



**GREEN
HANGER**

BRAND GUIDLINES

*"Style Sustainably,
Live Confidently."*

CONTENTS

SECTION 1: DEFINING OUR BRAND:

- Who Are We?
- Brand Strategy
- Keywords

SECTION 2: DESIGN ELEMENTS

- Primary Logo
- Clearance Space
- Scaling
- Misuses
- Secondary Logo
- Clearance Space
- Scaling
- Misuses
- Usage on Background

SECTION 3: ICON:

- Icon
- Scaling
- Misuses
- Social Mark
- Misuses

SECTION 4: COLOUR PALETTE

- Primary Colours
- Secondary Colours
- Neutral Colours

SECTION 5: TYPOGRAPHY

- Logo Typography
- Primary Typeface
- Secondary Typeface

Section 6: APPLICATION:

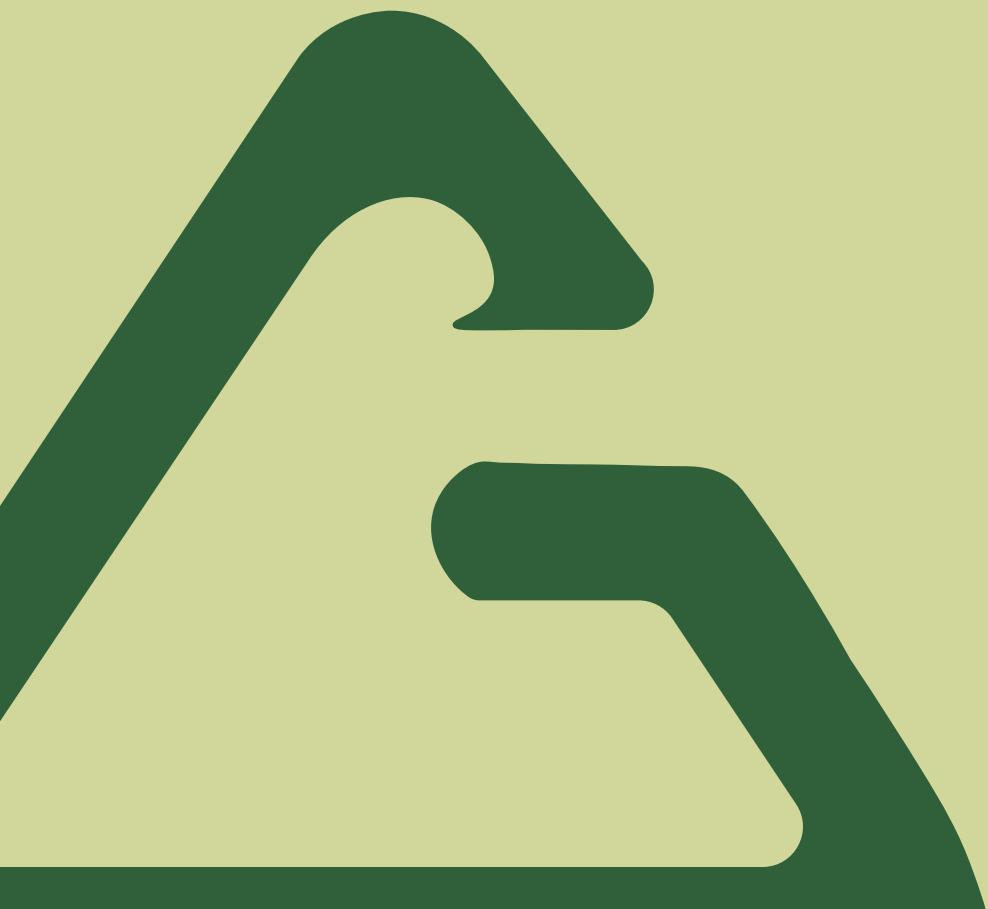
- Clothes
- Print Media
- Social Media

SECTION 1: DEFINING OUR BRAND

In this section, we outline the building blocks of Green Hanger, including what we stand for, what sets us apart, why we choose the words we use, and how we've decided to show up in the world.

