

GREENAVIC BRAND GUIDELINES

Empowering women sustainably

Brand Story

GreenAvic empowers women with eco-conscious, plant-based menstrual solutions. Our mission is to support education, sustainability, and community impact, fostering a caring, trustworthy, and environmentally-focused brand that centers on the well-being of women.

Logo Usage

Our primary logo is designed for use on light backgrounds. Ensure it's displayed clearly and prominently. The logo represents our commitment to natural, clean, and modern solutions.

Here is an example of our primary logo:



Logo Variations

We offer several logo variations to suit different background colors and applications. Please use the appropriate version to maintain visual consistency.

- **Full-Color Logo:** Use on light backgrounds.
- **White Logo:** Use on dark backgrounds.
- **Black Logo:** Use on light backgrounds where color printing is not possible.





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Clear Space

Maintain adequate clear space around the logo to ensure its visibility and impact. The clear space should be at least equal to the height of the 'G' in GreenAvic on all sides.

Minimum Size

To ensure legibility, the minimum size for the GreenAvic logo is 1 inch in print and 100 pixels wide in digital applications.

Incorrect Logo Usage

Please avoid the following when using the GreenAvic logo:

- Stretching or distorting the logo.
- Recoloring any part of the logo.
- Adding drop shadows or other effects.
- Rotating the logo.
- Placing the logo on busy or distracting backgrounds.

Color Palette

Our color palette reflects our brand's natural and eco-conscious focus. Use these colors consistently across all materials.

Primary Green:

#4CAF50

Supporting Neutrals:

#F5F5F5 (Light Grey)

#FFFFFF (White)

#333333 (Dark Grey)

Typography

Heading Font:

Open Sans Bold

Friendly and readable, suitable for NGOs and health education.

Body Font:

Open Sans Regular

Clear and accessible, ensuring easy readability for all audiences.

Imagery Style

Our imagery should reflect women, nature, plants, and community impact. Favor natural lighting and avoid harsh or artificial tones. Images should be authentic and relatable.

Background Usage

The logo can be placed on white, dark green (#4CAF50), or natural solid colors. Avoid busy or patterned backgrounds that distract from the logo.

Social and Print Examples



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Call to Action

Commitment to Sustainability

GreenAvic is dedicated to sustainability and community impact. By choosing our products, you are supporting eco-conscious practices and empowering women worldwide.