greenlight
We care and share

Style Guidelines

v 1.0 / Mar. 2020

Our Story

Greenlight is a nonprofit social networking community in Korea. As a group of Ajou University alumni, it started with seven members in 2016 and is currently active with 13 members. The member consists of office workers of various industries including IT, Electronics and Motors, as well as start-up CEOs, lawyers, and many other professional groups. In addition to promoting friendship, Greenlight has been raising funds to provide scholarships for students, and job and career counseling for students is ongoing from time to time.

Our Vision

Slogan [Brand tagline]

" We **Care** and **Share** "

Vision

Greenlight is a committed community who learns and grows by caring and sharing with others.

Core Principles

- We are committed with integrity.
- We learn, execute and grow together.
- We share and care.

LOGO

Inspiration

G

LETTER 'G'

"Stands for not only green's 'G', but it also implies **'Growth'** which is the core value of the organization."

Inspiration

LIGHT BULB

"A visual metaphor for the moment of

Creativity and **Enlightenment**"

The Basics

Since the logo is an identity of Greenlight,
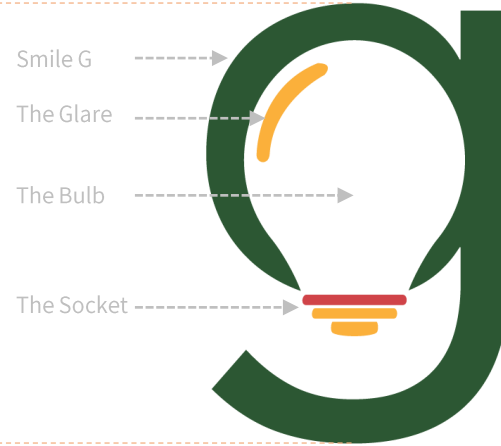care must be taken not to misuse it.

The Basics

Elements

Logo Mark must always be presented with the Logo Type and cannot be used alone. (except Favicon, see page 21)

Logo Mark

Smile G ------------>

The Glare ------------>

The Bulb ------------>

The Socket ------------>

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Logo Type (Korean type available, see page 14)

Tagline (Optional)   We care and share

The Basics

Ratio

Make sure not to distort the logo ratio under any circumstances.

The Basics

Margin, Space

The empty space around the logo should be at least 150% of the width of the logo. Do not go any smaller than 50 pixels tall, or 25 pixels when tagline is not used.

Minimum size

With tagline

50px

Without tagline

25px

150%

100%

Colour Fills

Variations #1

The Bulb can be coloured for a better visual impact. In this case, the designated colour must be used.

Case #1: Single colour

Colour value: #F1F0DA

Case #2: Vertical Gradation

0~30%: Transparent

30~100%: Linear gradient

Horizontal Type

Variations #2

Tagline is not used for horizontal logo.
Instead, a modifier can be presented
for various purposes.
The modifier can be a brand,
campaign, subsidiary or branch name
of Greenlight.

Exception: See page 21

Logo Mark:

Height = 1x

Logo Type:

Height = 0.3x

(same as Basic Logo)

Modifier:

Font size 60% of Logo Type

Monotone

Variations #3

If there is a regulation where the logo is posted, a monotonous logo using one colour can be used.

Case #1:	Case #2:	Case #3:
White Background	Black Background	Growing Green Background