WHO ARE WE?

Green Hanger is a personalized styling and wardrobe consultancy dedicated to simplicity and sustainability. We help clients organize their closets, build versatile capsule wardrobes, and plan outfits for every occasion. By promoting ethical shopping, second-hand fashion, and mindful consumption, Green Hanger combines style with eco-conscious living. Through tailored consultations and innovative digital tools, we empower individuals to look and feel their best while making responsible choices for the planet.



BRAND STRATEGY

MISSION

To empower individuals to embrace their unique style while prioritizing sustainability, through personalized wardrobe management, outfit planning, and eco-conscious shopping solutions.

VISION

To be a global leader in personal styling and wardrobe solutions, creating a harmonious blend of style and sustainability for clients who value conscious living.

PURPOSE

To simplify the complexities of everyday styling, reduce fashion waste, and enable people to shop responsibly and confidently while looking and feeling their best.

TONE

Approachable yet professional.
Stylish, modern, and inspiring.
Eco-conscious with an educational and empowering tone.

TEAM BUILDING

Training Focus: Equip the team with knowledge on sustainable fashion, personal styling, and technology tools.
Hiring Strategy: Recruit stylists with a strong sense of aesthetics and a passion for sustainable living.
Collaboration: Regular workshops and brainstorming sessions for innovation in sustainable styling.

SUSTAINABILITY INTEGRATION

Promote second-hand shopping and upcycling.
Collaborate with sustainable brands for exclusive client discounts.
Educate clients on eco-conscious practices such as avoiding fast fashion and choosing quality over quantity.

BRAND STRATEGY

VISUAL DESIGNS

Color Palette: Earthy tones to represent sustainability and calmness.

Typography: Clean, minimalist fonts for professionalism.

Logo: A fusion of a wardrobe hanger, the letter G, and a stylistic "recycling" symbol to represent fashion and sustainability.

Imagery: Real-life wardrobe transformations, styled outfits, and eco-conscious shopping visuals.

COMMUNICATION DESIGN

Tagline: "Style Sustainably, Live Confidently."

Digital Content:

Blogs on eco-conscious fashion tips.

Social media campaigns showcasing client transformations and sustainable styling hacks.

Educational posts on building capsule wardrobes and reducing fashion waste.

Client Communication:

Regular personalized updates and follow-ups through email and apps.

Styling lookbooks curated for each client's preferences and lifestyle.

Workshops: Online and in-person sessions teaching wardrobe organization, mindful shopping, and sustainable styling.

MARKET STRATEGY

Target Audience:

Young professionals and entrepreneurs seeking convenient styling solutions.

Eco-conscious individuals looking to reduce their environmental footprint.

Busy parents or individuals in need of simplified wardrobe solutions.

Channels:

Instagram, Pinterest, and YouTube for visual and interactive engagement.

Collaborations with eco-friendly fashion brands and influencers.

Partnerships with thrift stores and ethical retailers.

Promotions:

Offer subscription plans for wardrobe management and outfit planning.

Discounts for first-time users and eco-conscious referrals.

Seasonal campaigns tied to decluttering, organizing, or refreshing wardrobes sustainably.

KEYWORDS

PERSONAL STYLE

WARDROVE MANAGEMENT

OUTFIT PLANNING

SUSTAINABLE FASHION

ECO FRIENDLY SHOPPING

GREEN FASHION

FASHION CONFIDENCE

YOUNG ADULTS

BUSY PROFESSIONALS

SMART WARDROBE

CAPSULE WARDROBE

MINAMLISM

CONCIOUS CONSUMPTION

UPCYCLING

STYLE

TRANSFORMATION



SECTION 2: DESIGN ELEMENTS

In this section, we outline best practices for the use of Green Hanger brand assets and offer useful examples.

