

GREENOMY

GUIDELINE

VISUAL BRAND GUIDE



GREENOMY

ACCELERATING THE TRANSITION TO
A SUSTAINABLE FUTURE



01

LOGO

01 - COLOR VERSIONS AVAILABLE

The GREENOMY logo is the benchmark of the visual identity.

The use of this logo responds to immutable rules, guaranteeing uniform and rewarding use, relating to:

- its colors,
- its protection space,
- its minimum size,
- its application on simple or complex backgrounds

Respect for these rules by all is essential to ensure the dissemination of a strong and consistent image on all media issued.

The purpose of this document is to present the terms of use of the GREENOMY logo

Color version



Monochrome black version (positive)



Reserve version (negative)



01 - LOGOTYPE COLOR REFERENCES

The color references of the GREENOMY logo are defined:

- Pantone® XX green
- Pantone® XX black

Depending on the mode of application, the logo can be used:

- in Pantone or in Quadrichromy: for printing
- in RGB: for screen use

These values must be respected for a color use of the logo

Green



CMYK : 88/0/68/0
RGB : 0/175/102
HTML : 00AF66



PANTONE®
3405C

Black



Black : 100%
CMYK : 100/30/30/30
RGB : 0/0/0
HTML : 000000



PANTONE®
Process Black C



01 - PROTECTION SPACE

The protection space is a tamper-proof area located around the logo in which no graphic or text element can appear. It is determined by the height of the "G" of the GREENOMY logo.

This minimum perimeter of protection must be respected all around the logo, whatever its use. It is proportional to the size of the latter.



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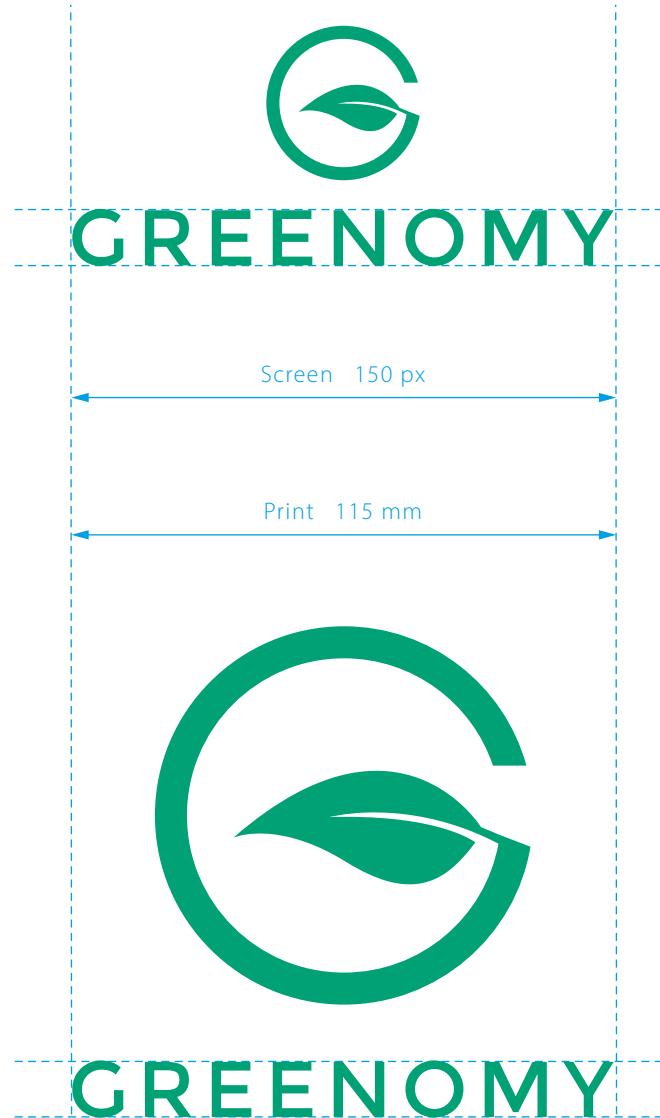
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01 - MINIMAL SIZE

In order to guarantee the legibility of the logo, it is recommended to respect a minimum size below which you must not go down.

The minimum size of the logo depends on the field of application:

- 15mm for the printed documents
- 150 pixels for screen applications.



01 - APPLICATION ON COLORED BACKGROUNDS

The logotype can be placed on different backgrounds.

