VISUAL IDENTITY GUIDELINE

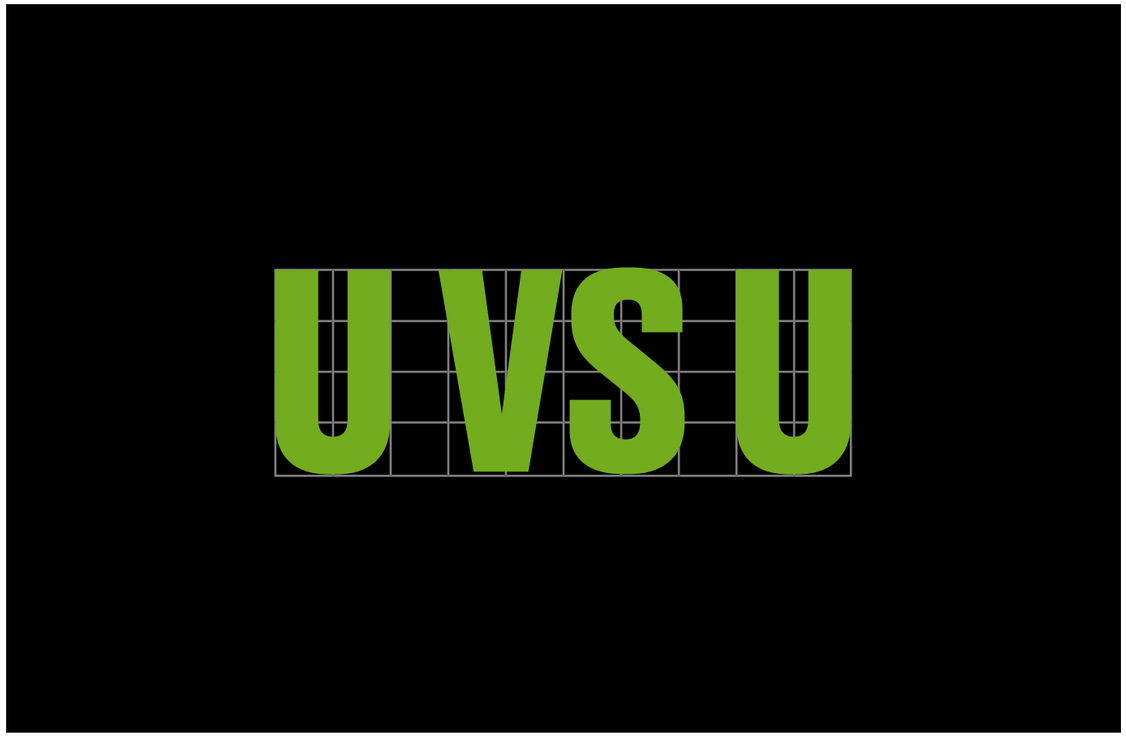
U VS U

為好生活轉念　向自己宣戰

For a greenpeace of mind

GREENPEACE 綠色和平

LOGO



Campaign Logo

Campaign Logo Lockup

COLOUR

Green Logo Lockup
To be applied on solid black background only

Reversed White Logo Lockup
To be applied on Greenpeace Green

Reversed White Logo Lockup
To be applied on photo & other tonal backgrounds

Black

WEB	000000
CMYK	C30 M30 Y30 K100
PANTONE	Process Black U
RGB	R0 G0 B0

Greenpeace Green

WEB	66CC00
CMYK	C55 M0 Y100 K0
PANTONE	376 Coated and Uncoated
RGB	R0 G92 B66

COLOUR

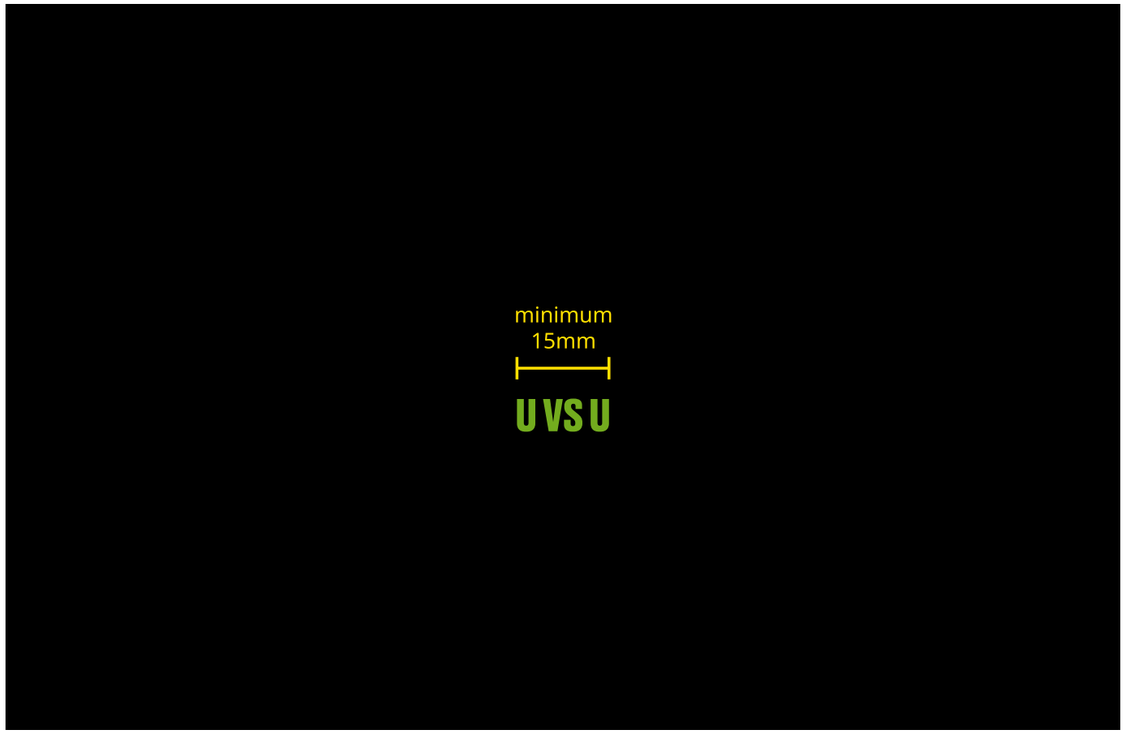
(EXAMPLES OF GREEN LOGOS ON SOLID BLACK BACKGROUNDS)