PRIMARY LOGO

The Green Hanger logo features a sleek, triangular hanger symbol, representing wardrobe organization and sustainability. The soft green color reflects eco-consciousness, while the bold typography conveys confidence and simplicity. Together, it embodies the brand's commitment to style, responsibility, and functionality.



**GREEN
HANGER**

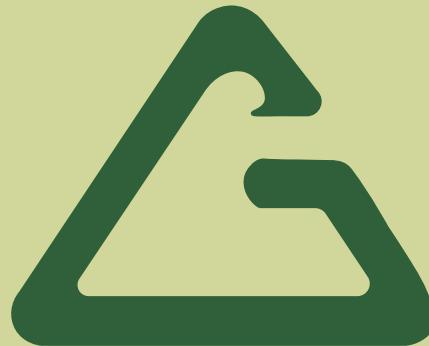
CLEARANCE SPACE

The Green Hanger logo includes defined spacing guidelines, as illustrated by the bordered grid. These borders ensure proper clear space around the logo, maintaining its visibility and impact in all applications. The consistent spacing helps the logo stand out and avoids overcrowding by other elements, reinforcing a clean, professional, and balanced brand identity. This guideline ensures the logo's integrity and readability across both digital and print platforms.



SCALING

The Green Hanger logo scaling guidelines ensure its versatility across various applications and sizes. The logo retains its clarity and visual impact, whether displayed in large formats, such as signage and banners, or smaller formats, like business cards and digital thumbnails. Each scaled version maintains the proportional relationship between the symbol and text, preserving brand consistency. These variations ensure the logo adapts seamlessly to diverse platforms while maintaining its recognizable and professional appearance.



**GREEN
HANGER**



**GREEN
HANGER**



**GREEN
HANGER**

MISUSES



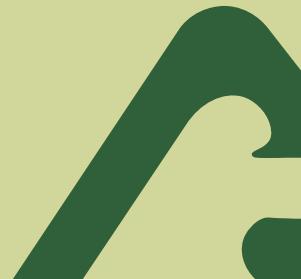
Do Not Distort
The Logo



Do Not
Change the
Opacity



Do Not
Change The
Colours



Do Not
Change The
Typeface

Do Not Rotate
The Logo

Do Not Crop
the Logo

SECONDARY LOGO

The secondary logo for Green Hanger is a simplified version of the primary logo, focusing on the triangular hanger symbol. It is designed for use in situations where a minimal and compact representation is required, such as social media icons, product tags, or watermarks. This version maintains the brand's visual identity while offering flexibility and adaptability for smaller or more constrained spaces, ensuring consistent recognition across all touchpoints.



GREEN HANGER

CLEARANCE SPACE

The Green Hanger logo includes defined spacing guidelines, as illustrated by the bordered grid. These borders ensure proper clear space around the logo, maintaining its visibility and impact in all applications. The consistent spacing helps the logo stand out and avoids overcrowding by other elements, reinforcing a clean, professional, and balanced brand identity. This guideline ensures the logo's integrity and readability across both digital and print platforms.



SCALING

The Green Hanger logo scaling guidelines ensure its versatility across various applications and sizes. The logo retains its clarity and visual impact, whether displayed in large formats, such as signage and banners, or smaller formats, like business cards and digital thumbnails. Each scaled version maintains the proportional relationship between the symbol and text, preserving brand consistency. These variations ensure the logo adapts seamlessly to diverse platforms while maintaining its recognizable and professional appearance.



