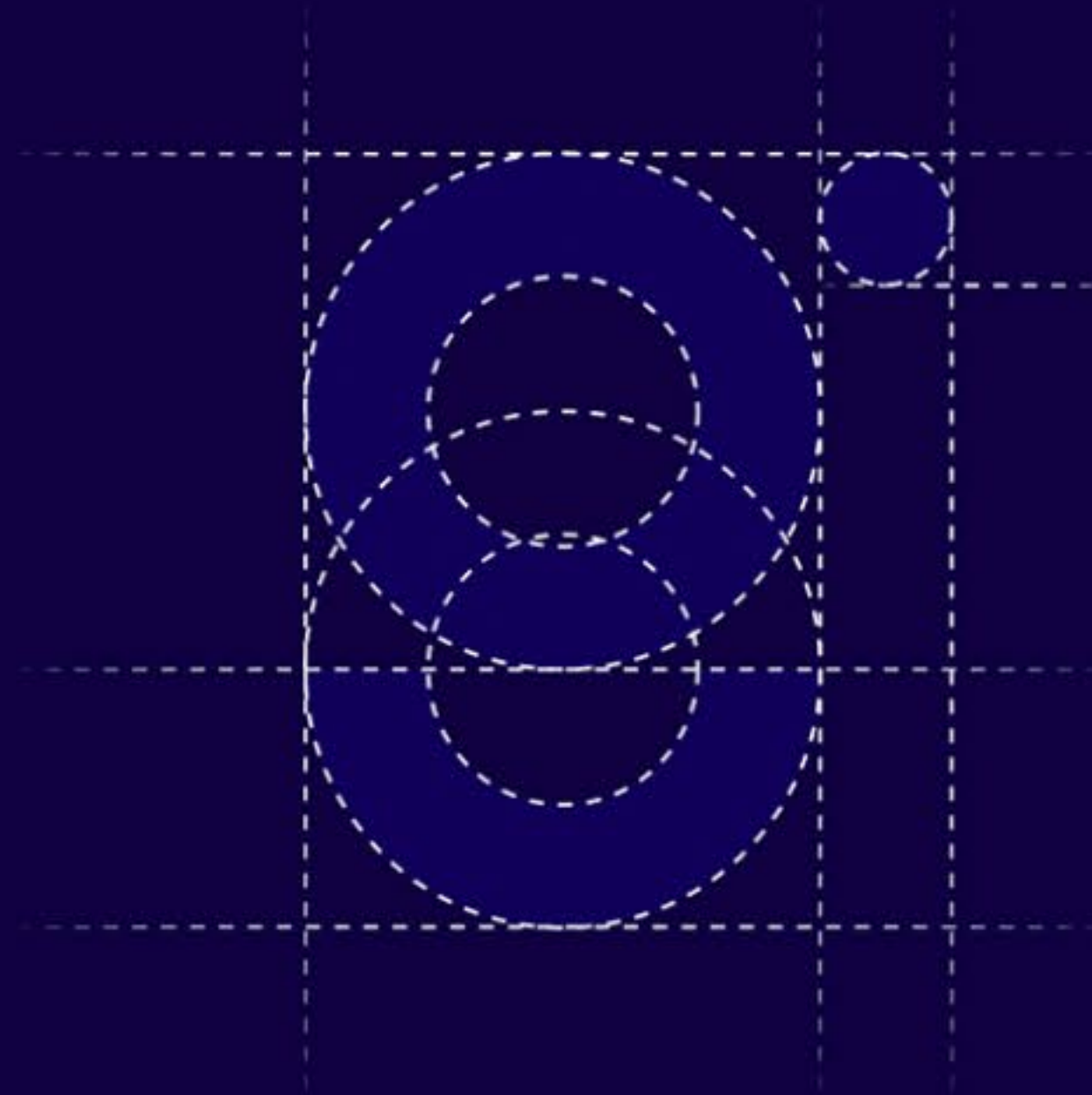
We studied basic shapes and used them in the logo to incorporate the meaning of an individual with an idea, an idea that can change the world and save the nature.

We used green as to symbolize nature, environment and our mother earth.



