



STYLEGUIDE BASICS

GreenSign Institut GmbH
info@greensign.de



UMBRELLA BRAND

GreenSign Institut GmbH



GREENSIGN CERTIFICATIONS



GreenSign Hotel Logo



GreenSign SPA Logo



GreenSign Office Logo



GreenSign Gastro Logo



GreenSign Circular Logo

GREENSIGN COLOR CODE

rgb 10/94/51 #0a5e33 cmyk 95/50/100/15

GreenSign green

The color applies to all GreenSign certifications

Dos & Don'ts

THE APPLICATIONS OF
THE LOGOS - WHAT YOU
SHOULD CONSIDER

CORRECT USE OF THE LOGO

Generally, a GreenSign Logo is presented on a white background. In exceptional cases, the Logo can also be used in white on a contrasting background.



NON-AUTHORIZED USE OF THE LOGO

Here, some examples will be shown to illustrate what is not permissible when using the provided versions of the logo.

Any modifications to the Logos, including graphic additions, are not allowed. Shadow backgrounds, tilting, or distortions of proportions in any manner are prohibited.

This applies to all provided versions of the GreenSign Logos.



Part of the Logo is missing



No distortion of the Logo



Do not apply shadows



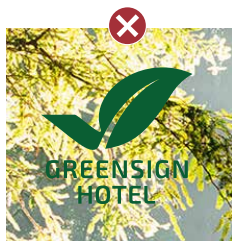
Do not apply outlines



No change in color



Opacity must not be reduced



The Logo is not recognizable



White space is too small

MINIMUM SIZE OF A LOGO



For legibility purposes, the Logo must have a minimum height of 15 mm. Whenever possible, the Logo should be displayed larger.

POSITIONING OF A LOGO



Minimum clear space must be maintained around the Logo

At least 30% side distance to the next element



Minimum clear space of the Logo is not taken into account

CORRECT TEXTUAL REPRESENTATION

GREENSIGN
GreenSign
GreenSign Institut
GreenSign Institut GmbH



UNACCEPTABLE TEXTUAL REPRESENTATION

GREEN SIGN
Green Sign
Green Sign Institut
Green Sign Institut GmbH



GreenSign Institut GmbH
Nürnberg Straße 49
10789 Berlin

info@greensign.de
Tel: +49 30 318 628 0
#greensigned