COLOUR

(EXAMPLES OF REVERSE WHITE LOGOS ON PHOTOS OR TONAL BACKGROUNDS)

MINIMUM SIZE

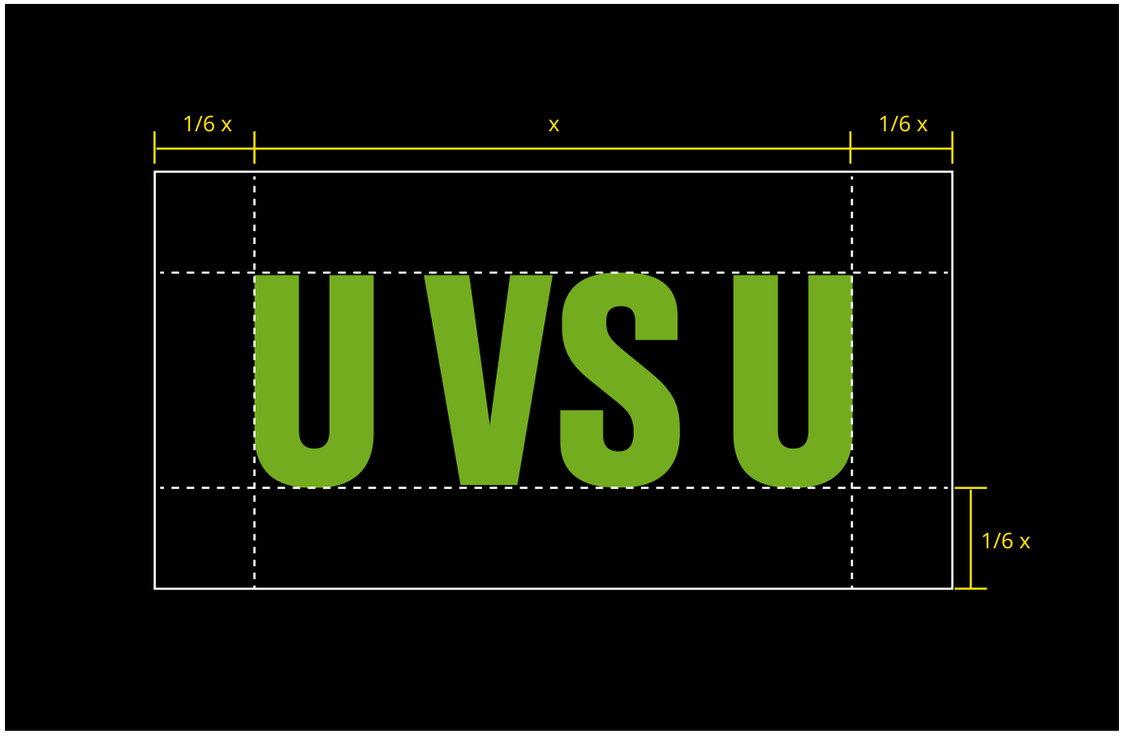
(FOR OFFLINE APPLICATIONS ONLY)