# Construction

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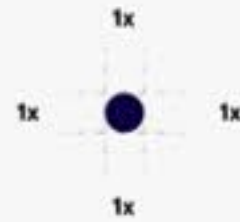
Letter "g"



# Proportion

The small on top right side of the logo should be considered as the reference for measurement.

That circle is measured **1x**



# Exclusion Zone

4x amount of space should the exclusion zone. It is prohibited to use any sort of artworks, typography or any other graphical artifacts between this 4x exclusion zone.





## Minimum size

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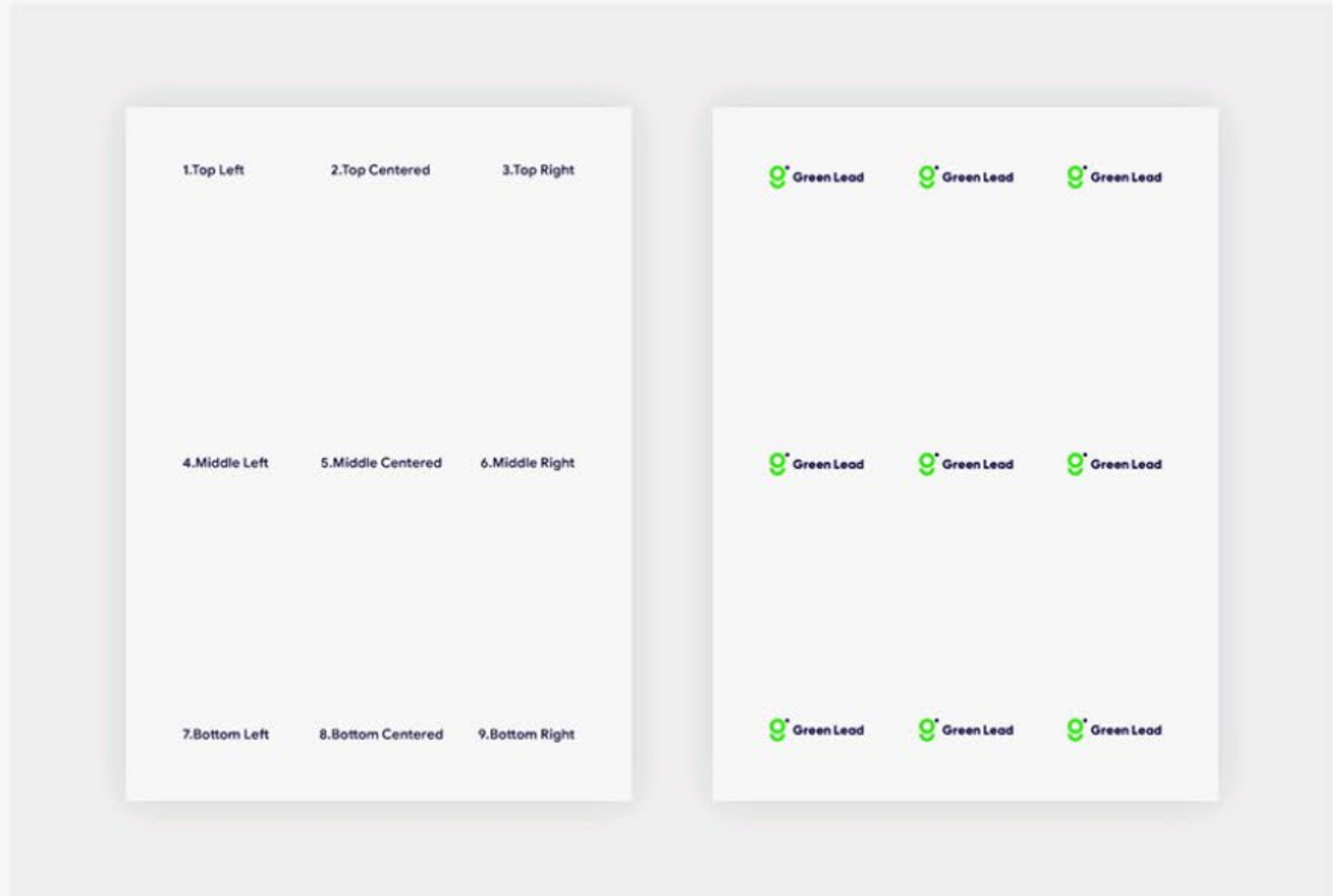
35 px is the minimum height size of green Lead's Logo.



