

Brand Guidelines

Identity Manual



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

Logo

Logo

The Green Lead Logo

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

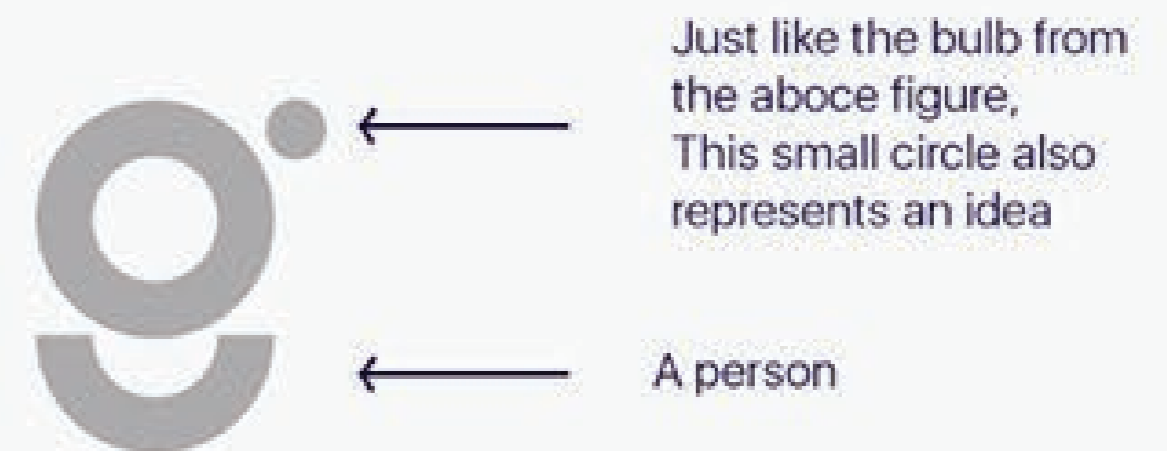
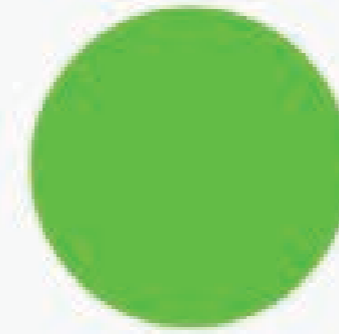


Meaning

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

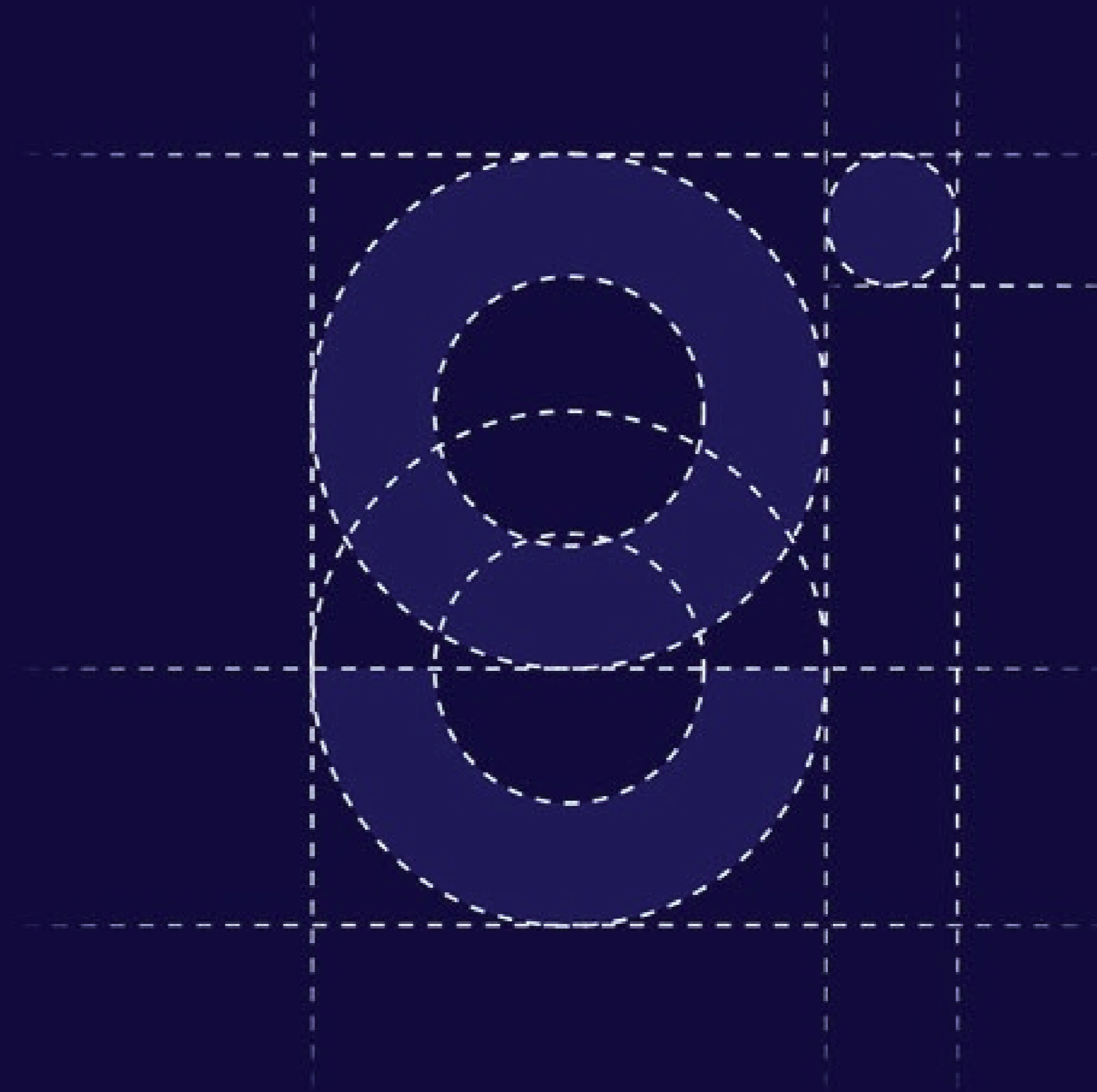
We studied basic shapes and used them in the logo to incorporate the meaning of an individual with an idea, an idea that can change the world and save the nature.