GREEN HANGER



GREEN HANGER



GREEN HANGER

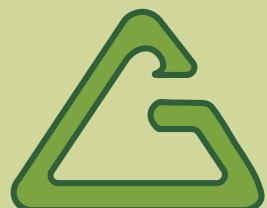
MISUSES



GREEN HANGER



GREEN HANGER



GREEN HANGER

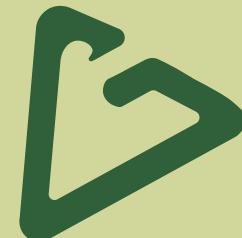
Do Not Distort
The Logo

Do Not
Change the
Opacity

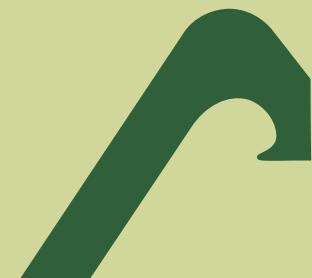
Do Not
Change The
Colours



GREEN HANGER



GREEN HANGER



Do Not
Change The
Typeface

Do Not Rotate
The Logo

Do Not Crop
the Logo

USAGE ON BACKGROUND

The one-color version of the Green Hanger logo ensures versatility and adaptability across different backgrounds and mediums. This simplified design retains the core elements of the logo while maintaining clarity and recognizability. Ideal for monochromatic printing, embossing, or subtle branding applications, the one-color logo reinforces brand identity while offering flexibility for cost-effective and minimalist use cases.



SECTION 3: ICON

In this section, we outline best practices for the use of Green Hanger brand assets and offer useful examples.

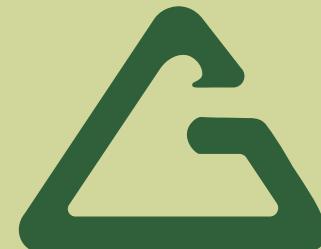
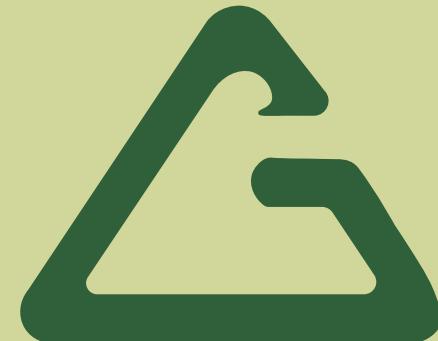
ICON

The Green Hanger icon is a standalone representation of the brand, featuring the distinctive triangular hanger symbol. It embodies the essence of the brand—style, simplicity, and sustainability—in a compact and versatile format. Ideal for use as a favicon, app icon, or social media profile image, the icon ensures instant brand recognition while maintaining a clean and modern aesthetic.

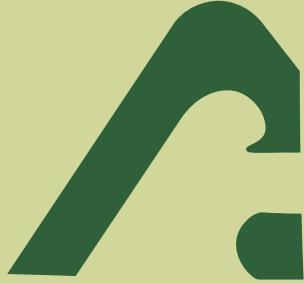


SCALING

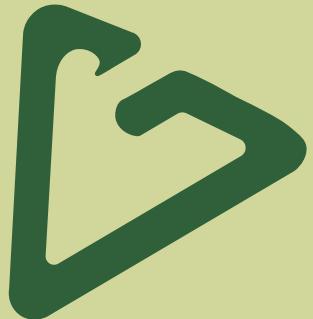
The Green Hanger icon scaling guidelines ensure its versatility across various applications and sizes. The logo retains its clarity and visual impact, whether displayed in large formats, such as signage and banners, or smaller formats, like business cards and digital thumbnails. Each scaled version maintains the proportional relationship between the symbol and text, preserving brand consistency. These variations ensure the logo adapts seamlessly to diverse platforms while maintaining its recognizable and professional appearance.