35 px Minimum Size

# Placement

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## Reversed And Single color

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# Don'ts

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Don't distort the logo in any way



Don't place the logo against any background that doesn't create contrast



Don't change the original solid color with an outline



Don't add drop shadow



Don't change letter spacing



Don't add any kind of gradients  
or  
Use color only that of the color palette



## Partnerships

**Lockups**



## Secondary Logo

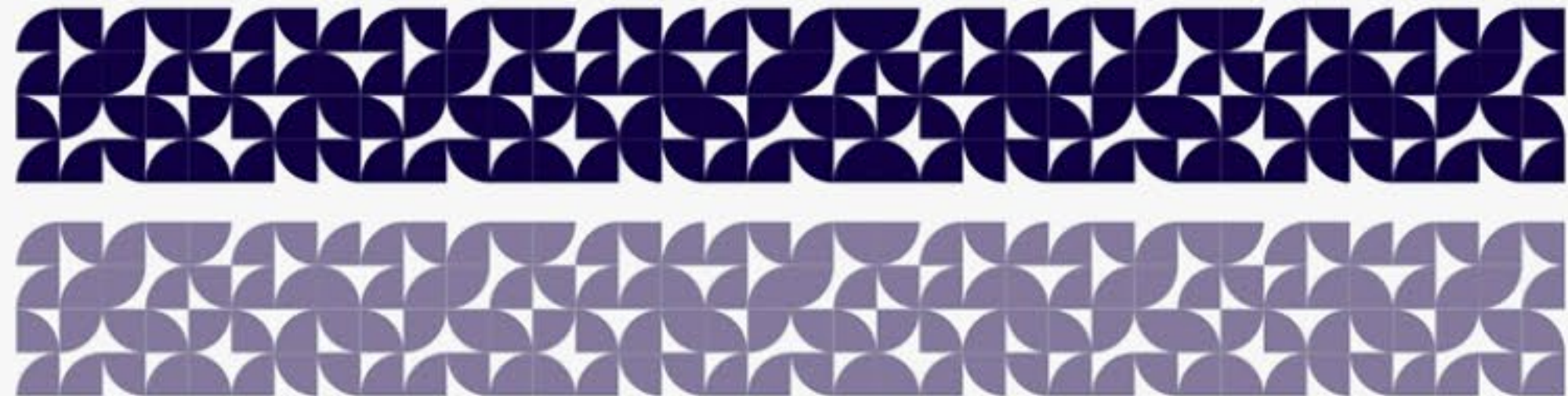
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## Patterns

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# Typography



# Typeface

Our main typeface is poppins for both presentation and google slides.

# Poppins

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9  
~ ! @ # \$ % ^ & \* ( ) { } [ ] < > ? : " ' \

A B C 1 2	<i>A B C 1 2</i>
A B C 1 2	<i>A B C 1 2</i>
A B C 1 2	<i>A B C 1 2</i>
A B C 1 2	<i>A B C 1 2</i>
A B C 1 2	<i>A B C 1 2</i>
<b>A B C 1 2</b>	<b><i>A B C 1 2</i></b>
<b>A B C 1 2</b>	<b><i>A B C 1 2</i></b>
<b>A B C 1 2</b>	<b><i>A B C 1 2</i></b>
<b>A B C 1 2</b>	<b><i>A B C 1 2</i></b>
<b>A B C 1 2</b>	<b><i>A B C 1 2</i></b>

## Tagline

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Our Tagline should always be in  
**Product Sans Bold** while using it as a headline.

**“Leading for a green world”**

Product Sans  
**Bold**

# Weights & Styles

Maintain the font pairing, tracking, leading and paragraph headlines.