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



Logo

Construction

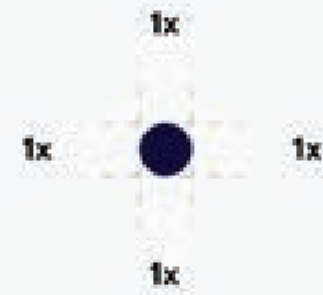


Letter "g"

Proportion

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

That circle is measured **1x**



Logo

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










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



Logo

Placement

1.Top Left	2.Top Centered	3.Top Right
4.Middle Left	5.Middle Centered	6.Middle Right
7.Bottom Left	8.Bottom Centered	9.Bottom Right

 Green Lead	 Green Lead	 Green Lead
 Green Lead	 Green Lead	 Green Lead
 Green Lead	 Green Lead	 Green Lead



Reversed And Single color



Don'ts



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

Logo

Partnerships

Lockups



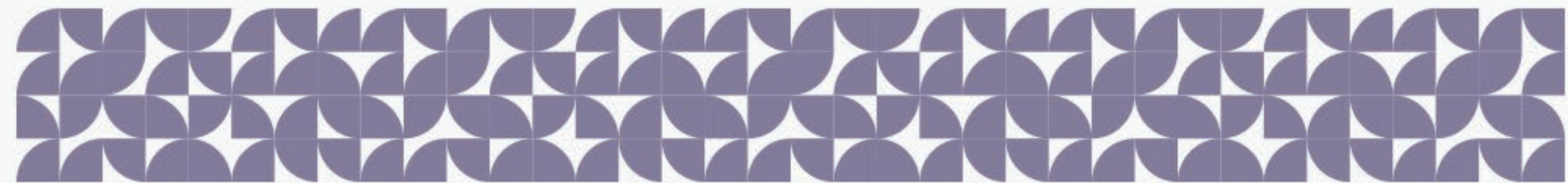
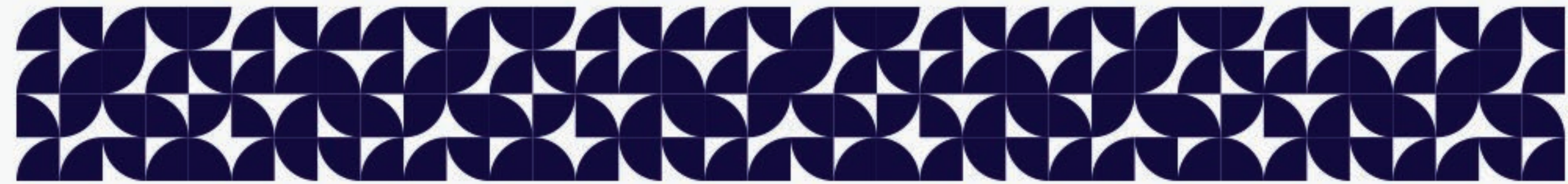
Logo

Secondary Logo



Logo

Patterns



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>
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>