Language

Variations #4

Do not use Tagline when applying Korean type. When using the Horizontal Type, the Modifier (장학재단) size is the same as the Logo Type (그린라이트).
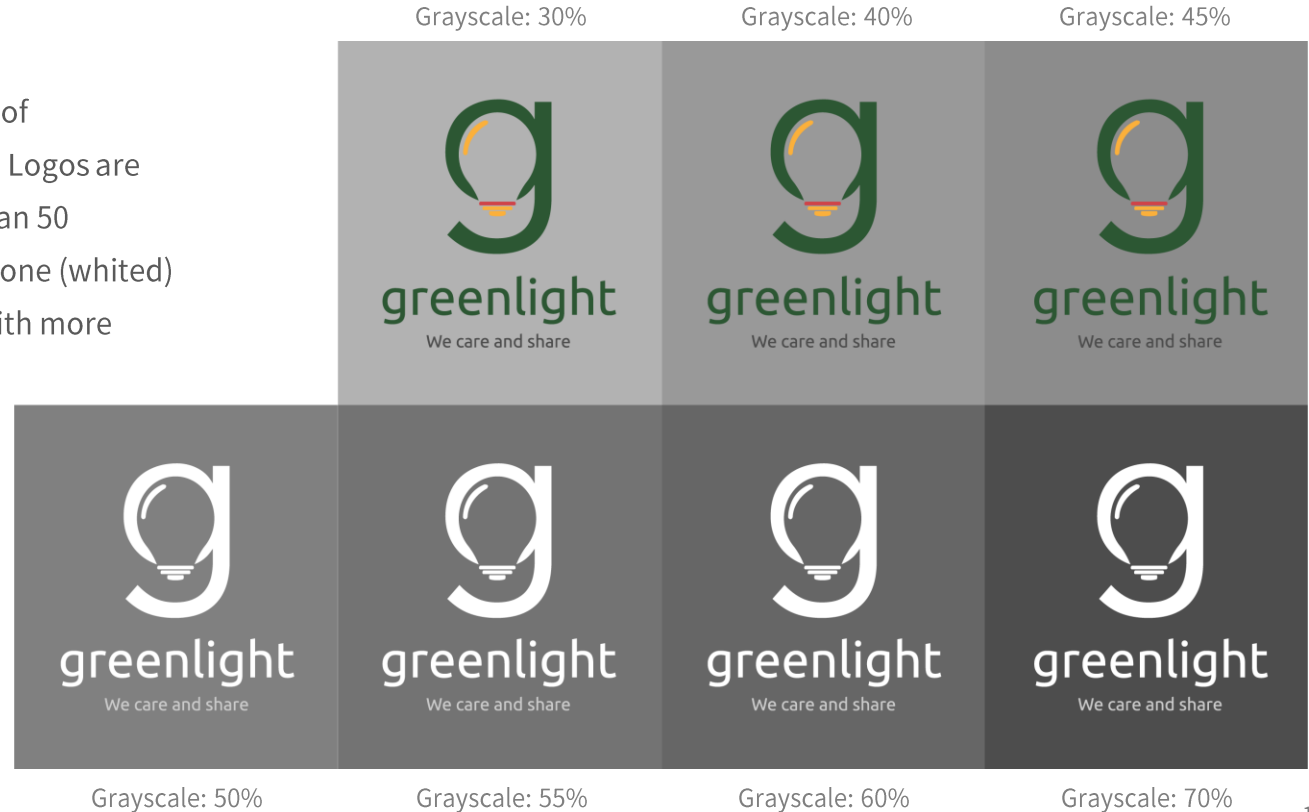

Case #1:

Basic Type

Case #2:

Horizontal Type

Grayscale

Depending on the brightness of background, Basic (coloured) Logos are applied to places with less than 50 percent Grayscale and Monotone (whited) logos are applied to places with more than 50 percent Grayscale.

Grayscale: 30%

Grayscale: 40%

Grayscale: 45%

Grayscale: 50%

Grayscale: 55%

Grayscale: 60%

Grayscale: 70%

3D Logo Type

Variations #1

3D Logo Type can be used to enhance its visibility at a certain spot. (e.g. headlines) Two types are available, so user can choose based on the given brightness of background.

Point: The Glare is applied to the letters.

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그린라이트

3D Logo Type

3D Logo Type can be used to enhance its visibility at a certain spot. (e.g. headlines) Two types are available, so user can choose based on the given brightness of background.

Point: The Glare is applied to the letters.

Case #2: Dark Background

3D Logo Combo

It can also be used as a combination of Logo Mark and 3D Logo Type. However, they must maintain a fixed ratio.

Case #1: Bright Background

Case #2: Dark Background

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Logo on Image

The logo can be applied above image. However, the image should be properly retouched to make the logo as best visible as possible.

Caution: Logo should not be retouched.

X

O

The shadow of the original image does not make the logo visible.

Now the logo stands out well after applying 30% white tint on the image.

