

BRAND GUIDELINES: Project Green Fleet

Logo Variations

Primary Logo Treatment

The full color logo is the default treatment and should be used whenever possible.



Black and White Treatment

Use the dark grey version of the logo when printing documents in black and white. This will prevent the logo from looking washed out when colors are converted to grayscale.



Horizontal

The horizontal lockup can be used when stacked is inappropriate for the layout.



Reverse Treatment

To maximize contrast, on dark backgrounds, use the all white aka reverse version of the logo. When using it on top of a photograph, try to place it over the darkest part of the image and/or add a subtle drop shadow to the logo. Otherwise you can enclose the logo in a white rectangle. The rectangle may or may not have a dropshadow.



Logo Rules

Spacing

A space equal to the width of a cog around the entire logo.



Do Not

Never alter or use the logo in the following ways:



Not enough contrast between background and logo

Placing logo over pattern competes for attention



Greyscale instead of all dark grey



Swap logo colors

Photo Treatments

Typically containing the logo in the white circle is the best treatment when pairing it with images but using an all-white version of the logo is also acceptable.

A dropshadow on the white circle may be necessary to make the logo pop against the background. Never place the logo on a busy photo background or over people's faces.



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Colors

Color plays an important role in Project Green Fleet's brand identity. These greens and black should be used on all collateral materials.

When printing in full color coated paper stock is preferable. Uncoated stock absorbs ink which tends to darken and dull colors. CMYK colors included in these guidelines are meant for coated paper stock. Colors shown below and on subsequent pages are in RGB because this brand guidelines book will likely be viewed on-screen. RGB/Hex hues will typically look lighter on-screen compared to Pantone (PMS) or CMYK swatches. Always print with CMYK colors and request printed proofs whenever possible.



C: 67 M: 64 Y: 67 K: 67
R: 45 G: 42 B: 48
Hex: #2d2a26



C: 68 M: 0 Y: 100 K: 24
R: 67 G: 149 B: 57
Hex: #439539



C: 7 M: 30 Y: 100 K: 0
R: 238 G: 179 B: 16
Hex: #EEB310

Typography

When used appropriately typography is a powerful piece of the brand identity toolkit. The font family Karla is recommended for use across all collateral materials.

Karla is an open source font that can be downloaded Karla from googlefonts.com/karla.

Karla SemiBold, Bold or Extrabold should be used for headings in both print and digital collateral. Karla Regular and Medium are the most appropriate for paragraph copy. Various font weights can also be used for special typographic treatments such as quotes or key points that are separated from the main text of the marketing collateral.

Karla - Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Karla - Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Karla - Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Karla - Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Karla - ExtraBold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Iconography

Project Green Fleet has a growing stock of iconography that can be used for presentations or documents. Icons should be thin line weight to help indicate modern, innovative, optimistic, and efficiency. This line weight will also help show consistency across various pieces as you integrate additional icons into the mix.

Icons may be either of the brand colors included in this document but the kelly green is preferable on white backgrounds. Icons should always be aligned to the bottom of each other. Please note the icons below that do not align with our brand style. Please consult with the marketing team before using an icon found outside the preapproved PGF icons library.

Brand Appropriate Icons



Icon styles that are unacceptable for PGF



Stamp style



Highly stylized and/or detailed icons



Hand-drawn or sketched icons