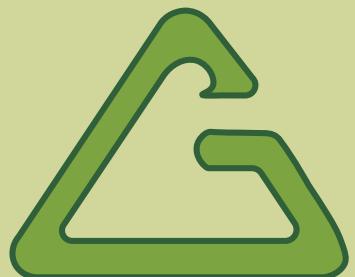
MISUSES



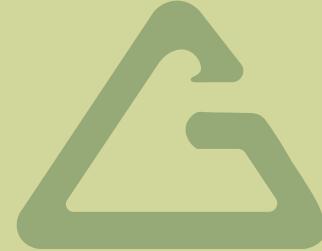
Do Not Distort
The Icon



Do Not Rotate
The Icon



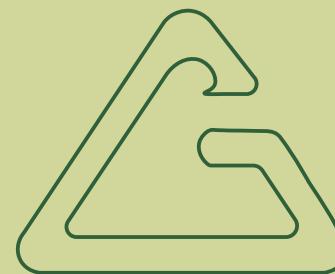
Do Not
Change The
Colours



Do Not
Change The
Opacity



Do Not Rotate
The Distort
the Icon



Do Not Use
The Outline

SOCIAL MARK

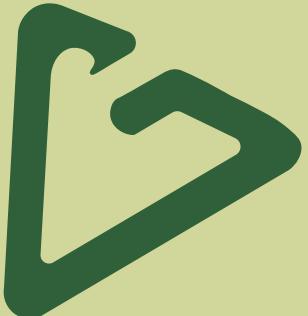
The Green Hanger icon is a standalone representation of the brand, featuring the distinctive triangular hanger symbol. It embodies the essence of the brand—style, simplicity, and sustainability—in a compact and versatile format. Ideal for use as a favicon, app icon, or social media profile image, the icon ensures instant brand recognition while maintaining a clean and modern aesthetic.



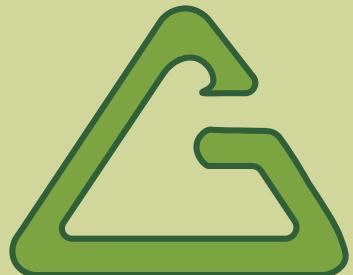
MISUSES



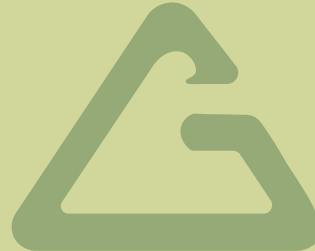
Do Not Distort
The Icon



Do Not Rotate
The Icon



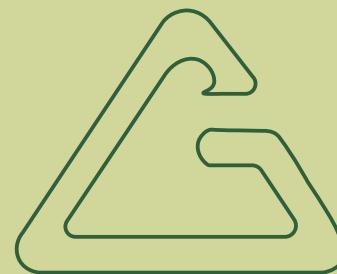
Do Not
Change The
Colours



Do Not
Change The
Opacity



Do Not Rotate
The Distort
the Icon



Do Not Use
The Outline

SECTION 4: COLOUR PALETTE

In this section, we outline the colour palette of
Green Hanger brand assets and offer useful examples.

