



Brand Kit



Logo Usage

Section 1.0

1.1 Logo

The Greenfields logo takes on a horizontal format.

The clear space surrounding the logo should be two 'Greenfields' G's.

When applying the logo to a dark background that makes the green colour illegible, the logo can be reversed out to all white.

Logo on white



Logo on black



1.2 Logo colours

There are three brand colours included in the Greenfields logo - green and black, plus the reversed out white.

Green

CMYK 86/17/100/3

RGB 12/148/69

HEX #0C9445

PMS 2426 U

Black

C60 M40 Y40 K100

R0 G0 B0

HEX #000000

White

C0 M0 Y0 K0

R255 G255 B255

HEX #FFFFFF

1.3 Logo minimum size

To ensure brand visibility, the logo should never be used in smaller sizes than recommended here.

An amended version of the horizontal logo named 'small use logo' is also available for use in rare cases where the logo has to be reduced below the minimum size e.g. for digital banners.

Horizontal



45mm W



45mm W

Small use logo (restricted use)



35mm W

1.4 Co-branding logos

Occasionally Greenfields may need to co-brand a piece of collateral.

A general guide is to keep the same X-height amongst logos, but there are times when the partner logo's X-height may have to be adjusted.

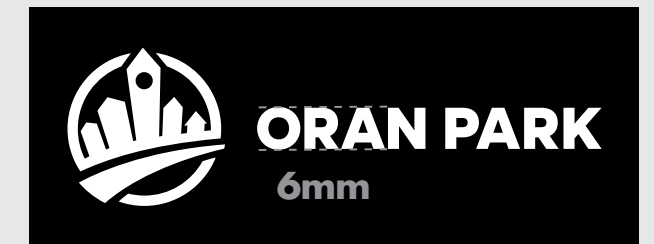
It is at the designer's discretion to determine the best proportion to provide a balanced weighting, keeping clear space in mind.



Same X-Height



Similar X-Height



1.5 Logo don'ts



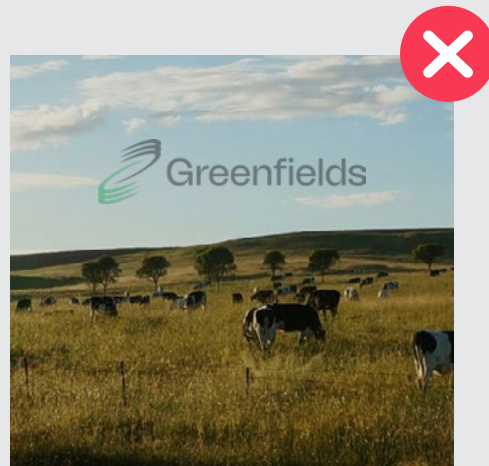
Don't adjust the logo colours



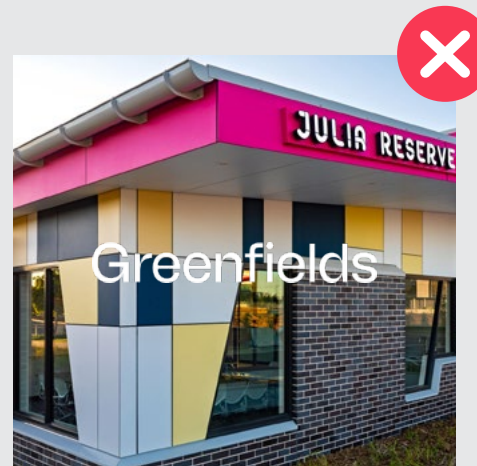
Don't adjust the logo proportions



Don't remove the icon from the logo lockup



Don't apply opacity to the logo



Don't place logo on a busy background



Don't alter the logo in any way

Application

Section 2.0

2.1 Social Media



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magnite mporibus
doluptam di re initem

Tiles



Ga. Nequam ne ma
cuptatem volessim





Tiusapit aturemolut
voluptatusa nis dis
magnite mporibus
doluptam di re initem

Stories

2.2 Banners



Pull up Banner



Mesh Banner

2.3 Co-branded Marketing material



Brochure



Press Ad



Billboards

Thank you

greenfields.net.au

For any queries regarding the brand guidelines, please email marketing@greenfields.net.au