



BRAND GUIDE

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INTRODUCTION

The brand guidelines presented in this document cover the rules and guidelines for managing our brand identity.

Understanding and the application of the standards for the your brand will help ensure the long-term effectiveness of our brand image. The primary goal is to maintain consistent use of the brand as it is applied to all forms of communication.

IT'S YOUR BRAND

Building the SuperGreen Solutions brand requires everyone's commitment to understand and protect the foundation.

At SuperGreen, the core value to serve with excellence is reflected in our ability to maintain the quality and position of an international leader in green solutions.

Your Brand Guide is specifically designed to provide the technical information to ensure consistent usage of the new identity. Please carefully review the content of this document to gain a clear understanding of the required standards for all applications of the new SuperGreen brand.

BRAND PROMISE

At SuperGreen Solutions, we promise an easier path to sustainable green living.

LOGO

Shown here is the official logo orientation formats. The logo may be present with and without the official tagline. No other variations from the formats presented on this page are acceptable. Logo variations without tagline must be requested or created by a graphic design specialist and in accordance to the presentation and specifications within this brand guidelines.

In addition to the full-color (primary) logo, the following color variations are also acceptable: black, white reversed color and grayscale.

Logo with tagline



for the global good



for the global good



for the global good



Logo without tagline



LOGO MISUSE

The logo should never be used in any form other than the formats designated in this Brand Guidelines. To ensure your logo is properly displayed and your brand is consistent:

1. Do not change any of the colors within the logo.
2. Do not substitute fonts.
3. Do not stretch the logo.
4. Do not change position of tagline or symbol.
5. Do not add a drop shadow to the logo.
6. Do not place the logo on an angle.



LOGO ON IMAGES

When using the logo on any solid colored, or textured background, as well as any image or photograph, there must always be sufficient contrast for clarity and legibility of the logo or symbol.

When using the Black version of the logo the background must be light enough for the logo to be easily read. For dark backgrounds only the White version of the logo should be used.

No words or images should overlap or merge with the logo. It should never be combined with another symbol or logo.



Low contrast



Proper contrast



LOGO SPACING

Clear space should be maintained around all logos in which no other logos, text, visual elements are permitted. These specifications apply to all logos. A specified clear space ensures the integrity and impact of the logo.

The clear space around all sides of the logo should be equal to the “S” of SuperGreen.



TYPOGRAPHY

All pieces will feature the brand-approved Montserrat typeface, both in headlines and body copy.

Montserrat

Semibold

Used for most headline and display applications.

Regular

Used for most body copy applications.

Light

Used for both headline and subheadline applications.

A large, stylized graphic of a leaf on the left side of the page. It is composed of several overlapping, curved segments in shades of light green and grey, creating a sense of movement and growth.

WRITTEN STANDARDS

The first time the brand is written it must be listed as SuperGreen Solutions. Thereafter in the document, it can be referred to as SuperGreen.

S and G must be capitalized.

SuperGreen has no spaces.

There is no acronym of the brand name. The accepted short version of the brand name is SuperGreen.

COLORS

All pieces will feature the brand-approved colors listed here.

PMS Black 3

RGB 33 39 33

CMYK 74 52 71 90

Hex 212721

PMS 361 C

RGB 61 174 43

CMYK 76 4 100 0

Hex 3DAE2B

PMS 624

RGB 120 159 144

CMYK 53 16 38 7

Hex 789F90

PMS 287

RGB 0 48 135

CMYK 100 81 0 23

Hex 003087

IMAGERY

The use of imagery along with other SuperGreen elements is encouraged in order to portray the company look and feel. The imagery should be simple, clean and reflect the color scheme of the brand.



BRAND IN ACTION

Here are some examples of possible brand element configurations.