CORE COLOURS

KILLARNEY

HEX 315F39
CMYK 80-39-88-33
RGB 45-95-57

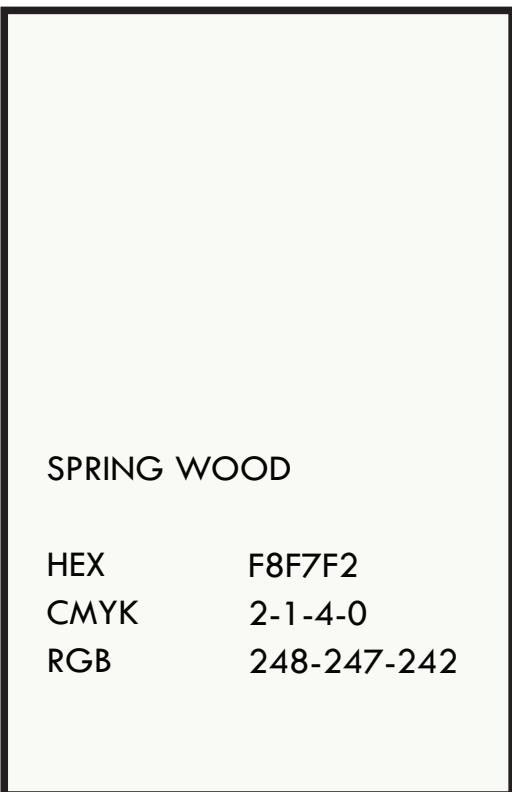
WINTER HAZEL

HEX D1D59A
CMYK 19-8-47-0
RGB 209-213-154

SUSHI

HEX 7BA340
CMYK 58-18-99-2
RGB 123-163-64

SECONDARY COLOURS



SPRING WOOD

HEX	F8F7F2
CMYK	2-1-4-0
RGB	248-247-242



ENGLISH WALNUT

HEX	423124
CMYK	54-65-75-61
RGB	66-49-36

NEUTRAL COLOURS

BLACK

HEX 000000
CMYK 75-68-67-90
RGB 0-0-0

WHITE

HEX ffffff
CMYK 0-0-0-0
RGB 255-255-255

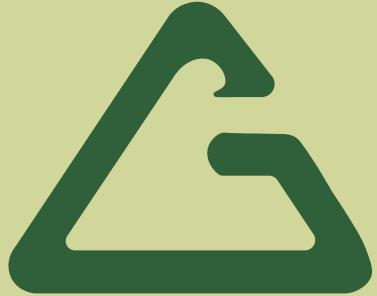
BOULDER

HEX 7D7D7D
CMYK 53-44-44-9
RGB 125-125-125

SECTION 5: TYPOGRAPHY

In this section, we outline best practices for the use of Green Hanger brand assets and offer useful examples.

LOGO TYPOGRAPHY



GREEN
HANGER

Berlin Sans FB
Demi Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

BODY TYPOGRAPHY

PRIMARY TYPEFACE

Protipo Narrow

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

Light

Medium Italic

Light Italic

Semibold Italic

Regular

Bold

Regular Italic

Bold Italic

Medium

Extrabold

Semibold

Extrabold Italic

BODY TYPOGRAPHY

SECONDARY TYPEFACE Tw Cen MT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

Regular

Italic

Bold

Bold Italic

SECTION 6: APPLICATION

In this section, we outline best practices for the use of Green Hanger brand assets and offer useful examples.

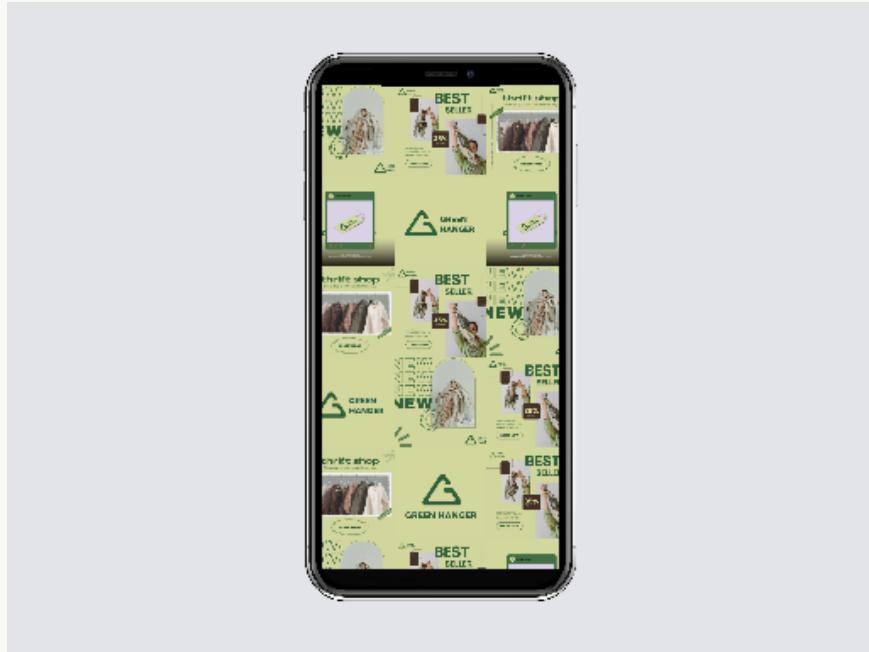
CLOTHING



PRINT MEDIA



SOCIAL MEDIA



THANK YOU



**GREEN
HANGER**



GREEN HANGER