Campaign Logo

Campaign Logo Lockup

LOGO CLEARSPACE



Campaign Logo

Campaign Logo Lockup

IMPROPER LOGO LOCKUP APPLICATION

GREEN LOGO LOCKUP

1. Do not apply Green Logo Lockup on any colour backgroud other than black

2. Do not apply Green Logo Lockup on photos

3. Do not apply Green Logo Lockup on any materials except those in black

IMPROPER LOGO LOCKUP APPLICATION

REVERSED WHITE LOGO LOCKUP

1. Do not apply the Reversed White Logo Lockup on any plain colour background other than Greenpeace Green

2. Do not apply Reversed White Logo Lockup on photo background with insufficient contrast

IMPROPER LOGO LOCKUP APPLICATION

UNIVERSAL

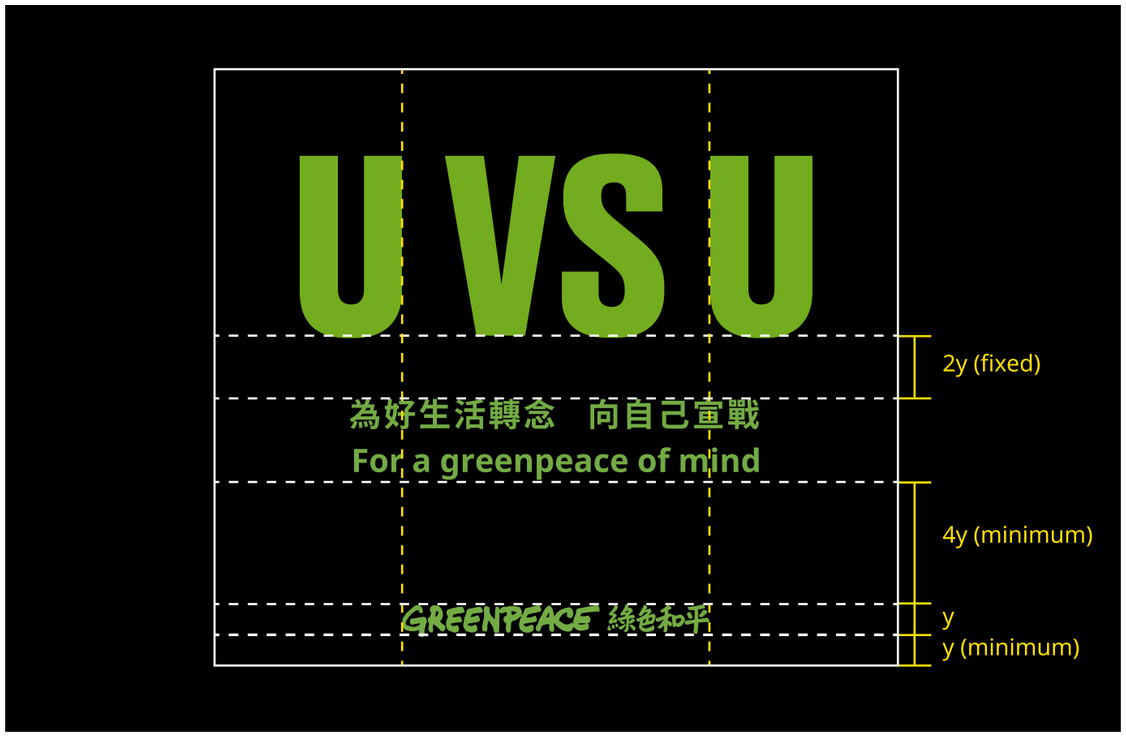
1. Do not apply Logo Lockup in any other colours than the specified.

2. Do not stretch, compress or tilt the Logo Lockup

3. Do not alter layout and tagline spacing of the Logo Lockup

4. Do not alter the font of the Logo Lockup

SPACING OF CAMPAIGN LOGO LOCKUP & GREENPEACE LOGO



Spacing between the Greenpeace Logo and Logo Lockup is flexible yet with a minimum limit.
The same principle applies to the spacing between the Greenpeace logo and the edge at the bottom.

TYPOGRAPHY

Primary Texts | DRUK Text Bold | ALL CAPS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Secondary Texts | Noto Sans Bold & Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Chinese Texts | Noto Sans CJK TC Bold & Regular

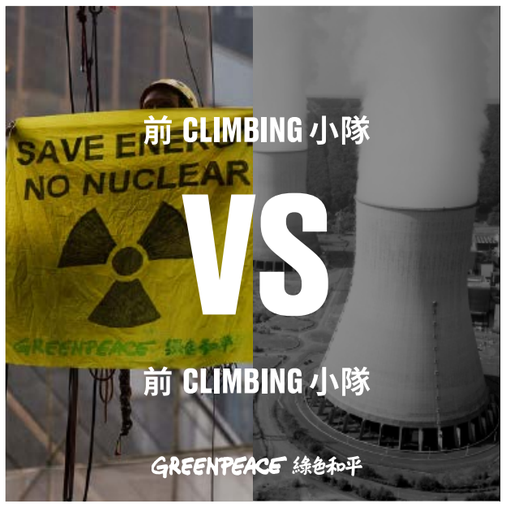
為好生活轉念　向自己宣戰
為好生活轉念　向自己宣戰

SOCIAL MEDIA USAGE - INTERVIEWS

Basic Grid

(A) Chinese Name only

(B) Chinese Name only - 2 names together



(C) Name with both Chinese and English

(D) English Name Only

SOCIAL MEDIA USAGE - ‘VS’ POSTS

Basic Grid

(A) Demo of 1 chinese word

(B) Demo of 2 chinese words

SOCIAL MEDIA USAGE - FACEBOOK/ WEB BANNER

Facebook Banner - Desktop View

Website Banner

Facebook Banner - Mobile View