Pairing

H1 **Poppins SemiBold**

H2 Poppins Regular

Headline Font :

**Poppins Bold**

Tracking : -10

Sub Font :

**Poppins SemiBold**

Tracking : 0

Body Font :

Poppins Regular

Tracking : 0



# Color

# Primary Palette

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Pure White

Hex  
#ffffff

RGB  
255, 255, 255

CMYK  
0% 0% 0% 0%



Lime

Hex  
#37e813

RGB  
55, 232, 19

CMYK  
64% 0% 100% 0%



Deep Blue

Hex  
#0e003f

RGB  
14, 0, 63

CMYK  
97% 97% 33% 56%

## Secondary Palette

<p>Sea</p> <p>HEX #3d79cb</p> <p>RGB 61, 121, 203</p> <p>CMYK 69%, 40%, 0%, 20%</p>	<p>Soil</p> <p>HEX #b78a26</p> <p>RGB 183, 138, 38</p> <p>CMYK 0%, 24%, 79%, 28%</p>	<p>Forrest</p> <p>HEX #029b1f</p> <p>RGB 2, 155, 31</p> <p>CMYK 98%, 0%, 80%, 39%</p>	<p>Canyon</p> <p>HEX #b94931</p> <p>RGB 185, 73, 49</p> <p>CMYK 0%, 60%, 73%, 27%</p>
<p>Reef</p> <p>HEX #39edda</p> <p>RGB 57, 237, 218</p> <p>CMYK 75%, 0%, 8%, 7%</p>	<p>Sand</p> <p>HEX #ddda3f</p> <p>RGB 221, 218, 63</p> <p>CMYK 0%, 1%, 71%, 13%</p>	<p>Leaf</p> <p>HEX #33e494</p> <p>RGB 51, 228, 148</p> <p>CMYK 77%, 0%, 35%, 10%</p>	<p>Sun</p> <p>HEX #ff7321</p> <p>RGB 255, 115, 33</p> <p>CMYK 0%, 54%, 87%, 0%</p>
<p>Salt</p> <p>HEX #d1e7f2</p> <p>RGB 209, 231, 242</p> <p>CMYK 13%, 4%, 0%, 5%</p>	<p>Dirt</p> <p>HEX #f0efcc</p> <p>RGB 240, 239, 204</p> <p>CMYK 0%, 0%, 14%, 5%</p>	<p>Plant</p> <p>HEX #c3f2dc</p> <p>RGB 195, 242, 220</p> <p>CMYK 19%, 0%, 9%, 5%</p>	<p>Stone</p> <p>HEX #D1D1D1</p> <p>RGB 209, 209, 209</p> <p>CMYK 0%, 0%, 0%, 18%</p>



# Secondary Palette



Sea  
#3d79cb

Reef  
#39edda

Salt  
#d1e7f2



Forrest  
#029b1f

Leaf  
#33e494

Plant  
#c3f2dc



Soil  
#b78a26

Sand  
#ddda3f

Dirt  
#f0efcc



Canyon  
#b94931

Sun  
#f17321

Stone  
#d1d1d1

# Verbal Identity



## Audience persona

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Undergraduate & College  
Students

Business who cares about  
environment



“

We have come a long way since the inception of the human race on earth. In the shadow of many problems, climate change is threatening our existence on the beautiful planet that we call home.

## Story

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**We care about people and the planet.** We have a common fight to protect and sustain ourselves. In the pursuit of a green world, we are leading through environmental education and offering sustainable solutions.

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## Values

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Purpose  
driven

Caring

Collaborative

Empathatic

Shared  
Success

## Vision

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We envision a green world where we care about environment and live a sustainable life.



## Mission

Educating people to prevent climate change and preserve environment

Empowering people & businesses with sustainable solution

Our purpose is to align your purpose in life towards creating a green and peaceful world.

# Message

Authentic	Informative	Caring	Positive
<p>Our dedication makes us true to our purpose</p>	<p>We speak with data and provide insightful information</p>	<p>We care about our planet and nature.</p>	<p>We are positive towards the future prospects of our environment.</p>
<p>Easy and clear communication with our audience.</p>	<p>We unearth insights that matter to people.</p>	<p>We tell stories that tap into the part of our mind that inspires connection, conversation and, ultimately, action.</p>	<p>We are fully committed towards bringing a healthy change for future generation.</p>
<p>We have values and morals and stands by them no matter what, while honestly divulging our practices.</p>	<p>We turn valuable data into action.</p>	<p>Our customers and audiences are our first priority</p>	<p>Our dedicated efforts make us optimistic about saving planet earth.</p>