Don'ts

Misuse

- Original Logo -

Do not -

Apply outlines	Give it 3D effects	Add gradations	Use undesignated colours	Use low resolution
Tilt or rotate	Change orientation	Stretch or skew	Multiply	Contain in a shape
Combine Mark with Type	Omit logo elements	Misposition	Break the fixed ratio	Disregard the background

Exceptions

For special cases

Depending on the nature of media such as web page's navigation or print media's headline, the exceptional ratio between Logo Mark and Logo Type can be applied. (Horizontal Type only)
Additionally, Logo Mark can be applied alone when it is not proper to use Logo Type. (e.g. Favicon)

Logo Mark
Height = 1x

Logo Type
Height = 0.8x

Logo Mark
Height = 1x

Logo Type
Height = 0.8x

Favicon (no Logo Type)

STYLES

Colour Palette

Primary colour is based on green, which implies 'Growth' and 'Eternity'. Pinkish red – 'Caring' and orangish yellow – 'Sharing' take a role as secondary colours. A light green and some achromatic colours may be used for the Webpage.

	Primary	Secondary
All Area	**Growing Green** #2C5733	**Caring Red** #CE4A52
		Sharing Yellow #FBB03B
		Lighting Beige #F1F0DA
Web Specific	**Light Green** #2C5733	White #FFFFFF
		Light Gray #CCCCCC
		Dark Gray #616161

Typography

English

Use '**Ubuntu**' font for headlines from H1 to H3. (14 points or more) '**Noto sans**' shall be applied to H4 or smaller size. In addition, the font '**Poor**' can be used when trying to use an informal, friendly or verbal expression. In most cases, hyperlinks will be bold with Caring red colour.

Font	Weight	Usage	Example
Ubuntu	Regular	H1	**We Care and Share**
	Regular	H2	**We Care and Share**
	Regular	H3 min. 14P	**We Care and Share** **Link**
Noto Sans	Medium	H4	**We are a committed community who learn and grow by caring and sharing with others** **Link**
	Regular	H5	We are a committed community who learn and grow by caring and sharing with others
	Regular	P	We are a committed community who learn and grow by caring and sharing with others
Poor	Regular	Informal expressions	Feels like to try something new and fun!

Typography

Korean

Use 'Do Hyeon' font for headlines from H1 to H3. (14 points or more) 'Noto sans' shall be applied to words with H4 or lower. In addition, the font 'Poor' can be used when trying to use an informal, friendly or verbal expression. In most cases, hyperlinks will be bold with Caring red colour.

| Font	Weight	Usage	Example
Do Hyeon	Regular	H1	우리는 배려하고 공유한다
	Regular	H2	우리는 배려하고 공유한다
	Regular	H3 min. 14P	우리는 배려하고 공유한다 링크
Noto Sans	Medium	H4	우리는 배려와 공유를 통해 함께 배우고 성장하는 헌신적인 커뮤니티이다. 링크
	Regular	H5	우리는 배려와 공유를 통해 함께 배우고 성장하는 헌신적인 커뮤니티이다.
	Regular	P	우리는 배려와 공유를 통해 함께 배우고 성장하는 헌신적인 커뮤니티이다.
Poor	Regular	Informal expressions	뭔가 새롭게 즐거운 일을 해보고 싶은 기분!