Below are illustrated examples of possible applications followed by examples of inappropriate applications :

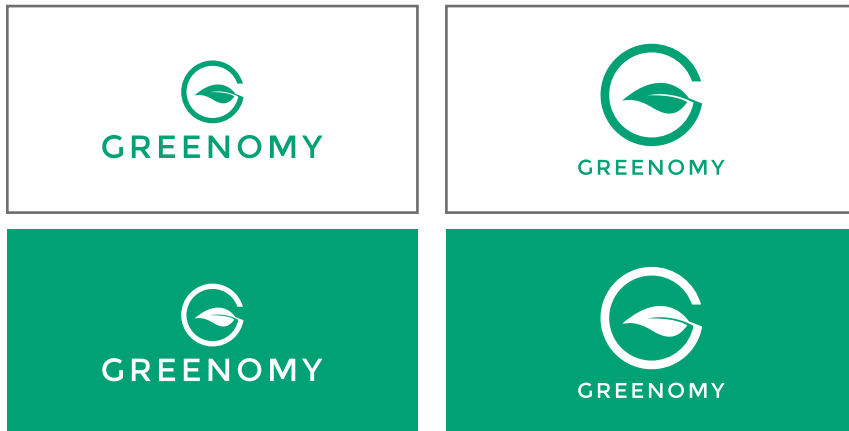
:

- on plain backgrounds,
- on background images.

It is imperative to always ensure that the logo is as readable as possible.

N.B.: the logo in color is preferred.

Identity shades



Medium shades



Light shades



Dark shades



01 - APPLICATION ON BACKGROUNDS

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- on plain backgrounds,
- on background images.

It is imperative to always ensure that the logo is as readable as possible.

N.B.: the logo in color is preferred.

Clear



Mild



Dark



01 - PROHIBITED

This page presents a selection of the prohibited uses of the logo. Respecting these rules helps preserve the identity of the company.

- # 1 - Do not distort the logo.
- # 2 - Do not change the colors of the logo.
- # 3 - Do not modify the construction of the logotype.
- # 4 - Do not change the typography of the logotype.
- # 5 - Don't tilt the logotype.
- # 6 - Do not apply an outline around the logotype.

This list is not exhaustive.

#1



#4



#2



#5



#3



#6



01 - BRANDED BLOCK

The GREENOMY logo exists on certain applications, with its signature

“Accelerating the transition to a sustainable future” and the mention “XXXXXXXX”.
The construction of the brand block must respect the construction rules presented below.

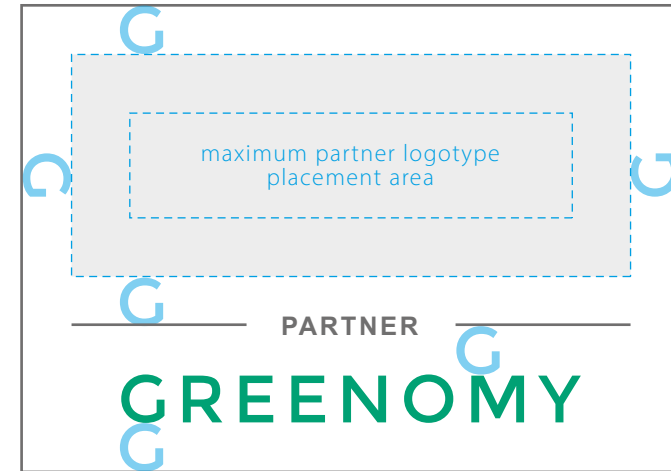


01 - CO-BRANDING

The GREENOMY logo can be used with a partner logo.

In this context, it is advisable to apply the co-branding system presented below:

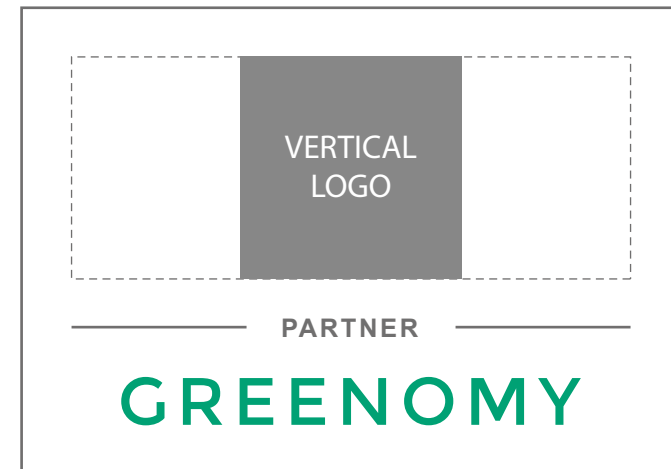
- the partner logo at the top,
- the GREENOMY logo, in its colors,
- the words "PARTNERSHIP" with two lines in 70% black, in Arial typography.



