BRAND DESIGN
GUIDELINES

G2VET

GREEN GUIDE IN VET

OVERVIEW

This brand guideline document communicates the brand identity of G2VET.

Brand guidelines establish a set of visual and verbal guidelines that maintain a consistent brand identity across all communication channels.

The cooperational project between Stiftung Bildung & Handwerk (DE), the Vocational Training and Rehabilitation Centre Austria (AT), the Keski-Pohjanmaan koulutusyhtymä (FI) and the Consejería de Educación de la Junta de Castilla y León (ES) will bring green thinking into the workplace.

CONTENTS

01 LOGO

The main logo incorporates a symbol that represents the Earth, leaves, and a checkmark.

The Earth and the leaves symbolize the global effort towards promoting sustainability in Vocational Education and Training (VET), which is the aim of our international cooperation project. The checkmark symbolizes the achievements of sustainability goals and the completion of sustainable practices.

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02 LOGO VARIATIONS

Using the primary tagline logo is preferred in most cases.
Additionally there's oppurtunity to use secondary logo option.
Icon can be used as a favicon for website.

PRIMARY

SECONDARY

ICON

03 LOGO EXCLUSION ZONE

The minimum amount of space required around the logo should be determined by the height of the uppercase letter "E" in the logo.

The recommended minimum amount of white space around the icon should be the same as the height of one time the leaves of the icon.

The logo should be sized appropriately for the piece being designed.

04 LOGO RESTRICTIONS

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Do not distort

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Do not change
the transparency

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Do not change
brand colors

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Do not use drop shadow
or any other effects

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Do not change spacing
between the font

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Do not place the logo
where there is less contrast

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Do not rotate

05 COLOR PALETTE

PRIMARY COLORS & TINTS

EARTHY INDIGO

CMYK 72, 54, 40, 31
RGB   73, 88, 103
HEX   #495867
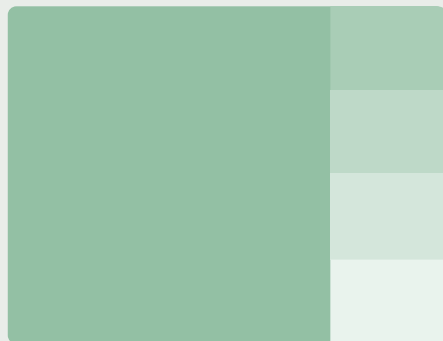
FRESH GREEN

CMYK 48, 8, 42, 0
RGB   147, 192, 164
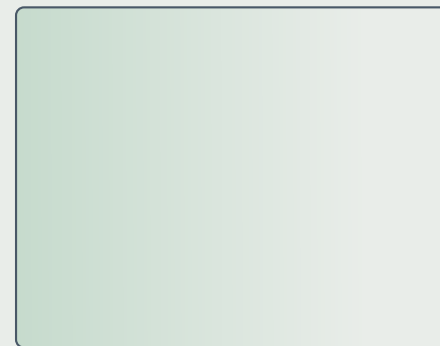**HEX**   #93C0A4
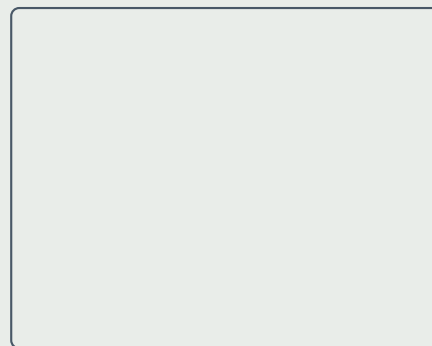
NATURAL WHITE

CMYK 11, 4, 9, 0
RGB   233, 237, 233
HEX   #E9EDE9

LINEAR GRADIENT

HEX   #E9EDE9

HEX   #93C0A4

The colors can be expanded by lightening color tints in 20% intervals, which give a broader palette to use. These are to be used sparingly, as the emphasis must be on using the primary brand colors.

Linear gradient option is available for designing the background. Additionally, there's an option to combine other primary colors and tints from the brand for another gradient swatch if it fits well with the overall design.

If the gradient background is adding unnecessary complexity to the design, then it may be better to use a Natural White or another color from the primary colors and tints set.

06 TYPOGRAPHY

Aa
UBUNTU

Regular

ABCDEFGHIJKLMNOPQRSTUVXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Light

ABCDEFGHIJKLMNOPQRSTUVXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Aa
Source Sans Pro

Regular

ABCDEFGHIJKLMNOPQRSTUVXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Light

ABCDEFGHIJKLMNOPQRSTUVXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

HEADER 1

Ubuntu, 48px, Regular 400

HEADER 2

Ubuntu, 40px, Light 300

HEADER 3

Ubuntu, 32px, Regular 400

HEADER 4

Ubuntu, 24px, Light 300

HEADER 5

Ubuntu, 20px, Regular 400

Body text

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean posuere neque ut mi accumsan suscipit.

Source Sans Pro, 16px, Regular 400

Body emphasis

Lorem ipsum dolor sit amet.

Source Sans Pro, 16px, SemiBold 600

Use light, regular or SemiBold for all styles where necessary

Use uppercase for main headings

Link

Source Sans Pro, 16px, Regular 400

Small text

Source Sans Pro, 12px, SemiBold 600

Button

Ubuntu, 16px, Light 300

08 TYPE HIERARCHY & SIZING (PRINT)

HEADINGS

Ubuntu Regular, 24px

Subheadings

Ubuntu Light, 16px

This is body copy. Lorem ipsum consectetur adipiscing elit. In mollis arcu vitae velit gravida lacinia. Nunc nec malesuada sem, molestie bibendum sem.

Source Sans Pro Regular, 12px

This is small text. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Source Sans Pro Regular, 9px

Use uppercase for main headings

09 BUTTONS

BUTTON NORMAL

Learn more →

See more →

BUTTON HOVER

Learn more →

See more →

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10 DESIGN ELEMENTS

Angular and geometric forms are used for design elements.

Design elements can be used to enhance or complete the look of various design components, such as backgrounds, headers, banners, and printed materials.

The level of transparency of design elements can be modified in order to better fit the overall design.

Brand colors & tints can be combined in order to create design elements that are working well together and creating visual contrast.

11 DESIGN ELEMENTS IN USE