



po box 14252 kilbirnie
wellington

04 387 2899
mailbox@brandstudio.co.nz
www.brandstudio.co.nz

Branding Guide for Green Smart

BRANDING GUIDE FOR Green Smart

In order to create greater awareness in the marketplace and to strengthen our image as a company, it is important that our logo and its component be applied consistently. Official logo artwork should be used at all times.

These guidelines are designed to ensure consistency of the application of the Green Smart brand throughout communication material for external communications.

It is vital that Green Smart has a consistent branding system that is used and recognised throughout the world. To achieve this strong consistency, all communications must follow the guidelines in this document.

The brandmark which includes the name, colour, logotype, illustration, style and the way it is visually presented, all form an integral part of the Green Smart brand identity.

No other variations on these guidelines are to be used unless permission is received from the Green Smart Manager.

This branding guide is produced by brandstudio ltd for Green Smart. Please contact brandstudio via www.brandstudio.co.nz if you have a brand application which is not covered in this guide.



LOGO COLOURS:



C: 82 M: 9 Y: 100 K: 0



C: 100 M: 76 Y: 44 K: 38



C: 44 M: 19 Y: 15 K: 0



Pantone 7482 C



Pantone 7463 C



Pantone 550 C

USED FONT:

TodaySHOP-Regular / TodaySHOP-Medium

LOGO APPLICATION:

CMYK four colour logo for print.



Our logo should be printed using the colours as shown in the logo colours above.



When resizing the logo for any application, it is important to maintain the correct aspect ratio. Most desktop word processing applications allow you to hold down the 'shift' key when drag-resizing to maintain the correct aspect ratio.



DO AND DON'TS FOR THE LOGO:

Don't ever flatten the logo



Don't scale any parts of the logo



Don't change the position of any parts of the logo



Don't leave out tagline without approval of Green Smart or brandstudio



Don't scale the logo only horizontally



Don't ever change the colours of the logo



Don't ever leave out any parts of the logo



IMPORTANT NOTES:

It is important not to 'crowd' the logo, so ensure that the Logo has sufficient space around all edges. As a general rule your logo design should be one-sixth the size of the application you are applying it to. For narrow or smaller items your logo should be no less than 1/4 of the application size. Make sure there will be at least 10 mm empty space around the logo.

Your logo should appear at the top of all items. Right-hand or left-hand aligned is acceptable, but try to keep consistent throughout your internal printed material.

When you're developing presentations make sure you position your logo in the same place and keep to the same fonts and colours throughout the presentation.



Should you have any questions regarding placement of this brand please contact the brandstudio on 04 387 2899 or email mailbox@brandstudio.co.nz.