## Tone of voice

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### Words we like

Confident

Playful

Dedicated

Optimistic

Natural

Growth

### Words we don't like

*Pandering*

*Easily distracted*

*Apathetic*

*Skeptical*

*Synthetic*

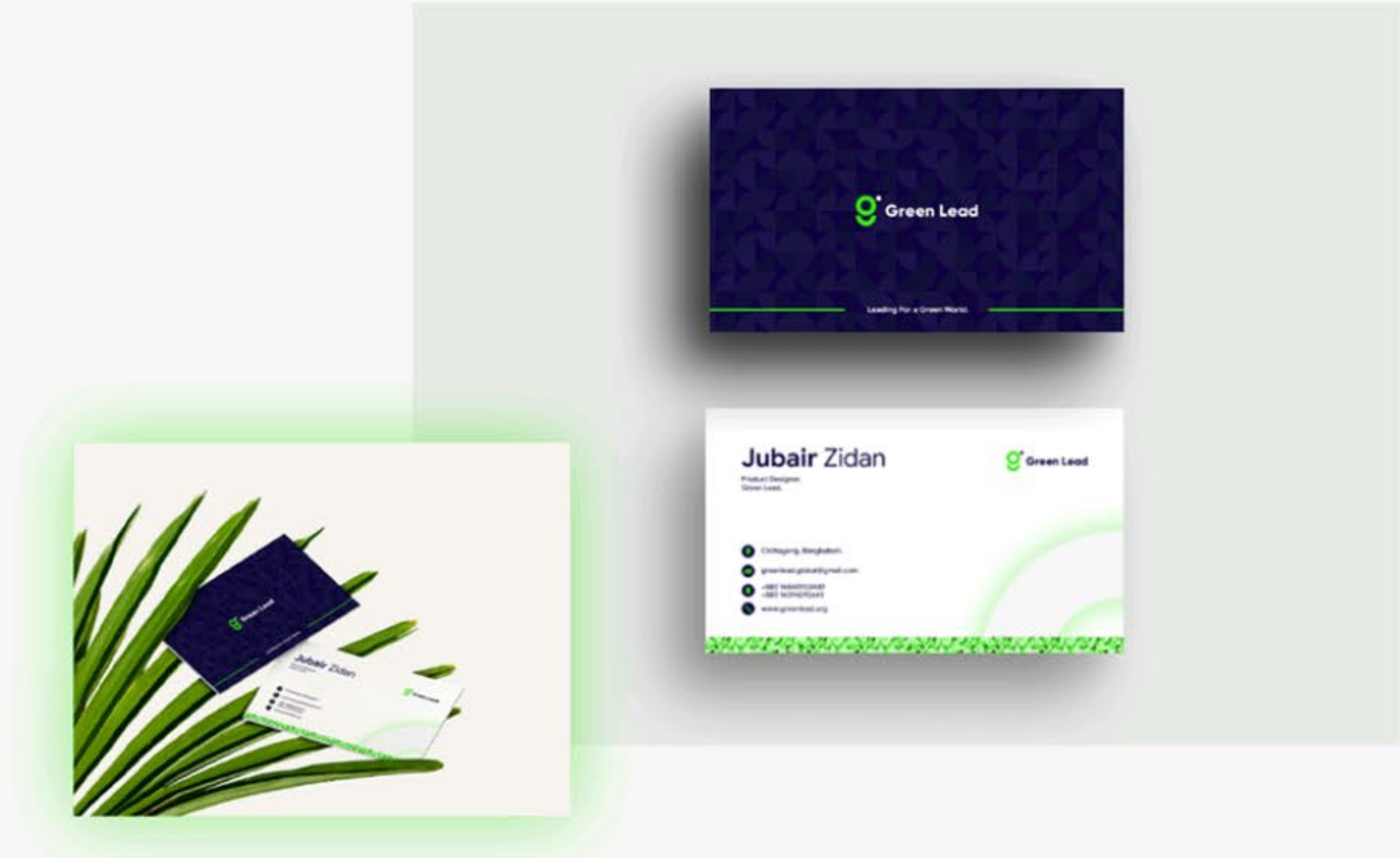
*Temporary fix*