Horizontal partner logo



Vertical partner logo



01 - FORMS DERIVED FROM THE LOGOTYPE

There are two forms derived from the GREENOMY logotype.

The G is an extract from the logo symbol and the "G" of the logotype, a simplified version is also available to improve readability.

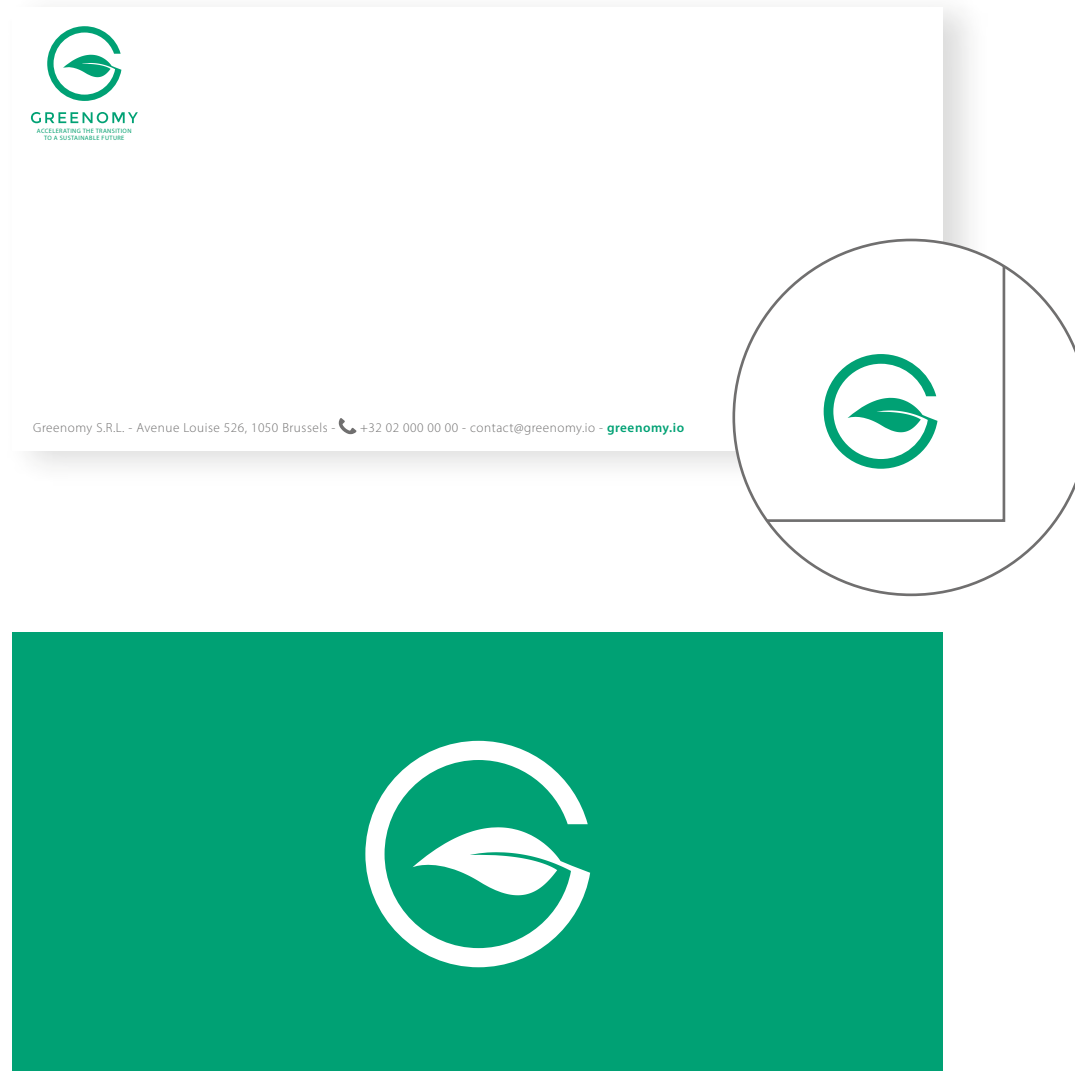
These shapes come, as their own sign, to convey the GREENOMY identity and for mobile application icons.

These two forms support the GREENOMY logo, which they should not replace.