Tagline

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

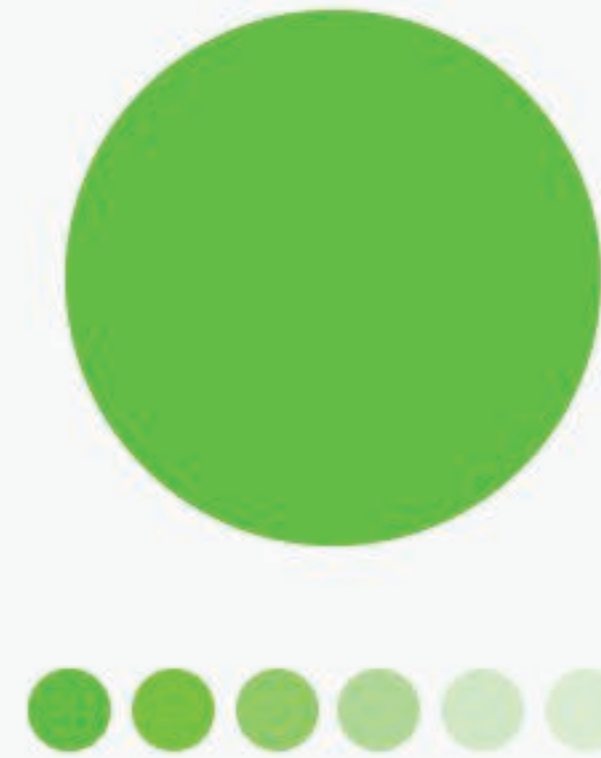


Pure White

Hex
#ffffff

RGB
255, 255, 255

CMYK
0% 0% 0% 0%

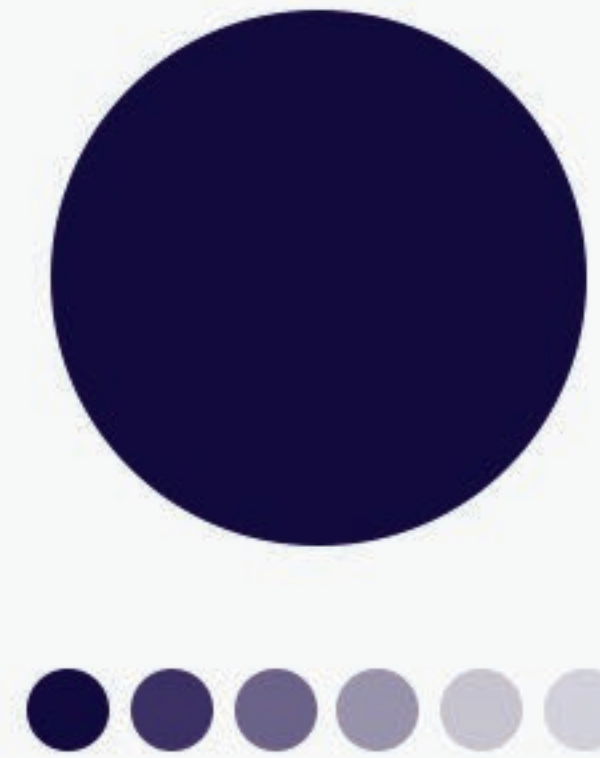


Lime

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
#ff7321

Stone
#D1D1D1

Verbal Identity

Audience persona

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

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.



Values

**Purpose
driven**

Caring

Collaborative

Empathatic

**Shared
Success**

Vision

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

Mission

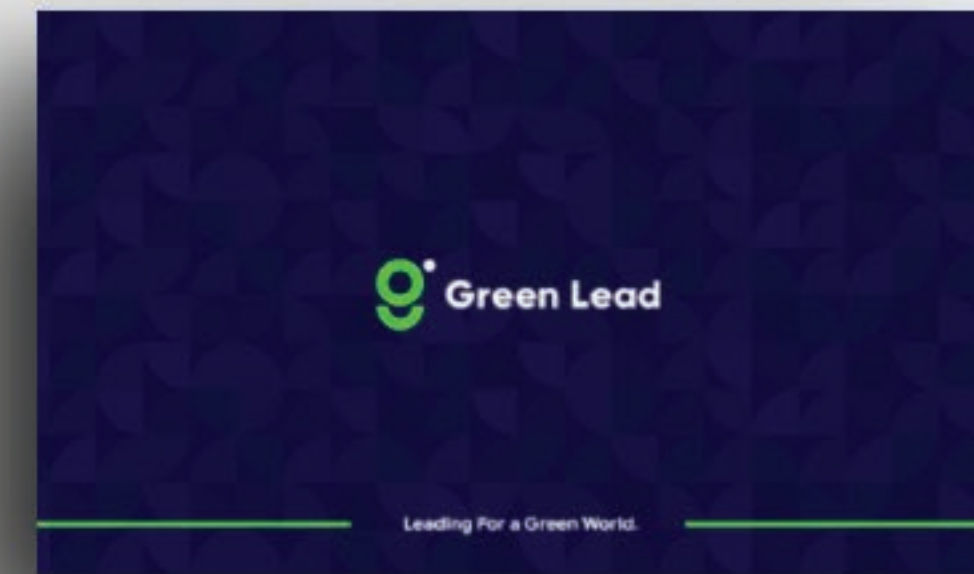
Educating people to prevent climate change and preserve environment

Empowering people & businesses with sustainable solution

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

Stationary

Business Card





Full Stationary



Leading for a green world.

