



GREEN
PRINT

Brand Guidelines

August 2016

Using the Logo



Always use the official logo (high resolution file available on request)

Do not adapt the colours in any way. The colours are:



Green:
Cyan: 82%
Magenta: 13%
Yellow: 77%
Black: 1%



Blue:
Cyan: 97%
Magenta: 87%
Yellow: 4%
Black: 0%

Clear space



Please keep some clear space around the logo, as indicated by the grey area

Do not crop the logo in any way or move or remove any elements

Logo for small spaces



GREEN
PRINT

The logo consists of the word "GREEN" in a bold, green, sans-serif font, positioned above the word "PRINT" in a bold, blue, sans-serif font. The letters are widely spaced and the overall font size is large.

GREEN
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The logo consists of the word "GREEN" in a bold, green, sans-serif font, positioned above the word "PRINT" in a bold, blue, sans-serif font. The letters are widely spaced and the overall font size is smaller than the version above.

The logo above can be used when space is limited and the original logo artwork is not easily visible. Please seek guidance first and ask for the small logo file version (available on request)

Backgrounds



GREEN
PRINT



GREEN
PRINT



GREEN
PRINT

X

The logo should **always** appear on a white background (or in a white box)

Typography

Main logo fonts:

GEOMETOS ROUNDED

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Supporting font for text used alongside the logo:

L Frutiger Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

For a copy of the original logo files please email:
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