Icons

A set of icons with the designated colour have been developed. These can be applied to all media such as web pages and printouts.
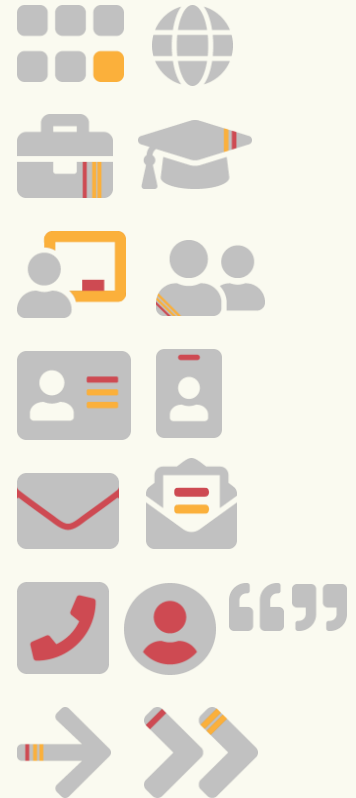
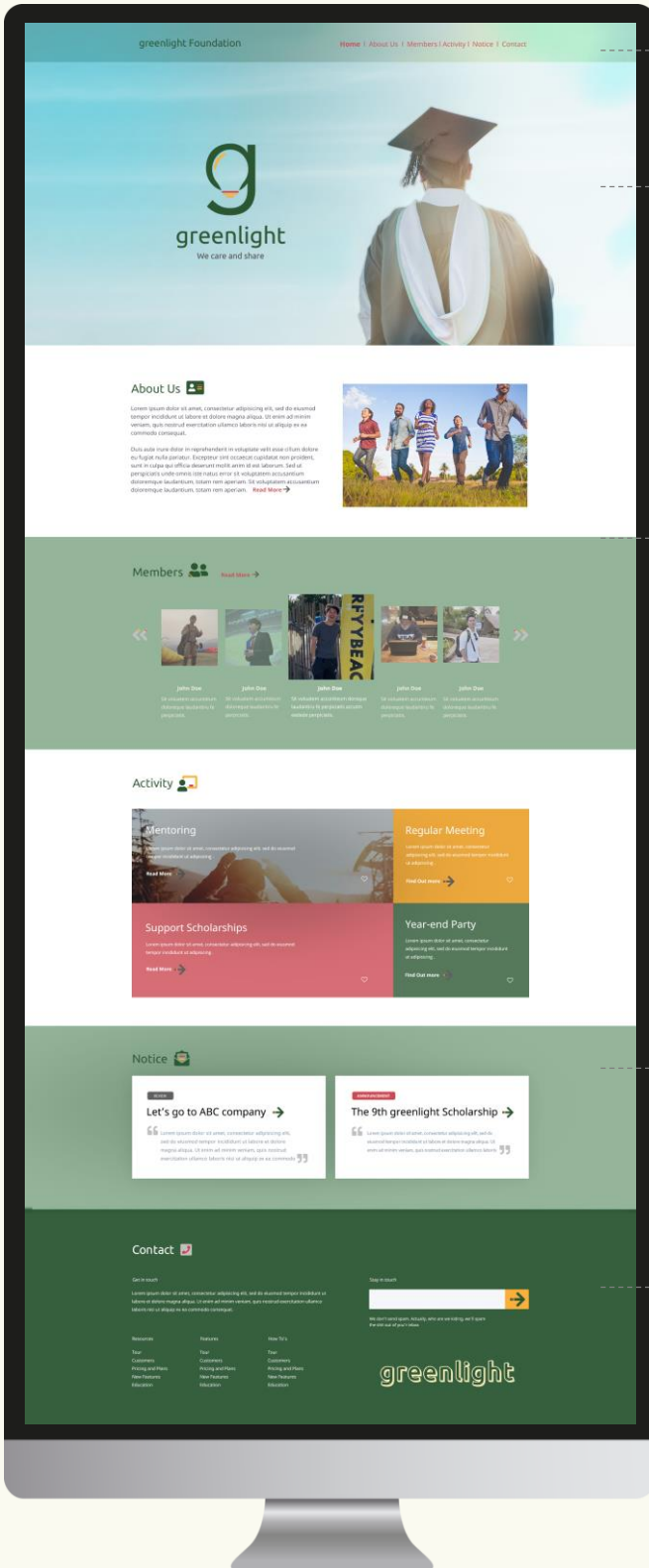Case #1: Growing Green

Case #2: Dark Gray
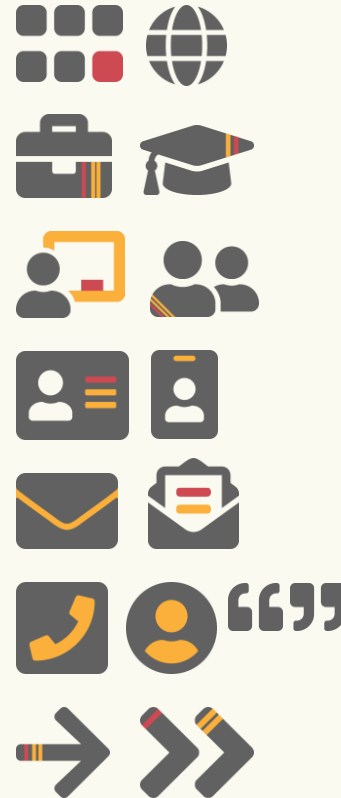
Case #3: Light Gray

Webpage

Desktop

Webpages should be styled using the colours, icons and fonts regulated in this guidelines.

Header:
Opacity 20~30%

Jumbotron:
A clear image with a large size logo

Section dividers:
Should be clearly divided

Icons:
Strengthen its identity

Gradient shading:
Avoid the simplicity

Footer navigation:
Applies the primary colour

Contact Us

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