

GREENGEAR

CORPORATE IDENTITY GUIDELINES



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COLOUR PALETTE

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THE GREENGEAR LOGO



THE LOGO ELEMENTS

The complete GREENGEAR logo consists of 2 core elements:



GREENGEAR reserves the right to change the contents of this document. The Logo is only available as a graphic object and should not be recreated - either on the web or in print.

Any utilization of Greengear's trademarks, tradenames and/or brand must be made accordingly to the Corporate Identity Guidelines and must be previously expressly approved in writing by the Cavagna Group Marketing Department.

Please send your utilization proposal to miriamcavagna@cavagnagroup.com.

COLOUR USAGE

CORPORATE COLOURS

This is the main corporate logo to be used wherever possible.

SPECIAL/SPOT

- PANTONE 376C
- PANTONE 3435C

4 COLOUR (CMYK)

- C 50 - M 0 - Y 100 - K 0
- C 100 - M 20 - Y 100 - K 70

Dark Green RAL 6009 Light Green RAL 6018



BLACK

A monotone version, only to be used in black, not as any other colour.



WHITEOUT

A solid whiteout version. Only to be used on a PANTONE 376C, Black or CMYK version backgrounds.



EXCLUSION ZONES

It is essential that the GREENGEAR logo remain free of graphics, photography and typography. Using our scaling box (shown below) will ensure correct placement and clear space on all corporate and internal communications.

VERSION 1

A = Logotype depth



SIZES

The logo must not be used smaller than the minimum specified size. There is no maximum limit.













Minimum

X width: 25 mm



UNACCEPTABLE AND ACCEPTABLE USAGE

| | | | |
|--|---|---|---|
|  green gear looking ahead | ✗ |  green gear looking ahead | ✗ |
|  green gear looking ahead | ✗ |  green gear | ✗ |
|  green gear looking ahead | ✗ |  green gear looking ahead | ✓ |
|  green gear looking ahead | ✗ |  green gear looking ahead | ✓ |
|  green gear looking ahead | ✓ |  green gear looking ahead | ✓ |

THE COLOUR PALETTE

CORPORATE COLOURS

There are 2 primary colours used for all applications of the GREENGEAR logo



| COLOUR NAME | PANTONE | CMYK | | | | RGB | | |
|-----------------------------|---------|-------|------|-------|------|-------|-------|------|
| GREENGEAR Green | 376C | 50 c | 0 m | 100 y | 0 k | 149 r | 193 g | 31 b |
| GREENGEAR Dark Green | 3435C | 100 c | 20 m | 100 y | 70 k | 0 r | 60 g | 23 b |

TYPOGRAPHY

THE CORPORATE TYPEFACE

For the use of all Corporate materials, only use the Arial typeface. This consists of three chosen weights.

Arial
Arial Bold
Arial Black

| TYPEFACE | WEIGHT | USAGE |
|----------|---------|-----------|
| Arial | Regular | Text Body |
| Arial | Bold | Subtitle |
| Arial | Black | Headline |

ADVERTISING TYPEFACES

ADVERTS

For the use of GREENGEAR Adverts only, the supporting typeface proforma can be used with moderation. One weight is available for each.

Din Alternate
Din Alternate

| TYPEFACE | WEIGHT | USAGE |
|---------------|---------|-----------|
| Din Alternate | Regular | Text Body |
| Din Alternate | Bold | Headline |