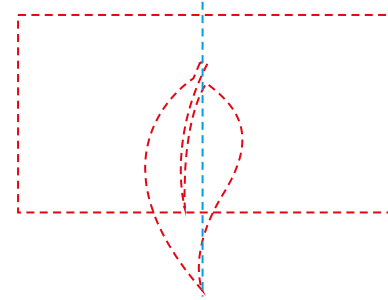
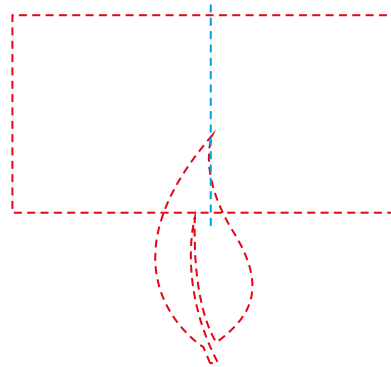
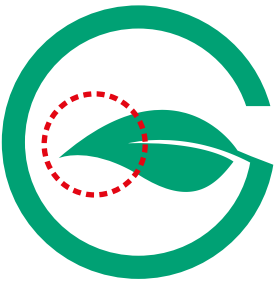
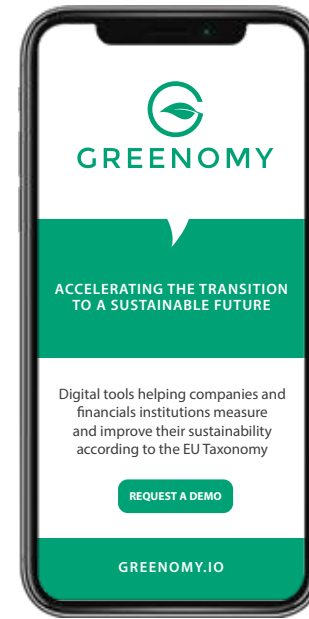
01 - EXAMPLES OF APPLICATIONS

The form comes to animate documents and strengthen attribution to GREENOMY. Its integrity must be preserved in each application.



01 - FORMS DERIVED FROM THE LOGOTYPE

The insert is a shape defined from the GREENOMY logo sheet.
This insert will animate the page backgrounds and formatting of the GREENOMY supports.
This is an element used in wrapping GREENOMY documents.
It's not systematic. It can accommodate the logo and / or, like a net, serve as a separator between several parts of the same document.



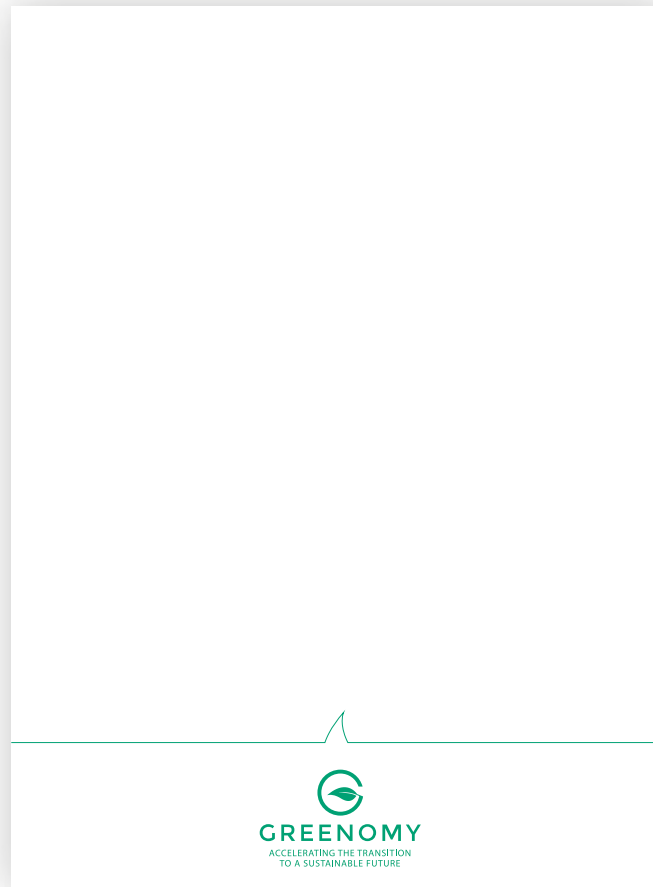
Les usages



01 - THE SPECIAL CASE INSERT

The insert should generally be used to echo the shape of the leaf, with the point down. However, if the insert contains the logo and is positioned at the foot of the document, the arrow should be pointed up. In this case, only one insert on the same document is authorized.

Uses





GREENOMY

ACCELERATING THE TRANSITION TO
A SUSTAINABLE FUTURE

WWW.GREENOMY.IO

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