# Stationary

# Business Card

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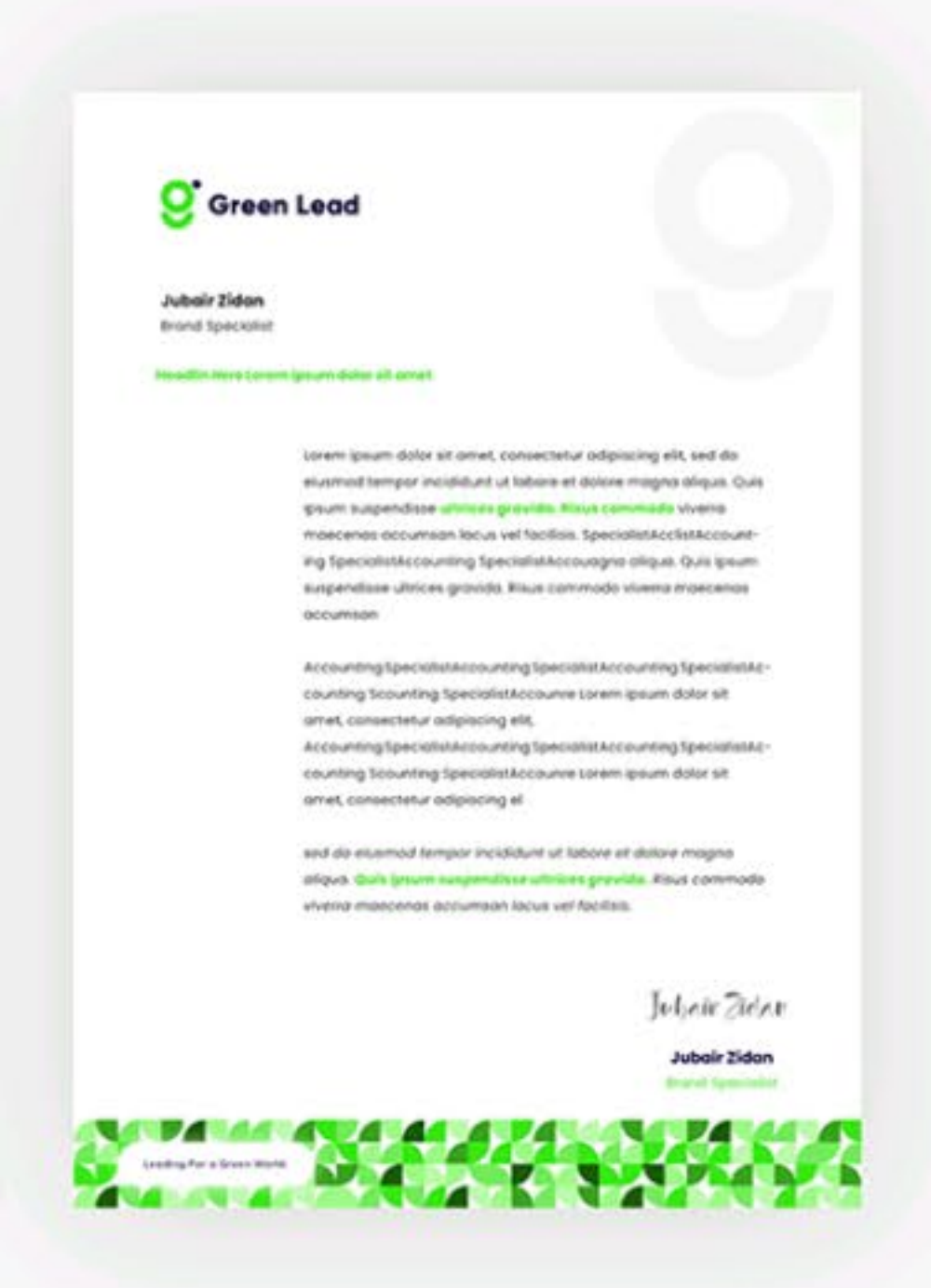








# Letterhead



# Letterhead

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# Full Stationary





# Full Stationary

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Leading for a  
**green world.**

