

Style Guide



www.greenthread.com

•Brand Logo Type

1.Full Logo 2.Logo Symbol 3.Logo Type



•Different Logo Type

Logo A

Black Background



Logo B

White Background

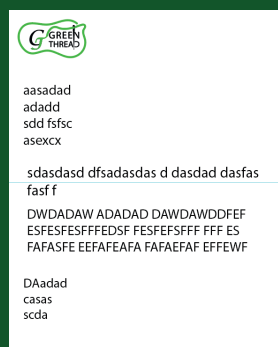


•Stationary

Envelop



Letter



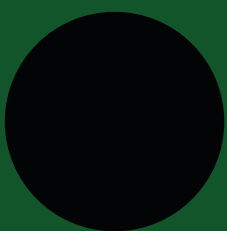
•Tone Of Voice

Brand Personality: Professional, sustainable, Ecofriendly and creative.

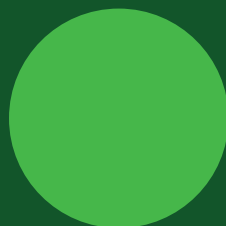
Voice: Friendly but confident.

Keywords: Sustainable, Creative, Precise, Modern.

•Color Palette



CMYK :81 68 65 89
HSB :120% 17% 6%
RGB :14 17 14



CMYK :72 0 99 0
HSB :110% 68% 67%
RGB :73 173 54

•Typography

Aa

MARIAD PRO
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aa

CALLIGRAPHY ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz